

10 STEPS TO INCREASE YOUR SUBSCRIBERS

One of the advantages of using email as a primary communication tool is confidence that your message will reach your audience. The larger your audience, the better the chance you have at keeping people informed and engaged. That's why it's always important to capture subscribers whenever you can. Here are ten simple ideas to increase your subscriber numbers.



START WITH LOW-HANGING FRUIT

It's likely that your organization has existing lists of contacts that can be uploaded and used immediately. Check internally with various departments to see what lists already exist - you might be surprised to find more than you expected.



ADD AN OVERLAY TO YOUR SITE

Overlays are highly effective. According to the recent [Benchmark Report: Improving the Metrics that Matter](#), overlays increased subscribers by a median rate of 174 percent for Granicus users who implemented them.



INCLUDE AN EMAIL LINK WITH SOCIAL ICONS

Too often, websites only have the usual suspects like Facebook and Twitter on their popular pages. Since citizens are conditioned to look for the cluster when they want to connect, why not include an email icon as well?



SAVE EMAIL A SEAT ON YOUR HOMEPAGE

Does your website have a carousel or slider? It's a set of rotating images or stories right in the middle of your home page that change over time. If your site does have a carousel, devote one of your slides to letting people know how they can stay connected.



TAKE ADVANTAGE OF THE GOVDELIVERY NETWORK

Part of the cross promotion functionality on the [GovDelivery Network](#) is the ability to highlight a small group of topics or featured content. If you're always highlighting the same 4-5 topics (likely your newsletter and press release topics), it's time to start rotating topics in and out of those coveted spots.



INCLUDE SUBSCRIPTION LINKS ON INTERNAL PAGES

It's typical for people to focus on grabbing real estate on the home page whenever they're promoting a targeted message, but don't forget to place subscription links on your most popular internal pages. Reach out to your webmaster and ask them what your site's top ten trafficked internal pages are and make sure there's an option to subscribe on each of them.



CROSS PROMOTE WITH SOCIAL

Don't forget to use your social accounts to promote email subscription. A simple tweet or post can help make citizens aware of the option to subscribe to email updates. If you're using a social media management tool, scheduling a tweet or post on a regular basis is a simple way to increase awareness.



TEXT TO SUBSCRIBE

With 97 percent of Americans texting at least once a day, promoting a text to subscribe option can be a great way to increase your subscribers. Drive subscriber growth with placement in high traffic areas like billboards on major highways or signage on a podium at events.



ENCOURAGE FORWARDS

Encourage your active subscribers to recommend your content by forwarding it to their friends and co-workers. Try adding a "forward to a friend" call to action to your next digital message.



RE-ENGAGE SLEEPY SUBSCRIBERS

Subscriber engagement can decrease for a variety of reasons: email frequency, relevance of email content, or even a time factor on the receivers' end. Reengage these subscribers with a "we miss you" message, offer up new topics for them to subscribe to, or consider automating with a re-engagement campaign with the Advanced Package for Communications Cloud.

Do you want help increasing your subscribers? Contact our [Digital Engagement Services](#) team to help accelerate your audience.