

Drive list signups with social media

Growing your email list through social media platforms can help significantly enhance your marketing efforts. With millions of users across different platforms, social media provides a unique opportunity to capture new leads and subscribers. This guide offers actionable tips and platform-specific best practices to help you leverage social media to build your email list.

Platform tips

Facebook

- **Add a "Sign Up" button:** Prominently place the "Sign Up" button on your Facebook Page, directing visitors to your signup form.
- **Create lead ads:** Use Facebook's lead ads to collect emails directly within the platform, and use the Meta lead ads integration in Mailchimp to simplify the process of adding new subscribers.
- **Tease exclusive content:** Post teaser content and let users know they can get the full version by signing up for your newsletter. This works well for guides, whitepapers, or exclusive offers.
- **Facebook Live:** Run Facebook Live events, promoting your newsletter at the end with a call to action to sign up for exclusive content.

Instagram

- **Link in bio:** Always include a "Sign Up" link in your bio. Since Instagram limits links in posts, this is the primary way to direct followers to your signup page.
- **Instagram Stories:** If you have over 10,000 followers, use the "Swipe Up" feature to link directly to your signup form. For those with fewer followers, promote the link in your bio through Stories.
- **Instagram ads:** Use Instagram's ad platform to promote lead magnets like free guides or exclusive content in exchange for email signups.

Integrations available. Social media platform info for informational purposes only. Platform features, terms, and requirements are subject to change and governed by each platform. Mailchimp has no control or endorsement, and functionality isn't guaranteed. Users are responsible for platform terms. Availability of Mailchimp features and functionality varies by plan type. Certain functionality described is dependent upon the integration and/or a paid plan. See Mailchimp's various plans and pricing.

X
(formerly Twitter)

- **Pinned tweets:** A pinned tweet promoting your newsletter shows visitors a call to action immediately.
- **X cards:** Use X Cards to create visually appealing, clickable calls to action, and direct users to your signup form.
- **Engage in X chats:** Participate in relevant X chats within your industry. Share insights and promote your list by linking to your signup form in responses.
- **Newsletter snippets:** Share snippets of your newsletter content in tweets, offering the full version to those who sign up.

LinkedIn

- **Share valuable content with a CTA:** Regularly post articles, updates, and valuable content, always with a call-to-action (CTA) to join your email list.
- **LinkedIn lead forms:** Use LinkedIn's native lead generation forms, allowing users to subscribe without leaving the platform. Integrate these forms with Mailchimp for seamless email collection.
- **LinkedIn articles:** Publish in-depth articles on LinkedIn, with a CTA to subscribe for exclusive content.
- **Leverage LinkedIn Groups:** Participate in LinkedIn Groups relevant to your industry. Share your insights and promote your list as part of the conversation.

Cross-platform tactics for list growth

Consistent branding

Ensure your branding is cohesive across all social platforms, from logos to colors to messaging. Consistency builds trust, which is crucial when asking for signups.

Use hashtags

Research and use relevant hashtags to increase visibility. Hashtags can extend your reach and expose your signup offer to a broader audience.

Engage with followers

Engagement can lead to trust. Regularly comment, reply, and interact with your followers. The more you build relationships, the more likely they'll be to subscribe.

Share user content

Showcase user-generated content (UGC) from your existing subscribers (always with consent from your users). This encourages others to sign up and join.

Cross-platform contests

Hold contests that require email signup to enter. Promote the contest across all your social channels to maximize reach and attract new subscribers. Pay attention to and comply with each platform's specific contest rules.

Content ideas to drive signups

- 1 Teaser images of newsletter content

Share preview images or snippets of what subscribers can expect from your newsletter to build curiosity and encourage signups.
- 2 Subscriber testimonials

Highlight positive feedback from current subscribers to showcase the value of your newsletter.
- 3 Behind-the-scenes content

Share exclusive, behind-the-scenes content and offer more of it in your newsletter.
- 4 Countdown posts for special offers

Run countdowns for limited-time offers or promotions that require users to sign up for access.
- 5 Infographics

Summarize key insights from your newsletter using eye-catching infographics. Use these to promote signups on platforms like Pinterest and Instagram.

Leveraging Mailchimp's social media integrations:

Mailchimp's integration with social media platforms allows you to maximize the efficiency of your list-building efforts.

- **Social media ad integrations:** Use Mailchimp's integration with Facebook and Instagram ads to create targeted campaigns that collect emails directly from your ad content.
- **Share newsletter archives:** Mailchimp enables you to share past issues of your newsletter on your social platforms with a link. This can provide value upfront and encourage new signups.
- **Add social follow buttons:** Include social follow buttons in your Mailchimp emails to promote your social profiles, and vice versa.

