

Customer-Powered Email List Growth Checklist

Print off this checklist and tick off each step as you go through the [‘Customer-Powered Email List Building for Small Businesses’](#) guide on our Talk About Digital Podcast website.

The Power of Customer-Driven Growth

- Understand the value of existing customers for email list growth
- Commit to leveraging customer relationships to build your email list

Start With What You’ve Got: Leverage Existing Relationships

- Identify and segment your current customer base
- Develop a personalised outreach strategy for different customer segments
- Send personalised emails to make customers feel valued
- Create a referral programme to encourage word-of-mouth promotion
- Promote your referral programme through emails and social media
- Include email forwarding options in your outreach

The Power of Social Proof: Turn Happy Customers into Brand Ambassadors

- Collect customer testimonials through surveys or direct requests
- Showcase testimonials on your website, emails, and social media
- Identify customers for case studies that demonstrate the value of your product/service
- Create and share compelling case studies across various platforms
- Develop success stories based on customer experiences
- Share success stories via emails, social media, and your website

Incentivise Engagement: Reward Your Customers for Growing Your List

- Design a referral reward programme that offers valuable incentives
- Promote customer-exclusive promotions to encourage sharing
- Track the effectiveness of your referral programme
- Create a loyalty programme to reward repeat customers
- Integrate your loyalty programme with referral incentives
- Regularly promote your loyalty programme to your customers

Partner with Your Customers: Co-Creation for Authentic Growth

- Encourage customers to participate in user-generated content campaigns
- Feature the best customer-generated content in your marketing
- Identify top customers to co-host webinars or events
- Plan and promote joint webinars or events
- Capture new email sign-ups during events
- Create a dedicated space for your brand community (e.g., Facebook group)
- Host regular community events to maintain engagement
- Use community content in your email marketing

Amplify Word of Mouth: Make Sharing Simple and Rewarding

- Create engaging, shareable content with clear sharing options
- Include social media sharing buttons in all content
- Encourage customers to forward emails to friends
- Run social media contests to increase shares and mentions
- Acknowledge and reward customers who share your content
- Launch a “Share with a Friend” campaign with a clear reward
- Promote the campaign across all channels and track results

Track, Tweak, and Triumph: Optimising Your Efforts

- Monitor email sign-up rates to assess strategy success

- Analyse referral traffic and customer engagement levels
- Evaluate the cost-effectiveness of your email list building efforts
- Collect feedback from customers via surveys or direct contact
- Analyse feedback to identify areas for improvement
- Adjust and refine your strategies based on performance data
- Scale successful strategies gradually for greater impact

Quick Wins for Busy Business Owners

- Use simple email templates for customer outreach
 - Referral Request Email
 - Testimonial Request Email
 - Loyalty Programme Invitation Email
- Automate your referral programmes with tools like ReferralCandy, Mailchimp, or Smile.io
- Create short, focused customer surveys to gather insights
- Offer incentives to encourage survey participation
- Analyse survey results and follow up with participants

By using this checklist and following the related guide on the TAD website you will understand how your existing customers can help you to grow your business email list of targeted potential new customers.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.