

## Social Media Email List Growth Checklist

Print off this checklist and tick off each step as you go through the '[From Social Shares to Subscribers: Email List Growth Guide](#)' on our Talk About Digital Podcast website.

### Optimising Your Social Media Profiles for Email Sign-Ups

- Add sign-up link to your Instagram bio
- Add sign-up link to your Facebook bio
- Add sign-up link to your Twitter bio
- Craft a short, compelling bio on each platform that encourages clicks
- Create Instagram Story Highlights promoting your lead magnet
- Pin a sign-up post to the top of your Facebook page
- Pin a sign-up tweet to the top of your X (Twitter) profile
- Design and add a call-to-action banner on Facebook
- Leverage LinkedIn's Featured Section for email sign-ups

### Creating Engaging Content that Drives Sign-Ups

- Use Canva to create a visual post promoting your lead magnet
- Write a compelling caption that encourages sign-ups
- Script a short video promoting your lead magnet
- Record and share your video on Instagram Reels, TikTok, and Facebook Stories

- Create a poll or quiz that engages your audience and collects emails
- Integrate your lead magnet into interactive content such as polls or quizzes

## **Running Targeted Social Media Campaigns**

- Set up a Facebook or Instagram ad account
- Create a low-cost ad campaign for your lead magnet
- Target the right audience using demographics and interests
- Create a lookalike audience based on your current subscribers
- Set up retargeting ads to capture interested followers
- Identify and approach micro-influencers in your niche
- Structure a collaboration that includes email sign-ups

## **Hosting Social Media Events to Boost Engagement and Subscriptions**

- Choose a topic for your live Q&A or webinar
- Promote the live event on your social media platforms
- Host the event and capture emails before, during, and after the session
- Decide on a prize for your social media contest
- Create and promote your contest on Instagram or Facebook
- Craft contest rules that require email sign-up for participation
- Plan a 7-day challenge related to your lead magnet

- Promote the challenge and use daily emails as a core component

## **Engaging Your Audience After They Subscribe**

- Regularly share your lead magnet with new followers
- Feature subscriber success stories on your social media platforms
- Run polls or ask questions to re-engage your audience
- Host live sessions to dive deeper into topics covered by your lead magnet
- Encourage subscribers to share their experience with your lead magnet
- Create a branded hashtag for user-generated content
- Showcase user-generated content on your social media profiles

## **Tracking and Optimising Your Social Media Efforts**

- Track click-through rates (CTR) on your social media posts
- Monitor sign-up conversions using social media analytics tools
- Use native and third-party tools to measure success
- Choose one element to A/B test (headlines, images, or CTAs)
- Create two versions of a post and run an A/B test
- Analyse the results of your A/B test
- Implement changes based on the best-performing version

By using this checklist and following the related guide on the TAD website



you will understand how to use your social media presence and exposure to help to build your email list of the people who potentially might want to do business with you. Your target ideal customer.

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'.