



# 20 Wicked Smart Ways TO TURN YOUR SOCIAL MEDIA FOLLOWERS INTO SUBSCRIBERS (AND CUSTOMERS!)

# FIRST THINGS FIRST...

Research shows that one of the most effective strategies for converting your social media followers into customers is by way of email. The conversion rate of email is 6% versus about 2% for social media.

That means you need to turn your social media follower into your email subscriber first!

To get more email sign-ups, you'll need two things:

- 1) an irresistible lead magnet; and,
- 2) a landing page to opt-in to receive that lead magnet.

A lead magnet is something of value that you offer for **free** in exchange for an email. Examples of lead magnets include:

- eBooks
- Workbooks or checklists
- Cheat sheets
- Templates
- Webinars
- Online courses
- Discount, coupon
- Trials
- Videos
- Audits/consultations

The most successful lead magnets solve a painful struggle or fulfill a need so well that your ideal customer can't ignore signing up.

Therefore, when we talk about moving your followers from social media to your email list, that usually means getting sign-ups for your lead magnet.

So here are 20 ideas for getting more opt-ins for your lead magnet and growing your email list through social media.



# Promote Your Lead Magnet in Your Social Media Profiles

The first idea for getting more email subscribers via social media is to use your social media account profiles to promote your lead magnet.

There are places that every social platform gives you to tell a little bit about yourself. You typically get an about or description area where you can put bio and business information as well as a link to your lead magnet landing page.

Sometimes, there are also opportunities to use images in your social profiles too. You can use those images to mention your free offer to start collecting emails when people visit your profile.



**TIP:** You can swap your regular website link for a shortened URL using Bit.ly. Even better, use a tool like Linktree (linktr.ee) or Smart.bio to create a customized landing page that links to multiple pages. Then you can change up your links whenever you want - without having to update all of your social media profiles.

Here are suggestions by platform for promoting your lead magnet in your profile:

<p><b><i>YouTube</i></b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Header image</li><li><input type="checkbox"/> Link in Header image</li><li><input type="checkbox"/> Description</li><li><input type="checkbox"/> 'Links' area</li></ul>	<p><b><i>Facebook Page</i></b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Cover Photo/Image + Sign Up button + Image Description</li><li><input type="checkbox"/> About Short Description</li><li><input type="checkbox"/> "Our Story" Section</li><li><input type="checkbox"/> Company Overview</li><li><input type="checkbox"/> Pinned Post</li></ul>	<p><b><i>Twitter</i></b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Header Photo</li><li><input type="checkbox"/> Bio</li><li><input type="checkbox"/> URL</li><li><input type="checkbox"/> Pinned Tweet</li></ul>
<p><b><i>LinkedIn</i></b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Background photo</li><li><input type="checkbox"/> About description</li></ul>	<p><b><i>Instagram Business Account</i></b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Link in bio</li><li><input type="checkbox"/> Story Highlight - Create "Freebies" category</li></ul>	<p><b><i>Pinterest</i></b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Link in bio</li></ul>

# 2

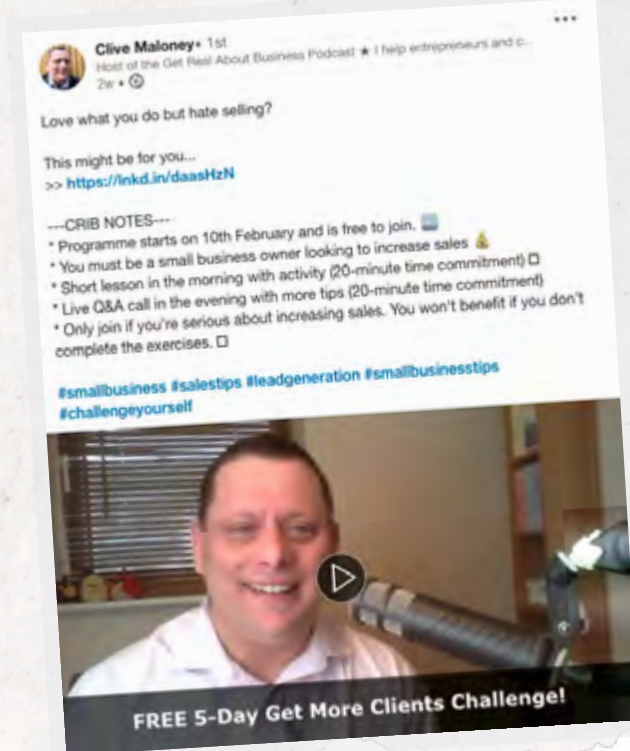
## Mention Your Lead Magnet in Social Media Posts

The next idea for building your list using social media is to consistently publish posts that promote your free offers. There will always be fans who miss previous posts about your freebie, so consistency is important.

Notice I didn't say bombard your fans with these types of posts. Follow the 80/20 rule of content. That's where 80% of your posts are non-promotional and 20% are promotional. That means only mention your lead magnet 20% of the time!

Follow these guidelines with your posts:

- ❑ Include a clear call-to-action
- ❑ Use a thumb-stopping image (custom graphic, animated GIF, etc.)
- ❑ Include relevant hashtags so new people can find you
- ❑ Use emojis (if appropriate for your brand)
- ❑ Include text spacing to get more users reading



# What about Instagram?



With Instagram, it's not always easy to get people to click. Instagram doesn't support clickable links in their feed posts. The only place you get a clickable URL is in the bio area of your profile.

Also, you've got to have 10,000 followers to get the swipe up feature for Stories - which allows you to externally link to a web page.

Here are a few creative alternatives for linking in Instagram:

- ➔ Tag your own account to make it easy for followers to get to your bio where your clickable URL is.
- ➔ Ask viewers to Direct Message you for the freebie.
- ➔ Display a textual URL in your images and include it in your post comments. (Although it's not clickable, people can still get to your offer by typing the URL or copying and pasting the URL.)

# 3

## Hold a Giveaway or Contest

Another way to build your list is to hold a giveaway or contest on social media.

Contests and giveaways work really well. Humans are innately competitive, and people love to win prizes. According to a study by Unbounce, landing pages with a contest **gathered 700% more email subscribers** than those without a contest option.

The other thing about contests and giveaways is the viral component. People will happily share your contest on social media when it increases their chances of winning. That's why contests and giveaways can build email lists so quickly.

### How to Get Results From a Giveaway or Contest

- ❑ Invest in a contest app like Gleam.io KingSumo.com.
- ❑ Hold a contest with an email address as an entry requirement.
- ❑ Choose a prize only your target audience would care about.
- ❑ Promote it like crazy - on social media, via your existing email list, on your website.
- ❑ Send follow up emails to remind contestants that sharing = more entries.



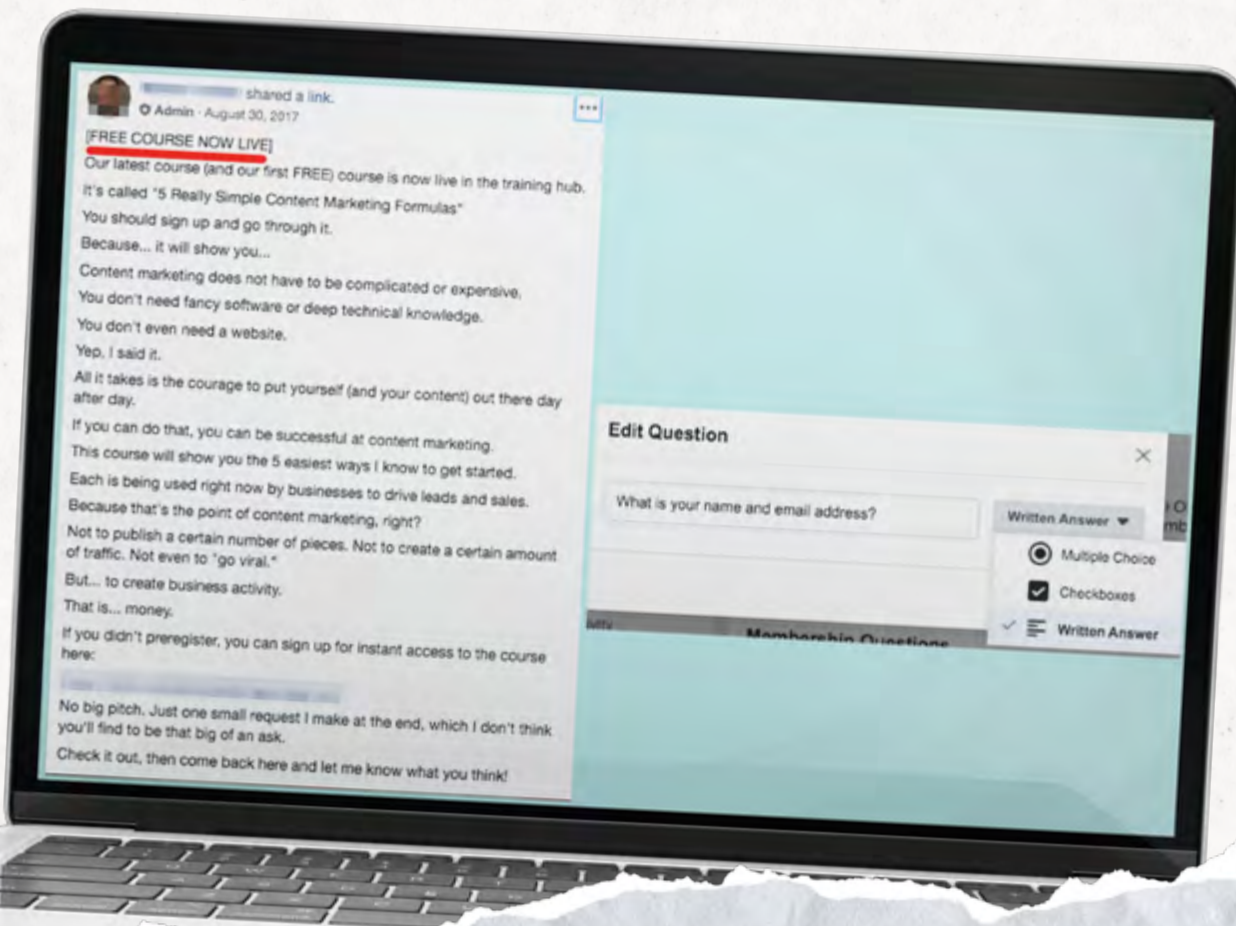
# 4

## Use a Free Facebook Group to Collect Opt-ins

Not enough business owners are taking advantage of this next idea - which is using Facebook groups to increase your list! This is just one of a few reasons you may consider starting a free Facebook group if you don't have one already.

Here are a few strategies you can use to move people from your group to your email list:

- ❑ Use the option to "ask" questions when a person requests to join your group and ask for their email.
- ❑ Promote your lead magnet in your group - post about it, make the post an announcement.
- ❑ Create a welcome post and include a link to your lead magnet/freebie.
- ❑ Promote blog posts and make sure your freebie is obvious so visitors are enticed to sign up.



# 5

## Create a Facebook Messenger Bot

If you didn't already know, Facebook Messenger is HUGE right now with around 1.3 billion people using it. This presents an enormous opportunity for business owners to reach their audience through a chatbot.

A chatbot uses automated responses via a chat platform to interact with visitors. Using a chatbot, you can build relationships with your Messenger subscribers AND build your email list at the same time.

### Response Assistant - Option #1

The fastest, easiest, and 100% free option to get started with Messenger bots is to use Facebook Messenger's built-in bot, called "Response Assistant."

I recommend using the Response Assistant for testing chatbots in your business.

You can access all the settings for your chatbot by going to your page > Settings > Messaging.

From here, you'll have the option to send an instant message whenever someone messages your page. In your instant reply, include a link to a general lead magnet that most of your Facebook fans would be interested in. For example, *"Thanks for your message. If you need more help with x, download our free guide here."* Then when they download your free lead magnet, they'll give you their email address.

Unfortunately, this is a "one size fits all" message that everyone will get - regardless of why they're messaging your page. That's why this isn't ideal.



For instance, if someone is messaging your page with a complaint, they probably won't be too excited about signing up for your freebie! That said, this is definitely a way you can test out the whole process with virtually no risk and no tech skills.

## ManyChat - Option #2



Once you're ready to take things up a notch, I recommend using a tool like ManyChat to build more complex and flexible bots.

ManyChat lets you set up a Facebook Messenger chatbot quickly and easily for free.

The basic version of ManyChat lets you create unlimited messages - and up to two broadcast sequences. (Broadcast sequences are like email autoresponders - except with messages.)

A fantastic feature of ManyChat is the ability to use keywords to trigger specific messages.

For instance, let's say you're a parenting coach and you have a free mini-course titled "The Basics of Positive Parenting." Basically, you want this course mentioned to every person who messages you using certain words, perhaps like "discipline," "yelling," or "punish." You could also choose keywords like "course" or "video."

Another great feature in ManyChat is Sequences. This is the feature that will allow you to set up a series of messages that will act as a funnel - to get people who message you on Facebook to join your email list.

Don't let sequences confuse you. Sequences are just like email follow-up or autoresponder series.

So, the basic setup could start with a person messaging your Facebook page. They then receive a message asking if they would like to subscribe. Once they say yes, then they are sent a series of messages - just like you would do in an email series. Somewhere in those messages, you'd present your freebie for download. Typically, you mention the freebie right after they agree to join the bot list.

# 6

## Implement “Text to Subscribe”

This next method doesn't apply to social media only, but social media platforms are a great place to take advantage of what's called “text to subscribe.” Text to subscribe is where you allow people to opt-in to your email list through SMS. (SMS is just another term for texting or text messaging.)

Over 90% of social media users are on their mobile device, so making it easy for someone to opt in from their phone is a nice option.

This is a possible alternative to Facebook Messenger, although text to subscribe doesn't have the same functionality. But, if you don't use Facebook or maybe you don't want to create a bot, then text messaging may be of interest to you.

This could also be a good alternative if you don't have a website or you don't want to set up a landing page for your lead magnet. With this method, you can bypass that.

You would need to sign up for a service that makes this all possible. Some options include:

- [JoinByText.com](https://JoinByText.com)
- [SimpleTexting.com](https://SimpleTexting.com)
- [SlickText.com](https://SlickText.com) (Free plan)



# 7

## Set Up YouTube Call-to-Action Cards on Your Videos

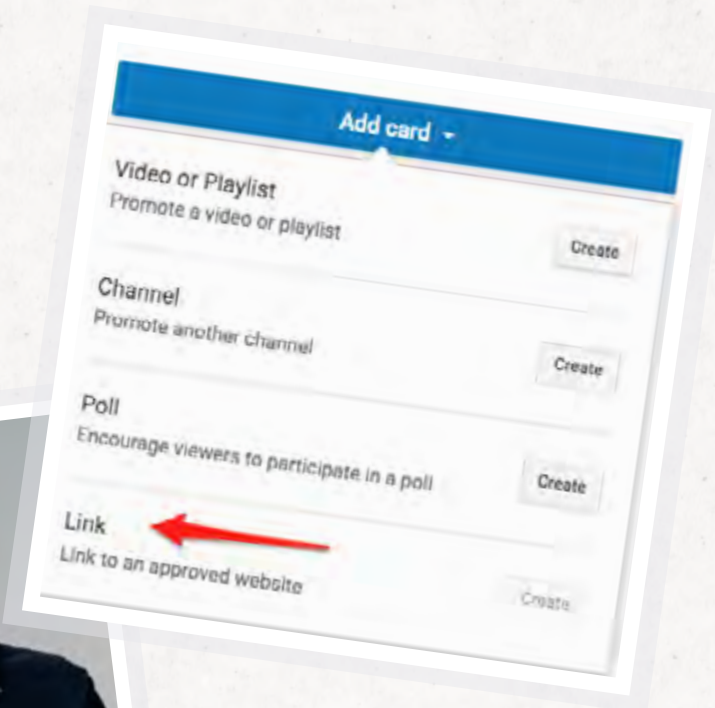
Another way to move people from social media to your email is to use YouTube's call to action cards. These are clickable pop-ups that you can use to promote your free lead magnet.

Here's how this could work. You create a video that's focused on teaching or informing your audience. Next, create a lead magnet related to the topic of your video (if you don't have one already). Then, promote that lead magnet within your video using a call-to-action card.

The cards make it very easy for your viewers to click through to the page where they can sign up and opt in to your email list.

To create a call-to-action card, follow these steps:

- 1) Sign in to your YT account
- 2) Choose a video and click "edit"
- 3) Select "Cards"
- 4) Choose "Link"
- 5) Follow the instructions





# Publish a Presentation on SlideShare

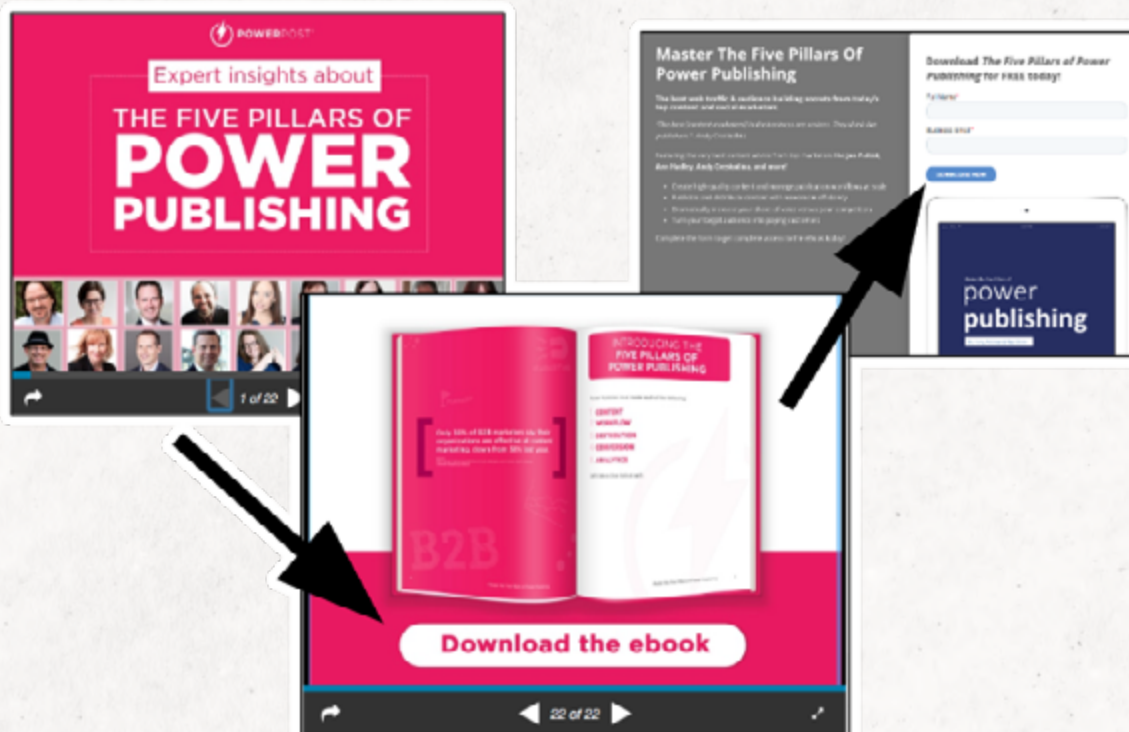
If you're not familiar with SlideShare, it's a part of LinkedIn. Like other social media platforms, SlideShare is great for content distribution and amplification. You can use the platform to publish your presentations and documents online for the public to view.

According to SlideShare, 80 million professionals use the platform as a top destination for professional content. What's really exciting is that over 80% of SlideShare's visitors come through targeted search. That means you can get more exposure in front of new people who are interested in your topic and area of expertise. That's a great opportunity when you're looking to build a targeted audience and list.

To use SlideShare to boost your list, simply include a slide that promotes your lead magnet and link it to your landing page.

## Here are a few tips:

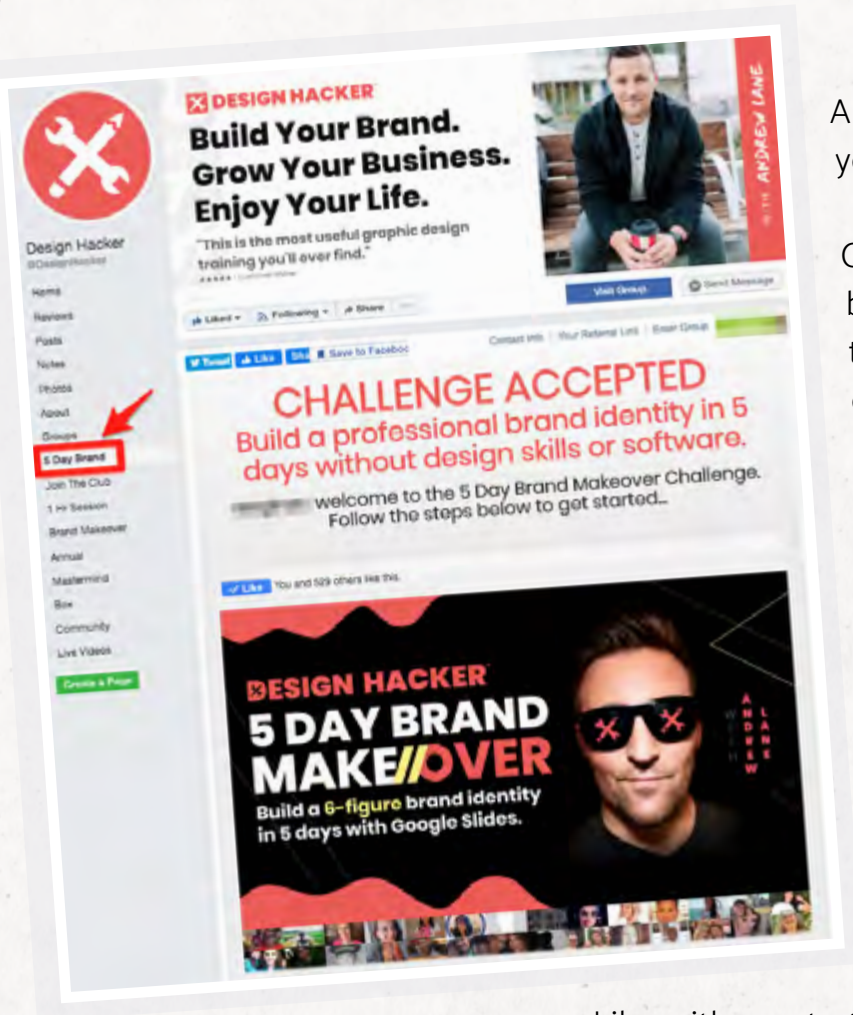
- Place your opt-in slide and external link to your landing page at end of presentation to attract better targeted leads (can't link in first three slides).
- Create a very obvious call-to-action button or link.
- Promote your SlideShare presentation on social media platforms to get more eyes on your content.



<https://www.slideshare.net/barryjfeldman>

# 9

## Launch a Facebook Custom Tab



Another idea is to create a custom tab on your Facebook page.

Custom tabs appear on the left side menu bar on your Facebook page. With custom tabs, you can promote your lead magnet opt-in right within Facebook.

To do this, you'll need an app. For a simple freebie like an ebook or PDF, you may be able to use your email provider to create a custom tab. Some email providers have a Facebook app that will do this for you.

Otherwise, there are plenty of options. There are lots of apps out there that help create custom tabs.

Like with most strategies here, you'll need to get more eyeballs on your custom tab for it to be most effective in growing your list.

### Apps to Create a Custom Tab

Check your email provider first!

- 22Social
- Heyo
- ShortStack
- Pagemodo
- LeadPages
- Tabfoundry
- Woobox
- Wishpond

# 10

## Show Up via Live Video

All of the major social media platforms give you the capability to go live on your account. Facebook, Instagram, Twitter, YouTube, and even LinkedIn have live video as an option. (LinkedIn is still rolling out live video.) And, live video is on fire right now! It outperforms most other types of content. People really want to interact with you live and in person - so live video gives your audience what they want.

Live video is another way that you can build your email list. While you have people's attention, it's a great time to send them to your freebie. Maybe you've got an upcoming webinar, a challenge, a contest - whatever free offer you're using to build your list - live video is a great time to mention it!

- Align your video topic with your free offer (or vice versa).
- Your freebie should be more in-depth than your video so that people want to opt-in.
- The focus on your live video should be about a specific topic *related* to your freebie - BUT not all about your freebie. In other words, use live video to indirectly lead to your free offer.
- To keep promotional content to a minimum, don't make the lead magnet the focus of your live video - unless you're doing a live video to directly promote an offer that is time-limited, such as a webinar or upcoming challenge.
- Mention your freebie during your live video broadcast and at the end.
- Always include a call-to-action at the end!





## Invest in Paid Ads

If you have a budget, you could pay to advertise on social media platforms to add subscribers to your list.

I recommend either running ads directly to your freebie or promoting a blog post that leads to your free offer. It really depends on your budget and your industry as to which you choose. It also depends on who you're targeting.

Paying to send people to your free offer helps you get in front of more people on social media. Plus, you can target people better when you use paid advertising. Posting for free is less reliable and relies on the algorithms as to whether people see your content. So, paying for ads is a good option - if you can afford to do it.

Sending someone to a blog post rather than directly to your lead magnet is another ad strategy. If you're trying to attract an audience that is unaware of the topic or of the problem they have, then sending them to a blog post first can help educate or inform them. While they're reading the post, they will better understand if they are in your target market. If not, they'll leave. However, if your content resonates with them - and you promote your lead magnet within the blog post - then they're more likely to opt-in to your free offer. This is simply a more indirect method of promoting your freebie.

With the blog post strategy, you could end up wasting ad budget on people who read your post and decide they're not interested. On the flip side, the people who do opt-in may be much more targeted leads than you'd get by paying to promote your freebie directly.

Your ad strategy will really depend on who you're targeting, your budget, and your goals. If you don't have experience with paid ads, you may consider hiring a specialist.

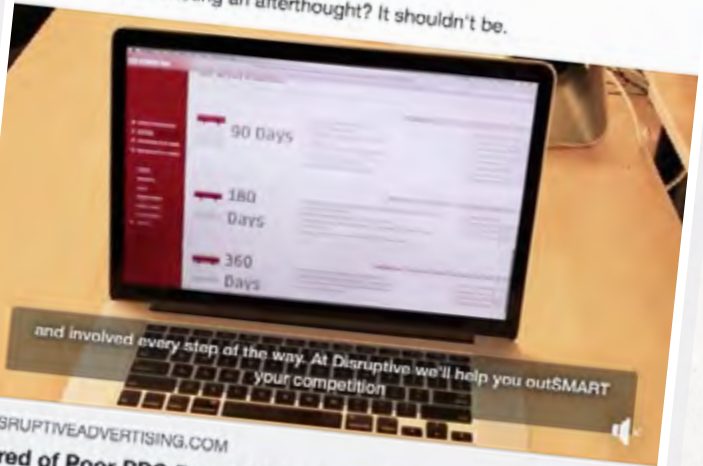


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# 12

## Host a Twitter Chat

Here's another idea for you: host a weekly Twitter chat to gain more visibility in your niche as well as the weekly opportunity to indirectly promote your lead magnets.

Although hosting a weekly Twitter chat is a commitment and takes time to develop, you also have much to gain from it. Bringing together like-minded people to talk about topics that your community cares about has advantages. You will attract new community members while gaining influence and social proof in your industry.

Through the process of hosting a Twitter chat, you'll regularly have the opportunity to offer a lead magnet to your audience, including new attendees. Just make sure your lead magnet aligns with the topic of discussion. The goal of the Twitter chat isn't about growing your list but about providing value. The benefits of generating leads is a perk!



# 13

## Share Your Blog Posts

One very important goal of your social media strategy is to get followers to your website, including your blog posts. Your blog is a place where people can find information relevant to solving their struggles and understanding more about a specific niche. It's also where you can direct people to your lead magnets. So, it is very important to share your blog posts to social media platforms.

Ideally, your blog posts should do a good job of leading your readers to take action. Every post should have a call to action and promote a lead magnet related to the post.

Just think: when you've got a website visitor's attention, it's a great time to convince them to opt-in for more information! When a person is interested in your topic and reading your content, that's the perfect opportunity to get them to make a tiny commitment by giving you their email address. Because once they leave your site, there's a good chance they're not returning.

Make sure you've set your blog up to attract and capture leads. Then use social media to get more visitors to your blog posts so that you can build your list.

# 14

## Host a Facebook Event

Another idea to convert your social media followers into subscribers is to host an online or offline event on your Facebook Page. The type of event will vary based on your business. But you could host a webinar, a co-working session, or a conference using a Facebook event.

Facebook events are a great tool for building your list. Here are two ways:

1. Sell tickets (free or paid) to your event through a service like Eventbrite. This requires registration, which creates a list of contacts that you can consider leads.

\*\* You can't just add your registree's to your email list without their express permission. You'll need them to agree to receive email from you. That's why Eventbrite gives you the option to customize checkout questions and create an email opt-in question to collect consent from attendees to receive future email communications.

2. Another option is to target people who responded to your event with Facebook's lead ads. You can promote your free offer through a lead ad.

According to Facebook, *when a person clicks your lead ad on Facebook or Instagram, they'll see a form that's already filled with the contact details they've opted to share on Facebook. You can follow up with your leads by downloading them from your Page or receive them automatically by integrating with your email or a CRM tool.*

# 15

## Take Advantage of User-Generated Content (UGC)



People are more likely to believe the praises and assertions of your customers over what you have to say about your business. In fact, [92% of consumers](#) trust user-generated content more than they trust traditional advertising. That's why UGC is so powerful!

UGC is the content that users of a brand create and include images, comments, reviews, and social media posts. Since brands do not pay for UGC, it is perceived as unbiased, authentic, and honest.

So, if your lead magnet has helped someone and they're willing to share that positive experience on social media, it behooves you to share their UGC.

UGC serves as social proof, influences people to follow you, and gives credibility to your brand. If people see others getting results or having a good experience, they will want your lead magnet too!

Think of UGC as the ultimate testimonial.

**NOTE: Always get the permission of the user before sharing their content.**

# 16

## Publish Articles on LinkedIn

We've talked about the importance of writing blog posts that include a call-to-action for your lead magnet so that when you send followers to your website they join your email list. But your website isn't the only place where you can benefit from your writing. You can also publish those articles (or new ones) on LinkedIn.

Like your blog, your goals with writing articles on LinkedIn are to share knowledge and increase awareness. At the same time, you'll build your authority and trust while attracting fresh eyes on you and your business.

According to LinkedIn, published articles are shared with your connections and followers in their news feed - and sometimes through notifications! Plus, members that aren't in your network can follow you from your article so that your next article will be surfaced in their feeds. In addition, your article is searchable both on and off the platform if you've set your public profile visibility set to everyone.

As you can see from those facts, publishing on LinkedIn has the potential to increase your exposure and attract new followers who are interested in your area of expertise.

Similar to your blog, you can take advantage of LinkedIn for building your email list by including a simple call-to-action and link to your lead magnet landing page in your articles. This is beneficial for both your existing connections and unknown users as well!



# 17

## Strategically Post Custom Content in LinkedIn Groups

With LinkedIn groups, you know that the members are interested in certain topics based on the group's theme. And you can use that to your advantage!

The first step is to join groups where your ideal customer is. Next, spend some time engaging with members. Post, comment, etc. After you engage with group members for a while, create custom content for the group's audience if the members are active and responsive. Somewhere within your content, you'll provide a link to your lead magnet that's very specific to the content and to the audience.

The idea is to carefully consider the group of people and develop content that would get them clicking and reading. Your content's topic **MUST** align with the group and be relevant to its members. To figure out what type of content to create, ask yourself:

- What are the end goals of this group of people?
- What are my end goals for the content I'm creating?
- What motivates this group of people?
- What struggles do these people experience?
- What topics is this group of people most likely to be interested in?
- What type of content would these people prefer? (Video, blog post, etc.)

After you've created the custom content, post it in the group.

**NOTE: You don't want to come across as spammy, so don't join a bunch of groups then post a bunch of links to your own content! You can get kicked out of groups for that behavior.**



**David McGuire** • 2nd  
 B2B Technology Copywriter. Speaker. Creative Director, Radix Communicati...  
 1mo



Several members of this group kindly completed our survey on barriers to good B2B content, and I promised to keep you updated when we reveal the results.

It turns out:

- There are 6 main frustrations, shared by at least 75% of all our respondents, worldwide
- Only 32% of B2B marketers are proud of even half of their content
- Just 14% have stakeholder alignment about what good content looks like
- Most marketers believe their own signoff processes make results "worse"

There's lots more to come. If you'd like to be the first to hear the full details, this is the place to sign up.

Thanks!



105 B2B marketers vented, anonymously, about the frustrations of trying to produce great content. This...

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The webinar has ended

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Topic: Survey Results: Barriers to Great B2B Content  
 Recording Duration: 01:05:00  
 Webinar Start Time: Jan 29, 2020 03:43 PM



First Name \*

Last Name \*

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Email Address \*

Confirm Email Address \*

# 18

## Partner with a Colleague

Another idea to build your list is to extend your expertise and your lead magnet to the social media community of one of your colleagues. You could offer to introduce one of your business friends to your social media community in exchange for them doing the same.

You could both publish social media posts that offer value and include a link to a blog post or directly to a lead magnet. The key is to partner with people whose communities align with your products and services so it makes sense for both of you.

This is one way to get in front of a different set of people without having to invest in hiring an influencer or running paid ads.



# 19

## Share a Sample of Your Email to Entice Sign Ups

Consumers often like to sample the goods before agreeing to any type of commitment--whether that be sharing an email address or investing in an online course. That's why lead magnets work so well. If a social media follower desires more in-depth knowledge about what you do and how you can help them, they can give your lead magnet a try before they make a purchase.

But what if people are still shy about trading an email address for a lead magnet? After all, most people receive an excessive amount of emails. It's no surprise that they are cautious about giving out their email.



So why not share with your followers a taste of what they'll receive when they sign up? Screenshot your newsletter or talk about what you just sent to your email insiders. This can entice people to join your list and help them feel more confident about trusting you with their email.

David Delahunty, author of the best-selling book "5 Ideas a Day," formed a community off of his concept of providing email subscribers with five ideas a week.

He has nearly 13,000 newsletter subscribers who love getting his email each week. He gives potential subscribers a glimpse of his email newsletter by posting ideas on Instagram.

# 20

## Hire an Influencer

One quick way to build your list through social media is to hire an influencer to post about your brand on their account.

An influencer is a person who affects the purchase decisions of others in their community due to his or her authority, knowledge, clout, celebrity, or relationship with their audience.

You can collaborate with an influencer to achieve your marketing objectives, which could range from getting people to sign up for your email list to purchasing a product.

Kim Kardashian and Jennifer Lopez partnered with Facebook, Inc. to promote the Facebook Portal, a smart display that supports video chat on Instagram. These two influencers were able to use their celebrity to bring in over 9.7 million views!



You don't have to hire big celebrities though. Look for smaller, micro influencers in your niche who have very engaged social media communities. Reach out to them for pricing to discover how they can help build your list.

# THE BIG TAKEAWAY

The biggest takeaway from this list is that email and social media complement one another. You don't have to choose one or the other; consider using them both in your marketing strategy. You've got plenty of ideas to try out!

Hopefully, this list has helped you better understand how social media and email marketing work in tandem to introduce you to new followers, turn those followers into subscribers, and increase your customers in the long run.

