

10 TIPS TO INCREASE YOUR SUBSCRIBERS

What tactics are you using to build your audience? It's important to have a solid strategy for subscriber acquisition, otherwise your digital communications will have a limited impact in the real world. The larger your audience, the better. Here are ten simple ways to increase your subscriber numbers.



START WITH LOW-HANGING FRUIT

It's likely that your organisation 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 increase subscribers on average by 174 percent for Granicus users who implement 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? This is a set of rotating images or stories right in the middle of your homepage 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 by email.



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 homepage whenever they're promoting a new service, event or critical situation, but don't forget to place subscription links on your most popular internal pages too. Remember, many visitors come straight from a search engine, by-passing your homepage altogether.



CROSS PROMOTE WITH SOCIAL

Don't forget to use your social accounts to promote your email updates service. If you're using a social media management tool, scheduling a tweet or post on a regular basis is a simple way to increase and boost your subscriber numbers.



TEXT TO SUBSCRIBE

Today 92% of British people have a mobile phone. Therefore giving people the chance to "text to subscribe" can be a great way to increase subscribers to your email updates. Drive up subscriber growth by promoting this option in high footfall areas - on billboards at train stations or poster sites in shopping centres and 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 message.



RE-ENGAGE SLEEPY SUBSCRIBERS

Subscriber engagement can decrease for a variety of reasons: email frequency, relevance of email content, or even because subscribers are time-poor. Re-engage these subscribers with a "we miss you" message, offer up new topics for them to subscribe to, or consider automating a creative 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.