

Data 101 Ways to Grow Database

Online	Offline
<ol style="list-style-type: none"> 1. Host a Webinar 2. Create a Free online tool / resource 3. Add pop-up sign-up forms on key web pages 4. Add a QR Code to Marketing Materials 5. Create an Online Contest 6. Add a sign-up form to Facebook 7. Run a promotion on a Partner Website 8. Ask Customers to share your Emails 9. Create a PPC Campaign targeted at sign-ups 10. Create multiple sign-up messages 11. Write Blogs for other websites 12. Promote Blogs on Pinterest, Reddit etc... 13. Create Youtube Videos to drive traffic 14. Participate in Local Twitter Power Hours 15. Create Posts on LinkedIn 16. Share knowledge on Facebook 17. Respond to questions on LinkedIn groups 18. Promote sign-ups on company Email footers 19. Post your Blogs to Facebook Business page 20. Target old Databases with opt-in campaign 21. Promote your Newsletter on Web Offer pages 22. Add a sign-up form to your website 23. Use online Booking Forms 24. Add a 'Request a Call Back' form 25. Create a Mobile App 26. Add all new Customers & Enquiries 27. Add all past Enquiries 28. Connect with target audiences on LinkedIn 29. Export your LinkedIn contacts 30. Cross promote with partner Databases 31. Sponsor Industry Web Forums 32. Create Amazing Blog Content 33. Promote at the end of Blog Posts 34. Add a Call to Action on Facebook 35. Create Infographics 36. Require Email to read Online Guides 37. Ask Viewers to sign up at the end of videos 38. Add Social Media Sharing Buttons on Emails 39. Create a Poll on Social Media 40. Develop a Resource Archive 41. Offer Exclusive Subscriber-only Offers 42. Refer to Influential Twitter users, for re-posts 43. Ensure your sign-up form is clear & simple 44. Include Testimonials next to sign-up forms 45. Develop an Online Course 46. Utilise the Facebook Call to Action Button 47. Create Opt-in Landing Pages 48. Create Birthday Clubs with special offers 49. Comment on Blogs your prospects visit 50. Create a Twitter Lead Generation Card 	<ol style="list-style-type: none"> 1. Collect business cards at Exhibitions / Events (S) 2. Write magazine articles that drive traffic to website 3. Offers that are redeemable with Email Address 4. Promote via a Direct Mail Campaign 5. Ask all Sales Enquiries to sign-up 6. Promote on the back of your Business Card 7. Add to Building Signage 8. Promote on Partners printed materials 9. Co-Marketing activities with Partners 10. Attend Networking Events (S) 11. Run an Advice Clinic in local Serviced Offices 12. Print and post relevant Blog Posts to prospects 13. Phone Existing Customers to opt-in 14. Add a Message to your phone message 15. Add a Message to your on-hold message 16. Ask during Telemarketing activities 17. Add a Business Card Drop on your Front Desk 18. Run a Competition 19. Ask everyone you meet 20. Search for Business Cards you've been given 21. Print a Product Registration Card 22. Send a Printed Newsletter 23. Add a sign-up card with all product sales 24. Add adverts to your Invoices / Receipts 25. Train staff / team to always promote 26. Write a guide / white paper 27. Add Compliment Slips / Letterheads 28. Print on Envelopes 29. Add to all advertising 30. Leaflet Drop to local businesses 31. Add to Vehicle Livery 32. Create an 'A' Board for outside your premises 33. Exhibit at Events 34. Sponsor Events / Locations 35. Offer Exclusive Subscriber-only offers 36. Advertise on other Businesses Newsletters 37. Store printed instructions / courses online 38. Offer a discount for signing up 39. Offer online-only content with sign-ups 40. Host a Seminar / Workshop 41. Create Vouchers to be redeemed online 42. Incentivise your employees 43. Send post cards to Bounced Email Addresses 44. Become a Speaker at Events 45. Conduct a Survey 46. Ask your Customers for help 47. Export old customers from Accounts package 48. Host co-Marketing events with Partners 49. Advertise in Business Directories 50. Highlight on Promotional Merchandise 51. Rent a List from a Data Provider, but this should be your last option
(S) - Soft Opt-in	