

## **What is List Building?**

List building is pretty much exactly what it sounds like: the process of building lists! Generally though, the term is used to describe a specific kind of list in particular – that being e-mail lists.

Here the term list building refers to the construction of a list of e-mails or other contact details that can then be used as part of a marketing campaign. This is a big aspect of digital marketing and one of the more effective ways for a business to reach a large audience online.

### **Things to Consider**

The thing to be wary of though when building lists, is that the lists need to consist of e-mails for people who have happily shared them and who are granting you permission to contact them. Obviously it would be very easy to create an e-mail list a million e-mails long if you did not discriminate in any way and just took every e-mail address you could find online, but this would do more harm than good.

If you send out e-mails to people who haven't given you permission then not only will you potentially face some legal issues but you will also likely damage your reputation and not get any sales or new readers anyway.

Effective marketing of any kind should be targeted so that the correct demographic are receiving your message. Otherwise, you will only likely be wasting the time and effort you put into collecting the contact details.

### **Methods**

With that in mind, how do you go about building your list?

The most popular method online is usually to have a sign up box on your website. This can go in your side bar, on the front page or sometimes in a 'pop-up' that will appear when you land on the site. This then gives the visitor the opportunity to 'opt-in' to your messages and to receive communication from you.

Some blogs and websites also use added incentives to try and encourage more people to add themselves to the mailing list – either providing discounts and deals through their e-mails, or offering free e-books or other digital products just for signing up.

There are of course many more ways to build a list – you can do it through face-to-face interactions for example or through social media. In any case though, list building is an important aspect of any good online strategy and is *definitely* something you need to invest time in.