

## **Important Tools for List Building**

List building is an incredibly powerful tool for marketing your business and can also be used in a range of other ways to build trust, to collect data and to crowdsource ideas. Thus e-mail collection has increasingly come to the fore lately as more and more bloggers see it as a critical part of their strategy.

And this is great news for you, because it means there are now more tools than ever before to help you grow and manage your list! Read on to learn some of the best out there...

### **LeadPages**

Landing pages are a great way to gather e-mails because they are designed in a manner that ensures everything leads to your ultimate goal. LeadPages is the most popular tool among many bloggers for quickly developing professional looking and effective landing pages, so give it a go!

### **WP Tactical Popup/ Sumo Me List Builder**

Alternatively, you might just want a subtle box to pop up on your page to nudge your users to giving you their e-mail addresses. If you offer a free ebook or something this can be a *very* effective tool. WP Tactical Popup is a WordPress plugin that makes this feature very easy to add and that has great reviews from users. Sumo Me is another option for a popup 'lightbox' that has more features compared with WP Tactical Popup.

### **Mail Chimp**

Mail Chimp is a tool for sending bulk e-mails to your mailing list. Once you've got all your e-mails, you need to actually do something with them!

The great thing about Mail Chimp is that it doesn't just help you *send* your e-mails but also helps you to design them ensuring that they make the right impression and have the desired effect.

### **AWebber**

AWebber doesn't have the fancy design features of Mail Chimp but it's another useful tool for sending out bulk e-mails that is packed with features. It also provides tools for managing your contacts and for creating attractive opt-in forms.

### **Google Analytics**

Google Analytics is something that every webmaster and blogger should be using already but if you're looking to build an email list then it can be even *more* powerful. That's because you can use it to set up a 'goal' and then track how successful your site is in accomplishing said goal. This way you can perform tests on your site to see whether your changes really are increasing your sign-up rate or not.