MonsterInsights

Email Marketing: How to Grow Your List and Track Your Success

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Wondering how to grow your email list a little bit every day? In this guide, we've got 20 ways that you can use your website to keep your list numbers rising consistently.

Then, we'll go over a foolproof way to track the email traffic you're getting to your website, so that you can effectively see how your emails are performing and constantly improve them.

Let's dive in!

How to Build and Grow Your Email List: 20 Highly Effective Ways

Wondering how to build and grow your email list quickly?

To run successful email marketing campaigns, you must have an email list that keeps growing.

Even if you've got a big email list, it naturally shrinks by 20-30% every year. People on your list change their email addresses or they simply unsubscribe because they're no longer engaged with your business. They might no longer need your service, or are no longer interested in your products.

That's why it's essential to continuously work on growing your email list. But what are the best ways to do that effectively?

In this article, we'll share how to grow your email list in 20 different ways.

How to Grow Your Email List Daily

1. Segment Your Email List

Your audience is made up of people at different stages of getting to know you and your brand, and people with different interests. So, our very first tip to growing your email list is to make sure you're not losing subscribers first! To cater to the different audience personas you have, segment your email subscribers into different lists.

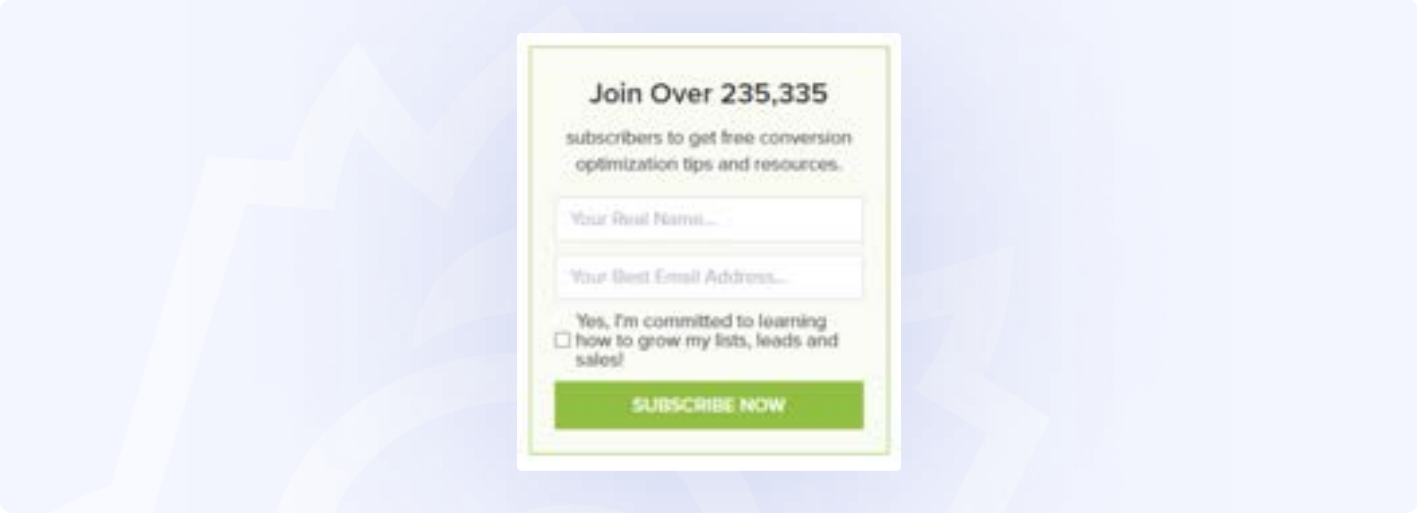
You can segment your subscribers by purchase history, categories of content they're interested in, browsing activity, and more. Think about what kind of segmenting makes the most sense for your business or brand

2. Create a Simple Yet Attractive Signup Form in Your Sidebar

Assuming that you've started a little with email marketing, you may have already added an email sign up form on your website sidebar. It's the most common location for email signup forms, so visitors usually know to look in that area.

But are yours simple and user-friendly to fill out? Do they look good and stand out enough to notice?

To have your website visitors subscribe to your list, you need to create attractive yet straightforward email sign up forms. For example, here's an example from OptinMonster's sidebar:



You can create a simple email sign up form like this one by using OptinMonster, the most popular lead generation tool in the market. For more details, you can check out OptinMonster's sidebar optin forms page.

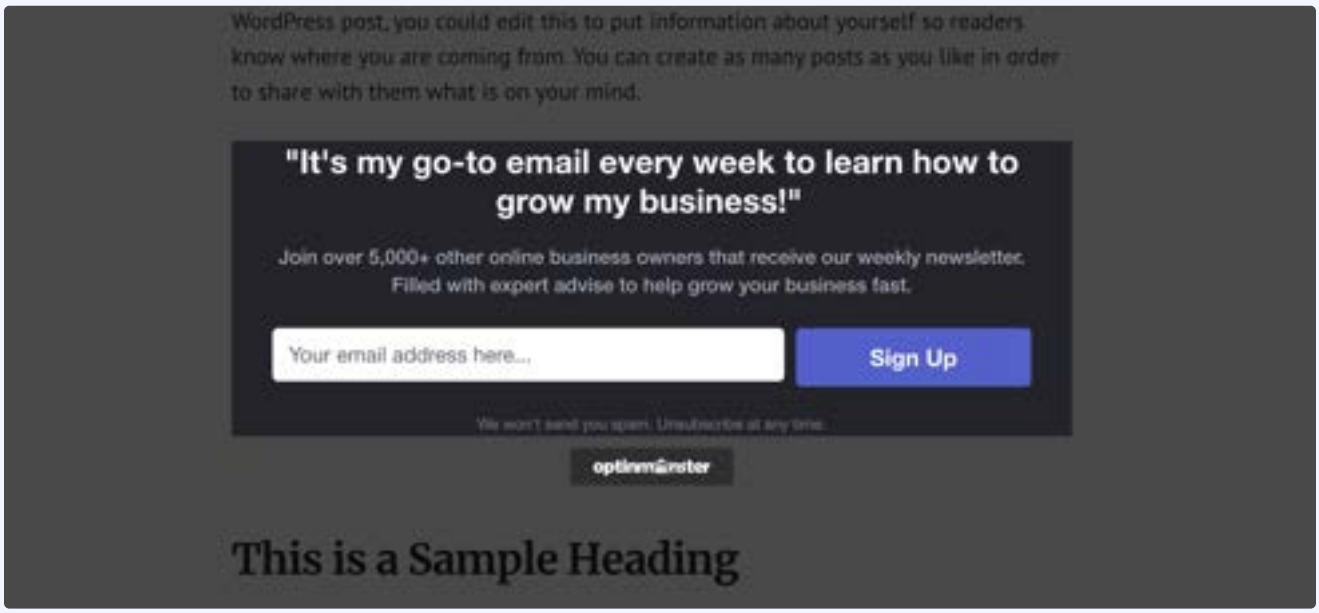
3. Add an Email List Signup Link to Email Signatures

Do you and/or your team send emails out to customers, prospects, or partners? Make sure to add a "Join our mailing list" link to all of your email signatures! You're often emailing with people who are already interested in what you have to offer, or in engaging with your brand. Adding that link is a great way to keep adding to your email list over time.

4. Use an Inline Campaign + Attention Activation

If you're using an inline campaign (in line with/embedded within your content on the page) to grow your list of email subscribers, then there's an amazing feature you can add: Attention Activation. Attention Activation is a feature that helps to pull your visitors' attention towards the email sign up box.

How does it work? As users scroll through a page, the content on the page will fade away when they reach your inline campaign. And as they continue to scroll down the page, everything returns to normal automatically



To use this feature for building your email list with OptinMonster, simply head over to the campaign builder, click **Inline Settings**, slide the toggle for activating Attention.

Activation feature, and Save your campaign. For a tutorial, check out How to Create an Inline Form in Under 10 Minutes.

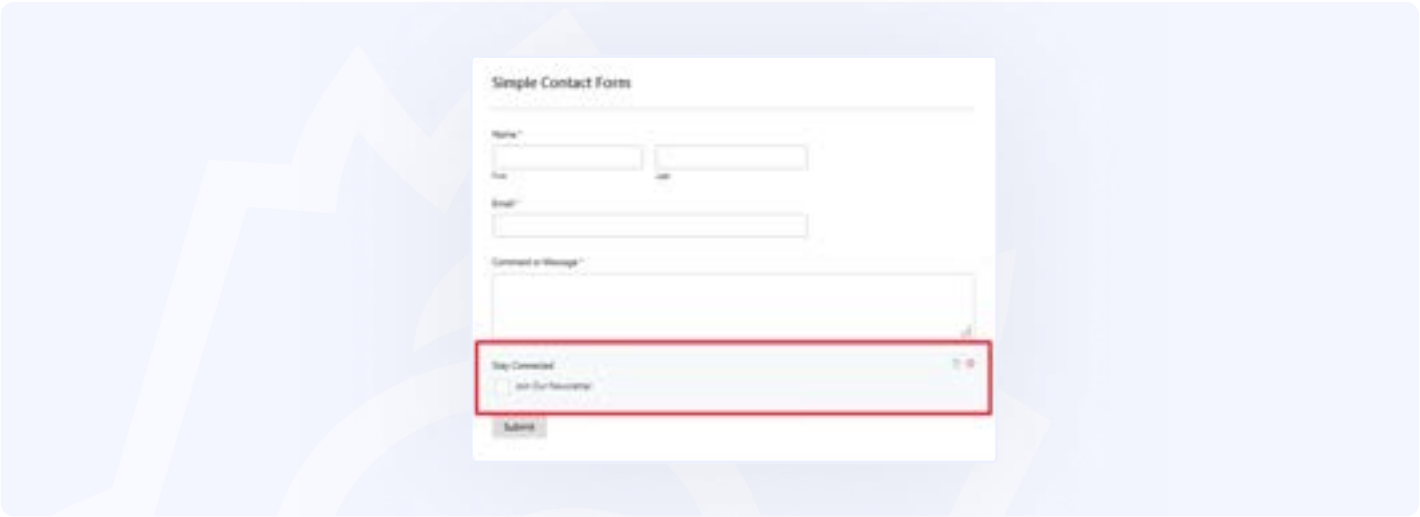
5. Add a Signup Checkbox to Your Contact Forms

Another simple tactic for growing an email list is to add a signup checkbox to your regular contact forms.

If you have a contact us page, widget, or other location with a standard contact form, then you can add a signup checkbox to it and start collecting emails. Users can join your newsletter with just a single click while filling out your contact form, and you'll get more email subscribers

This technique is very simple but effective because the users submitting your contact forms are the people interested in your business. So, having them in your mailing list is highly beneficial.

You can create contact forms with a signup checkbox in WordPress using the most beginner-friendly WordPress form plugin, WPForms. It lets you connect your contact form with your favorite email marketing services and collect emails.



6. Ask for Feedback

Google Analytics tells you what your visitors are doing on your site, but why are they doing it? The only real way to find out is to ask them!

With a tool like UserFeedback, you can ask your site visitors pretty much anything you want. Ask questions like:

- How could this website be improved?
- What topics should we cover next on our blog?
- Is there anything we could do to improve our pricing page?
- Is our pricing straightforward?
- What other products should we stock?
- Was this page helpful?
- How would you rate our support?

After the user completes the question, make sure an email signup box is next! Let users who are already engaged and answering your question sign up right then and there for your email list.

For more information about using UserFeedback, check out 44 Customer Survey Questions + Guide to Meaningful Feedback.

7. Add Floating Bar Signup Forms on Your Site

Adding floating bar signup forms is another highly effective strategy for growing your email list.

A floating bar is a sticky and easily noticeable campaign that attaches to the top or bottom of your website. It moves with the users scrolling through your website, and it's less intrusive than a popup.

You can create beautiful floating bars on your website using OptinMonster. For more details, see OptinMonster's floating bar feature.

8. Add a Countdown Timer on Your Website

A countdown timer is another highly effective email list building strategy you can use. It uses the FOMO (Fear of Missing Out) strategy and creates a sense of urgency that tempts the users to sign up fast.

You can also use a countdown timer to boost sales on your online store. If you're offering a discount on your products, then countdown timers are one of the best campaigns you can use.

Creating a countdown timer is also easy with OptinMonster. For more details, see our step by step guide on how to add a countdown timer in WordPress.

9. Create Exit-Intent® Popups

Exit-Intent® is a smart technology with an ability to detect user behavior on your site and show a popup at the exact moment they're about to exit your site.

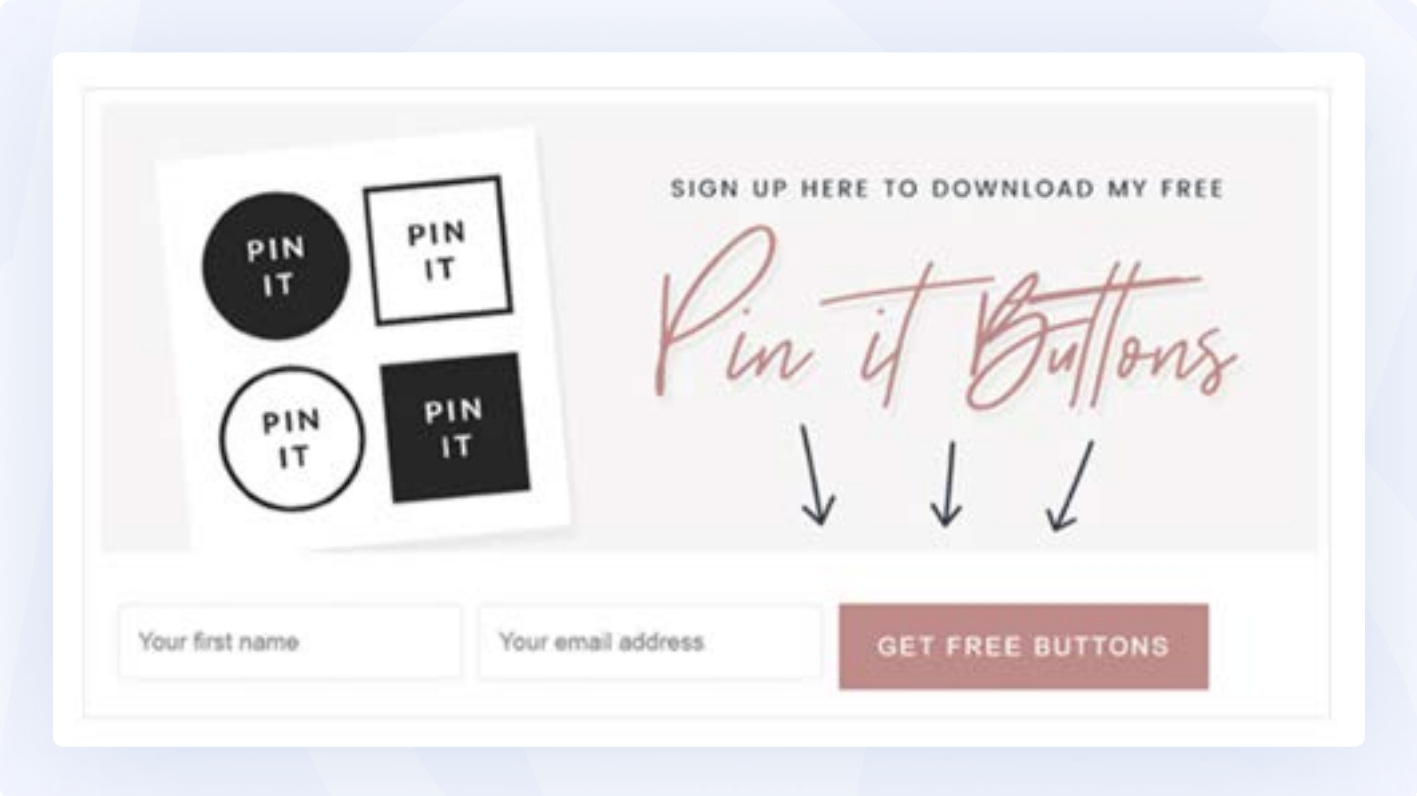
Built by OptinMonster, it's one of the most highly effective email list building techniques ever.

Using this technology, you can turn some of your abandoning visitors into subscribers and customers. Visit OptinMonster for more on Exit-Intent® Technology.

10. Use a Gated Content Method

Gated content is using a great piece of content like an in-depth tutorial, booklet, or other high-value content or asset that you only have available for those who enter their email addresses on your site. In other words, you're offering some useful content to your users in exchange for their email address.

This content locking method works amazingly well because there's a clear incentive for users to fill out the form.



You can easily create these types of forms on your website using OptinMonster's content lock feature.

11. Use Push Notifications

Did you know that you can use push notifications on the web to alert your subscribers of deals, new content, or anything else you might have going on? Anyone can set up website push notifications using an app like PushEngage.

Although allowing push notifications from a website is not the same as signing up for an email list, people that click to subscribe are much more likely to join your email list if you send a notification that prompts them to.

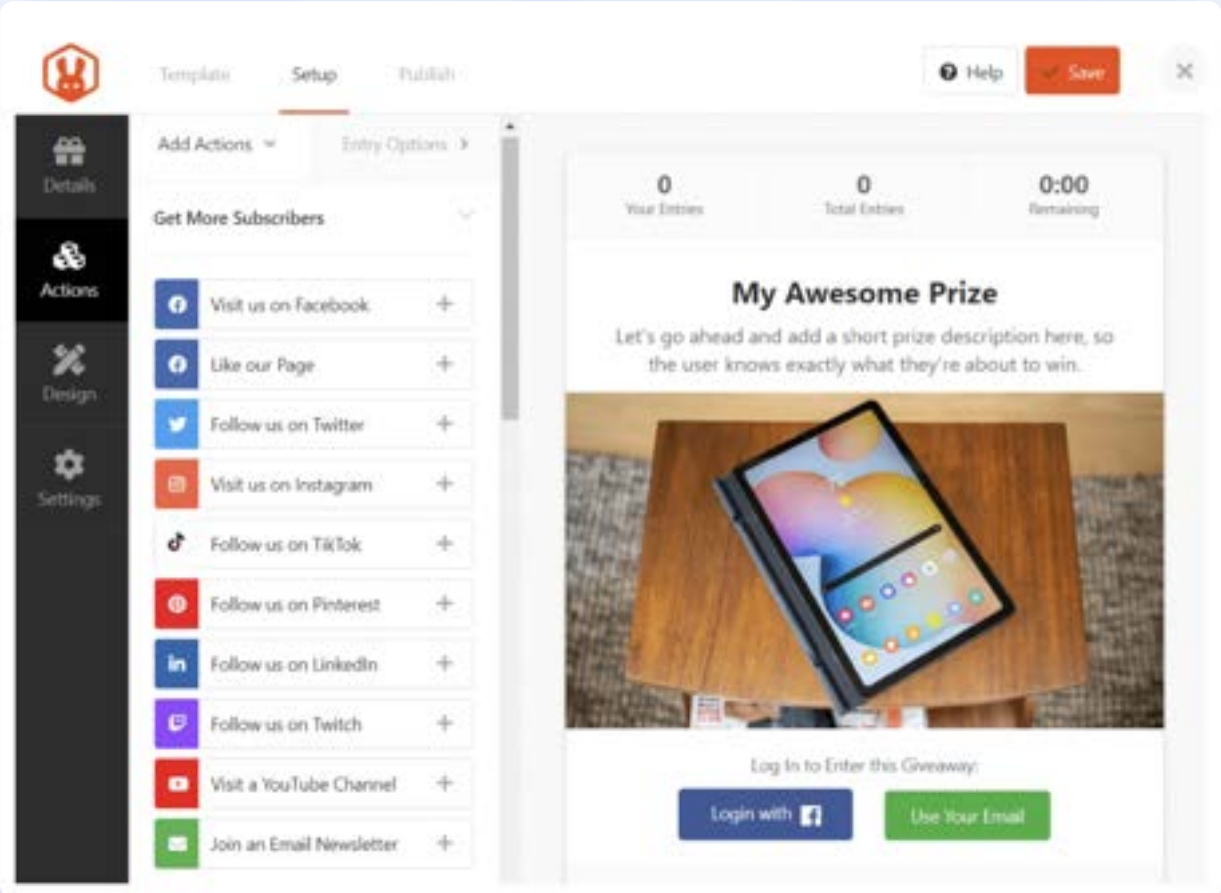
Push notifications are also amazing marketing tools that you can use in addition to your email marketing campaigns. Learn more about push notification marketing in our guide, What Are Web Push Notifications? Beginner's Guide.

12. Run a Giveaway on Your Website

Want to grow your email list as quickly as possible? Running a giveaway is one of the fastest ways to get more email subscribers and visitors on your website.

Giveaways include the fun and excitement of winning, so they naturally attract and engage more visitors on your website.

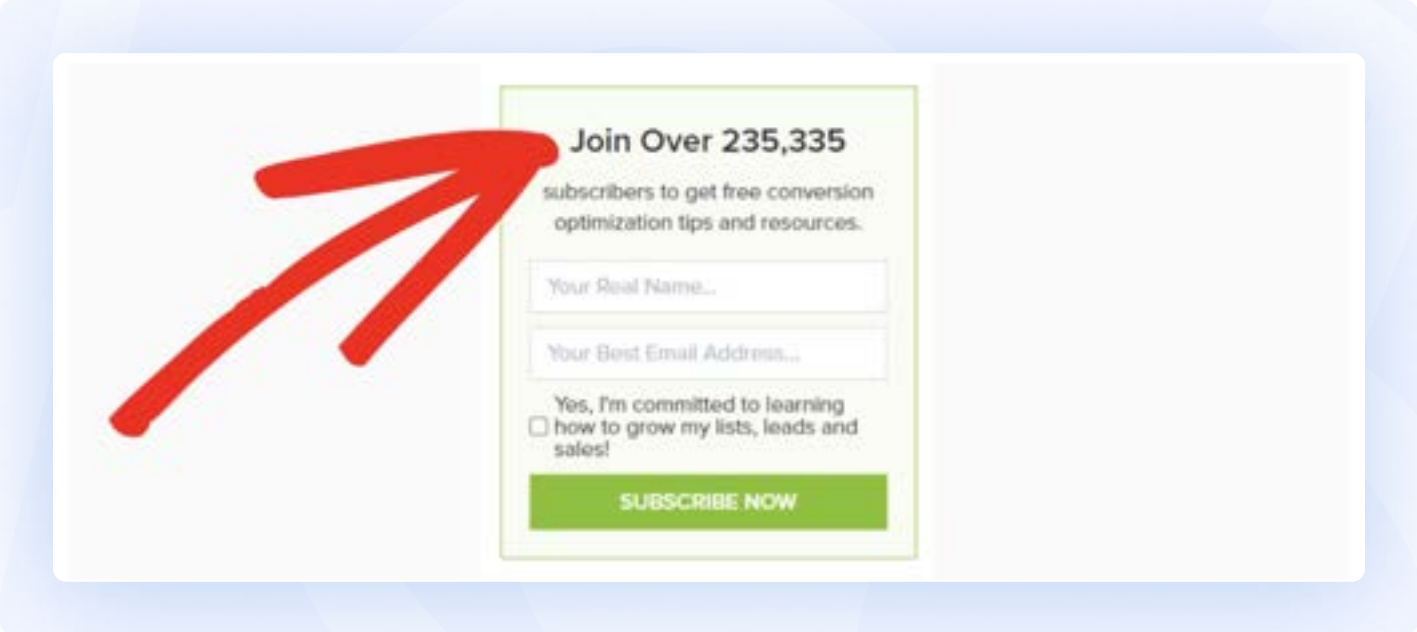
When you run a giveaway, you can add multiple ways to enter that benefit your business and extend your reach. For example, you can give users more entries for subscribing to your newsletter, following you on social media, watching a video, leaving a comment, and much more.



13. Use Social Proof to Get More Subscribers

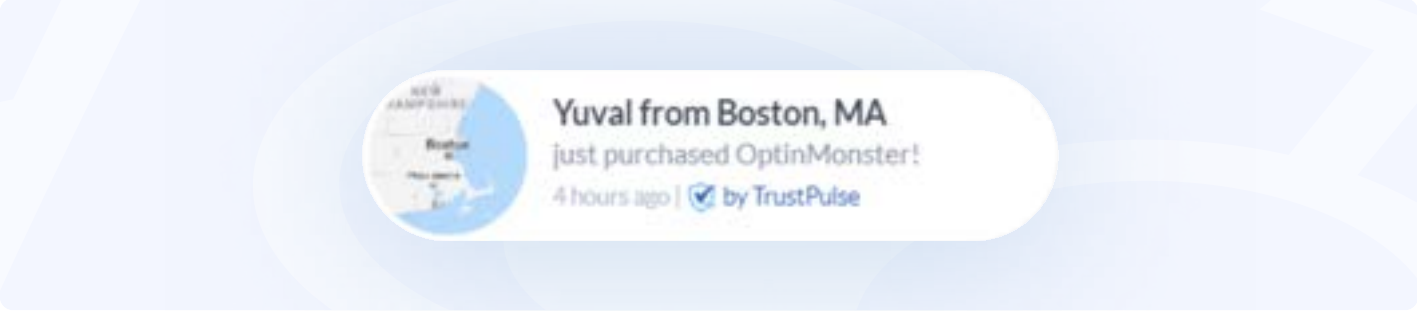
Social proof is a psychological phenomenon where people follow the actions of others. In other words, it's the tendency for people to take part in socially approved and trusted activities.

You can use this technique to get more subscribers. For example, showing the number of people who have already signed up for your newsletter encourages new visitors to sign up.



Another way to show social proof and trigger FOMO is with a plugin like TrustPulse.

TrustPulse is a marketing platform that uses real user data to display social proof popups like this one:



Seeing real user activity on your site can help trigger FOMO for for your other visitors, and the popups can absolutely be used for newsletter signups!

For more ideas, check out our list of the best WordPress social proof plugins.

14. Add 2-Step Optin Campaigns on Your Content

Two-step optin campaigns use a psychological principle called the Zeigarnik Effect. According to this principle, people are more likely to complete an action if they themselves started it.

Using this principle, OptinMonster offers their MonsterLinks 2-Step Optins feature. It allows you to turn any text, image, or icon into a 2-step optin campaign. So, when visitors click on the text or image, an attractive email option appears.

Users are more likely to complete the optin form because it's triggered by their own click. This is another great way to grow your email list quickly!

15. Use a Fullscreen Welcome Mat on Your Website

Another fantastic feature of OptinMonster is the fullscreen welcome mat. A fullscreen welcome mat is an overlay campaign that appears the minute a visitor lands on your website.

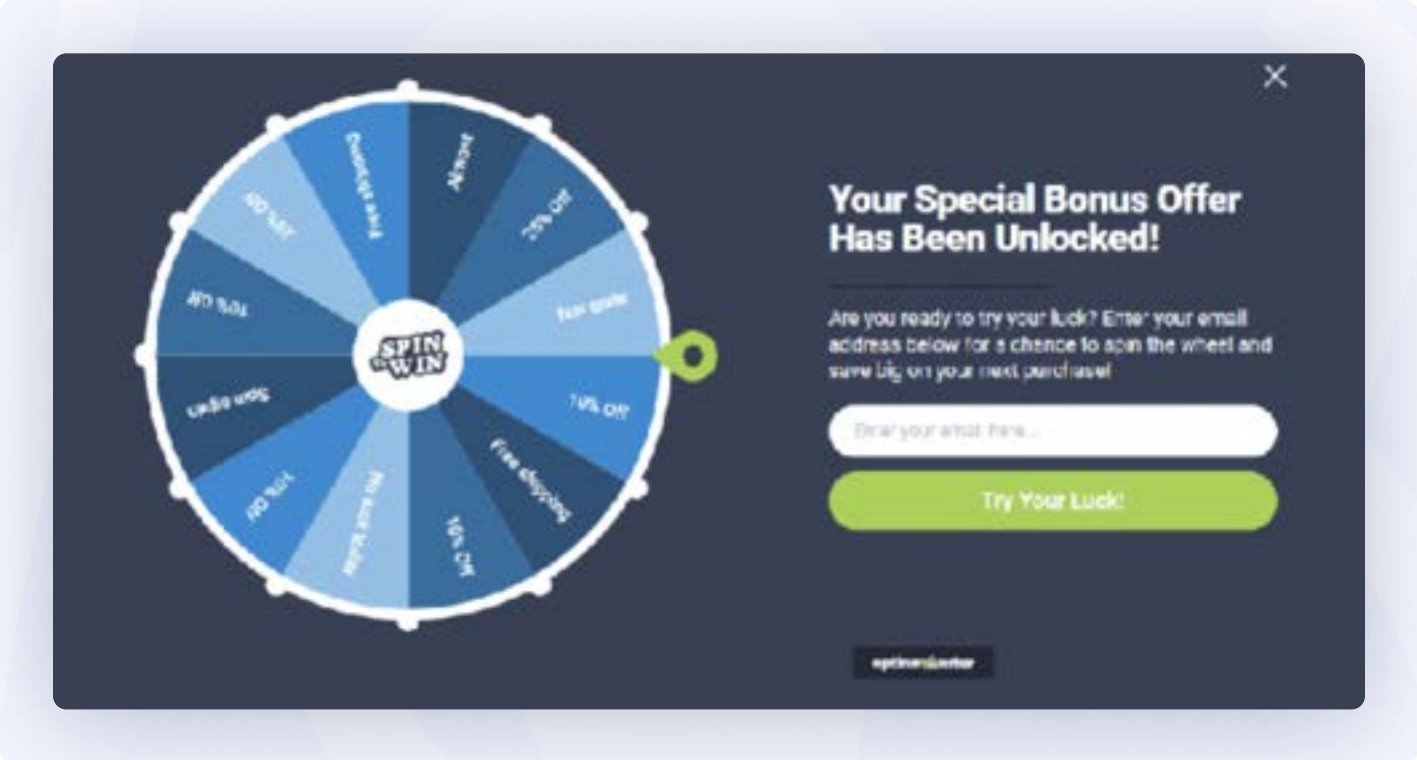
It allows you to present an exciting offer or coupon, new product, opportunity to sign up, or other brand information as the visitors enter your site. This helps you to immediately grab your users' attention.

16. Use Coupon Wheel Optins

Similar to the giveaway method, coupon wheel optins are also highly effective for collecting more emails.

Coupon wheel optins use gamification to attract more users to join your mailing list.

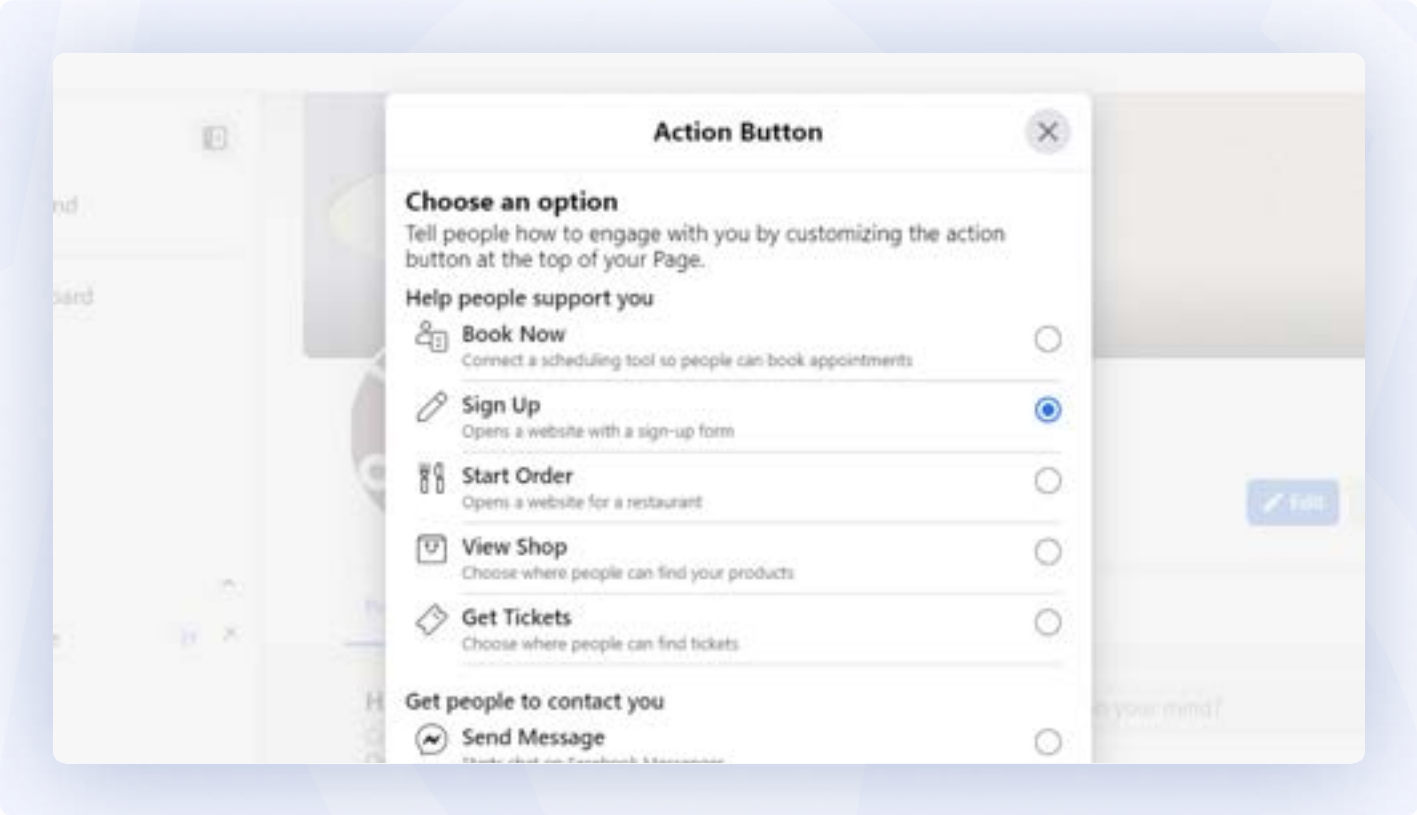
Like a real coupon wheel, you can create a spin wheel with different discounts, and users need to enter their email address to try it. It's really an attention-grabber!



You can learn more by visiting OptinMonster's Coupon Wheel Optins page.

17. Add a Sign-Up Button on Your Facebook Page

If you've got a Facebook page for your business, then adding a Sign Up button is an easy way to grow your newsletter list.

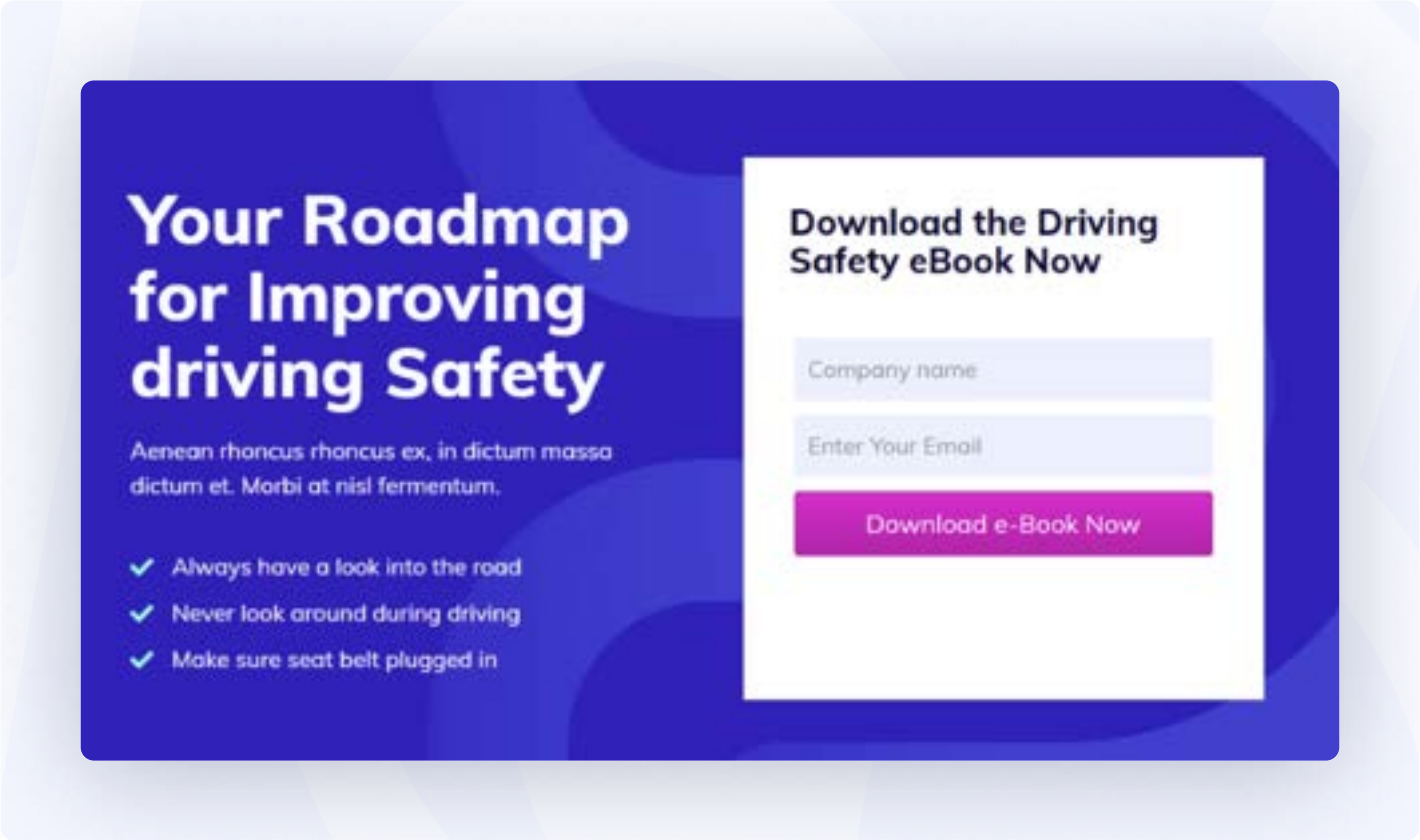


To learn more about adding a CTA to Facebook, check out Facebook's tutorial.

18. Create After Post Optin Campaigns

Creating a landing page that's super focused on getting visitors to sign up for your email list is essential, and with SeedProd, it's easy too!

For instance, you can create a landing page with a single offer on it, like a downloadable asset or a coupon. SeedProd has 100+ landing page templates that you can use to get started. Then, share the link to your new landing page on social media, or anywhere!



20. Add Timed Lightbox Popups on Your Site

Lightbox popups are one of the most common strategies used for list building. However, many users find them annoying as they appear at an inappropriate time.

You can solve that by creating timed lightbox popups with OptinMonster. OptinMonster allows you to set various display rules for your popups and trigger them at the right time.

You can set up time-based trigger, scroll trigger and exit-intent trigger for popups and display them when users are more likely to fill that out. For more details, you can see this OptinMonster Lightbox Popups page.

Now that you know how to grow your email list, let's make sure you know how to track the traffic you get from those emails.

How to Set Up Google Analytics Email Tracking (4 Easy Steps)

How do you measure success in your email marketing campaigns? Do you know which email messages and links drive the most traffic and the most conversions? With Google Analytics email tracking, you can find out.

Fortunately, it's easy to create tracking links and use them in all of your marketing emails. Using trackable URLs will allow you to view detailed information about your email traffic in Google Analytics. You'll be able to see exactly how your email campaigns are performing, and measure the return on investment (ROI) for your email marketing.

In this guide, we'll show you how to set up Google Analytics email tracking in 4 simple steps.

What is Email Traffic in Google Analytics?

Email traffic in Google Analytics is traffic to your website that came from an email message. Google Analytics attributes that site visit, and the user's activity, to the email campaign that sent the message. This helps separate email traffic from search engine traffic, for example.

Benefits of Email Tracking in Google Analytics

Google Analytics helps you measure how profitable or successful your email marketing campaigns are. Once you're able to identify which of your site visitors come from email, then you can analyze the steps they took after clicking the email link

Did they complete a purchase, or abandon a shopping cart? Either way, this is valuable information that can help you optimize your messages and website experience.

You can track other conversions as well, not just eCommerce purchases. You may be asking email recipients to join a mailing list, download a free piece of content, or simply view a certain web page. For more details, check out our complete guide on tracking conversions in Google Analytics.

Using UTM Codes to Create Custom Tracking URLs

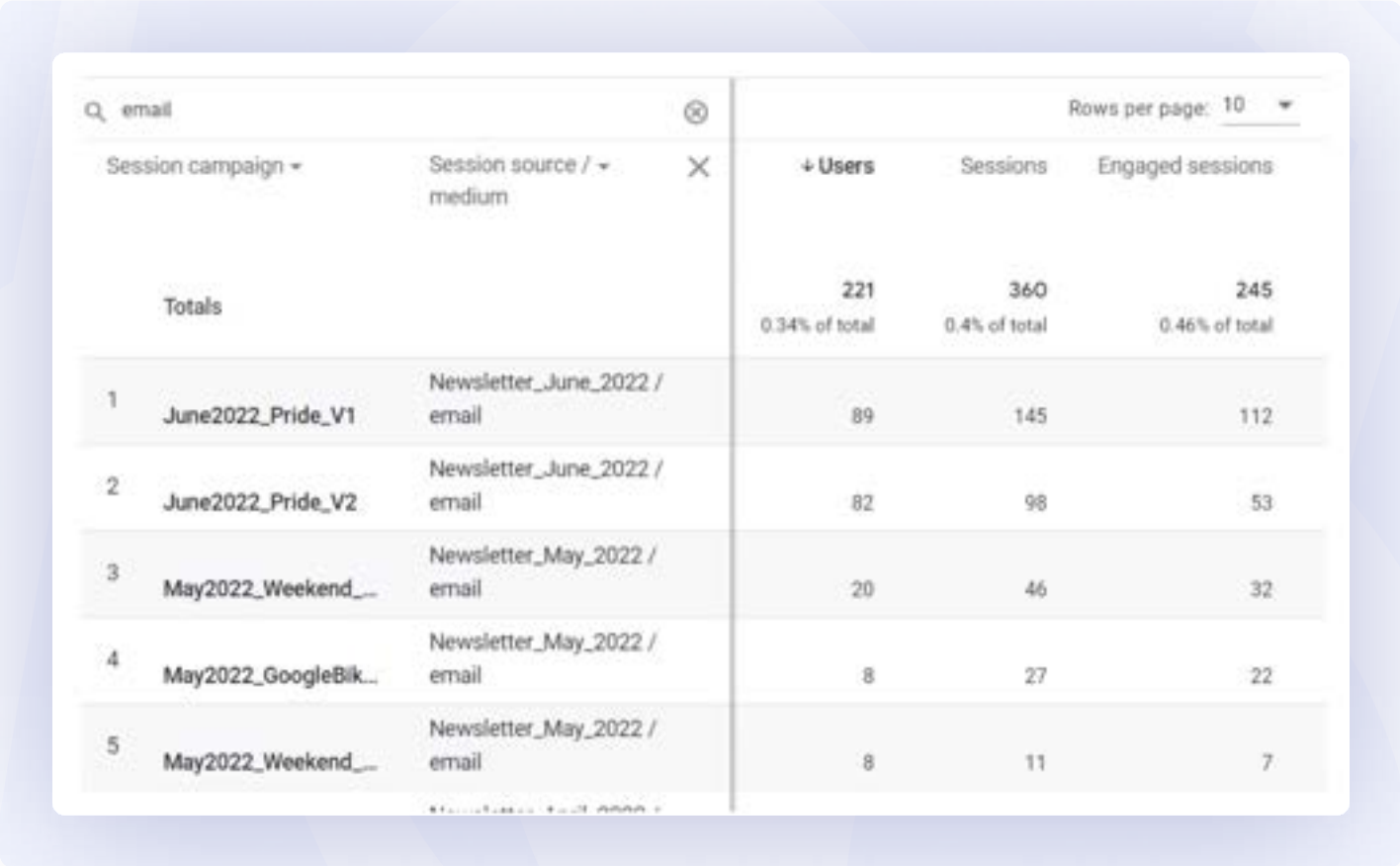
In order for Google Analytics to track your email traffic correctly, you simply add some extra bits of code called UTM parameters to the links in your emails.

Let's say your home page URL is https://LeonardosNursery.com/ . You could use this exact URL in an email link to send traffic right to your home page. However, Google Analytics won't properly assign these visitors to the email or campaign they clicked from.

If you use plain, non-customized URLs in your email messages, the traffic you get from them will show up as direct or referral traffic in Google Analytics.

To make Google Analytics see that your traffic is from an email, you need to make special hyperlinks that include strings of text called UTM codes.

You can then use those links in your email newsletter to drive subscribers to any page on your website. Then, you'll be able to see exactly which email and campaign sent that traffic to your site in Google Analytics.



email

Rows per page: 10

	Session campaign	Session source / medium	↓ Users	Sessions	Engaged sessions
	Totals		221 0.34% of total	360 0.4% of total	245 0.46% of total
1	June2022_Pride_V1	Newsletter_June_2022 / email	89	145	112
2	June2022_Pride_V2	Newsletter_June_2022 / email	82	98	53
3	May2022_Weekend_...	Newsletter_May_2022 / email	20	46	32
4	May2022_GoogleBlk...	Newsletter_May_2022 / email	8	27	22
5	May2022_Weekend_...	Newsletter_May_2022 / email	8	11	7

Once you discover which emails generate the most clicks and conversions, you can figure out how to make your other email messages more effective by analyzing subject lines , format, copy, audience segmentation, and other variables.

Set Up Email Tracking with GA4 and WordPress

Let's walk through how to set up Google Analytics email tracking on your WordPress site with MonsterInsights.

Step 1: Install the MonsterInsights Plugin

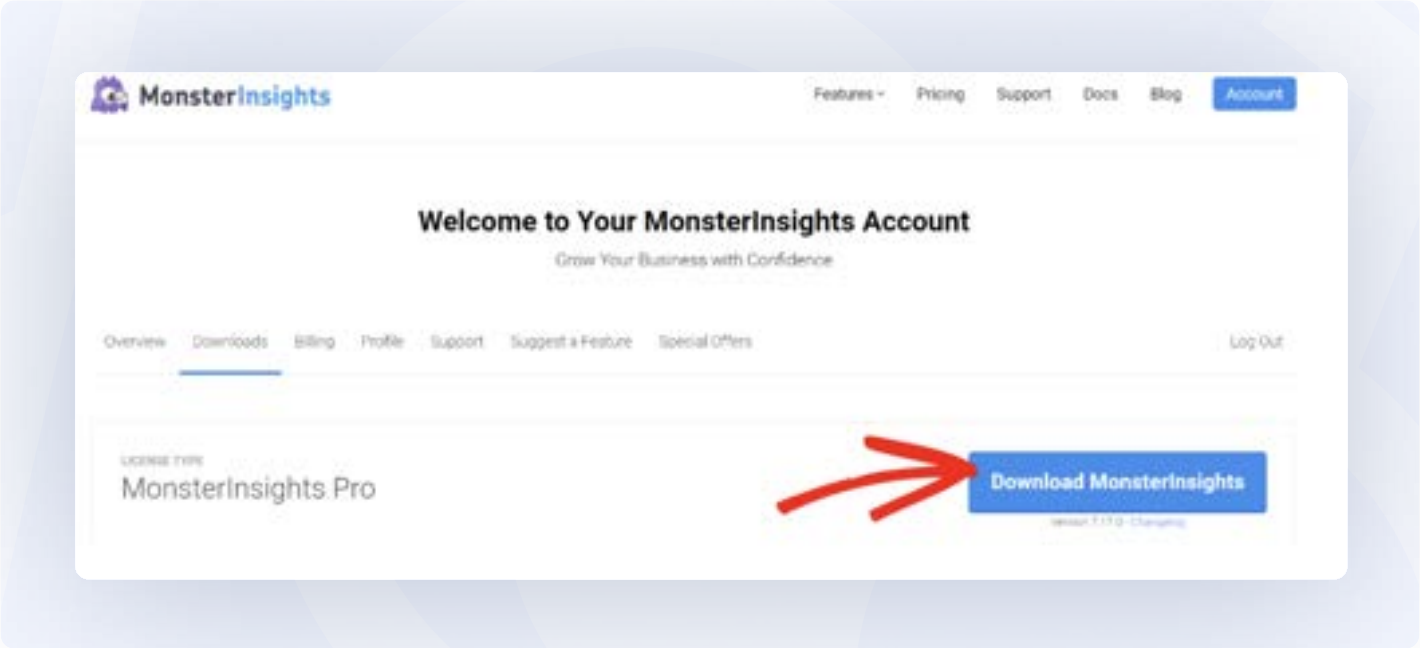
To start tracking your email campaigns, first install the MonsterInsights plugin on your WordPress website.

MonsterInsights is the best Google Analytics plugin for WordPress. It lets you easily connect your WordPress site to Google Analytics so you can see all the data that matters most right in your WordPress dashboard

Plus, with the click of a button, you can set up sophisticated tracking features such as event tracking, form tracking, custom dimension tracking , outbound link tracking , and more.

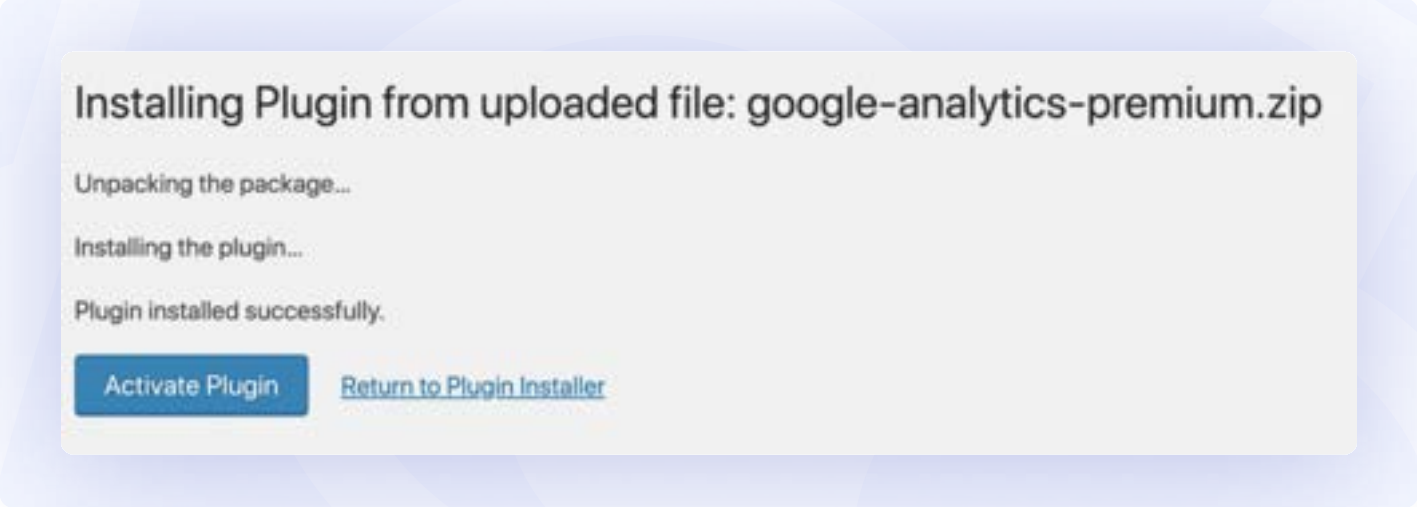
To get started, you'll need to install MonsterInsights and authenticate it with your Google Analytics account. To use the URL builder, grab MonsterInsights at the Plus level or above

Then, download the ZIP files from your account area under the Downloads tab.



Next, upload the plugin to your WordPress website. You can do that by going to Plugins » Add New » Upload Plugins and clicking the Install Now button.

After that, click the Activate Plugin button.



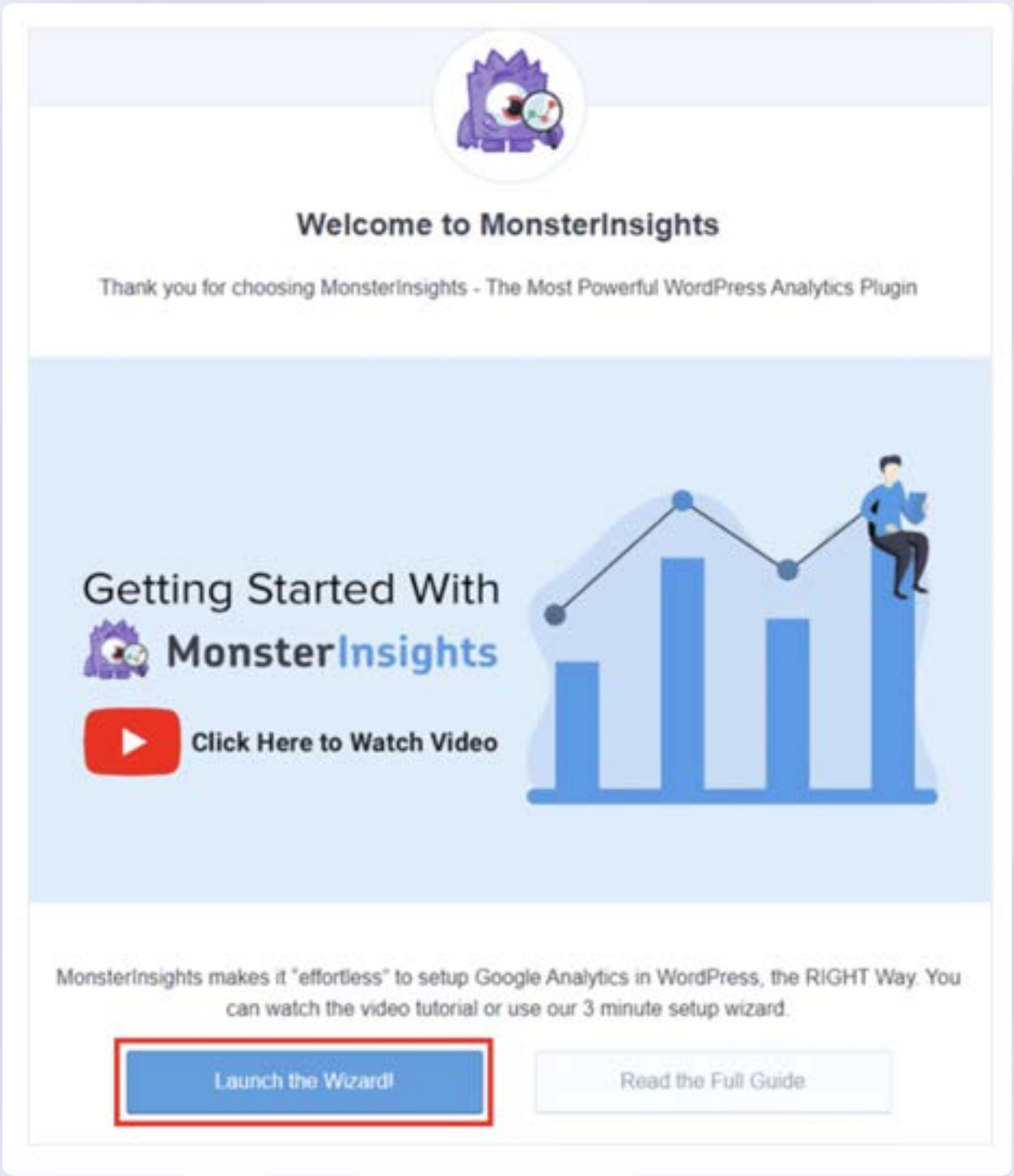
Note: If you operate an online store or eCommerce site, you'll want a Pro MonsterInsights license so you can install the MonsterInsights eCommerce addon . Check out this quick tutorial to learn how to install and activate the eCommerce addon .

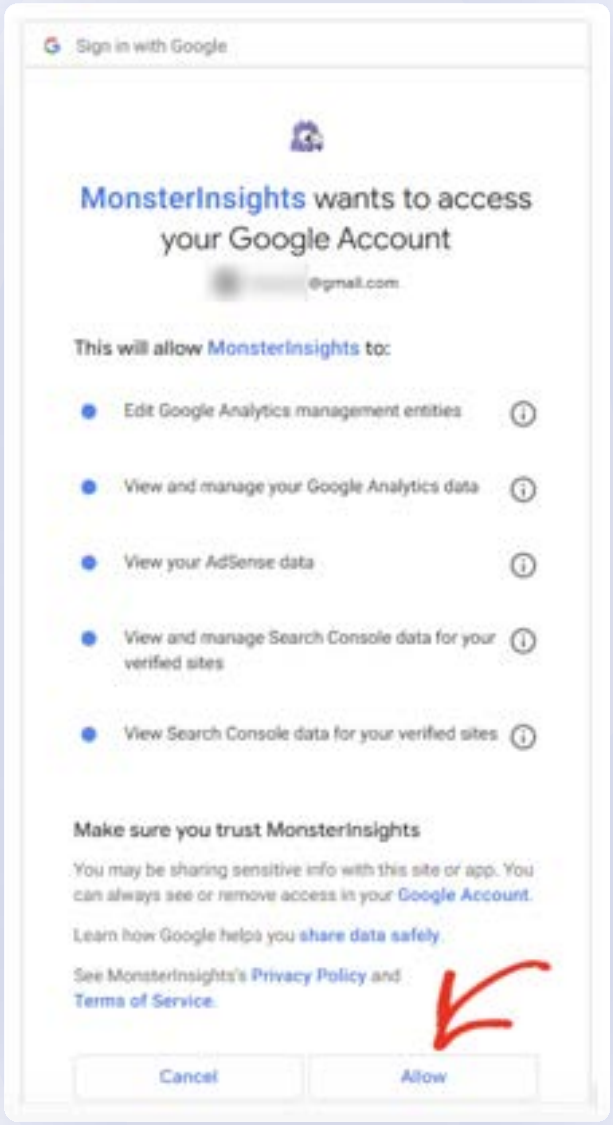
Now you'll be able to quickly gain insight into advanced campaign performance metrics, conversion rates, and much more.

Step 2: Connect MonsterInsights to Google Analytics

After successfully installing and activating the plugin, you'll need to connect MonsterInsights with your Google Analytics account. The simplest way to do this is to use the MonsterInsights Setup Wizard that appears when you activate the plugin.

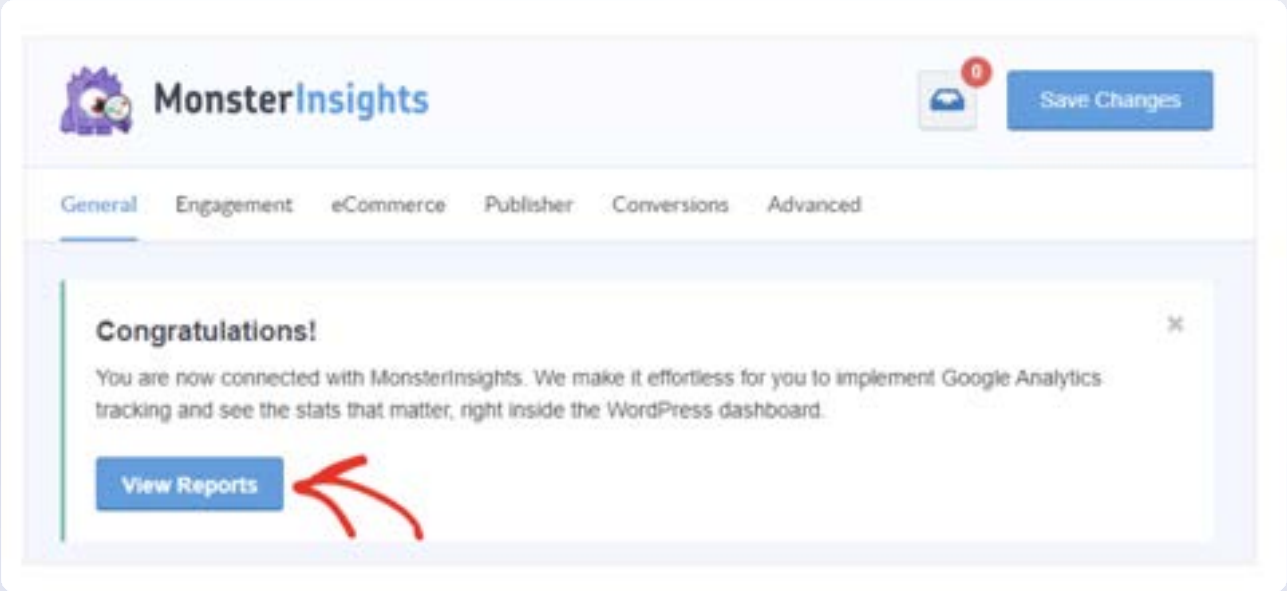
You'll select the Google account where you manage Google Analytics, and the property that you wish to connect to MonsterInsights. Just a few clicks in the Wizard connects MonsterInsights with Google, without typing or editing any code.


Welcome to MonsterInsights
Thank you for choosing MonsterInsights - The Most Powerful WordPress Analytics Plugin
Getting Started With
MonsterInsights
Click Here to Watch Video
MonsterInsights makes it "effortless" to setup Google Analytics in WordPress, the RIGHT Way. You can watch the video tutorial or use our 3 minute setup wizard.
Launch the Wizard!
Read the Full Guide



Once you finish, you'll see the MonsterInsights dashboard. Click the View Reports button to see an overview of your most important web traffic stats.

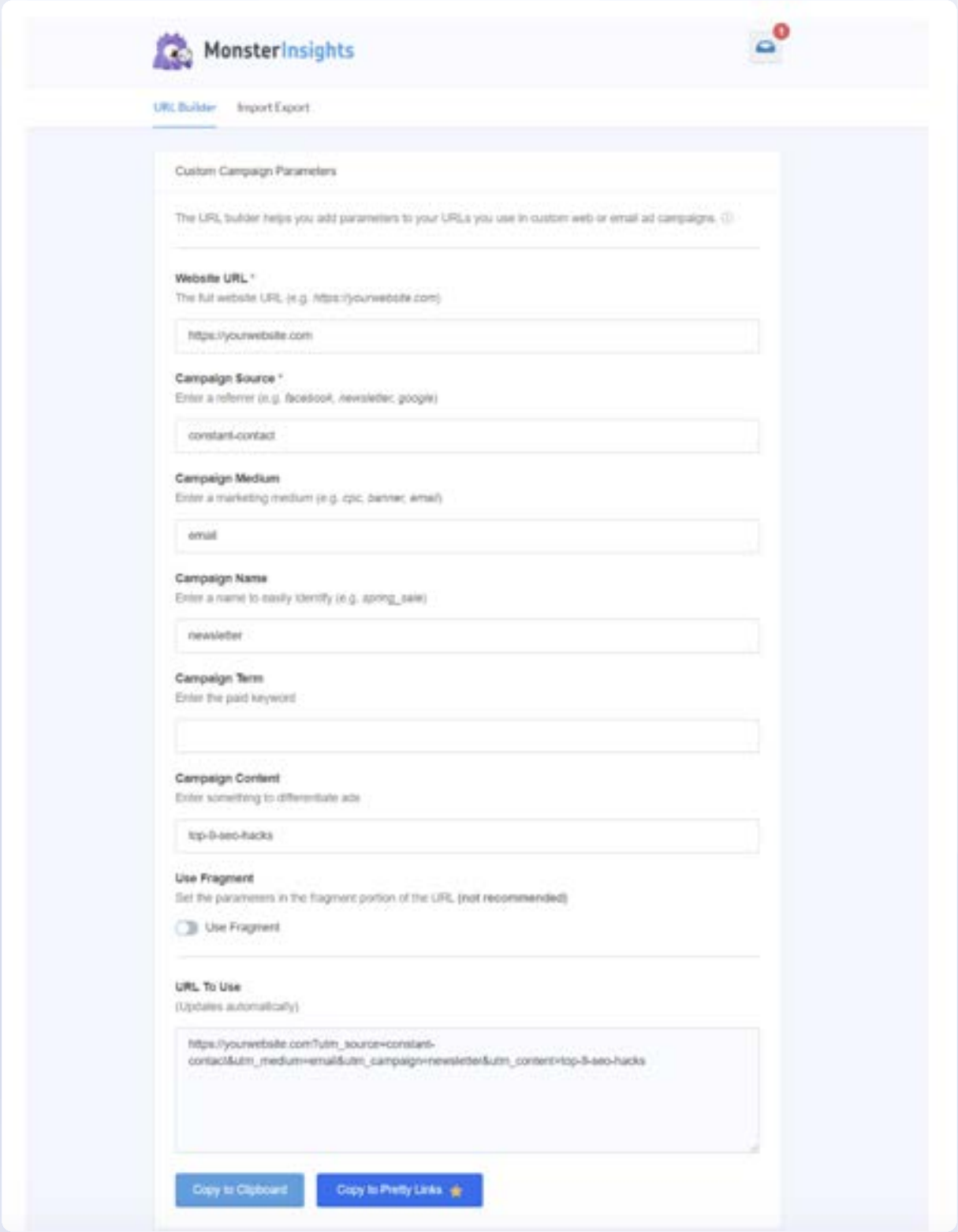
That's all there is to it! If you have any doubts, you can use our easy step by step guide to connecting Google Analytics to your WordPress site with the MonsterInsights plugin.



Step 3: Create a Trackable URL with MonsterInsights

Now, we'll use the MonsterInsights URL Builder to create a custom URL that tells Google Analytics exactly where your visitors are coming from.

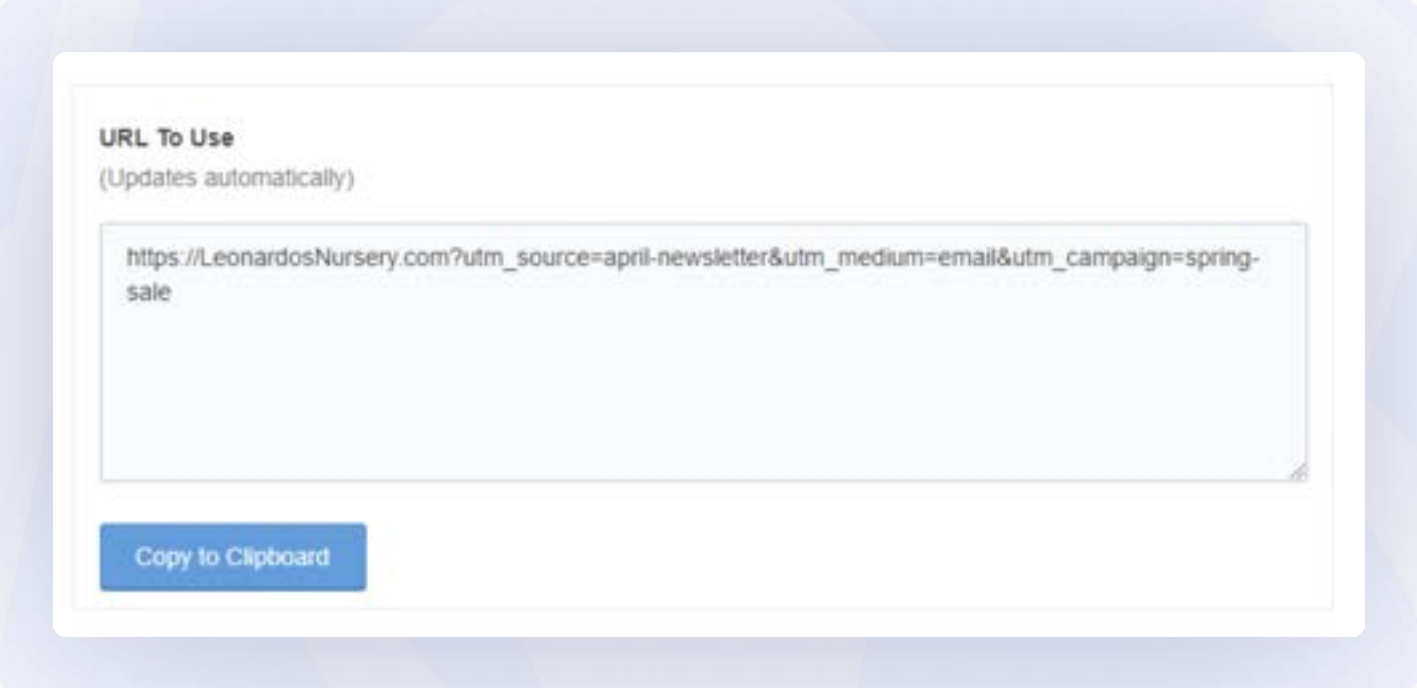
To build a custom URL with a UTM code, log in to your WordPress website and navigate to Insights » Tools.


MonsterInsights
URL Builder
Import Export
Custom Campaign Parameters
The URL builder helps you add parameters to your URLs you use in custom web or email ad campaigns.
Website URL *
The full website URL (e.g. https://yourwebsite.com)
https://yourwebsite.com
Campaign Source *
Enter a referrer (e.g. facebook, newsletter, google)
constant-contact
Campaign Medium
Enter a marketing medium (e.g. cpc, banner, email)
email
Campaign Name
Enter a name to easily identify (e.g. spring_sale)
newsletter
Campaign Term
Enter the paid keyword
Campaign Content
Enter something to differentiate ads
top-9-seo-hacks
Use Fragment
Set the parameters in the fragment portion of the URL (not recommended)
Use Fragment
URL To Use
(Updates automatically)
https://yourwebsite.com?utm_source=constant-contact&utm_medium=email&utm_campaign=newsletter&utm_content=top-9-seo-hacks
Copy to Clipboard
Copy to Pretty Links

You'll see the URL Builder form shown above. First, enter the URL of the web page where you want to send site visitors, in this case LeonardosNursery.com. Then fill out the remaining fields with whatever campaign parameters you'd like to see in Google Analytics. Note that the only required fields are the URL and the Campaign Source.

Tip: Use a + (plus), – (dash), or _ (underscore) to separate terms if you use more than one word in a parameter field. You should also know that UTM codes are case-sensitive, so be consistent.

Here's an example generated using our example site URL, with a UTM code added to tell you and Google Analytics exactly where this visitor originated from:



At this point, you can click the "Copy to Clipboard" button to copy the link text, and then paste into your email campaigns as needed. Your email links are now fully trackable by Google Analytics, great job!

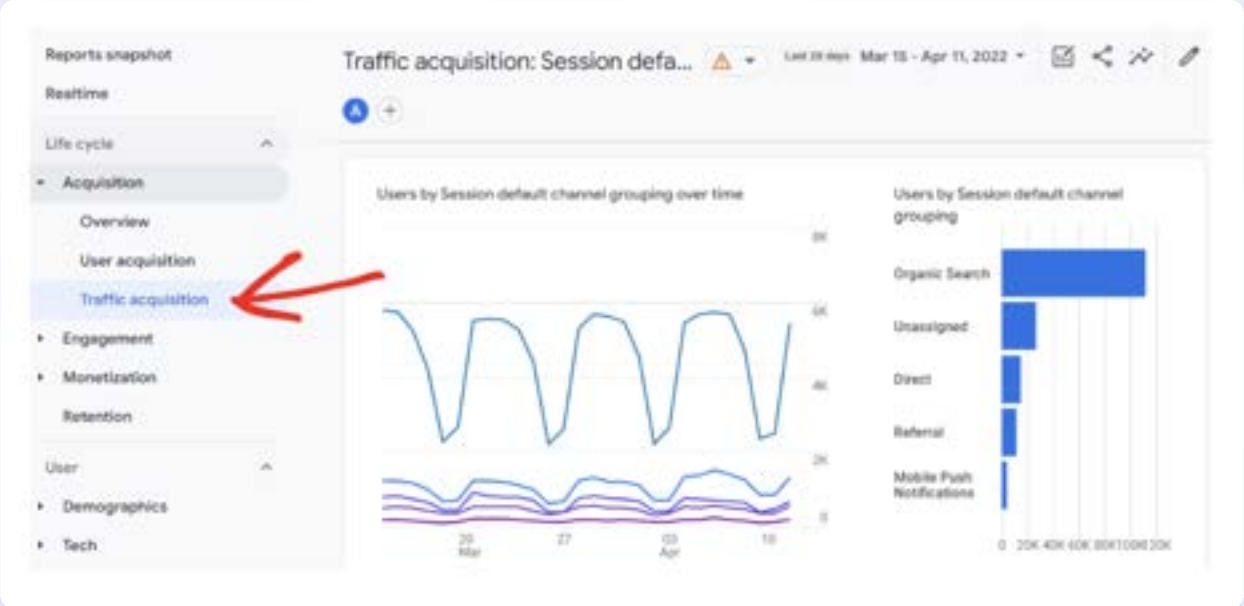
Do you need to know more about what each of these pieces of text, or parameters, mean? Learn more about UTM codes by reading this beginner's guide to UTM parameters and how to use them .

Finally, let's see where you can find email traffic in your Google Analytics reports

Step 4: How to View Email Traffic in Google Analytics 4

In your Google Analytics 4 account, you can identify visitors who arrived from your email links in the Reports » Acquisition area.

First, click the Reports » Acquisition » Traffic Acquisition menu item to see a summary of traffic from all channel sources.

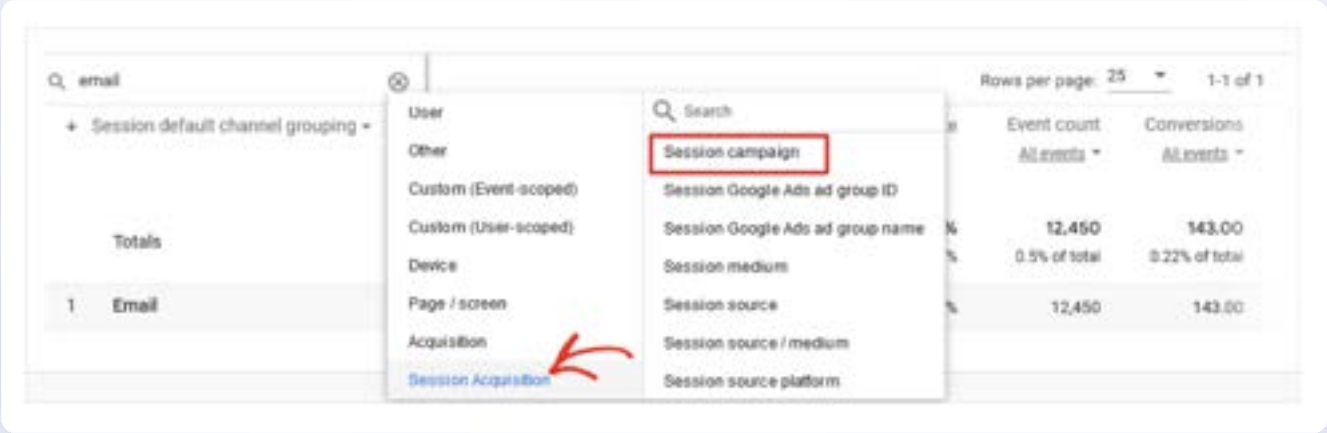


This overview screen shows all traffic from all sources, including direct, organic search, and so on.

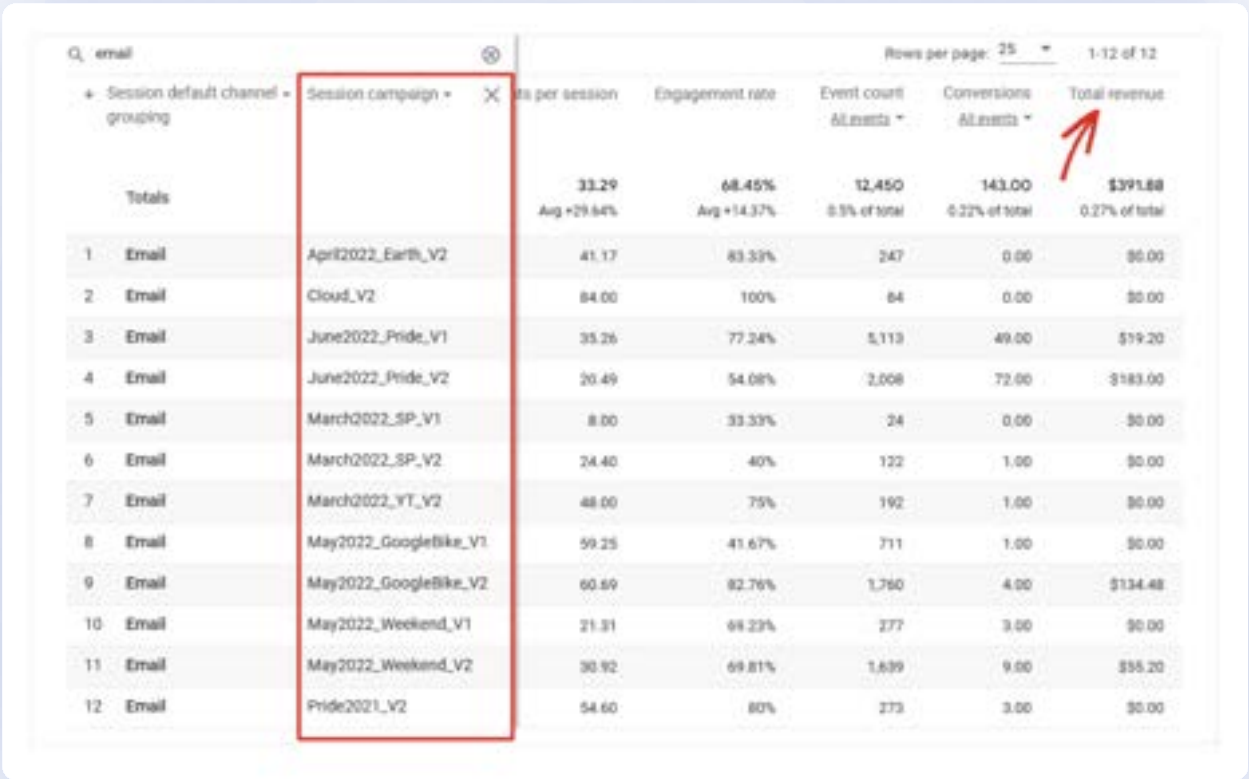
In order to see users who arrived via email, type “email” into the search bar and you’ll see stats for only email traffic.

Now, click the blue plus symbol.

Then select Session Acquisition » Session campaign from the dropdown list.



Now you can see how many of your total site visitors arrived from an email link, which email campaign drove them to the site, how much revenue each campaign earned during the reporting period, and more.



For more in-depth information, read our post on the most important metrics to track in Google Analytics .

Google Analytics for Email Tracking FAQ

Can Google Analytics track emails?

Yes, Google Analytics can track certain types of user behavior related to email, from email opens (see below) to link clicks. You may find more accurate data on email open rates from an email provider like Mailchimp or Constant Contact.

How does Google Analytics track email open rates?

Google Analytics can be used to track email opens by using a special image file called a tracking pixel. You can insert tracking pixels inside marketing emails to see how many mail recipients actually opened a particular email. But the data collected from this tactic is becoming less meaningful. Email providers and users concerned about privacy have developed countermeasures that deter the use of personal tracking data and lead to inaccurate reporting of email open rates.

Can I add UTM codes to a URL that doesn't point to my home page?

Yes, you can append UTM parameters to any URL, not just your main domain or home page. For example, you could send visitors to a sub-page on your site that displays a specific product category, like https://LeonardosNursery.com/Cacti

Can Google Analytics track email addresses?

No, Google Analytics does not track user email addresses by default. For security and personal privacy reasons, Google Analytics avoids collecting data that can be used to identify any individual user.

That's it!

We hope you like our guide on how to set up Google Analytics email tracking on your WordPress website. You might also want to check out this guide to setting up Google Analytics social media tracking

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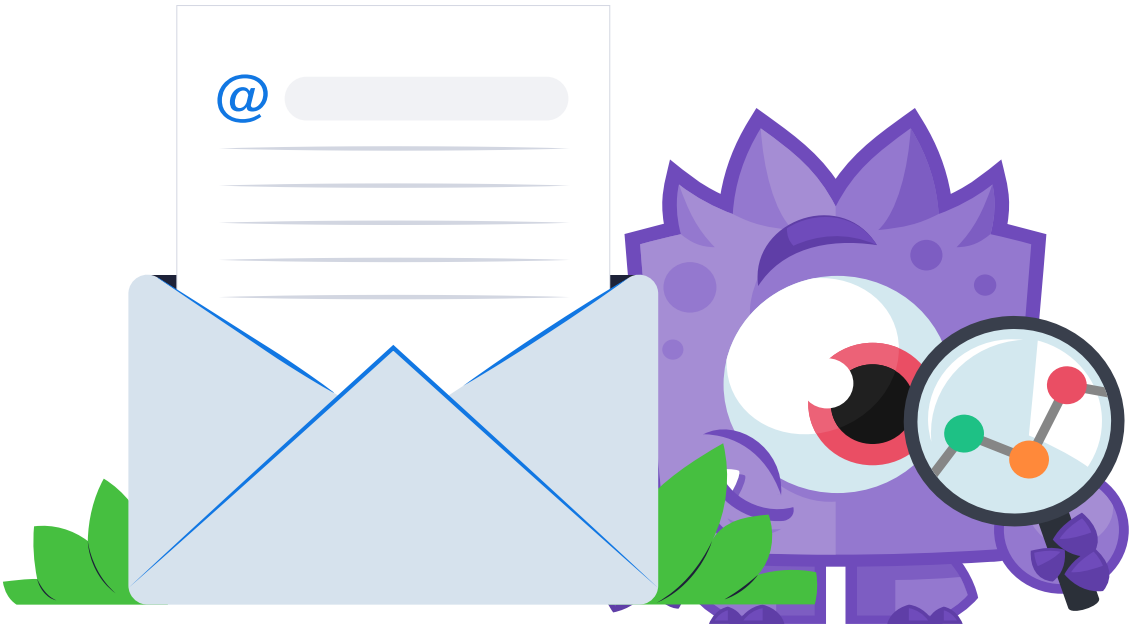
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