



The Art of Courtship: **Wooing Email Subscribers** Cheat Sheet

Our Lead Magnets are Irresistible!

Our lead magnets promise value and deliver it promptly and efficiently. Each lead magnet reflects our audience's needs and preferences. Our lead magnets are based on changing trends and feedback to remain relevant and desirable.

We Created The Perfect Sign-Up Form!

Sign-Up forms are visually appealing and user-friendly. Our sign-up process is smooth, quick, and only collects necessary details. The Sign-Up form includes a value proposition. Our Sign-Up form reassures prospects about data privacy and respect for their inbox.

Our Social Media & Email Strategy Work in Tandem!

Our social media content strategy includes email content to entice followers to subscribe. We maintain a consistent tone across different platforms to unify our brand image. Our brand considered the best times to post on different platforms for maximum visibility.

We Have The Most Coveted Referral Program!

Our referral programs encourage existing subscribers to recommend our brand. The program is simple to use and offers clear benefits for both the referrer and the referred. Each benefit is listed clearly to increase participation and successful referrals.

Our Subscription Process is Seamless!

Content type and frequency are clearly communicated. Our subscription process includes an option to opt-out. Our brand plans to continuously test and refine the subscription process based on feedback and performance metrics.