# How to Get More Email Subscribers with Social Media

It can be a daunting task to grow your list of email subscribers; however, if your business is active on social media, you have a tremendous tool at your disposal. Social media can get you in front of a broader audience, which will allow you to gain more subscribers. Here are several easy ways to get more email subscribers with social media.

**Use a Simple Sign-Up Form**

No matter what size business you have, you need to make signing up for your email list easy. If you are using Facebook, dedicate a tab at the top right-hand side of your page for an email form. This way people just have to click on the icon to visit your sign-up form. There are several different options to add and set up an email sign-up form to your Facebook business profile.

**Preview Premium Content on Your Social Profiles**

If your business creates premium content, you can offer potential subscribers that content for free when they sign up for your email address. If you have white papers, eBooks, infographics or other premium content to give away, set up a landing page for each one to generate new subscribers from that content. Post, tweet and share excerpts from the content to drive interest and traffic.

**Share an Incentive for Sign Ups**

Incentives can help when it comes to increasing the number of new subscribers to your email list. Many times users just need a little push to take action and subscriber. Advertising the incentive on social media will draw even further attention for your offer and get more people to sign up. Make sure that you include a picture and a strong call-to-action when you post about these incentives.

**Host Webinars to Gain Subscribers**

An easy way to share the human side of your company is by hosting a webinar about your business. You can present your business by having someone from your company to discuss a relevant topic with your target audience. One of the main goals of hosting a webinar is to capture leads in the form of new subscribers. You can use your social media platforms to advertise and share the link to your webinar.

**Hold a Giveaway, Contest, or Sweepstakes**

One of the most effective ways to increase your email list is by using your social media platforms to host sweepstakes, contests, and giveaways. While many marketers hold games to grow their following on the various social media platforms, the primary goal should always be to build your subscriber list.

Continuing to grow your subscriber list is a vital part of the success of your business. These tips will help you reach people who already follow you on social media to increase new subscribers.