

# How to Grow and Monetize an Email List in a Saturated Market



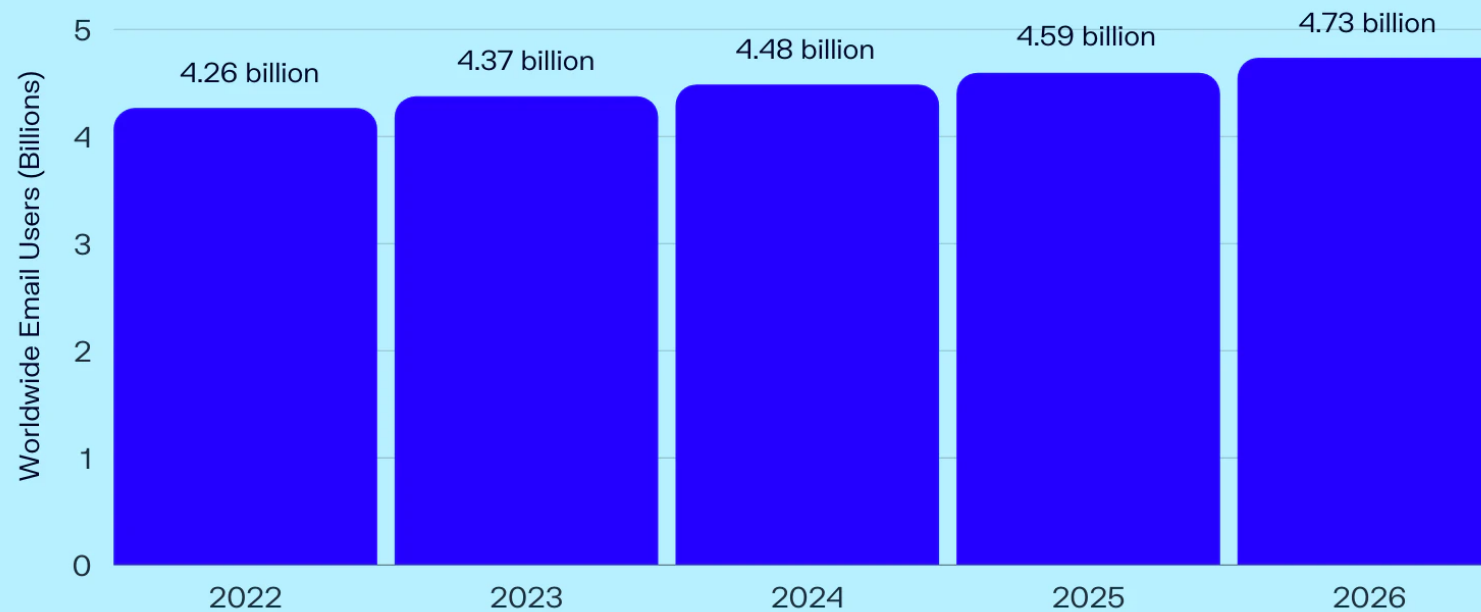


# What We'll Cover

- The market at a glance
- Are we past the honeymoon stage in email marketing?
- Email list  $\neq$  newsletter
- How do you grow an email list?
- How do you monetize an email list?

# The Market at a Glance

How Many People Use Email? (2022–2026)




Source: The Radicati Group

**OBERLO**

# The Market at a Glance

Open rates seem to be on the rise but that may be due to Apple's new privacy rules. On the other hand, click rates are lower. [Source: Smaily's Industry Statistics Report]

Number of sent letters 

1 378 759 583	2022
1 224 547 781	2021
1 067 312 797	2020
855 732 800	2019

Avarage open rate 

19,13%	2022
15,80%	2021
15,43%	2020
14,60%	2019

Average click rate 

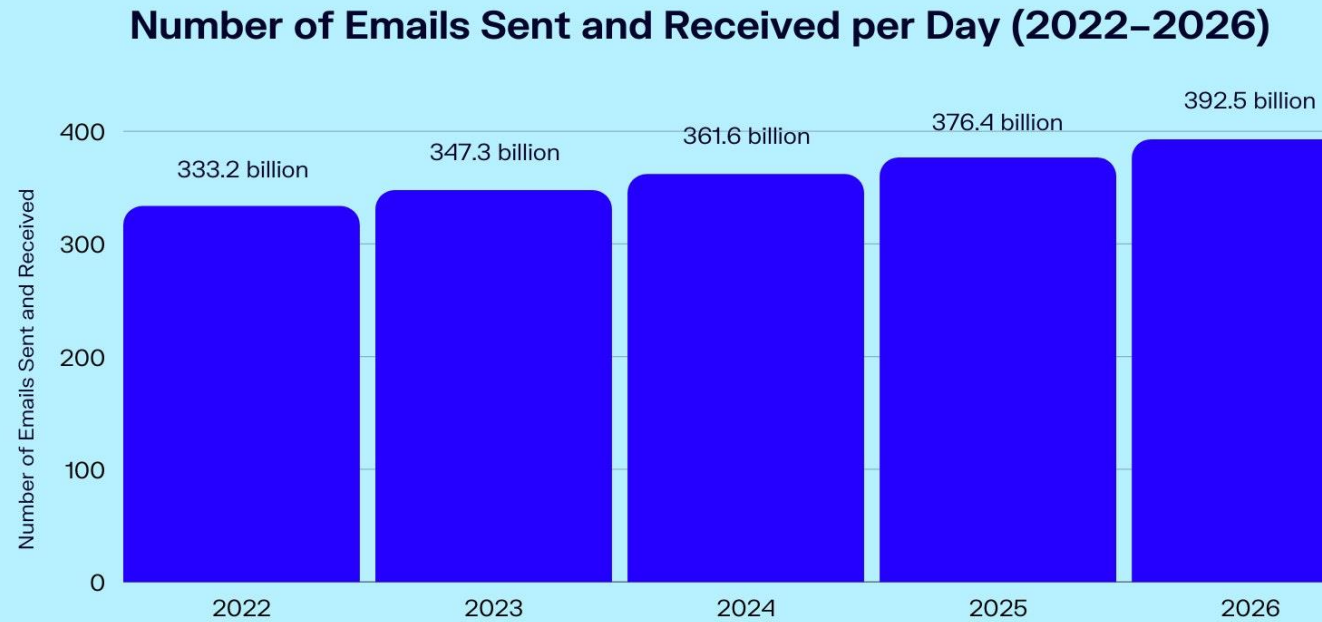
1,78%	2022
1,85%	2021
1,79%	2020
1,97%	2019

Average CTR 

9,31%	2022
11,72%	2021
11,60%	2020
13,50%	2019

# The Market at a Glance

The struggle to get into users' inbox is real

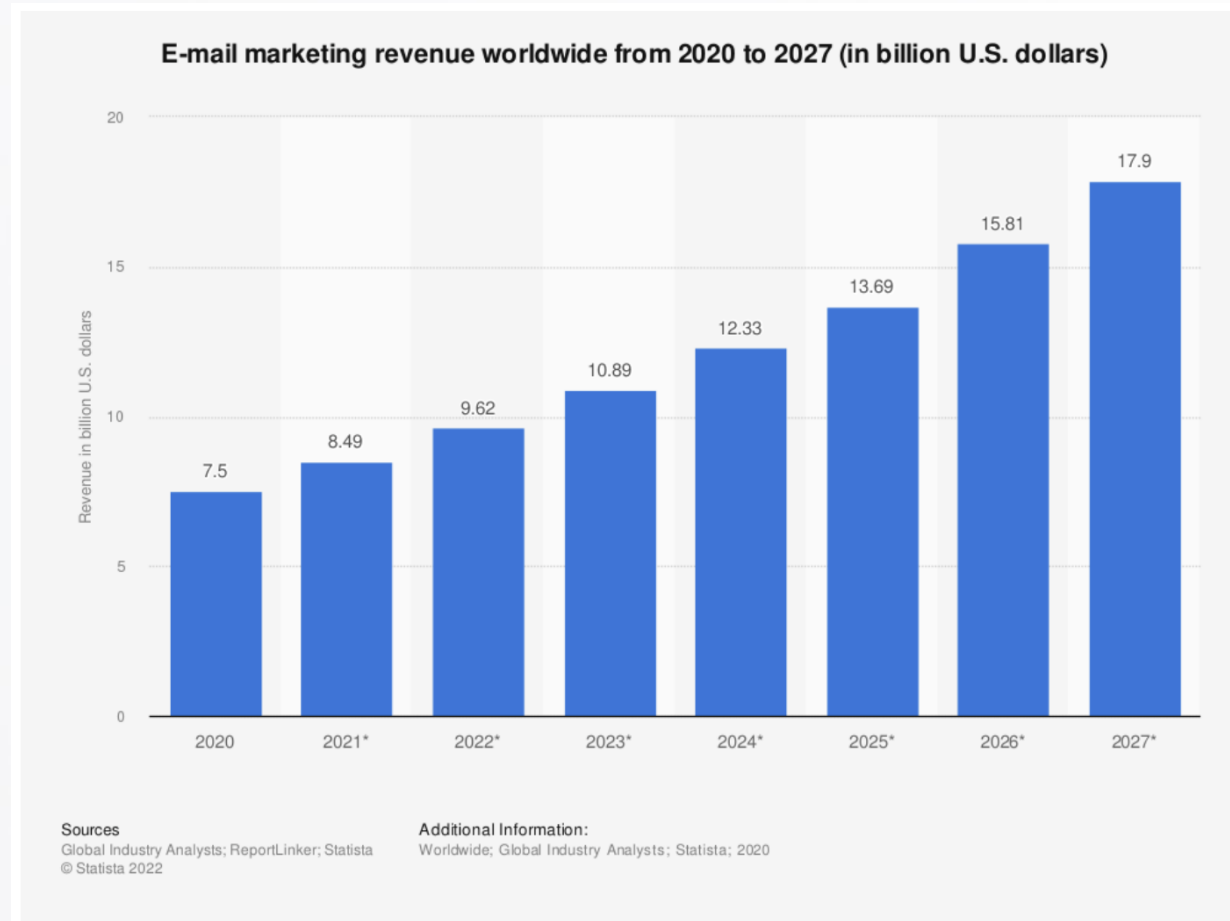


Source: The Radicati Group

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# The Market at a Glance

Email revenue is still expected to grow significantly [Statista Analysis]





# Are we past the honeymoon stage?

- While revenue trends are still pointing upwards, the market is becoming saturated
- Revenue and user numbers are growing but so is the number of marketers flooding our inboxes
- Open rates are lower, as are click rates
- The newsletter boom seems to be over, as sponsorship rates decrease and the inbox gets more crowded.
- The boom may be over but that doesn't mean the industry is dead. It's just maturing and that may be a good thing for good email marketers.
- Apple's privacy settings + Google Blue Checkmark may make it as hard to do email marketing as it is to get seen with organic social media.

# Email List ≠ Newsletter

- You don't need to send a newsletter to have an email list
- The origin of email lists was purely commercial: collect addresses so you can target them with sales content
- Today's subscriber is a bit more sophisticated: you need to offer them something of value, not just promote your products ad nauseam.
- Promo codes, early bird access, the occasional valuable content – all can be sprinkled in among your promotional emails.





# How Do You Grow an Email List

## My Very Own F-up

- Started an email list back in November 2022
- Figured my own reputation and clout (20K followers across social media) will be enough to get thousands of subscribers in day one [pause for laughter]
- The first 6 months were excruciatingly hard and barely got 380 subscribers. Within the next 6 months, the growth rate doubled.
- I have just crossed 1010 subscribers.



# How Do You Grow an Email List

## My Very Own F-up

- What I learned:

1. Clout is not transferrable
2. My topic is not a crowd pleaser: I speak a lot against quick hacks and advocate for future-proof, long-term strategy. This attracts a more selective, selective audience. On the other hand, their trust means more → they stick with you for longer and they make it easier to create relevant, monetizable products.
3. You need to actively promote your newsletter/email list and make the sign-up worthwhile to THEM, not to you.

# How Do You Grow an Email List

## My top 3 growth tactics

1. Tease the topic of the next newsletter issue on social media



Adriana Tica • You

No-BS, zero-hacks marketing strategy. I help people build & g...  
6d • 🌐

Are your products/services selling like hotcakes or could you use a sales boost?

If it's the latter, I got you covered! Most likely, it's a problem with how you've framed your offer.

In tomorrow's issue of Ideas to Power Your Future, I'll show you the four must-have elements of offers that make your audience scream "Shut up and take my money":

- 1 Product-market fit
- 2 Credible (not just irresistible) offers
- 3 Lead with outcomes, but don't forget about features
- 4 Social proof + your own credibility.

Bonus: a few extras that delight customers and increase conversions.

AND 100% swipeable examples from brands you know and like --  
[Katelyn Bourgoin](#), [Neal O'Grady](#) 🍉, [Marie Forleo](#), and [SyncApps by Cazoomi](#).

The playbook goes out tomorrow at 7:30am EST and it costs exactly \$0.  
Join [Tom](#) and get smarter about irresistible offers 🙌  
<https://lnkd.in/d5iwrtur>

# How Do You Grow an Email List

## My top 3 growth tactics

2. Add social proof to your landing page, your social media posts, everywhere! People trust their peers more than they trust a seller.



Zsike Peter 🧑 • 1st

2h ...

Let's generate you leads with content to die for | Strategy | Consulting | ...

I bloomin' love your newsletters, [Adriana](#). They're packed with an insane amount of value and knowledge. It feels like I'm stealing in-depth information I should be paying for ❤️

Love · ❤️ 1 | Reply · 1 Reply

# How Do You Grow an Email List

## My top 3 growth tactics




### 3. Collaborations and cross-promos:

- ConvertKit Creator Network
- Lettergrowth
- Cross-promos with other newsletter operators



# How Do You Grow an Email List

## Other growth tactics

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- 
- Lead magnets (mine sucks!). The ideal lead magnet is something that gives subscribers a quick win. Top formats: quizzes, short PDFs, free webinars.
  - Include CTAs in (almost) all your social media posts – in a comment or an additional tweet
  - Paid ads: social media, SparkLoop, Beehiiv, newsletter sponsorships (these can be hit and miss)
  - Regular email signature
  - Earned media: podcasts, conferences (like this one!), articles on third-party websites
  - Giveaways and contests → subscriber quality may be low/you may be attracting minnows.



# How Do You Grow an Email List

**Email list growth should NOT be a goal in itself**

- Much as we all love email marketing, this is just ONE channel, ONE tool in your arsenal, not your entire business – even if you're in the newsletter industry.
- Your email list is a growth and brand awareness lever, NOT the end game.
- Don't obsess over list size (like I used to). Figure out how to increase your ROI/subscriber instead

# How Do You Monetize an Email List

## My Approach

- I had a paid product as soon as I launched the newsletter: a very, very affordable launch email sequence (\$14.99).
- While it didn't buy me a yacht, this offer acted as a paid lead magnet of sorts: it's cheap enough to be an impulse purchase. Overdeliver, and your audience will buy more expensive products.
- In my case, those are a Guided Marketing Strategy Template (\$50, newly launched) and a paid 1:1 Strategy Session (\$350).
- 80% of people who bought the strategy session bought the email launch sequence → trust building works and so do value ladders.



# How Do You Monetize an Email List




## The Value Ladder

- Start with free content/free trials/free assessments. As you do that, gather feedback and have REAL conversations with the members of your audience who are an ideal fit for what you'll be launching. Next:
- Build an entry-level product. The easiest and lowest-risk option is a digital product/a downloadable PDF. Price that at \$50 or below.
- Build one or more mid-level products. Digital downloads, short courses, consulting sessions, low-investment/high-impact services are a good place to start. \$200-\$400 is the sweet spot for these.
- High-ticket offer time. IF your previous products were well received, it's time to offer your clients the ONE product to rule them all. Turnkey services (like a done-for-you website), cohort-based programs, 1:1 lengthier consulting programs — these are all formats you can try out. Price them well above \$1000.



# How Do You Monetize an Email List

## Top monetization options -- ranked by required audience size

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- **Services:** you virtually need nothing more than a landing page to get going. Most newsletter operators have at least one skill they excel at. You can sell these as soon as you have your first 50 subscribers
  - **1:1 consulting**
  - **Cohort-based programs, masterclasses, courses, and so on:** you need a bigger audience to sell these, but they can be major revenue sources.
  - **Pre-recorded courses:** again, fit for when you have a bigger audience
  - **Sponsorships and affiliate marketing --** they involve less work but you need a bigger audience for them to work

# How Do You Monetize an Email List

## When should you start monetizing your email list?

- Start from day 1: however small your audience is, you can use it to test product ideas.
- Grow your product/service portfolio as your audience grows.
- Keep your product stack low: kill products that have reached the end of their lifecycle to make room for new ones. Too many products will confuse your audience.



# Wrapping Things UP

- Email marketing still has amazing ROI, but the honeymoon may be over. Start experimenting now!
- Social media is still the best way to grow an email list but paid options are a close second.
- The size of your email list should not be a goal in itself: think of it as one of the many other growth levers you can pull.
- Monetize as early as possible, especially if you're not a newsletter operator.
- Use a value ladder to future-proof your email list.
- Services and consulting are the fastest way to monetize your email list.

# Thank you!

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