Grow your contact list

Constant Contact has several different sign-up tools to help you keep a steady supply of new contacts coming in.

Constant Contact

Here's what we'll go over:

If you're not sure how to grow your contact list, we're here to help! In this guide, we'll go over all of the different sign-up tools we offer, so you can make an informed decision about which ones might work best for your business.

Sign-up landing pages

A [Sign-up Landing Page](#) is a customizable page, sort of like a stand-alone website, for collecting new contacts through social media and email. You can customize the look of the page, add an image, and choose which details you want to collect from subscribers. You can even give your landing page a custom URL!

To get started:

1. Click **Audience growth** > **Sign-up forms**.

2. Click **Create a sign-up form**.

3. Select **Sign-up Landing Page**.

4. Once you're done customizing your landing page, be sure to [share it](#)!

Dashboard

Marketing channels

Audience growth
- Growth center
- Landing pages
- Lead magnet
- **Sign-up forms**
- Events
- Ads
- SEO

Sign-up forms

+ Create a sign-up form ...

Details ...

Details ...

Create sign-up form

Pop-up
Display a pop-up form that prompts visitors to sign up.

Flyout
This sign-up form slides onto the screen from the top, bottom, or side.

Banner
Add a banner sign-up form to the top or bottom of any page on your website.

Inline
Insert a form in the perfect spot on your site.

Text to Join
Set up Text to Join so contacts can easily join your email and SMS lists by text message. (US only)

Sign-up Landing Page
Sign-up forms where visitors can join your mailing lists, download content, or get offers.

Facebook Lead Ads
Create a Facebook ad to reach new audiences.

Preview Continue

Thank you

Sign-up Landing Page

Build | Images | Design

Blocks

Text	Image	Button
Divider	Spacer	Social share
Social follow	Video	Read more
Data table		

Layouts

Half Moon
YOGA STUDIO

Sign up to Stay in Touch!

When you sign up for our mailing list, you'll receive a special offer.

* Email

First name

By submitting this form, you are consenting to receive marketing emails from [[account.organizationName]]. You can revoke your consent to receive emails at any time by using the Safe Unsubscribe® link, found at the bottom of every email.

Sign Up

Pop-up & flyout sign-up forms

A [pop-up sign-up form](#) visibly "pops" up on a webpage, while a [flyout sign-up form](#) "slides" into view from the top, bottom, or side of the screen to prompt website visitors to join your mailing list.

You can set the forms to display when users land on your website, after they've spent a specific amount of time on your site, or when they go to leave. You can also customize how the forms look, as well as choose which email lists the new subscribers can be added to.

On the Sign-up forms page:

1. Click **Create a sign-up form**.
2. Select **Pop-up** or **Flyout**.
3. Once you're done customizing your form, [activate and install it on your website](#).

Create sign-up form

Pop-up
Display a pop-up form that prompts visitors to sign up.

Flyout
This sign-up form slides onto the screen from the top, bottom, or side.

Banner
Add a banner sign-up form to the top or bottom of any page on your website.

Pop-up Form | Inactive | Save | Exit | Publish

| Content | Settings |

Title
Description
Contact Fields
Email Lists — Required
Button
Background

Sign up for updates!

Get news from Half Moon Yoga Studio in your inbox.

* Email

By submitting this form, you are consenting to receive informational emails from: Half Moon Yoga Studio, 123 Main St., Waltham, MA, 02454, US, http://www.halfmoonyogastudio.com. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact. Our Privacy Policy.

Sign Up!

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Banner sign-up forms

A [banner sign-up form](#) stretches across the top or bottom of any page on your website to catch visitors' attention as they enter or leave your site. You choose when you want it to trigger, and you can also create custom forms to display to your website visitors based on the device they're viewing from.

On the Sign-up forms page:

1. Click **Create a sign-up form**.

2. Select **Banner**.

3. Once you're done customizing your form, [activate and embed it on your website](#).

Create sign-up form

Pop-up
Display a pop-up form that prompts visitors to sign up.

Flyout
This sign-up form slides onto the screen from the top, bottom, or side.

Banner
Add a banner sign-up form to the top or bottom of any page on your website.

Inline
Insert a form in the perfect spot on your site.

Banner Form   Inactive   Save   Exit   Publish

Content	Settings

Title >
Description >
Contact Fields >
Email Lists   Required >
Button >
Background >

Sign up for updates!

Get news from Half Moon Yoga Studio in your inbox.

* **Email**

[   ]   Sign up!

By submitting this form, you are consenting to receive marketing emails from: Half Moon Yoga Studio, 123 Main St., Waltham, MA, 02454, US, http://www.halfmoonyogastudio.com. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact. Our Privacy Policy.

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Inline sign-up forms

An inline sign-up form can be embedded in the perfect spot on your website using HTML code. Then if you need to make any changes to your form, there's no HTML editing necessary! Make the changes right in Constant Contact and it'll update automatically on your website.

On the Sign-up forms page:

1. Click **Create a sign-up form**.

2. Select **Inline**.

3. Once you're done customizing your form, activate and embed it on your website.

You can create multiple sign-up forms and embed them on different pages of your site to attract different audiences!

Create sign-up form

Pop-up
Display a pop-up form that prompts visitors to sign up.

Flyout
This sign-up form slides onto the screen from the top, bottom, or side.

Banner
Add a banner sign-up form to the top or bottom of any page on your website.

Inline
Insert a form in the perfect spot on your site.

Inline Form   Inactive   Save   Publish

Content   Settings

Title
Description
Contact Fields
Email Lists   Required
Button
Background

Sign up for updates!

Get news from Halfmoon Yoga in your inbox.

* Email

By submitting this form, you are consenting to receive marketing emails from: Halfmoon Yoga, 123 Main St., Waltham, MA, 02451, US, http://www.halfmoonyogastudio.com. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact. Our Privacy Policy.

Sign Up!

Facebook & Instagram lead ads

[Facebook and Instagram lead ads](#) are a great way to expand your marketing reach and capture new contacts through social media. You can choose to target specific audiences based on their demographic, like age or location, or based on the attributes of your current contact list.

On the Sign-up forms page:

1. Click **Create a sign-up form**.

2. Select **Facebook Lead Ads**.

3. Once you're finished designing and publishing your ad, give it some time and then [check the reporting](#).

Text to Join
Set up Text to Join so contacts can easily join your email and SMS lists by text message. (US only)

Sign-up Landing Page
Sign-up forms where visitors can join your mailing lists, download content, or get offers.

Facebook Lead Ads
Create a Facebook ad to reach new audiences.

Design Your Ad

Cancel   Save

← Ad Content

Lead Ad   Lead Form

Ad Description (Required)   58/125

Whatever your age or your need, yoga has amazing

☐ This ad contains political content.

Image (Required)

1080 x 1080 pixel image size and 1:1 aspect ratio is recommended. Images with significant text may be rejected.

Ad Headline (Required)   24/25

Learn more about classes

Half Moon Yoga Studio
Sponsored

Whatever your age or your need, yoga has amazing benefits!

Learn more about classes   Subscribe

👍 Like   💬 Comment   ↪ Share

🔔 **Note:** Lead ads come at an additional cost, but you can set an ad budget that works for you.

ListBuilder app

The [ListBuilder App](#) is an app available on both iPhone and Android devices that allows new contacts to sign-up for your mailing list through your device. This is a great option if you spend a lot of time at events and trade shows, or if you want to keep an iPad at your register to collect new subscribers.

To use the ListBuilder app:

1. Open the App Store on your device.

2. Search for "ListBuilder."

3. Click to install.

4. Once logged in with your Consant Contact username and password, you can customize the sign-up form, select which list your contacts are added to, and which details you want to collect.

Half Moon Yoga Studio

marsha@halfmoonyogast...

Admin PIN:

Add Contacts to:

Choose List

• General Interest

Next

Background

Logo

Add your info below to get our emails!

0/50

Collect this information

☑ Email Address (required)

○ First Name

○ Last Name

○ Phone

○ Address

○ Company Name

○ Job Title

○ Birthday

Constant Contact

ListBuilder

Username

Password 👁

LOG IN

Forgot password?

Privacy notice Do not sell or share my personal information

🔔 **Tip:** If you want to prevent users from being able to navigate away from the ListBuilder App on your device, you can [enable "kiosk mode."](#)

More resources

Growing your contact list is one of the most important ways to boost your marketing efforts! Check out these additional resources for more help with the list-growth tools available in Constant Contact.

For even more how-to articles, video tutorials, and guides, visit our Knowledge Base.

[Grow your contact list with sign-up forms](#)

[Using the audience growth center](#)

[Grow your contact list through social media](#)

[Best practices for Facebook Lead Ads](#)

[Enable Text to Join to grow your list](#)

[Constant Contact forms for WordPress](#)

[Add a 'Join My Mailing List' button to an email](#)