



Grow your contact list

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

This guide will show you all the ways you can grow your contact list in Constant Contact.

If you're not sure which sign-up tool to try, 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.

To get started:

1. Log into your Constant Contact account.
2. Click the **Sign-up Forms** tab.



Sign-up Forms



Easily gather information from the new contacts with pop-up, inline, or landing page sign-up forms.

[Create Sign-up Form](#)

OptinMonster

 Get more subscribers and increase sales with sign-up forms by OptinMonster.

Basic Landing Pages

You can still edit existing landing pages with this legacy feature and explore other tools to help you grow your subscribers.

Facebook Lead Ads

Capture the attention of future customers by creating a Facebook Lead Ad.

Facebook Join My List App

Give your followers an easy way to sign up with our Join My List app.

Here's what we'll go over:

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01

Pop-up sign-up forms

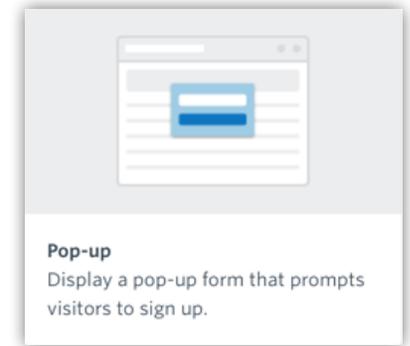
A [pop-up sign-up form](#) visibly “pops” up on a webpage, prompting website visitors to join your mailing list.

You can set the form 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 form looks, as well as choose which email lists the new subscribers can be added to.

On the Sign-up Forms tab:

1. Click **Create Sign-up Form**.
2. Select **Pop-up**.
3. Once you’re done customizing your form, [activate and install it on your website](#).



A screenshot of the Sign-up Forms editor interface. At the top, there is a header bar with "Pop-up Form" on the left, an "Inactive" status button in the center, and "Save" and "Publish" buttons on the right. Below the header is a settings menu with two tabs: "Content" and "Settings". The "Settings" tab is active and shows a list of settings: Title, Description, Contact Fields, Email Lists (with a "Required" label), Button, and Background. To the right of the settings menu is a preview of the pop-up form. The preview shows a white box with a close button in the top right corner. The text inside the preview reads: "Sign up for updates!", "Get news from Halfmoon Yoga in your inbox.", a red asterisk followed by "Email" above an input field, and a blue "Sign Up!" button at the bottom. Below the input field is a small text block: "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."

02

Inline sign-up forms

An inline sign-up form can be embedded in the perfect spot on your website. Using HTML code, you decide where the form displays.

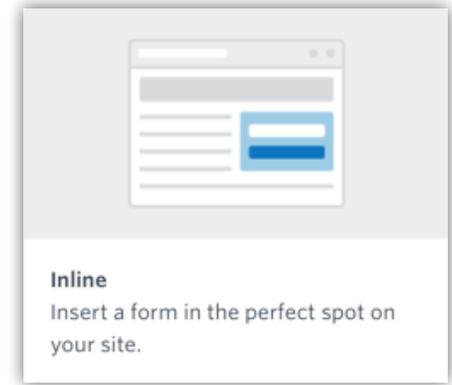


Tip

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

On the Sign-up Forms tab:

1. Click **Create Sign-up Form**.
2. Select **Inline**.
3. Once you're done customizing your form, [activate and embed it on your website](#).



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!

If you need to make any changes to your form, there's no HTML editing necessary! You can make the changes right in Constant Contact and it'll update automatically on your website.

03

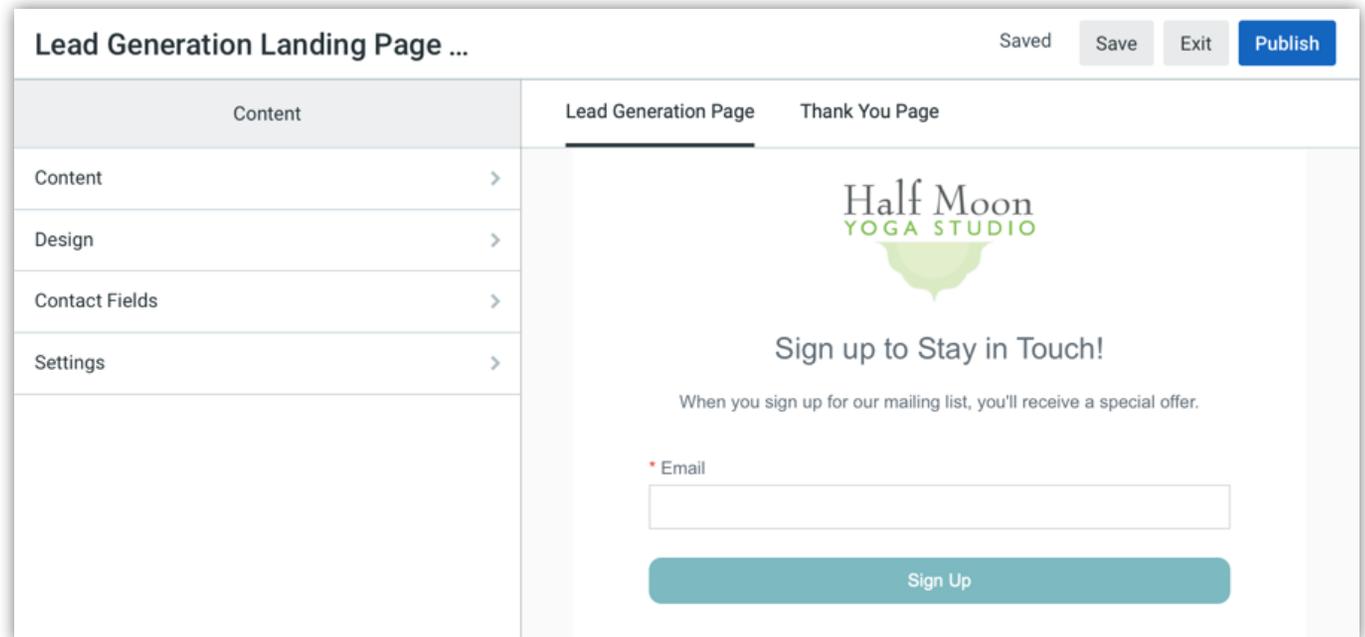
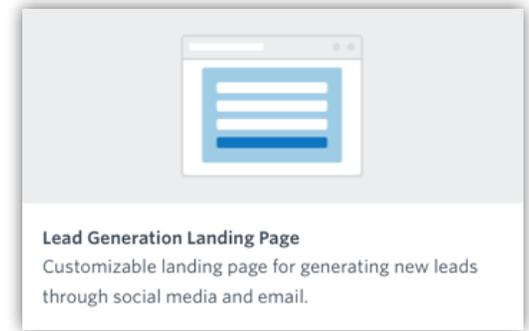
Lead generation landing pages

A [Lead Generation 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!

On the Sign-up Forms tab:

1. Click **Create Sign-up Form**.
2. Select **Lead Generation Landing Page**.
3. Once you're done customizing your landing page, be sure to [share it!](#)

A screenshot of a landing page editor interface. The title bar reads "Lead Generation Landing Page ...". On the right side of the title bar are buttons for "Saved", "Save", "Exit", and "Publish". Below the title bar is a navigation menu with "Content", "Lead Generation Page", and "Thank You Page". The "Content" section is expanded, showing a list of options: "Content", "Design", "Contact Fields", and "Settings", each with a right-pointing arrow. The main preview area shows a landing page for "Half Moon YOGA STUDIO". The page features the studio's logo, the heading "Sign up to Stay in Touch!", a sub-headline "When you sign up for our mailing list, you'll receive a special offer.", an email input field with a red asterisk and the label "Email", and a teal "Sign Up" button.

04

Facebook lead ads

Facebook 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.



Note

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

On the Sign-up Forms tab:

1. Click **Create Sign-up Form**.
2. Select **Facebook Lead Ad**.
3. Once you're finished designing and publishing your ad, give it some time and then [check the reporting](#).

The screenshot displays the Facebook Ads Manager interface for creating a lead ad. At the top, there's a 'Design Your Ad' header with 'Cancel' and 'Save' buttons. Below this, there are tabs for 'Lead Ad' and 'Lead Form'. A pop-up window titled 'Facebook Lead Ad' is open, showing a preview of the ad and the text 'Create a Facebook ad to reach new audiences.' The main interface shows a text input field with the placeholder 'Whatever your age or whatever your need, yoga'. Below this is a checkbox for 'This ad contains political content'. The 'Image' section shows a preview of a yoga class with the text '1080 x 1080 pixel image size and 1:1 aspect ratio is recommended. Images with significant text may be rejected.' The 'Ad Headline' section shows 'Learn More About Classes' with a character count of 24/25. The 'Button' section shows a 'Subscribe' button with a dropdown arrow. On the right, a preview of the ad is shown, featuring the 'Half Moon Yoga Studio' profile, the text 'Whatever your age or whatever your need, yoga has amazing benefits!', a photo of a yoga class, and a 'Subscribe' button. Below the preview are 'Like', 'Comment', and 'Share' icons.

05

Text-to-join

Text-to-Join gives new contacts the opportunity to join your mailing list through a text message.

Here's how it works: The contact texts a keyword of your choice to a number we generate for you. They'll receive a text back prompting them to submit their email address in order to subscribe.



Note

Text-to-join is only available in the continental United States.

On the Sign-up Forms tab:

1. Click **Basic Landing Pages**.
2. Under **More Tools** on the right, click "Text to sign-up."
3. Once you're finished setting up text-to-join, [create a sign](#) to display or share your keyword on social media!

Basic Landing Pages

You can still edit existing landing pages with this legacy feature and explore other tools to help you grow your subscribers.

More Tools

 [WordPress Sign-Up Form](#)

 [Text to sign-up](#)

 [App MarketPlace](#)

Text-to-Join Setup

 **Text-to-Join is turned on.**
Please complete the steps below.



Choose Your Keyword

Choose a keyword that new contacts will text to join your mailing list:

Keyword:

3-16 characters, letters and numbers only, no spaces. Keywords are not case sensitive.

 **Tip:** You can only open one keyword at a time, so choose one that reflects your *specific* brand like MAINSTREETBAKERY or SMITHCONSULTING. You could also use something you already promote, like your Twitter handle.



Edit Your Request Message

When a contact texts in, your keyword replies with a request for the contact's email address:

Request Message:

82 characters left



Select Your Contact List

Where would you like to save the contacts?

Contact List:



Edit Your Thank-You Message

Your keyword responds with a thank-you message to confirm the contact's opt-in:

Thank-You Message:

65 characters left

[Complete Setup](#)

06

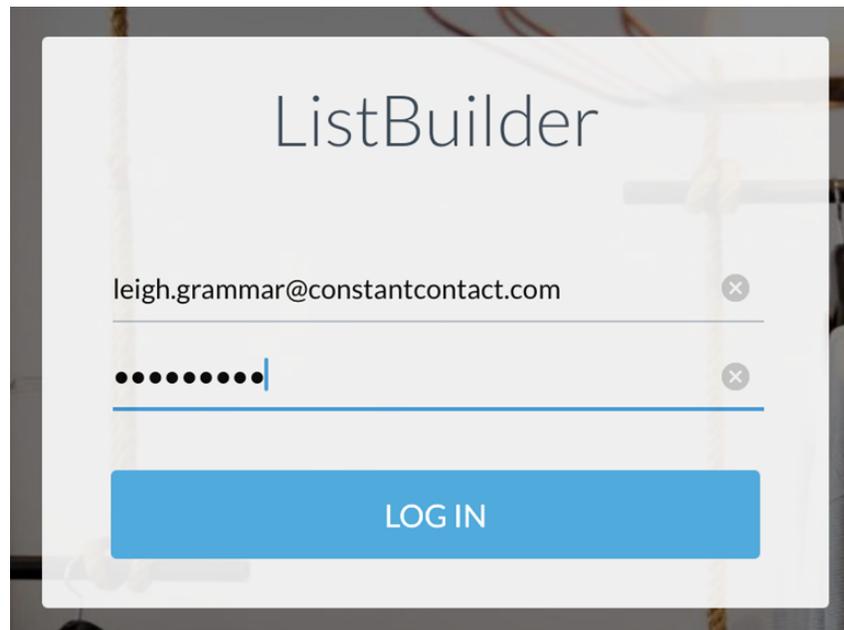
ListBuilder app

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 the app is downloaded, you can customize the sign-up form and select which list your contacts are added to.



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.

Articles

- [Help Overview: List-Growth Tools](#)
- [Best Practices for Facebook Lead Ads](#)
- [Constant Contact Forms for Wordpress](#)
- [Add a Link to Your Sign-Up Form in Your Personal Email Signature](#)

Video tutorials

- [Ways to Grow Your Contact List](#)
- [Landing Pages for Lead Generation](#)
- [Using Facebook Lead Ads](#)
- [Adding an Inline Sign-up Form to Your Website](#)

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