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.

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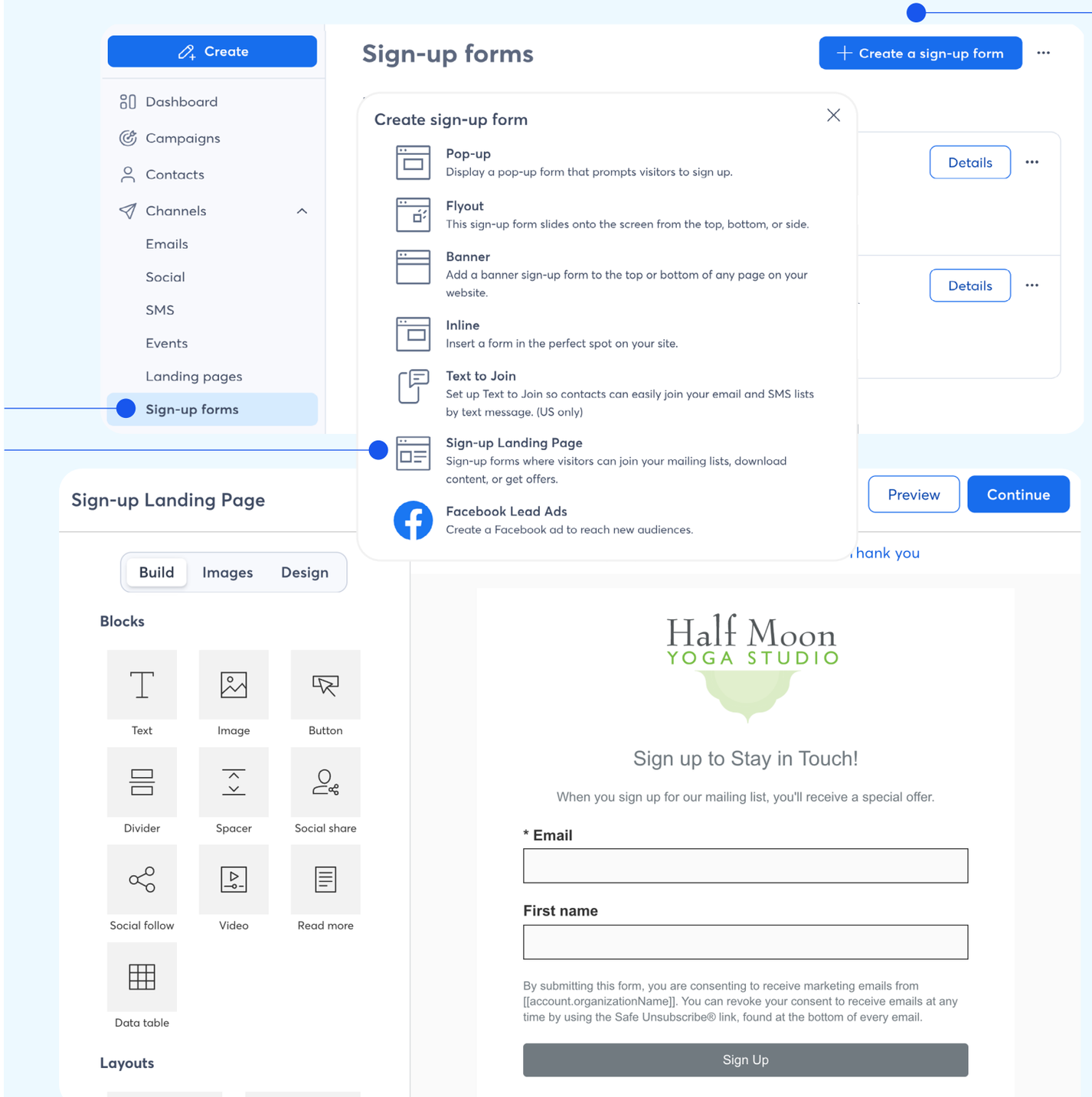
Sign-up landing pages

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 **Channels** > **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!



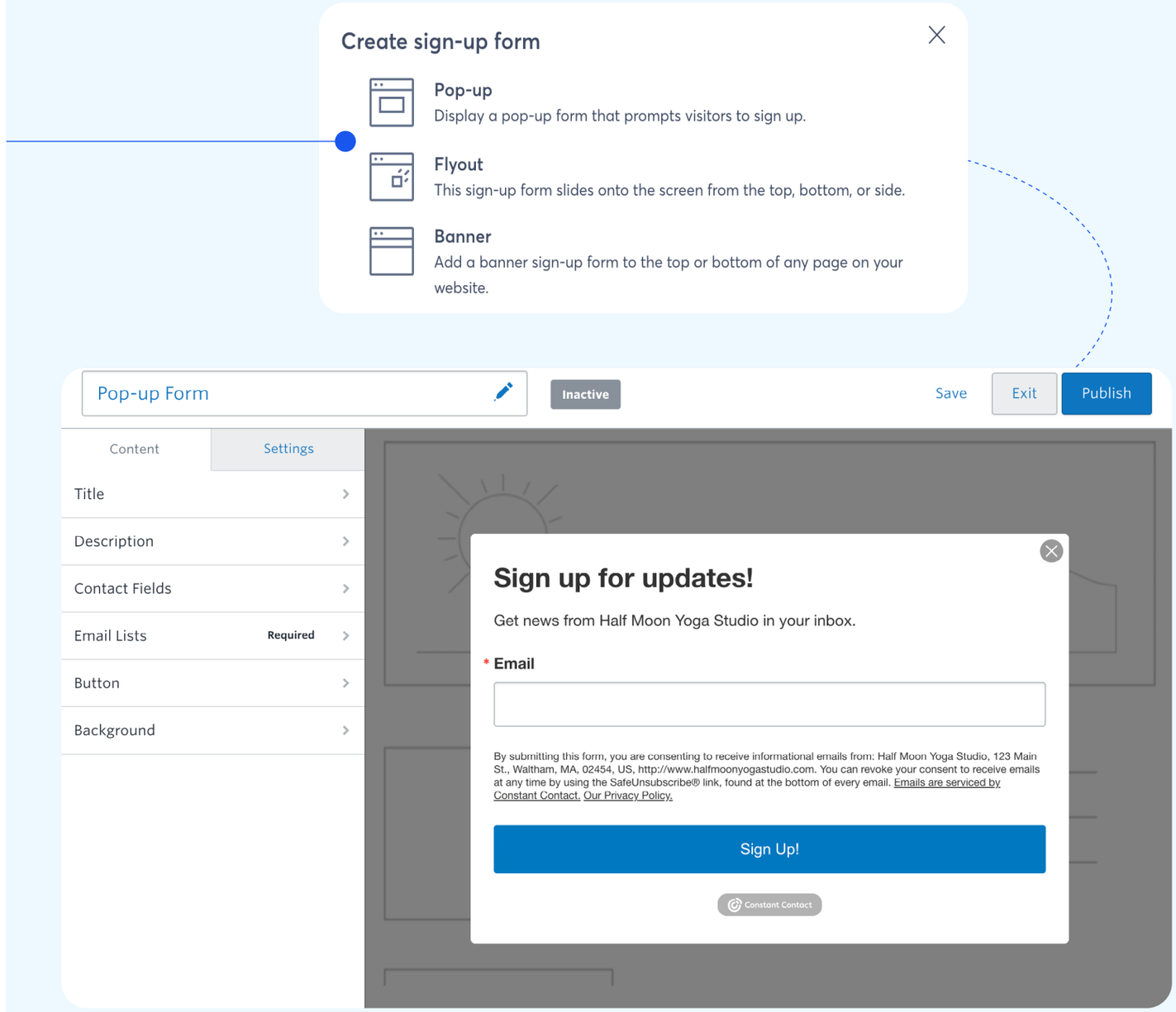
Pop-up & flyout sign-up forms

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.

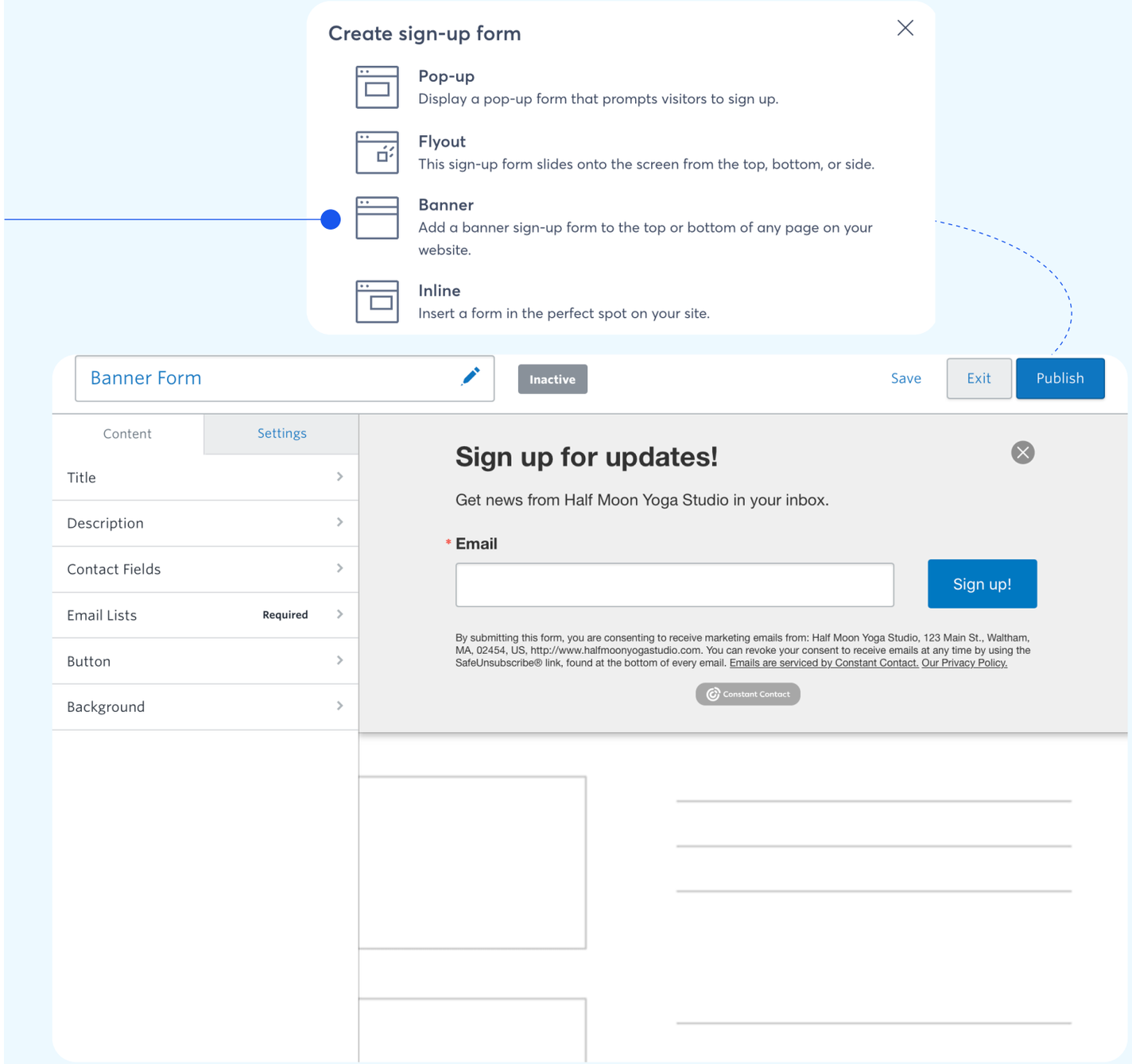


Banner sign-up forms

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.



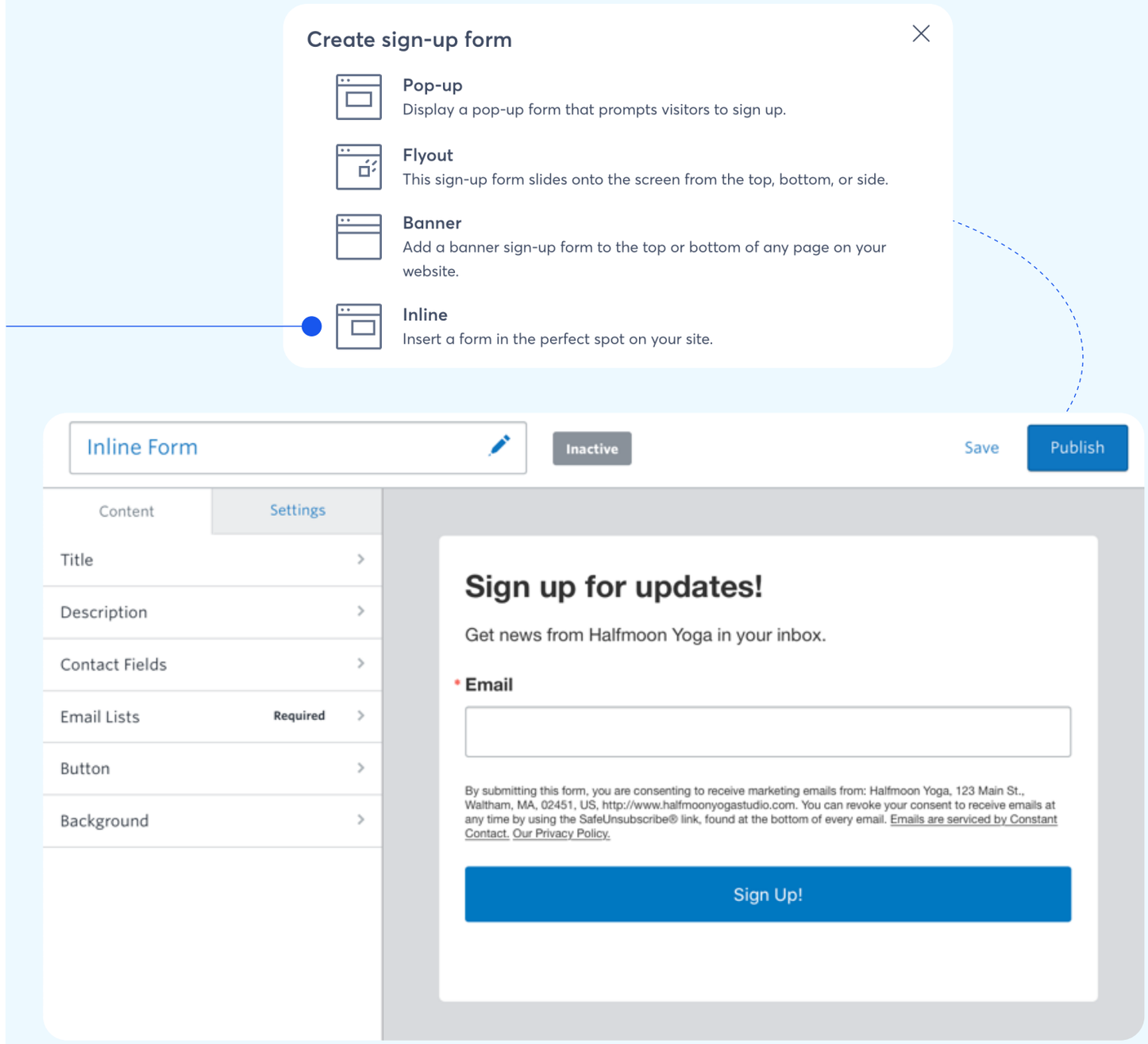
Inline sign-up forms

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!

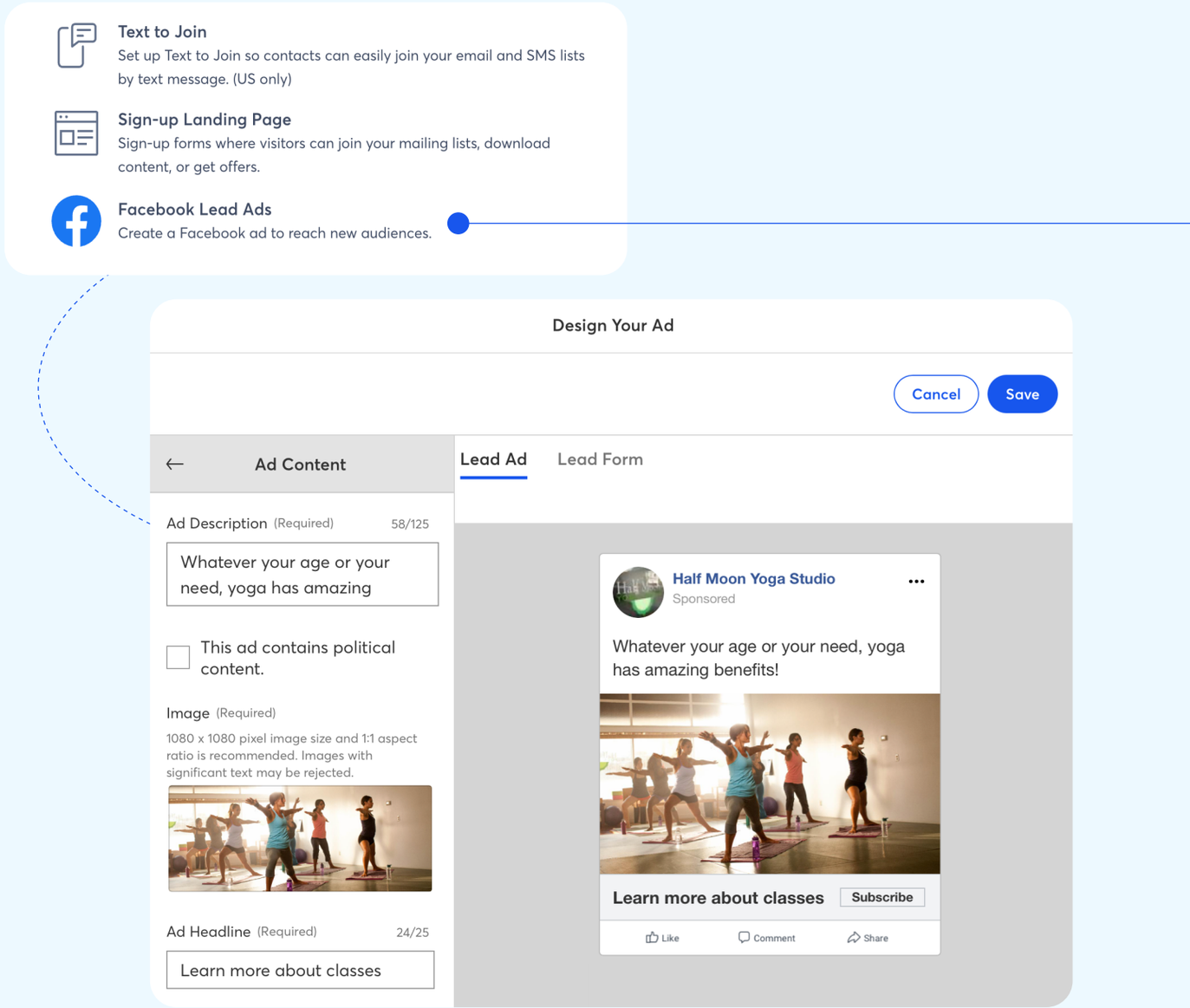


Facebook & Instagram lead ads

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.



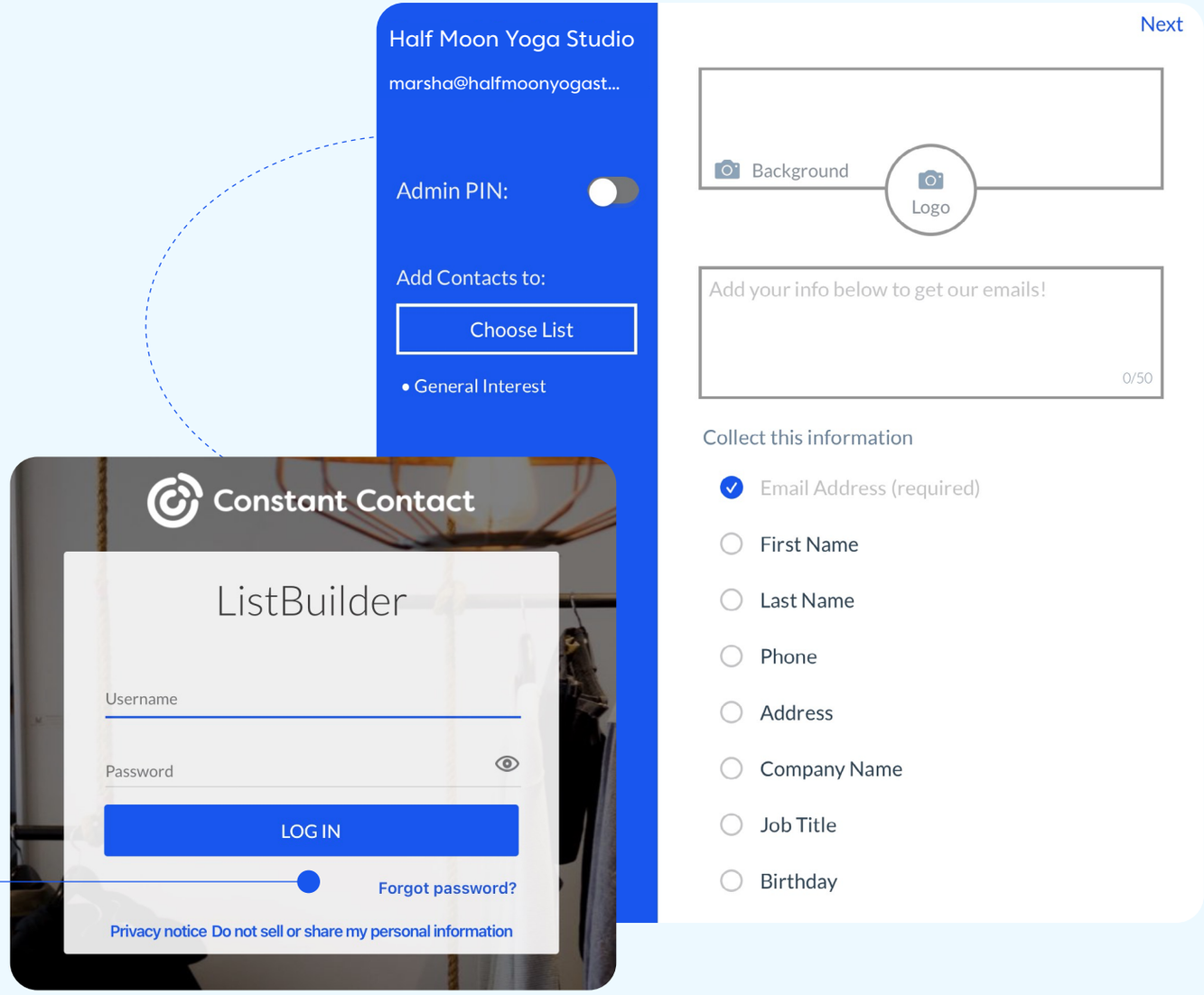
Note: Lead ads come at an additional cost, but you can set an ad budget that works for you.

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.



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.

Was this guide helpful?

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