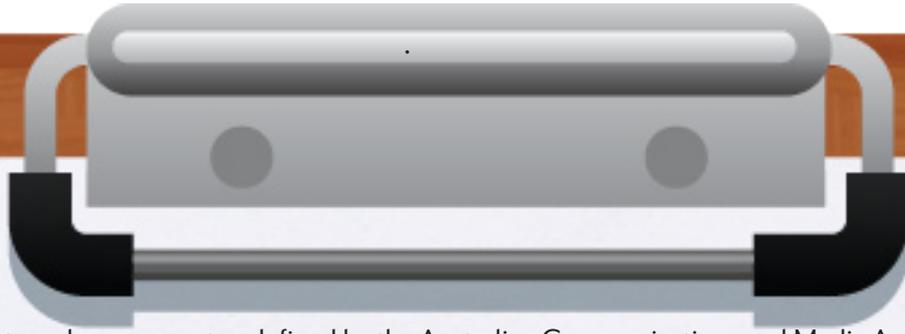




Database Growth Checklist

To be successful in business you need to constantly focus energy on growing your databases. Particularly when you consider that on average between 20 – 30% of database contacts will churn away after 12 months. The key to growing your database is attracting the right people, capturing the right information and creating a positive first experience to get your relationship started on the right foot.



- Check that you have consent as defined by the Australian Communications and Media Authority [Spam Act of 2003](#).
- Collect email addresses where ever you interact with customers and prospects (both online and offline) such as 'sign-up' webforms, competitions, at events or even at the cash register.
- Only collect subscriber information that you need and intend to use such as email and first name.
- [Webforms](#) should be branded consistently with your website.
- Keep your webforms short and easy for the subscriber to complete.
- Place 'subscribe' webforms prominently on web pages.
- Use offers and incentives to attract new subscribers. This could be a discount code, voucher or free resource such as an ebook. Incentives need to be relevant to your business and perceived as valuable by your audience.
- To help attract new subscribers your website should communicate a clear value proposition.
- Track where your subscribers are coming from. To do this you may wish to use specific webforms or a web analytics program.
- Set up a 'contact us' webform that captures information to a database.
- On 'contact us' webforms use a checkbox (that is empty by default) for people to select if they wish to subscribe to your newsletter.
- Routinely test all webforms to ensure they are working correctly.
- Place a privacy policy on your website that people can find easily on pages all that have webforms.
- Implement a double opt-in process to confirm that people have subscribed correctly and intentionally.
- Check that all email messages contain a 'subscribe' link so that if the email is forwarded to a third party they can subscribe easily.
- Send a branded [Welcome Email](#) to new subscribers immediately after they subscribe.
- Tell new subscribers how often you will be emailing them and the kinds of emails you will be sending. This can also be done on the subscribe form or Welcome Email.
- Ask subscribers to add your email address to their safe senders list or address book.

To learn more about growing your database, check out our [whitepaper on Growing your Database the Right Way](#).



More great checklists to help you with your e-messaging:

[Database Growth](#) | [Database Management](#) | [Email Content and Design](#) | [Processes and Practices](#)