



Emails to Send When Running a List Building Contest

This is an extra resource to go along with the original article:

[How to Run a Contest that Grows Your Email List](#)

You need a solid email strategy when running a contest that grows your email list. If you want your new subscribers to immediately see the value of being on your email list, you've got to woo them early (and often). You can't just go into this thinking, I'll just build my list first and then in a couple of months, I'll start sending them emails.

Nope. Not if you want to keep your list.

Here's how that scenario will play out: In two months' time, your subscribers will forget that they're on your list and promptly unsubscribe or (*worse*) mark your email as spam.

Fortunately, you can avoid that, and start nurturing your subscribers from the moment they sign up to your contest for a chance to win.

Here are the emails to send:

Welcome Aboard - Welcome them to your list and explain to them what type of emails (and how frequently) you'll send emails

Social Media Referral Email - Ask your contest participants to share the contest with their circle of influence

Contest Update Email - This is optional, but recommended if you are running a longer contest. Send an update or two about the contest. Activate participants by showing them where they land on the contest leaderboard.

You Didn't Win, But Guess What? - This email is a consolation prize to notify the participant that they didn't win the big prize, but in your contest everyone is a winner. Make sure that you have a consolation prize for all those who participant, such as a discount code.