





Email marketing is a great digital marketing strategy that every business should implement.

With reports showing that two-thirds of consumers purchased at least once in the past because of an email they received, email marketing is a powerful tool that can help you achieve your business goals. Research has also shown that email marketing has a great ROI, with most [email marketers getting an ROI](#) of \$36 for every \$1 spent.


But, for your business to enjoy the benefits that come with email marketing, you need to have your list of engaged subscribers. It's hard to find email subscribers, but subscribers who choose you are extremely valuable.

If you are looking for ways to grow your email list, you need a strategy for promoting it. While many people use a variety of tactics to build a subscriber list, one of the most efficient strategies is Facebook ads.

Benefits of Using Facebook Ads to Grow Your Email List

It's Where Your Audience Is

Statistics show that [the average person spends 40 minutes on Facebook Daily](#) in the US alone. One of the biggest reasons why Facebook ads are effective in building your email list is the fact that it's where people spend their time. No matter what industry you're in, it's safe to assume that most of your target audience spends some time on Facebook every day.



That means that if you use Facebook ads to build a subscriber list, you'll be able to reach a large number of people who are interested in what you have to offer.

Facebook Has The Tools to Target Effectively

While Facebook has an average of [2 billion daily users](#), your ad won't be shown indiscriminately to all of Facebook's users. Facebook ads offer the tools that enable you to target your ads, so they show up in front of people who are most likely to be interested in what you have to say.

Facebook also provides demographic data, allowing advertisers to narrow down their ad's reach further. This is why Facebook can help you build your email list more efficiently than other platforms like Google AdWords.

You Can Reach Your Target Audience at The Right Moment

Another benefit of using Facebook ads to grow your email list is reaching your target audience at the right moment.

You can target to reach people celebrating their anniversary, people shopping for a new home or car, people attending an event or conference, etc. Targeting your audience at the right moment can mean more sign-ups for you.



You Can Retarget People Who Have Already Shown Interest in Your Brand

Facebook ads can help you grow your email list by retargeting people who have already shown interest in your brand. You can keep dropping value-driven messages on people who have visited your website previously using Facebook ads until you're able to convince them to sign up for your list.

Retargeting is phenomenal as it increases your chances of converting your website visitors into email subscribers.

How To Use Facebook Ads To Build Your Email List

Start By Creating an Email Marketing Plan

Before running your ads on Facebook, you need to have a clear idea of what you intend to do with your email list.

While gaining subscribers is one thing, keeping them interested in you is more work.

Plan what emails you will be sending your new list, and create a schedule for when you'll be sending the emails. A great idea would be to set up a periodical newsletter or share some weekly updates of content relevant to your target audience.

Your email marketing plan should focus on establishing trust with your new subscribers.



Have Your Lead Magnet Ready

One great way to encourage people to subscribe to your email list is by offering a lead magnet. A lead magnet is an incentive you offer in exchange for someone's contact information.

It could be a free ebook, a cheat sheet, or a video tutorial. The important thing is that it provides value to the audience you plan to target on your Facebook ads. The lead magnet needs to be tailored to the needs of your target audience.

Lead magnets play a critical role in your Facebook Ad campaign and they determine how well your ad campaigns perform. So, be sure to invest time and effort in creating a good one.

Choose Your Campaign Objective

Facebook ads allow you to choose several options for the types of ads you want to run. In this case, your objective while building an email list will be "Lead Generation."

After you click "Create," you will choose Lead Generation from the various options given on the dropdown menu.

Choosing Lead Generation as your campaign objective is important as Facebook will provide the right process that will help you create ads that lead to collecting emails from your target audience.



Choose Your Target Audience

Next in your ad creation process is choosing an audience your ads will target. Facebook users can be grouped into several categories such as location, demographics, interests, and behaviors.

Your task at this stage is to choose custom audiences that will allow you to target your ads towards those who are most likely to subscribe to your list.

Choose The Information You Want To Collect


The next step is to choose the information you want to collect from your target audience.

Facebook will provide a form that will allow you to input the fields you would like your ad to capture.

Other additional information you can ask for in your ads include;

1. First name
2. Last name
3. City
4. Job Title
5. Date of Birth
7. Company Name

In this case, you would want to ask for email addresses so you can add them to your mailing list.



While asking for more information will help you understand your new subscribers more, consider only getting the name and email. Don't make your form too long, as this will cause your new subscribers to leave before they even get a chance to sign up.

Set Your Ad Budget

Do you have a budget that you plan to spend on your list building ads? You can set a maximum daily budget and choose whether to bid on your ads manually, or you can let Facebook do automatic bidding for you. If you are not an expert in PPC advertising, the best choice is to let Facebook bid automatically.

Create Eye-Catching Visuals For Your Ad

The visuals you choose for your ad will play a huge role in whether or not people decide to click on it.

Make sure that the visuals you use are attractive and capture the attention of your target audience.

You can either create your visuals or use stock photos and videos from websites such as Pixabay or Unsplash.



Write High Converting Copy For Your Ads

Your ads' copy is what will sell your target audience on why they should subscribe to your list.

Make sure that you write persuasive copy that will make people want to sign up for your list. Your headlines should be attention-grabbing, and your copy should be clear.

Great Facebook ads copy focuses on the benefits that the user will get when they sign up for your email list.

Create a Clear Call-to-Action


You want your target audience to take action. Tell them what they need to do. Your call to action should be clear, concise, and compelling.

In this case, you want them to subscribe to your email list by providing their email address.

Test Your Results and Tweak to Optimize

The great thing about Facebook ads is that you can test different elements to see what works best for you.

Facebook Ads Analytics will help you track the results of your ads so you can see what's working and what needs to be tweaked.



Try different combinations of visuals, copy, and call-to-action to see which one yields the best results.

Keep track of your results and make changes accordingly. With time, you will learn what works best for your target audience.

Conclusion

In summary, growing an email list with Facebook ads is a great option for marketers looking to increase their subscriber base. You can successfully build your email list with Facebook ads with the right targeting and messaging.