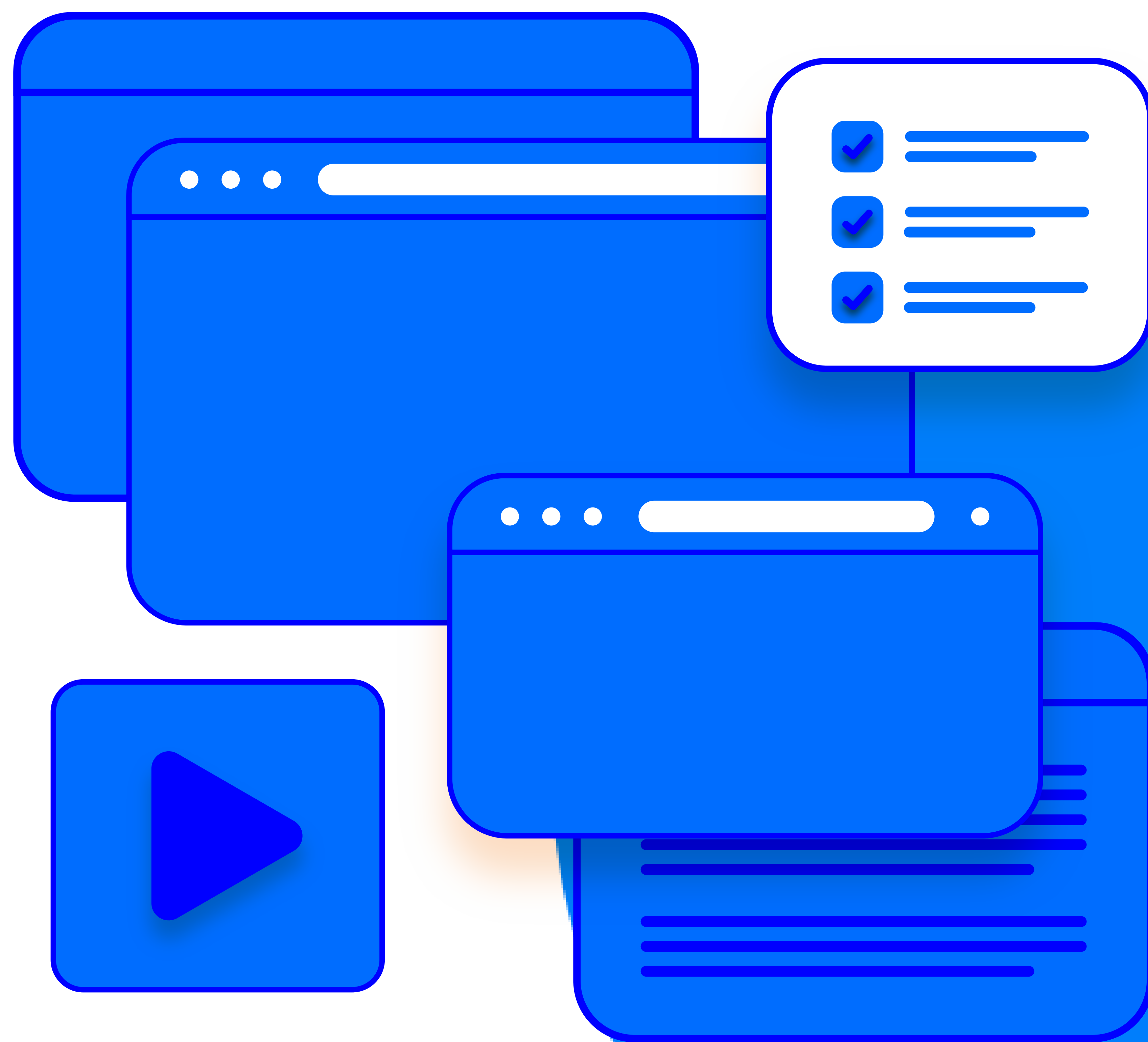


# ***HOW TO USE WELCOME POPS AND EXIT POPS***





Welcome popups are really effective, but they are often overlooked.

Whether you are already using them or not, read on to find out more about how they work and how you can use them to build your email list.

## **What is a Welcome Popup?**

A welcome popup is an overlay that appears the first time someone visits your website.

It contains information or a call to action that encourages them to subscribe.

Welcome popups are sometimes called "on boarding" popups, but the terms mean the same thing.

If they seem familiar, it's because you've already seen one when you signed up for your email account.

## **What is an Exit Popup?**

An exit popup is an overlay that appears when someone tries to leave your website.

It contains information or a call to action that encourages them to subscribe before leaving.





Many people set up an email subscription form on their website but then provide visitors with no further encouragement.

If you want people who come to your site and leave without subscribing to come back and subscribe later, an exit popup can help you get more subscribers.

## **The Difference Between a Welcome Popup and an Exit Popup**

Of course, the main difference is that welcome popups appear when someone first visits your website, while exit popups appear when someone leaves your website.

But there's an essential difference beyond that:

Welcome popups can display any message or call to action that you want, while exit popups are limited to displaying messages that encourage the visitor to subscribe.

This means that exit popups should display a single call to action: subscribe.

Welcome popups can include multiple calls to action, such as subscribing and sharing the popup on social media.



## How Can I Create a Welcome Popup or Exit Popup?

There are many WordPress plugins available for download that will create the opt-in forms for you.

Two popular plugins are:

1. SumoMe
2. OptinMonster

These plugins have a free and premium version, with the premium versions offering more features.

If you're not using WordPress, there are many other options, such as:

1. Unbounce
2. LeadPages
3. Clickfunnels

Each of these services has a free trial.

You can also design your welcome popup using HTML and CSS, but this will require some coding knowledge.





## Where Should I Display My Welcome Popups or Exit Popups?

There are many places to display your welcome popups or exit popups on your website. Here are just a few:

1. The top of the page
2. Above the fold
3. After a set amount of time has passed
4. When someone tries to leave your website

## How Should I Write My Welcome Popup or Exit Popup?


When you write your welcome popup or exit popup, it's important to keep a few things in mind:

### **First, make sure that your message is targeted;**

If someone has already subscribed to your email list, you can thank them for subscribing and sharing how they benefit from the subscription. If someone hasn't subscribed yet, it's important to state what visitors will get by subscribing clearly. This helps avoid confusion or misunderstandings.

**Second, make sure that your call to action is clear;** Your call to action should tell visitors what they need to do to subscribe. For example, "enter your email address" or "click the button below."





**Third, make sure that your popup is visually appealing;** Your popup should be designed in a way that encourages people to subscribe. This means using attractive colors and fonts, as well as images.

**Fourth, you want to make sure that your popup is mobile-friendly;** Your popup should be easy to read and navigate on mobile devices.

**Fifth, you want to make sure that your popup is responsive;** A responsive popup contains all of the same information and does the same thing, no matter what device it is displayed on.

## **What To Write on a Welcome Popup or Exit Popup?**

It can be tempting to use your welcome popup or exit popup to ask for a sale right off the bat. After all, if you have the opportunity to capture someone's attention, you might as well try to get them to buy something.

While it is important to include a call to action in your popup, you should avoid asking for a sale until the visitor has had a chance to get to know you and your product.

Instead, focus on why someone should subscribe and what they will get by doing so.





For example, you might want to:

1. Thank new visitors for subscribing and congratulate them on finding your website.
2. Provide a list of benefits that subscribers can expect from the subscription, such as tips and tricks, special articles, discounts on products, etc.

## **How Long Should You Keep a Welcome Popup or Exit Popup On Your Site?**

This will depend on your goals. If you want someone to subscribe right away, then it might be okay to only display the popup for a few seconds. But if you are hoping visitors will come back later to subscribe, then you should make sure that your popup stays displayed for a decent amount of time.

## **How Many Times Should Welcome Popups or Exit Popups Display?**

This will depend on your goals as well. If you want to show people the popup repeatedly, then you should make sure that it displays every time they visit the site. But if you only want to show them once or show different popups, then you should create different popups that each display a specific number of times.





## **How Can You A/B Test My Welcome Popup or Exit Popup?**

A/B testing is when you compare two versions of something with one another. For example, you could test the "get started" button vs. the price of an item.

To A/B test your welcome popup or exit popup, you have to have at least two versions of it. These are called the "A" and "B" tests, where "A" is the original version that you want to compare against. To get started, just run one test for a while and then run another test afterward. This will help you see which one is more effective at getting people to subscribe.


## **How Do You Make Welcome Popups or Exit Popups Mobile-Friendly?**

To make your popup mobile-friendly, you need to make it easy to read and navigate on mobile devices. This means using large fonts and avoiding tiny buttons that are difficult to press.

## **Where Should You Place Your Welcome Popups or Exit Popups?**

This will depend on your goals as well. If you want people to subscribe, you should place the popup at the top of your site, which is easier to find.





But if you only want readers to subscribe after they have been on your site for a while, then you should place the popup at the bottom of your site.

Remember, there is no right or wrong answer when it comes to where you should place your popup. You need to test different locations to see which one works best for you.