


HOW TO CREATE A WAITLIST AND WHY IT'S USEFUL





Email marketing is one of the most effective ways to keep in touch with your customers and generate repeat business. One of the best ways to build a list of subscribers is through a waiting list.

A waiting list is a list of people who express interest in your product or service before launching it.

Many businesses and marketers have used waiting lists to build email marketing campaigns with a high conversion rate. This article takes a look at how to create a waiting list, and everything you need to create a waiting list.

Steps to Creating a Waitlist


Create a Landing Page

Your first step is to build a [landing page](#) where your audience will opt-in and join your waiting list.

Your landing page plays the role of an elevator pitch to those thinking of joining your waiting list. It's written using copy that sells your idea and the benefits people on your waiting list will get for joining you early.

Your landing page should have;

1. A strong headline that is focused on the benefits
2. High-quality copy that is benefits-based
3. A clean design that is not distracting
4. An outstanding button with a clear call-to-action



The landing page should include a compelling call-to-action that will further compel your audience to click on to join the waiting list.

Building a landing page is easy with the help of a landing page builder. You should be able to build your landing page within minutes using landing page builders such as Instapage, ClickFunnels, and LeadPages.

Integrate Your Landing Page With Your Email Marketing Software

Once you have your landing page created, the next step is to integrate it with your [email marketing software](#).

This will allow you to collect the email addresses of those who sign up for your waiting list and automatically add them to an emailing list.


You can use email marketing software such as ActiveCampaign, MailChimp, or Aweber, to integrate with your landing page.

Create a ThankYou Page

After someone opts into your waiting list, they should be directed to a thank you page.

A thank you page should have a simple thank you message to your subscriber for joining your email list.

You can further incentivize to share your waiting list with more people for priority access to the product/ service you are working on.



You can also place a link on your thank you page, redirecting to your website/ another page that further explains what they can expect from being on your list.

Create an Optin Form

The next step is to create an opt-in form that will collect your audience's email addresses. [Optin forms](#) are easy to create and embed on your website, blog, or landing page.

There are a few things to keep in mind when creating an opt-in form:


1. The form should be easy to fill out
2. The form should ask for the minimum amount of information
3. The form should be mobile-friendly
4. The form should have a clear call to action

Most landing page builders have a form builder that allows you to create an opt-in form easily. You can also create an opt-in form using your email marketing software and embed it on your landing page.

Create an Event Countdown and Add it To The Landing Page

An event countdown should give a precise timeframe of when you will be launching your product/ service for everyone who is on the waiting list.

Countdown timers communicate urgency, and reports have shown that [countdown timers can increase click-through rates by as much as 30%.](#)



Most landing page builders have an event timer that you can add directly to your landing page. Setting up an event timer is easy and won't require coding skills.

Set Automated Email Sequences Leading Up To The Event

To further increase engagement with your waiting list, you should set up automated email sequences that will be sent to those who sign up for your list.

Automated email sequences are a great way to keep in touch with your subscribers and give them valuable information related to the product/service you are launching.


Email marketing software allows you to set up automated email sequences that will automatically send messages at specific times to your subscribers.

Benefits of Creating a Wait List

There are several benefits of creating a waitlist, which includes;

Increased Exposure and Buzz; When you announce that you are creating a waiting list for your product/ service, it creates a sense of urgency and builds hype around your upcoming product.

This will result in more people signing up for your waiting list, increasing the exposure and buzz around your product.



Increased Engagement and Conversion Rates; When you have a waiting list, it signals to your audience that your product is in high demand and is likely to sell out fast.

This will increase engagement and conversion rates as people will be more inclined to purchase your product/ service when it launches.

Priority Access to Your Product/Service; When you launch your product/ service, those on your waiting list will have priority access over those who are not.

This is a great way to reward your most loyal subscribers and encourage them to stay engaged with your brand.

Wait Lists Guide In Decision Making; Waitlists are helpful to both you and your customers during the decision stage. For the customer, the waitlist helps them decide if they will purchase your products or not.

As a business owner, creating a waitlist can help you gauge the interest in your product and how many people are likely to purchase it.

You can also use this information to customize your products further if the demand is high enough.



Conclusion

Waitlists are a great email marketing strategy that can help you build your email list and successfully launch your products/ services. Knowing how to create a waitlist is essential for any business and can help increase your lead generation results and conversion rates.