

STOP THE LEAKS

Turn passive likes into active subscribes

Create an opt-in form for your Facebook page in 30 minutes or less



INTRODUCTION

STOP THE LEAKS //

What happens when you visit someone's Facebook page for the first time? You like it, you scroll through a few posts, and then you leave, never to see it again unless by some miracle it pops up in your feed.

That happens to your Facebook page every day. Think about how many leads you're losing. What if you could capture every visitor's email address and **deepen** that relationship.

By instantly capturing your Facebook visitor's email addresses, you'll KNOW you'll land in their inbox—instead of crossing your fingers and toes and HOPING you show up in their feed.

I use MailChimp, so that is the email marketing provider I'll use in this PDF. You can do this with most email marketing providers, if you'd like a step by step guide for your provider, [contact me!](#)

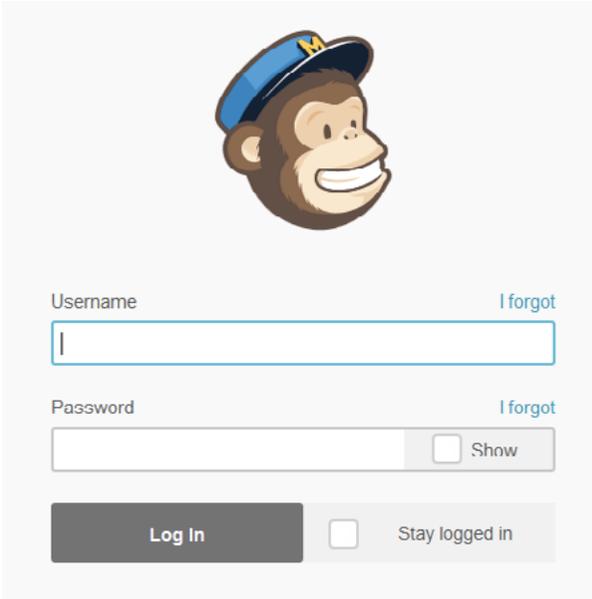
STEP ONE

LOG IN //

Log in to both your Facebook and MailChimp accounts in different browser tabs (or windows, if that's your thang):

<https://www.facebook.com/> <- make sure that the profile you log in to has administrative access to the page you want to add the form to.

<https://login.mailchimp.com/> <- Stay in this tab.

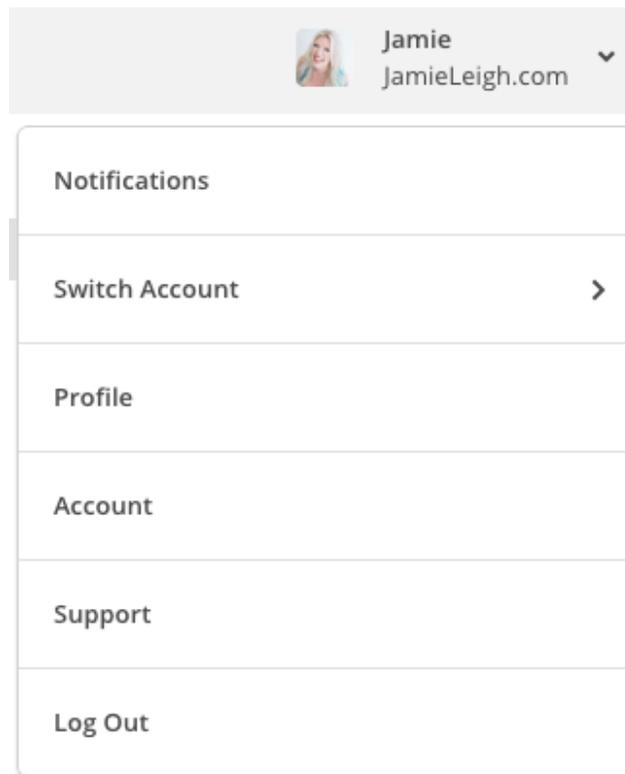


The image shows the MailChimp login interface. At the top is the MailChimp logo, a cartoon monkey wearing a blue cap with a yellow 'M'. Below the logo are two input fields: 'Username' and 'Password'. The 'Username' field has a blue border and a cursor. To the right of the 'Username' field is a link that says 'I forgot'. Below the 'Password' field is a 'Show' button with a checkbox. At the bottom, there is a dark grey 'Log In' button and a 'Stay logged in' checkbox.

STEP TWO

MAILCHIMP // ACCOUNT SETTINGS

Once you have logged in to MailChimp, click on your account name to slide open an account-specific menu, then click "Account Settings":



STEP THREE

MAILCHIMP // INTEGRATIONS

From the accounts horizontal menu, select "Extras" and then "Integrations":

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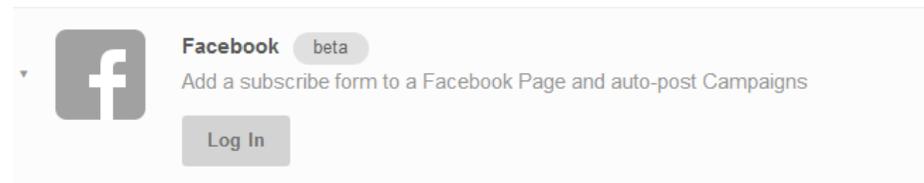
Account settings ▾ Billing ▾ Extras ▾ **Integrations** Rewards ▾

STEP FOUR

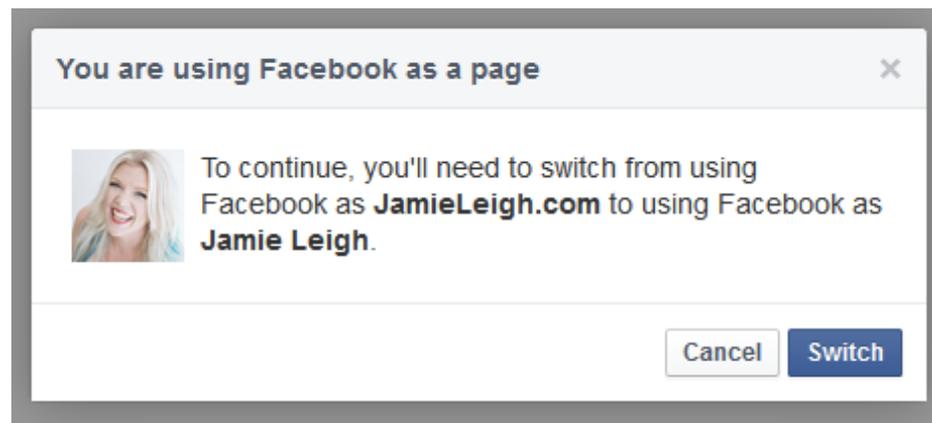
MAILCHIMP // FACEBOOK

On this integrations page you'll see a list of services that you can connect to directly from MailChimp. If you have already connected your Facebook account to your MailChimp account, the Facebook icon will be in colour. If not, the Facebook icon will be gray.

To connect to your Facebook account, click "Log In" (if you are already logged in to Facebook - you did that in step one, right - this will be less painful)



If you are using Facebook as your business page, you'll need to switch now to that personal account that has admin access to your page:



STEP FIVE

MAILCHIMP // PAGE + LIST

If you administer more than one Facebook page, select the page now.

If you have more than one list, make sure you select the list that you want folks to opt-in to from your Facebook page.



Facebook beta

Add a subscribe form to a Facebook Page and auto-post Campaigns

Page to use

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List to use

Getting Started with Jamie Leigh

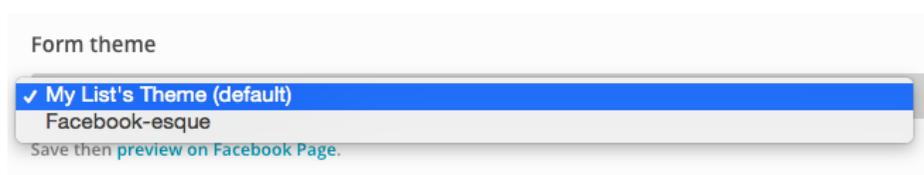
Use signup form tab

yes no

STEP SIX

MAILCHIMP // THEME

You can either choose the theme that you designed for this list or choose a Facebook-esque theme.



My opinion?

Choose your theme because you want to reinforce YOUR branding on your Facebook page, not Mark Zuckerberg's. He doesn't need any more help ;)

STEP SEVEN

FACEBOOK // TAB LABEL

This might seem trivial but since the new Facebook layout for Pages, what you name your app tab is even more prominent! Make this an appealing on-brand call-to-action.

Do your research, find out who your ideal client is and focus on their needs when writing the label.

Tailor your title to solve the pain points for your market. That kind of focus will connect and convert more than any generic title or wide-cast net ever could.

Tab label (defaults to "Email Signup")

Get My Weekly Wink



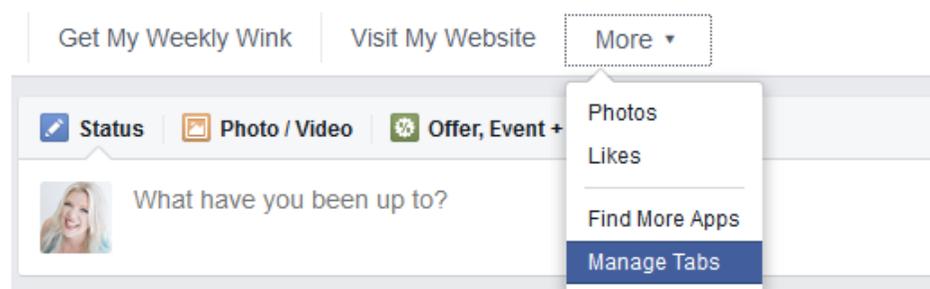
Save

STEP EIGHT

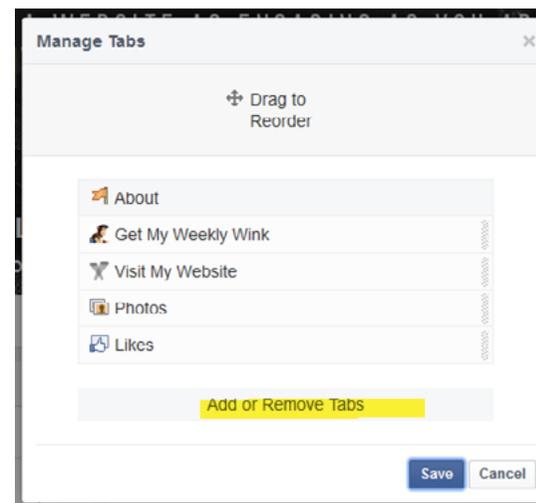
FACEBOOK // TAB IMAGE

This is another opportunity to speak intentionally to your target market. Create a 111px by 74px image that stands out!

Once your image is ready, switch back to your Facebook tab and select "More" -> "Manage Tabs"



Then click "Add/remove tabs"



PRO TIP

ELEVATE YOUR OPT-IN FORM

In online business you want to seize every opportunity to show your people what you're all about. You can do this through language, colors, fonts, imagery and more. Keep it specific, simple, and always strive to solve your target market's pain points.

This creates brand recognition.

So how do you make sure your opt-in works for your brand?

How about this super practical example. I'll use my own MailChimp weekly emails, which I call my "Weekly Winks O' Wordpress Wisdom," and take you step by step through the process I followed to create 'em.

JAMIELEIGH



STOP THE LEAKS!
Turn passive likes into active subscribers.
Create an opt-in form for your Facebook page in 30 minutes or less with this FREE tool - receive my Weekly WordPress Winks.

Email Address

First Name

PRO TIP // STEP 1

GET CLEAR ON YOUR GOALS + PEEPS

Why do you need an email list?

You know it's one of the most valuable marketing tools out there, but why do YOU want to have one? It's unfair and unethical to have an email list just for the sake of it — it's gross. People will unsubscribe and that's not great.

So get clear on your goals. For example, my goal is to provide value by educating folks about WordPress on a weekly basis. I really wanted to start a conversation and provide free value.

Next you want to get to know your audience. Do your research, find out who your ideal client is and focus on their needs.

Tailor your email strategy to solve their problems.

I'm constantly listening, researching, and mining for ideas. I really want to find out what people who use WordPress are struggling with and want to learn more about. I send emails, I interview via Skype, I do surveys, and I even casually ask people I've just met—at a party for example—what their biggest website woes are

PRO TIP // STEP 2

ALIGN THE LIST WITH YOUR BRAND

You can reinforce your brand while building your list by customizing your MailChimp forms. That way, when you add your opt-in form to Facebook, your brand's look and feel is still alive.

Start with the name. Think of something interesting and don't use "newsletter." Newsletters are those not-so-useful things I used to make in journalism school in 1996—they were ugly and boring and had a stupid comic in them. That wasn't going to work for me. I drew on my brand pillars, list goals, and audience's needs to dream up a cheeky yet memorable name: Weekly Wink o' Wordpress Wisdom.

Finally, be mindful of the colours, fonts, and imagery you use. These are HUGE when it comes to building brand recognition.

I reinforce my brand colours, fonts, and photography every chance I get. But if you're not there yet, don't stress.

The most important thing is to be consistent.

Choose a single photo of yourself that you like and use it everywhere as you build your brand. Choose one colour and one font and use them consistently in everything that you do. You can invest in building your brand later, but for now the most important thing is to reinforce a clear and cohesive brand identity every chance you get.

ABOUT JAMIE LEIGH



A DYNAMIC WEBSITE IS BOTH A WORK OF ART AND A FEAT OF TECHNOLOGY.

Which happens to be something I totally dig.

On one hand, I'm a heart-centred creative. I've got a degree in visual anthropology and I'm fascinated by the unique ways we express ourselves and our worldviews. I believe creativity is at the core of what makes us human—and I love humans.

But on the other, I'm all tech. In a past life, I was a network administrator. Industrial-strength passwords and redundant backups give me goosebumps.

I used to think those two sides of my identity were in conflict with each other. Crazy, right? Now I know the truth: like Marty and Doc, they're way stronger together.

So I create WordPress websites that are both smart AND beautiful. Just like you.

Visit me at <http://jamieleigh.com>