

HOW TO Create a Contest That Grows Your Email List

Here is a [list of our current affiliate partners](#) and [how we earn money](#)

Contests are highly effective for growing an engaged email list. For a lot of businesses and organizations, building a customer list that consistently produces long-term loyal customers is also one of their greatest challenges.

Worse, your email list degrades over time as your contacts' email addresses change. As a marketer, it's your job to ensure that your brand is always attracting fresh leads so that you can continue to generate growth and sales.

While buying contest leads is an option (not recommended), it's not the best way to go about this if you want to attract future customers to your brand.

via [GIPHY](#)

In this post, you'll uncover how to use contests to help you grow your email list and ensure that you have a large customer database that you can tap into. With a proven email marketing strategy, you can ensure that your contest participants turn into customers who will boost your business growth.

IN THIS ARTICLE:

- How do contests grow your email list faster?
- How does list segmentation work for contests?
- Does email marketing to contest leads work?



