



Growing a Subscriber List

The effectiveness of text marketing is closely connected to the quality and size of the subscriber list.

A business cannot communicate with customers who are not subscribed.

As a result, subscriber growth is one of the most important activities in text marketing.

Businesses that consistently grow their subscriber list often create more opportunities to promote offers, share updates, and communicate with customers.

1. Why Subscriber Growth Matters

Every subscriber represents an opportunity for future communication.

A larger subscriber list increases the number of people who can receive promotions, announcements, event notifications, and other marketing messages.

Subscriber growth creates potential.

The more qualified subscribers a business has, the greater its ability to communicate with its audience.

Why This Matters

Many businesses focus exclusively on campaigns.

Successful text marketing often begins with building the audience that will receive those campaigns.

2. Give People a Reason to Join

People are more likely to subscribe when they understand the benefit.

Examples may include:

- Exclusive offers
- Early access to promotions
- New product announcements
- Event notifications
- VIP specials
- Limited-time deals

The value should be clear.

Customers are more likely to subscribe when they understand what they will receive.

Why This Matters

The question is not simply how to get people to subscribe.

The question is why they would want to subscribe.

TIP

Before asking someone to join, ask:

"What value will they receive by subscribing?"

Strong answers often lead to stronger subscriber growth.

3. Use a Text-to-Join Keyword

One of the simplest ways to grow a subscriber list is through a text-to-join keyword.

Customers can subscribe by texting a keyword such as JOIN to the business phone number.

The process is simple, convenient, and easy to understand.

Businesses can promote the JOIN keyword through:

- In-store signage
- Websites
- Social media
- Printed materials
- Receipts
- Event displays

Why This Matters

The easier it is to subscribe, the more likely customers are to join.

4. Leverage Existing Customer Relationships

Many businesses already have relationships with potential subscribers.

Customers may already exist within:

- POS systems
- Customer databases
- CRM software
- Appointment scheduling systems

- Email subscriber lists
- Loyalty programs

These resources often contain people who already know, trust, and do business with the company.

Why This Matters

Businesses sometimes focus on finding new customers while overlooking opportunities to connect more effectively with existing ones.

People who have already purchased, scheduled an appointment, attended an event, or joined an email list may be more likely to subscribe than someone who has never interacted with the business.

The opportunity is often not finding new people.

The opportunity is inviting existing customers to join the conversation.

Practical Examples

A retailer may invite email subscribers to join their text list.

A salon may invite existing clients during appointment confirmations.

An auto repair shop may promote its text list during customer pickup.

A restaurant may invite customers to subscribe when they pay their bill.

5. Collect Subscribers Everywhere

Subscriber growth is often the result of consistent visibility.

Customers cannot join a list they do not know exists.

Businesses can promote their subscriber list through:

- Checkout counters
- Storefront signage
- Websites

- Social media profiles
- Email signatures
- Invoices
- Events
- QR codes

Why This Matters

Subscriber growth is rarely the result of a single campaign.

It is often the result of creating multiple opportunities for customers to join.

6. Train Staff to Ask

Employees interact with customers every day.

These interactions often create opportunities to grow the subscriber list.

A simple invitation can be effective.

Examples:

"Would you like to receive our specials by text?"

"Would you like to join our VIP text list?"

Businesses that consistently ask often experience more consistent subscriber growth.

Why This Matters

Many customers are willing to subscribe.

They simply need to be invited.

7. Make Joining Easy

Complicated processes create friction.

Simple processes encourage participation.

Customers should clearly understand:

- How to subscribe
- What they will receive
- What action they should take

The easier the process, the more likely customers are to complete it.

Why This Matters

Convenience often influences participation.

Small barriers can reduce subscriber growth.

8. Focus on Quality and Compliance

A subscriber list should consist of people who have chosen to receive communication from the business.

Quality is often more important than quantity.

A smaller engaged subscriber list can outperform a larger list of uninterested contacts.

Why This Matters

Engaged subscribers are more likely to open messages, respond to offers, and remain connected to the business.

COMMON MISTAKE

Asking customers to subscribe without explaining why they should.

People are more likely to join when the value is clear.

KEY TAKEAWAY

Subscriber growth is rarely the result of a single campaign.

It is usually the result of consistent visibility, clear value, and ongoing invitations to join.

Businesses that make subscribing easy and valuable often build stronger subscriber lists over time.