

5 Optin Ideas for your Website

1) Full Screen Exit-Intent

Showing your best offer to your website visitors before they go is one great way to make sure you can keep in touch via your email list before it's too late. Don't forget to always ADD VALUE.

2) Inline "above the fold"

Having your offer front and center through an inline campaign is a great way to consistently grow your list from the website traffic that is coming to your site. Again, make sure to offer your best content here.

3) Lead Magnet: Multiple Touch Points

Don't just think one pop up is enough. If you have an excellent lead magnet, make sure you are offering it through Lightbox popups, slide-in scroll boxes, inline campaigns, and fullscreen exit-campaigns.

4) MonsterLinks throughout Blog

When you talk about your lead magnet on your blog, include a MonsterLink so that offering the lead magnet will simultaneously grow your list.

5) Inline Campaign at the end of every post

Here at OptinMonster, we offer a "Content Upgrade" at the end of every blog article with an inline campaign. This is a great way to add value to your website visitors as well as to grow your list. Win-Win!

