Explode your Email List with Instagram & OptinMonster

1) Create your lead magnet

Using Canva can help you speed up the design process to get your lead magnets done in record time. If you're a Photoshop boss, that's a great option as well. Remember to offer VALUE to your ideal customer.

2) Create graphics for instagram

If you created your Lead Magnet on Canva, all you need to do is copy & resize it and make a few adjustments to create an Instagram Stories & post graphic. You can also do so on Photoshop or simply share a related image.

3) Create your OptinMonster Campaign

In OptinMonster, create a mobile campaign. Your design should reflect the graphics you'll be sharing in Instagram. Configure the optin to either redirect to an automatic download or to send the download via email through your ESP.

4) Share your MonsterLink on Instagram

Once you've published your OptinMonster campaign, you'll get a Shareable MonsterLink. Use this to paste into your LinkTree, Instagram profile URL, and your InstaStory "swipe up" link. Watch as you discover that growing your email list isn't such a challenge after all!