

**Title: How do I attract subscribers?**

**Subtitle: Express Email Marketing**

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You use the Express Email Marketing sign-up form to invite individuals to join your subscriber list. With the sign-up form, you can collect information about your subscribers, including demographic information, interests, and any other data that you include in the form, and you can establish how subscriber profile information displays in the Subscribers pages. The sign-up form is a single Web page containing a series of questions pertaining to standard demographic data, as well as custom questions that you define. The form also allows visitors to identify their interests as part of one or more interest group categories. You build the form, and Express Email Marketing publishes it to the Web. Visitors to your site can then sign up to receive campaign mailings from your organization. By offering a sign-up form, you create a permission-based list of people who, by signing up, have told you they want to receive email from you and your organization. It's important to start with a comprehensive sign-up form, because changing the form later on can result in missing or incomplete subscriber information as you add, remove, or change questions. Express Email Marketing also helps you create a Subscribe link for your Web site, allowing visitors to subscribe to your list with the click of a button.