



Generating new subscribers should be one of the main objectives of your website. The size and quality of your subscriber list will prove to give you great equity in marketing intelligence and promotion.

Add opt-ins to subscribe to special museum invitations, news, and discount offers. Make sure the opportunity to subscribe is posted on every website page.

## Sign-Up Forms

Collect only the email address initially. An optional expanded form can be presented after collecting the email address in order to gather additional information useful for segmented mailing lists. Try to limit the number of required fields to keep the conversion rate high.

Initial Form (Email Only)

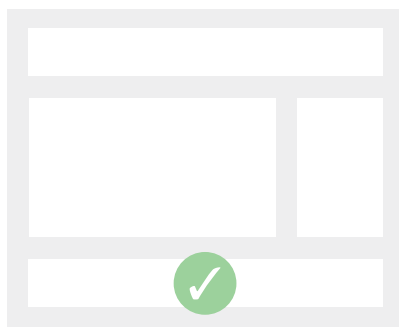
**Note:** make sure the expanded form has the visitor's email prefilled. Nobody wants to type their email address twice.



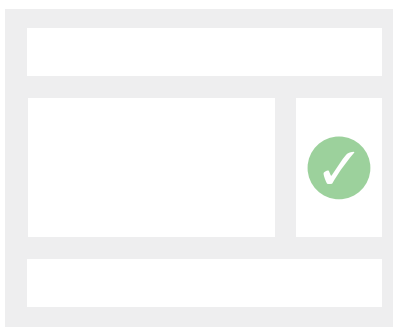
Optional Expanded Form Sample

## Placement Options

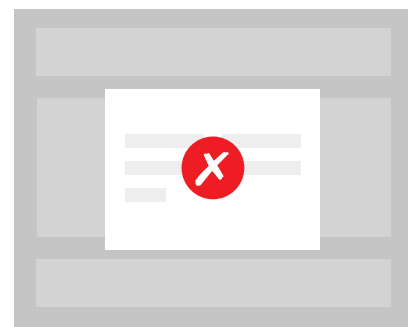
Placement of sign-up forms varies widely across the web, from in-your-face pop ups to featured call out boxes to more subtle placements at the bottom of pages. For a museum website, the footer or sidebar of every page would be recommended, and pop up lightboxes would be discouraged.



Footer



Sidebar



Lightbox