

Building an *Email List*

+ what to do with it

Hi, I'm Marissa

I own + run From Boise

- Weekly email newsletter + podcast
- Started From Boise in January 2021
- Sent first newsletter on March 30, 2021 to 250 subscribers
- Today's newsletter sent to over 22,000 subscribers
- Average 53% open rate
- Started From Boise podcast in May 2023, now has over 1,400 monthly listeners
- Over 23,000 social media followers

My #1 goal:

Grow my email subscriber list.

... and have fun while doing it :)

Email is the **best**
marketing channel

- Algorithm you can keep up with
- Cross-generational
- Opportunity for immediate feedback & genuine conversations

Email is the **best** marketing channel

- Freedom with format + length
- Can be completely text based
- Can plan + schedule ahead
- Low start up costs

How to build an email list

Building an email list

- There are lots of different ways to grow your email list
- You should be doing multiple things all the time
- It takes time
- Experiment + adjust

Step 1:

Create a place for people to sign up

First things first: give people a place to sign up

- Landing page
- Website opt in
 - Banner
 - Pop up



From Boise

A free weekly newsletter & podcast about what's going on in Boise, Idaho.

Every Tuesday we send you an original story and every Thursday we curate a huge list of fun things for your weekend.

Subscribe here:



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We don't send spam. Unsubscribe at any time.

Get the weekly Fresh Sheet straight to your inbox each Tuesday.

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Join the Good Food Revolution.

Sign up and join over 1400 other local food heroes in our extended Farm Family.

Get the weekly Fresh Sheet direct to your inbox each Tuesday, along with weekly shennaigans from the farm.

It's good to have you.

Best,

Stacey, Jeff and the kids



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Your #1 resource for everything kid-related
in the Treasure Valley.

Meet your go-to guide.

Whether you are new to the area or experiencing Boise in a new way now that you have kids, Boise With Kids is your new best friend. We're a one-stop-shop that connects you to the best family-friendly events, activities, and services in the Treasure Valley. No more endless Googling or feeling out of the loop.

We've got you.



Join the Weekly Newsletter!

Count on a weekly roundup in your inbox each Thursday!

We PROMISE we won't send you spam - just info you want! Unsubscribe at any time.



Step 2:

Talk about it on other channels

Post about + mention joining your email list on other channels

- Instagram, Facebook, Threads, Tiktok
 - Link in bio
 - Talk about it in posts and on stories
 - Make posts ABOUT your emails (this is 99% of From Boise's page)
- Blog

Step 3:

Create an incentive for subscribing

Lead magnet/freebie

- 10 places to visit in McCall
- Packing list for whitewater rafting
- Best patios & rooftops in Boise
- Guide to summer in SW Idaho

12 Best Rooftops & Patios in Boise



Beautiful weather, great views, blue skies and cute dogs – what's not to love about Boise's patio scene? Whether you're meeting friends for happy hour, planning a romantic date night, or looking for a place to get some work done in the sun, here is From Boise's guide to some of the best rooftops and patios in Boise.

Hap Hap Lounge

Location: 722 W Broad Street,
Floor 2, Downtown Boise

Best for: Pre-show drinks, late nights,
DJs, friend hangs, all seasons

Hap Hap Lounge is a stylish new rooftop lounge that opened in June 2023. It's a lovely indoor/outdoor spot above Treefort Music Hall in the heart of downtown Boise. Hap Hap has a variety of seating with lots of vintage furniture, comfy chairs set up living room-style, different types of table seating, and bar top seating.

Of course, music is a main focus here. There's a regular schedule of DJs for late night and weekend dance parties. The drink menu is filled with local beers and wines as well as a bunch of music-inspired cocktails. It's the perfect place to pre-game a show, get your groove on, or grab a night cap above the city.

More info: treefortmusichall.com/hap-hap



Photos: @edlgi

Locations
4774 W State Street, Boise
6575 W Overland Road, Boise

Best for: Working, good food, coffee
& smoothies, all-day shade, hiding

Photos: @caffeinaraostingco



Caffeina

Caffeina Coffee Roasting Company has one of the comfiest coffee shops around. Its State Street location is by far the largest, with a big beautiful patio. It feels like walking out onto your grandma's patio. Rocking chairs, cozy couches, big tables, plants on plants on plants. It's mostly covered, so you can count on shade pretty much all day. Really excellent food and drinks here, too! The Overland location is equally cute and cozy but much smaller. It's patio is skinny and no big tables, but it's cool and covered. Both patios are good places to meet up with people, read a book, or hide from everyone so you can GSD.

More info: caffeinacoffee.com

If you
BUY
you
MARR

You may have
service in the
help a lot of people. But, none of that
matters if they don't know you exist.



VOICE + VISUAL

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Detailed video tutorial to help you get the most out of your new brand guide.



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Book A Discovery Call

Step 3:

Create an incentive for subscribing

Discount

- 10% off your first booking
- Free drink coupon

Quiz

- Which season should you visit SW Idaho?
- Which SW Idaho city are you?

Step 4:

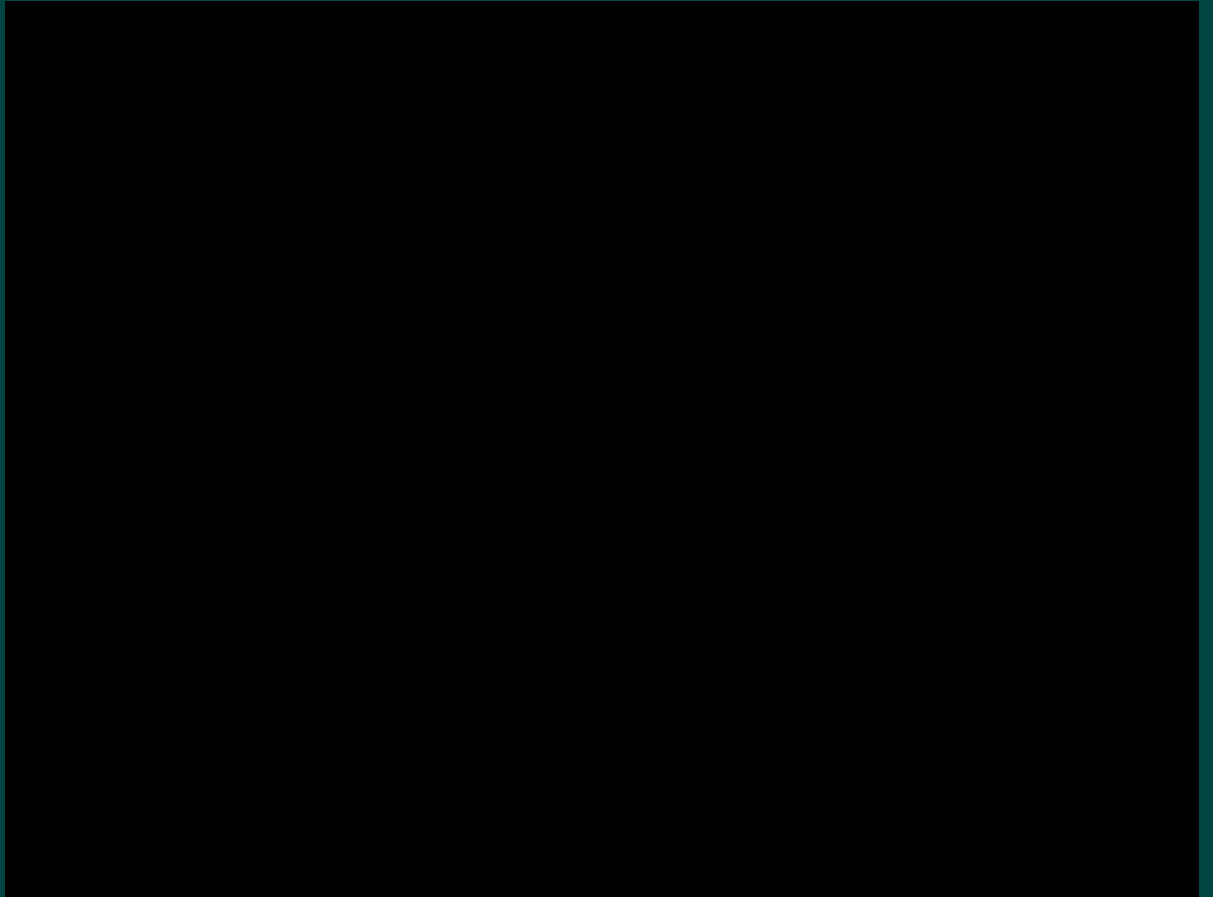
Recruit subscribers in-person

Attend in-person events

- Hand out cards at events
- Free sticker/something cheap in exchange for signing up
- Posters around town
- QR code at front desk

*“Did you
know?” tear
sheets*

This only cost me like \$10



From Boise at First Thursday

Subscribe & get a sticker!



Step 5:

Make sign up part of
an existing process

Incorporate into an existing process

- Sign up option at checkout (combine with discount or freebie)
- Part of booking process

Step 6:

Use your email list

Use your email list to grow your email list

- Add a share button in every email
- Ask people to share it
- Referral programs
- Contests

Step 7:

Advertise your list

Run digital ads promoting your email list

- These can work really well
- Meta ads have swipe up, buttons, etc
- Can also be really expensive

What to send to your list



What do I send to my subscribers?

- Different styles & types of email newsletters
- Always go with what is aligned with you and your business or industry
- Welcome sequence is a must

Email welcome sequence

- Ultimate way to onboard your audience (aka customers)
- Introduce yourself + your business
- Tell them what to expect
- Like going over to someone's house for the first time, it's better when they greet you at the door

Types of email newsletters

- News
- Events
- Updates from your business
- Behind the scenes
- New/upcoming things
- Teach something
- Email from a real person

You can choose more than one style

- Can blend multiple styles if:
 - It feels natural
 - It is aligned with your
business or industry
 - You can do it consistently

From Boise is a mix of stories + events

- From Boise is sent twice a week
- Tuesday is an original story
- Thursday is a curated list of upcoming events

from BOISE

Tuesday newsletter

- 1500–3000 words
- People
- Places
- History
- Happenings



The secret life of Boise Santas

Happy December, friends! Today's story might be one of my favorites of all time. You are going to love it. This summer I was on Instagram and came across a profile called @208san...

4 months ago • 8 min read



Another year of From Boise

Helloo my friends! Happy 2024. I am feeling good about the new year. Something about a new year starting on a Monday feels so organized or something! How are you feeling? Last...

3 months ago • 11 min read



Date ideas 🍷

Hello friends! How are ya this week? Today I have a big ol list of date ideas for you. These may not all be brand new ideas, but I did choose them with specific criteria: They can be do...

about 2 months ago • 10 min read



Two new wine experiences

Hello friends! As you likely know, our local wine scene has been on the up and up. Today's story is about two new local wine spots that recently opened. They are different yet similar...

about 1 month ago • 7 min read

from BOISE

Thursday newsletter

- Big events
- Live music
- Comedy shows
- Food + drink events/recs
- Things to do
- Just trust me



Space Banana, movie marathon & my favorite winter soups

Hello friends! How are you this week? I've got some fun ideas for you this weekend & next week, plus a heads up on a "new" club coming to downtown Boise! Listen to me chat about...

3 months ago • 6 min read



Ramen pop up, new wine bar, yoga dance party, stargazing & more

Hi friends! Hope y'all are doing well & that your year is off to a great start. Thank you so much for all the kind & encouraging responses to my story on Tuesday. Y'all made my day &...

3 months ago • 5 min read



NYE weekend in Boise

Hello my friends! Happy NYE weekend. Here's a huge list of places to ring in the new year, plus some Treefort 2024 news and other things to do. Hope you are having a great in...

3 months ago • 7 min read



Drink wine, plan your Treefort & go see a movie

Hello my friends! How are you? It's been a long week for me but I'm happy & truckin' along haha. Got some fun stuff for you to do this weekend and a few things to look forward to!...

about 2 months ago • 6 min read



Hello Reader,

Well, the store officially has walls! Even Evy was in there drywalling this weekend, her little face splattered with mud as she climbed confidently up and down her step-stool patching screws.

I realized this weekend that we are well and solidly into the messy middle of this great, big project / dream.

It's the part of plans we all prefer to leave out - no matter what it is we've set out to do.

At the beginning, everything is blue-sky-thinking, all plans and best-case-scenarios and the excitement of starting.

You push off from shore with exuberance; your oars dipping into the water at a rapid clip, your direction sure.

But there comes a point when you lose sight of the shore behind you, the shore ahead not yet in view. With only your map and compass to guide you, this part of the journey is all about faith, trust and grit.

It's the messy middle.

It's easy at this point to get blown off course. To succumb to fear and turn back. To doubt your map, question your plan, or simply run out of steam.

I don't know if there's a way to avoid the messy middle, even when I see it coming.

All I've been able to figure out so far is to focus on the next dip of the oar. And then the one after that, and the one after that. One by one, bit by bit, to keep moving forward. Trusting ourselves, trusting our plan, trusting the stars to guide us.

So all that is to say - thanks for your patience as we move through this process.

It is all at once exhilarating and overwhelming.

But when I stand in that small space I get glimmers of what it will be like when it's done - full of your smiling faces. I can't wait.

As always.

Best,

S

FRESH AT THE FARM THIS WEEK

To order, simply reply to this email. Cut off for orders via email is 10 am Thursday morning. Please call if you have a last minute order to check availability.

Farm pickup hours are 1 to 5 Friday and Saturday only. Prepayment is not required - you can pay at pickup. We accept cash, credit, debit and apple / samsung pay.

Please note our hours are firm - please respect our privacy outside of farm gate hours as the farm is our home. Thanks!

More ideas...

Whitewater rafting business could have a newsletter about:

- River conditions
- Prepping for the upcoming season
- Seasonal team
- Trip experiences
- Heads up on permits

More ideas...

A winery could have a newsletter about:

- A play by play of planting/harvest seasons
- Play by play of every step of winemaking - what they did that week
- Wine they tried recently
- What got them into wine
- How to taste wine

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Email Dos + Don'ts

DO:

- Be consistent
- Be valuable & genuine
- Prioritize subscriber growth & relationships

DON'T:

- Don't stress about unsubscribes
- Don't buy email lists
- Don't use AI to write your email

“All art is a work in progress. It’s helpful to see the piece we’re working on as an experiment. One in which we can’t predict the outcome. Whatever the result, we will receive useful information that will benefit the next experiment.

If you start from the position that there is no right or wrong, no good or bad, and creativity is just free play with no rules, it’s easier to submerge yourself joyfully in the process of making things.

We’re not playing to win, we’re playing to play. And ultimately, playing is fun. Perfectionism gets in the way of fun. A more skillful goal might be to find comfort in the process. To make and put out successive works with ease.”

— Rick Rubin, *The Creative Act: A Way of Being*

“We’re not playing to win,
we’re playing to *play*.”

“To make and put out
successive works with *ease*.”

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Thank you!

Any questions?

from BOISE



Scan me!