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BUSINESS NOTE

LinkedIn newsletters as list builders

Jay Clouse argues that LinkedIn newsletters can still be useful for growing an email list, even after he lost interest in the feature itself. He says the format once sent a wave of subscribers his way, but the limits, thin analytics, and lack of subscriber email access made the channel feel incomplete.

A bookseller, printable maker, or print-on-demand seller can use that idea by treating a LinkedIn newsletter as a feeder for a separate signup page, where a simple freebie does the real list-building work. A seller of planner printables, for example, could publish short LinkedIn issues about organizing routines and point readers to a downloadable weekly planner on their own site.

Source: Creator Science, Are LinkedIn newsletters the easiest way to grow your list?
https://creatorscience.com/linkedin-newsletter-to-email/