

The Signup Click

Increase subscriptions and signups with just a click



About the Author



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Fill the reader in on who you are and why you're qualified to be speaking about the topic you've written about.



@bethanygarcia



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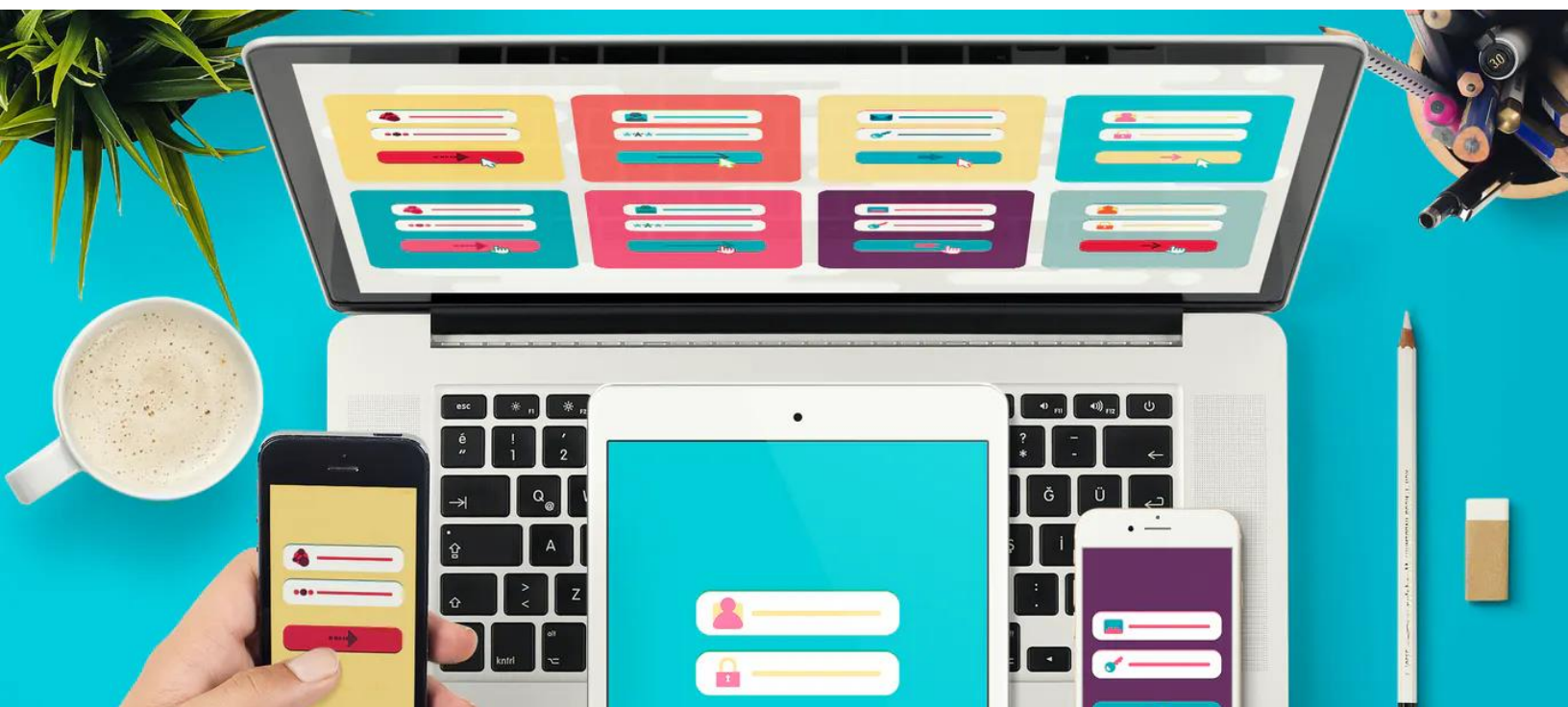
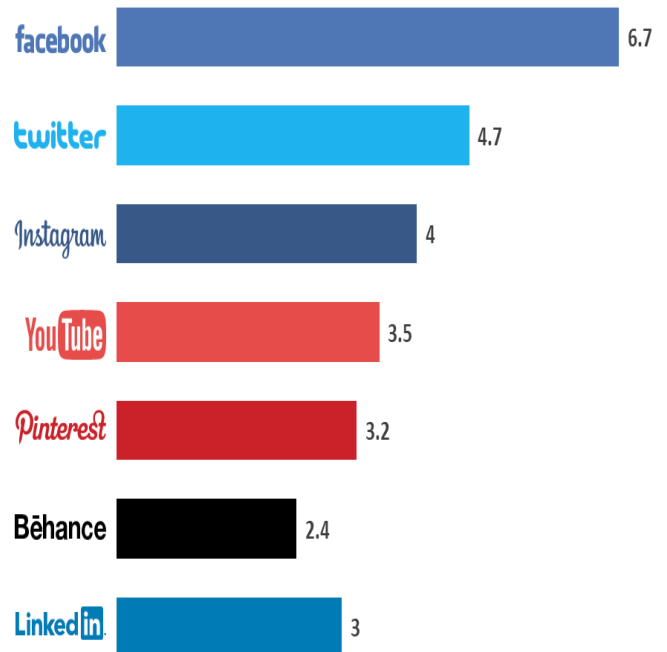
Introduction



Subscribers

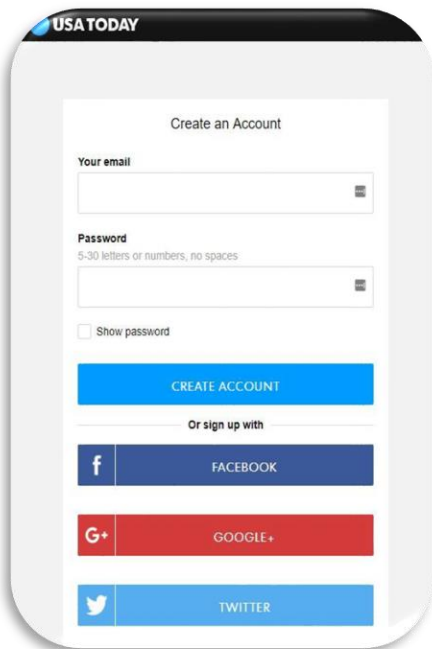
After reading this eBook,
you will discover:

The best way to get more subscribers and more signups using a strategy utilized by hundreds of thousands of websites including USA Today, Pinterest, StumbleUpon... Let's get started!



Check out these signup forms

USAToday



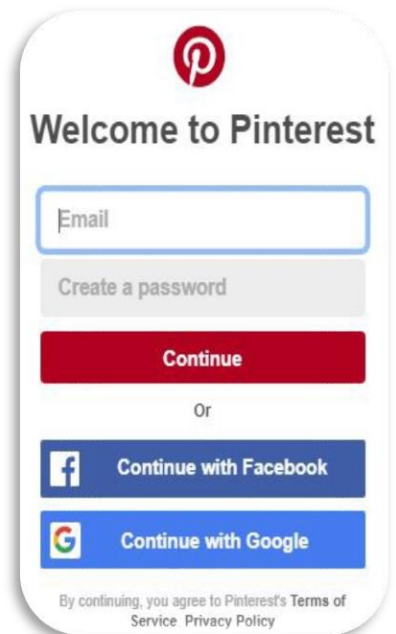
The USAToday signup form is displayed on a mobile device screen. It features a 'Create an Account' heading. Below this, there are input fields for 'Your email' and 'Password' (with a note: '5-30 letters or numbers, no spaces'). A 'Show password' checkbox is present. A blue 'CREATE ACCOUNT' button is below the password field. Underneath, it says 'Or sign up with' followed by three social media buttons: Facebook (blue), Google+ (red), and Twitter (light blue).

StumbleUpon



The StumbleUpon signup form is shown on a mobile device screen. It has a dark blue background with the StumbleUpon logo at the top. The text 'Discover the best of the web, one click at a time.' is below the logo. There are two main buttons: 'Connect with Facebook' (blue) and 'Connect with Google' (red). Below these, there is a small text 'We won't post anything to Facebook, seriously.' and a link 'Click here to sign up with Email'.

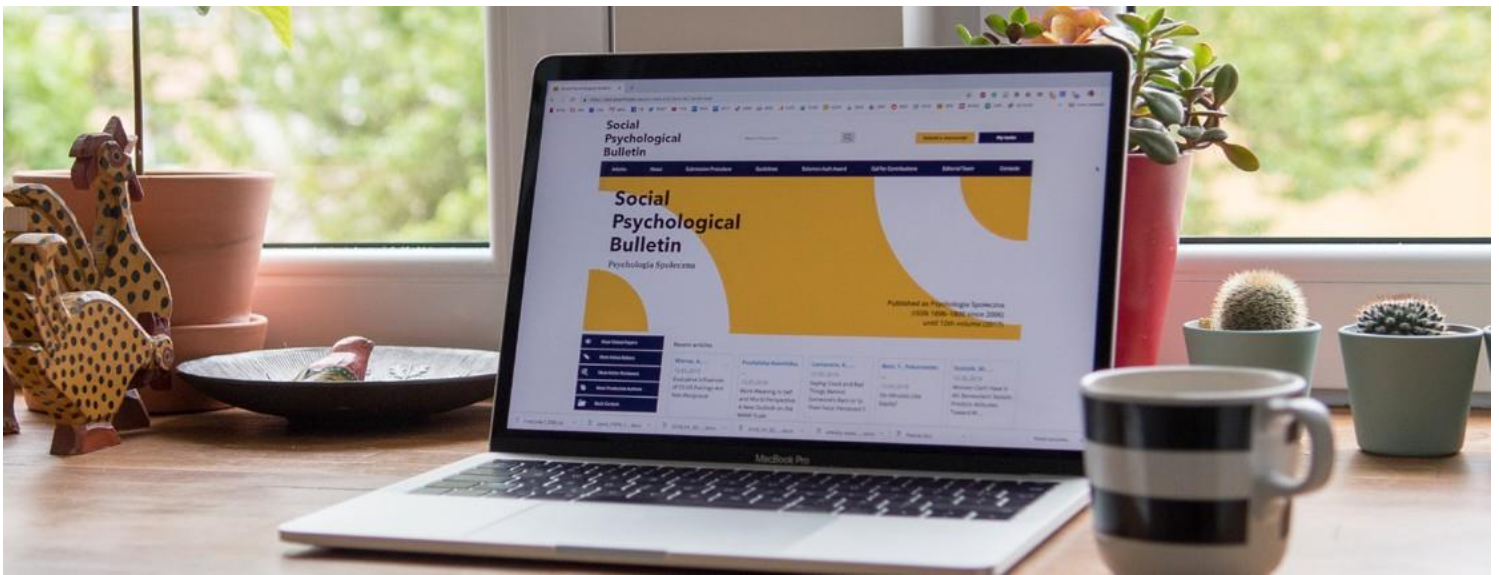
Pinterest



The Pinterest signup form is displayed on a mobile device screen. It features the Pinterest logo at the top. The text 'Welcome to Pinterest' is below the logo. There is an 'Email' input field, followed by a 'Create a password' input field. A red 'Continue' button is below the password field. Below this, it says 'Or' followed by two social media buttons: 'Continue with Facebook' (blue) and 'Continue with Google' (blue). At the bottom, there is a small text: 'By continuing, you agree to Pinterest's Terms of Service Privacy Policy'.

Notice what these forms all have in common:





Introduction 4

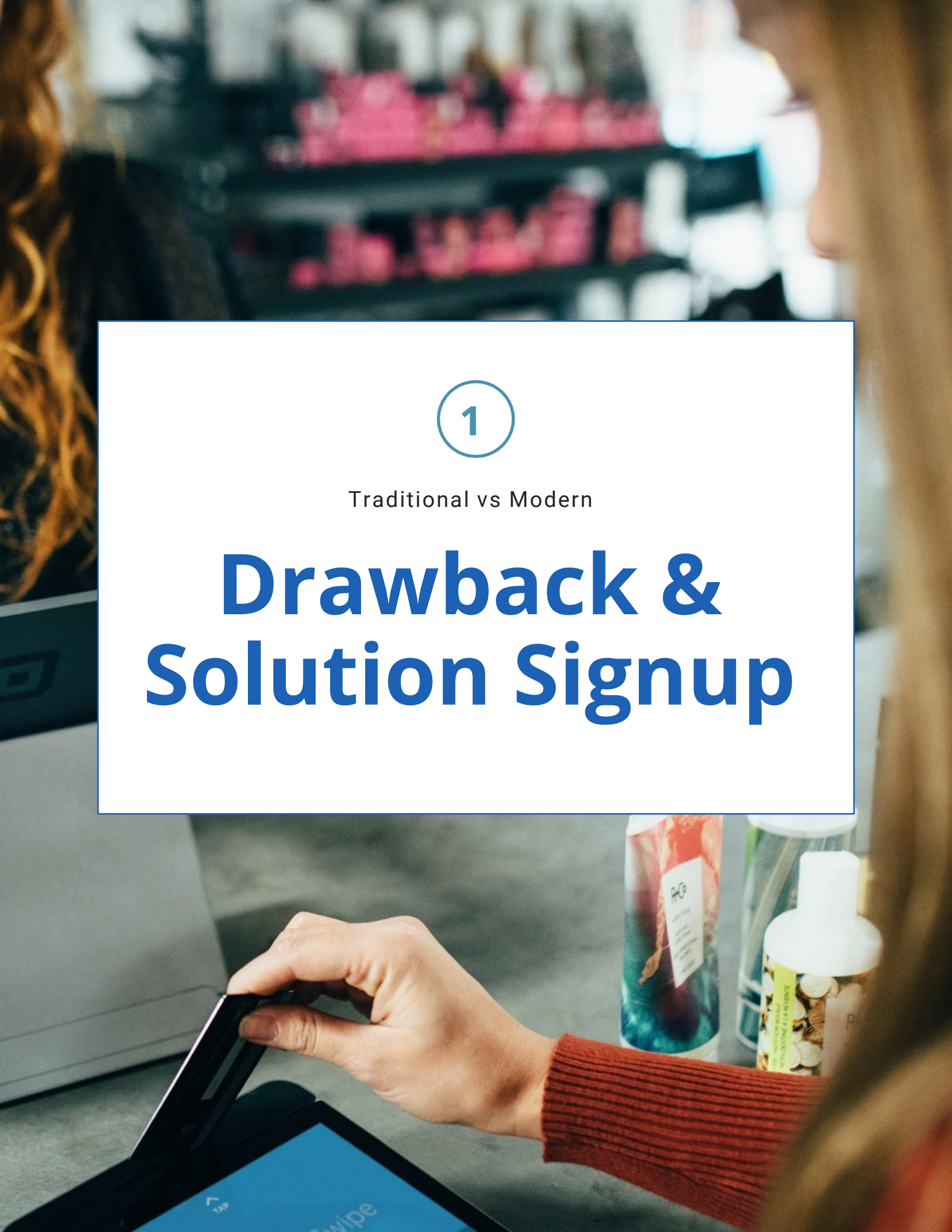
Social Options

Most social media platforms use social options in both their signup and email registration forms.

Everyday, we encounter countless websites that use these social options for building their subscription base. Most websites permit visitors to log in and sign up via their social accounts. *StumbleUpon even hides the email signup form.

Websites have been doing this to:

1. Increase their signups.
2. Decrease cost per user acquisition.
3. Enhance user experience.

A person's hand is shown using a card reader on a tablet. The background is a blurred retail or pharmacy setting with shelves of products. The text is overlaid on a white rectangular box.

1

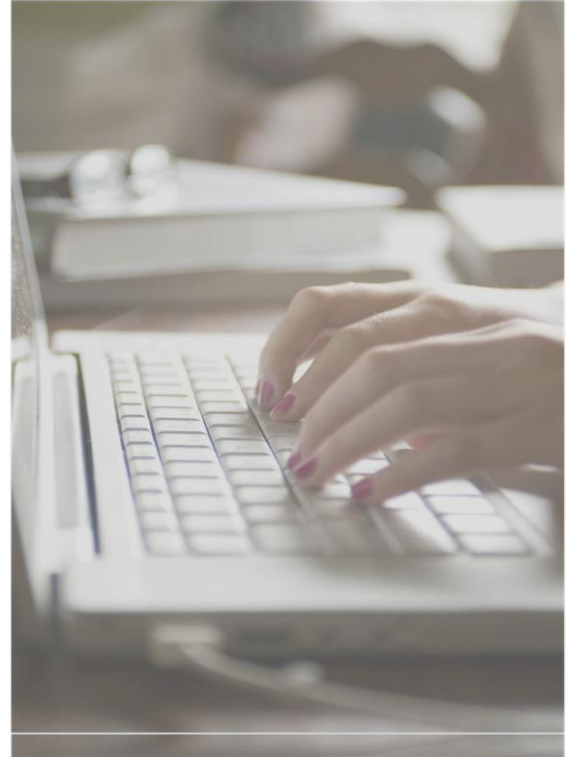
Traditional vs Modern

Drawback & Solution Signup

The Drawback

People always need to type to sign up. Typing is the biggest single drawback of traditional signup forms. Typing can be hard work, especially when entering email addresses on a mobile device. People are less willing to do this extra typing.

Typing also leads to mistakes which makes for bad information. The traditional form is also susceptible to fake information.



Signup Solution

The biggest social networks in the world



came up with a powerful solution:

Social Signup (or “Social Login”)

A mockup of a social signup form. It features three buttons for social login: 'Sign up with twitter' (blue), 'Sign up with facebook' (dark blue), and 'Sign up with linkedin' (teal). Below these is a separator 'or' and two input fields for 'Your Email Address' and 'Your Password'. A large blue 'Sign up' button is at the bottom. At the very bottom, there is a link: 'By continuing you agree to Terms of Service'.

A background image showing a person's hand holding a tablet. The screen of the tablet displays a blue interface with a white upward arrow and the word 'Tap'. The word 'Swipe' is partially visible at the bottom. In the background, there are shelves with various products, including a red and white container and a white bottle with a yellow label. The overall scene appears to be a retail or pharmacy environment.

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Strengths & Efficiency

Social Strengths & Data

Social Signup Strengths

Faster & Easier

- Simply, click a few times, for our visitors to sign up.
- Compared to typing an email address, learn how StumbleUpon outpaces it. Register today for StumbleUpon!

Get Real Information

- Social networks hold people's verified email addresses.
- So, no more fake signups or secondary emails. Now just work with people's primary, used email addresses.

Social Signup Proven Effective

The data backs it up.



Source: [Social Media Examiner](#)

Social Signup Proven Effective

Additionally, statistics backs it up.

Secure | <https://conversionxl.com/blog/social-login/>

2. 77% of Users Believe Social Login Is A Good Registration Solution...

... and should be offered by any website, according to the same aggregated research published by [WebHostingBuzz](#).

Secure | <https://conversionxl.com/blog/social-login/>

4. 88% of Users Admit to Entering Incomplete or Incorrect Data on Registration Forms

In that same survey by Blue, it was found not only do an alarming majority of users enter the wrong data.

Source: [Conversionxml](#)

Social Signup Proven Effective

Lastly, case studies back it up.



The screenshot shows a web browser window with the URL <https://www.socialmediaexaminer.com/increase-conversion-rate-with-social-media/>. The page has a navigation bar with links: HOME, FREE UPDATES, SHOWS, CONFERENCE, EVENTS, STARTING, and ABOUT. Below the navigation bar is a sub-header: "Find out how to increase your conversion rate with social media." The main content area features the title "#1: Improve Signups With Social Login". The text below the title reads: "Social logins **allow users to sign up for and log into your website, app, list or service through their social accounts**, rather than creating a new account just for your site." The next paragraph states: "For most sites, **social login is killer** because it has several benefits. The frictionless **one-click signup of an existing account is attractive to users** and has a pretty good conversion rate. Since most users are already logged into their social accounts (or at least have their social

Source: [Examiner](#)



3

Opportunities

Opportunities in Switching

Opportunities in Switching

Though far-reaching and simple to use, many fail to capitalize on its power. In easing the process for visitors, watch your email subscriptions increase significantly and quickly.

We're still using:

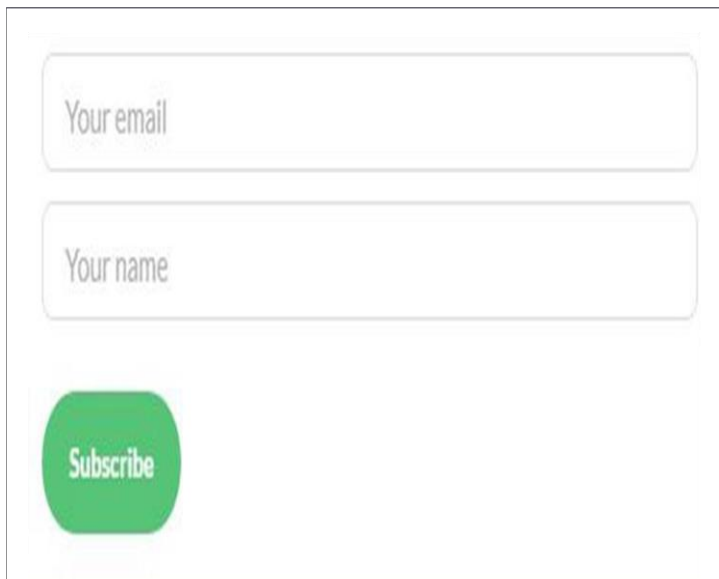
The collage displays five different email subscription forms:

- PREMIUM CONTENT:** A dark-themed form with the headline "PREMIUM CONTENT" and subtext "Enter Your Email Below to Unlock All Exclusive Content". It features two input fields: "Enter your name here..." and "Enter your email address here...". A prominent red button at the bottom reads "UNLOCK THIS ARTICLE FOR FREE".
- Free Email Updates!** A light-themed form with a blue header and a green circular icon containing a document and pencil. The headline is "Free Email Updates!". Below it, text says "Join thousand of subscribers and receive all updates in your inbox, for free!". There are two green input fields labeled "your name.." and "your email..", followed by a blue "Sign Me Up!" button.
- REGISTER NOW TO GET FULL ACCESS TO THE FREE MARKETING GUIDE:** A dark-themed form with the headline "REGISTER NOW TO GET FULL ACCESS TO THE FREE MARKETING GUIDE". It includes input fields for "Enter Your Name" and "Enter Your Email", and a blue "GET ACCESS NOW!" button. A green circular badge on the right says "FREE ACCESS LIMITED TIME".
- Email Marketing:** A blue-themed form with the headline "Email Marketing" and subtext "Receive updates about this launch and future launch notifications". It has input fields for "Name" (with placeholder "Enter your name here...") and "Email" (with placeholder "Enter your email address here..."), and a green "Subscribe" button.
- Receive the newest updates to your email!:** A light-themed form with a green header and an envelope icon. The headline is "Receive the newest updates to your email!". Subtext reads "Sign up to stay tuned and to be notified about new releases and posts directly in you inbox". It features an "Email Address" input field and a green "Subscribe" button.

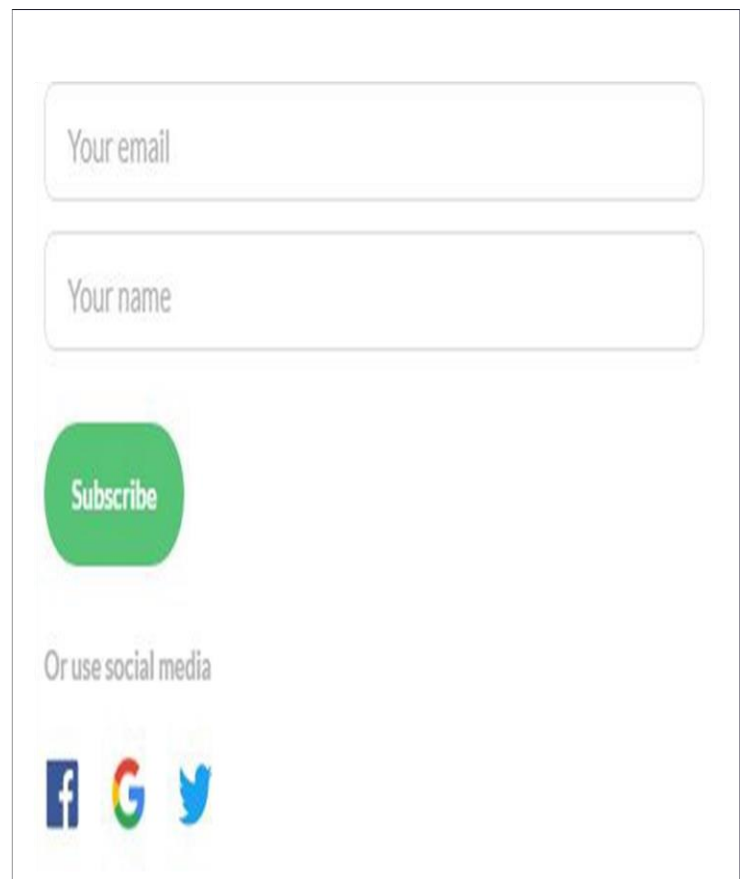
Opportunities in Switching

All these opt-in forms require people to type and lower conversion rates.

Let's compare:



Form A: A simple opt-in form with two input fields and a subscribe button. The first input field is labeled "Your email" and the second is labeled "Your name". Below the input fields is a green rounded rectangular button labeled "Subscribe".



Form B: A more complex opt-in form with two input fields, a subscribe button, and social media options. The first input field is labeled "Your email" and the second is labeled "Your name". Below the input fields is a green rounded rectangular button labeled "Subscribe". Below the button is the text "Or use social media" followed by three social media icons: Facebook, Google+, and Twitter.

From this simple example, which one will gather more subscribers?

A person's hand is holding a smartphone over a tablet. The tablet screen is blue and shows a white upward arrow and the word 'Tap'. The background is blurred, showing shelves with various items, including a pink box and a white bottle. The person is wearing a red sweater.

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Solution

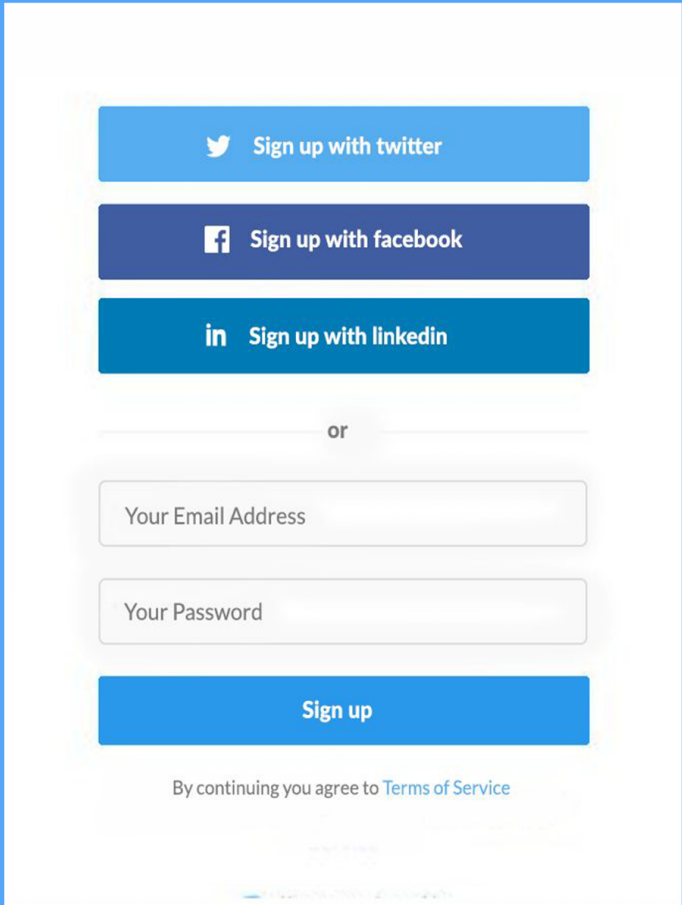
A Social Solution

A Social Solution

Let's Recap!

Need to enhance
your visitor's experience
on your websites?
Looking for a powerful
tool to increase email or
website subscriptions?

**Look no further
than to social
login!**



The image shows a social login form interface. It features three buttons for social media login: "Sign up with twitter" (light blue), "Sign up with facebook" (dark blue), and "Sign up with linkedin" (teal). Below these is a separator line with the word "or". Underneath the separator are two input fields: "Your Email Address" and "Your Password". Below the password field is a blue "Sign up" button. At the bottom, there is a line of text: "By continuing you agree to [Terms of Service](#)".

A Social Solution



No typing

No typing - no hassle for visitors



Valid email addresses

No more fake, disposable or secondary email addresses



Full permission

You have full permission from the visitors to collect their email addresses



Eliminate signup/optin form fatigue

No more signup/optin form blindness



Proven

by case studies, research and statistical data



Widely used

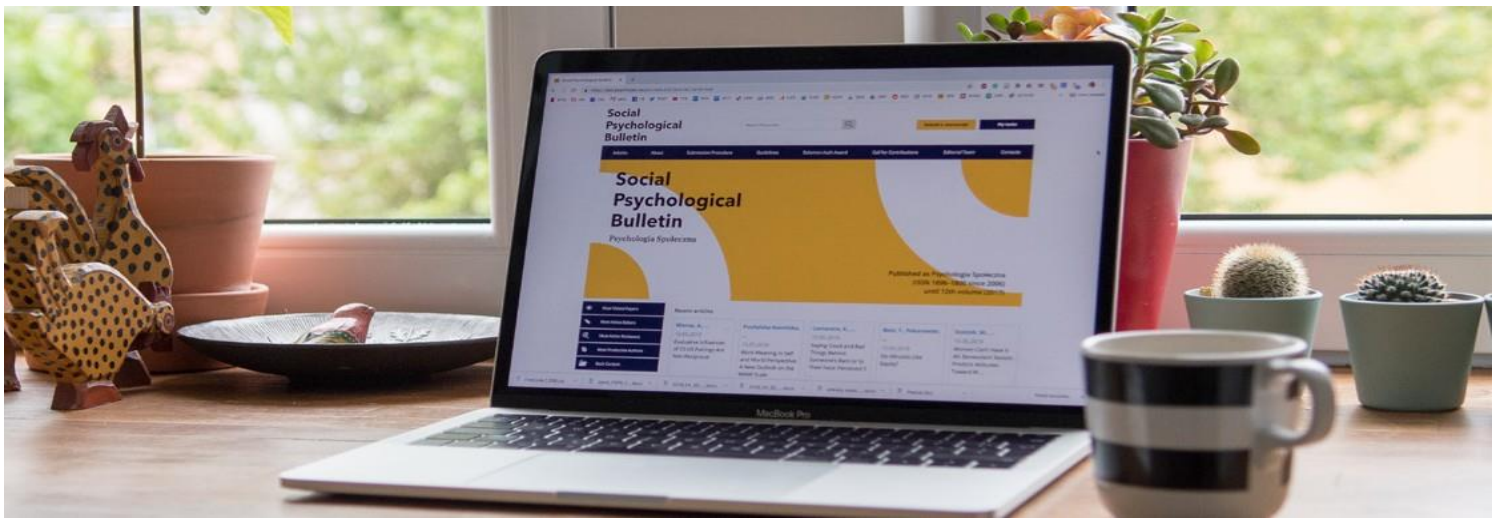
by Dropbox, Spotify, Pinterest and hundreds of thousands of websites

A person's hand is holding a smartphone over a tablet. The tablet screen shows a blue interface with a white arrow pointing up and the word 'Tap' below it, and the word 'Swipe' below that. In the background, there are several bottles of cleaning products on a shelf.

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Implementation

Implementing Social Signup



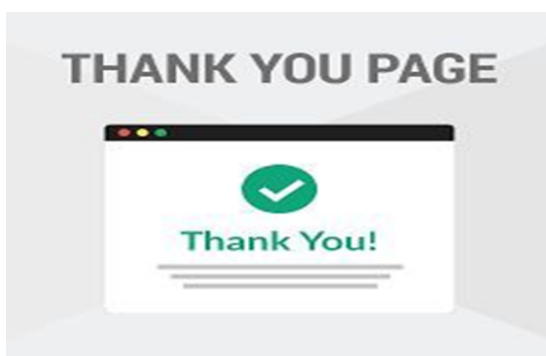
Implementation 20

Implementing Social Signup

Follow these simple directions to create subscriptions via social signup. So clear-cut that these steps require no complicated coding. Notably, in less than one minute, one can create a Google signup opt-in.

Steps for Implementation

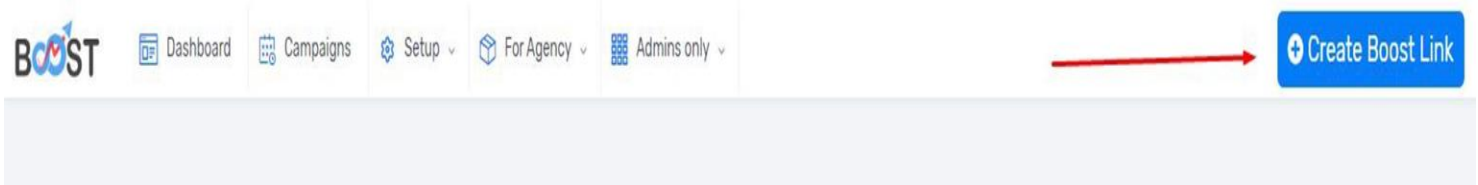
1. Create a free Boost Account here.
2. After filling the opt-in form ready, select the URL.
3. Choose from the thank-you page, the lead magnet, or any other URL that follows a filled opt-in forms



Implementation 21

Implementing Social Signup

3. Inside the Boost dashboard, click on 'Create Boost Link' button.



Paste the URL from step 1 in the 'Target URL' field. Then click on 'Customize settings for this URL' button.

A screenshot of the 'Create Boost Link' form. At the top, there is a 'Target URL' section with a text input field containing the placeholder 'Enter your destination URL'. A red arrow points to this field. To the right of the input field is a toggle switch labeled 'Customize meta title, description & image'. Below this is a section titled 'Apply a Campaign's settings' with a dropdown menu showing 'Select a campaign'. Underneath, a text prompt says 'If you don't have a campaign yet, select an option below'. There are two buttons: 'Create a campaign' and 'Customize settings for this URL'. A red arrow points to the 'Customize settings for this URL' button. Below the buttons is a progress bar with three steps: 'Step 1' (highlighted with a blue bar), 'Step 2', and 'Step 3'. The main content area is titled 'Choose social login services' and contains a text input field with the placeholder 'Use default social apps'. To the right of this field is an 'Edit Settings' button. Below the input field are social media icons for Google, Facebook, Twitter, LinkedIn, and GitHub. At the bottom of the form are two buttons: 'Cancel' and 'Continue'.

Implementing Social Signup

4. Select a social network to use as your signup option. Let's turn every social media icon off, except for Google. You need to finish creating the Google social signup.

Now click on
'Save
Changes'

Select a service to shorten with

Choose one or multiple social networks that you want your visitors to subscribe with.

If you choose more than one social network, your visitors will see a login selection page when they go to your link.

	Default Google App	☒	⬆️⬆️
	Default Facebook App	☐	⬆️⬆️
	Default Twitter App	☐	⬆️⬆️
	Default LinkedIn App	☐	⬆️⬆️
	Default Amazon App	☐	⬆️⬆️

Select your logo to replace BOOST logo on login selection page.

Link to your logo No file chosen

Implementing Social Signup

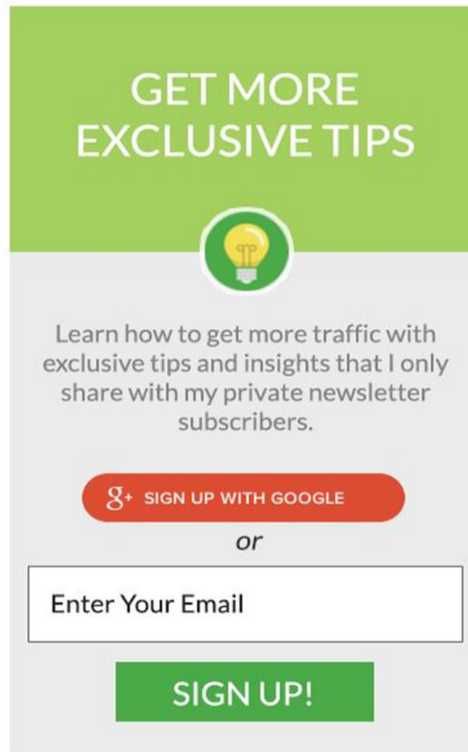
5. Click on 'Create Boost Link.'

The screenshot shows a web form for creating a boost link. At the top, there is a 'Target URL' field with the placeholder 'Enter your destination URL' and a toggle switch labeled 'Customize meta title, description & image'. Below this is a section titled 'Apply a Campaign's settings' with a dropdown menu 'Select a campaign'. A note states 'If you don't have a campaign yet, select an option below' with two buttons: '+ Create a campaign' and 'Customize settings for this URL'. A progress bar at the bottom indicates three steps: 'Step 1' (active), 'Step 2', and 'Step 3'. Under 'Step 1', there is a section 'Choose social login services' with a dropdown menu 'Use default social apps' and an 'Edit Settings' button. Below the dropdown is a small 'G' icon. At the bottom of the form, there are 'Cancel' and 'Continue' buttons, and a large blue 'Create Boost Link' button. A red arrow points to the 'Create Boost Link' button. In the bottom right corner, there is a red 'X CLOSE' button.

Boom! See the link for the newly created Google signup opt-in.
Next section, learn how to implement it onto your website.

Implementing Social Signup

6. Option 1 – Create a button on your landing page, opt-in form, or another desired location for the Google signup option. Next, name it, like, "Sign up with Google." Lastly, shorten the URL via your newly created link.



GET MORE
EXCLUSIVE TIPS

Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.

 SIGN UP WITH GOOGLE

or

Enter Your Email

SIGN UP!

Option 2 – Share your newly created URL anywhere that requires a signup or login: Social media, guest post, YouTube video description, your blog/social/video comments, or etc...

Receive email addresses wherever you can share a link like this:
<https://boost.link/downloadwithGmail>

It's Easy!

Finally, create these social signup options for Facebook, Twitter & LinkedIn painlessly. Sync collected email addresses so, email auto-responders may start sending email to your new subscribers.

What's Next?

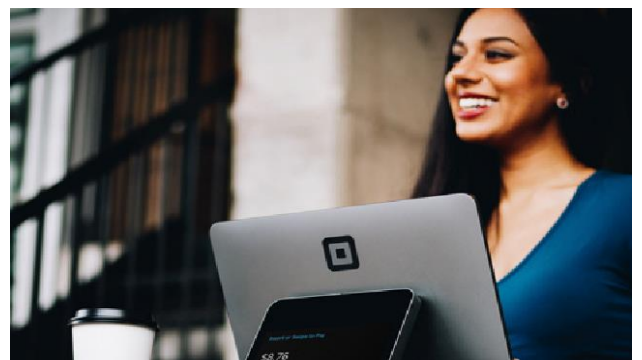
Watch the video below to see how to synch email addresses to your autoresponder. These tactics will help you get the best form your Social Signup strategy.

Watch here: <https://start.boost.link/beststrategy/enhanced/>

Closing/ Contacts

Contact

If you enjoyed this book or have any feedback, please feel free to reach out.



 Company Logo

www.yourwebsite.com