

Email List Building Checklist for Treatment Centers

Email is one of the few audiences you truly own. Use this checklist to build a compliant, high-converting email list, one signup form at a time, from first opt in to a healthy, engaged subscriber list.

THE PRINCIPLE: Social followers can vanish when an algorithm changes. Your email list cannot be taken away. A smaller list of engaged subscribers who asked to hear from you beats a huge list that never opens.

1. Compliance first (build it in from day one)

- ☐ Every marketing email includes a valid physical postal address and a clear way to opt out
- ☐ Opt out requests honored within 10 business days, per the CAN-SPAM Act
- ☐ Marketing list kept separate from protected health information; never reveal someone is a client
- ☐ HIPAA-compliant platform used for anything clinical; email address confirmed before sending

2. Set up your foundation

- ☐ Email service provider chosen for easy forms, automation, and clear reporting
- ☐ Signup forms kept simple, asking for just an email address or two to three fields
- ☐ Double opt in turned on, with clear expectations set at signup about what you will send
- ☐ Welcome email or sequence ready to deliver the promised lead magnet instantly

3. Give people a real reason to opt in

- ☐ A valuable lead magnet offered: family guide, checklist, free ebook, or short email course
- ☐ A dedicated landing page built with one clear call to action and minimal distractions
- ☐ Content upgrades tied to your highest-traffic blog articles
- ☐ Call to action copy and offers A/B tested to lift signups over time

4. Capture emails everywhere

- ☐ Opt in and signup forms placed across the site: blog, sidebar, service, and about pages
- ☐ Timed and exit-intent pop ups paired with a genuine offer
- ☐ Social profiles, paid ads, and a referral program all pointing to your signup
- ☐ Email signature links across the team, plus a form or QR code at every event

5. Protect deliverability and list health

- ☐ Inactive subscribers and bounced addresses removed regularly
- ☐ Every opt out honored immediately to protect your sender reputation
- ☐ List segmented so families, alumni, and referral partners get relevant messages
- ☐ Open rates, click through rate, unsubscribes, and spam complaints reviewed and tied to admissions

WHY IT PAYS OFF

You own your email list outright, and email marketing is one of the highest-return channels in digital marketing. Every blog post, social post, ad, and event quietly adds to an audience you can reach again at no extra cost.