

Why Are Fake Subscribers Cluttering Up My Email List

📅 Thu, Sep 21, 2023 2:30PM 🕒 8:11

SUMMARY KEYWORDS

bots, list, captcha, numbers, amy, emails, talking, subscribers, freelancer, people, email marketing platform, delete, curated list, christie, ideal clients, consistently, wrong, email list, real world problems, fake

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You're listening to business that Asri the audio advice column for your online business. I'm Kirsty Denton.

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And I'm Amy Posner.

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We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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Okay, this is an interesting one we have this week and it is this Have you had any seemingly fake subscribers clutter up your list with email stresses like, you know, ABC 123456. At Gmail, I seem to be attracting quite a lot of these of late and I can't figure out why they'd be interested or where they're coming from Sure. It's good for my subscriber numbers, but am I better off deleting them? And any ideas on the source of the problem? Who's got a little mystery question today, Kirsty

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love this mystery question. Well, luckily, I've had this happen to me. So I feel like I can eliminate the mystery from this conundrum. And then we can talk about some of the other pieces here too, because I think there's actually a lot more here to pick apart that might be helpful to talk through in terms of like, list health. But the reason that this happens is when you don't have fucking gonna pronounce his word wrong, but you're gonna know what I mean, a CAPTCHA test, like a little, you

know, those boxes that you might take. And it says, like, please select all the squares that have a bus, or it gives you like, a really simple equation, like, you know, three plus one is two. Like, why these numbers not my forte. I know it's funny when you get one of the questions wrong. And you're like, Oh, that was actually a human error, I promise I'm not a robot. If you don't have one of those on your list join form, then bots can basically sign up. And this is how you get all those fake subscribers that this person is talking about. So this happened to me recently, when I launched my new website, I forgot to include those that capture category in the new signup forms on our redesign those in the backend of Active Campaign. And so like, over the first like week of the website being live, I was like, Oh, my list has grown by, like, 300 people. And then I looked at the email addresses, and I was like, Oh, they're all fake. So that's what's happening. And as a random side note, I just Googled CAPTCHA to try and make sure I was saying it right. Do you know what it stands for? CAPTCHA? No, completely automated public Turing test to tell computers and humans apart. Wow. My mind. Thank you go.

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For the idea.

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Yeah, I know, it does feel very much like someone's like, created a catchy acronym, and then found a way to fill it with words. But anyway, so that's the cause of it. So it's an easy fix. So regardless of what email marketing platform you use, there'll be an option there to add CAPTCHA to the bottom of the form. So just make sure you click that, set that up, and then reload the code for those forms into your website, or get your VA or whoever to do that for you. And that should solve the problem. The other thing I wanted to note, and Amy, I think we could probably both talk about this too. This person has said, Sure, it's good for my subscriber numbers. So it's actually not good for your email metrics. So these are bots, right. So they're not going to be interacting with your emails, they're not going to be you know, clicking on things applied to things, opening things, etc. So what it's going to do is actually bring the value of your emails down and make them look more like spam. So definitely go back and delete all of them from your email list. The other negative here too, is that given that, I think all if not most, subscription plans for email marketing platforms are based on how many subscribers you have, you know, you don't really want to be paying for 100 or 200 bots to be on your list, because they're never going to buy things from you. So it's actually not good for your list health. So go back and delete them all. And even if that means that your list size significantly decreases, it means you'll only be paying for real life humans to be on there. And it means that your email metrics like open rates, click rates, etc, are actually going to be better. So I just wanted to say that as well.

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Yeah, and this is a case where, you know, it's not about the size, it's about the quality. It really, really is. I mean, the list the list size, I think it's such a myth. And I think I know there's certain metrics, you know, that you crossed, if you one of them is paying more as Christie just said, but I mean, you know, you can look, you know, bigger and more productive, etc. But the thing is your list, it's like your communities, so people you're talking to and it's like, do you want like random weirdos hanging out in your community? No, you don't want them gone? And, you know, this is the thing too, when you get unsubscribes you know, I think sometimes people take it really personally or if they get a lot of them they you know, they feel like they're doing something wrong. Actually, you're doing something, right.

Because the more refined, your audience's, the more they resonate with what you're talking about, the more likely they are to do whatever it is that you're proposing whoever it is that you want to help them, they're more likely to be interested in and check out your solution. So, you know, having a big number. And in fact, you know, Christie talks about how it can be detrimental. Another way that it can be detrimental is excuse all your numbers, you know, you don't know, if you if you end up you know, selling things or generating leads and prospects from your emails, you know, you're you're going you're not going to know really like, what percentage of your list is active interested in responding? Or you will know, but it'll be it'll be a wrong number as I guess what I'm saying. So that's my argument for the small curated list is better than, you know, than the numbers and certainly not the buttstock. Christy, I don't like what is the point of the bots, what are they like? What did they get from being on there that I'm risking sounding ridiculously naive, but I have no clue.

06:02

I have no idea either. And it's such a good question. I mean, I don't know their bots, like, what are they doing? I have no idea. But we don't want them. I know that for certain. Get rid of the bots. Because like Amy said, you know, a healthy profitable list is not about the number of emails on there. It's about how qualified and how engaged those people are with what you send the content you put out there on the offers that you make them. So bots are never going to buy your things. Therefore, we just do not want them cluttering up that delicious list of yours.

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And with that, I think this is a short and sweet one. I think we've tackled that. I mean, I don't think there's you know, there's anything else to say really. I mean, I could get on my soapbox about the list, but who wants to hear that? So I think we wrap?

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I think so too. That was an easy question. Hurray. Thanks so much. Whoever sent that through. If you listening have a different question about maybe something else to do with your email list about bots about fun acronyms. Let us know head on over to businessbadass.co/podcast And you'll find the question submission form or wedding for you there. Thanks so much for tuning in.

07:12

Catch you next time. Hey, Amy here, having coached literally 1000s of freelancers. Over the last decade, I have found consistently that the people who don't suffer the ups and downs of feast and famine, and who consistently land great projects with ideal clients. What they all have in common is solid business skills. And it matters enough that I spent the last nine months creating a course called complete breakthrough freelancer. It's the resource for every single thing you need to know to build a solid sustainable business that suits you uniquely. And because you're listener, you can save \$100 off the \$497 price tag using the code [badass VAD a SS](https://businessbadass.co/podcast) at the website [Amy posner.com](https://amyposner.com) forward slash complete dash breakthrough

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