# Email + Social = Success

How to grow your business and attract new customers with an email + social strategy



© 2014 Copyright Constant Contact, Inc. 14-3931 v1.0

Constant Contact /

Helping Small Business Do More Business

# Email and social media have reshaped the marketing landscape for small businesses.

Thanks to these valuable channels, there are more opportunities than ever before to extend your message and reach new customers.

But as valuable as these channels are on their own, the results that come from using them separately barely scratch the surface of what they offer when used together.

## That's why we created this guide!

**BEST PRACTICE GUIDE** 

The goal of this guide is to present a case for why small businesses need to stop thinking of social media as seperate from other marketing activities, and to show why small business owners need to embrace a strategy that incorporates the most important marketing channels.

## WE'LL COVER:

The Relationship of Email and Social Media	3
How to Turn Social Connections into Email Contacts	4
How to Make Your Campaigns More Social Than Ever	7



## The Relationship of Email and Social Media

Successfully combining your email marketing and social media marketing efforts begins with understanding the relationship between these two marketing channels.

### Email

With email marketing you have the ability to stay top of mind with existing clients and customers. You're creating and sending emails to the place where your customers are going every day — their inbox.

By staying top of mind and delivering content that's relevant to your readers, you have more opportunities to build stronger relationships that will help bring customers back through your door.

If you're like a lot of small businesses, repeat business accounts for a majority of your daily revenue. And repeat customers mean more opportunities to grow your business.

People buy from people they know, like, and trust. They recommend businesses for the same exact reason. Using email marketing to stay top of mind with your customers can also help you reach new audiences as well.

## **Social Media**

By building an engaged audience on sites like Facebook, Twitter, LinkedIn, or Pinterest, you have the opportunity to extend your business's message beyond the inbox.

Encourage people who already read your emails each month to connect and engage with you on social media. This will generate social visibility for your business.

When a customer, member, or supporter becomes a fan, follower, or connection their friends can see this activity too. Hopefully they'll engage with you on these platforms and even share your content with their own social connections.

This will allow you to get in front of a new audience that will likely have similiar needs, interests, and expectations as the people who already shop at your business, eat at your restaurants, or support your organization.



Unlike email, where you can create and send a message and know its been delivered, with many of these social media sites, your control is extremely limited. Give your social connections the opportunity to take the next step and sign up to have content delivered straight to their inbox. You'll be able to extend those relationships and have more control over how you communicate with them online.



## **Get Fans and Followers to Join Your List**

You can get fans and followers to join your email list in three easy steps. In this section, we will provide actionable advice for you to complete all three!

## Step 1: Make it easy for people to sign up!

### Add a sign-up form to your Facebook Page

This allows users to quickly and easily add themselves to your email list without having to leave your Facebook Page. The app will put a customizable sign-up form on your Page, and will be the quickest route for turning fans into new subscribers.

## Add a link to your sign-up form on all of your social media profiles

Whether it's Facebook, Twitter, LinkedIn, Pinterest, or Google+ — all of the major social networks have an About or Bio section where you can share more information about your business. That's a great place to include your sign-up form.

## Ask people to sign up

Don't just wait for people to find your sign-up form — ask them to join your list! This isn't something you should do every single day but make sure you're asking fans and followers and sharing a link to your sign-up page at least once a month.

#### Simplify the sign-up process

Make sure you're eliminating any additional roadblocks by keeping your sign-up form simple. You'll be able to gain more information about your contacts over time so only ask for the information that is absolutely necessary at the start.



TIP: Sign-up forms that take longer than 45 seconds to fill out and submit have an average fall off rate of 48%. Only ask for the most important information at the start and look for opportunities to collect more details after people sign up.



## Get Fans and Followers to Join Your List (cont.)

## Step 2: Give your emails visibility

BEST PRACTICE GUIDE

If someone has decided to "Like" you on Facebook, follow you on Twitter, or connect with you on LinkedIn but hasn't joined your email list, it may be because they're unaware that the opportunity to sign up exists.

For others, it may be because they're not sure what to expect when signing up. People are protective of their information online and some people may be reluctant to join your email list before reading your content and seeing what you have to offer.

By giving your content visibility you'll have more people clicking through to join your email list, and you'll also have social connections staying with you longer because they'll know what to expect from the get-go.

### Share your newsletters and announcements

Show fans and followers what they're missing, by sharing your next newsletter or announcement. This will extend the reach of your message and give people a reason to sign up.

Keep in mind that there may be some emails you won't want to share, especially if they include content or offers that are exclusive to your list.

## Start a conversation around your newsletter content

Simply sharing a link to your latest email isn't always enough. Instead, try starting a conversation around a specific article. By sharing a summary of the article and asking for feedback, you'll not only generate more engagement but you'll also have more opportunities to get your content in front of their social connections.

#### Talk about your newsletter in a video

Online video is a quick and easy way to humanize your marketing and give fans and followers a look behind the curtain. It can also be used to engage fans and get your newsletter in front of connections that may have overlooked your emails in the past. Talk about some hot topics from your next email in a video, upload it to YouTube, and share it across your social networks. (And don't forget to encourage viewers to sign up!)

## Make it easy to share

By giving contacts the ability to share your campaigns on their own social networks, you'll extend the reach of your campaign and have more opportunities to attract new people to your list.

One of the ways you can do this is by sharing your campaigns on your different social channels, where people can use the share functions that are native to those platforms (shares, retweets, likes, +1s).

You can also look for ways to integrate social sharing into your campaigns. For example, with Constant Contact, you can easily add a social share bar to any newsletter or announcement, to enable fans to share your content with their own friends and followers.



TIP: Consider using a site like Pinterest to show off the design of your emails. Create a board specifically for your newsletters and "pin" select editions when they come out.

Constant Contact /

## Get Fans and Followers to Join Your List (cont.)

## Step 3: Offer an incentive for signing up

You've made it easy for people to sign up for your email list and you've shown fans and followers what to expect when signing up. Now it's time to give them a compelling reason to take the next step.

For some fans and followers, the opportunity to receive routine updates from your business in their inbox will be enough incentive to take the next step. For others, it may require sweetening the pot and giving an extra bonus in exchange for sharing their email contact information.

#### Consider these tactics for giving fans and followers a compelling reason to act:

#### Offer an incentive for signing up

BEST PRACTICE GUIDE

There are a number of ways you can reward fans and followers for signing up for your email list. For a retail business it may be a special discount, for a restaurant it could be a free appetizer or dessert, for a B2B it might be a free whitepaper or some other piece of exclusive content.

Rewarding your customers from the start will help get new subscribers excited about signing up for your list, which can go a long way in getting them to open your next email.

### Run a sweepstakes

With Constant Contact, you can run a sweepstakes right on your Facebook Page that enables fans to enter by sharing their email address. Those emails will be added directly into your Constant Contact account and a winner will be randomly chosen for you at the end of your campaign. All you'll need to do is announce the winner.

### Tease exclusive content

Planning to include a great piece of content, a coupon, or a special announcement in your next email? Consider teasing the content a day or two in advance to let fans know that it's exclusive for email subscribers.

Just keep in mind that if you're already sharing every email you send out on Facebook and Twitter, your email content won't be exclusive to your contact list. Choose when and how you share your email content carefully.



TIP: Offering an incentive, like a free giveaway, exclusive download, or special discount, is great for getting fans to join your list, but it's only the start. Once people sign up, you need to make sure to continue to deliver meaningful value for your readers.

## Constant Contact



## Make Your Emails More Social Than Ever

Beyond getting fans and followers to join your list, you'll also want to look for opportunitities to complete the cycle and encourage subscribers to connect with you beyond the inbox.

Owning your email contacts is important. In fact, it's likely going to be the most important part of your online marketing strategy. But if you're limiting the communication you have with your target audience to the few times you send an email each month, you're missing an opportunity to extend those relationships and to get people talking about your business.

Instead, take the opportunity to use your list of email contacts to drive action behind the stuff you're doing on social media.

Here are a few examples of how you can make your newsletters and announcements more social than ever:

### Send a dedicated email.

In this message, tell these people why they should connect with you on social media in addition to email. (For example, it's because they'll get additional tips/ advice, learn about special offers, or whatever else you plan to share.) You can also use this opportunity to encourage readers to use social media as a means of communicating with your business — to ask questions, share feedback, and make any inquiries they would have otherwise done in-store or over the phone.

### Add social buttons to your newsletter.

Make your social media presence a regular part of your normal mailings. Add links to your social network profiles within the emails you already send. This will provide a constant reminder that customers can connect with you in multiple places and make it easy for your subscribers to connect and follow you on your social networks.



TIP: When starting out on a new social network, it's important to send a dedicated announcement. A lot of your contacts may already be using these sites before you got started, and will be excited to hear and know that they can connect with you there.



## Make Your Emails More Social Than Ever (cont.)

## Encourage discussion

With email alone, it's not always easy to encourage feedback or to spark an ongoing conversation among readers. But by encouraging readers to share their thoughts or questions about a specific email topic on Facebook or Twitter, you give people a compelling reason to connect with you on social media and generate more attention for your email as well.

These kinds of strong social calls to action will provide a link between the two channels. Just be sure you monitor the discussion so you can reply and keep it going.

### Feature an exclusive offer

You can create an offer, such as a coupon or a free giveaway, and make it exclusive for fans on Facebook.

By promoting the offer to your email contacts, you'll give them an extra incentive to find you on Facebook. Just make sure you continue to stay active after the campaign is over!

## Enable social sharing

Incorporating sharing features into your email marketing gets your email out onto social networks where it'll be seen by people beyond your mailing list. People who may then look for you on those sites and connect with you there.

With Constant Contact, you can automatically add the Social Share Bar to every email and make it easy for your readers to advocate on your behalf.



TIP: When asking your email list to connect with you on sites like Facebook, Twitter, Pinterest, or LinkedIn its important to give a reason for them to do so. What is the benefit of Liking your Facebook Page? What type of content should they expect to see when following you on Twitter?

### Put your email + social strategy into action!

Like with anything you do to market your business online, coming up with an "Email + Social" strategy starts with understanding what it is you hope to achieve. That goal should dictate how your strategy develops and should provide a benchmark for success.

Remember: it's ok to start small. Maybe your goal will be to drive more traffic to your website or to get a few more people to sign up for your email newsletter. Maybe you're just looking to generate more business during a slow time of the month or year.

Start small and look for opportunities to improve your results over time.





## **Email + Social Media = Online Marketing Success**

For small businesses, the bottom line is this: email marketing + social media marketing is a strategy for success.

And if you're already engaging with customers on Facebook, Twitter, or LinkedIn and are sending updates to your list of email contacts, you have everything you need to get started.

## To recap:

BEST PRACTICE GUIDE

- **1.** It starts with identifying the role that both email marketing and social media have in your marketing strategy.
- 2. Then you have to take ownership of these connections by getting them to sign up for your email list. This way you'll be in control of how you communicate with your audience and will be able to build customer relationships on your own terms.
- **3.** From there, you'll want to complete the cycle by making it easy for email subscribers to find you on social media, and then use the email contacts you've collected to drive action behind the things you're already doing across your social networks.
- **4.** Finally, you'll need to set a goal and put an email + social strategy in place and track your results. Over time, you'll be building a more active and engaged audience for your business and will have more opportunities to grow!

## **Ready to get started?**

Constant Contact has everything you need to run successful email and social media marketing campaigns for your small business.

Visit ConstantContact.com to start your free 60-day trial or call 1-866-289-2101 to get started.



# Helping small business do more business



Visit ConstantContact.com or call 1-866-289-2101 to learn more



0

Connect with Constant Contact. Everywhere.