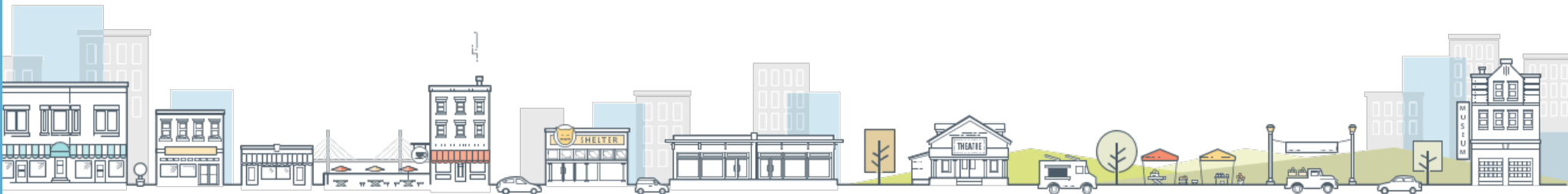


Grow Your Business with Email and Social Media

Simple Marketing Strategies
for Small Businesses and Nonprofits





BE A MARKETER

All it takes is Constant Contact®

#BeaMarketer

Agenda

1. Marketing for today
2. How to set marketing goals
3. Campaigns that drive action
4. How to get started



Agenda

1. Marketing for today
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Where are you today?





Q: What is the #1 app on cell phones?

A: Email

More than half of all emails are opened on a mobile device

More people own a cell phone than own a toothbrush!





At its core, marketing is
about getting **results**.



What kind of results?



Clicks or
downloads



Visits to the
store/office



Reservations,
appointments



Calls

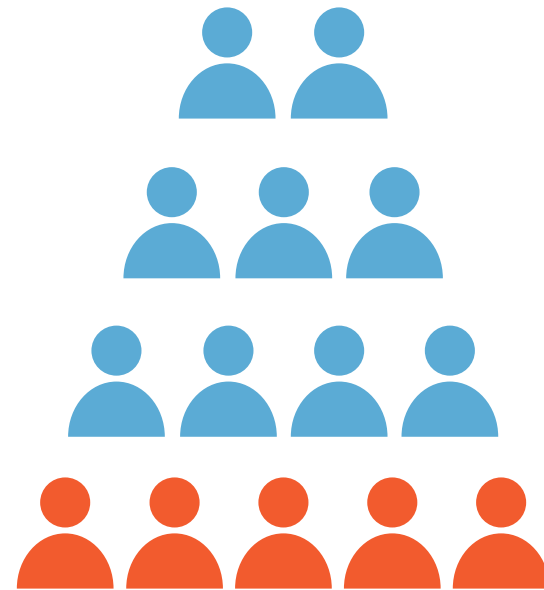
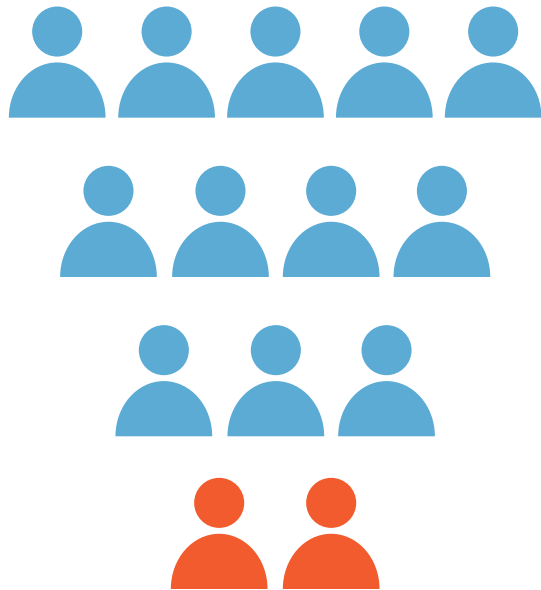


**Generate revenue
or donations**



Flipping the funnel

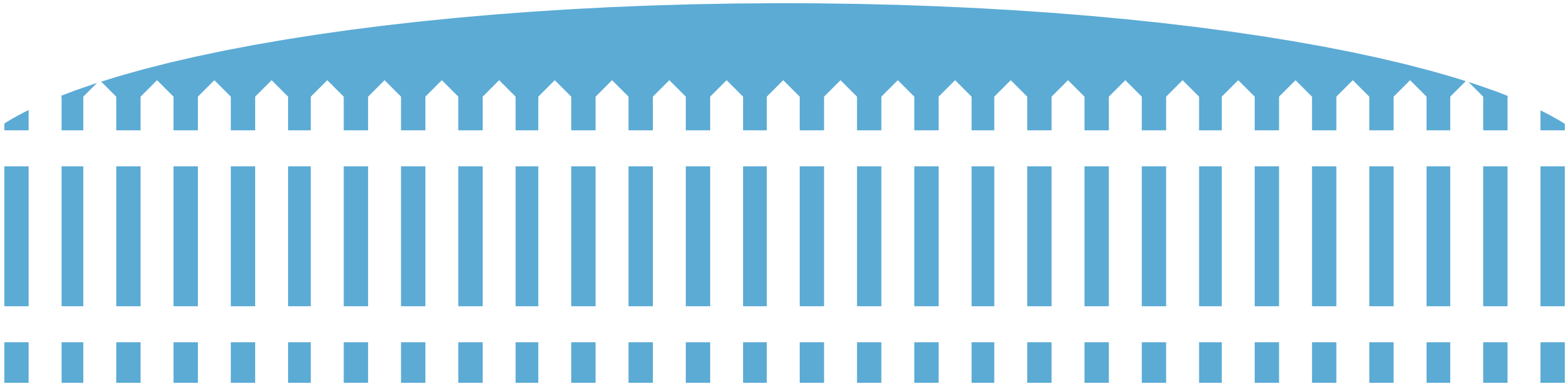
Marketing **then**.



Marketing **now**.



Engagement is the new word of mouth

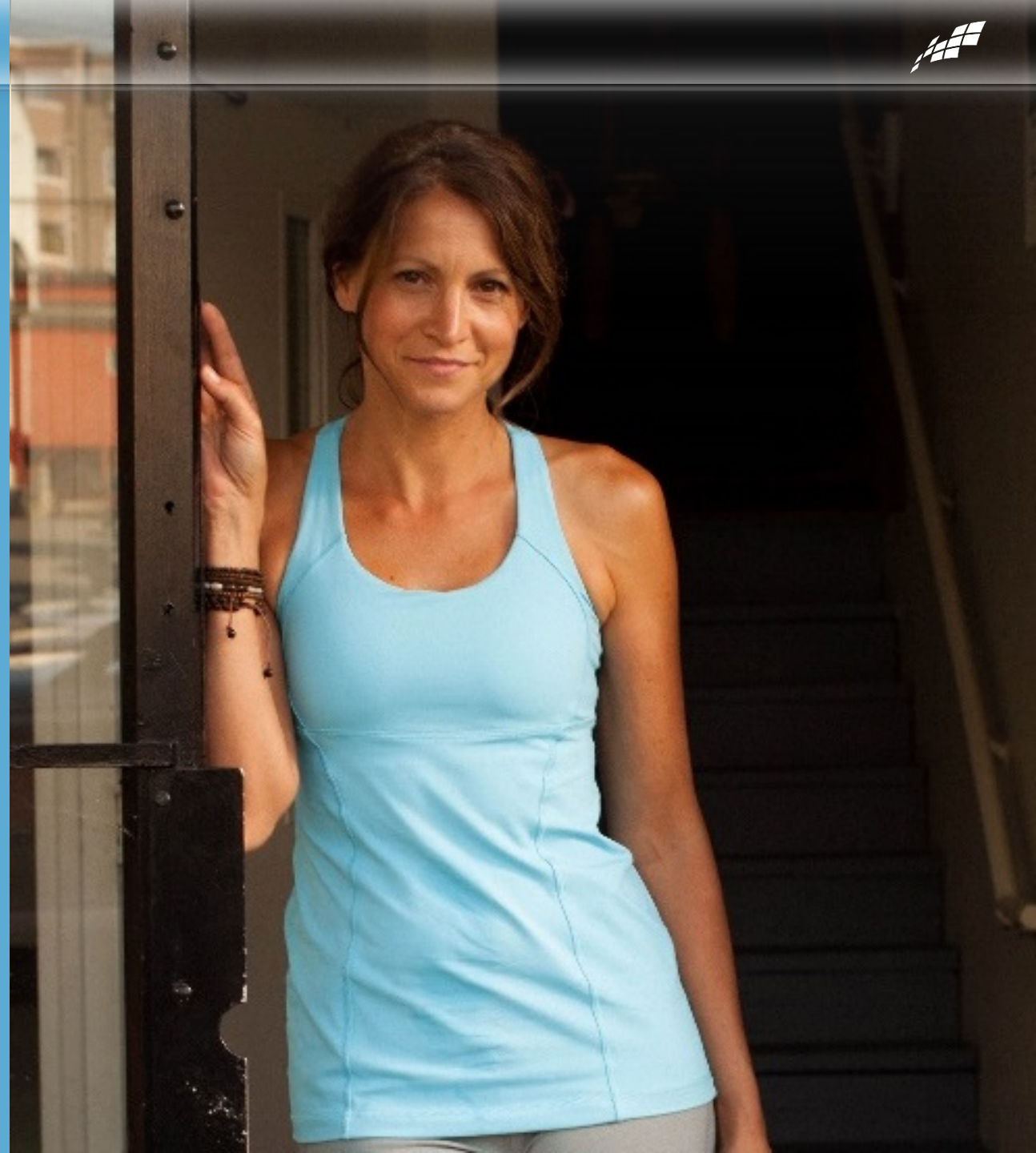




“Forward” and “Share” are your new best friends



You have an advantage.
Your customers love you!





Agenda

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2. How to set marketing goals
3. Campaigns that drive action
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Marketing goals are general

Drive repeat business and word-of-mouth referrals

Nurture leads and relationships

Engage members, advocates, volunteers

Increase donations, revenue

Reach new customers, donors



Marketing Objectives are measurable



Clicks or
downloads



Visits to the
store/office



Reservations,
appointments



Calls

\$ Generate revenue
or donations

- Get 100 new likes on Facebook through content download
- Send VIP event invitation to past attendees and sell 30% of tickets
 - Announce new products and special savings weekend to drive 10% increase in sales



Write this down.

Your general marketing goals

.....

- “I want more website visitors”
- “We need more revenue on Monday nights”
- “Would like to increase donation dollars”

Set measurable objectives

.....

- “500 more site visitors next week”
- “Double Monday night sales month over month”
- “Raise \$2500 in donations by the end of the quarter”



Agenda

1. Marketing for today
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What are campaigns?

Push content

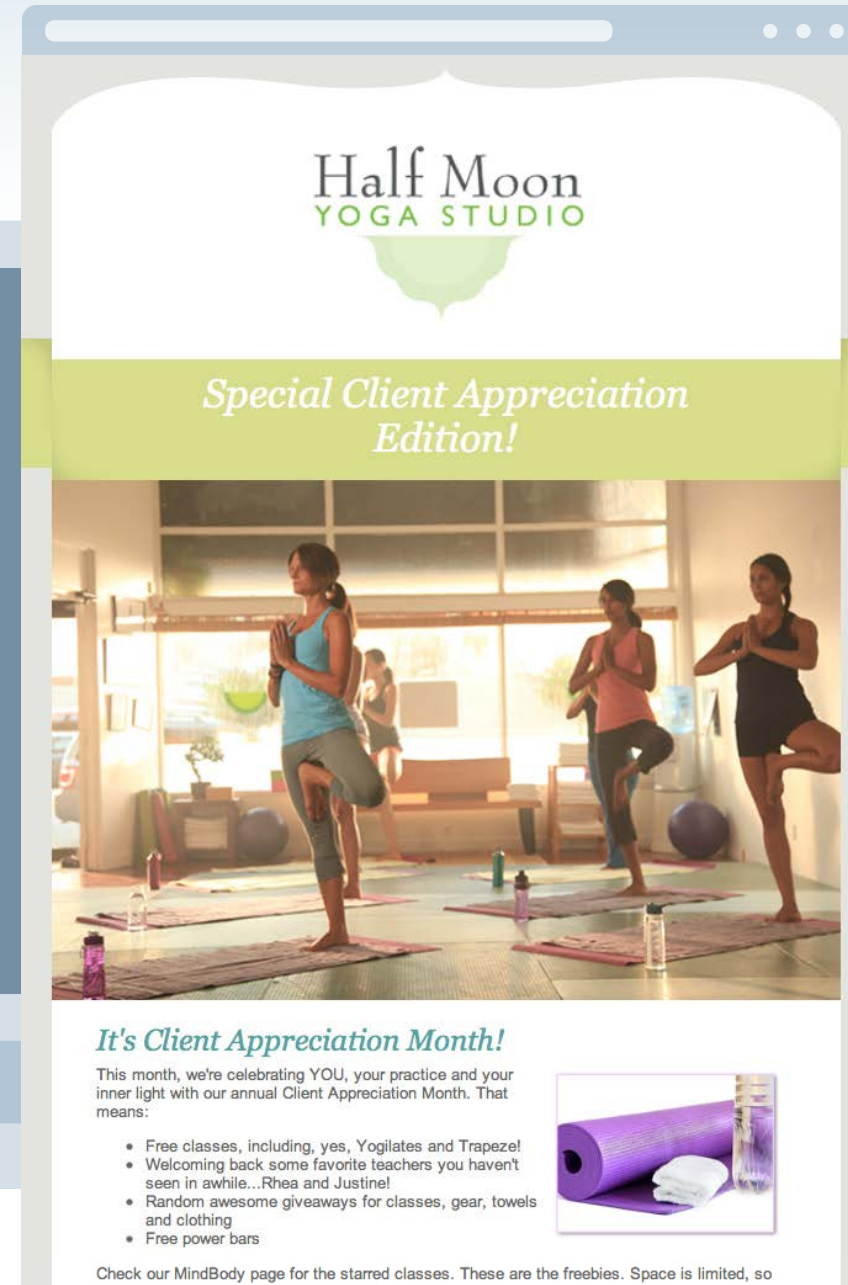
Pull response





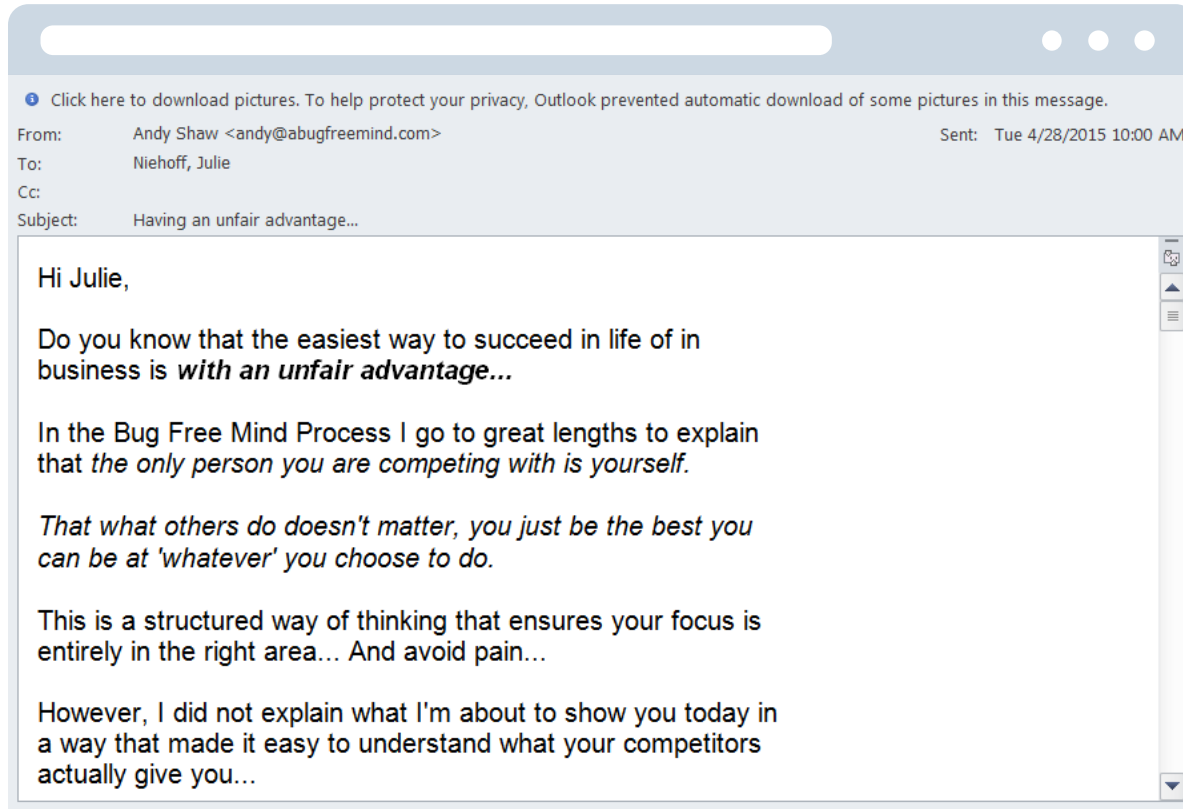
Types of campaigns

An email campaign





The difference between...



Email

and...



Email marketing



Email is hard to beat.

Why

- Lots of physical, measurable response
- Easy to brand with colors & logos
- Low cost with high ROI
- Connect with *your* audience
- Reaches people wherever they are (mobile)
- **Drives business!**

How

- Announce your latest new products
- Send seasonal gift ideas
- Alert to upcoming events
- Offer coupons to VIPs
- Deliver tips to your new clients



Types of campaigns

Email campaigns

Facebook promotions

Run & Promote events

Online Surveys

Donation Campaigns

Support this Campaign

YOUR DONATION

\$ 35 USD

Donate

Secure donation processing by [WePay](#).

\$150 278 44
RAISED SUPPORTERS DAYS TO GO

3% of \$5,000 Goal

Help Lauren Help Those In Need!

by Threads by Lauren



ABOUT THIS CAMPAIGN

We're now accepting donations for Lauren's tour! We need your help to reach our goal, and any amount we can raise makes a difference.

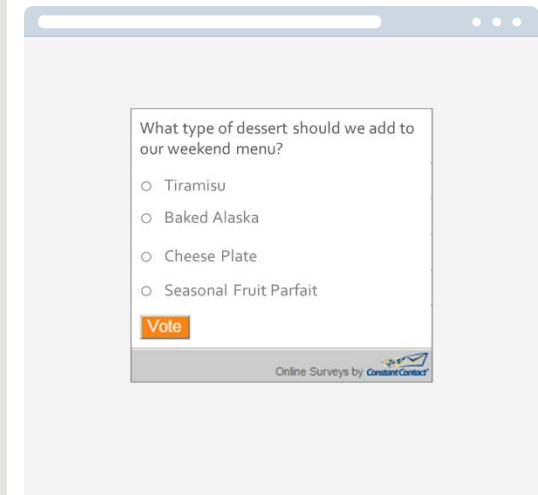
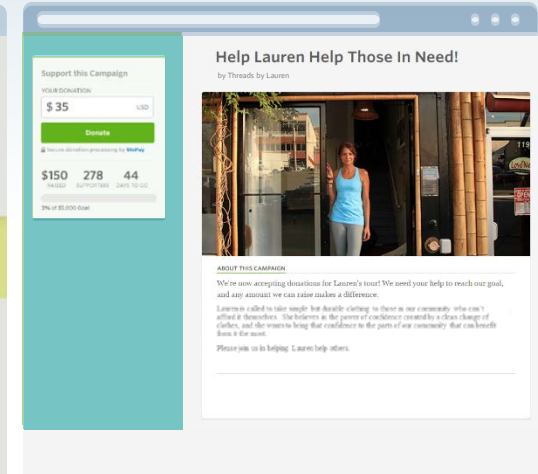
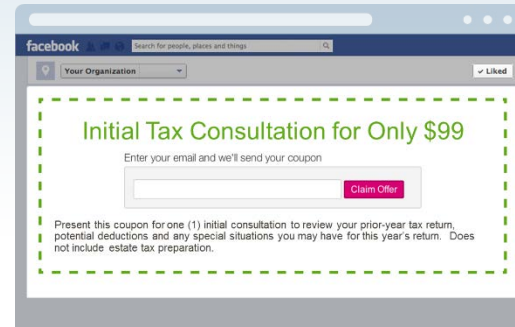
Lauren is called to take simple but durable clothing to those in our community who can't afford it themselves. She believes in the power of confidence created by a clean change of clothes, and she wants to bring that confidence to the parts of our community that can benefit from it the most.

Please join us in helping Lauren help others.



What do they all have in common?

Email & Social
Drive Response
Repeat & Referrals
Mobile Friendly
Immediate Payoff
Grow Your List
Track Everything





What do you think?

Which campaign types work best for you?

- Announce a new product
- Invite people to an event
- Promote a seasonal special
- Run a Facebook offer
- Launch a fundraising drive
- New client appreciation

What kind of content do you think might work?

- Tips and tricks related to your products or service
- Details about your event
- Free whitepaper or download
- Photos or videos from your most recent project

How will you get the word out?

- Email & Social
- Direct Mail
- Other methods...



Three words to rule your world as a marketer...

[because an email that isn't opened isn't effective]



Now, later or never

1. Who is your message from?
2. What is your subject / headline?
3. When do you send or post ?



1. Who is it from?

Winning the battle of priorities

How will you be most recognizable?



CAN-SPAM Act and CASL

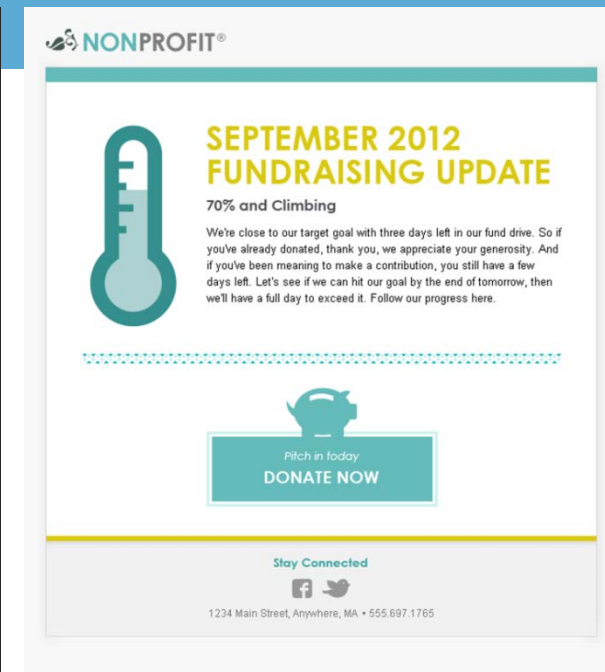
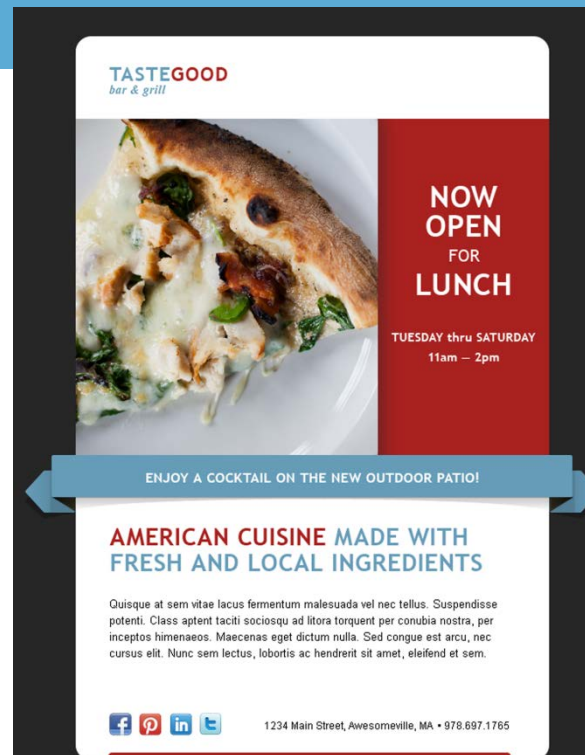
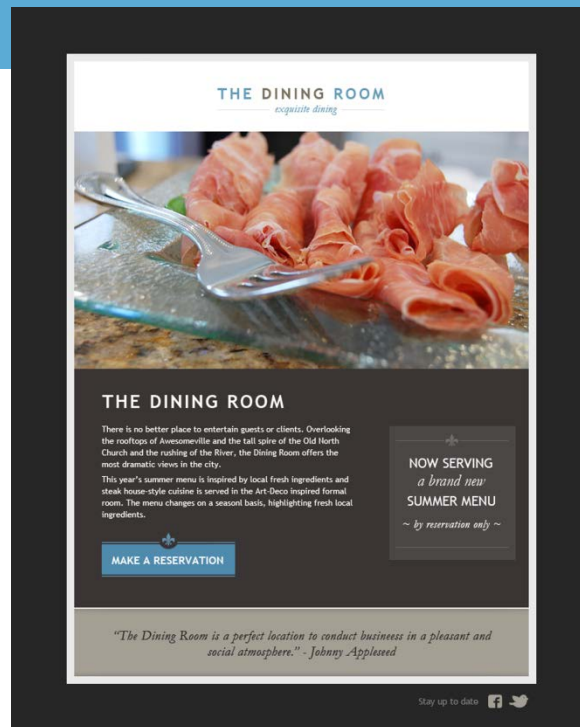
CAN-SPAM Act: www.business.ftc.gov and search "CAN-SPAM"

CASL: fightspam.gc.ca



1. Who is it from?

The importance of consistency and recognition





2. What is your subject?

Winning the battle of priorities

2
SECONDS

2
WORDS

2
TODAY



Let's try it.

Write down a few ideas for subject lines
that work with your objectives

- 2 Seconds – keep it short
- 2 Words – make the first two impactful
- Why does it matter TODAY?



3. When to send & post

Social media

- 3-5 times a week is plenty
- Use automated tools to help

Email

- Monthly is most common
- When are they likely to take the action you want?



3. When to send

How to test the day and time that's best for you

Day:

1. Select three different audiences
2. Select three days in the week
3. Send your email and watch for the best open rate

Time:

1. Use the same three audience lists
2. Select three times on the day with the best open rate
3. Send your email at three different times and watch for the best open rate



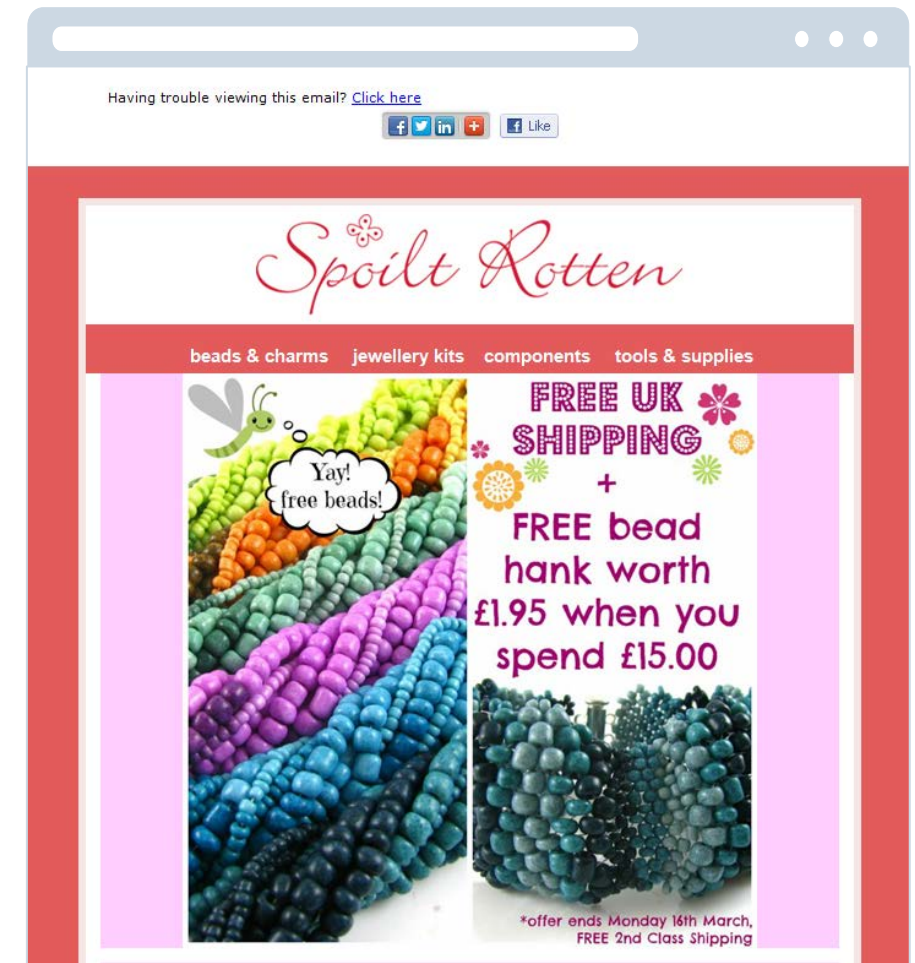
You can do this...
...and you can start with
a small list.



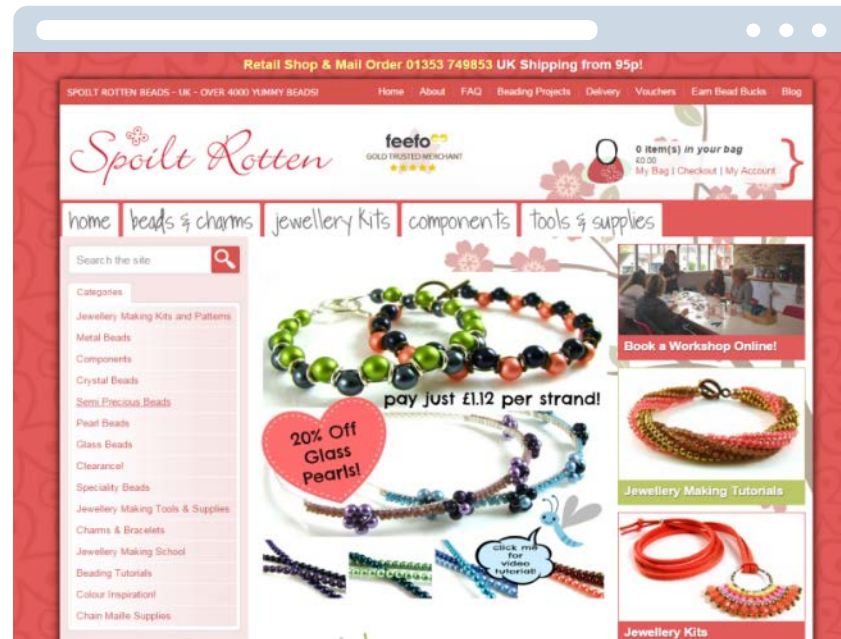
1. Make it look like you

- Be consistent
- Use **images**
- Use consistent **language**

Email



Website





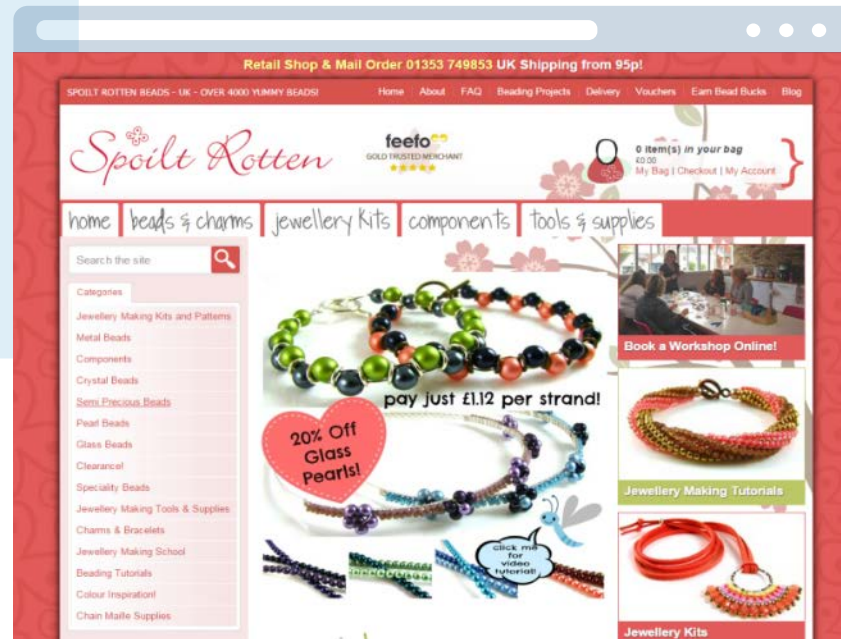
1. Make it look like you



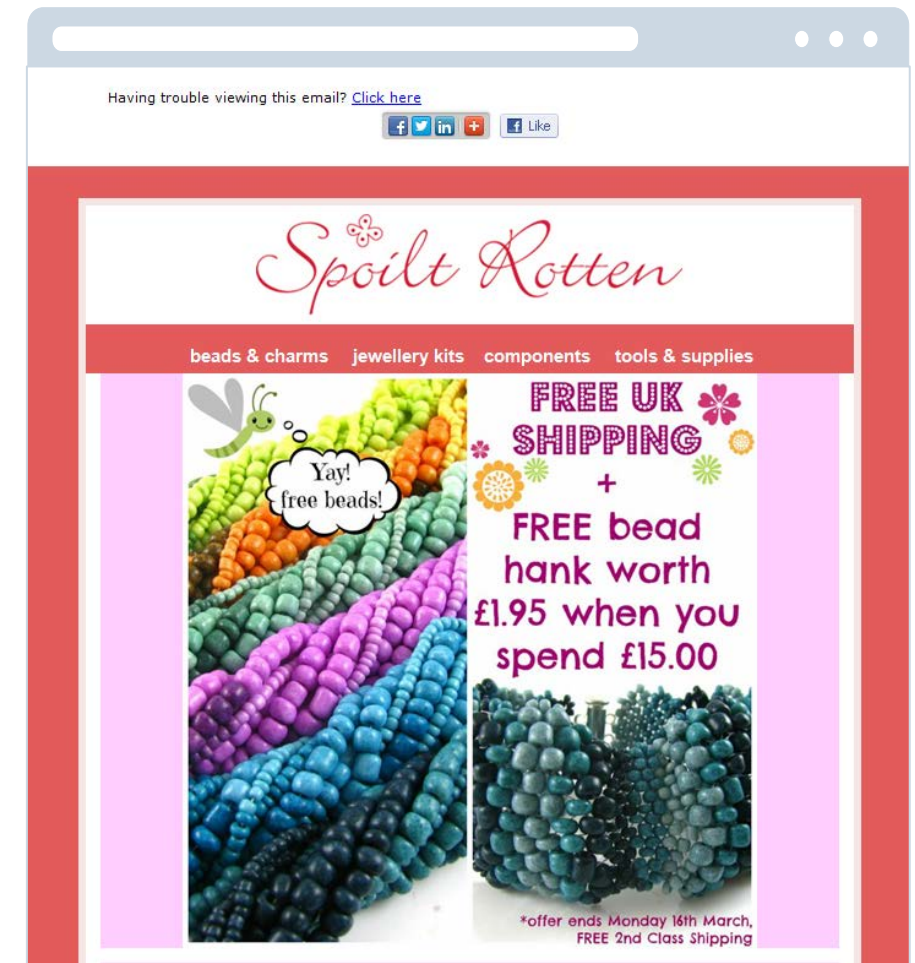
Pro Tips

- Place your logo left or center – not right
- Include your business name in text

Website



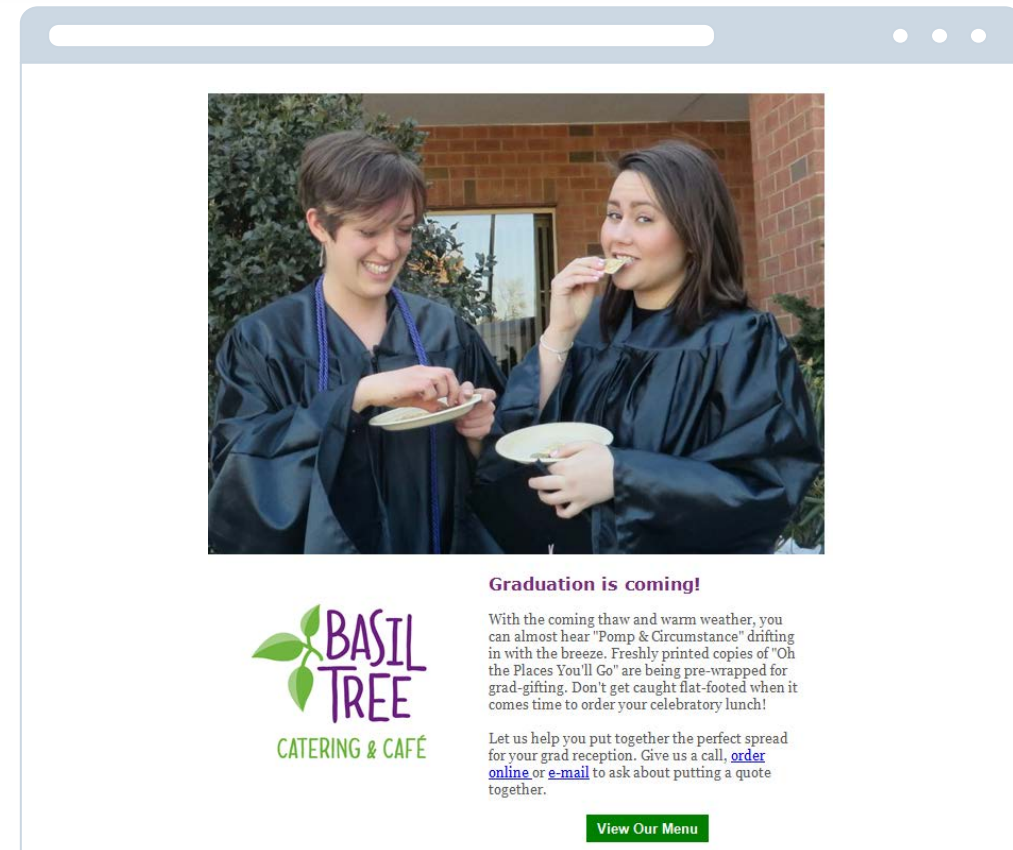
Email





2. Make it easy to take action

- Keep key action **above the scroll line**
- Try to **limit choices!**
- Less is more



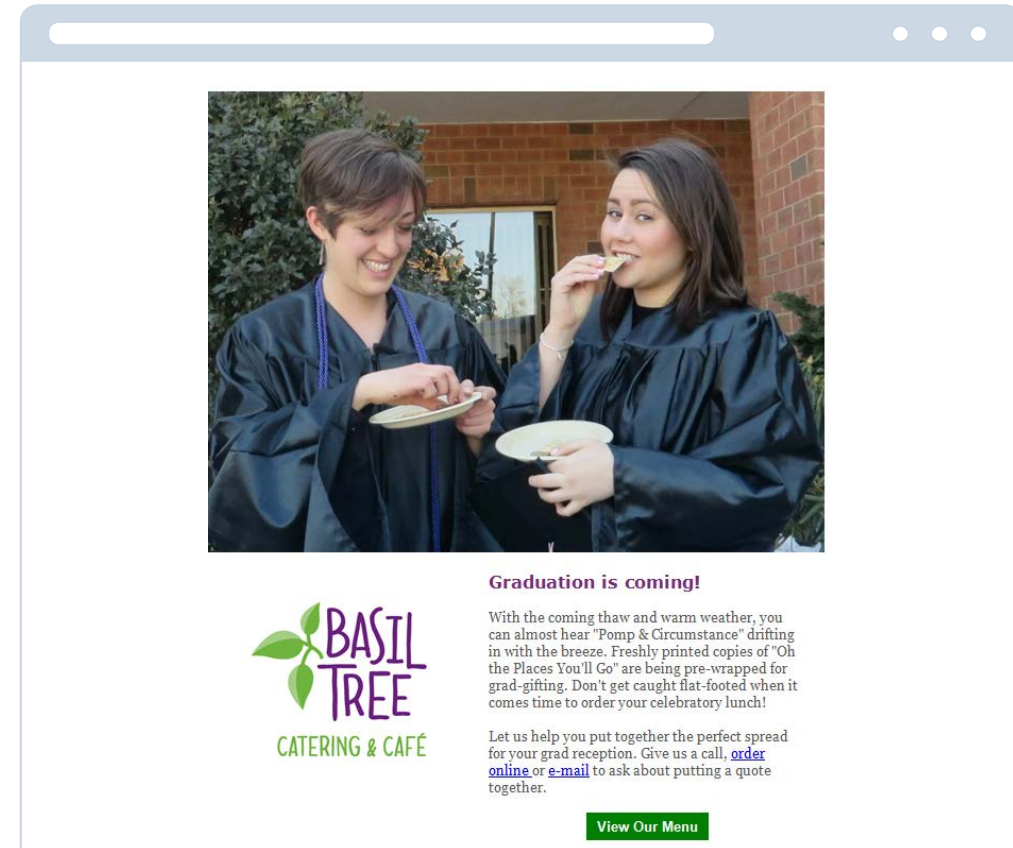


2. Make it **easy** to take action



Pro Tips

- Make pictures clickable
- Include text labels
- Less is more





3. Make it **engaging** with visuals

- 40% of people respond to visuals more than text
- Videos increase clicks
- But remember your objective!





3. Make it **engaging** with visuals



Pro Tips

- 3 or fewer images for highest click through
- Try to keep videos under 90 seconds





4. Make it easier on yourself


Repurpose Everything

BOYS & GIRLS CLUBS OF AUSTIN CELEBRATE PLAY WITH NATIONAL DAY FOR KIDS

Posted by Regent Property Group on Wednesday, September 28th, 2011 at 10:58am.

[f](#) [t](#) [e](#) [v](#) [+](#) 0

National Day for Kids is an annual celebration of a pastime that has been everyone's favorite at least once in their lives: play. The Boys & Girls Clubs of the Austin Area (BGCAA) took part in the Day for Kids celebration this past Saturday at their East Club location, hosting hundreds of area youth for a fun day of games, bar-b-que, and exploration. Every year, BGCAA partners with local organizations and businesses to create a memorable experience for the young and the young at heart. To make this year special, the Austin planetarium set up their mobile exhibit for kids to discover the planets and stars; members of Cattermen Care grilled up burgers; Boulders Sports Climbing Center set up a rock wall; Corvettes belonging to the Longhorn Corvette Club lined the street for young auto fans to explore; and volunteers from Set 2 Serve, Austin High School, and all walks of the Austin community came to teach kids tennis, paint their faces, or to learn how to dance the Dougie from Club Kids.



The East Club is busy five days every week with kids who come to play in the gym, use the high-tech computer lab donated by Dell, Inc., learn to play an instrument with Grounded in Music, or participate in one of the many programming options, but Saturday saw a completely full house of Club kids, their families, and curious neighborhood residents. Austin High School football players tossed footballs with elementary-age boys who barely peak at three feet tall but dream of one day donning a high school jersey, and Austin High cheerleaders led crowds of kids, BGCAA staff and volunteers in the Cha Cha Slide in the Club's horseshoe drive. The BGCAA made sure there was an activity happening for every age group in a consistent flurry of fun and motion. One of the major tenets of the Boys & Girls Club movement is to get active and be healthy, and every

Reply Reply to All Forward


October News and Events
Boys & Girls Clubs of the Austin Area [julie.barschow@bgcaustin.org]
Sent: Thursday, October 11, 2012 9:11 AM
To: Nehoff, Julie

Having trouble viewing this email? [Click here](#)

[f](#) [t](#) [e](#) [v](#) [+](#) [f](#) Like


BOYS & GIRLS CLUBS OF THE AUSTIN AREA ABOUT US | VOLUNTEER | CONTRIBUTE | UPCOMING EVENTS

Feature Video: Grounded in Music



Antone's Night Club. Paramount Theatre. Ruta Maya Coffeehouse. Would you believe us if we told you our kids were performing at these venues? Watch the video and find out if we're telling the truth. Special thanks to our friends at [Reader Films](#) for the amazing video! For more information on Grounded in Music, [click here](#).

Upcoming Events



with **Michael Israel**

Last call for tables and tickets! [Click here to reserve your spot.](#)

Austin Trail of Lights
Posted by [BGLAuntin](#)

Grand Opening of Dailey Middle School Club in Del Valle, in conjunction with National Lights on Afterschool Day. Join us at Dailey Middle School for an open house and celebrate as October 18 is declared "Boys & Girls Clubs of the Austin Area's Lights on Afterschool Day."

Download press release: [MediaAdvisory-Dailey M.S. Boys and Girls Club Opening](#)

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This entry was posted in [News](#). Bookmark the [permalink](#).

Boys&GirlsClubAustin @BGCAustin
Great futures start here. BE GREAT.
Austin, Texas <http://www.bgcaustin.org>

720 TWEETS
2,000 FOLLOWING
942 FOLLOWERS

Tweet to Boys&GirlsClubAustin @BGCAustin

Tweets

Boys&GirlsClubAustin @BGCAustin
OCT News & Events - Check out our new Grounded in Music video, produced by our friends @readerfilms conta.cc/SN59IR Expand

Boys&GirlsClubAustin @BGCAustin
@BGCAustin Thank you for following us. Great futures start here! Expand

Boys&GirlsClubAustin @BGCAustin
@Capital_IDEA Thanks for following us. We love your mission. Together we will help create great futures for Austin and Austin! Expand

Boys&GirlsClubAustin @BGCAustin
@socialgoodnet Thanks for following us. How do we get involved with Social Good Network? Expand

Similar to Boys&GirlsClubAustin

- Clubs
- Contact
- Contribute
- Home
- News

News Pages

- National Alumni Stories
 - Ashanti
 - Cuba Gooding Jr.
 - Denzel Washington
 - Earvin "Magic" Johnson
 - Edward James Olmos
 - Jennifer Lopez
 - John Paul DeJoria
 - Kerry Washington

facebook Search for people, places and things

Boys & Girls Clubs of the Austin Area Be somebody to somebody.

382 Likes · 11 talking about this · 8 were here

Educational Organization · Youth Organization
GREAT futures start here. BE GREAT.

About Photos Likes Map Notes

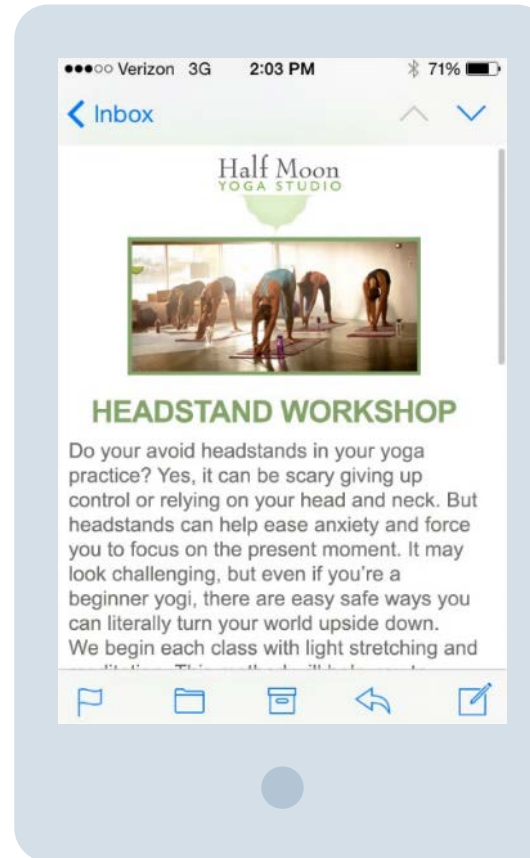
2 Friends
Like Boys & Girls Clubs of the Austin Area



5. Make it mobile

Avoid using too much text.

80% of users delete email that doesn't look good on mobile.





5. Make it mobile



Pro Tips

- Avoid multiple columns
- Clear and easy calls to action
- Avoid tiny fonts
- Use images carefully





Apply what you've learned.

Take a few minutes to consider what you have learned here and write down one plan for a campaign.

.....

- What is your objective?
- What kind of content?
- Write a subject line
- Decide what channels would be best



Agenda

1. Marketing for today
2. How engagement works
3. Campaigns that drive action
4. How to get started



Three simple steps...

- Get your contact list together, even if it's just **five** people.
- Create and send **one** campaign...hit send!
- Watch what happens...do more of what works.



- Add “Join My List” to your website
- Add a link to email signature
- Set up Text To Join
- Get them on Facebook
- Create a paper form (don’t just rely on technology)

Prepare your “pitch” and ask. Just ask.

Get your contact list together, even if it’s just five people.

Join our Mailing List

Sign-up to receive our e-mail communications
Please print clearly

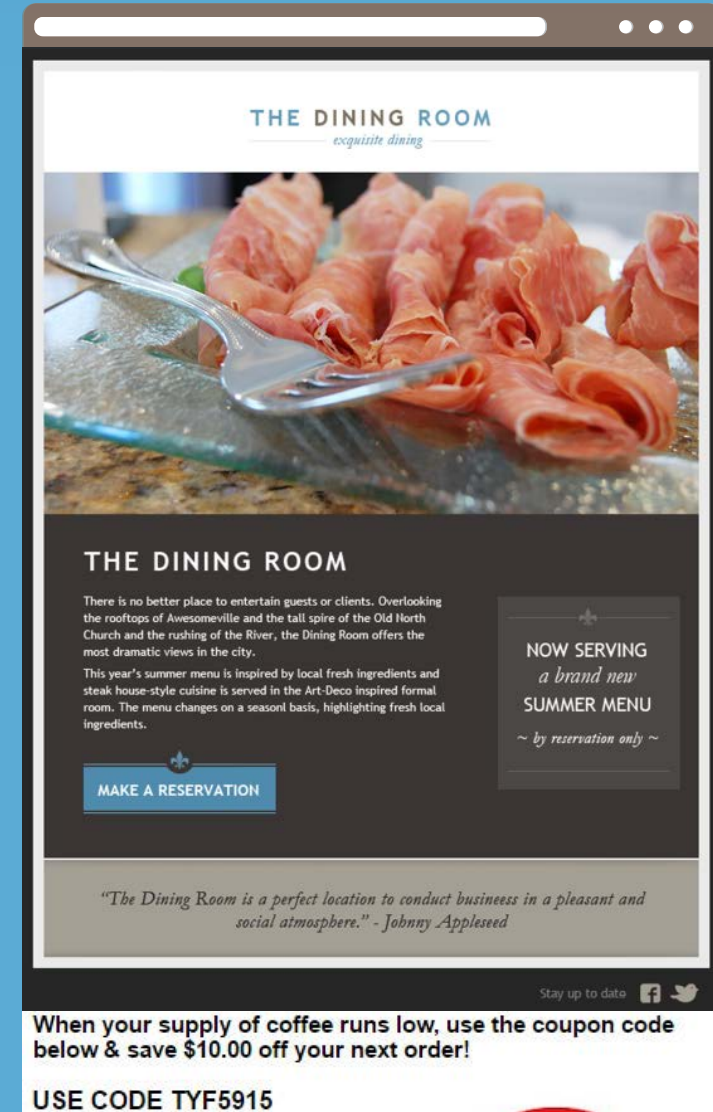
Your information will be kept confidential and used solely for our communications

Email Address	First Name	Last Name
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Try something simple first...

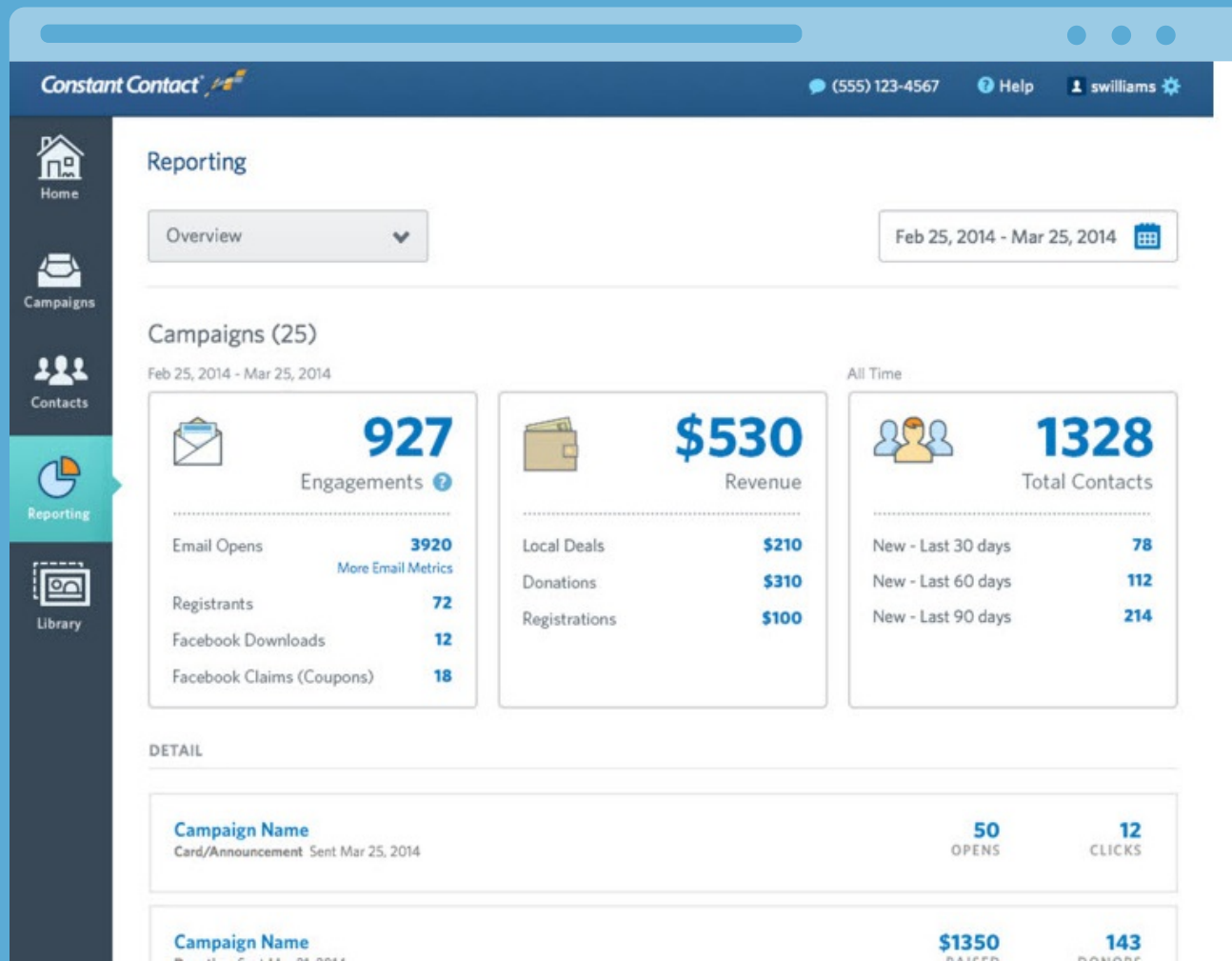
- "Thank You" or "Welcome"
- Special offer or piece of relevant content
- Picture, paragraph and a call-to-action
- Post your newsletter to your social channel.

Hit "send!"





Watch what happens. Do more of what works.





You really can do this!



BE A MARKETER

All it takes is Constant Contact®

#BeaMarketer



Resources

Learn more...

Local and online seminars

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Scroll down to Seminars & Training

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Constant Contact Marketing Resources

blogs.constantcontact.com/library

Check out blog posts, guides, videos, infographics,
recorded webinars and more!