

How to win at email marketing and Facebook advertising

Amplify your messages and drive new customers to your list





BE A MARKETER

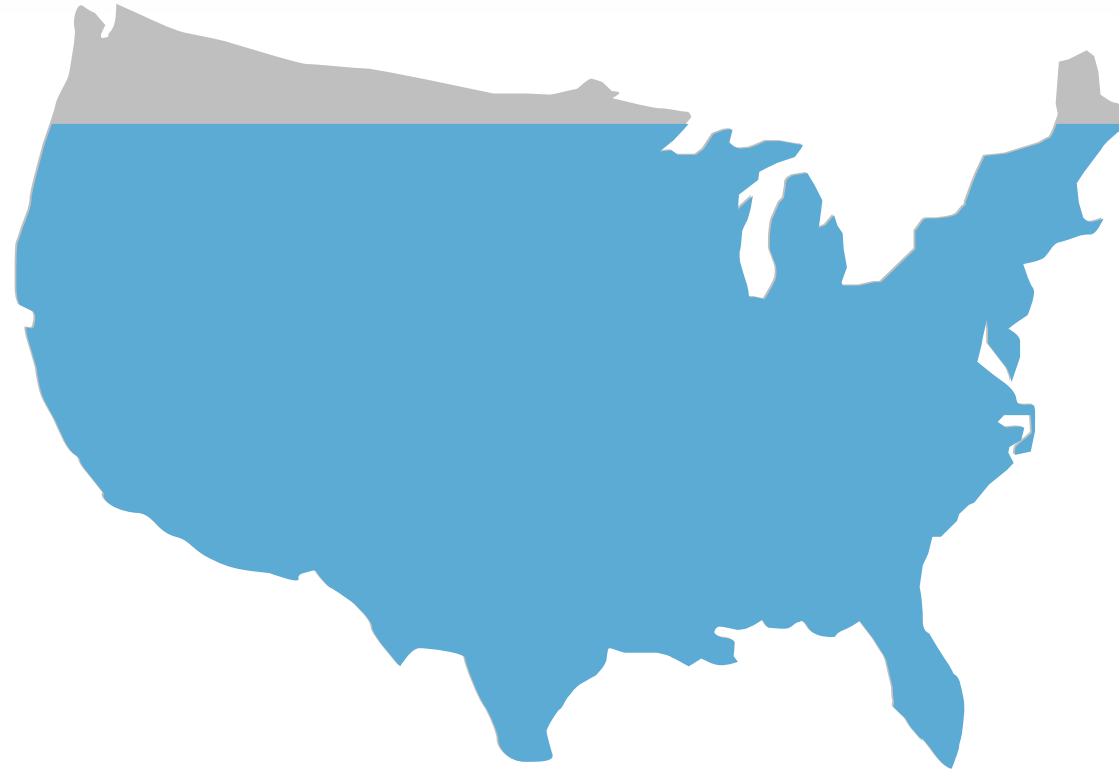
All it takes is Constant Contact®

#BeaMarketer



Email is hard to beat. It's where people are.

91% of US
adults...



... like to receive
promotional
emails from
companies with
which they do
business.



The screenshot shows the Cotton Clouds website with a navigation bar (Home, Yarns, Kits, Patterns, Books, Tools, Spinning, Specials) and a header celebrating 32 years. The main content features a 'Summer Towel SALE' with a large image of a towel and a starburst graphic for 'Free Ship Kit Sale'. A blue button says 'Click HERE to learn more'. Below the main image, text reads 'Kit orders \$80+ Use Code FreeShip80 Sale Ends July 1, 2015'. At the bottom, there are four small images of different towel patterns and a footer with the text 'Free Shipping to 48 US States; all other addresses receive 10% off order total before shipping'. A final banner at the very bottom says 'Order Now! Sale Ends July 1, 2015' and 'Use code FREESHIP80 at checkout to receive free shipping on your next towel kit order of \$80 or more.'

Home | Yarns | Kits | Patterns | Books | Tools | Spinning | Specials

Cotton Clouds
32 Years of Quality

Cotton Lover's E-News
celebrating the natural fibers you love

June 25, 2015

Summer Towel SALE

Free Ship Kit Sale

Click HERE to learn more

Kit orders \$80+ Use Code FreeShip80 Sale Ends July 1, 2015

Free Shipping to 48 US States; all other addresses receive 10% off order total before shipping

Order Now! Sale Ends July 1, 2015
Use code **FREESHIP80** at checkout to receive free shipping on your next towel kit order of \$80 or more.

What can email do for *your* business?

Boost repeat business.

"Every time I send out an email, I get a sale in 15 minutes. Overall, I get up to four times as many sales with these newsletters than I did with my old ones, and they've gone from about \$50 per order to \$100."

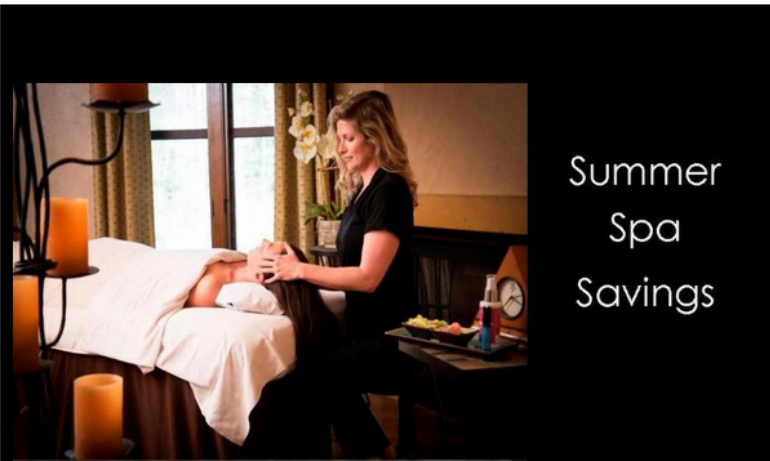
- Irene Schmoller, founder [Cotton Clouds](#)



What can email do for *your* business? Create and **increase awareness.**

“The emails are an important reinforcement of brand. I get calls from people I’ve never met all the time. They get the newsletter, or a friend of theirs gets the newsletter, and they know I’m the person to call. It really helps establish credibility upfront.”

- Brandon Stewart, realtor at [David Griffin & Company Realtors](#)



Summer
Spa
Savings

Enjoy a 50 minute Swedish Massage
OR 45 minute Custom Facial for \$125
(originally \$150)

10% discount on all other spa services

10% discount excludes hair and nail salon. Offer expires on September 7,
2015 and cannot be combined with any other promotion or discount.

Open Daily

Gym 6:00am-8:00pm | Aqua Sanitas 8:00am-7:00pm
Spa and Salon services 9:00am-7:00pm

Allegria Spa | Park Hyatt | 100 E Thomas Place | Beaver Creek | CO
| 970-748-7500 | www.allegriaspa.com |

What can email do for *your* business? Drive revenue and profit.

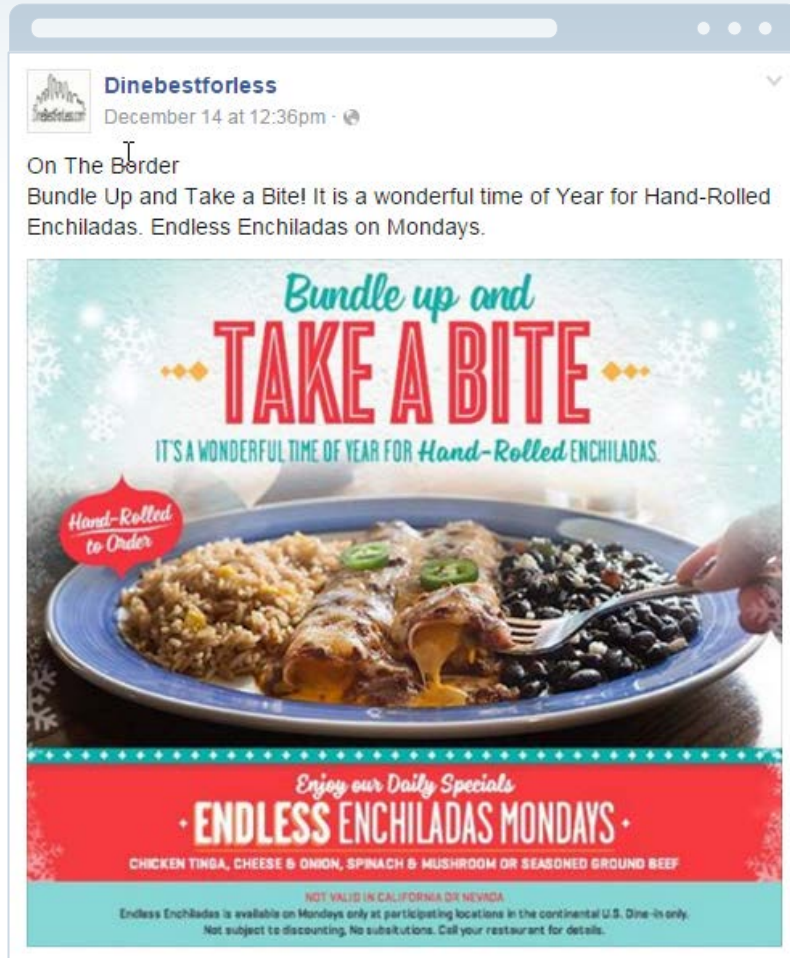
“It has definitely been the easiest way to reach people. If we have a slower day and know that we want to reach local people, we can create a quick email and will get at least a few calls right away.”

- Christine Copertino, spa director for [Allegria Spa](http://www.allegriaspa.com)



49% of consumers like a Facebook business page

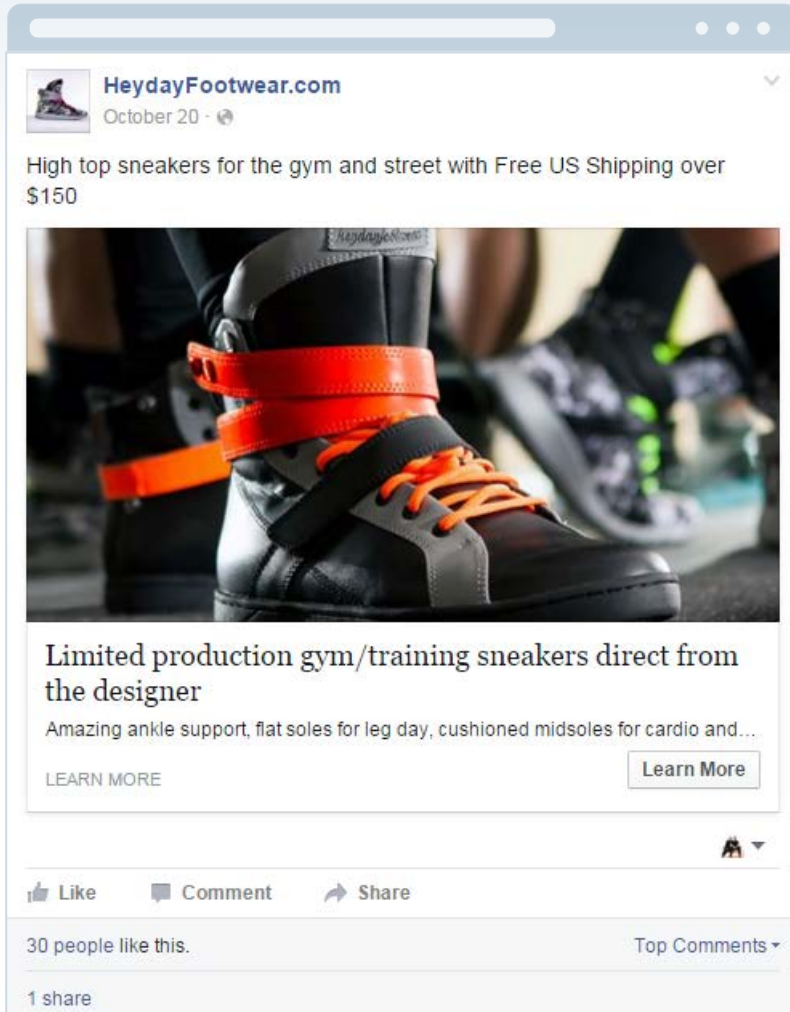
41% want regular updates from brands they like



What can Facebook do for your business? Build awareness.

“The targeting has absolutely been the best feature. The biggest goal for us is to get that local exposure, and being able to target people on Facebook that live within a 25-mile radius is key. There’s no doubt about it — it works.”

- John Jeserski, founder DineBestForLess.com



What can Facebook do for *your* business? Drive measureable **ROI**.

“We noticed that it was working right away. Our reach and clicks were far beyond what we were told to expect from the ad.”

- Darin Hager, founder [Heyday Footwear](https://www.heydayfootwear.com)

Agenda

1. Create a great email
2. Facebook marketing the right way
3. Put it all together: Facebook ads
4. Next steps



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What is email marketing?

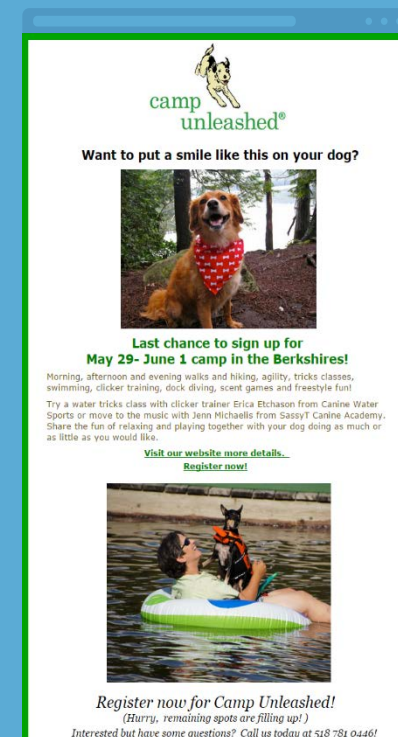
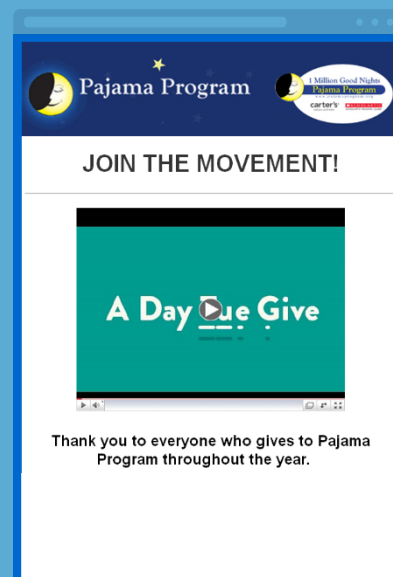
Delivering professional email communications...

that looks great in any inbox!

to an interested audience...



Containing information the recipient finds valuable...





Newsletters

Frequency:
Monthly / quarterly

Content:
Educational (often non-promotional)



Announcements

Frequency:
Event / date driven

Content:
Promotional or educational with targeted message

Surveys, new products, special events



Promotions

Frequency:
Bi-weekly / monthly

Content:
Promotional / limited content

Deals or coupons





Select a mobile-
friendly template
that matches your
message

Make sure your
brand is consistent
everywhere

Look great – and recognizably *you* – in any inbox!



How much is enough? Less is more.

3 pictures or less



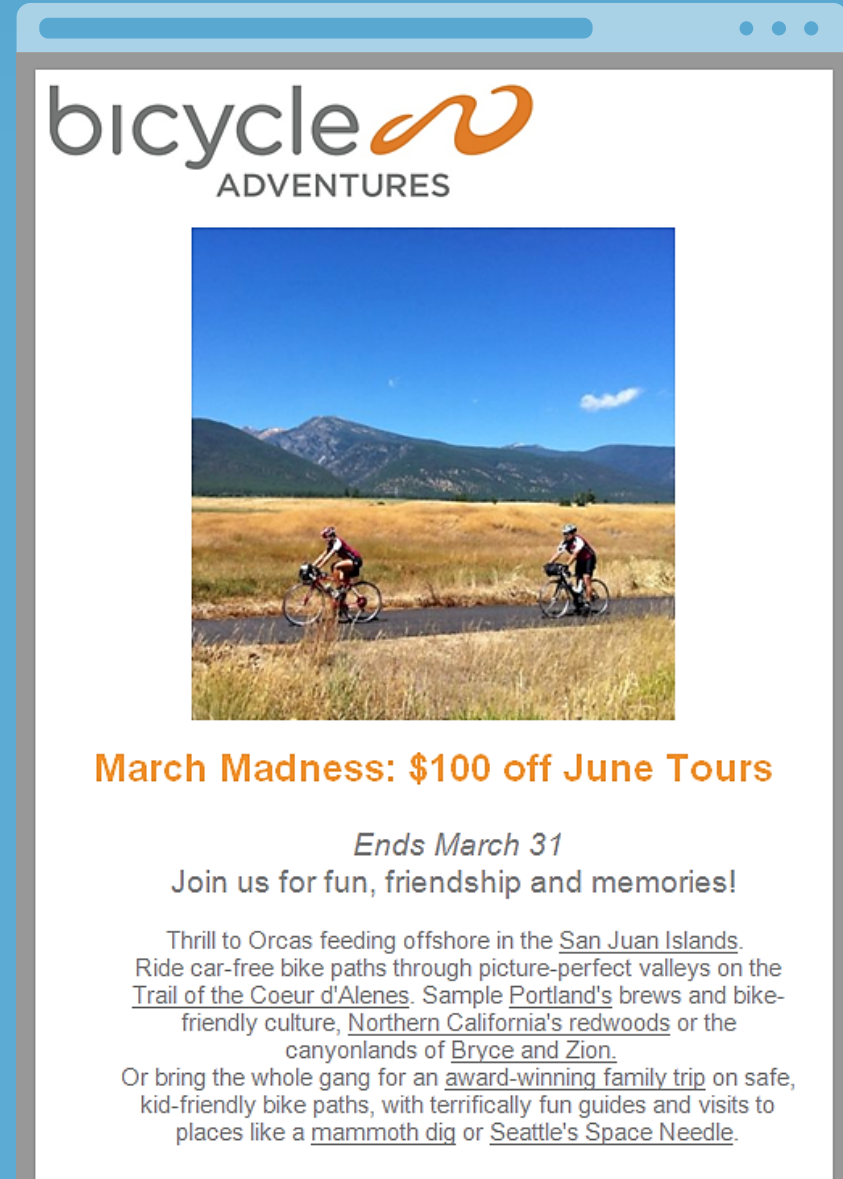
.....20 lines of text or less



Make it engaging with photos


- 82% of people pay more attention to emails with pictures
- Use alt text and preheader text: email readers may not see images by default
- 3 or fewer images for highest click through
- Spotlight your products, services, employees and customers
- Don't use images of your content

Source: ContentLEAD, Infographic: Anatomy of the Email Marketing Message, 2015
Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015



The screenshot shows an email interface with a browser-like header. The main content area features the 'bicycle ADVENTURES' logo at the top, followed by a large photograph of two cyclists riding on a paved path through a grassy field with mountains in the background. Below the photo is a promotional offer: 'March Madness: \$100 off June Tours' in orange text, followed by 'Ends March 31' and 'Join us for fun, friendship and memories!'. The bottom section contains a paragraph of text describing various cycling adventures, with several phrases underlined as links.

bicycle ADVENTURES



March Madness: \$100 off June Tours

Ends March 31

Join us for fun, friendship and memories!

Thrill to Orcas feeding offshore in the San Juan Islands. Ride car-free bike paths through picture-perfect valleys on the Trail of the Coeur d'Alenes. Sample Portland's brews and bike-friendly culture, Northern California's redwoods or the canyonlands of Bryce and Zion. Or bring the whole gang for an award-winning family trip on safe, kid-friendly bike paths, with terrifically fun guides and visits to places like a mammoth dig or Seattle's Space Needle.



Focus on
being relevant

Figure out
how much is
“enough”

Turn questions
into content

Images are
content too

It's not always about you.
It's about what you know, or what you have access to.



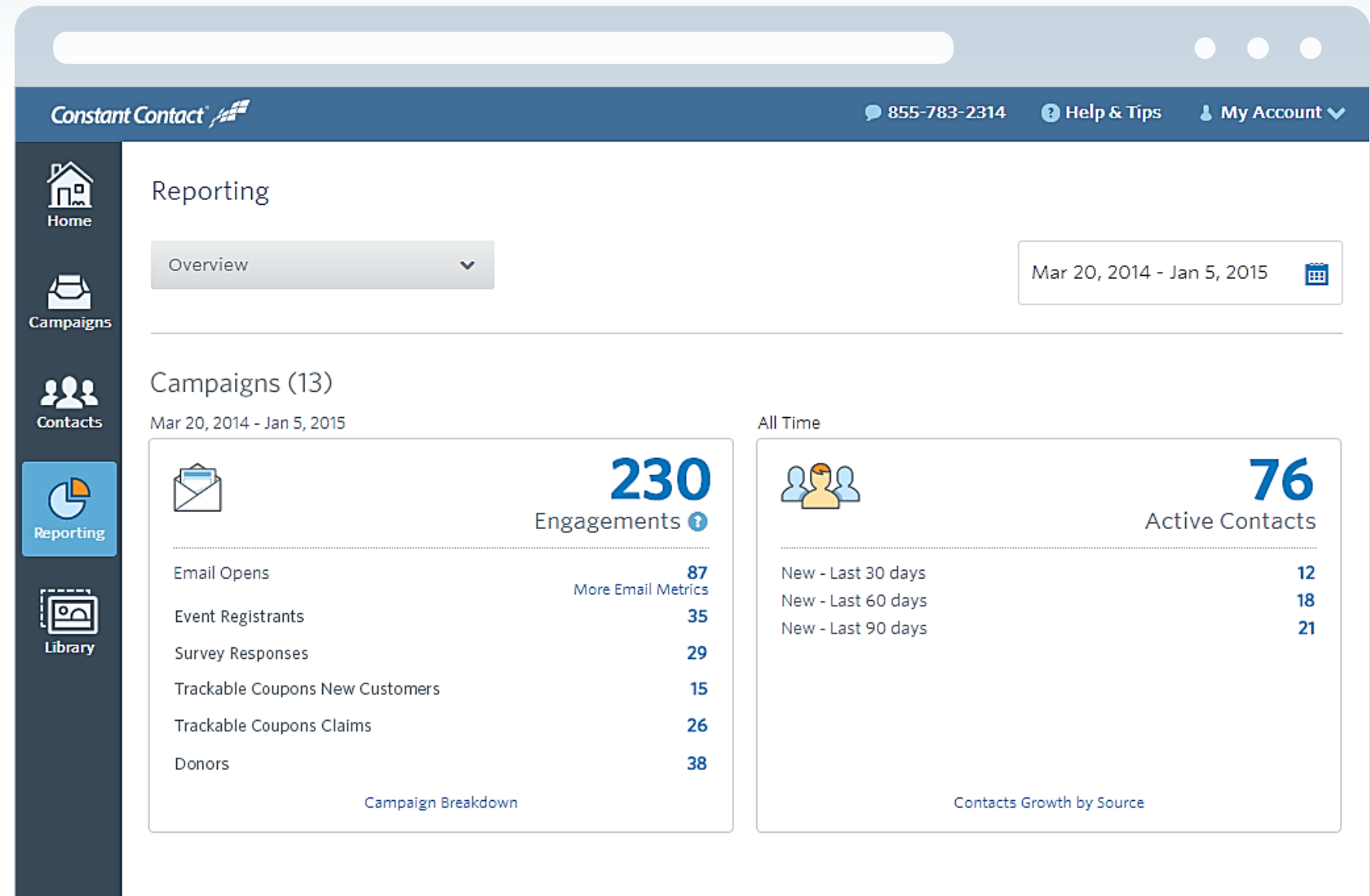
Follow this simple recipe for success...

1. Single column template
2. Fewer than 3 Images
3. Fewer than 20 lines of text
4. No more than 3-5 links
5. Action above the scroll line





If you're not
measuring...



You're not
marketing.

My Email Campaign

Newsletter Email, Sent 01/10/15, 2:15PM

25

21

214

OPENS

CLICKS

SENDS

My Event

17

Constant Contact

855-783-2314

Help & Tips

My Account

Home

Campaigns

Contacts

Reporting

Library

Reports > My Email Campaign

My Reports

- Sent (214)
- Opened (25)
- Clicked (21)
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

21

Unique Clicks

What gets the most clicks?

10% Click-through rate

7% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

4 URLs

Display: By URL

| Link URL | Unique Clicks | Distribution |
|---|---------------|--------------|
| http://www.pinterest.com/mindbodyonline/ | 2 | 9% |
| https://www.facebook.com/pages/Half-Moon-Yoga-Studio/223262421217335 | 4 | 19% |
| https://www.mindbodyonline.com/online-booking | 12 | 57% |
| https://www.youtube.com/user/MINDBODYonline | 3 | 14% |



Know what metrics matter

Open rate

Pro: Indicates who is interested

Con: Can be triggered automatically and be a false positive

Click-through rate

Pro: Shows who is engaged and taking action

Con: Only shows individual recipient action

Shares

Pro: Illustrates the content your audience finds most valuable

Con: Only part of the story without the 'click'

Opt-outs

Pro: Gives you an opportunity to learn what's not working

Bounce rate

Pro: Helps you keep your list healthy and email deliverability rates high

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What is it?

Largest social sharing site for users and businesses

Post this:

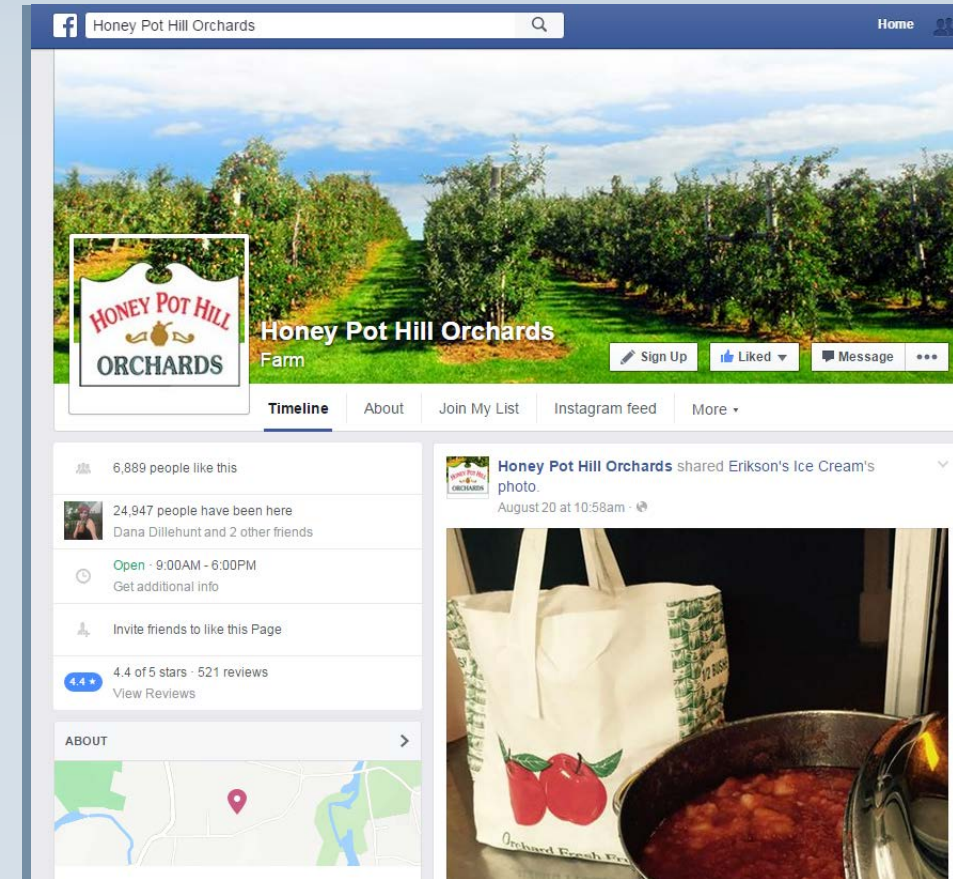
Text, links, photos and videos that engage, inform and promote

How often?

1-2 X per day

Business benefit

Reach large audiences, advertising platform



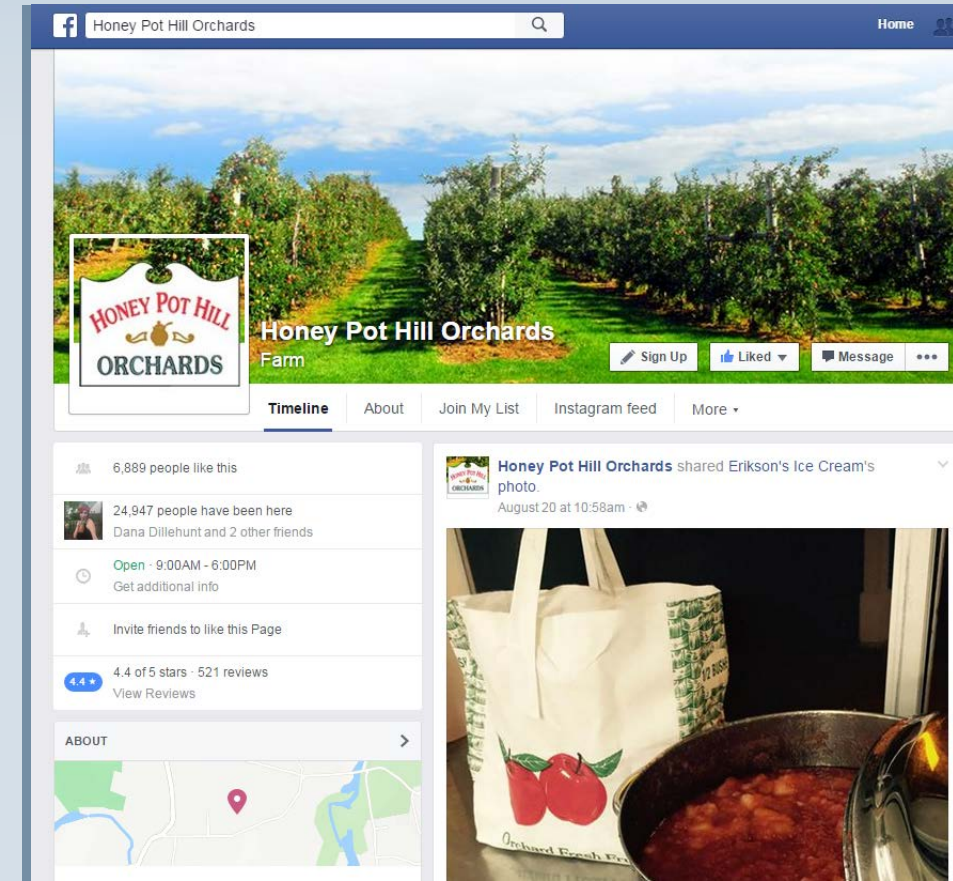


Business value:
Reach large audiences

Create and share the right content

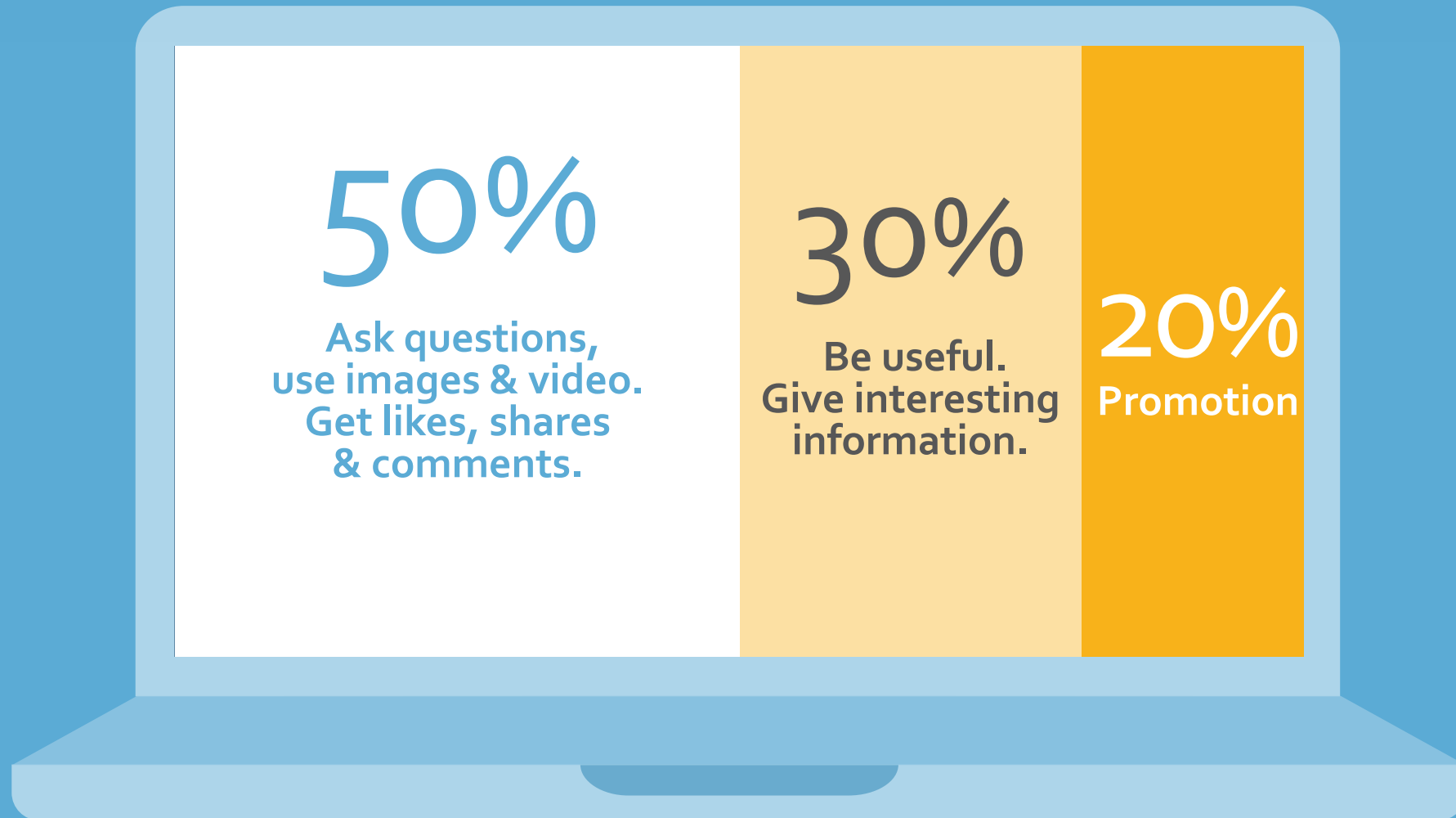
Be aware of Facebook's algorithm

Use Facebook's Insights tool






Content best practices: Write for your audience, not for *you*





Facebook content that works


Videos

**Honey Pot Hill Orchards**
November 6 at 12:23pm · Edited · 🌐


Hi Everyone! So this weekend we are doing something special. We have apples left over from a MONSTER crop and have received a lot of support and love even after the hail and the heat. We will be doing FREE apple picking this weekend. We have Spencer, Empire, Red Delicious, limited Cortlands, a few McIntosh and Macouns. Bring your own bag or buy one of ours for a dollar.

SATURDAY AND SUNDAY ONLY 10-5




Hayrides will be running 1030-4 Saturday and Sunday, \$2 per person 2 and und... [See More](#)


**Honey Pot Orchards Stow Massachusetts**
4:25 / 4:37
Honey Pot Orchards Stow Massachusetts
Voted best apple orchard in USA by Huffington Post
YOUTUBE.COM




Photos

**Honey Pot Hill Orchards**
September 7 · 🌐

Hello Everyone! We will be open on Labor Day (today) from 9-6 in the store and from 9-5 for picking. Twist of fate! We will have Macs and Gala for picking today. We also have plenty of Akane, Sansa, Ginger Gold and Gravenstein for your picking fun! Please don't forget about our delicious home made cider donuts, made with our own fresh pressed cider. Our Monster Hedge maze and Hayrides will be open from 10-4, have a wonderful holiday!




**Honey Pot Hill Orchards**






467 people like this · Chronological

Status updates

**Honey Pot Hill Orchards**
October 11 · 🌐


For Columbus Day Monday we will be open 930-5 for apple picking! Our picking list will consist of Spencer, Mutsu, Golden Delicious, Cortland, McIntosh, Macoun, Red Delicious, Empire, Bosc Pears and Spartan. Our Hayrides will be running 930-5 and our big maze will be open 10-4. We will also have our grill open 10-430. PLEASE come early for donuts as we may be shutting the line down early so our dedicated high school workers can go home and do homework!!





44 people like this. Chronological


1 share

View 12 more comments

**Gabby Paolini** Will you be open even in rain today?
Like · Reply · October 13 at 10:22am

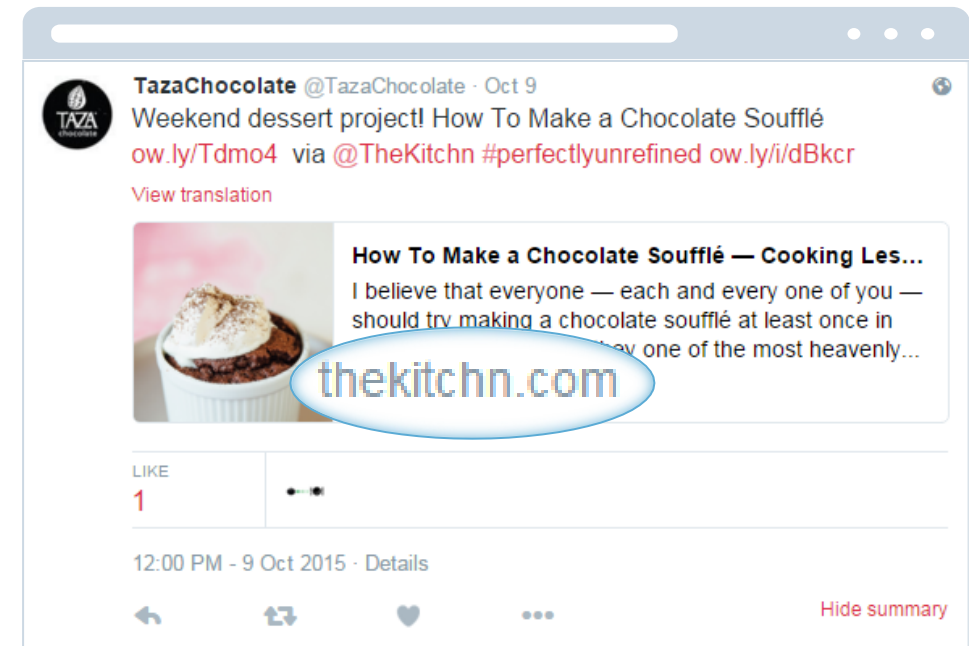
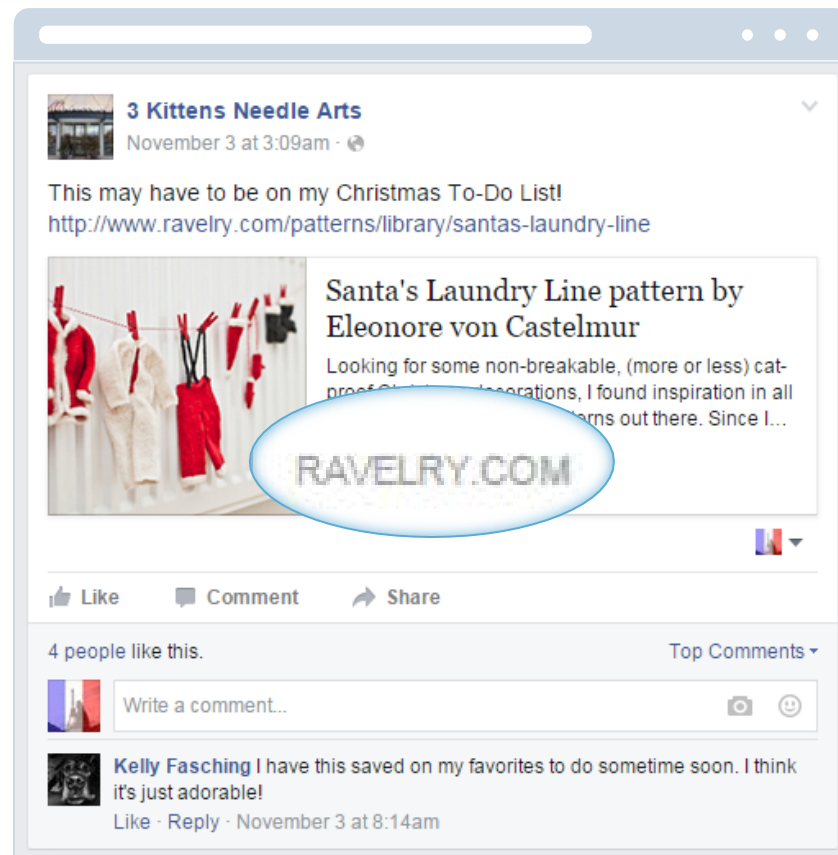
**Honey Pot Hill Orchards** Yes we are even open when it rains!
Like · Reply · October 13 at 12:35pm

**Mohammad Masud** hi, are you open today? also, do you have Gala for picking anymore?
Like · Reply · October 14 at 9:21am

**Honey Pot Hill Orchards** Hi! We are open every day! We are unfortunately out of Gala for picking for the season, although we do still have them available in the store.
Like · Reply · October 16 at 8:25am



Content curation is sharing content from other sources.





Where do you find it?

- Check the news
- Read blogs
- Follow others on social media
- Google Alerts
- Subscribe to email lists
- Customers or employees
- ***Don't forget to give credit to the original author or source!***





Facebook has an algorithm

The “EdgeRank” algorithm shows posts based on ...

- Interest of your fans
- The post’s performance among other users
- Performance of your past posts
- Type of post the users prefer
- How recent the post is





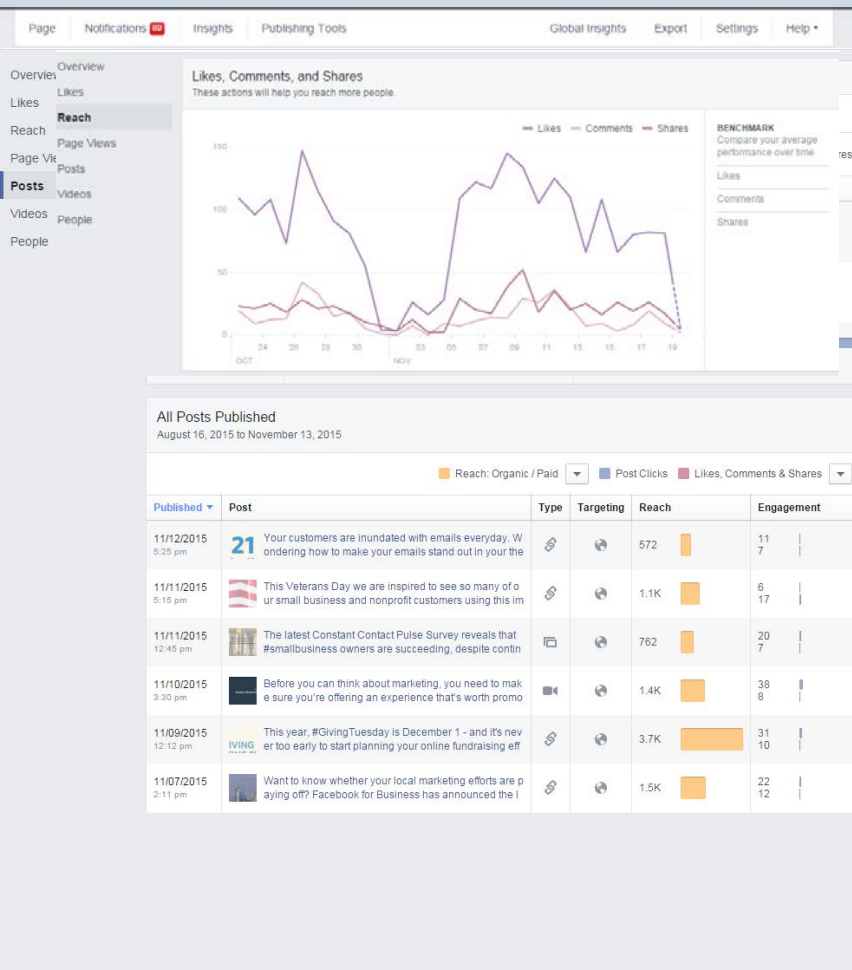
Use Facebook's Insights tool to know what works for you

What types of posts are doing well

Engagement metrics

Who engages with your content

When your fans are online





Follow this simple recipe for success...

1. Follow the 50% 30% 20% rule
2. Try photos, videos and status updates
3. Use curated content
4. Pay attention to audience preferences



Agenda

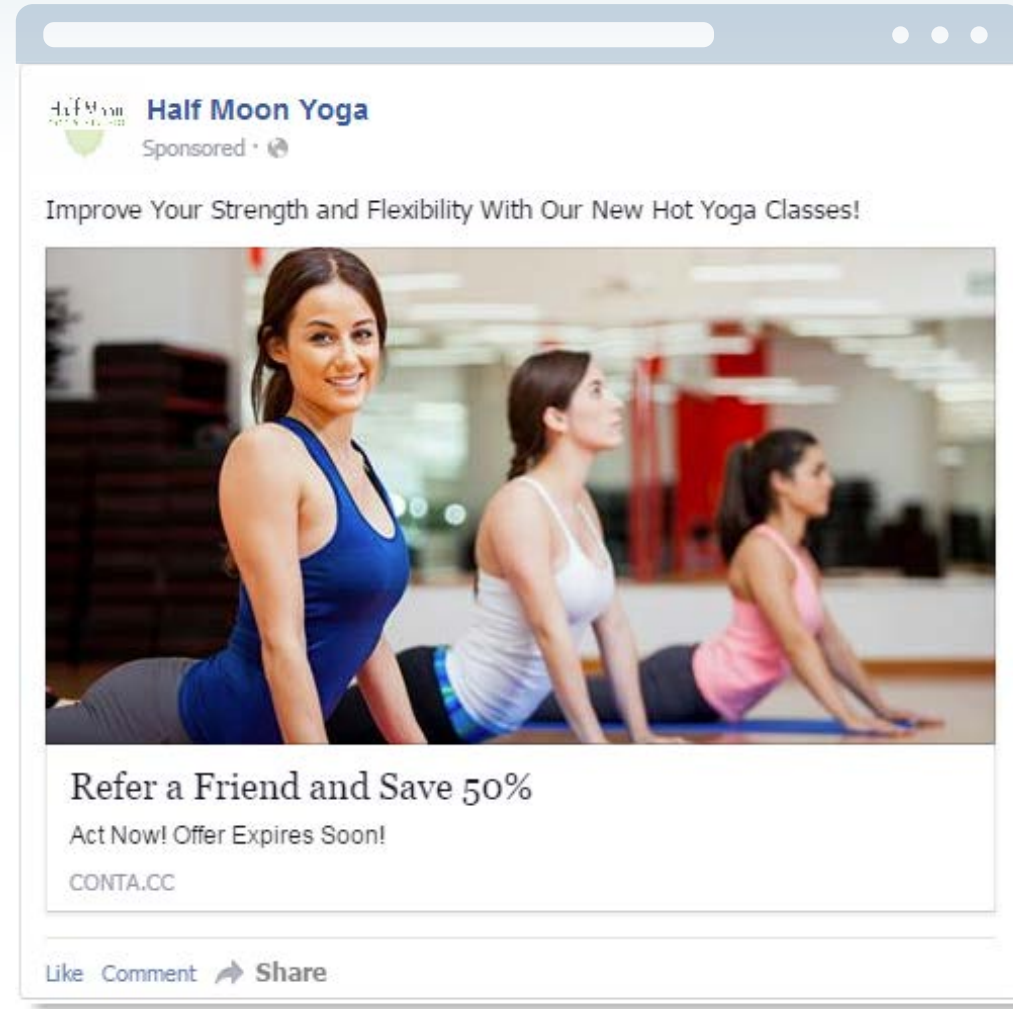
1. Create a great email
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3. Put it all together: Facebook ads
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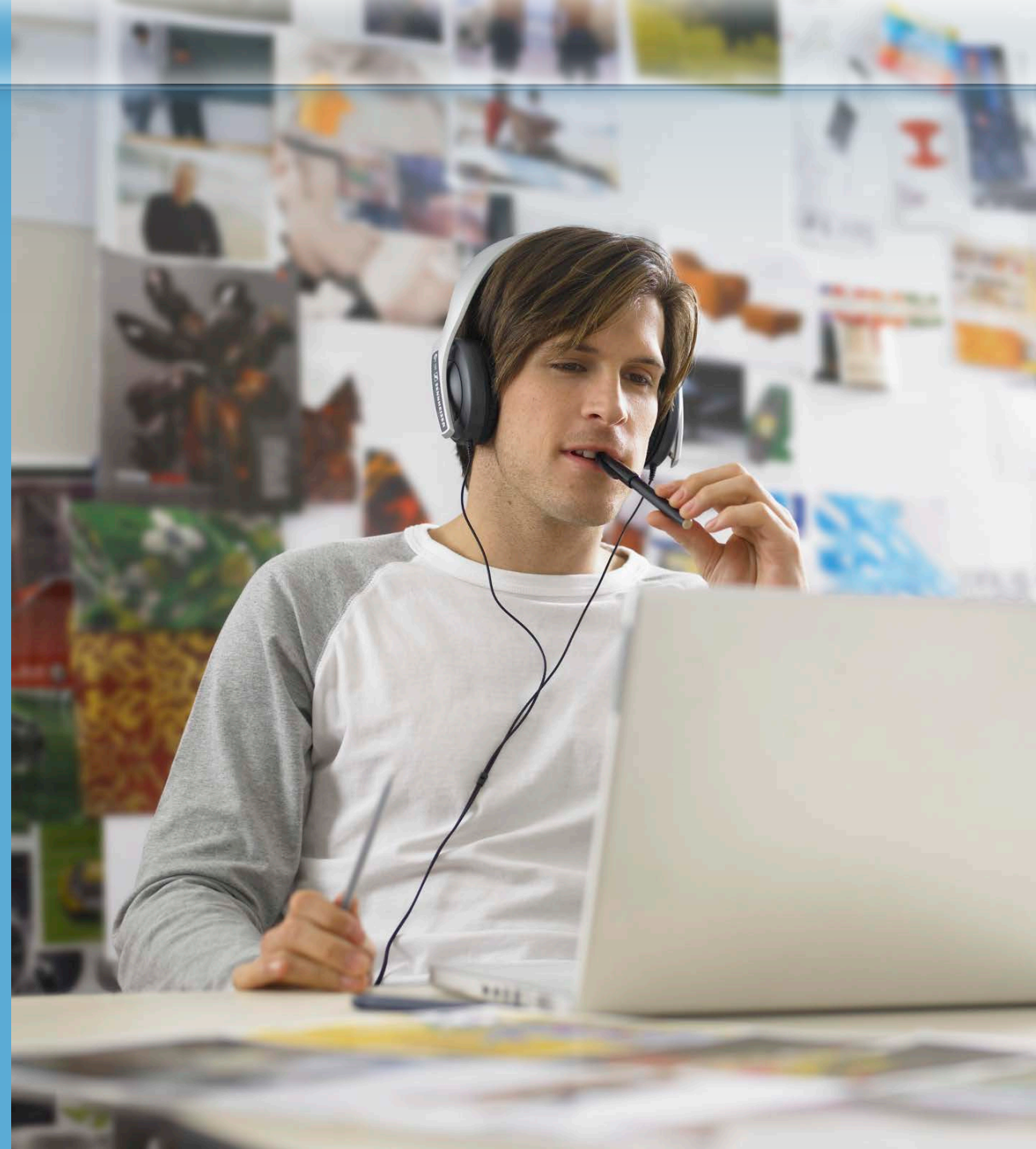
Email + Facebook ads

- Reach more existing fans
- Reach new people
- Get more from your email



Turn your email into a Facebook ad

- Promote your email right from your account
- You have control over your ad's look and feel
- Target the right customers
- Optimized for mobile and desktop
- Track your ad's performance





1. Start with the right email



[Forward This Email to a Friend](#)



2. Choose your targeting



Facebook Advertising EXIT Update Ad

Area to show ad:

☐ Citywide ☒ Statewide ☐ Nationwide

California

Completion time:

14 Days

Edit your ad Preview

Message 3

Performance high top gym sneakers for the freshest in fitness direct from the designer!

Image

Please select a high quality image without any text for best results.



3. Customize your ad

heydayfootwear®

Performance Sneakers for the Freshest in Fitness

SHIPS FIRST WEEK IN JULY
SHOP NOW \$125

CLICK TO BUY

CLICK TO BUY

CLICK TO BUY

CLICK HERE TO FOLLOW @HEYDAYFOOTWEAR

Forward This Email to a Friend

Facebook Advertising

Area to show ad:
☐ Citywide ☒ Statewide ☐ Nationwide

California

Completion time:
14 Days

Edit your ad

Message

Performance high top gym sneakers for the freshest in fitness direct from the designer!

Image

Please select a high quality image without any text for best results.

Suggested Post

Your Business Name
Sponsored •

Performance high top gym sneakers for the freshest in fitness direct from the designer!

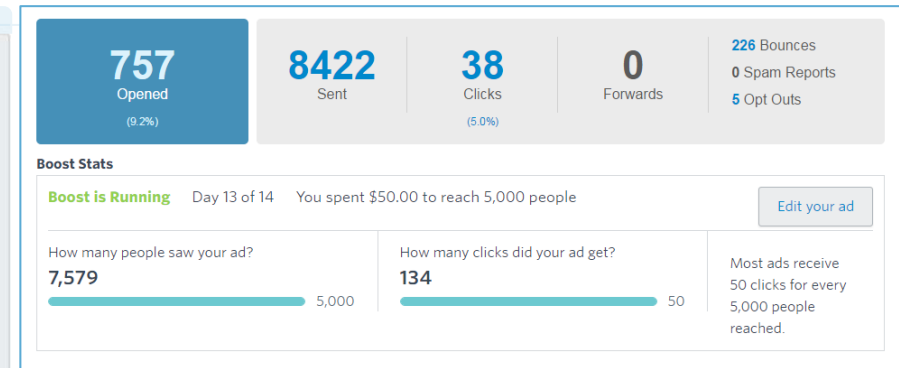
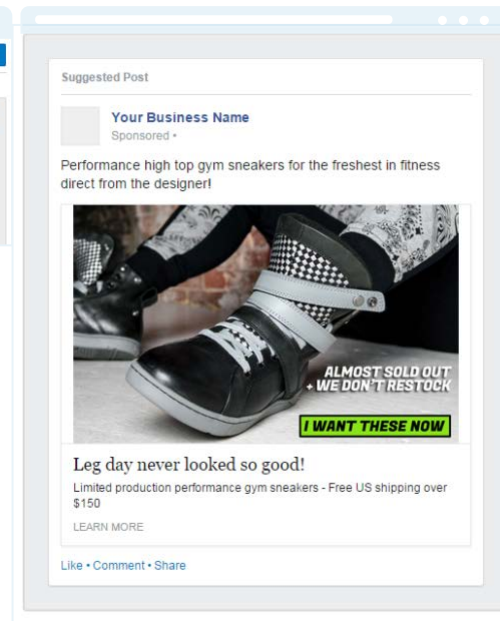
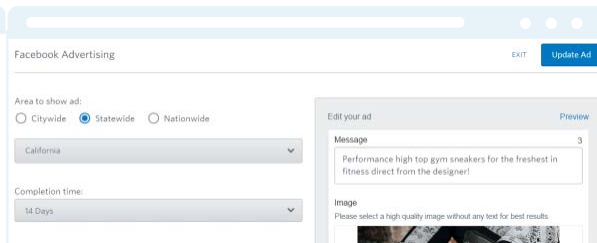
Leg day never looked so good!
Limited production performance gym sneakers - Free US shipping over \$150

LEARN MORE

Like • Comment • Share



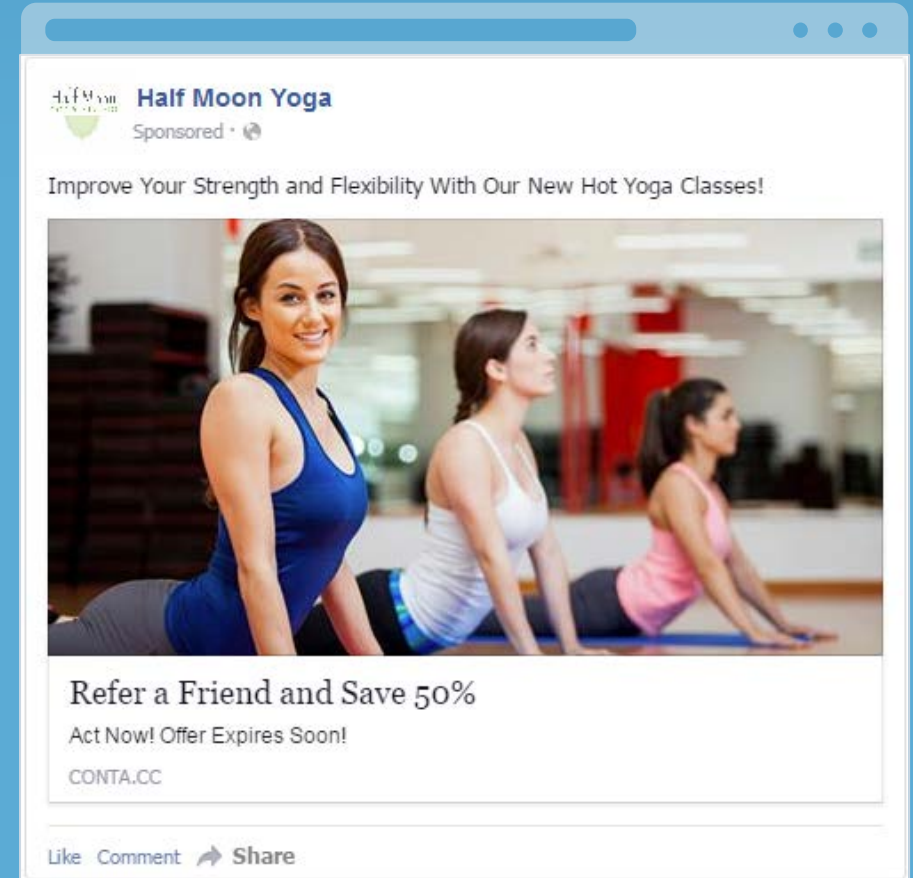
4. Track your results





Follow this simple recipe for success...

1. Images should have less than 20% text
2. Keep your title short
3. Use the right keywords
4. Include a strong call to action



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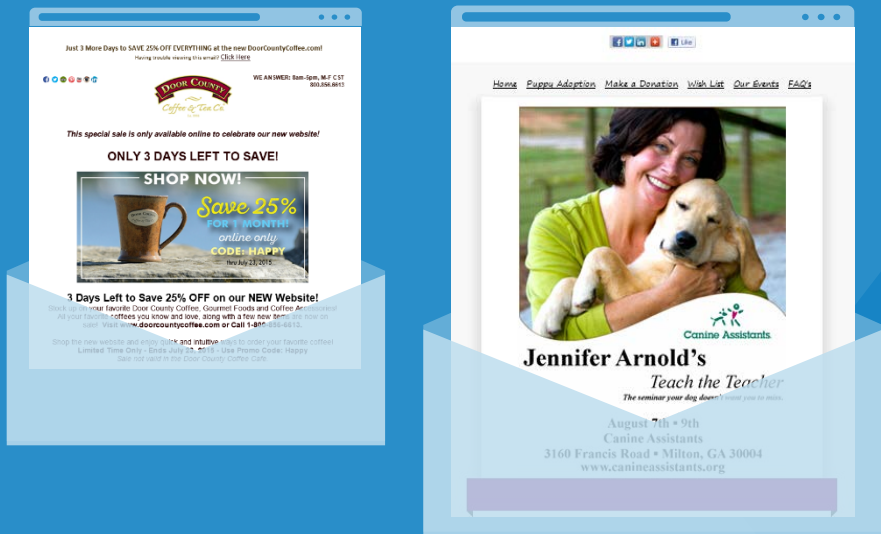


Next steps

1. Build better emails and share the right Facebook content
2. Measure and find what works for email and Facebook
3. Create a Facebook ad for an email that does well and drive people to your list
4. Target the right audience
5. Review your results and apply what you've learned to your next Facebook ad



Amplify your email...



Drive traffic back...



Facebook LinkedIn Twitter Pinterest



Anatomy of an email. And your email checklist.

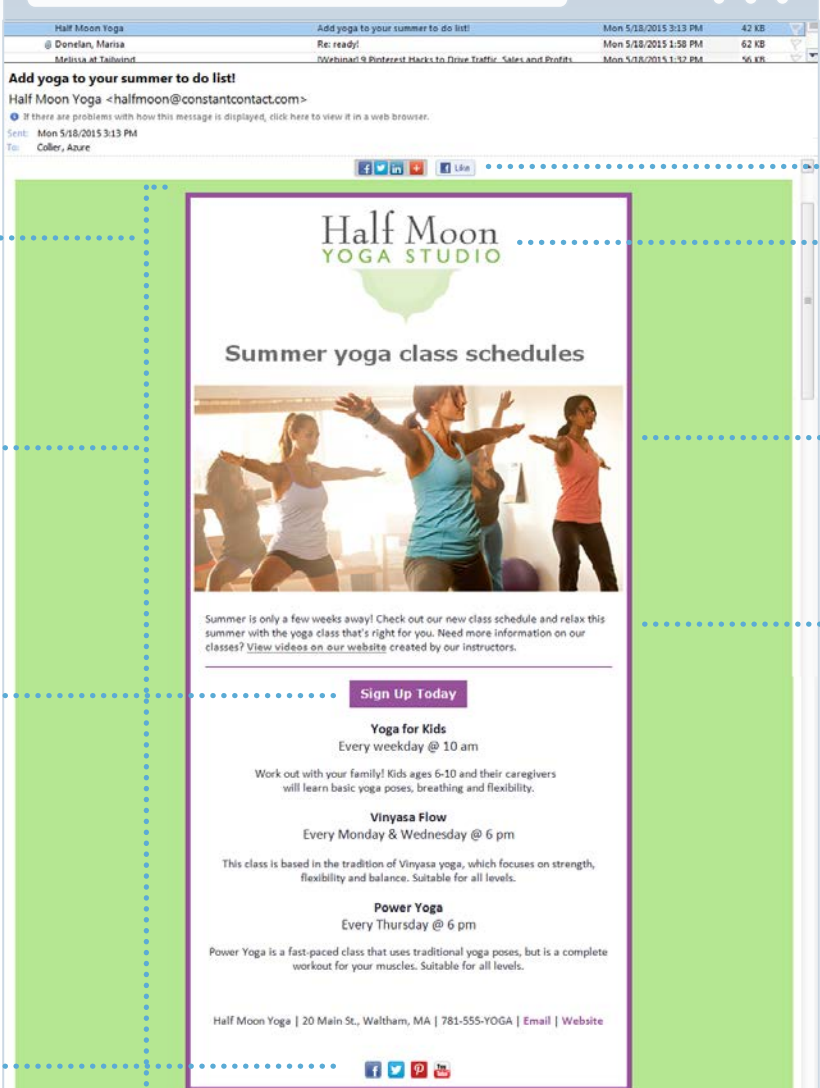
Include your business name in text

Choose the right template for your message & design for mobile

Use your brand colors

Keep key call-to-action above the scroll line and optimize your links.

Use social media buttons



Half Moon Yoga

Add yoga to your summer to do list!

Mon 5/18/2015 3:13 PM 42 KB

@ Donelan, Marina

Re: ready!

Mon 5/18/2015 1:58 PM 62 KB

Melissa at Tailwind

Webinar! 9 Pinterest Hacks to Drive Traffic, Sales and Profits

Mon 5/18/2015 1:12 PM 56 KB

Add yoga to your summer to do list!

Half Moon Yoga <halfmoon@constantcontact.com>

If there are problems with how this message is displayed, click here to view it in a web browser.

Sent: Mon 5/18/2015 3:13 PM

To: Collier, Anne

Half Moon YOGA STUDIO

Summer yoga class schedules

Summer is only a few weeks away! Check out our new class schedule and relax this summer with the yoga class that's right for you. Need more information on our classes? View videos on our website created by our instructors.

Sign Up Today

Yoga for Kids

Every weekday @ 10 am

Work out with your family! Kids ages 6-10 and their caregivers will learn basic yoga poses, breathing and flexibility.

Vinyasa Flow

Every Monday & Wednesday @ 6 pm

This class is based in the tradition of Vinyasa yoga, which focuses on strength, flexibility and balance. Suitable for all levels.

Power Yoga

Every Thursday @ 6 pm

Power Yoga is a fast-paced class that uses traditional yoga poses, but is a complete workout for your muscles. Suitable for all levels.

Half Moon Yoga | 20 Main St., Waltham, MA | 781-555-YOGA | Email | Website

Keep the preview pane in mind, maximize the top 2-4 inches

Use the Share Bar

Place your logo left or center, never on the right

Communicate through pictures and make them clickable

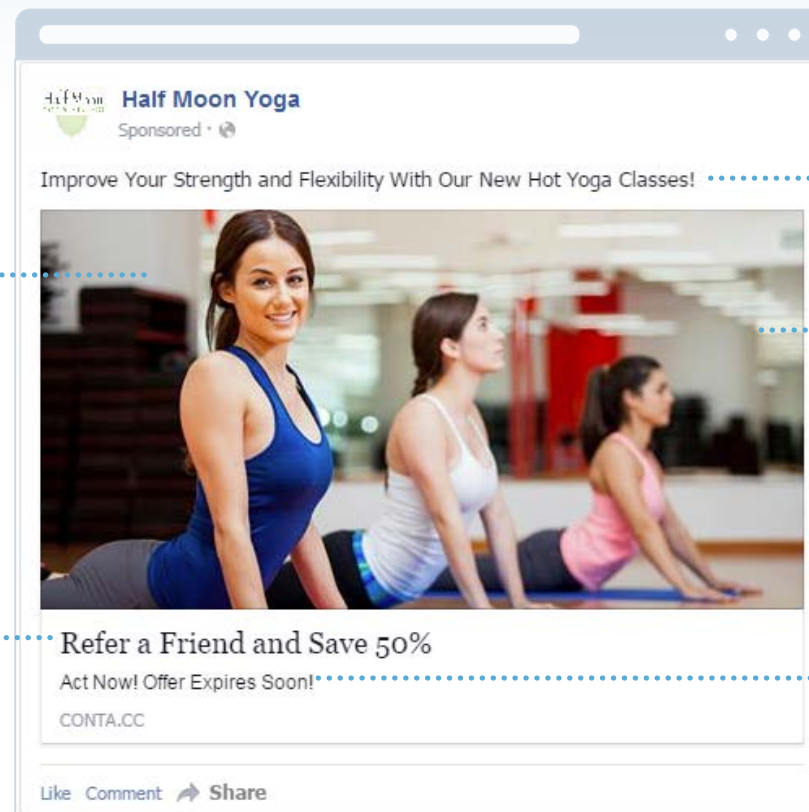
Less is more. Focus on relevant content. 3 or fewer images and about 20 lines of text have the highest click-through rates.



Anatomy of a Facebook ad. And your Facebook ad checklist.

Use an image with less than 20% text

Use a strong call to action in less than 25 characters



Tell your story in less than 90 characters

Choose an image that showcases your services

Tell people why they need to click on your ad



Resources

Learn more...

Local and online seminars

www.constantcontact.com

Scroll down to Seminars & Training

Get started today...

60-day free trial

www.constantcontact.com

Find help...

Constant Contact Marketing Resources

blogs.constantcontact.com/library

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