

# Increase Your Profitability by Integrating Your Email Marketing & Social Media



© 2015 Copyright Constant Contact, Inc.

# Email Marketing + Social Media = Success

Whether you're already using social media and have been underwhelmed by the results, or you're using email marketing and want a new way to grow your audience — you'll get the best return from your investment when you use these tools together.

In this guide, we'll show you how to use email marketing and social media together to increase your business's profitability. Here's a quick recap of what we'll cover:

## How to Get Fans and Followers to Join Your Email List

Email lets you take ownership of your database so that you're able to communicate with your audience on your own terms. Consider these three steps for growing your email list on social media:

- 1. Make it easy for people to sign up:** Make your email sign-up form available on all of your social channels.
- 2. Give your emails visibility:** Share your newsletters and announcements on social media to extend your reach and attract new readers.
- 3. Offer an incentive:** Create a special offer or host a sweepstakes that encourages fans and followers to join your email list.

## Make Your Emails More Social than Ever

As you grow your email list, you'll be able to drive people back to your social media channels and boost engagement on your different social channels. Here are a few quick tips to help you do it:

- 1. Send a dedicated email:** Send an email promoting your different social media channels.
- 2. Add social buttons to emails:** Include links back to your social media pages in every email you send out.
- 3. Encourage discussion:** Encourage email readers to share their feedback with you on social media.
- 4. Enable social sharing:** Make it easy for people to share your emails by adding a share bar in every email that goes out.

**Try it free!** Constant Contact has the tools you need to integrate your email marketing and social media. You can try it free today! [Start your free 60-day trial](#) and use this guide to put your strategy into action.

There's a lot of talk about what the most effective marketing channel is — email or social media?

Email marketing is a cost-effective solution that gives you the ability to reach customers in a place most people visit every day — their inbox.

### **Consider the following:**

Email marketing is almost 40 times more effective than Facebook and Twitter combined in helping your business acquire new customers. (McKinsey, 2014)

91 percent of US adults say they like to receive promotional emails from companies they do business with. (MarketingSherpa, 2015)

66 percent of consumers have made a purchase as a result of an email marketing message. (DMA, 2013)

### **This doesn't mean you should forget social media altogether.**

According to a 2014 Constant Contact survey, small businesses that use multiple channels in conjunction with email reported: more customer engagement (73 percent), more new customers (57 percent), more website traffic (54 percent), more revenue (40 percent), and more referrals (39 percent).

Similar to email, social media allows you to strengthen customer relationships through the content you share and the conversations you participate in.

What's unique about social media is that these interactions happen in a much more public space — giving you the ability to reach new audiences each time you post.

**But there are also limitations on these sites because you aren't actually collecting customer contact information.**

When a site like Facebook makes a change limiting your ability to reach your audience, you'll be at risk of losing that connection.

This is why it's important to move relationships beyond social media and encourage fans and followers to join your email list.

Whether you're already using social media and have been underwhelmed by the results, or you're using email marketing and want a new way to grow your audience — you'll get the best return from your marketing investment when you use these tools together.

With over 600,000 customers, Constant Contact has seen what works for small businesses.

In this guide, we'll show you why you need to stop thinking of email and social media as separate marketing activities and give you the actionable advice you need to bring these channels together.

Let's get started.

# Get Fans and Followers to Join Your Email List

How do you actually get your social media connections to take the next step and join your email list?

Consider this three step process:

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

If people can't easily share their information with you, it's unlikely that they'll take the extra effort to find your email list.

The first thing you'll need to do is setup your online sign-up form. If you're a Constant Contact customer, you can set the form up in a few simple steps. Once your form is setup, make sure to:

### Add a link to your sign-up form to your social profiles

Update your "About" section on each of your top social networks with a link to your sign-up form. You can also install a sign-up form directly on your Facebook Page.

### Ask people to sign up

This should be an easy one, but make sure you're asking people to sign up for your email list and regularly sharing a link to your email sign-up form.

### Simplify the sign-up process

Eliminate any potential roadblocks by keeping your sign-up form short and sweet. Only ask for information that you plan to use.

## Step 2: Give your emails visibility

Once you've made it easy for people to sign up, you can take steps to promote your emails to let people know why they should join.

### Share your newsletters and announcements

Sharing your email newsletters and announcements on social media will show your followers what they're missing, and give you an easy way to extend your reach.

### Start a conversation

Simply sharing a link to your latest email isn't always enough. Instead, try starting a conversation around a specific piece of information in your email and encourage readers to share.

### Make it easy to share

When you share your emails on social media, fans and followers can use the native share functions on each platform.

You can also add a share bar to any email, which will make it easy for people to share with click.



**See it in  
Action**

Rescue organization Gorilla Doctors raised \$100,000 with a fundraising campaign that combined Facebook and email marketing.

[Find out how they did it.](#)

### Step 3: Offer an incentive for signing up

Now it's time to give them a compelling reason to take the next step. One of the best ways to do that is with an extra incentive for signing up. Here are some ideas:

#### Offer a coupon/discount

Offer a special discount to new subscribers. This will start the relationship out on the right foot and generate new or repeat business.

#### Run a sweepstakes

Constant Contact customers can host a sweepstakes right on their Facebook Page with our Facebook Fan Promotion campaign. New subscribers will automatically be added to your Constant Contact account.

#### Tease exclusive content

Many of the people who join your list will sign up because of the helpful and informative content you have to offer. As an extra incentive for new subscribers, offer a free resource when people sign up.

*As you continue to build your social media audience, you'll have more and more opportunities to grow your email list. You'll also have new opportunities to drive people back to your social channels and continue to build relationships online.*



My Sister's Closet added 1,100 Facebook fans and increased sales 40% by using email marketing to promote an offer on their Facebook Page. [Find out how they did it.](#)

# Make Your Emails More Social than Ever

Getting your fans and followers to join your email list is important. In fact, it's likely going to be one of the most important parts of your online marketing strategy.

But if you're limiting communication with your target audience to the times you send an email each month, you're missing an opportunity to extend those relationships and get people talking about your business.

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

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

## 1. Send a dedicated email

Send a message to tell your subscribers why they should connect with you on social media in addition to email.

(For example, they'll get additional tips/advice, learn about special offers, or whatever else you plan to share.)

This is a great way to let readers know how they can communicate with your business on social media — by asking questions, sharing feedback, and making any inquiries they would have otherwise done in-store or over the phone.



## 2. Add social buttons to your emails

Make your social media presence a regular part of your normal mailings. Add links to your social media profiles within the emails you already send.

## 3. Encourage discussion

Encourage readers to share their thoughts or questions about a specific topic from your email on social media. 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.

## 4. Enable social sharing

Incorporating sharing features into your email marketing gets your email out onto social networks where it will be seen by people beyond your mailing list.

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.



Real estate agent Brandon Stewart gets new leads for his business each time he sends his email newsletter by making it easy for people to share his emails on social media.

[Find out how he did it.](#)

# Bring it All Together

Now that you understand how email marketing and social media can work together — you may be wondering where to start. To help you put these tips to work, consider these five keys to success:

## 1. Be where your customers are

You can't be everywhere — and that's okay. Identify the two social media channels where your customers are most active. By understanding what's important to them, you can tailor your marketing efforts to reflect those specific interests.

## 2. Ask for permission

Before you add a name to your email list, ask the customer for permission.

When you ask permission, you're able to build a list of people who are interested in your business and are excited to hear from you. They're more likely to open your email, less likely to mark it as spam, and will stay with you longer than contacts that are added without consent.

## 3. Provide value

Once people join your email list or connect with you on social media, it's your responsibility to provide something of value. The most effective content ideas will come directly from your audience.

What are they interested in? What questions are they asking? What type of content is getting them to open, click, comment, or share?

#### 4. Engage your audience (and listen to what they have to say)

Remember that retaining customers and keeping your audience engaged isn't just about pushing out your content and promoting your products and services. You also need to take the time to engage with your fans and pay attention to what they have to say.

When someone posts a comment, don't just respond — take note of the questions that you're hearing. You can use these insights to inform your content decisions, and also use customer feedback to improve your products and the experience that you offer.

#### 5. Track your progress

Use the marketing metrics you have available: comments, likes, shares, reach, and impressions on social media, and opens, clicks, forwards, bounces, and unsubscribes in your email reports. These metrics will tell you how your content is performing and help you make smarter marketing decisions.

And remember — the more you understand about your audience and your progress, the stronger your marketing results will be.



Dan Plouffe and Julie Card used email marketing and social media to build their online business, [www.mycollingwood.ca](http://www.mycollingwood.ca).

[Find out how they did it.](#)

# Ready to get started?

Now that you've seen how to use email marketing and social media to increase your profitability, you may be interested in giving it a try for yourself. We can help.

## Do-It-Yourself Tools

Whether you're a seasoned marketer or a small business owner with little marketing experience, we have the easy-to-use tools, KnowHow, and coaches to get you started with email marketing and social media. Best of all, you can try it free for 60 days.

[Try email marketing for yourself.](#)

## Do-It-For-Me Services

Hand off your marketing and get great results from the company that knows email marketing best.

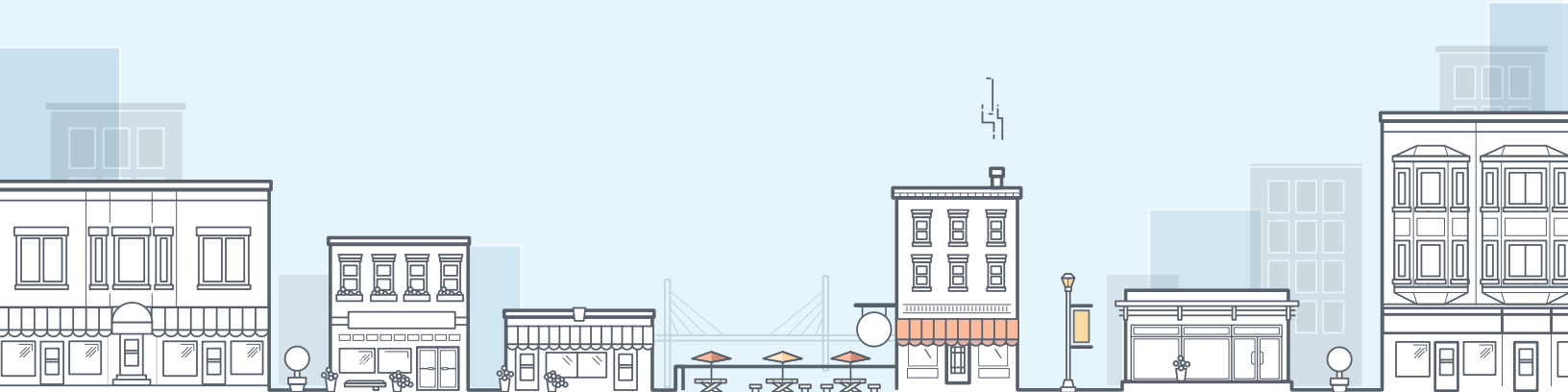
We know you're short on time, that's why we now have a team of experts that will create, send, and track the results of your monthly email newsletter for you. This way you can stay focused on running your business.

[Find out how our experts can do your email marketing for you.](#)

# Helping small business do more business



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



Connect with Constant Contact. Everywhere.

