

# Constant Contact<sup>®</sup>



How To Guide:

## Promoting Your Small Business with Email and Social Media

# Market Your Email Socially

Did you know that social media and email work really well together? Constant Contact has social media features right in your account so you can get your email in front of more people. Recently surveyed customers reported more engagement, website traffic, revenue, and new customers and referrals when they used social media along with email marketing.

Promoting your **email** on **social media** gives you **more bang** for your email's buck.

We understand how challenging marketing your business can be when you're busy running your business! We have [a lot of resources](#) and advice to help you use social media to market your email.

# Email + Social Media = Success

The social media features listed below are available in your Constant Contact account. Use them when you send out your email to be as successful as possible. You don't have to use all of them - pick what works for you!



## Share your Email on Social Media

Make sure your Friends and Followers, and **their** networks, know what's going on.



## Create Posts Now to Share Later

Set up future posts and decide which social platforms they will appear on - right now from your account.



## Grow Your List Through Social Media

Let your contacts know you're on Facebook and let anyone sign up for your list while they're on your page.



## Social Buttons in Every Email

Your contacts are looking for you on social media - tell them where you are!



## Advertise on Facebook

Paid ways to advertise on Facebook. Get your email in front of new people to grow your list.

# Extend Your Email's Reach with Social Media

If someone doesn't open your email through their Inbox, they'll be able to read the email while on social media. 73% of all internet users in the United States are on Facebook, and people check their Facebook 14 times a day. 1 in every 4 minutes spent on a mobile device is spent on Facebook or Instagram. Let your contacts see your email where they are already spending their time!

To promote your email on social media, click the **Social Post** button after you Schedule or Send your email. You'll [create the posts](#) that will appear on your social media pages and schedule when the posts will go out.

## SOCIAL SHARE



Share this campaign on social media NEW

Extend the reach of your campaign by sharing it across all of your social networks.

Schedule Posts

After you create posts, you can [watch how your posts are doing](#), and make adjustments while your campaign is running.

## SOCIAL SHARING



### Social Promotions

6 Scheduled Posts • Manage Posts

Hide Detailed Reports

#### Give Your Bike the Love It Deserves!

Posted on June 26 2015 at 9:55 AM

#### ENGAGEMENT

#### CLICKS

#### REACH

54

82

110

Twitter Jacks\_Bikes

32

31

35

Facebook Deals for Cyclists

22

51

75

Create New Posts

# Social Posting About Your Email

Then what? Your post will appear on your Facebook business page and in the newsfeed of your Fans. They can click your post and go right to your email. Ideally, your post gets Shared. By clicking "Share" on the Jack's Backyard Bar B Que post, it's now on another Facebook page, being seen by a new network of people. Leigh added a comment before she clicked **Post**. Now all of her Friends can see your Social Post and can click on it to read your email.

## Social Post Your Email

The social post for Jack's Backyard Bar B Que is on top of the email. You'll create this yourself, or use our suggested text.



The email the social post is promoting. Click the post and you'll be brought to the entire email.

## Sharing Your Post

Leigh's comments added to the shared post.



The social post for Jack's Backyard Bar B Que email.

# Create Posts Now to Share Later

A really cool feature of Social Share is that you can add multiple posts to a single day, and you can [post to different social media platforms](#)! This is helpful if you want to cater your message to each platform's audience. When you schedule your email to post multiple times, you continue to reach your followers after you've sent your email.

Add posts by clicking the + in the [Calendar](#).

When you're [editing a post](#), click on the + button to add another post to the same day!

If you have [multiple social media channels](#), you can turn them off or on for each post and edit each post for that platform.

Schedule Options **NEW**

June 2016						
Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+

Show Tips

Social Share How does this work? Cancel

Today +

f Sunny's Florist

We'd love your feedback + a 50% off coupon for your next online order <http://conta.cc/1UpphSA>

158

New Suggestion Remove Post 1:30 PM 2 of 12

t SunnyFlor

50% off coupon for your next online order when you give us feedback! <http://conta.cc/1UpphSA>

24

New Suggestion Remove Post 2:30 PM 1 of 12

Social Share How does this work? Cancel

Today +

f Sunny's Florist

SunnyFlor

Sunny's Florist

158

New Suggestion Remove Post 1:31 PM 2 of 12

# Grow Your List Through Social Media

Let your contact list know you have a Facebook business page! You can upload your contacts to your Facebook page, and if they're on Facebook, they'll see a suggestion to "Like" your page. Add a form to your Facebook page to let people sign up for your list when they visit.

## Invite Contacts to your Facebook Page

**1** Start off by uploading your Contacts to your Facebook page and [invite them](#) to visit and "Like" your business page. If they use Facebook already, they'll get a suggestion to "Like" your page in their Newsfeed.

**Show this Suggestion to 1 Contact** ✕


A suggestion to like your Page may appear to your contacts who are already on Facebook.

### Preview Suggestion



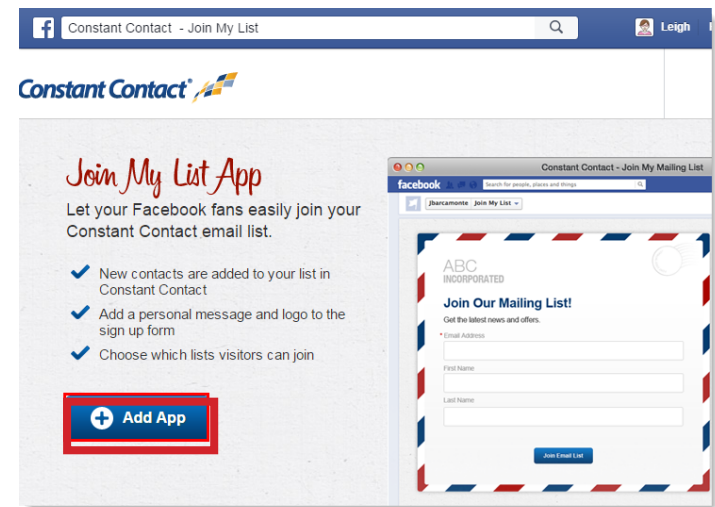
Your contacts who aren't on Facebook won't be able to see this suggestion.

Cancel Finish

 Or [Add a sign-up link](#) to your LinkedIn, Twitter, or Facebook page.

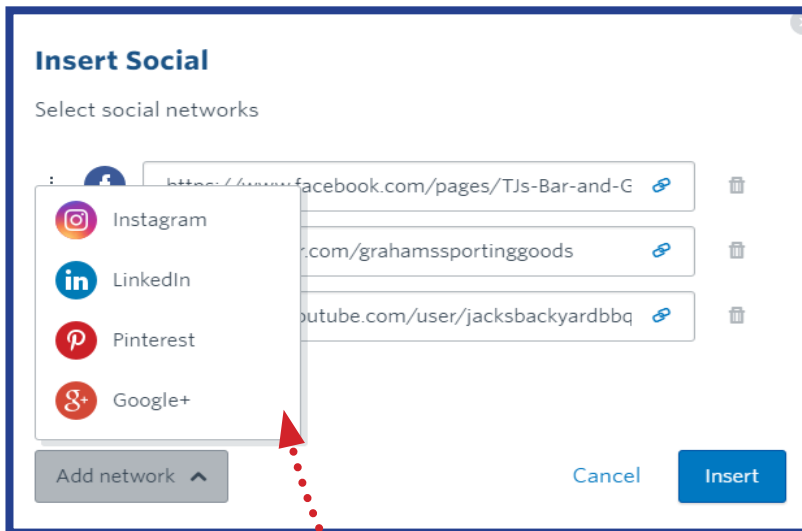
## Add Sign-up Form to Facebook Page

**2** Make it easy for visitors to your Facebook business page to join your mailing list by adding the [Join My Mailing List app](#) to your page. Get to the app from the Contacts tab in your Constant Contact account.



# Social Buttons in Every Email

All of the email templates you can choose from have [social media buttons](#)! If they get removed accidentally, you can drag them back in from the Build pallet. These give your contacts a quick way to check out your social presence. You will need to add the URL for each social media platform you use to the buttons - [here's how to find your Facebook URL](#).



Thanks For Your Floral Purchase



*Please tell us about your experience!*

Tell readers how their feedback will be used: to drive product improvements? Change future event schedules? Share any info that provides a level of value to the feedback.


Share Feedback



Sunny's Florist | [E-mail](#) | [Website](#)

**Important:**  
**Edit the social media icons**

- Double-click on the social media box, then add in your social media addresses.
- Remove any platforms you don't use.
- Click **Insert** when you're done.



*Need an email idea? What about sending a dedicated email to remind contacts to visit your social media pages?*



# Advertise on Facebook

We have two ways you can advertise on Facebook through Constant Contact. Constant Contact's tool for [Facebook advertising](#) helps you get new customers that fit your demographic and [AdLauncher](#) helps you grow your contact list. Both of these are paid services in addition to your regular Constant Contact fees.

The Subject of your email becomes the headline of the ad.

An image from the email is pulled into the ad.

You can edit the title and supporting text.

**Half Moon Yoga Studio**  
Sponsored · 🌐

Improve Your Strength and Flexibility with Our New Hot Yoga Classes

**Refer a Friend and Save 50%**

The great thing about Bikram is the routine! It's the same series of poses and breathing exercises every time, so it's easy to learn and if you've been taking classes elsewhere and decide to try us out, the routine will be the same.

CONTA.CC

Like Comment ➔ Share

By clicking the on the ad the reader will go to your email.

## Constant Contact's tool for Facebook Advertising

You [create an ad](#) based on your email campaign that will be shown to Facebook users [who look like](#) the people in your contact list. [Optimizing your ad is key](#) to getting great results.

## AdLauncher

If you want to grow your contact list and are short on time to design a Facebook Ad yourself, check out AdLauncher and let [our team do it all for you](#).

# Conclusion

Social media is a companion for your emails, and a great tool for your business. If you don't know where to begin, go create 1 social post for your most recent email and publish it. It doesn't even matter if you sent your email a week ago, as long as the information is relevant, you can create a social post about it!

There's a lot to know about social media. We're always here to help you navigate and give you suggestions.

## Click a resource link below to learn more about social media:

- **Integrating Email Marketing and Social Media**
- **Social Media 101 - Social Media Quickstarter**
- **Advice for Nonprofits Getting Started with Social Media**
- **8 Ways to Create Shareable Social Media Content**
- **Definition of Common Social Media Terms**
- **Social Media Best Practices**