

Making Social Simple:

Social Media Marketing "Friends" Small Business

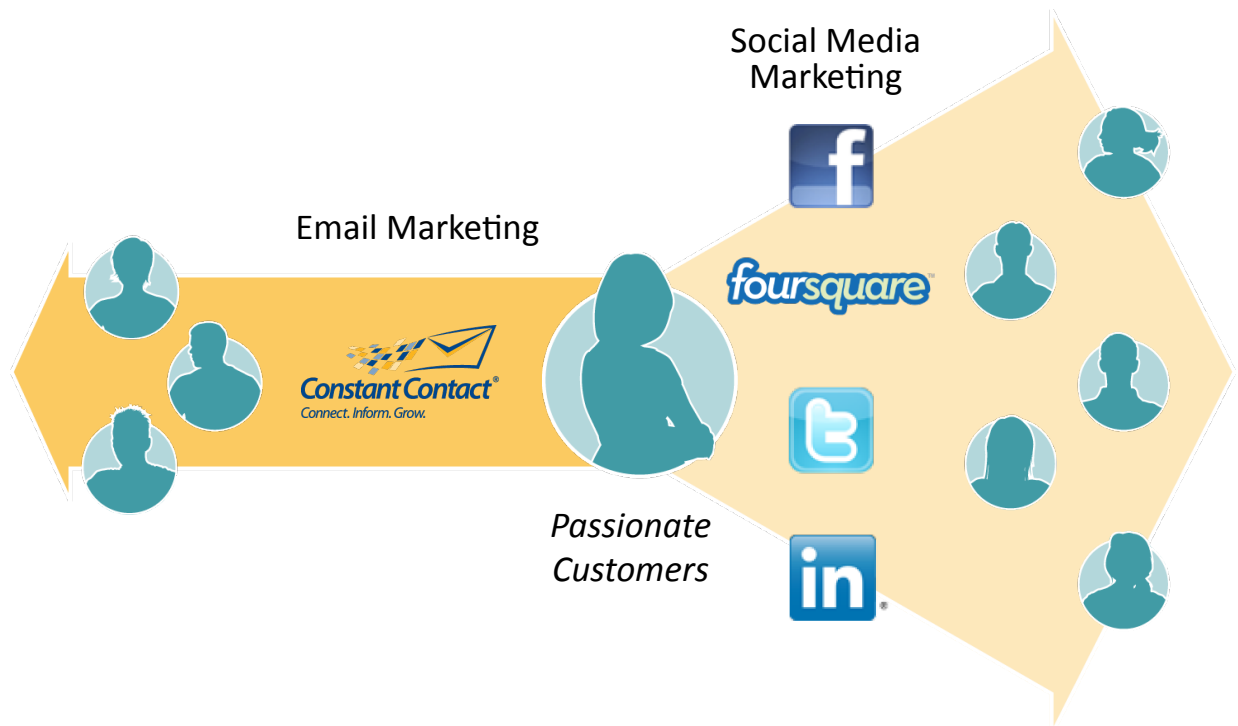
May 24, 2010



Expanding Small Business Customer Connections



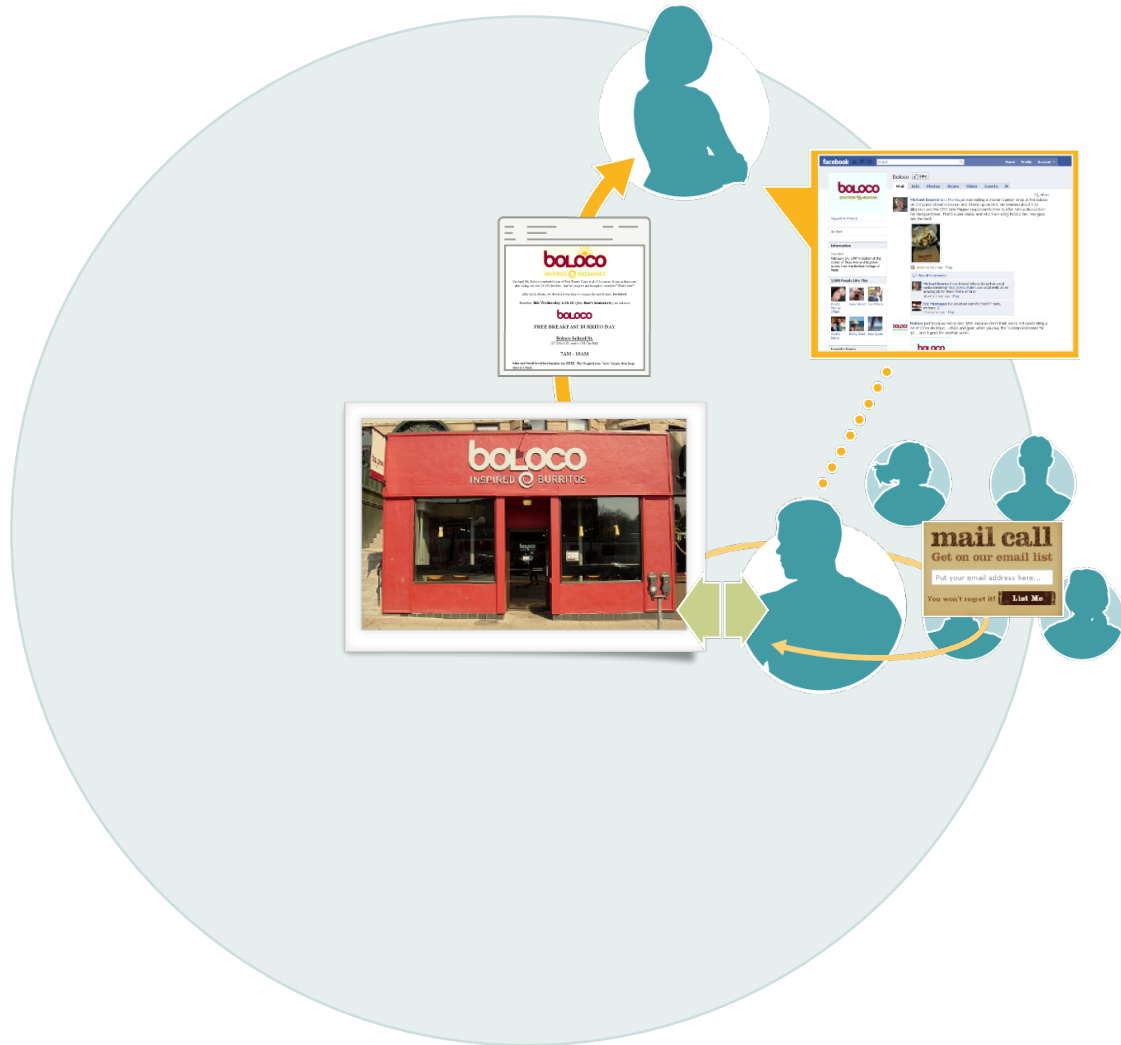
- Small businesses are engaging with their customers every day
- The places they engage are rapidly expanding, with customers now participating in the conversation
- This engagement requires small businesses to create interesting content in multiple locations
- Small business owners are still time-starved, requiring even easier tools to save them time
- Used together, email marketing and social media marketing more deeply engage your passionate customers and broaden your audience



Virtuous Circle of Passionate Customers



- Boloco is a Constant Contact customer based in Boston
- Its customers have a great experience when they eat there, so Boloco has lots of passionate customers
- Customers also have lots of interesting things to say, encouraging them to connect with Boloco
- After reading today's email newsletter from Boloco, Sally posts a comment on Facebook
- Sally's friend Brian sees the post and becomes a "fan" of Boloco
- He decides to visit Boloco, where he loves the Classic Burrito



Virtuous Circle of Passionate Customers



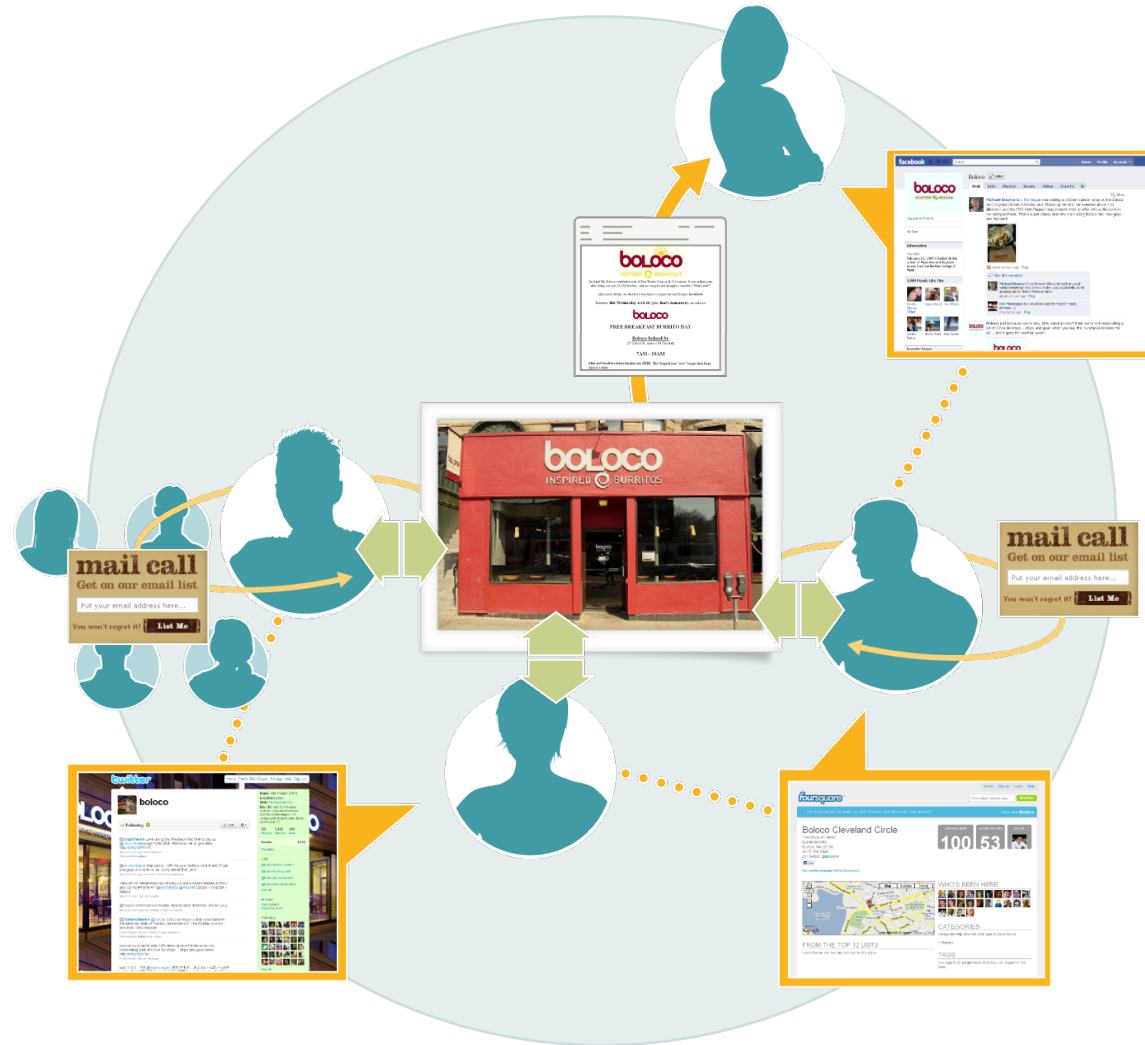
- While at Boloco, Brian checks in on Foursquare
- His check-in is shared with all of his friends
- Jane is looking for a good burrito and sees that Brian is at Boloco, so she decides to join him for lunch
- Boloco encourages Jane to sign up for its email newsletter



Virtuous Circle of Passionate Customers



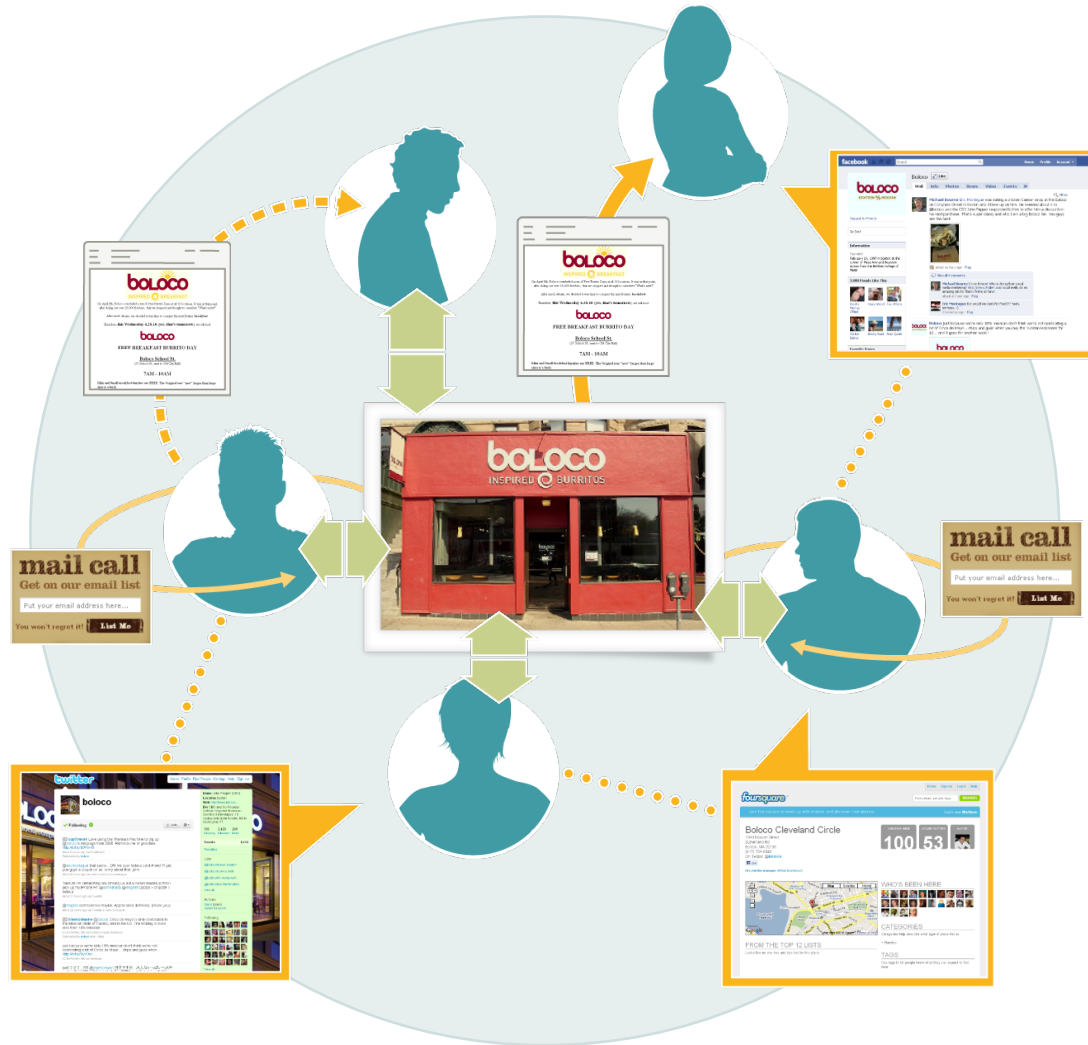
- Boloco writes about its new Yucatan Habanero Burrito, and sends the content out over email, Facebook, and Twitter
- It enables a “Tweet this” function, so Jane re-tweets the message
- Jane’s tweet is seen by all of her Twitter followers
- Steve sees Jane’s tweet and trusts her judgment on restaurant picks, so he becomes a “follower” of @Boloco
- He decides to meet Jane at Boloco for lunch
- Boloco engages with Steve via Twitter



Virtuous Circle of Passionate Customers



- Boloco sends Steve his first email newsletter
- He finds one of the articles on the new Yucatan Habanero Burrito interesting
- He also thinks Bruce would enjoy it, so he forwards the newsletter to Bruce
- Bruce knows Steve wouldn't send him an email unless it was highly relevant
- He decides to try the new burrito for himself
- Boloco encourages Bruce to sign up for the email newsletter and engage on Facebook and Twitter



Foundation Points for Social Media Marketing



- Great customer experience is needed to create passionate customers
- The connection with your passionate customers is kept alive through engagement and interesting content
- Your passionate customers form the core of your social media marketing efforts
- Having your passionate customers tell their friends about you in the places they prefer to be social expands your reach
- A combination of great customer experience, email, and social interactions are needed to turn casual connections into new passionate customers
- An entirely new virtuous circle is created



Great Customer Experience

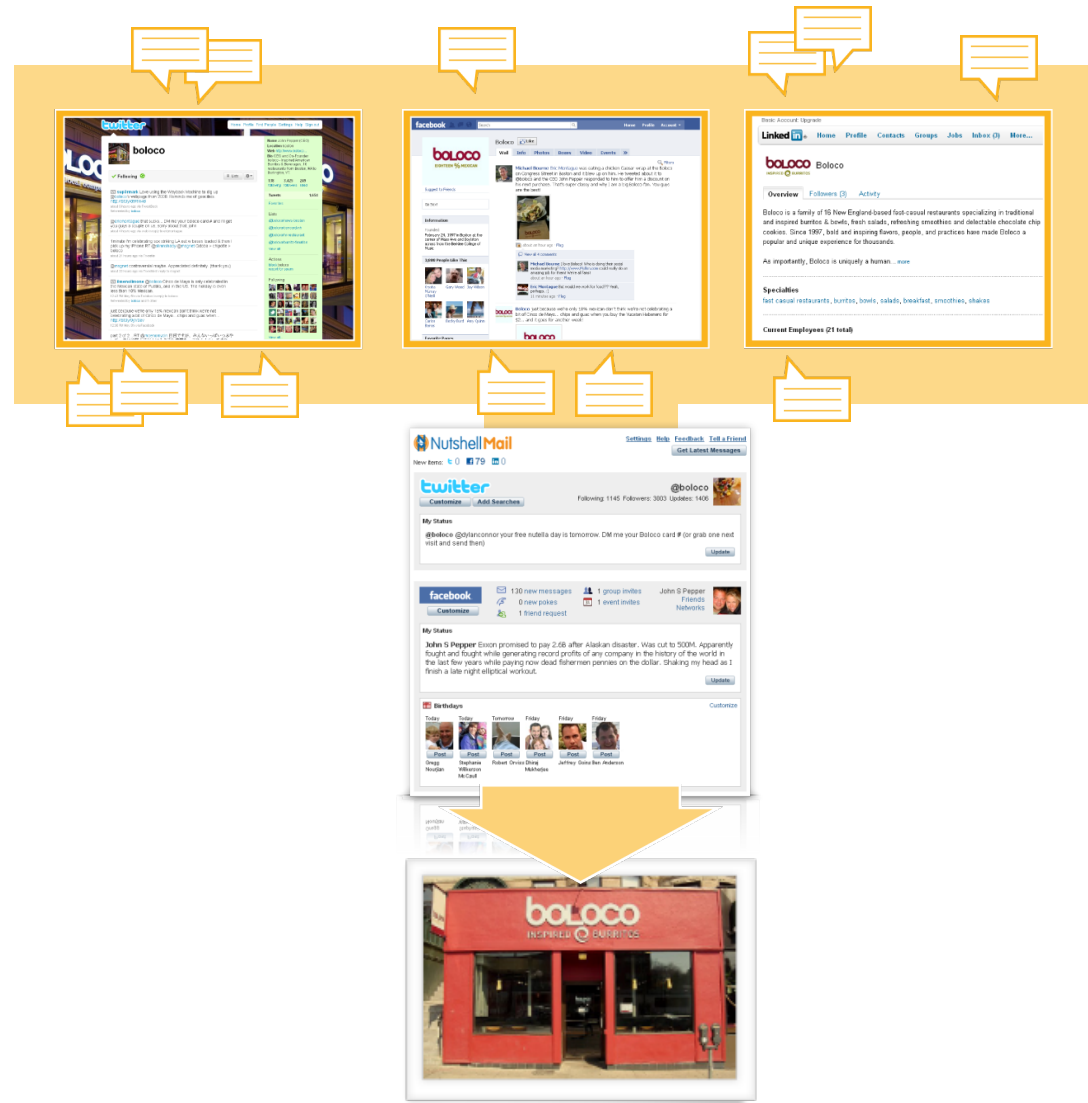
Deep Engagement with Constant Contact Tools

- Email Marketing
- Online Survey
- Event Marketing
- Social Media Marketing

Making Social Simple: NutshellMail



- Boloco is running a great business, but it's hard to keep up with all of these social media channels
- NutshellMail makes order out of the chaos of social media by providing a daily digest of social media interactions at a time that's convenient for Boloco



Creating Casual Acquaintances from an Engaged Audience



Engaged

- These are people who are your passionate customers
- They will tell their friends about you, for better or worse
- Passion for your business is forged by great customer experience and kept alive by email communications
- They have given you permission to communicate directly with them
- The volume of these passionate customers is naturally limited but there is a deeper level of interest in your message among this group

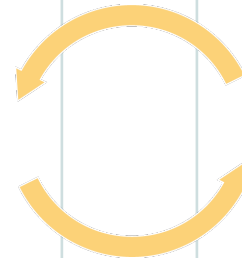
Communicate with an engaged audience like you are having a private dinner with them.



Casual

- These are people who are reached by your passionate customers
- Their sheer volume gives you greater reach but there is inherently a lower level of interest in your message
- The first step is to gain a right to send them direct messages via email
- Build up trust needed to gain this right through great customer experience
- The ultimate goal is to convert these people into passionate customers

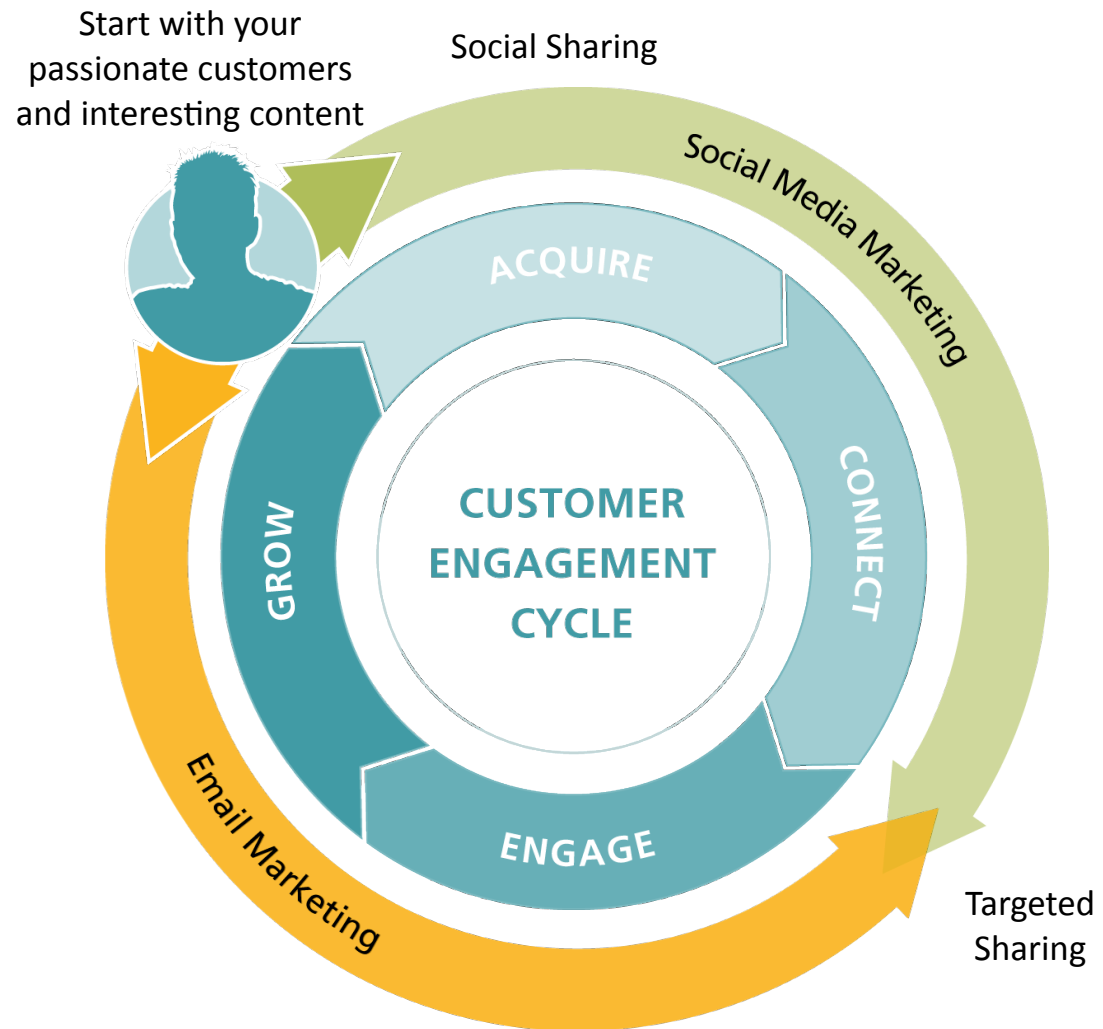
Communicate with a casual audience like you are at a cocktail party with them



Expanding Your Audience Through Engaged Customers



- Email marketing allows you to build trusting relationships and nurture early relationships while acquiring some new customers from your passionate customers
- Social media marketing uses your raving fans to acquire new customers, connect with prospects, and begin nurturing deeper relationships
- Email marketing should encourage broader relationships through social media marketing
- Social media marketing should encourage deeper relationships through email marketing



What Should I Do Now?



1 Start listening to your passionate customers

Today

- Sign up for a free NutshellMail account at www.nutshellmail.com
- Use email newsletters to encourage your passionate customers to talk about you on Facebook and Twitter
- Enable the discussions with your “superfans”



2 Learn more about using email marketing and social media together

Next 60 days

- Look for free seminars in your community and online webinars to learn more about how to use email marketing and social media marketing together
- Constant Contact will continue teaching small businesses how to save time with email marketing and social media
- Visit the free Constant Contact social media page www.constantcontact.com/socialmedia

3 Get simple!

Near future

- Look for Constant Contact product enhancements that simply enable interactions between email marketing and social media marketing



Constant Contact Is Making Order Out of Customer Engagement Chaos



Email marketing
made simple.



Social made
simple.

**Small business success
made simple^R**

Small Business Success Made Simple(r)



Follow the buzz!

[Twitter.com/ConstantContact](https://twitter.com/ConstantContact)
[Facebook.com/ConstantContact](https://facebook.com/ConstantContact)

cnahil@ConstantContact.com

hashtag: #CTCTSocial