

SOCIAL MEDIA GUIDE



Email Marketing & Social Media

A Small Personal Agency With **BIG** Results

Email Plus Social Media Marketing: Email + Social Media Marketing = Big Impact

Putting it All Together

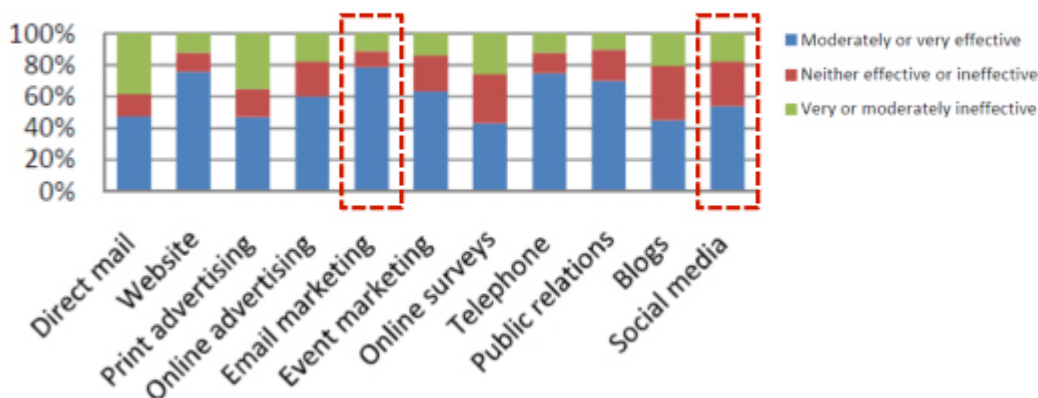
Social media is new, exciting, and even fun. It's also a highly effective way to market your business. Plain and simple: social media has a big impact on the way businesses **connect** and **communicate** with customers and prospects.

Social media is just one of the many tools at your disposal and it makes a great complement (not replacement) to other marketing tactics that work for you. Especially email marketing.

In fact, you can't really talk about social media marketing without highlighting the importance of email marketing. The two have got some stuff in common, and work best when used together.

What Works?

Which of the following have you found to be effective for marketing your organization?



Source: Constant Contact "Small Business Attitudes & Outlook Survey" May 2011

Small Businesses Love Email Marketing

Email marketing remains one of the most effective and commonly used marketing tools for small businesses. In a May 2011 survey for small businesses, more than 73% of respondents claimed to use email marketing, with the majority reporting it to be a highly effective tactic for customer acquisition.

Let's take a look at why email is such an effective marketing tool.

Online Marketing Tactics Used by US SMBs to Find New Customers, 2010 & 2011

% of respondents

	2010	2011
Website	51.5%	85.8%
Email offers to my own list	-	74.3%
Search marketing	38.0%	74.0%
Email newsletter	47.7%	73.5%
Directory listings like Google Places	-	66.7%
Facebook	43.2%	65.2%
Banner/display ads	28.2%	60.7%
Blog	25.2%	57.3%
LinkedIn	21.8%	56.7%
Video	20.3%	54.1%
Webcasts/webinars	16.2%	53.1%
Coupon offers like Groupon and OfferMint	-	53.1%
Twitter	27.1%	50.0%
Mobile marketing (e.g., text messages)	-	49.3%
Audio podcast	14.7%	44.7%
Location-based services like foursquare and Gowalla	-	42.5%

Source: Bredin Business Information, "Marketing to SMBs in 2011," May 3, 2011

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www.eMarketer.com

Email is Your Communication Hub

For most of us, email is the first thing we check in the morning and what we rely on most to communicate online. The same is true for most email users, including your customers and prospects.

Our world runs on email, and many of us feel like we live inside our inbox. Still, nobody ever says "I wish I had more email in my inbox". That's exactly why getting someone's permission to send them email is so valuable.



Wondering if your email habit is a bit excessive? 83% of small business owners check email first thing when they go online for their business and 72% check their email six or more times per day.

Source: Constant Contact "Small Business Attitudes & Outlook Survey" May 2011

Permission to Email is "Marketing Gold"

When a customer or prospect willingly gives you their email address, they're basically saying "I like you, what you have to offer and I want to learn more. I not only expect, but look forward to hearing from you soon." So getting someone's explicit permission to communicate is marketing gold.

Social media marketing also requires permission. When a customer "Likes" a brand on Facebook or a donor "Follows" an organization on Twitter, they're giving permission to communicate.

Be Where Your Customers Are

People want to connect with businesses and organizations. And they want choices. Some of your customers will prefer to reserve Facebook for friends and family and aren't looking to "Like" a brand on Facebook. Others will use Twitter to learn from businesses that inspire them or to simply keep track of the latest deals. And some just prefer to get an email.

It doesn't really matter how your customers keep in touch, so long as your message meets them where they are. For most businesses and organizations that means having a presence in both email and social media.

Social aside, there are many more reasons why email marketing is such a great marketing tool.

Now, let's learn why email and social media go hand-in-hand and how you can make them work for you.



Email & Social Media Marketing Go Hand-In-Hand

Your main goal is to get your message heard and acted-upon. So which is more valuable: A "Like" on Facebook or an Email Opt-in?

They're both valuable!

It's best when you can get someone to opt-in to email and connect through one or more social channels. That's because email is still

the best way to get your message heard and social media is the best way to get your message spread.

Most email service providers make it possible to connect your email marketing and social media marketing. As an example, we'll show you how it works in Constant Contact.

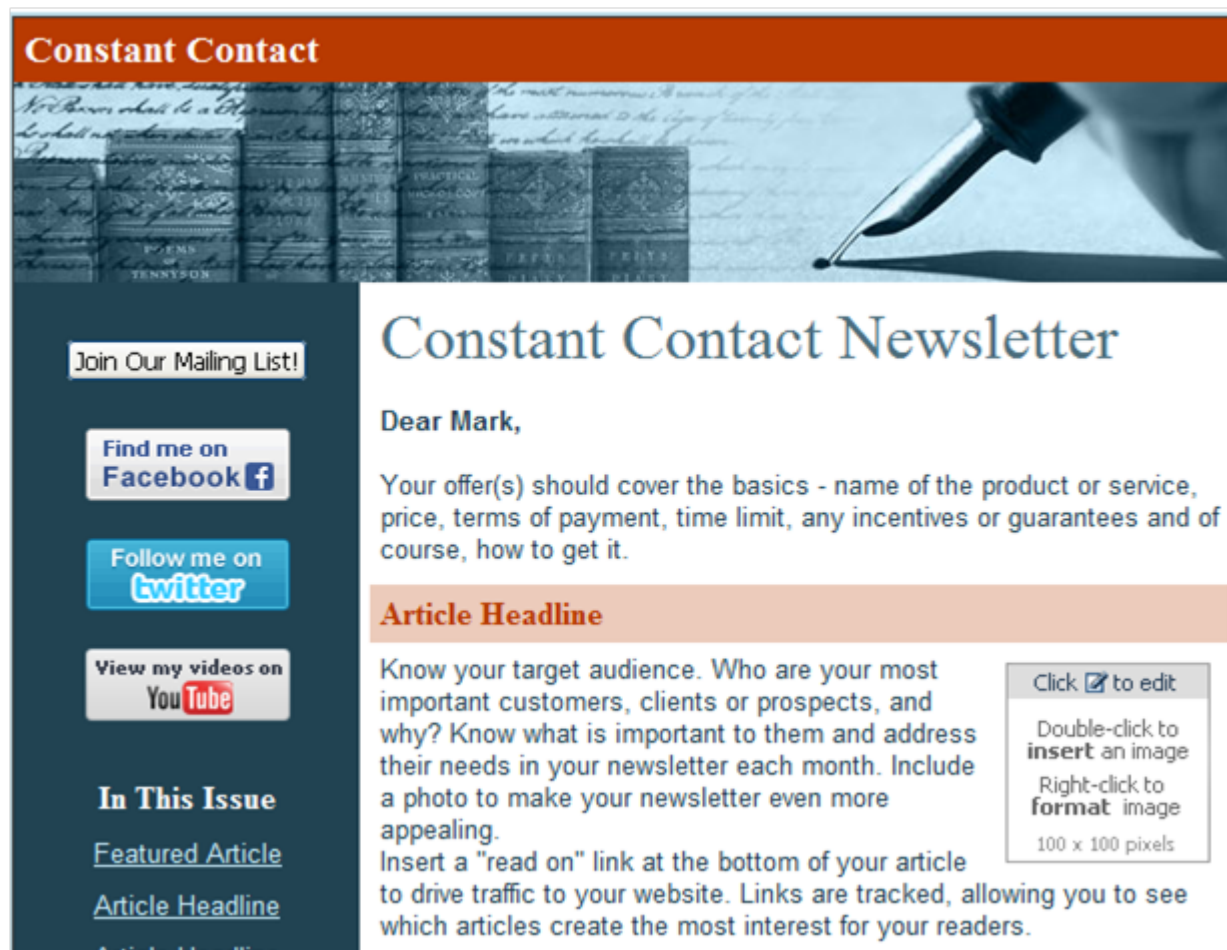


Email Plus Social Media Marketing: Turn Subscribers into Followers & Fans

Building a following on social media can be tough, but if you've got a list of email subscribers, you're already halfway there. Your subscribers will probably want to connect with you, so you just need to make it easy for them to find you.

Add Social Icons to Your Email Newsletter


Make it easy for your subscribers to connect with you by adding Social Networking Icons with links to your sites.




Constant Contact

Join Our Mailing List!

Find me on Facebook 

Follow me on 

View my videos on 

In This Issue

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Constant Contact Newsletter

Dear Mark,

Your offer(s) should cover the basics - name of the product or service, price, terms of payment, time limit, any incentives or guarantees and of course, how to get it.

Article Headline

Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing.

Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.

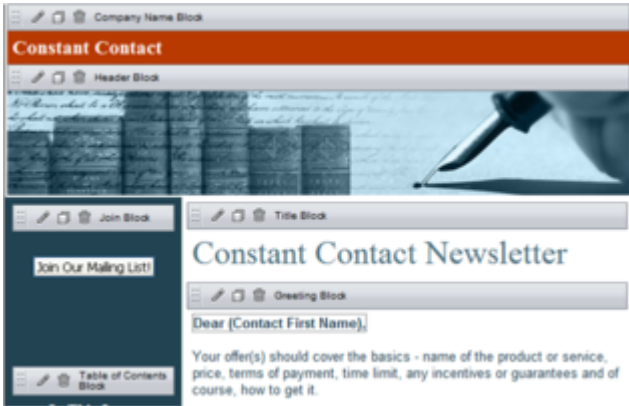
Click  to edit

Double-click to **insert** an image

Right-click to **format** image

100 x 100 pixels

Log in to your Constant Contact account and begin editing an email. **Click on the Box** that you'd like to add your social links to.



Step 2

On the left side of the screen, select the social network you want to link to. **Click on the Network Icon.**



Step 3

A window will pop up where you can choose which button you want to want to display.


Be sure to enter the correct URL for your social network. To find the right URL, go to your Facebook Page and grab the URL from the address bar. For LinkedIn use the URL from your "Public Profile" after you click on "Profile" in the navigation dropdown. For Twitter, use the URL when you are on your "Profile" page.




Once you've chosen your button and inserted the correct URL, **Click Insert.**

Insert Link to Facebook Page

[Close Window](#)

Select an image, then type the link to your Facebook page.

Image: Find us on Facebook  Find me on Facebook 

Link:

Find your link by going to your Facebook page and clicking "View My Profile". The link to your page will be displayed in the browser's address bar.

Disable Link Tracking

Step 4

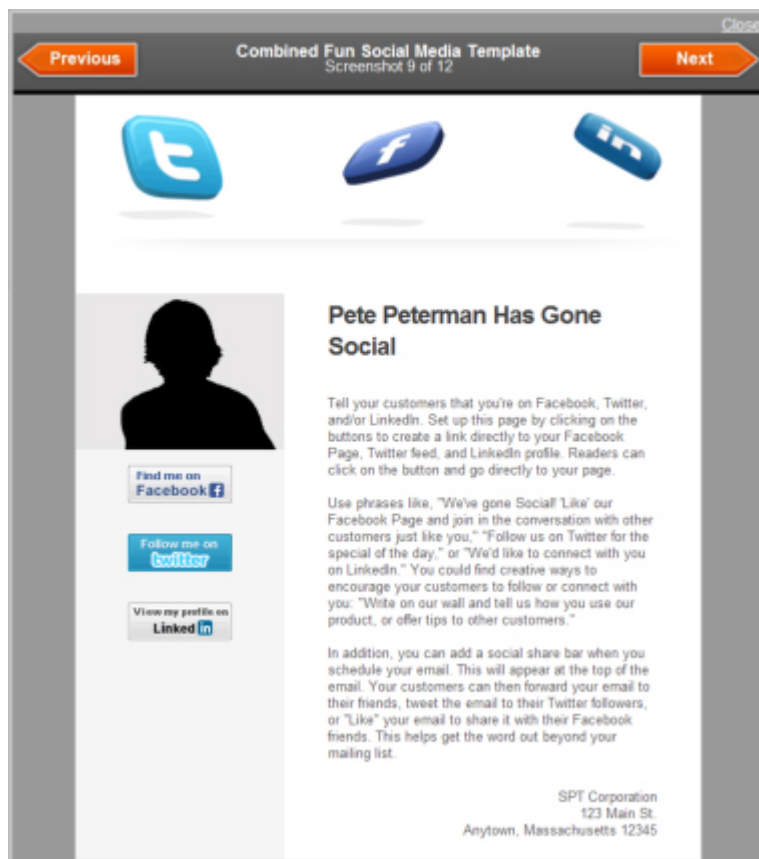
To add more social buttons, repeat Steps 2 and 3 for each network.



Email Plus Social Media Marketing: Use A Social Media Marketing Template

Promote Your Presence with a Social Media Marketing Template

If your main objective is to get your subscribers to connect with you on social media, it's a good idea to send them an email with a single call-to-action. Constant Contact has some [awesome templates](#) that make this quick and easy.

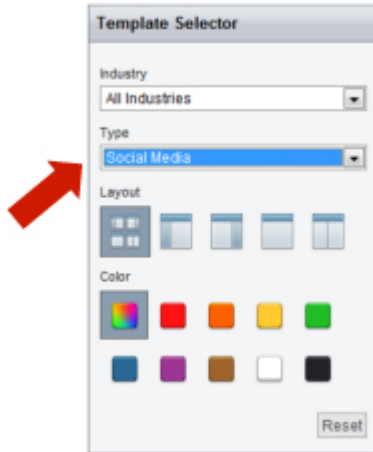


Step 1

If you're a Constant Contact customer, follow these steps to use a social media email template.

Once you're ready to pick a social media template for your email newsletter, **Select Social Media** under the "Type" drop down from the

"Select a Template" screen.



Step 2

You'll see a few different options that can help you promote your social media presence to your email subscribers. **Click On the Template** that you want to use and then **Click Select**.



Step 3

After you fill out your email settings, you can start editing the template.

It's important to tell your subscribers what they'll get out of connecting with you. Let them know what type of content you plan to post like special offers, industry news, product announcements, hints & tips, etc....

Don't forget to let customers know that you value their feedback. Ask them to write on your wall, tell you how they use your product, or to offer tips to other customers.

You may also want to add a social media avatar (the picture you use to identify your brand on social media) to give your email a more social feel.

Most importantly, be sure to click and edit the Social Networking Icons so that you can add the proper links to your social networking accounts.



Step 4

Once ready to go, **Click Save & Continue** and follow the instructions to select your recipients and send your email.



Email Plus Social Media Marketing: Social Share

Go Beyond the Inbox

Your happy customers, clients, and members can be your best advocates. They will share what you have to say with their friends so long as what you have to say is interesting, and you make it easy for them to share.

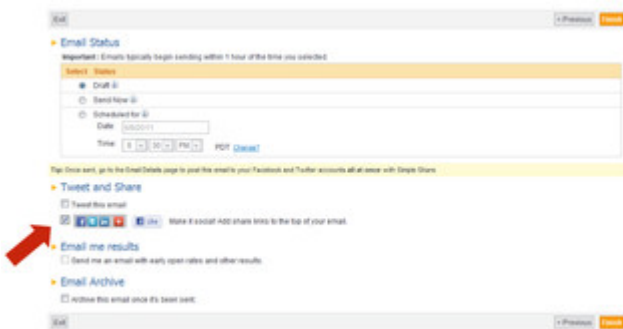
Help your audience share your campaign by adding social sharing features and posting your newsletter across your own social networks.

Adding the Social Share Bar to your Email Campaign

Once you've created your newsletter and selected your recipients, you're ready to send or schedule your send. To let your subscribers to share your email, all you have to do is select the box that reads "Make it social! Add share links to the top of your email."

This will add a social sharing bar to the top of your email newsletter.

The share bar makes it easy for your subscribers to share your campaign with their friends. The best part is that since this feature uses the social networks of your customers, you can use it even if you haven't created your own social media presence. So don't wait until you've set up your own social media accounts – let your subscribers start spreading your message right away!



How Does it Look on Facebook?

When a subscriber shares your newsletter, their friends will see a link that they can click to read your newsletter online. This example shows what people will see on a Facebook Wall after a subscriber "Likes" a newsletter.



Mark Schmulen likes a link.

Special Weekly Bite Edition: Featuring a Guest Couple Review
myemail.constantcontact.com

2DineFor was born right at our kitchen table, and soon became a "He Said/She Said" take on Houston's dining ...from the finest restaurants in the city, to the great dives in local neighborhoods, and even to joints where menus aren't provided in English.

April 6 at 6:17am · Like · Comment · Share

Where Does this Link Take You?

If your subscriber's friend or follower clicks the link, they will be taken to a site where they can read your newsletter online. In addition, they'll have the option to sign up for your mailing list, and to share with their social networks.

With good content and an engaged audience, your email can go viral-- helping you reach and connect with new people.

Share: Like 1 Tweet 1 f t in + Join Email List Powered by Constant Contact

2DineFor Houston

WEEKLY BITE
March 31, 2011

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About 2DineFor

2DineFor was born right at our kitchen table, and soon became a "He Said/She Said" take

We thought we would try something new this week:

SQUARE MEAL REVIEW
Another couple joined us for *Bites* at this quaint South American Cafe...

[Click to read what SHE SAID...and SHE SAID](#)

[Click to read what HE SAID...and HE SAID](#)

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