



# Welcome from Constant Contact

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# Social + Email = Exponential Engagement

# Betsy Armstrong



Regional Development Director, Constant  
Contact



[barmstrong@constantcontact.com](mailto:barmstrong@constantcontact.com)



[facebook.com/betsy.andersonarmstrong](https://facebook.com/betsy.andersonarmstrong)



[@smallbizbets](https://twitter.com/smallbizbets)

# Agenda

- **What is the “new” marketing?**
- **Email**
- **Email + Social: you have to use both!**
- **Social**
- **What’s next?**

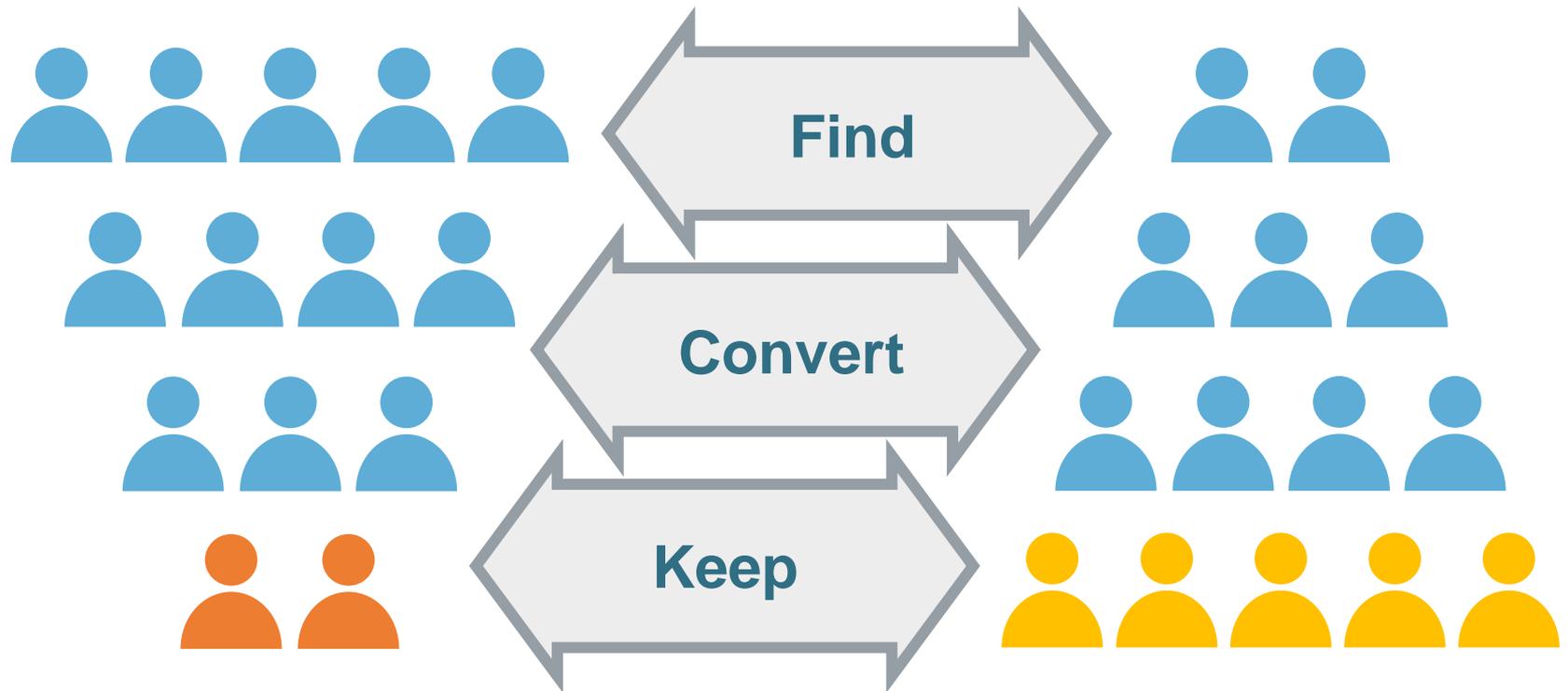


**Engagement Marketing** | Email | Email + Social | Social | Next Steps

# Marketing has changed.

Marketing then.

Marketing now.



# Engagement Marketing Cycle



# What is a campaign?

push content

pull response



At its core, marketing is about eliciting a physical and measurable **response**

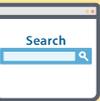


# 4 Pillars of Marketing Success

## Getting Found & Discoverability



Mobile



Search & SEO



Social



Listings

## Engage & Nurture Relationships



Engagement marketing



List growth & management



Loyalty



Permission CAN-SPAM compliance

## Campaigns That Drive Action



Newsletters & Announcements



Feedback & Surveys



Offers & Promotions



Events & Registration

## Analytics & Making Decisions



Results & reporting



Analytics – “so what?”



Adjustment and iteration



Hypothesis testing



Engagement Marketing | **Email** | Email + Social | Social | What's Next?

# What do I write about?

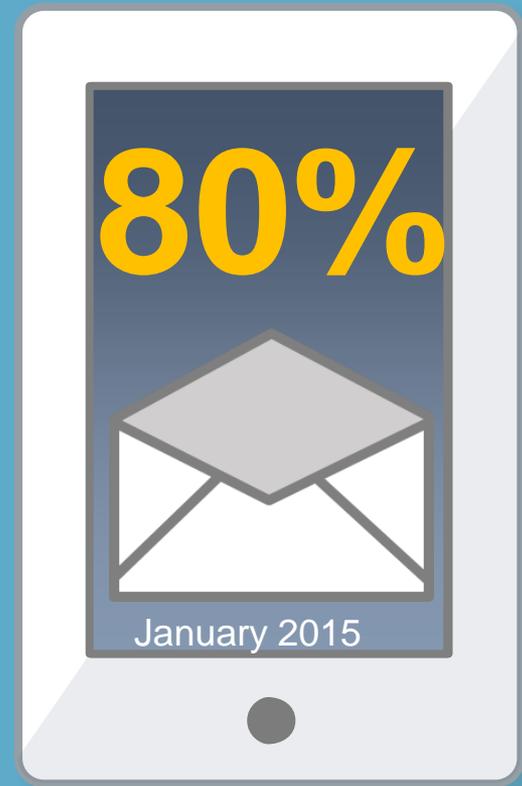
## *Produce GREAT, and RELEVANT Content*

- What's new at your business?
- What did you do recently to help someone achieve success?
- What advice have people been asking you for lately?
- What do you have access to that they don't?
- What content can you curate?

# How much is enough?

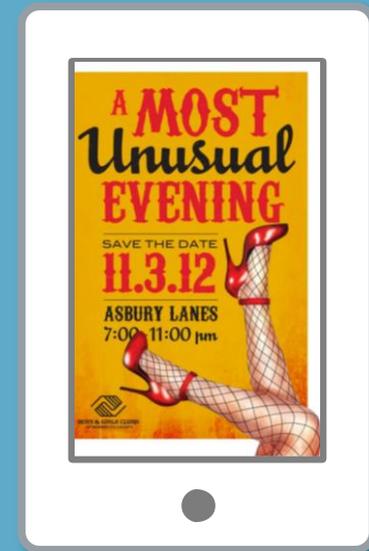
Less is more.

# Focus.

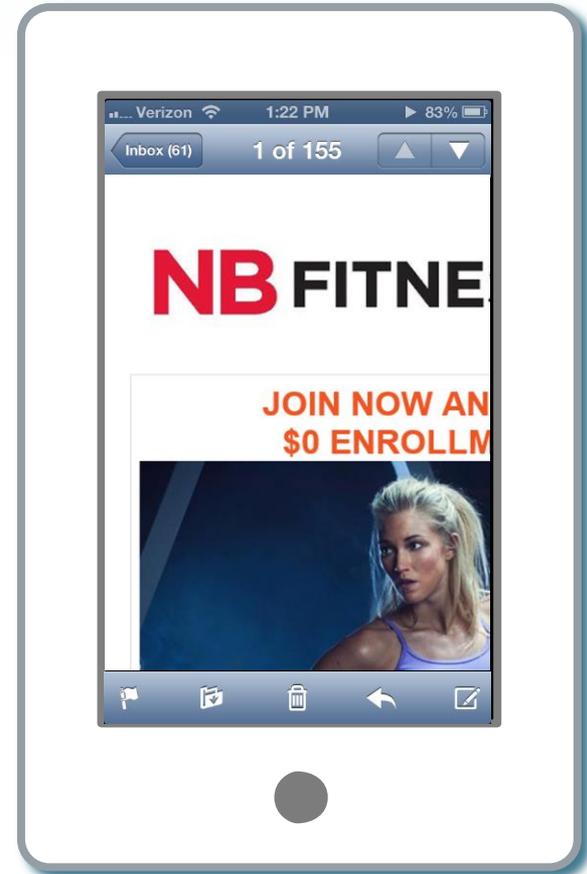
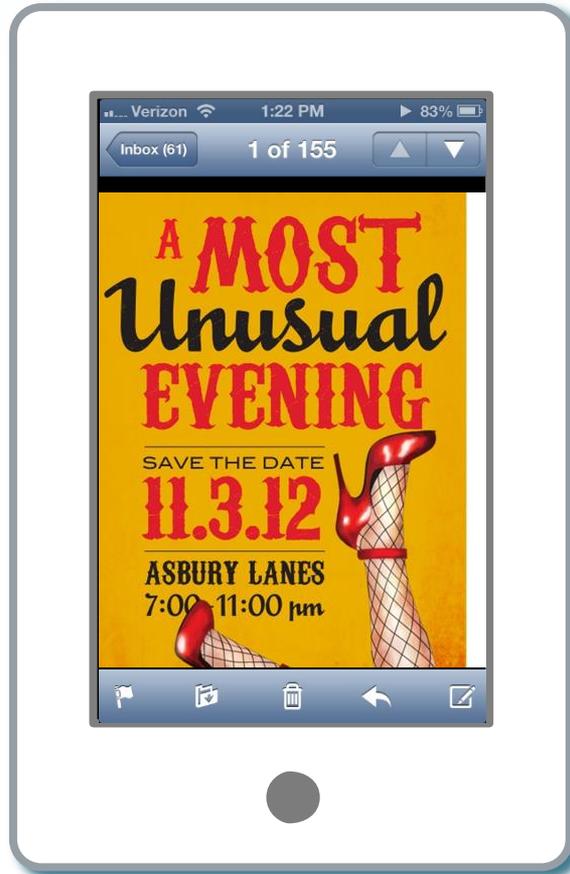


# A picture is worth...

- Pictures get 47% more clicks
- Use text labels
- Remember: your content is viewed on mobile devices!



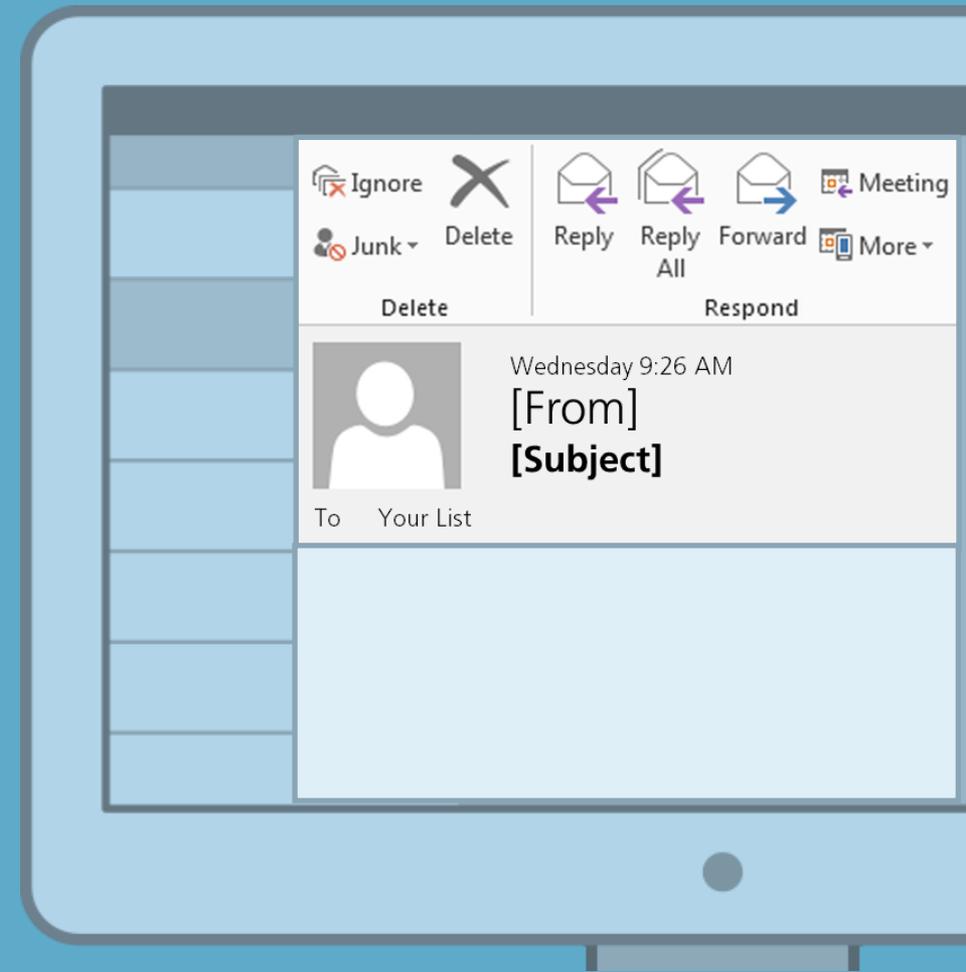
# Use images carefully!



# Now, later or never

Three little words that rule your world

- Who is it “**from?**”
- What’s the “**subject?**”
- **When** do you send your communication?



# Who is it from?

Winning the battle of priorities

How will you be most recognizable?



**CAN-SPAM Act**

go to [www.business.ftc.gov](http://www.business.ftc.gov) and search “CAN-SPAM”

# Subject line

Winning the battle of priorities

**2**  
SECONDS

**2**  
WORDS

**2**  
TODAY

# Winning the battle of priorities



March Newsletter

Joe's Pet Store  
Newsletter

Children's Classes



**Tomorrow: Need 3 Hammers –  
Can You Help?**

**ALERT: Help your dog beat the heat!**

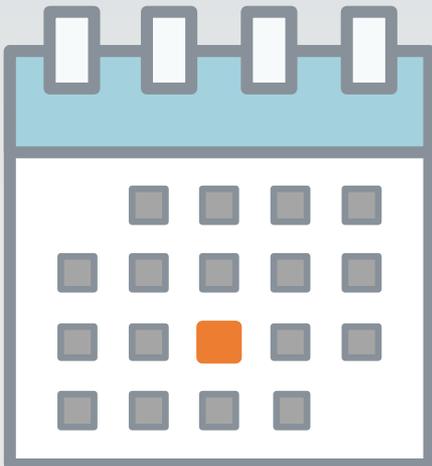
**Still time! Openings available for  
children's classes.**

# When to send

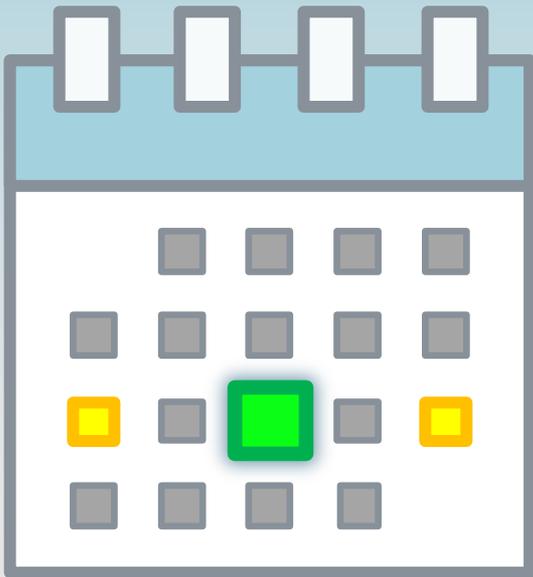


- **Monthly** is most common

- **Ask yourself:** “When are my readers likely to take the action I want?”



# Find *your* best day



- 1 Divide your list into **3 groups of people**
- 2 **Select 3 days** in the week to test
- 3 Send your e-mail, **watch for best response**

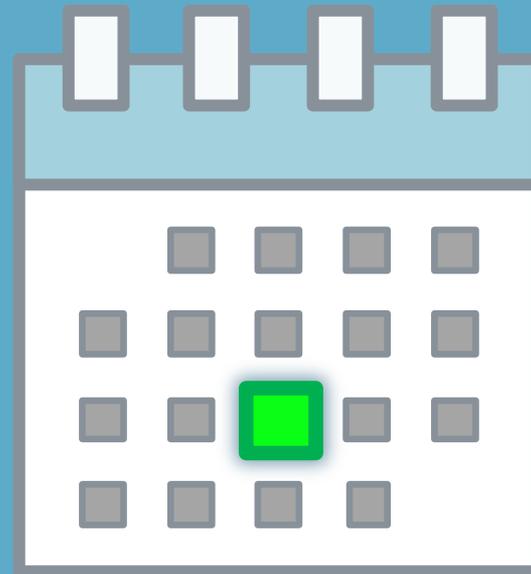
# Find *your* best time



- 1 Use **same 3 groups** of people
- 2 **Select 3 times** on the day with the best results
- 3 Send email at 3 different times of day, **note time with best results**

# When to send or post

Do not be romanced by a high open rate –  
**measure actions!**



# Practical advice

- 67% don't see images by default
- Text links get more clicks than buttons
- Place your logo left or center in email
- Include company name in text

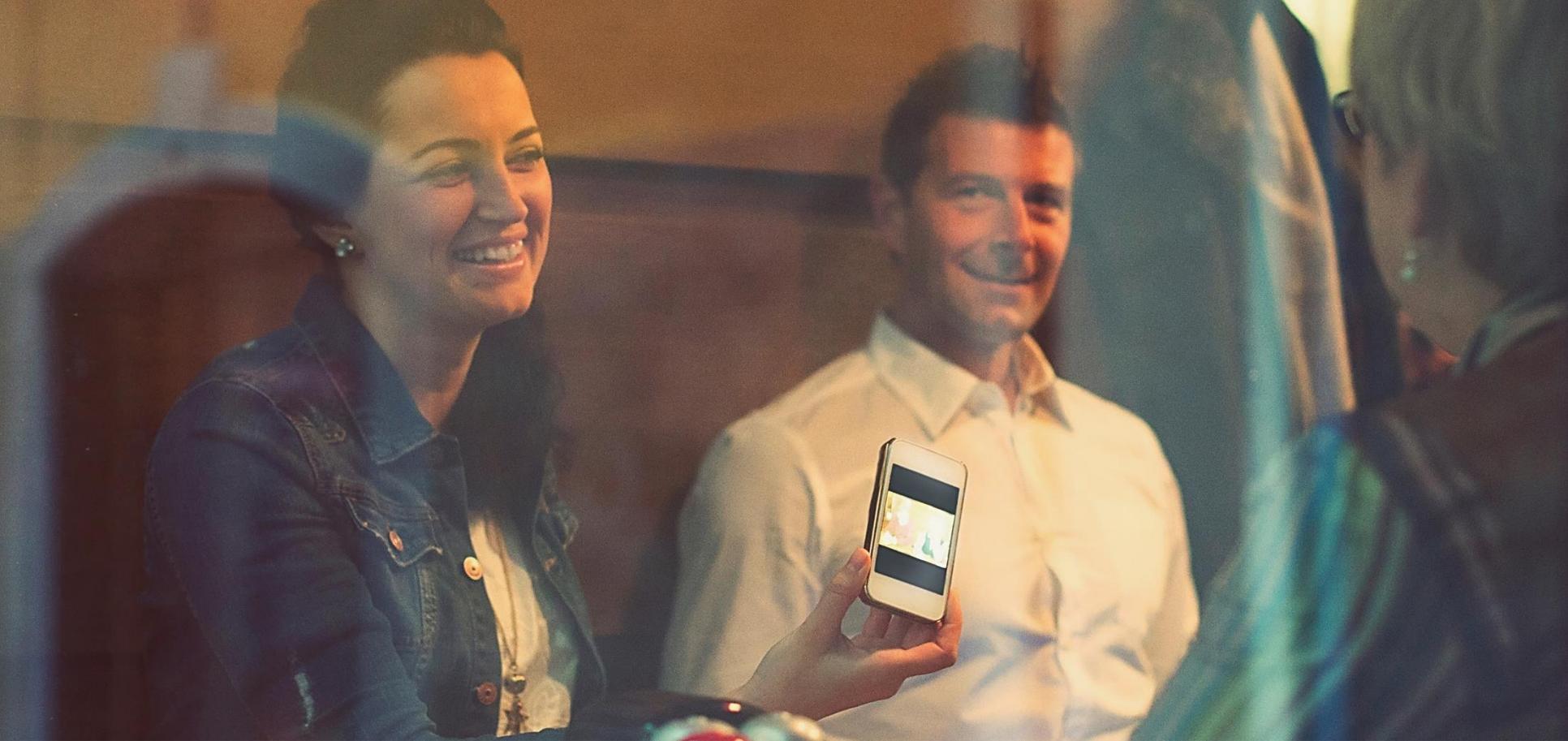
# Practical advice

- Key action must be above scroll line
- Do not give too many choices
- Make all images clickable (and with text labels)

**Test it on yourself!** (and on your mobile device)



Engagement Marketing | Email | **Email + Social** | Social | Next Steps



**Why use social media?** | Top 5 social networks |  
What do I say? | Get started today

# Then vs. now

## Social media marketing for small businesses

**% of small businesses using social media marketing**

**10%**



**2008**

source: Constant Contact Small Businesses Then & Now study

# Then vs. now

## Social media marketing for small businesses

**% of small businesses using social media marketing**

**87%**



**2013**

source: Constant Contact Small Businesses Then & Now study

# Your customers are social

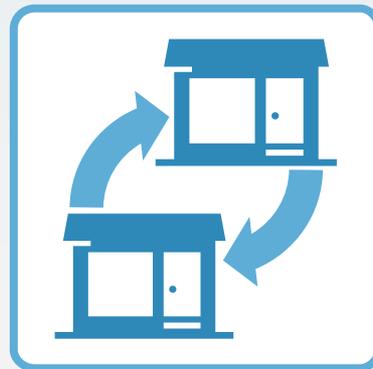
93%



**Nonprofit**

Source: Nonprofit Social Networking Benchmark Report

87%



**B2B**

Source: Clearpoint Agency

86%



**B2C**

Source: Uberflip

# It influences decisions

74%



rely on social networks to guide purchase decisions

Source: Fedelta

55%



share purchases on social networks

Source: Fedelta

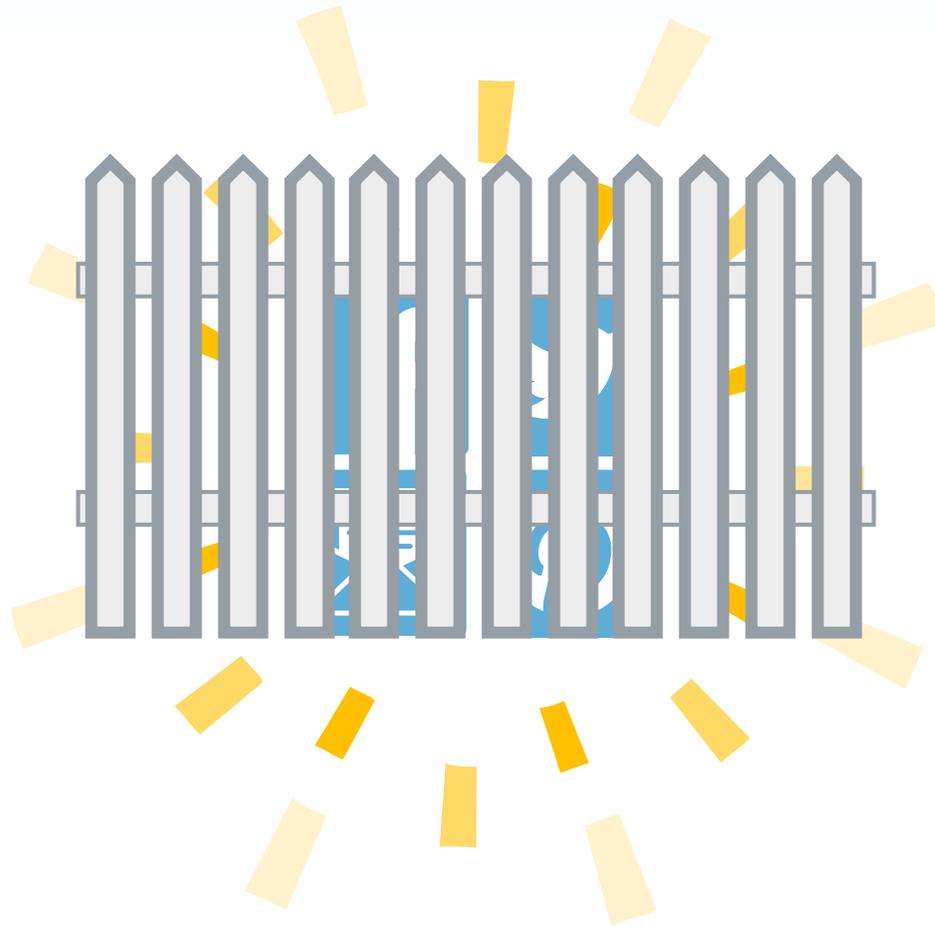
68%



learn more about an organization if they see a friend posting about it

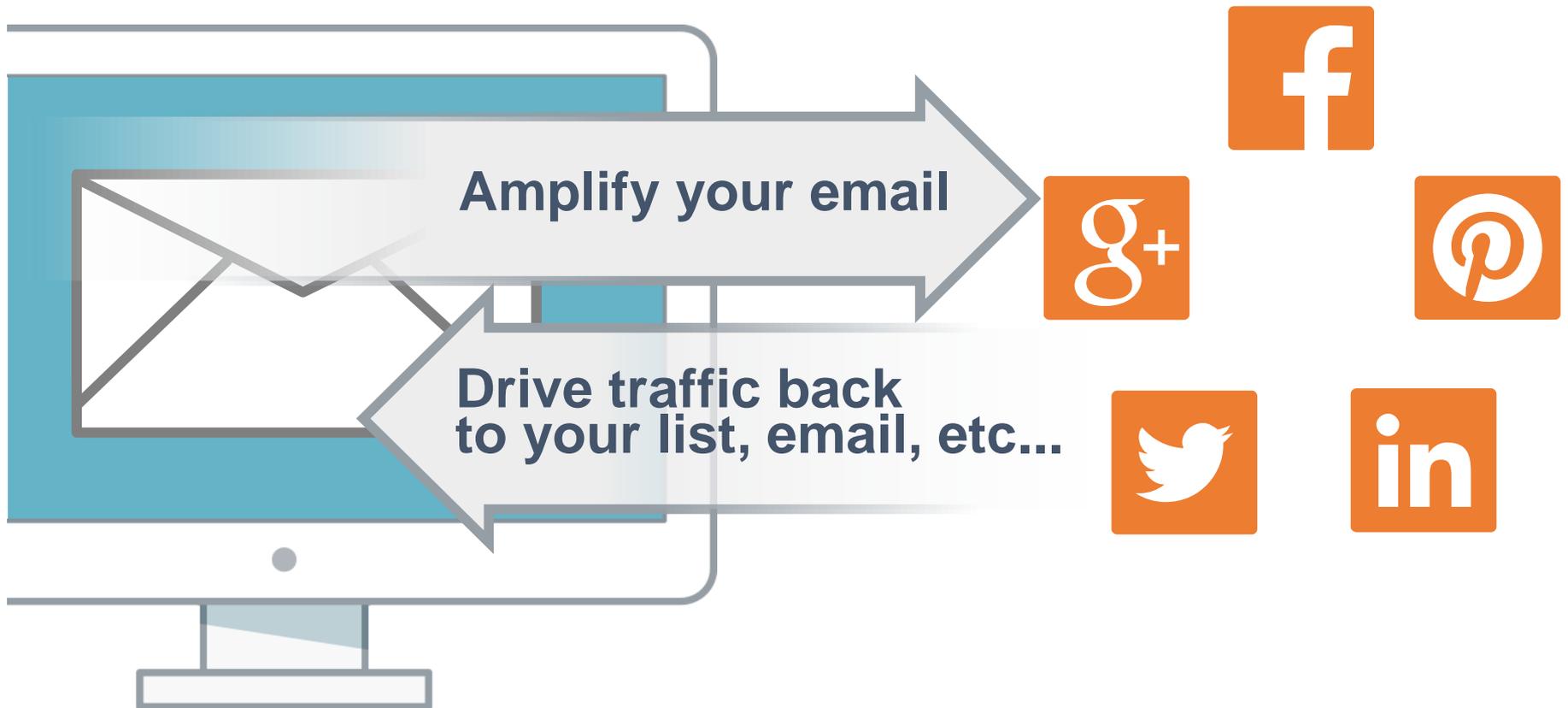
Source: MDG Advertising

# Social Media is the new word of mouth

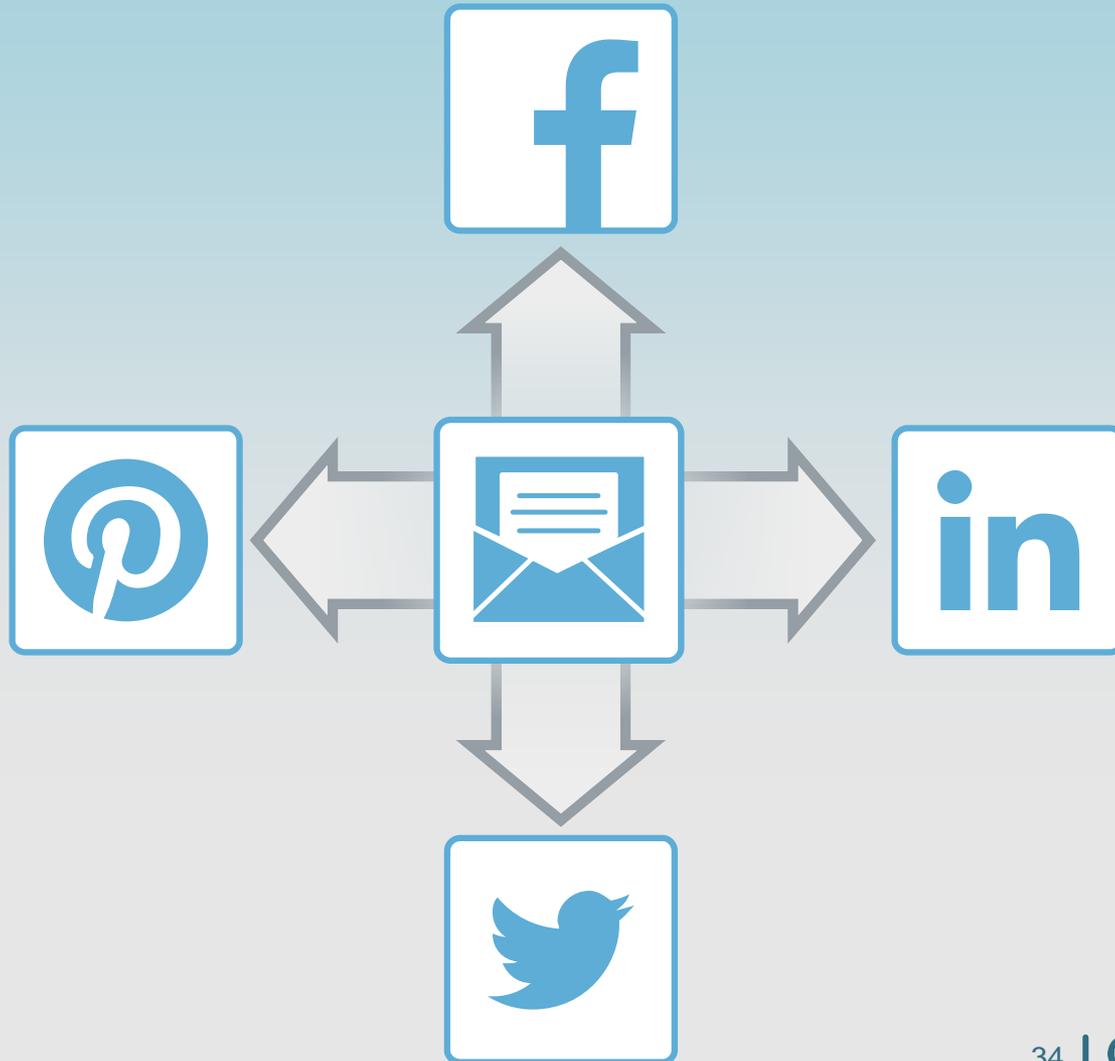


# Email & Social

You **have** to use both



# Repurpose & Reuse





Engagement Marketing | Email | Email + Social | **Social** | Next Steps

# Which social media?

The top networks



Facebook



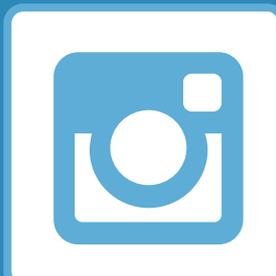
LinkedIn



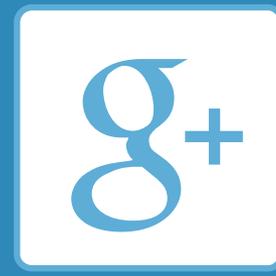
Twitter



Pinterest



Instagram



Google+

# Facebook

## Primary Audience

All

## Looking For

Useful, interesting, informative content

## Best For

Sharing text, photos, videos and reaching a large audience

## Used By

B2B, B2C, nonprofit



# Facebook content

Low volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

Quality vs. quantity



# What do I do next?



1. Try a fill-in-the-blank or question post



2. Create and share visual content



3. Monitor your page. Is your content engaging?

# LinkedIn

## Primary Audience

Business

## Looking For

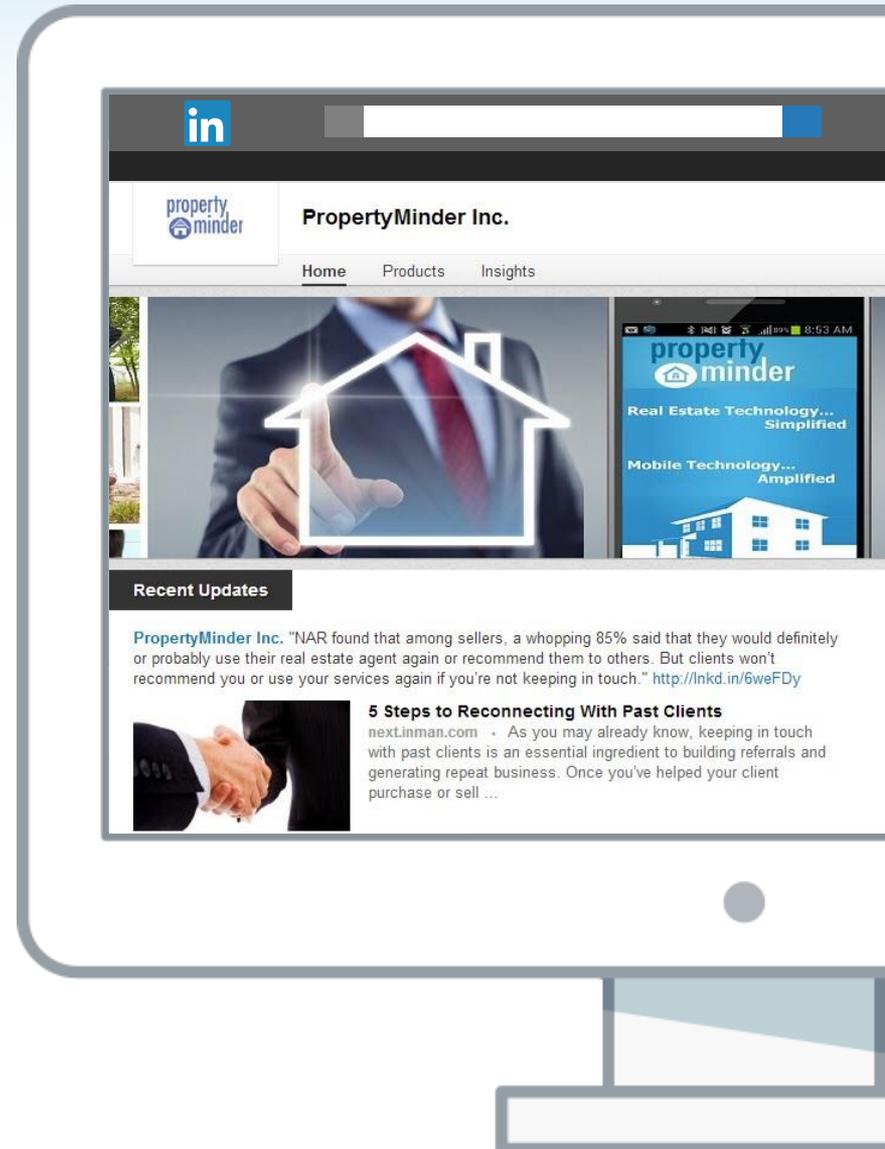
Industry news, tips, solutions

## Best For

Sharing thought leadership

## Used By

Mostly B2B





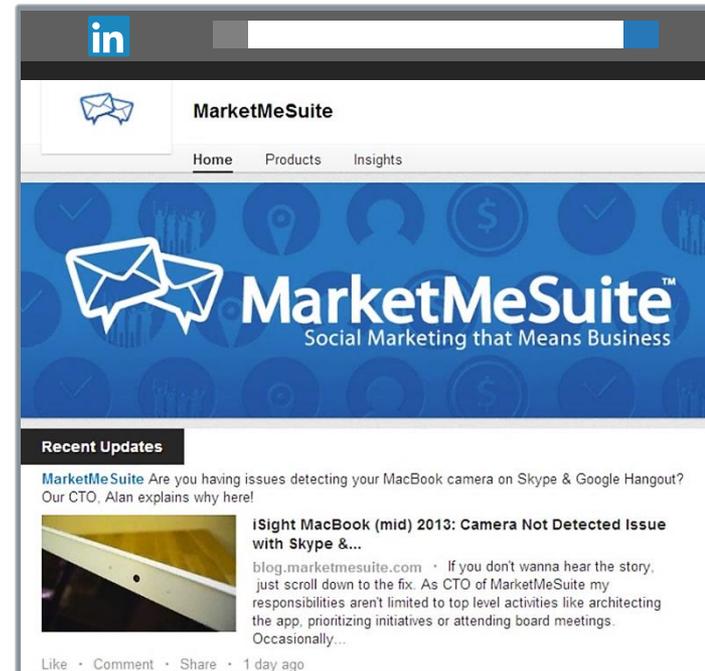
# LinkedIn content

Low volume/high value

Minimum: 2 X per week

Maximum: 5 X per week

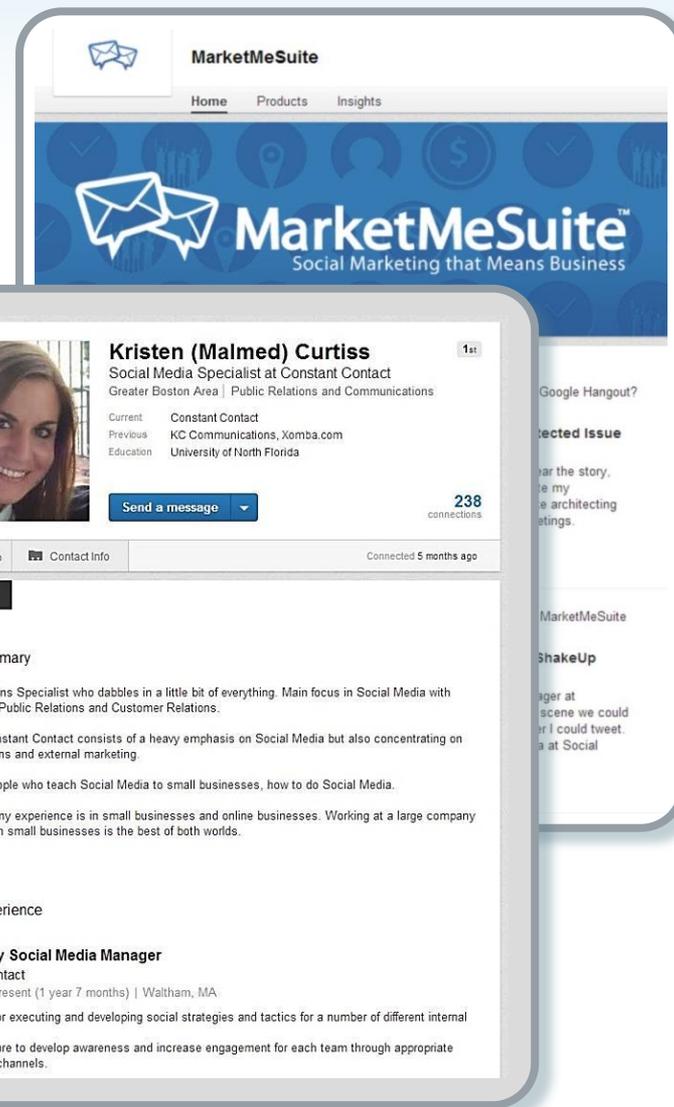
More formal and technical





# Page vs. profile

- What's the difference?
- Fill out all of the information
- Add content to
  - Company culture
  - Products & services
  - Recommendations



# What do I do next?



1. Fill out everything on your page



2. Be active – post at least 2 X per week



3. Try sharing something about your industry



# Twitter

## Primary Audience

Young adults

## Looking For

News, brand updates, trends

## Best For

Sharing news, and original and curated content

## Used By

B2C, nonprofit





# Twitter content

High volume/low value

Minimum: 5 X per day

Maximum: none

Quantity is key

The screenshot shows the Twitter profile for the Currier Museum (@CurrierMuseum). The profile picture is a square logo with the letters 'A B C A' and 'M E E V' arranged in a grid. The bio text reads: "The Currier Museum of Art has American & European art, the F Lloyd Wright-designed Zimmerman House, programs for all ag Café & Shop all in Manchester, NH Manchester, New Hampshire currier.org". Below the bio, the statistics are: 1,720 TWEETS, 960 FOLLOWING, and 4,656 FOLLOWERS. A tweet is visible at the bottom, starting with "Join us and @theatreKAROW this Sunday Jan. 12 for a play".



# Content best practices

Create vs. curate

Retweets = sharing the love

Hashtags

The collage features several examples of content from Constant Contact:

- Top tweet:** A tweet from Constant Contact (@ConstantContact) dated Feb 13, mentioning a retweet and a link to a mailing list sign-up graphic.
- Graphic 1:** A promotional graphic for UCF Art Gallery with the text: "Text us to join our mailing list! Just send us your email address by text message: Text UCFGALLERY to 22828 to get started." It includes a QR code and a smartphone image.
- Graphic 2:** A smaller graphic for UCF Art Gallery with the text: "UCF Art Gallery. Scan the QR code to join the UCF art gallery mailing list. We'll email you information on our upcoming shows, events, gallery news and updates."
- Bottom tweet:** A tweet from Constant Contact (@ConstantContact) dated 3 Sep, featuring 265 motivating quotes for small business owners with a link: "265 Motivating #Quotes for #SmallBusiness Owners ow.ly/ovYyI".



# Let's talk about hashtags



**Constant Contact** @ConstantContact

3 Sep

265 Motivating #Quotes for #SmallBusiness Owners [ow.ly/ovYyl](https://ow.ly/ovYyl)

- What is a hashtag?
- Used across social networks
- What's the point?
- How to create a hashtag
- Hashtag abuse



# What do I do next?



1. Tweet at least  
5 X per day



2. Share curated  
content



3. Retweet or  
thank a follower



# Pinterest

## Primary Audience

Women, foodies, crafters

## Looking For

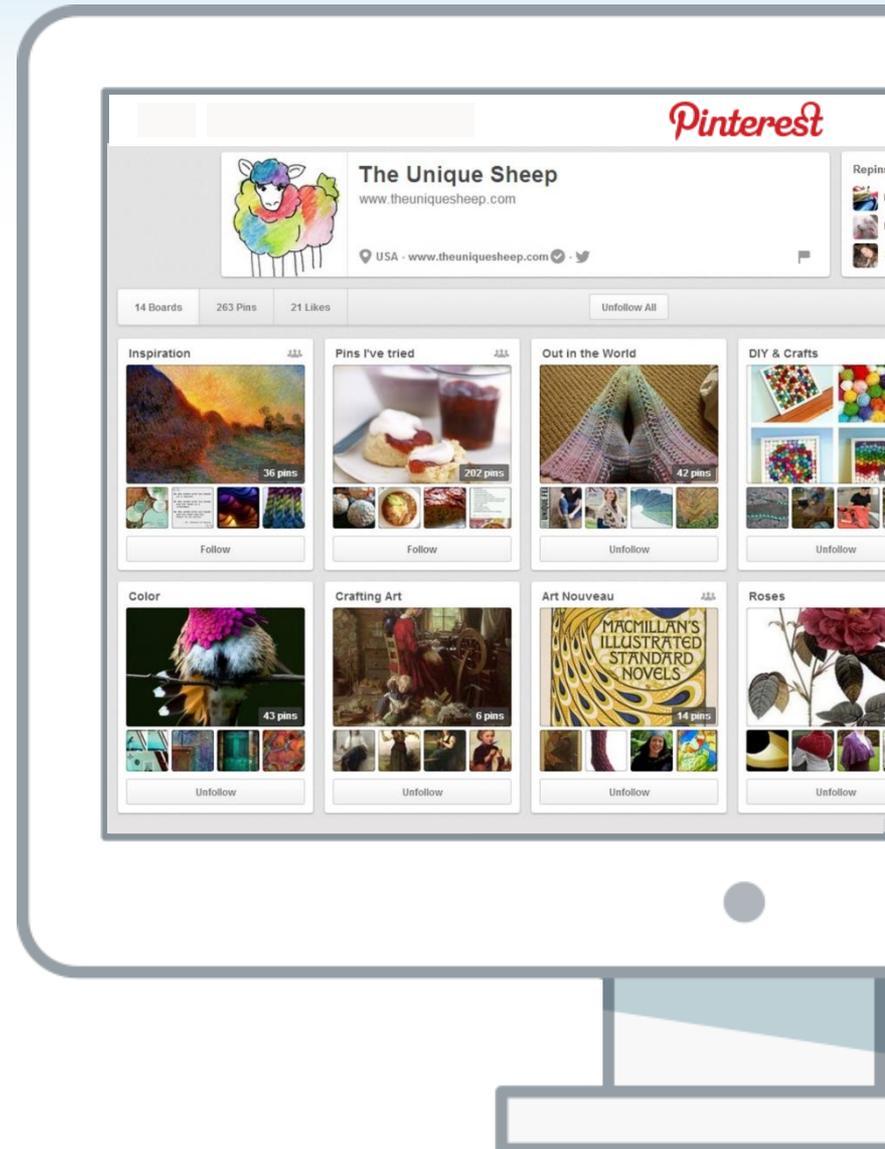
Photos, videos, products, tips

## Best For

Sharing visual content for products, how-to, e-books

## Used By

B2C





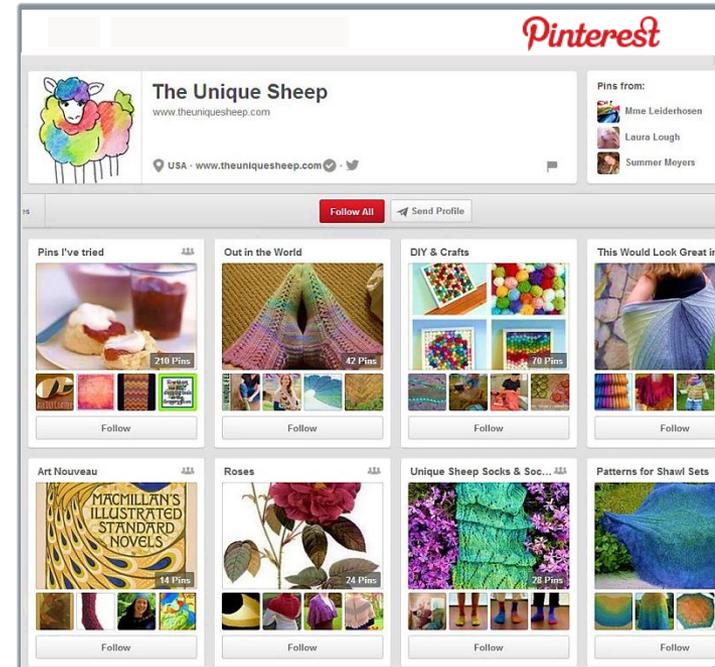
# Pinterest content

High volume/high value

Minimum: 5 X per day

Maximum: 10 X per day

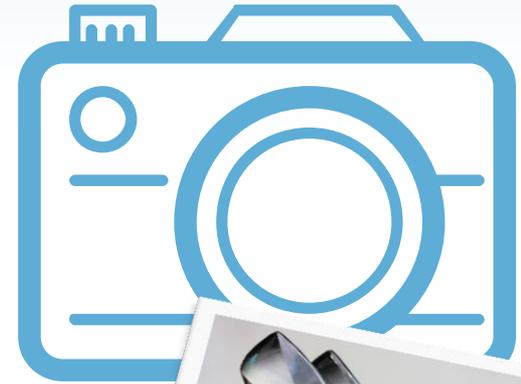
Quality images = important





# Why visual content is important

- **90% of information** transmitted to the brain is visual
- Photos are **liked 2X more** than text updates
- **67% say images are very important** in selecting and purchasing a product





# What do I do next?



1. Create 3-4 boards to start



2. Install the Pin It button  
[about.pinterest.com/goodies](https://about.pinterest.com/goodies)



3. Provide a description and link in your product pins



# Instagram

## Primary Audience

Young Adults

## Looking For

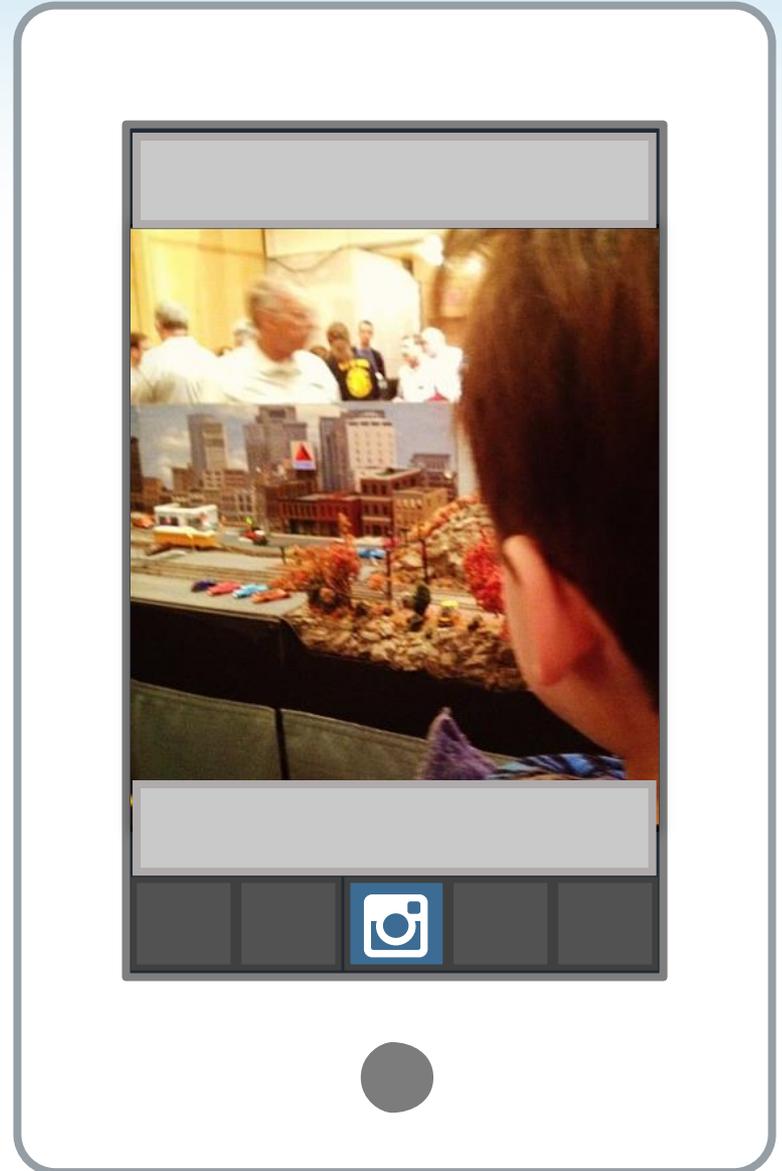
Photos of People & Products

## Best For

Sharing visual content for products, adding links to website, blog

## Used By

B2C





## Primary Audience

Men, students, software developers

## Looking For

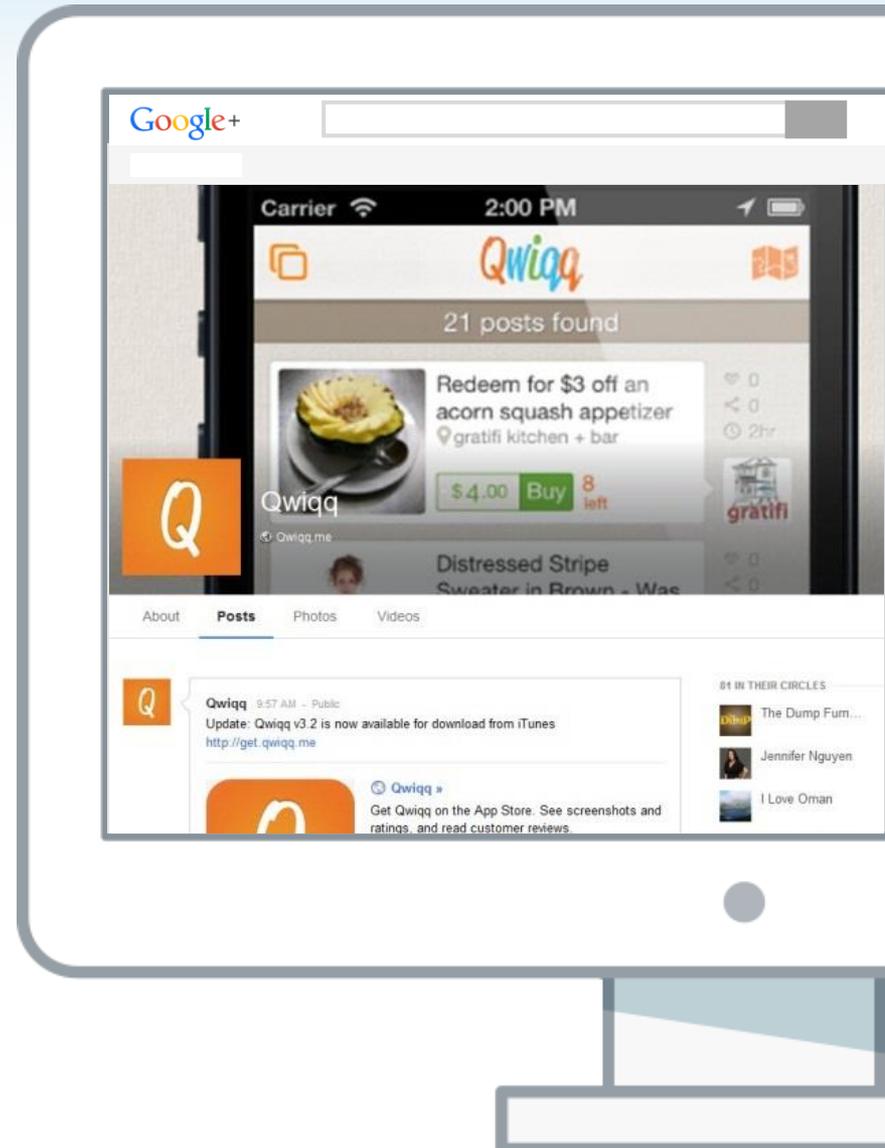
Links, photos, video, news, blog posts

## Best For

Increasing your searchability and expertise

## Used By

B2B, B2C, nonprofit





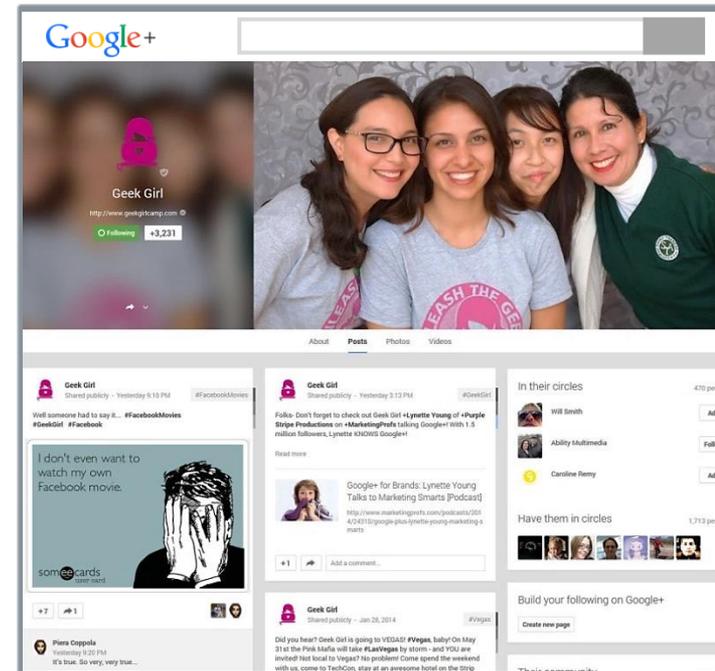
# Google+ content

Medium volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

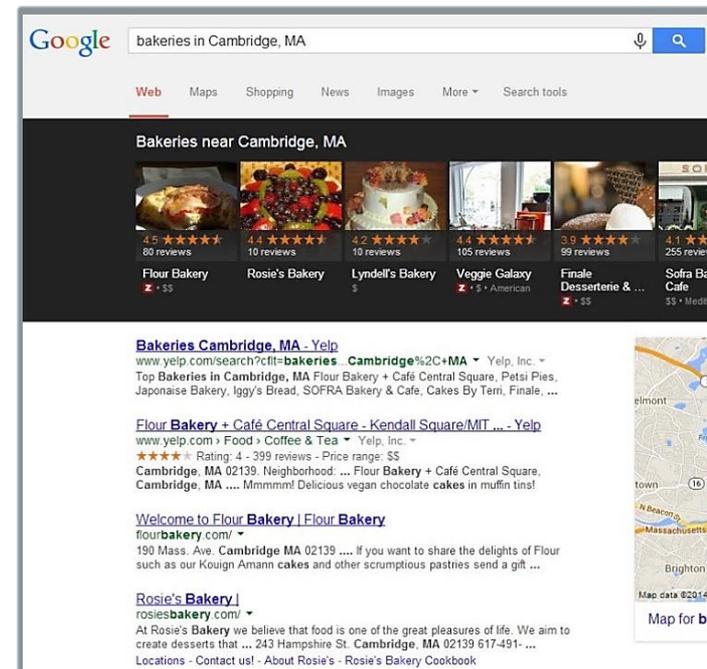
Keywords = searchability





# Let's talk about SEO

- Google uses an algorithm
- You need to create fresh content regularly
- Use the right keywords
- Google ♥ Google





# What do I do next?



1. Share your  
blog posts



2. Post a photo  
or a video



3. Use keywords  
that will get you  
found



Facebook	LinkedIn	Twitter	Pinterest	Instagram	Google+
All	Business Focused	All	Mostly Women	Young Adults	Mostly Men IT & Mktg
Sharing, text, photos & links	Sharing news, product info, testimonials	Sharing text, news, photos & links	“Pinning” photos, videos & images	Photos of people & Products	Sharing, text, photos & links
Engage Increase Visibility Large Audience	Thought leadership; Groups and Comments	Retweets, Influencers & Reputation Building	Sharing products, how-to/tips, e-books, Ideas	Link to products or website, Likes & Comments	Better SEO & Reputation Building



Campaigns & Newsletters | Email | Email + Social | **Next Steps**

# Start where you are

And where your clients and relationships are.



# What do I say?

## Get likes, shares, comments

Entertain, invite conversation, ask questions, images & video

## Be useful & informative

Industry info, hints + tips, curate content

## About your business

Calls to action, not “buy now”

50%

30%

20%

# What do I say?

Components of my Thanksgiving dinner were purchased

## SUCCESS

ISN'T JUST ABOUT  
what you accomplish in your life  
IT'S ABOUT **INSPIRE**  
WHAT YOU **INSPIRE**  
OTHERS TO DO

Like Comment

Tag Photo



**Constant Contact**

Who inspired you to start your own business?

Like · Comment · Share · Edit · October 22

Album: Click LIKE on the Monday Motivation

Quote you like best!

Shared with: Public (edit)

Aki Rosu, Liz Henry, LBoogie For-real and 281 others like this.

385 shares

View all 20 comments

Tag This Photo

Edit Location

Change Date



4,411 people saw this post

Promote ▼

# 50%

Entertain, invite conversation,  
ask questions, images & video

# Facebook Examples:

 Starbucks · 34,154,452 like this  
March 15 at 9:33am · 🌐

Espresso is beautiful.



 Zillow  
February 7 · 🌐

Which window seat would you pick?

A. <http://zlw.re/61805Exy>  
B. <http://zlw.re/61815Exj>  
C. <http://zlw.re/61835Exz>  
D. <http://zlw.re/61855Ex3>



Like · Comment · Share

👍 446 people like this.

Top Comments -

# What do I say?



A screenshot of a Facebook post from the page 'Constant Contact', dated November 29. The post contains a 'Holiday Tip' about adding personal touches to content. Below the text are interaction options: 'Like · Comment · Share' with a '12' comment count. A thumbs-up icon indicates that several users, including 'Free Pharmacy Discount Card!', 'Mortgages Made Simple by Ray McMillan', and 'Training & Staffing by Key Partners, Inc.', have liked the post. There is a link to 'View all 9 comments'. Two comments are visible: one from '2100 ONLINE MARKETING' and another from 'Credible Copywriting'.

**Constant Contact** November 29

Holiday Tip - Help your business stand out from the holiday avalanche, by adding the personal touch your customers are looking for. One way to do that is simply by adding "You" and "Your" or "I" and "We" to your content. (For example: "We have a new collection your friends are going to love...")

Like · Comment · Share 12

Free Pharmacy Discount Card!, Mortgages Made Simple by Ray McMillan, Training & Staffing by Key Partners, Inc. and 26 others like this.

View all 9 comments

**2100 ONLINE MARKETING** @joseph you could also try tailoring the type of message you send to different customer needs. For example, if you have a group of customers that are interested in the savings and value of your company, try a VIP style email. November 29 at 1:37pm · Like

**Credible Copywriting** Agreed. Using "You", "You're" or "We" definitely makes content more relatable and engaging. November 29 at 5:48pm · Unlike · 2

**30%**  
Industry info, hints & tips,  
curate content

# What do I say?



**Constant Contact**  
Are you or your small business on Instagram? We are! Check out our new profile <http://ow.ly/f9JJAX> or follow us @ConstantContact!  
Like · Comment · Share · Edit · November 9

Master Gurnam Singh Mehta, Chris Lin, Teri Greninger Dykeman and 11 others like this.

**Joseff Boyer** <http://instagram.com/beachwellness>  
**beachwellness on Instagram**  
instagram.com  
November 10 at 5:04pm · Like · 1 · Remove Preview

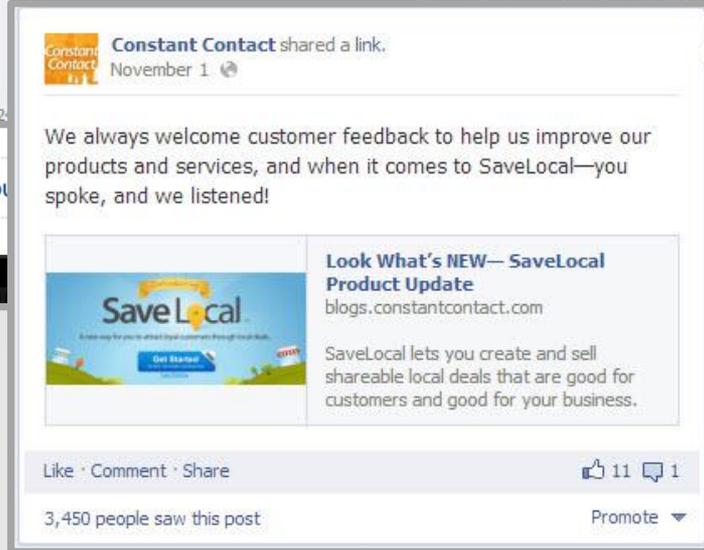
**Adam Ross** Done! <http://instagram.com/infiniteprospects>  
**infiniteprospects on Instagram**  
instagram.com



**Constant Contact**  
Like This Page · November 21 4h

Get your small business in on the action this Cyber Monday with BIG-time discounts on six of our essential marketing tools!

This offer will only be available Monday (11/26), so



**Constant Contact** shared a link.  
November 1

We always welcome customer feedback to help us improve our products and services, and when it comes to SaveLocal—you spoke, and we listened!



**Look What's NEW— SaveLocal Product Update**  
[blogs.constantcontact.com](https://blogs.constantcontact.com)

SaveLocal lets you create and sell shareable local deals that are good for customers and good for your business.

Like · Comment · Share 11 1

3,450 people saw this post Promote

Check your inbox and o

**20%** Calls to action, not “buy now”

# Content ideas

## 3 questions to ask

- **What's new** at your business/organization?
- **What did you do recently** to help someone achieve success?
- **What advice** have people been asking you for lately?
- **Does this sound like “repurpose & reuse”?**

# Intentional Scheduling

Monday	Tuesday	Wednesday	Thursday	Friday
Time: morning	Time: noon	Time: morning	Time: afternoon	Time: noon
Monday motivation quote  Monday Member Benefit	Did you know?  OR  Check out these tips	Fill in the blank  Highlight a member	Event promotion  Visit our Facebook page	Fun fact!  Glass of wine (celebrate!)

One week of Facebook posts

# Content calendar for all channels

S	M	T	W	T	F	S
		1	2 <u>Tips for Spring</u> • Newsletter • Facebook • Twitter • LinkedIn	3	4	5
6	7 <u>Motivation Monday</u> • Facebook • Pinterest	8	9	10	11 <u>New Product</u> • Newsletter • Facebook • Twitter	12
13	14 <u>Motivation Monday</u> • Facebook • Pinterest	15	16 <u>Staff Pics</u> • Facebook • Instagram • Newsletter	17	18	19
20	21 <u>Motivation Monday</u> • Facebook • Pinterest	22	23	24 <u>Event Photos</u> • Facebook • Twitter	25	26
27	28 <u>Motivation Monday</u> • Facebook • Pinterest	29 <u>Sale</u> • Newsletter • Facebook • Twitter	30 <u>Newsletter</u> • Email • Facebook • Twitter			

	regular newsletter
	blog post
	theme days
	multimedia
	news/promotions

# In closing...this is important

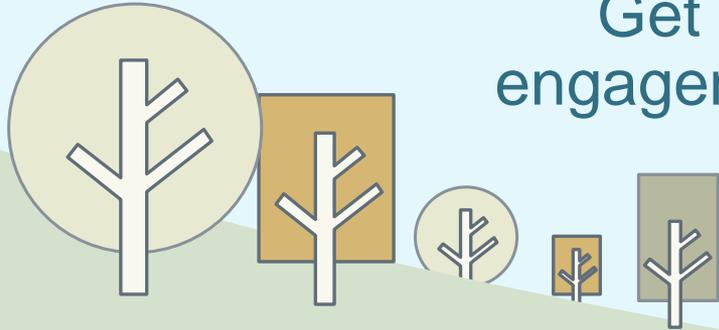


# Take Advantage

- Use your free account
- Tell your clients about discount
- Host a free seminar for your clients
- Host a Boot Camp for your clients

# Grow with Constant Contact

Get results fast, with affordable, easy-to-use engagement marketing tools and free coaching.



Newsletters  
& Announcements



Offers  
& Promotions

Feedback  
& Surveys



Events  
& Registrations

# Questions?



Interested in hearing more about  
Constant Contact?

**Betsy Armstrong**  
**Constant Contact**

