

# EMAIL & SOCIAL

## THE POWERFUL PAIR



social media explorer



# Two heads are better than one, right?

It always pays to have more than one avenue to success. And when the two paths intertwine and actually complement one another, the chances of success are even greater than either of the two paths alone.

The same concept holds true for digital marketing. Yes, social media has been all the buzz of the interwebz the last few years, and rightfully so. Emerging connection points where consumers feel less threatened by corporate greed and “marketing speak” and are more in control of their media experience have begat a bright new communications world.

Social networks, blogs, microblogs, photo and video sharing sites ... all have become preferred information and entertainment sources for the masses. Social media is here to stay.

But if you're worth your salt as a digital marketer, you know email marketing is, has been and will be among the most cost-effective digital channels a business can employ.

Sure, there are talking heads who say that social media is replacing email. There are even businesses making the mistake of foregoing email marketing strategies to spend more time on Facebook or Twitter.

But there's good news: The channels you use to communicate with your audience don't have to be mutually exclusive, or used in an all-eggs-in-one-basket approach.

In fact, two heads *are* better than one!

**Smart digital marketers are using email marketing and social media marketing together to achieve far greater successes in driving business.**

## Email: The Digital Glue

Let's first tackle this misnomer that social media is replacing email. Think for a moment about how many times you've checked your email today. How about in the last hour? Okay, how about how many times you've checked your email since you began reading this white paper? C'mon? Chances are about 20% of you have glanced over at the smartphone inbox between a paragraph or two.

Where do you tell people to send you important calendar items, documents or discussions about important topics, either for work or home? Our guess is "Facebook" wasn't your answer. It was probably email, or to your inbox.

Now for the trump card! Think about the process for signing up for Facebook, Twitter, LinkedIn, YouTube or any other major social media service. What is the one thing you must have to successfully establish an account? That's right! An email address.

“*Email is the digital glue that holds all these new channels and communications forums together. Without it, the social web would fall apart.*”

Log in to your favorite social network and look at your notification settings. Where do these social networks typically want to push messages to you to ensure you see activity happening on their platform? That's right! Your email address! If they thought email was dead, they'd push notifications to your inbox on their service, not email. Even the social networks themselves know your inbox is the most effective way to reach you.

Social media activity cannot exist without email. Sure, some services now allow you to use social login to establish accounts using your Facebook account, but you cannot sign up for Facebook without an email address.

This leads us to argue that email is the digital glue that holds all these new channels and communications forums together. Without it, the social web would fall apart.

The argument can then be made that the one digital asset that every single customer or prospect of your company will seemingly always have is an inbox.

And thus, email marketing will always be an option for consumers to use and for companies to leverage.

Thanks to legislation like the CAN-SPAM Act of 2003 in the United States and similar attitudes toward cleaning up the junk that gets into people's inboxes, email marketing is becoming more and more an opt-in practice.

This means the people on your list have, in general, raised their hand to say, "Yes! I want this company's emails to come to me."

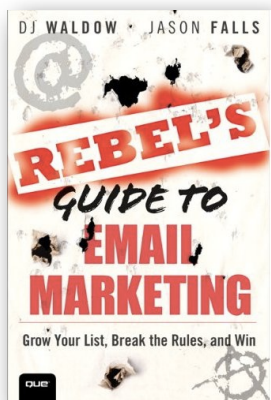
**This makes email marketing even more effective because the messaging is more relevant to the audience in question.**

And while we're at it, let's give social media some credit, too. Because of the social media movement of the 2000's, email marketing has gotten increasingly better across the board.

Through social channels, consumers began to insist upon more transparency, less blast messaging and fewer shotgun marketing approaches. Smart marketers listened and email marketing began its evolution to a more opt-in-centric practice.

That's just another area where email marketing and social media complement one another.

## Like Batman & Robin



In *The Rebel's Guide To Email Marketing*, my co-author, [DJ Waldow](#), and I present the argument that email and social media are like Batman and Robin. Email is Batman, the caped crusader. He's always there, trustworthy and dependable. When the bat signal goes off, Batman comes in to save the day. He's awfully powerful by himself, but sometimes he needs help.

Enter Robin, the boy wonder. He's younger, full of neat ideas – and the necessary silly exclamation from time to time – and helps Batman fight evil and get the job done. He's plenty able on his own, but becomes an almost unstoppable force when in tandem with his partner in crime fighting.

Email marketing and social media marketing are much the same. When you can leverage your social media connections – often light connections compared to those obtained through other, more traditional, channels – to build your email marketing lists, and drive your email subscribers to further engagement on social channels, both avenues are strengthened and your success metrics will likely agree.

# Integrating Email Marketing And Social Media

The key to making both email marketing and social media marketing work well is ensuring the two are integrated with each other and your overall marketing efforts.

If you've studied marketing at all, you've probably heard the phrase, "speak with one voice," or discussed the notion of establishing consistency with each of your consumer touch points. Your marketing messages are infinitely stronger if they deliver consistent messages to your prospective audiences, regardless of where or how often the audience interacts with your brand.

Think about it: You see a billboard that delivers the message that a certain over-the-counter medication is safe. You later read a magazine article where a company spokesperson is quoted about the drug's safety in clinical trials. A commercial pops on the television about the drug and the talking points are all about how safe it is. When you go to their website, a doctor is interviewed discussing the safety of the medication. On their Twitter account, much of the messaging to other users is about using the drug safely.

Consistent messages instill in the consumer what the company wants the consumer to believe: This drug is safe.

Now flip that on its head. You see a billboard that delivers the message the drug is safe. Your magazine article, though, features quotes from a company spokesperson talking about the physical benefits of the drug. The television commercial promises you'll be sexier and more vibrant when you take it. The website is all about how cheap the drug is if you order direct and the Twitter account is a hodgepodge of questions, answers and promotions.

What do you believe about the drug now? Probably not much of anything.

Now take that concept of messaging to a broader level. If you are using one channel (let's say email marketing) to promote one product or service, then using another (social media) to focus on customer service, then another (advertising) to promote something different, then you lack consistency in consumer touch points. When the prospective customer does touch your brand, you aren't reinforcing a key message that with integration can convert the prospect to a lead or customer.

To help you understand how to make email marketing and social media marketing work together, let's look at three primary integration points to develop your own Batman and Robin Effect. Integrating email and social generally means you're focusing in three basic areas:

**Social Connecting:** Asking your email subscribers to connect with you on social networks.

**Social Sharing:** Asking subscribers to share your email content with their social networks.

**Social Promotion:** Using your social media channels to promote your email marketing.

Let's look at each and how powerful they can be for your business.

## Social Connecting


Unfortunately, the social web is not the place for an "if you build it, they will come," attitude. If you have a Facebook presence, Twitter account, YouTube channel or other social media outpost where you share content and engage customers, you're welcome to sit around waiting for search engines to find you.

Or you can do what author and consultant [Jay Baer](#) calls, "Market your marketing."

In our email-social context, social connecting means promoting your social channels to your email marketing list. You can start simple and send an email to everyone saying, "Hey! We're now on Facebook! Be sure to come over and 'Like' us there to see the content we have to share with you on social channels."

That's what [Martha Stewart](#) did here - and she even tied in a giveaway:

MARTHASTEWART.COM


presented by 

FOLLOW @truvia

### TWEET FOR THE CHANCE TO WIN!

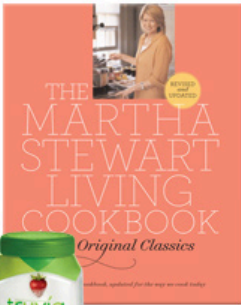
#### Wednesday, January 11<sup>th</sup>, 4pm

Join @WholeLiving, #wchat on **January 11 at 4 P.M. EST** to discuss New Year's resolutions worth making and keeping and how to make the New Year honestly sweet<sup>®</sup>. Ask a question and be entered for a chance to win a **New Year—New You! Cooking Prize Pack from Truvia<sup>®</sup>** natural sweetener and Martha Stewart Living Omnimedia. Celebrate the New Year with a new you!

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**Prize Pack Includes:**


- Martha Stewart cook book
- Martha Stewart cooking utensils
- Samples of Truvia<sup>®</sup> natural sweetener



**WHAT'S COOKING WITH Tartelette**

Find out what Helene of **Tartelette**, a Martha's Circle™ blog, is cooking for the New Year with great-tasting, zero-calorie Truvia<sup>®</sup> natural sweetener. Get ideas and inspiration for your holiday menu and so much more.

get inspired ▶



No purchase necessary. Sweepstakes ends 11:59:59 PM EDT 01/11/12. Open to legal residents of the 50 United States or the District of Columbia. 18 years or older. Void where prohibited. Click [here](#) for Official Rules.



It's likely you'll get a significant amount of response when social connection is the main focus of your email.

But what about new subscribers who didn't receive that message?

For them (and for those who weren't ready to get intimate on social just yet) **incorporate social connecting into every email you send** with easy-to-use tools and subtle messaging for your audience, like [1-800 Flowers.com](http://1-800-Flowers.com)'s social icons here:



Keep in mind that when inviting your email audience to engage with you on social channels, you'll want to give them a good reason to do so.

They already get your deals, promotions and company news through your newsletter. Why would they want to take the extra step to "Like" you or follow you elsewhere?

This implies that you'll need to devise a content strategy for your social channels that provides your customers with something additional or different.

Some companies use Twitter, for instance, as a customer service platform. It offers people a real-time platform for finding out order statuses, bringing problems to the attention of the brand and more.

These companies would tell their email subscribers, "You can now get expedited service if you follow and reach out to us on Twitter! Just tweet any issues you might have to @CompanyName and our customer service team will respond quickly."

“Devise a content strategy for your social channels that provides your customers with something new and different.”

Other companies may use Facebook or YouTube to share more in-depth or feature type content than email marketing allows. So a, "Get behind the scenes and deeper information by connecting with us ..." message might be in order.

One of my favorite case studies of a company using social connecting is that of [Bella Soleil](#).

The Italian pottery, glass and craft items company is a strictly online retailer. They cater to an audience of fine taste that can afford craft items from around the world, so their audience tends to be a little older and less computer savvy than some.

In 2011, however, Bela Soleil started a Facebook page. They emailed their customer list and asked them to "Like" the company on Facebook. For doing so, each customer would get a coupon.

Within an hour of the email distribution, the company collected 75 likes. It eventually got about 130 from the promotion. Neither of those numbers are staggering, but wait, there's more!

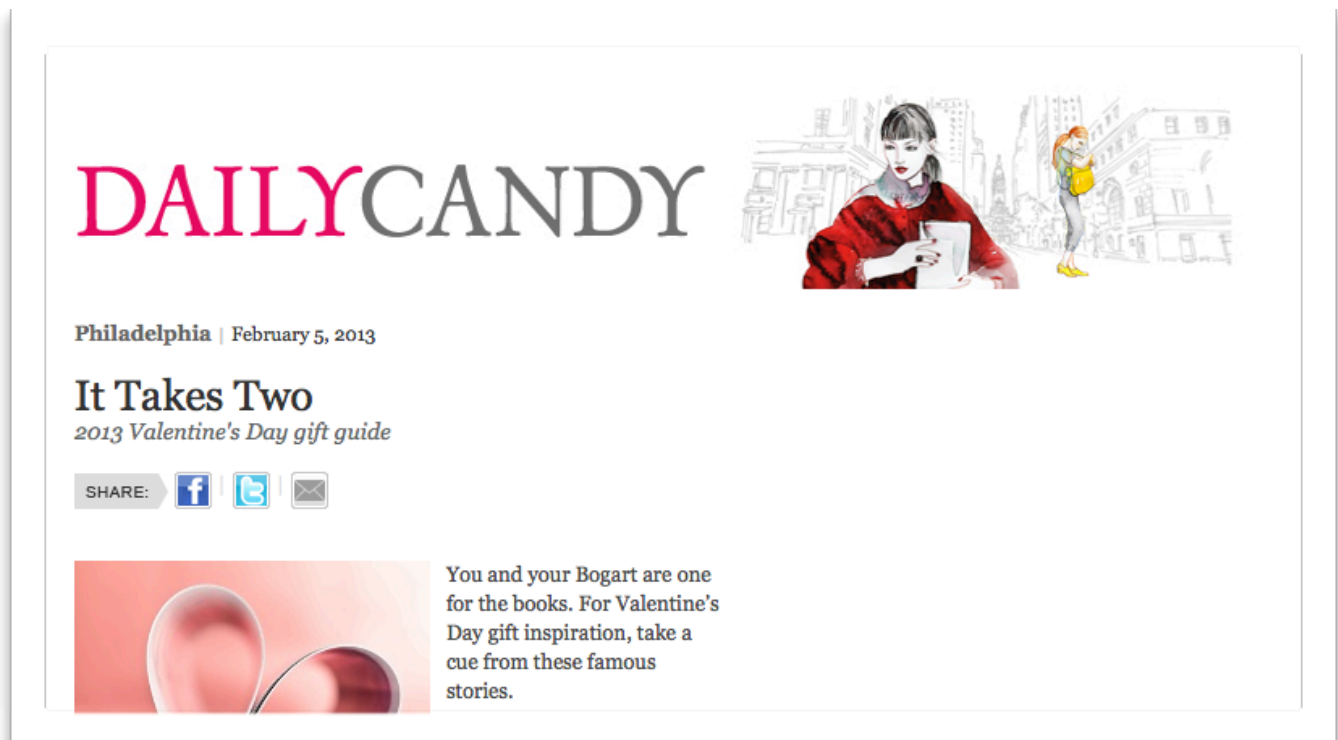
Remember that the people who "Liked" Bela Soleil on Facebook got a coupon for doing so? **Those 130 people cashed in the coupons to the tune of \$10,000 worth of merchandise!** All that from a simple email saying, "Why don't you 'Like' us on Facebook?"

## Social Sharing

If you've been running an email marketing effort for any length of time, you've probably experienced the frustration of working hard to get the newsletter or promotion put together only to see an 18 percent open rate. If that few of our audience are going to open and appreciate what we're doing here, why do it, right? Well, social sharing can help.

Social sharing is when you provide great content – coupons, deals, promotions, videos, informational stories, entertaining pictures and the like – in your email newsletter, then provide not only a call-to-action for your readers to share that great content with their social channels, but an easy mechanism for them to do so.

For example, [DailyCandy](#) pairs their newsletter articles with sharing buttons:

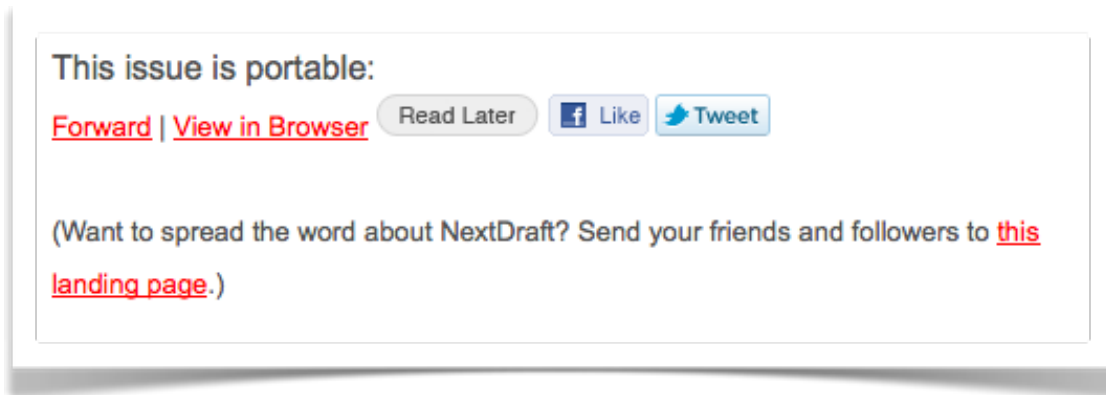


Why keep all that hard work and great content limited to whatever your open rate is?

Using social sharing, you can increase the number of eyeballs on that content exponentially. The first time I produced an email newsletter for my blog and consulting firm, I actively asked email subscribers to share the content with their Twitter and Facebook audiences.

**In the first two months I did this, I increased the reach of my content by over 200% and drove over 1,000 new subscribers to my newsletter.**

Even if you don't want to ask straight-out, you can include more subtle suggestions like [NextDraft](#) does in their email footer:



### Make Your Readers More Likely To Share

[J. Hilburn](#), an online custom-tailored luxury menswear company, implemented a Share With Your Network (SWYN) campaign in 2011 that gave anyone who shared J. Hilburn with their friends a \$50 store credit if any of those friends wound up buying something from the brand.

The person who was referred also got a \$50 credit to a purchase of \$100 or more! They were giving away \$100 per referral just to encourage people to share J. Hilburn with their networks.

The landing page for the Refer Your Friends campaign was incredibly simple and painfully obvious. Click on one of four buttons – email, Facebook, Twitter or a Personal URL – and a share box popped up for the referring party to enter a message and then publish the message. All the sharing was tracked using unique URLs so each person who shared got credit, as did the people who wound up liking or following the brand.

Through 45 days of J. Hilburn's Refer a Friend program, the company identified 1,000 new brand advocates who shared the company with an average of 12 friends. That's 12,000 shares of the company across social networks! The average order value of the purchases of those referred was \$315! **Over 600 transactions later, the social sharing program drove over \$250,000 in new sales.**

The reason social sharing works is that when a reader does click on your Share buttons, they are endorsing your content to their friends and followers on Twitter, Facebook, Google+, LinkedIn or whoever they're sharing it.

It's the Holy Grail of marketing: The Word of Mouth recommendation.



J. HILBURN  
MEN'S CLOTHIER

## Social Promotion

**The most important thing an email marketer can do is grow his or her list.**

Sure, you can focus on conversion rates, open rates, better copy, catchier headlines and the like, but if you aren't continually growing your list, you'll never be happy with your email marketing efforts. Social Promotion is a simple and surprisingly effective way to grow your list by simply presenting calls to action to join it on your social channels.

Think of it this way: Social media channels are user-controlled, opt-in environments. I don't have to see or encounter a brand on Facebook or Twitter if I choose not to (social advertisements and ads on social networks notwithstanding). I can control which companies I see in my stream and which ones I don't want to see without much effort. Social media puts me, the consumer, in control.

As such, people are more apt and willing to invite the content from brands into their field of vision. I may not want Coca-Cola in my email inbox, but I don't mind seeing their fun pictures and the like in my Facebook stream. But if Coca-Cola were to post on Facebook that they have an exclusive email list, like the Wine School of Philadelphia does here, I might just sign up.

The Wine School of Philadelphia  
April 13, 2012

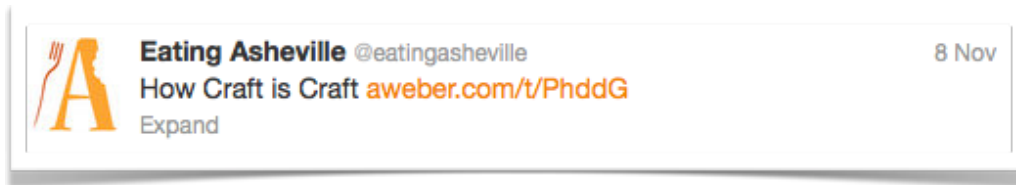
We also have a nice giveaway for our faithful readers. A free signed copy of my book, *Corked & Forked*. All you have to do is attend a class before May 15th and bring a copy of our newsletter. Register here: [www.vinology.com/free-wine-newsletter.htm](http://www.vinology.com/free-wine-newsletter.htm)

Also, here is a puppy chomping on a wine cork:



Like · Comment · Share 10

Similarly, [Eating Asheville](#) tweets links to the web versions of their newsletters:



Once people click through and read the newsletter, they'll know if they're interested in reading more like it. If so, they'll subscribe. Then, Eating Asheville can send updates and hopefully, earn their readers eventual purchases.

Irish sculptor and painter [Graham Knuttel](#) uses his social outposts to continually grow his email list.

His Facebook page includes an embedded email opt-in form and he does a monthly drawing of new subscribers to win some of his artwork.

About 80 percent of Knuttel's email list growth can be attributed to him leveraging his social connections to promote the existence of and benefits in subscribing to his email newsletters.

Oh, and money?

Because these subscribers are keenly interested in his art and perhaps then more willing to purchase, **he averages about £10,000 in direct sales from each mailing.**

This is social promotion: Finding those light-touch consumers who like you, but haven't yet moved further down your marketing funnel, and helping them do just that.

## What Now?

You now have **three proven ways to integrate email and social media marketing**, form your own dynamic duo, and produce two marketing heads to be better than the one (or more efficient than the two) you were using before.

Now your task is to incorporate social connection, social sharing and social promotion into your email and social media efforts to have each channel supplement and complement the other.

Before long, you'll be driving more subscribers, fans and followers which is also the first step to achieving higher conversions, higher sales and better satisfaction from your email marketing and social media efforts.

So, what are you waiting for? To the Marketing Batcave!

## Connect With Us for More Helpful Tips



### About the Author: Jason Falls

Jason Falls has advised major, regional and niche brands on digital marketing strategy for over a decade. He is the author of two books, the [Rebel's Guide To Email Marketing](#), co-authored with DJ Waldow, and [No Bullshit Social Media](#), co-authored with Erik Deckers, available at bookstores everywhere, online at [Amazon.com](#) and in common electronic formats. Falls is the founder and former CEO of Social Media Explorer where he continues to instigate vision and inspiration on the agency's blog at [SocialMediaExplorer.com](#). He spends his day job leading digital strategy for CafePress Inc., one of the largest online retail outlets in the world. More about him, his connection points and information about his public speaking services can be found at [JasonFalls.com](#). He can also be found for conversation on Twitter at [@JasonFalls](#).



### About the Editor: Hunter Boyle

A former editor and designer seduced by the ROI of marketing, Hunter Boyle has worked in the digital content and email trenches since the dot-com days. As a seasoned content marketing and optimization strategist and speaker, Boyle now leads business development for AWeber and helps SMBs grow using email, social media and content marketing. Connect with him on [Twitter](#), [Google+](#) or [LinkedIn](#).

## About AWeber

What do leading sites such as Social Media Examiner, Copyblogger, Which Test Won, ProBlogger and Harvard Business Review all have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

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