



POWERS COMBINED:
EMAIL AND
SOCIAL MEDIA

a Maxmail guide

What's Inside

Hello. Social media is not taking over email. And email marketing is certainly not dead. Active email users surpass users on any social network. Email has 3 times as many users as Facebook and Twitter combined. With around 3.6 billion people worldwide using email, predicted to reach 4.9 billion in 2017, email is well and thriving. With users of social media more highly engaged with their email inboxes, don't put all your eggs in one basket and use social media to grow your email list and boost your campaign ROI.

In this guide, we'll show you how to combine the powers of email and social media to exceed your marketing goals. Here is what we'll cover:

- Reasons to combine email and social
- Locating your audience on social platforms
- How to integrate email and social media
- How to build an HTML sign up form
- Tracking metrics

Need help? Contact our [support](#) team or if you prefer, our [Support Docs](#) can take you through step-by-step.

Start engaging your subscribers and build real relationships. Now, let's get started.



When Powers Combine

If you've been sending emails to your subscribers for a while now, chances are these people are also on one if not several social media platforms. Show your subscribers that you are interested in reaching out to them on channels of their choice.

Place social sharing icons in your email campaigns. When you do this, it helps extend the reach of your emails. But placing icons in your emails itself won't suddenly have them forwarding or sharing your email. Give them a reason to.

For example, if you are promoting an event, give your email subscribers an exclusive pre-sale discount to the event for a limited time. Here you have captured their attention to act fast by placing a time restraint along with the ability to share with their friends who will also benefit from the exclusive discount. Sometimes simply asking people to share works.

Social helps email spread the word. The more your email reaches people, the better your open, click and conversion rates will be. Social helps email convert more prospects

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into customers. Better results means better ROI. Integrate, don't isolate.

Social sharing boosts email results

Average email click through revenue (CTR) is 2.4%, add social sharing and CTR increases to 6.2%. Social sharing expands the reach of your message and opens up the chance for you to take advantage of other channels, bring in new prospects, customers and fans from other networks.

Social sharing helps you identify key influencers

Some ESPs provides metrics on who has shared your emails the most often, as well as the effect their sharing has had on opens, clicks, conversions etc. From this data you can tell who your key influencers are. And with this information, you can then segment your list and create more targeted content.

Social sharing gives your subscribers choice

One point of contact isn't enough. Your email subscribers might want to engage with your business or brand on different channels. Each other platform – Twitter, Facebook, YouTube, LinkedIn etc. allows your subscribers to interact with you in different ways so build a touch point enclosure around your best customers.

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Locate Your Audience

Before you combine email with social media marketing, find which social media platforms your audience is on. There is little point having a presence on all networks when your audience isn't there to engage with.

Generally speaking, if you are a B2B business, LinkedIn and a company blog are the best tools for customer acquisition. If you are a B2C business, Facebook, Twitter and a company blog are best for you.

To assess which social media platforms are working for you, check your web analytics. If the data shows that incoming traffic favours particular platforms, then you've got a good idea of where your target audience are and where you should focus your marketing efforts on.

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How to Add Social Sharing Icons

GetResponse found that emails with social sharing buttons have a 158% higher click-through rate. If you haven't integrated social into your email campaigns, do it now.

In the **Customize Your Design** screen select blocks and then drag and drop the social media block into your email template. To link your social accounts to the social icons or change icon size or alignment, select the social media block and then click **Block Settings**.

The screenshot displays the 'Customize Your Design' interface. On the left, the 'Block Settings' panel is open for 'Social media follow icons'. It includes a 'Design' section with an 'Icons size' dropdown set to 'medium', and a 'Links' section with input fields for Facebook, Twitter, and LinkedIn links, each with a plus icon. Below the links is an 'Add service' dropdown set to 'choose'. The 'Background' section shows 'Color' set to 'Transparent' with a color picker. The 'Padding' section shows 'Inner' and 'Bottom' options. The main preview area shows a sample email layout with a blue header, a 'Sample heading', a paragraph of text with a 'Click right here' link, and a three-step process diagram: '1 Create an email', '2 Send it', and '3 Track and analyse'. Below the diagram is another 'Sample heading' and paragraph. At the bottom of the preview, there are social media icons for Facebook, Twitter, and LinkedIn, and an 'Unsubscribe' button.

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How to Integrate Email & Social Media

Facebook subscription forms

Email loves social media. So build your email database with the help of social subscription forms. Use your Facebook custom tab as an email opt-in opportunity. With Maxmail you can produce HTML and FBML subscription forms to use on any website or Facebook page app respectively. Australian fashion brand Gorman have their email subscribe tab in the third position, maximizing visibility and the potential for Facebook email sign ups. Clicking on the subscribe tab directs the fan to the Gorman website to sign up for email updates. Your website is where you will get conversions, not on Facebook.



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Tips:

- Consider giving away free content or a special offer behind a 'fan gate' with email sign-up to convince visitors to sign up.
- On your Facebook timeline, share interesting snippets from your email content to show Facebook fans what you have to offer in your emails.
- In your email thank-you autoresponder, ask new subscribers to 'like' your Facebook page.





Email & Twitter

One way of integrating email with your regular tweets is to tweet an email opt-in offer with a tinyurl that takes followers to an email sign-up form on your website. In your tweet, entice followers to sign-up by:

- Offering free content and reminding that followers must subscribe to email for access
- Mentioning current email-exclusive offers
- Tweeting teasers of email content

Sometimes it isn't enough to just have social icons in your email, sometimes people need to be told to share. Highlight a particular tweet in your email that is relevant to your audience and ask your readers to 'retweet this'



Re-Tweet This @djwaldow How would you have responded if your Facebook page blew up with negative comments? http://ar.gy/oJe Share 	Forum Today's Question By <i>Imfontana</i> 12/9/2011 at 10:56 AM I need to create an electronic brochure for one of my customers. What software would you recommend that I use? Go To Question Share   
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Email & LinkedIn

LinkedIn exists as a way for professionals to network with one another and thought leaders in their industry. Members like to share important news, discuss current topics and to find answers to business-related questions. This channel is not a means to directly sell but to generate leads.

LinkedIn groups are a great way for you to reach out to those who share the same interests. You can join LinkedIn groups to start discussions, join in on conversations, and show your thought leadership.

Setting up a LinkedIn company page is also a great way to share recent articles from your email newsletters, share educational content and blog posts from your website.

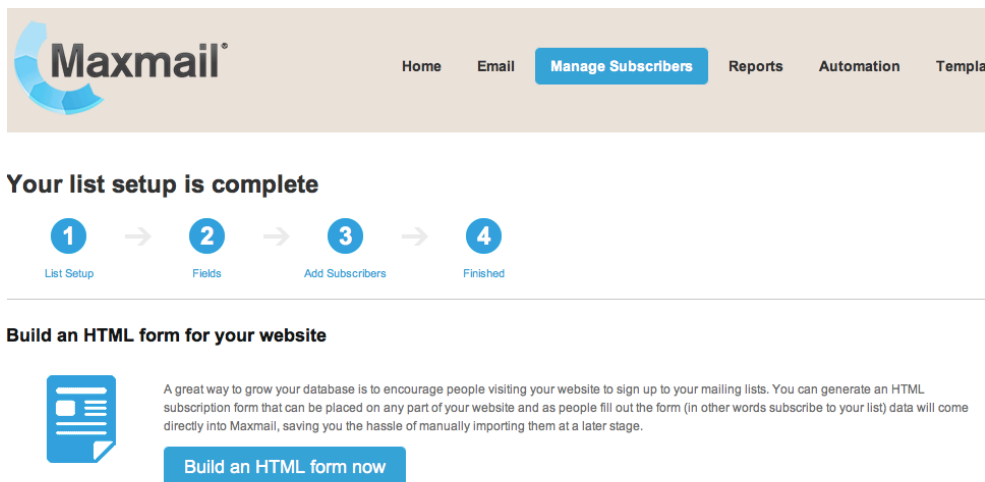
Email & Blog

Use your blog posts to mention, link to and point readers to subscribe to your emails. If they like what they read, they would be happy to subscribe.



How to Build a HTML Sign Up Form

Select **Manage Subscribers** from the top navigation menu to view your lists. On the list you want to use, click on **View Actions** and a drop-down menu should appear. Select **Add Subscribers** and then select step 4 'Finished' from the progress bar. Now you have the option to build an HTML form. Click **Build an HTML form now**.




Maxmail Home Email **Manage Subscribers** Reports Automation Templa

Your list setup is complete

1 → 2 → 3 → 4
List Setup Fields Add Subscribers Finished

Build an HTML form for your website

 A great way to grow your database is to encourage people visiting your website to sign up to your mailing lists. You can generate an HTML subscription form that can be placed on any part of your website and as people fill out the form (in other words subscribe to your list) data will come directly into Maxmail, saving you the hassle of manually importing them at a later stage.

[Build an HTML form now](#)

A **Success URL** is where your website visitors are redirected after they've filled out your sign up form. This can be a thank you page or can be left blank to use the default settings. A **Failed URL** is where your website visitors are redirected when there are problems with



processing your form. Leave it blank to use the default settings. Click on **Generate Form Code**. Now cut and paste the HTML back onto the page on your website or custom HTML tab on your Facebook page where you'd like to see the form show up. You can preview the form by clicking on the **Preview form URL** button.

HTML Subscription Form for test5

Success URL

[Test success u](#)

Your form URL

[Preview form URL](#)

Failure URL

[Test failure url](#)

The code will appear here after you click the "Generate Form" button. If you decided you want to change the success or failure url, simply edit them and click on "Generate Form" again.

Subscription form language

Use JavaScript validation

 Include Validation[Generate Form Code](#)

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Tracking Tweets & Likes

It's all well and good that you have optimized your emails for social sharing, but how does this improve your email marketing stats? Track your key performance metrics to see what's working and what's not to optimize your email and social strategy.

What to track:

- Click rate of social sharing links in your email campaign.
- Percentage increase in followers on each of your social media platforms after implementing social sharing icons in your email campaign.
- Opt-in rate from sign-up forms on your website and on Facebook.
- Opt-in offers shared on LinkedIn and Twitter.
- Number of comments generated on your networks from email-specific content.
- Website traffic generated by links from email and social.
- Total conversions generated from implementing an integrated email/social campaign.

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