

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

## Putting it All Together

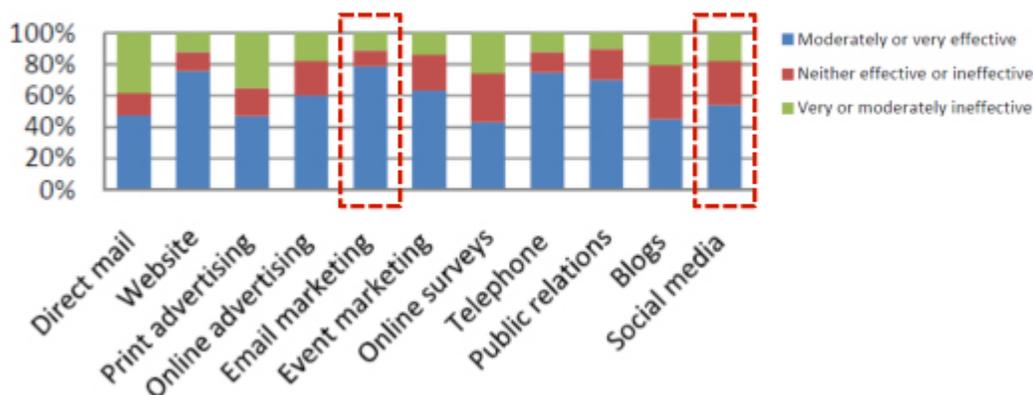
Social media is new, exciting, and even fun. It's also a highly effective way to market your business. Plain and simple: social media has a big impact on the way businesses **connect** and **communicate** with customers and prospects.

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

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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

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## 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.

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

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## 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.

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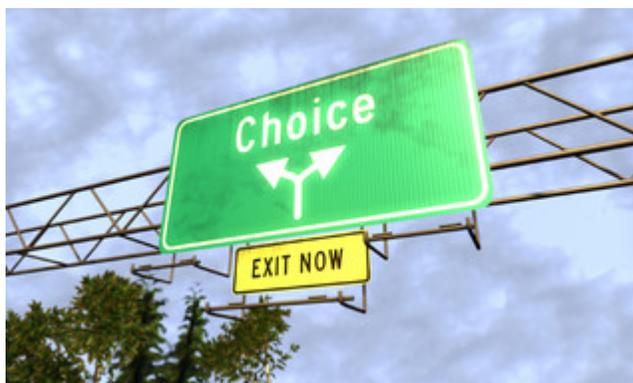
## Be Where Your Customers Are

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.



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## 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

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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.

