

A Short Guide to Email Marketing & Social Media

by Adam Franklin

CONTENTS

: Part one

how email and social media work together

: Part two

6 secret ways to use email and social media to win more customers

Please Share

© 2011 by Bluewire Media. This ebook is free and licensed under the [Creative Commons License, Attribution 3.0](#).

If you find this e-book useful please feel free to blog about it, tweet it, email it to a friend and otherwise share it with the world. The author simply ask that you don't alter, transform, or build upon it without prior consent.

The link for this ebook is www.bluewiremedia.com.au/a-short-guide-to-email-marketing-and-social-media

Credits

These articles were written by the author Adam Franklin and first published on the [StartUp Smart blog](#).

[How email and social media work together](#)
[6 secret ways to use email and social media to win more customers](#)

Thank you to [Vision 6](#) for the opportunity to speak at [EMSA 2011](#) and share the ideas in this e-book. Thanks to [Kay Kim](#) for the design of this e-book.



PART ONE

: How email and social media work together

Email is the original social media. It's a communication tool, it's personal, it's real-time, it's shared between friends and it can go viral.

It's actually the original form of social media even though in recent years it has been overshadowed by its more popular cousins Facebook, Twitter, blogs and YouTube.

Despite typically being divided into separate camps email marketing and social media are a match made in heaven. So how can you marry the two?

Each to their own

There's no doubt about it, some people prefer email, especially the people who say "Twitter is inane and Facebook is for teenage girls". Some of us prefer to keep our inbox lean and mean, saving social media tools like Facebook for online interactions.

Regardless of your personal choice you can be sure that you'll have potential buyers in each of the email and social media camps. So why would you want to alienate either of them?

Being active on both is advisable and the beauty is that the sum is greater than the parts. Getting social media and email to work together is simple because the same principles apply to both.

Investing in content

Remarkable content is the key ingredient for investing in relationships with your followers and subscribers. You earn and build that trust by publishing something free and valuable, like an e-book, market report or app and nurturing the relationship from there. Share knowledge on Twitter, Facebook or via email, but give it away freely.

Make valuable deposits first

At a bank you must make a deposit before you can make a withdrawal. On the web you must provide something of value before you can expect to receive something valuable, like someone's attention.

The more you invest the more you can withdraw. The rich are wealthy because they deposit more than they withdraw and it is exactly the same on the web.

Likewise, organisations with a committed community of fans become that way by earning trust, one person at a time – by investing more in those people than they seek in return.

With social media or email marketing you've got to ask: "Are you tipping the scales of value in favour of your fans or yourself?"

Withdraw cautiously

If you've made no deposits at your bank you can't possibly withdraw a thousand dollars. It's the same with email and social media.

But if you've been investing in the relationship by publishing remarkable content for years you may have earned the trust required to offer something for sale. When you do, congratulations.

But even when you reach that level, still withdraw cautiously and infrequently or you'll erode that hard earned trust.

No trust, no deal

Buying email lists is an absolute DISASTER.

Spam is any email you send to someone you don't know or who hasn't requested it. Unanticipated, unsolicited email eradicates any hope of ever building trust. Why do it?

What percentage of email in your inbox do you open? Some of it.

Would open an unsolicited email from someone you don't know? Unlikely.

Would you read it? No.

Would you pull out your credit card to buy from it? Never.

Stick to earning attention, not interrupting people you don't know and you'll be fine.

Tweet your emails and email your blogs

If you're an avid publisher you can easily re-purpose your remarkable content. If you write a blog, include those posts in an email newsletter. Once you send the email newsletter post it on Facebook and tweet it.

Sharing the same content via different channels is highly recommended.

Don't worry, you won't bug people. They know you and trust you so it's perfectly OK to hear about the same news via a tweet, a wall post, in a news article, on a blog or from a friend.

Get your email marketing and social media working in tandem and use them to share your remarkable content with the world.



PART TWO

: 6 secret ways to use email and social media to win more customers

Social proof is the best way to earn attention and build trust. And you must have trust to win customers. Luckily email and social media are your secret weapons for doing this online!

If ten friends recommend a restaurant, then you're likely to make a reservation without any further consideration. After all, if it's good enough for your friends, it's good enough for you. Let's have a look at how you can apply the same logic on the web.

1. Add Facebook comments

If you add Facebook comments to the bottom of your Product Pages, then you're allowing real people to leave their thoughts. This is so much better than publishing testimonials which you could cynically argue are made up. The more genuine comments you get the more social proof you are providing your potential buyers.

2. Add Tweet, Facebook like, Google +1 and LinkedIn share buttons

By adding these buttons to your website and blog you are making it easy for people to share your content with their friends. 78% of trust recommendations from other people, so what an effective way for the word to spread and to built trust without you doing anything extra! A high number of tweets or facebook likes is social validation that you are legit and your products are good quality.

3. Forward to a friend

On all the emails you send out, you should always include a "forward to a friend" button. This simple call to action reminds readers that their friends may also find the content valuable and provides an easy way for them to do so.

4. Share this email on social media

If you've put plenty of effort into your email newsletter, it's a pretty cool to think that it could be read by way more people than just your subscribers! If you post a copy of the email on your website, you can encourage your readers to tweet it, like it, +1 it or share it. If your newsletter is remarkable it is very possible that your 'open rate' could be greater than 100%.

5. Send follow up emails to customers who've just bought from you

It's customary to send an automated confirmation and thank you email after a customer has bought from you. But why don't you go one step further and send another email one week later? You can see how happy they are with their purchase and request a facebook comment or a tweet if they liked it!

6. Tell three friends to receive a gift or discount on your next purchase

The key here is to offer the gift or discount on their next purchase. You must earn their trust first. If a customer is forced to recommend a product to their friend, sight unseen, they are essentially opening themselves up to the risk of embarrassment if the product is no good. What you need to do is let them buy the product, try it out and then if they like it, offer them a gift or discount with their next purchase. You can follow up via email or social media to make this offer to them.

Email and social media are your secret weapons to nurture genuine trust, build your community and win more customers!

CONTACT



Adam Franklin

Adam Franklin is a social media speaker and Marketing Manager of Bluewire Media, the web strategy company he started with schoolmate [Toby Jenkins](#). The pair co-created the [Web Strategy Planning Template](#) and wrote [Web Strategy Secrets eBook](#) (both free downloads).

[@Franklin_Adam](#)

www.AdamFranklin.com.au

Our General Manager, Toby Jenkins and myself are both available for [speaking engagements and workshops](#).

Call 1300 258 394.

If you'd like a hand with your web strategy, please get in touch with Bluewire Media via

1300 258 394 (1300 BLUEWIRE) or www.bluewiremedia.com.au

Or follow:

www.BluewireMedia.com.au/blog

www.twitter.com/Bluewire_Media

www.facebook.com/BluewireMedia

www.youtube.com/BluewireMedia

www.linkedin.com/company/Bluewire-Media

FREE RESOURCES

: If you liked this e-book you may enjoy these other free e-books and tools we've released



Web Strategy Secrets ebook

www.bluewiremedia.com.au/web-strategy-secrets-ebook



Social Media How To Get Started Guide

www.bluewiremedia.com.au/social-media-how-to-get-started-guide



Web Strategy Planning Template

www.BluewireMedia.com.au/web-strategy-plan



Social Media Guidelines Templates

www.bluewiremedia.com.au/free-social-media-guidelines-template.html

MORE RESOURCES

PREMIUM TOOLS

This is the web strategy toolkit our VIP clients use in our workshops which cost \$3,950.

You can use exactly the same tools we do and run your own workshop for a fraction of the price.

www.bluewiremedia.com.au/diy-web-strategy-toolkit



DIY Web Strategy Toolkit
\$247 AUD

WANT TO WORK WITH US?

Check out the 2011 Culture & Glowers Album to see what what staff, clients and industry partners have to say. Future staff may like to apply on our website. Future clients can get started online too!

www.bluewiremedia.com.au/2011-culture-and-glowers-album.html



Bluewire Media's 2011 Culture & Glowers Album



bluewiremedia®
web strategy .com.au

THANK YOU

