



How to Create an Unbeatable Social, Email, and Text Strategy

86.41% of the
world's population
owns a smartphone.



Source: Statista

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A cross-channel marketing approach (social, email, text) can boost average users' lifetime by **76%**.



Source: Braze "For SMB Brands, More Messaging Means more Impact"

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Emails & texts

are the two most helpful communications to consumers when making a **purchase decision.**



Source: Constant Contact Small Business Now Report

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91%

of consumers are interested
in signing up for texts



Source: Attentive SMS Marketing Consumer Trends Report

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Ken Countess

- 40 year marketing veteran
- Executive at 4 Fortune 50 companies
- Over 25 years helping more than 10,000 businesses (just like yours)



Constant Contact **ELITE** Partner

Here's what we'll cover today:

- How social, email, and text move people closer
- How to harness the strengths of each channel
- How to create an overall great experience



Let's get started...

- **How social, email, and text move people closer**
- How to harness the strengths of each channel
- How to create an overall great experience





Practice the party principle

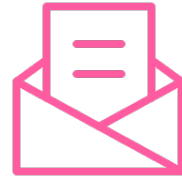
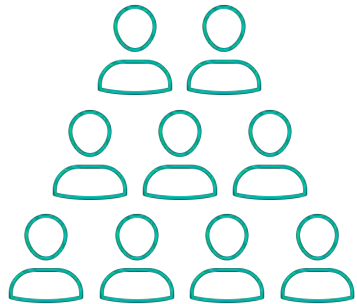
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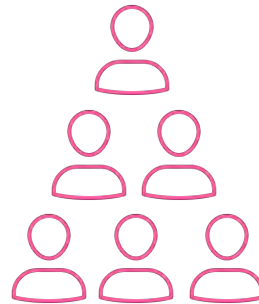
Social

*The
big party*



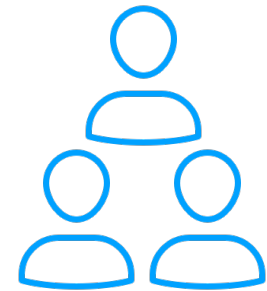
Email

*The
after party*



SMS/text

*The
VIP party*



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Next up:

- How social, email, and text move people closer
- **How to harness the strengths of each channel**
- How to create an overall great experience



Harness the strengths of each channel

Social media

- Share beyond email & SMS
- Engagement
- Reach a new audience



Email

- Reach audience directly
- Robust messages
- Provide more detail



SMS/text

- Short message
- Time-sensitive
- Exclusive





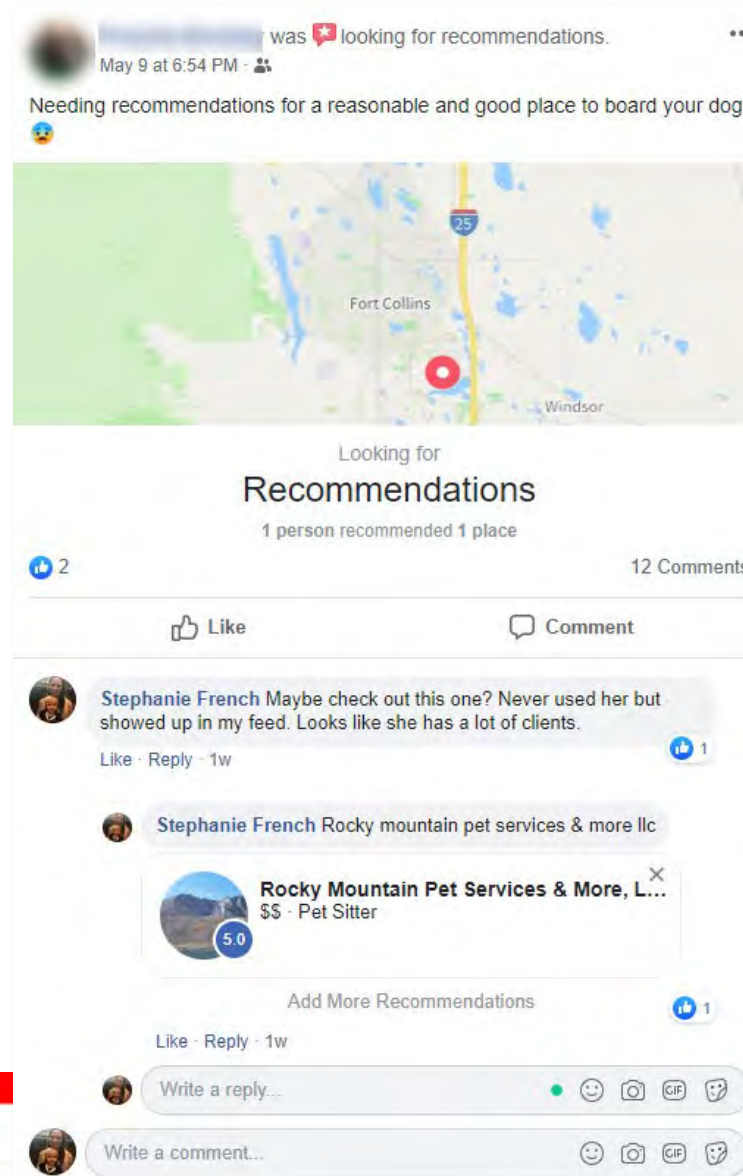
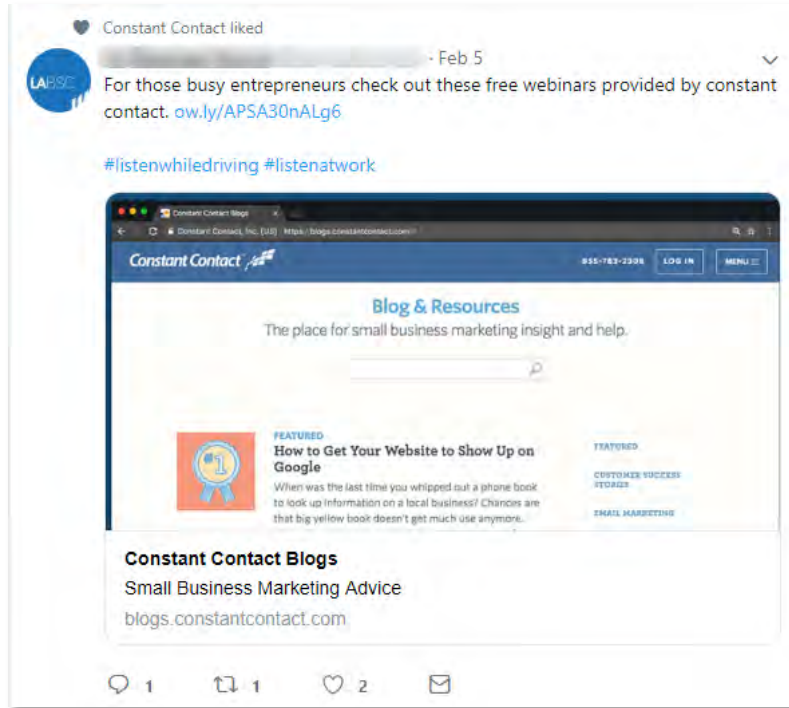
Use **social** for awareness
and engagement.



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Word of mouth happens online



Match your approach to the social channel



Competing
with friends,
family,
& news



Highly visual



Visual tips &
ideas



Professional
networking



Public news
– what's
happening
now

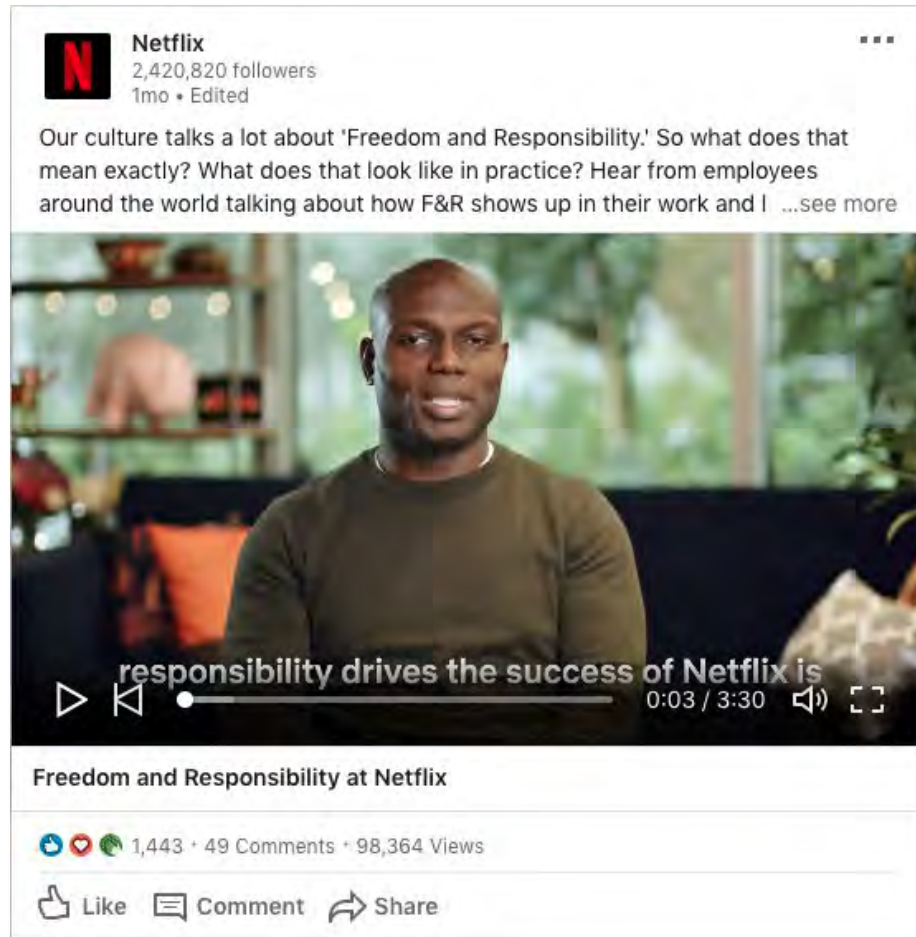


Video –
educational,
entertaining

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Modify your posts to suit each channel



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Focus your time and effort to meet the three goals

Spend 5 minutes each to:



Drive awareness



Provide customer service



Get them to take action



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Repurpose content to save time

- Repackage your email content
- Repackage your blog content
- Share user-generated content

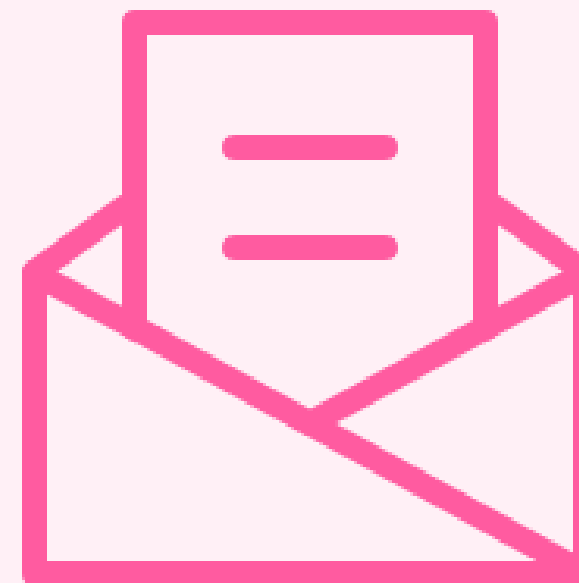
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Use email to build relationships.



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Email success starts with permission

- Get them to say 'yes' to receiving emails
- Use clear opt-in language on your sign-up forms
- **DON'T buy lists!**

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Join our birthday club!

We love celebrating birthdays with our customers! Join our email list to get a special gift on your birthday. You'll also be able to stay up to date with all of our offerings and products.

* Email

First Name

Last Name

Birthday

Sign me up!

By submitting this form, you are consenting to receive marketing emails from:
Constant Contact, 1601 Trapelo Rd, Waltham, MA 02451, US
You can revoke your consent to receive emails at any time by using the
SafeUnsubscribe® link, found at the bottom of every email.
[Emails are serviced by Constant Contact](#)

Want them to join your list? Just ask!

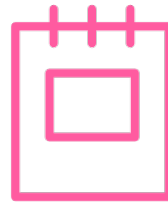
In-person

- At checkout
- While helping a customer
- At events



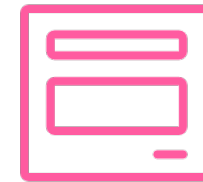
Print materials

- Signage
- Flyers/brochures
- Direct mail



Online

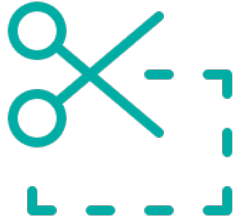
- Your website
- Social media
- Email signature
- Landing pages



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3 reasons people will subscribe to your list



Promotions & discounts



Exclusive content



Show support

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Sign up and dessert is on us!

When you join our mailing list, you'll receive a coupon for a free dessert on your next visit. You'll stay in the loop about events, menu updates, specials. We'll only send 3 messages a month!

* Email

Text Message Signup

☒ Text me with news and offers

* Mobile Phone Number (US only)

You agree to receive automated promotional messages from Brickyard Cafe. You may receive up to 3 messages per month. Reply 'STOP' to end or 'HELP' for help. [Terms & Conditions](#) and [Privacy Policy](#).

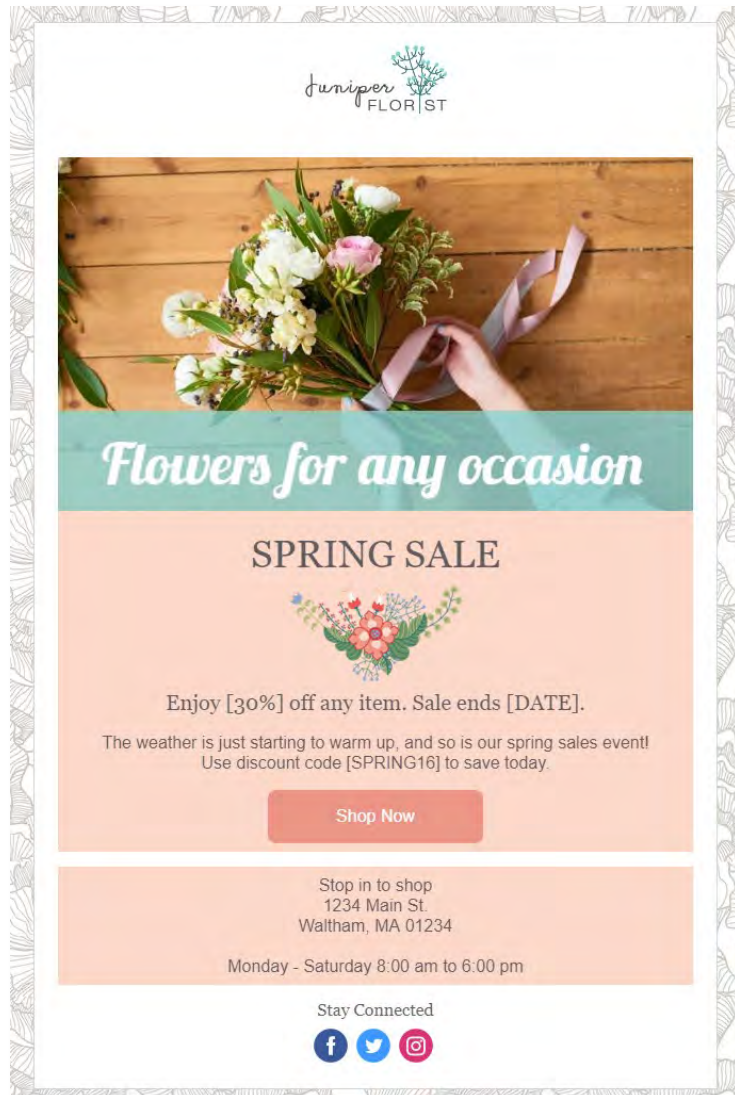
First Name

Sign Up

By submitting this form, you are consenting to receive marketing emails from: Brickyard Cafe, 123 Main St., Waltham, MA 02454, US, <http://www.brickyardcafe.com>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact](#)

Include two types of emails in your strategy

Promotional



Non-promotional



What to say and how to say it: For-profit

Headline:

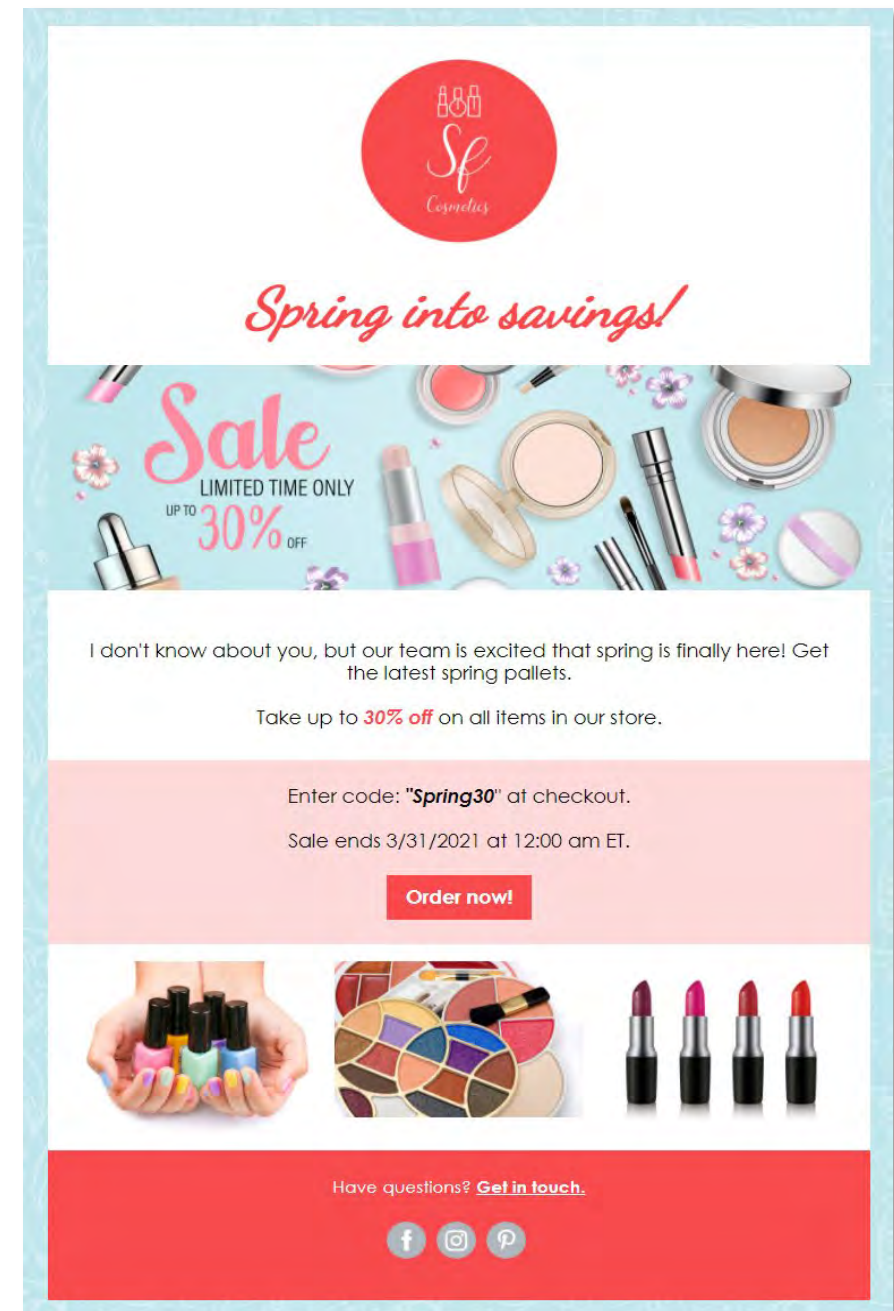
What are you offering?

Message body:

How will it help the reader?

Call to action button:

What should they do next?



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What to say and how to say it: Nonprofit

Headline:

What are you trying to accomplish?

Message body:

Why should the reader care?

Call to action button:

How can the reader get involved?

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KENISEMAIL.com

407.242.4200



Massachusetts Youth in Action



Donation Drive

Do you have any of these items?

Hello Nicole,

Our organization's mission is to help kids understand the importance of volunteering in the community.

We are currently in need of a few items for the kids to use on their assigned projects throughout the community.

- Trash bags
- All purpose cleaners
- Sponges/rags
- Window cleaner
- Vacuum cleaners
- Brooms
- Mops

Please drop the items off at the office at 123 Main St. Waltham, MA.

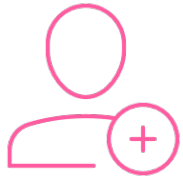
Don't have any of these items but still want to make a donation? Click the button below.

[Donate Today](#)

Thank you for helping us enrich the lives of those in our community.

MAIL.com

Get better results by segmenting your email list



Demographic

- Age
- Income
- Marital Status



Geographic

- Zip code
- City
- State



Behaviors & actions

- Opens/clicks
- Purchases
- Donations

How often should I send?

Answer: It depends...



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Determine *your* best send frequency

- Consider your audience
- Consider expectations set
- Send at least once a month!
- For promotional emails:
 - Announcement
 - Reminder
 - Last-chance reminder





Use **text** for exclusive
and timely messages.

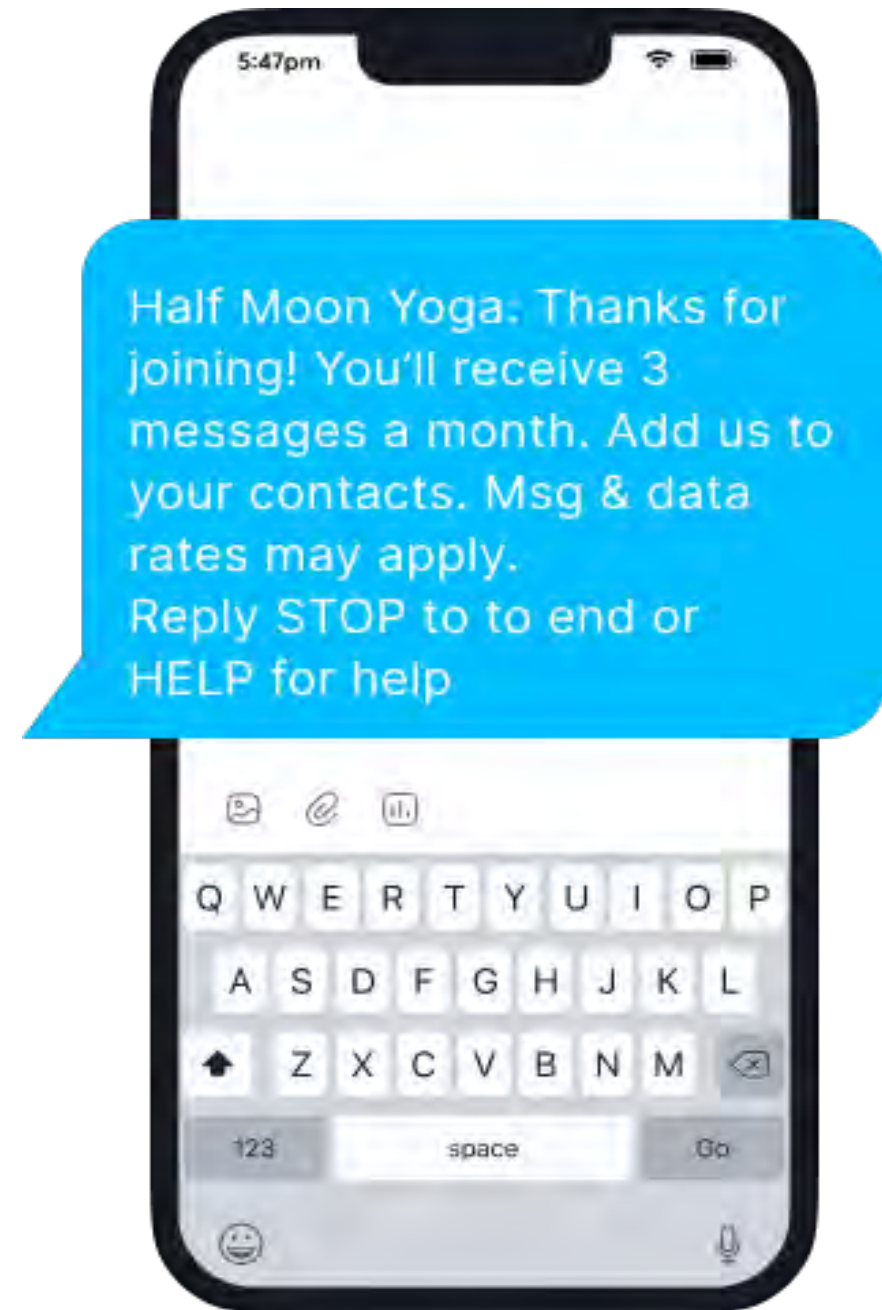


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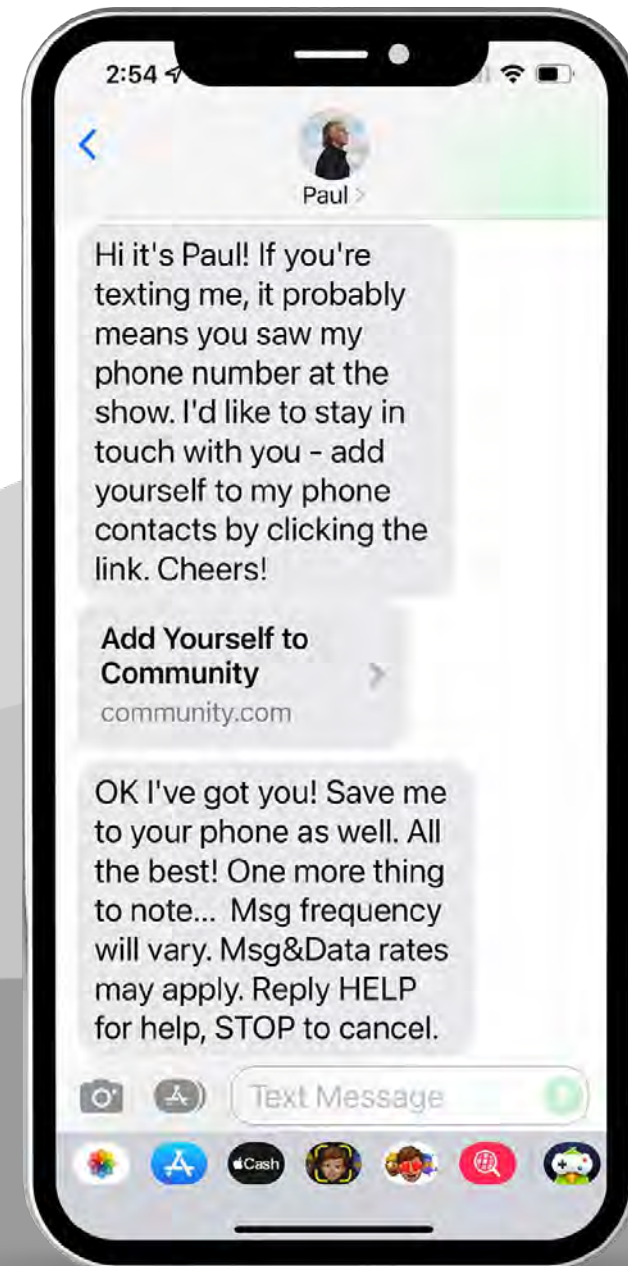
Text marketing also starts with their permission

- Ensure they opt-in
- Confirm their participation
- Include disclaimers
 - Terms of service
 - Privacy policy
- Set expectations



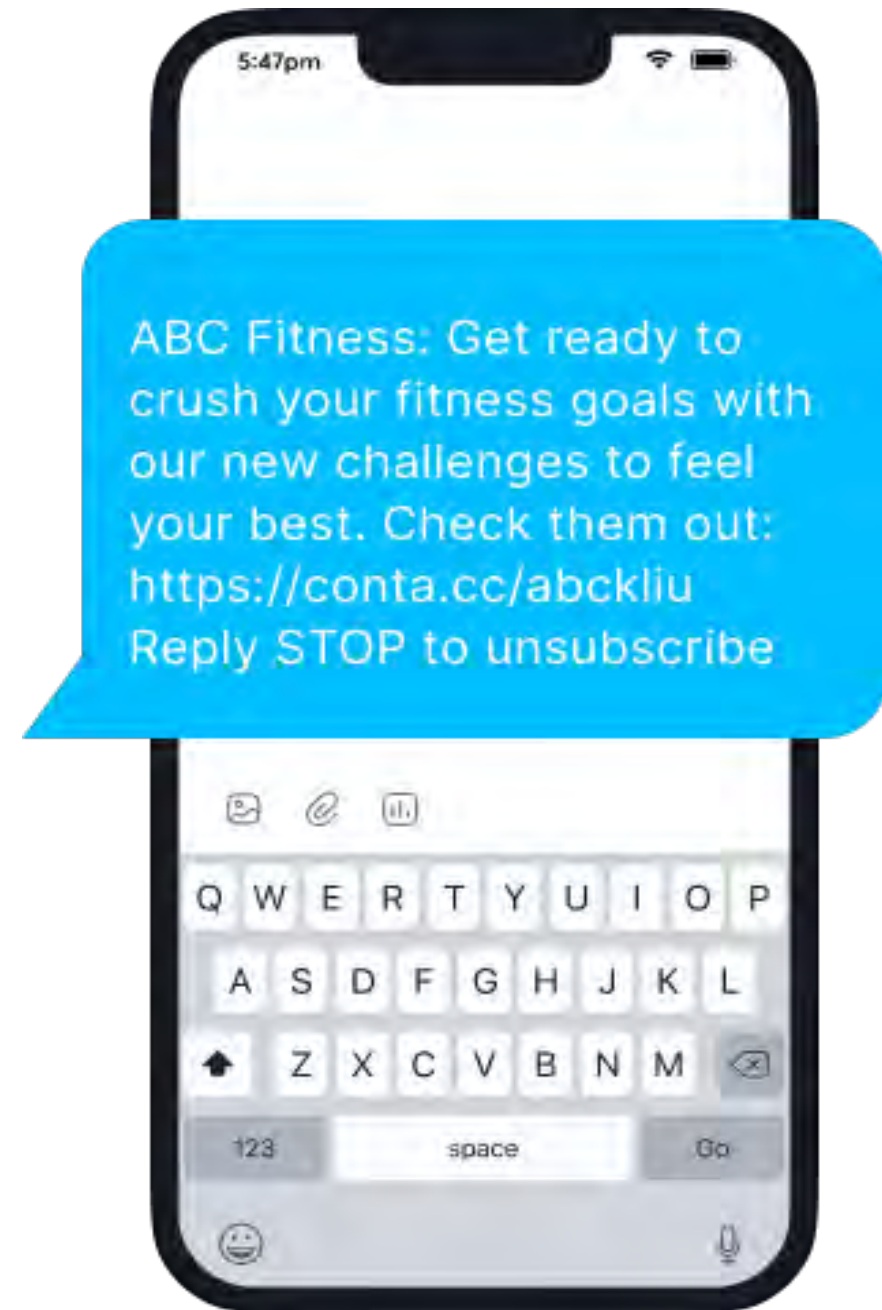


Constellation
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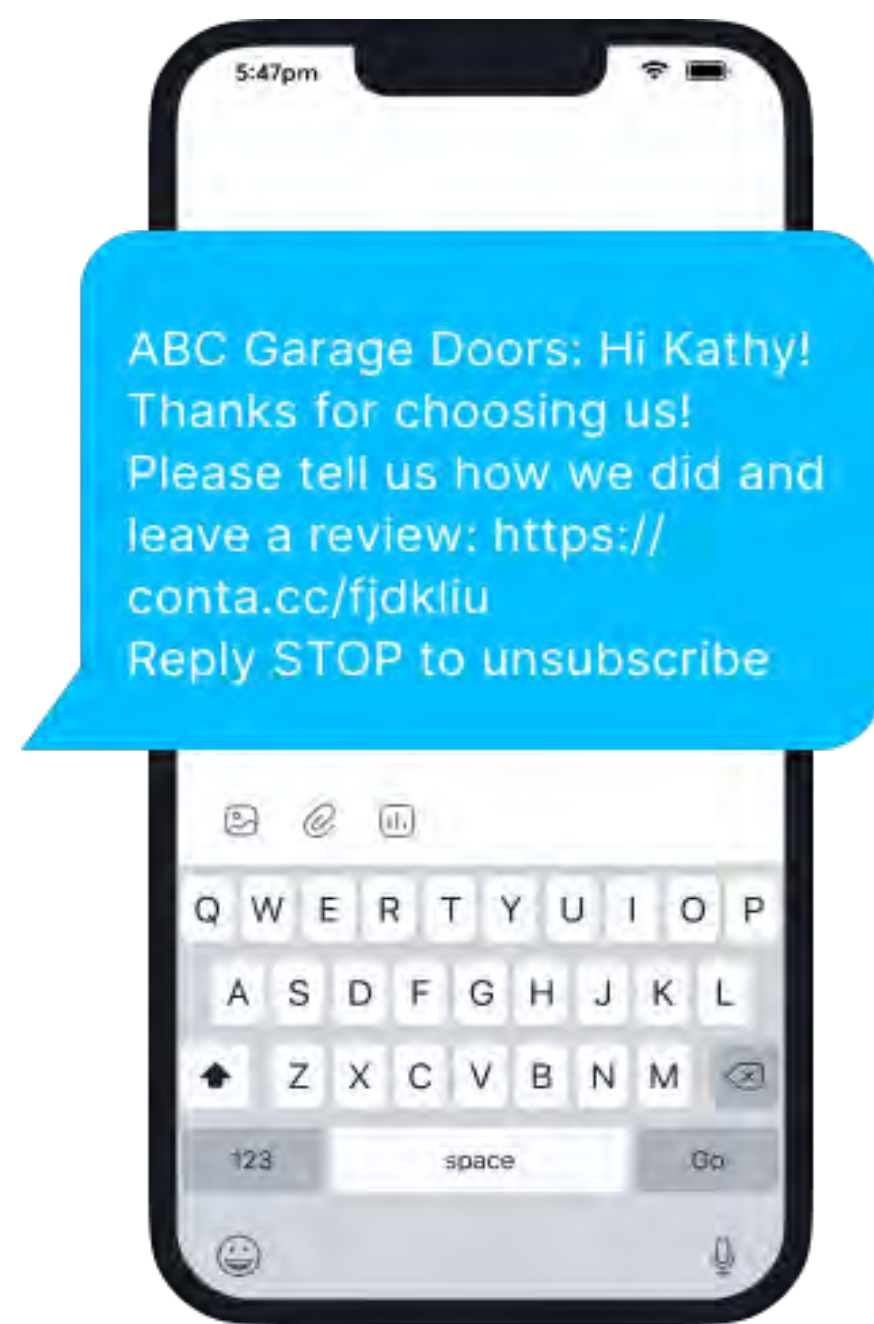
Sending your text messages

- Give the ability to opt-out
- Be mindful of the time
 - Send only between 8 am & 9 pm **their** local time
- **Don't** rely on area codes for send time



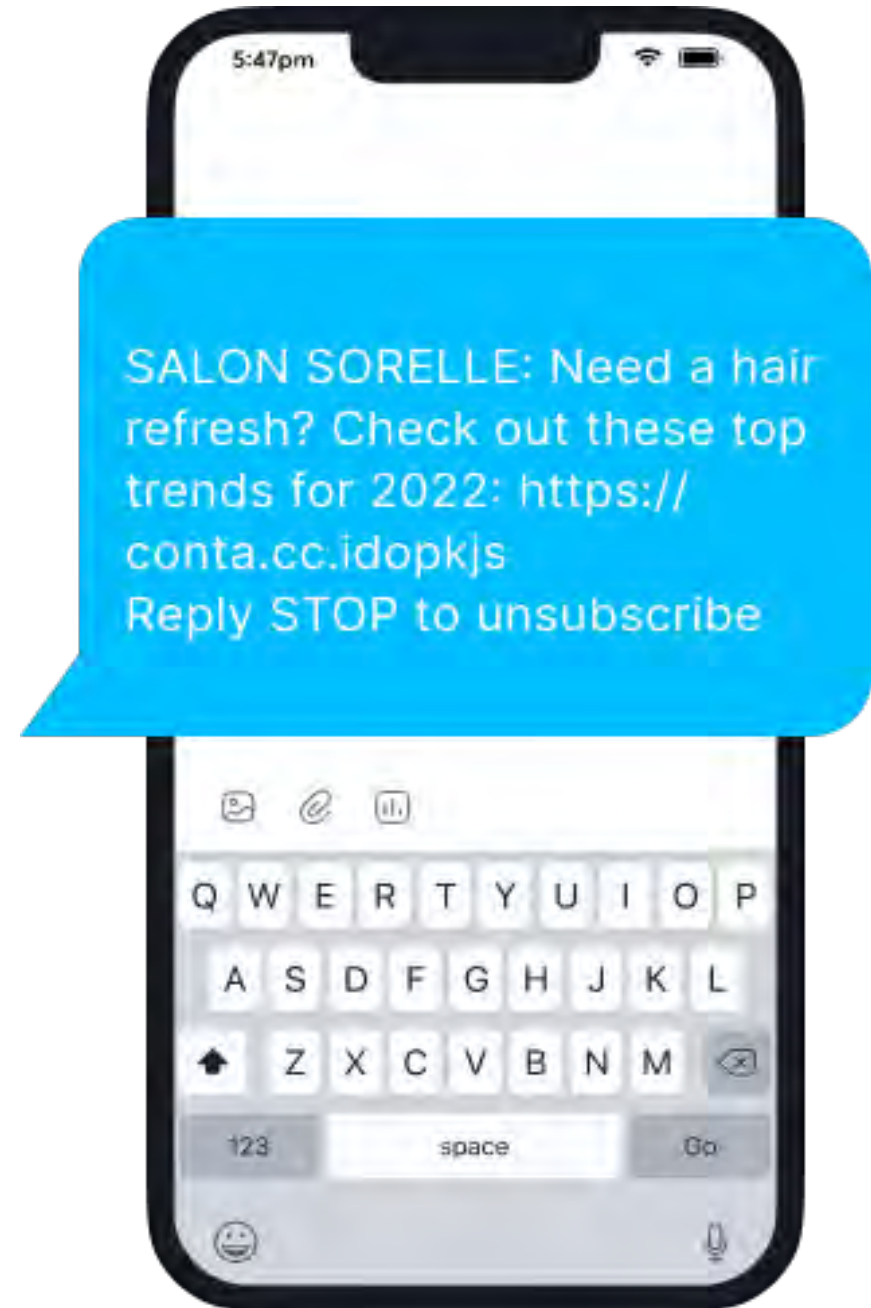
Providing a great experience via text

- Identify yourself
- Stay timely and relevant
- Be consistent – send at least once a month
- Be concise – 160 characters (including spaces)



Text messages should be:

- Be exclusive
- Bring value
- Be personal
- Be conversational



Text examples: Business to Business (B2B)

Events

French Consulting: Get holiday marketing ideas & tips at our upcoming webinar 8/10 at 2 pm. Register today: <https://conta.cc/fdsiol>
Reply STOP to unsubscribe

Scheduling

French Consulting: Hi John, it's time to schedule your service review to improve your results. Schedule a call: <https://conta.cc/fdfdsd>
Reply STOP to unsubscribe

New services

French Consulting: Hi Dave, You dream it, we design it with our new video creation service. Learn more: <https://conta.cc/vidfdsw>
Reply STOP to unsubscribe

Text examples: Nonprofit

Volunteers

Hearts & Tails Animal Rescue:
Hi Nancy, we still need 20
volunteers for our picnic on
Saturday. Sign up here:
<https://conta.cc/dkdidop>
Reply STOP to unsubscribe

Announcements

Hearts & Tails Animal Rescue:
Dallas, we rescued 10 pups in
need of veterinary care. Are
you able to help? [https://](https://conta.cc/sdniep)
conta.cc/sdniep
Reply STOP to unsubscribe

Events

Hearts & Tails Animal Rescue:
Amanda, the 2022 Fun Run is
2 weeks away. Register now
to get a free T-shirt: [https://](https://conta.cc/fdslkf)
conta.cc/fdslkf
Reply STOP to unsubscribe

Text examples: Retail

Discounts

Southside Cycling: Our Memorial Day Savings Event ends soon! Don't miss out. Get 20% off. Use code MEMDAY: <https://conta.cc/fdskill>
Reply STOP to unsubscribe

Cart reminder

Southside Cycling: Forget something? Complete your order with code SAVE10 to save 10%. <https://conta.cc/asdfgd>
Reply STOP to unsubscribe

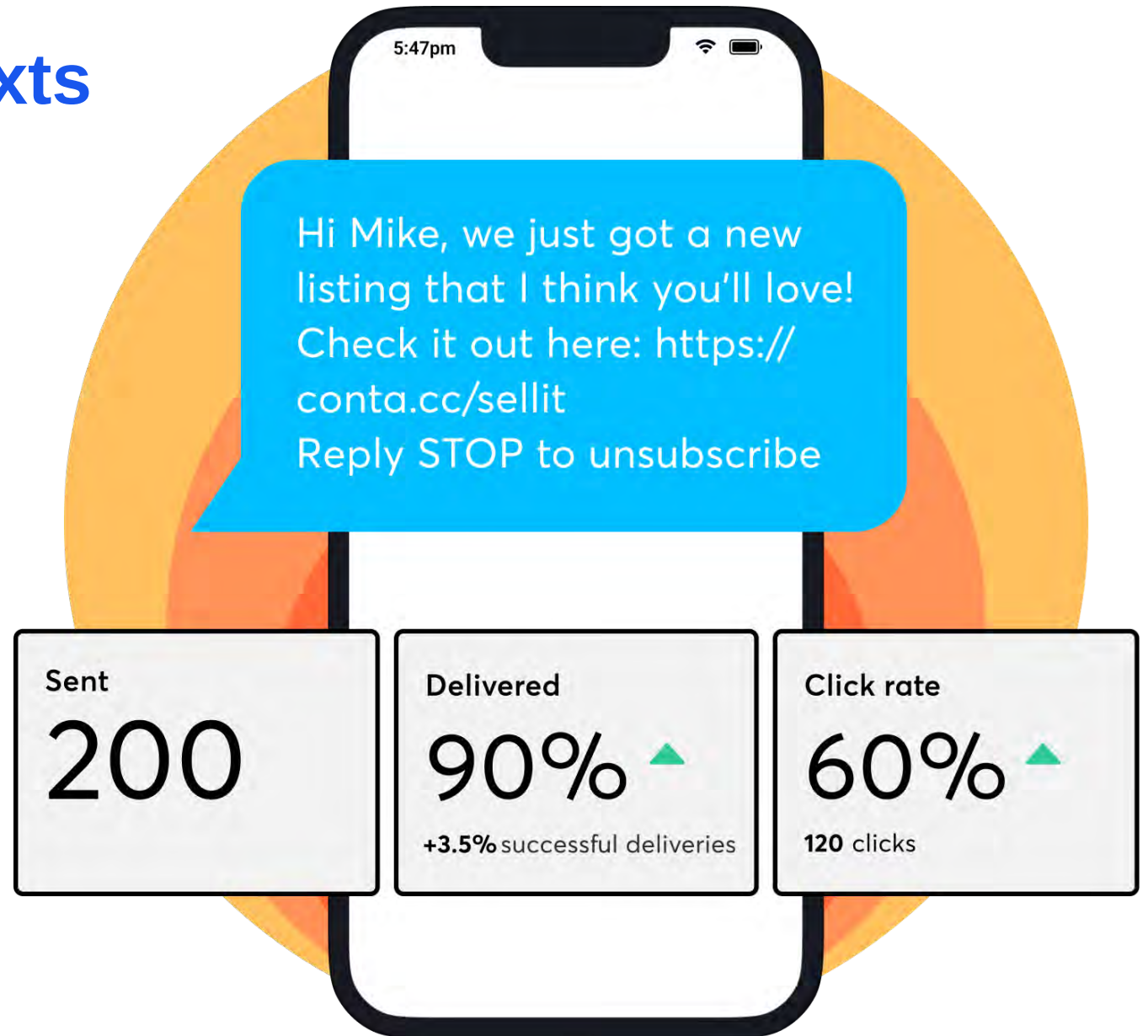
Back in stock

SF Sunglasses: Missed out on our best-selling shades? They are BACK IN STOCK – gear up before they sell out: <https://conta.cc/hmstkdi>
Reply STOP to unsubscribe

Measure the impact of texts

Pay attention to:

- List growth
- Clicks
- Conversions



Last, but not least:

- How social, email, and text bring people closer
- How to harness the strengths of each channel
- **How to create an overall great experience**





Use your channels in concert

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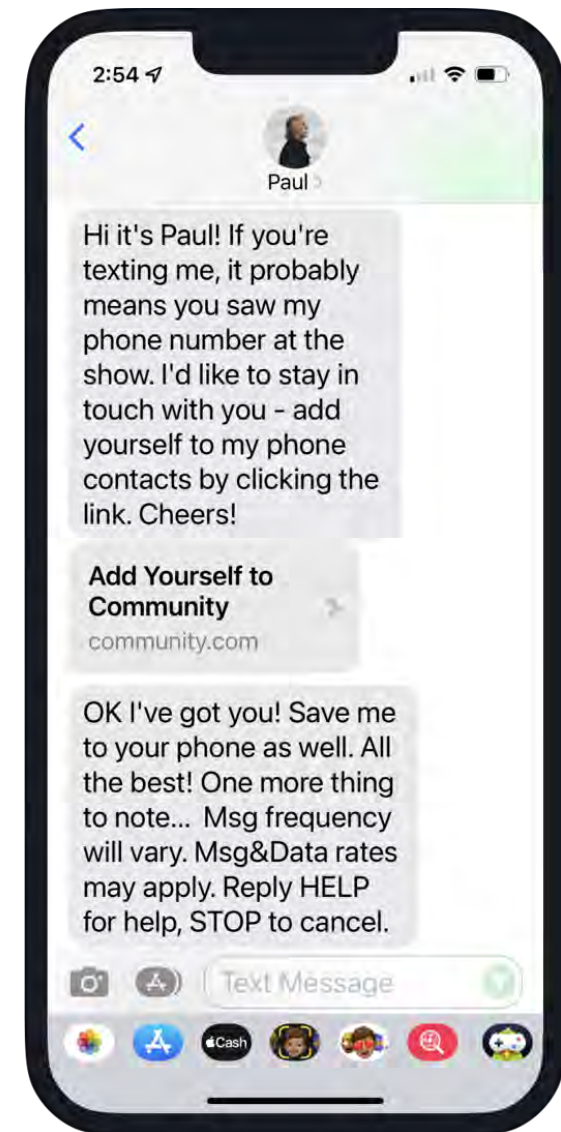
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Social



Email

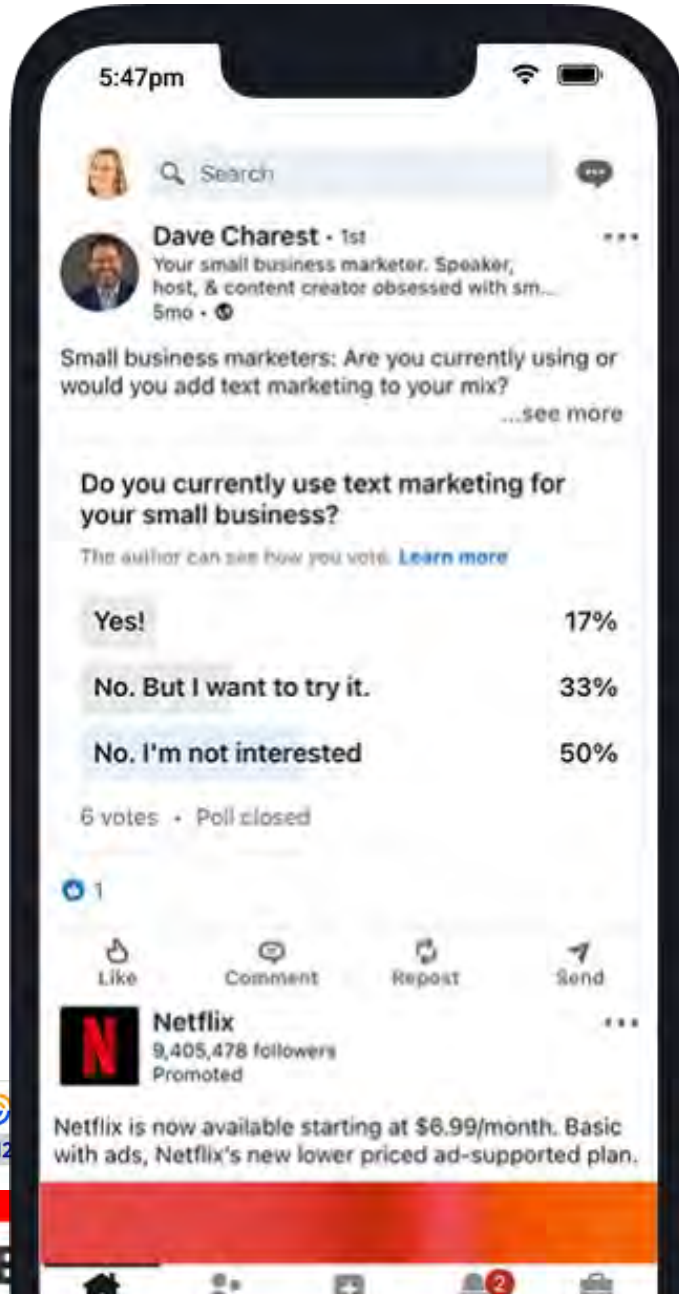


Text

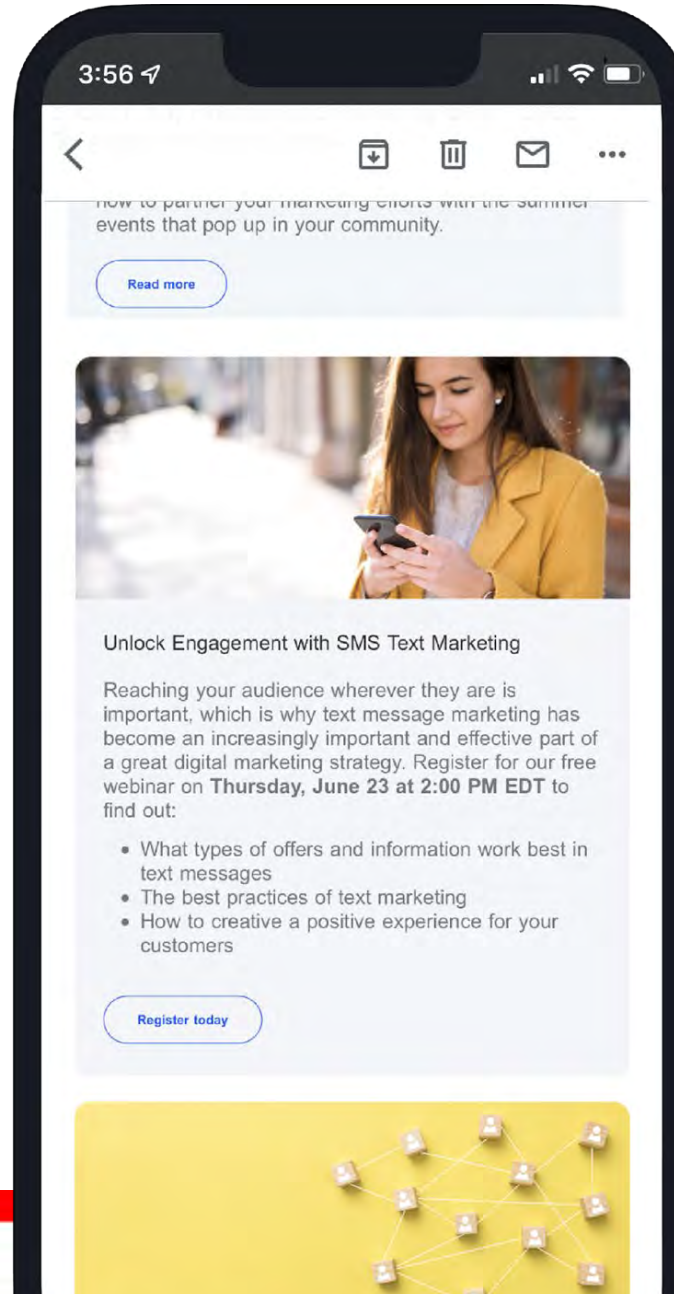
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Social

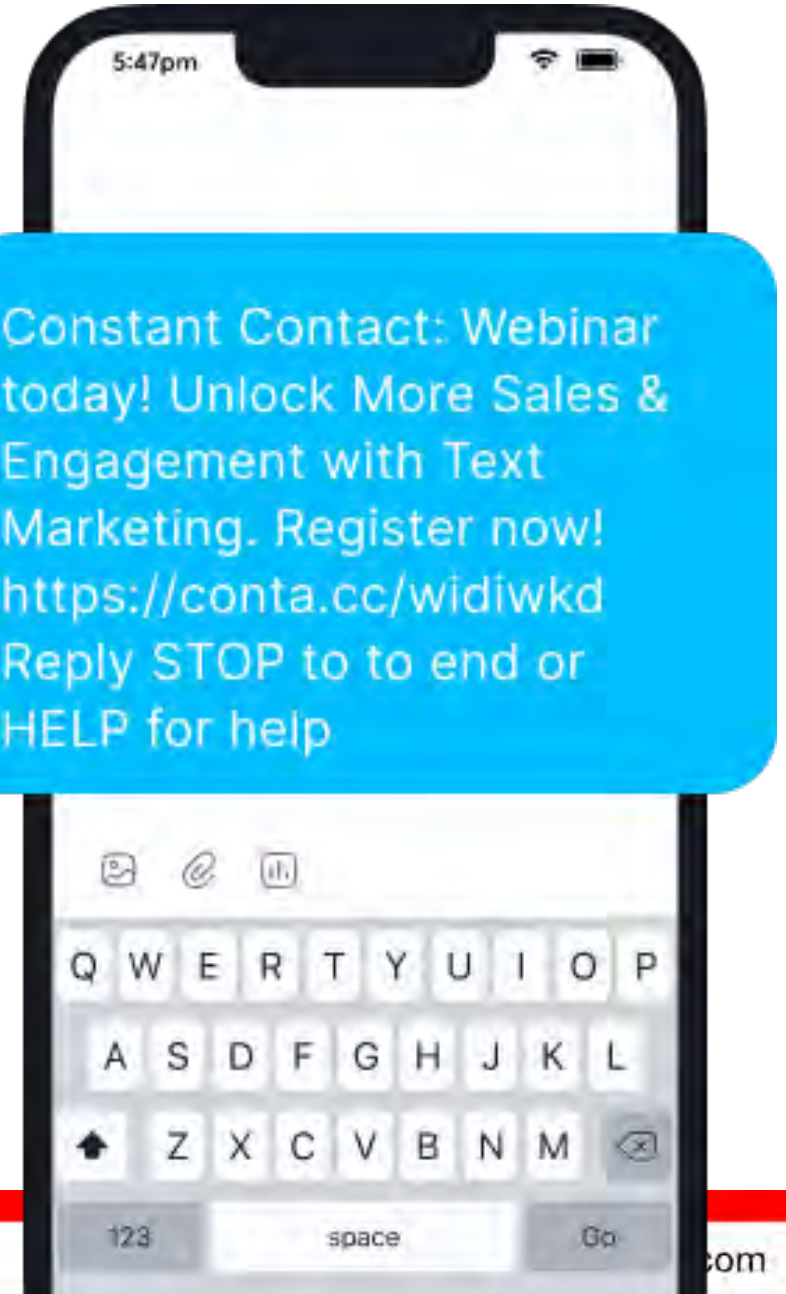


Email

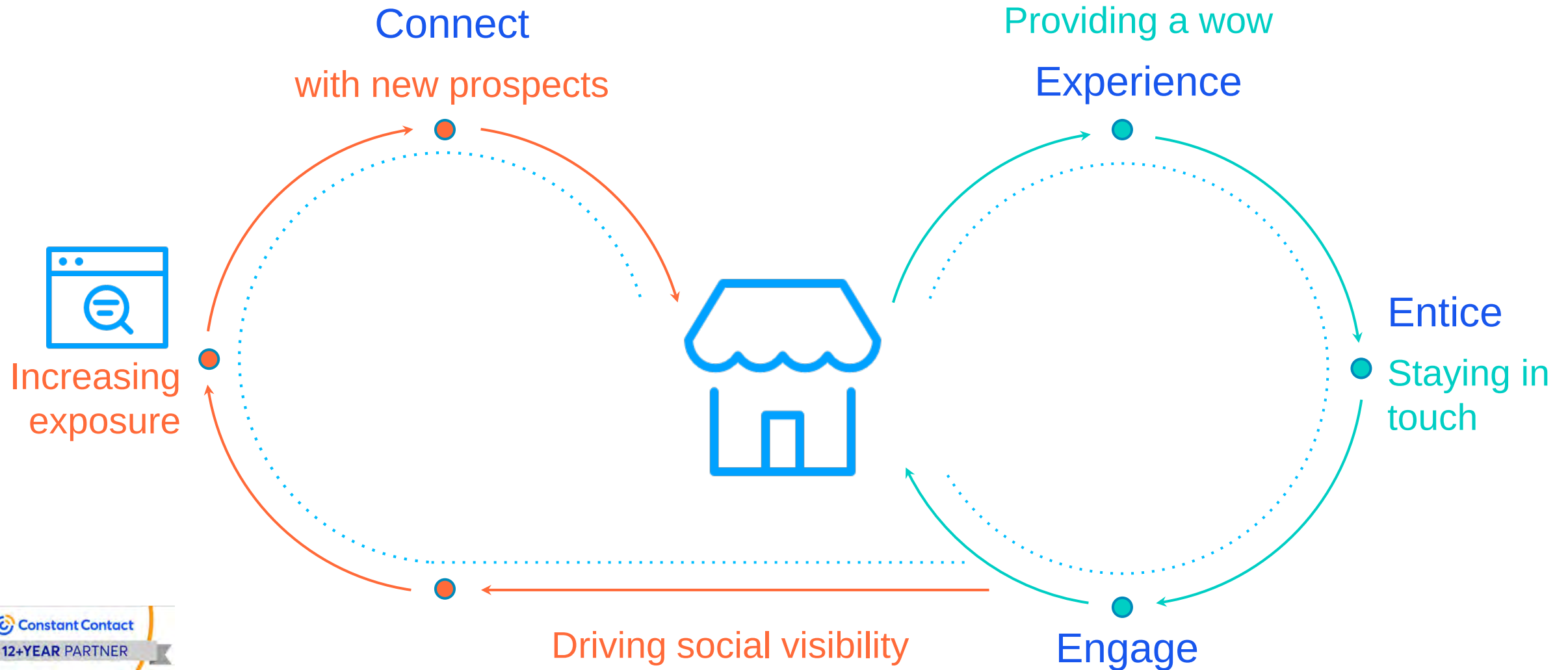


Text

Constant Contact: Webinar today! Unlock More Sales & Engagement with Text Marketing. Register now! <https://conta.cc/widiwkd> Reply STOP to to end or HELP for help



Increase word of mouth for your business



How can you own the smartphone?

- Use social for awareness and engagement
- Use email to deepen relationships
- Use texts for exclusive and timely messages



DEMO



Email Marketing's ROI =

\$36 per \$1 spent

The highest ROI of any
marketing tool



Get a copy of today's presentation!



www.KENISEMAIL.com/download



Want to learn more?

Schedule a complimentary 15-minute call with me

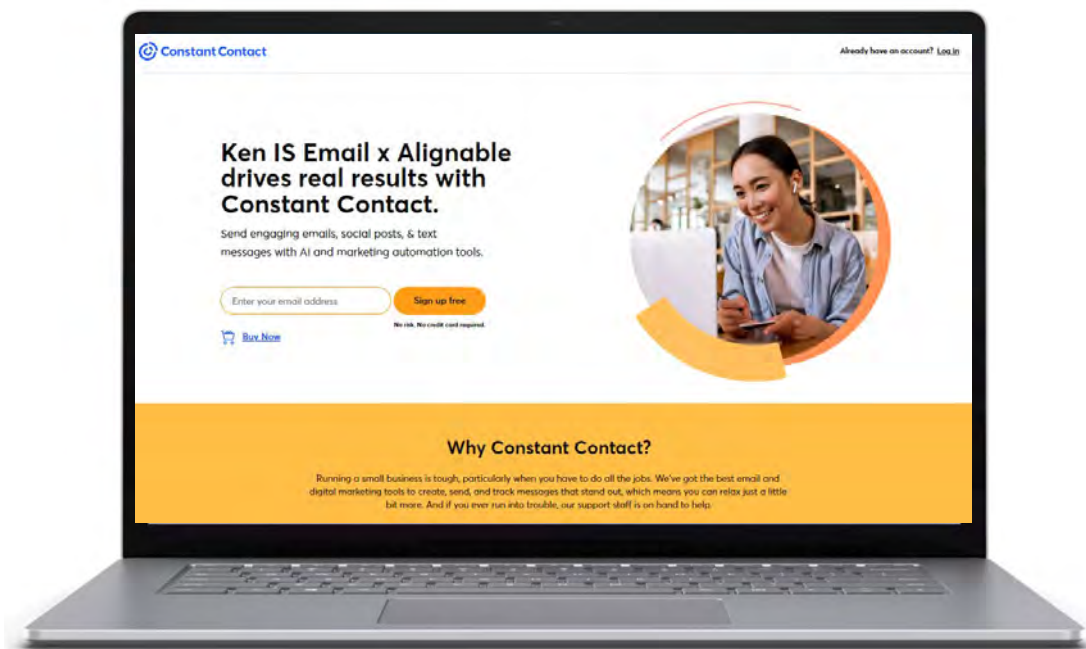
<http://www.kenISemail.com/call>



BONUS!



Try Constant Contact **free** and **free** training

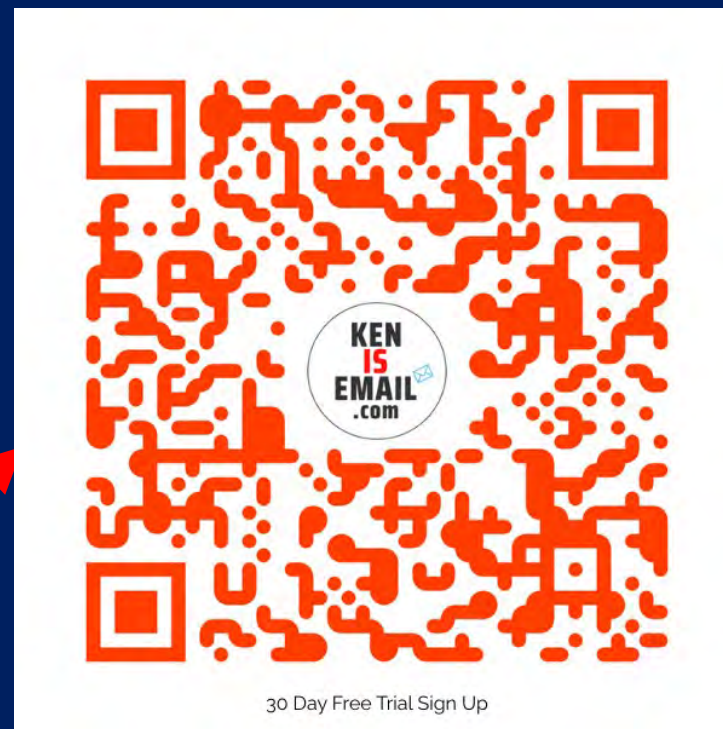


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<http://www.TheBestEmailOffer.com>

This offer is **not** available at ConstantContact.com

Scan QR code to
learn more or sign up



or visit

www.TheBestEmailOffer.com