

# How Social Media & Email Marketing Can Grow Your Business & Increase Sales

Presented By

Andrea E. Bacchi • Digital Marketing & Business Solutions Specialist

Think Dynamic Digital, LLC

&

Marketing Consultant @ VtSBDC

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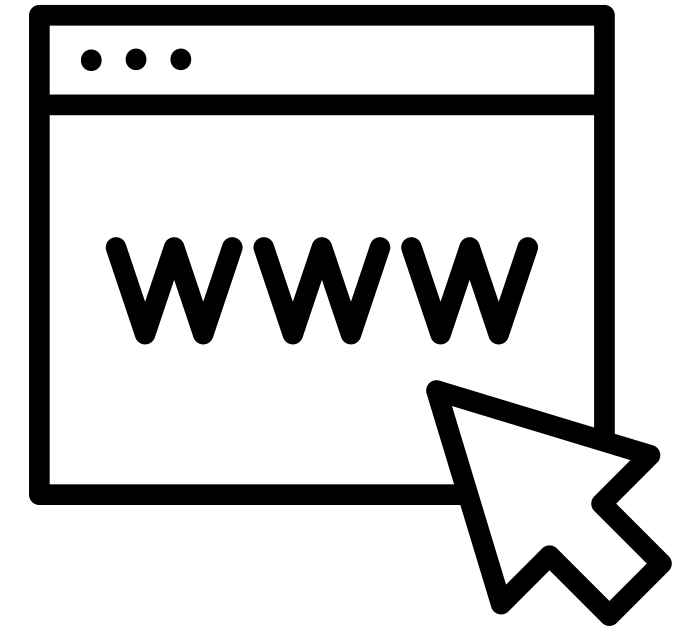


**Think Dynamic Digital**  
digital marketing + business solutions



## Website

- **Why do you need a business website?**
  - Acts as anchor for marketing approaches - start with a website!
  - Promotes and sells your products/services - eCommerce!
  - Connect with customers and potential customers
  - Builds credibility
  - Ongoing and can be edited and updated
  - You don't own your Facebook page
  - Use it as lead generation tool
  - Build your email list with your website or landing page
  - Add your portfolio, resume, etc
  - Add your blog
  - Customers can reach you 24/7
  - Customer Journey step
  - Professional
  - Increases visibility
  - A **Must** for local brands



## Email Signature

- **Why is an email signature important?**
  - Market your personal brand and/or business every time you email someone or reply
  - Increase website traffic
  - Increase social media followers and fans
  - Increase email marketing signups
  - Recruit for jobs or volunteer efforts
  - Customer Journey step
    - Build funnel

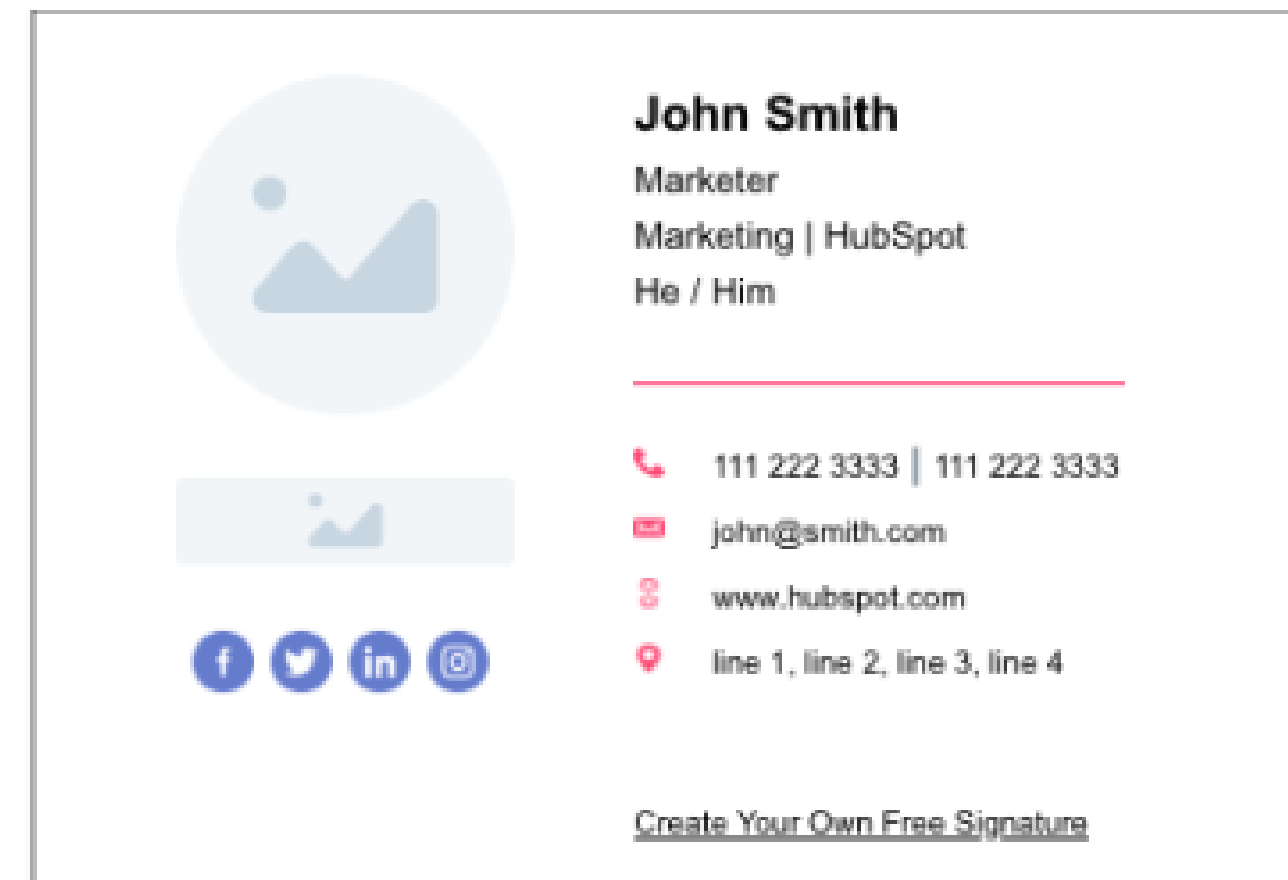


*Signature*



## Email Signature

- First and Last Name
- Affiliation Info (Such as Job Title and Department)
- Secondary Contact Information
- Social Profile Icons
- Call to Action
- Booking Links
- Industry Disclaimer or Legal Requirements
- Photo or Logo
- Pronouns



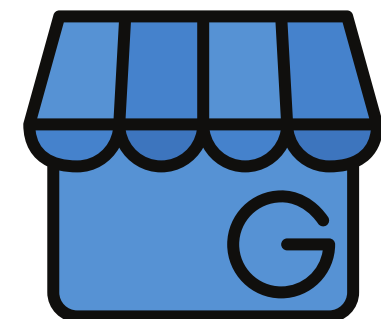




## Google My Business

- **Why GMB Profile?**

- Customers see your profile when they're actively searching for a business like yours.
- Customers can quickly get a feel for your brand from your photos, reviews, and updates.
- Keeping your profile updated is a low-time investment with a big payoff: More customers.
- It's FREE
- Posts can be added to update customers
  - Updates, photos, reviews, offers, events, FAQ
    - Menus, services, products





## Google Analytics

- What is it?
  - Google Analytics **helps businesses** get a better grasp of their **website**. It also helps **evaluate and measure** how **marketing, content and products are performing** relative to user engagement. This tool **collects data** and sorts it into useful information.





## Google Analytics

- **Why use it?**
  - Powerful tool to give you data about:
    - **Where your visitors are coming from**
      - important if you're targeting a specific audience.
    - **How your visitors found your website**
      - Important for determining which of your efforts are paying off. It shows if visitors found your site directly, through a referral from another website (ex: Twitter, Facebook), or from search engines.
    - **Web browsers used by your visitors**
      - Knowing this allows you to know which browsers you should be focusing on.
    - **What keywords were used by visitors in the search engines to get to your website**
      - Crucial for SEO. Knowing which keywords people are searching for to get to your site determines if you are on the right track.

## Strategy & Content



# What is Organic Marketing?

100%  
ORGANIC

Organic marketing is growing a brand naturally



**Built on Relationships**



# Understand Your Audience



- Know your audience
  - Demographics and Interests
    - What do they look like?
  - Needs
    - What goals do they have?
  - Barriers
    - What barriers do they have to overcome?
    - What problems can you solve for them?
  - Motivations
    - What motivates them?

## Set Goals



Creating brand awareness?

Generating leads?

Focusing on more sales?

**Important: Connect before you sell!**



## Build Loyalty

### Know, Like, Trust

- Build an audience that is loyal to you
  - Make them want to buy from you with the content and value you share through your posts, emails and blogs to create brand awareness and generate leads and revenue





## Social Media Marketing





- **What is Social Media Marketing?**

- Form of digital marketing that uses social networking platforms to increase brand and product exposure and to cultivate relationships with consumers.
- It involves **creating content** for social media platforms to **promote your products** and/or **services, build community** with your target audience, and **drive traffic to your business or website**

- **Who can benefit from social media marketing?**

- Artists
- Small to Medium-Sized Businesses, Corporations
- Non-profit organizations
- Musicians, Performers
- Professionals
- Freelancers, Entrepreneurs, Start-ups
- Job-seekers
- the list goes on...





- **Benefits of Social Media Marketing**

- Builds **relationships and trust**
  - new and existing customers
    - Engagement - likes, comments, questions, shares
- Increases **brand awareness and recognition**
- Establish yourself as an **industry thought leader**
- Stay top of mind
- Yields **high ROI**
  - social media generally yields a high return on investment from promotional activity
- Flexible





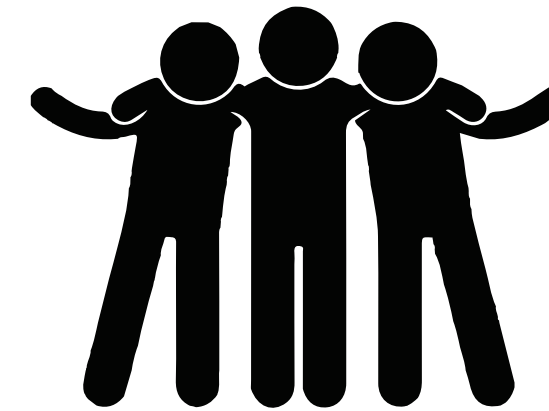


- Benefits (continued)
  - Increase **website traffic** & boost **sales**
    - Share content to show your expertise
    - promote and share products and services
      - Include links to your website and offers
      - Create live videos
      - Sell on social media platforms
        - Facebook Shop
        - Instagram Shopping feature
  - **Learn** from competitors
    - Content, hashtags, products, services, news...
  - **Partner** with influencers





- Benefits (there's more!)
  - Opportunity to go **viral** (become popular quickly!)
  - **Source content** ideas
  - Reputation management and **crisis communication**
  - **Engagement** with customers and ideal clients
  - Provide **customer service** and **support**
  - **Social listening** - learn more about **customers' wants** and **needs**
  - Stay up-to-date on **industry news**
  - **Paid Ads**
    - Targeted
    - Paid ads have farther reach than print ads
    - Retargeting - abandoned shopping carts - ads targeting these leads (potential customers)
      - 70% of online shopping carts are abandoned! (Hootsuite, 2021)

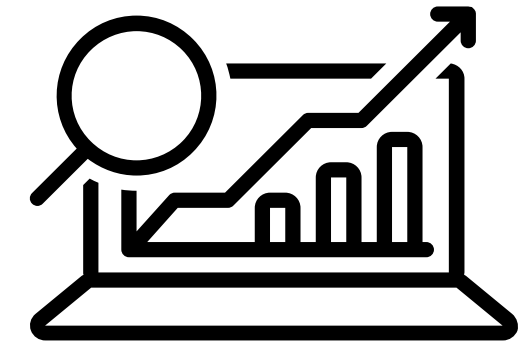




- **Benefits**

- Reporting and Analytics

- Metrics show how to optimize content for better reach, conversion, etc.
      - Google Analytics - website traffic from social
      - Platform analytics
      - Email Marketing Service Providers (Constant Contact, MailChimp, Aweber, etc) - how many signups metrics

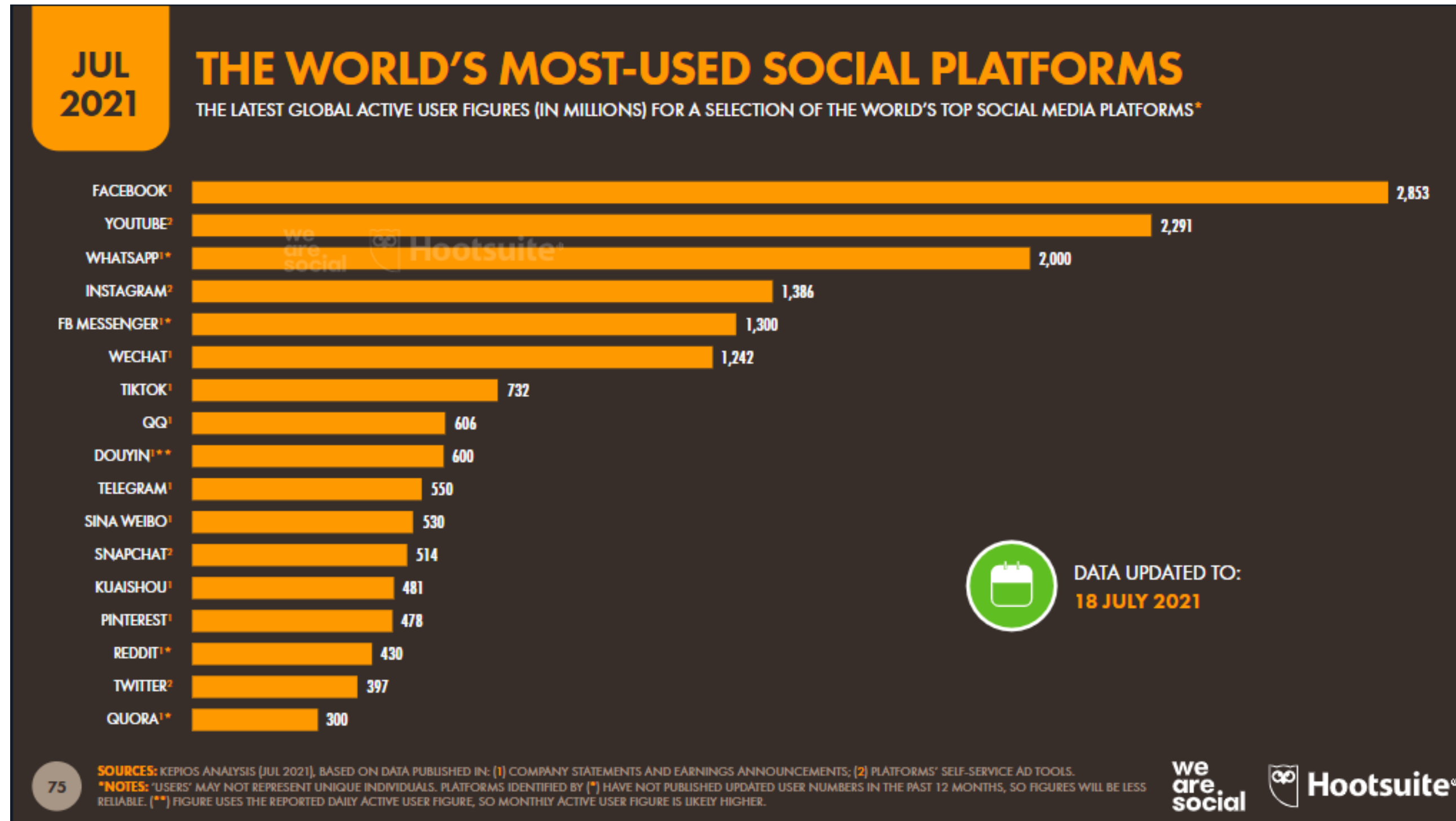


- **How many people use social media?**

- In 2022, Social networking sites are estimated to reach 3.96 billion users
  - Figures are expected to grow as mobile device usage and mobile social networks increasingly gain traction in previously underserved markets



**80% of marketers relying on social media to raise brand awareness**



## Types of Content

- Images
- Text
- Video
- Blogs
- GIFs
- Infographics - laid out information that is shareable
- Quotes
- ...more







## Building Your Strategy

- Set goals that make sense for your brand and business
  - Increase brand awareness
  - Generate leads and sales (web and foot traffic)
  - Grow brand's audience
- Make time to research your target audience and ideal client
  - Figure out what platforms you should be on based on where your ideal client hangs out
- Determine your most important Key Performance Indicators (KPIs)
  - Reach
  - Clicks
  - Engagement
  - Hashtag performance
  - Likes
- Create and curate engaging social media content



## How to Make It Happen

- Start with your goals in mind
- Use a social media content calendar to plan and set business up for continued success
- Post consistently, keep in mind quality over quantity
- Use Call-to-Action (CTAs) in text and graphics of posts to encourage the audience to:
  - "Click here to visit our website"
  - "Sign up for our email list"
  - "Tag a friend who wants to follow our page"
  - "Follow us on Instagram" (if posting on Facebook or another platform)
  - "Comment below"
- Ask questions to invite your audience to comment on posts
- Make sure you use appropriately sized images for each platform
- Use good mix of content and real, authentic photos if possible, instead of stock photos



## Stay Informed on News & Trends

- Join Online Communities
  - Research and development
    - Facebook Groups
    - LinkedIn Groups
    - Clubhouse - audio social media platform
- Follow competitors on social platforms
  - Content inspiration
- Start with ONE platform at a time
  - No need to be on every platform to grow
    - Better to do one well, than many and spread yourself too thin



## When to Publish Content?

- When you think your ideal client will be online
  - Schedule content and then review your metrics to see when content is viewed
- Review metrics and optimize to reach your ideal client in their news feed
- Have an important post?
  - Pin a post to the top of your Facebook Page to ensure it will be seen



## Reach & Engagement Tips

- Post more videos
- Use Facebook Live often, if possible
- Add more link posts with an image vs link only posts
- Add hashtags, but not as many as Instagram
- Think about how you can serve your audience. Problem-solve
- Add value - give, give, give - ask
- Ask your audience to add your Page to their favorites
  - Follow settings
- You can train the algorithm - consistency + testing = important
  - Example: Facebook Live every Tuesday
- Start a Facebook Group based on your industry
  - Share content that is exclusive to build a community
- Create and publish videos to increase engagement

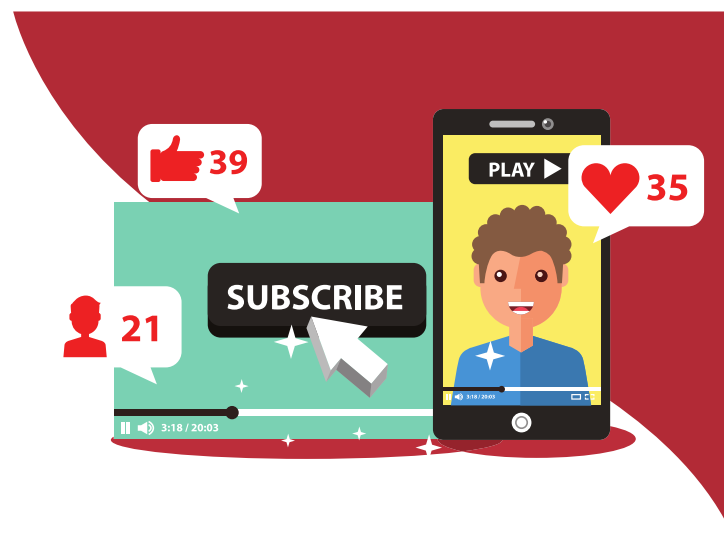
# Email Marketing





## Email Marketing

"Email marketing is the **process of targeting your audience** and customers through email. It helps you **boost conversions and revenue** by **providing subscribers and customers** with **valuable information** to help achieve their **goals**." - Hubspot



"Email marketing is the most-used marketing tool among small businesses."  
~Constant Contact, 2021



## (Some) Benefits of Email Marketing



- Sell your wares online/drive traffic to your website or storefront
- Bridge the communication gap between customers and supporters
- Proactively send relevant and informative messaging right to their inbox on a consistent basis
- Build relationships with your audience
- Educate audience on value of your products or services while keeping your brand top-of-mind
- Share upcoming deals or coupons
- Celebrate birthdays and anniversaries to build relationship and keep you in mind
- Provide audience with valuable content
- Personalize emails to create authentic connection with lead and customer – generates 50% higher Open Rate
- Automate your emails to reach leads and buyers to save time and energy and optimize online marketing strategy





## What's the ROI?

**OBERLO**

**Email Continues to Deliver  
a Strong Return on Investment**

For every \$1 you spend  
on emails marketing,  
you can expect an  
average return of

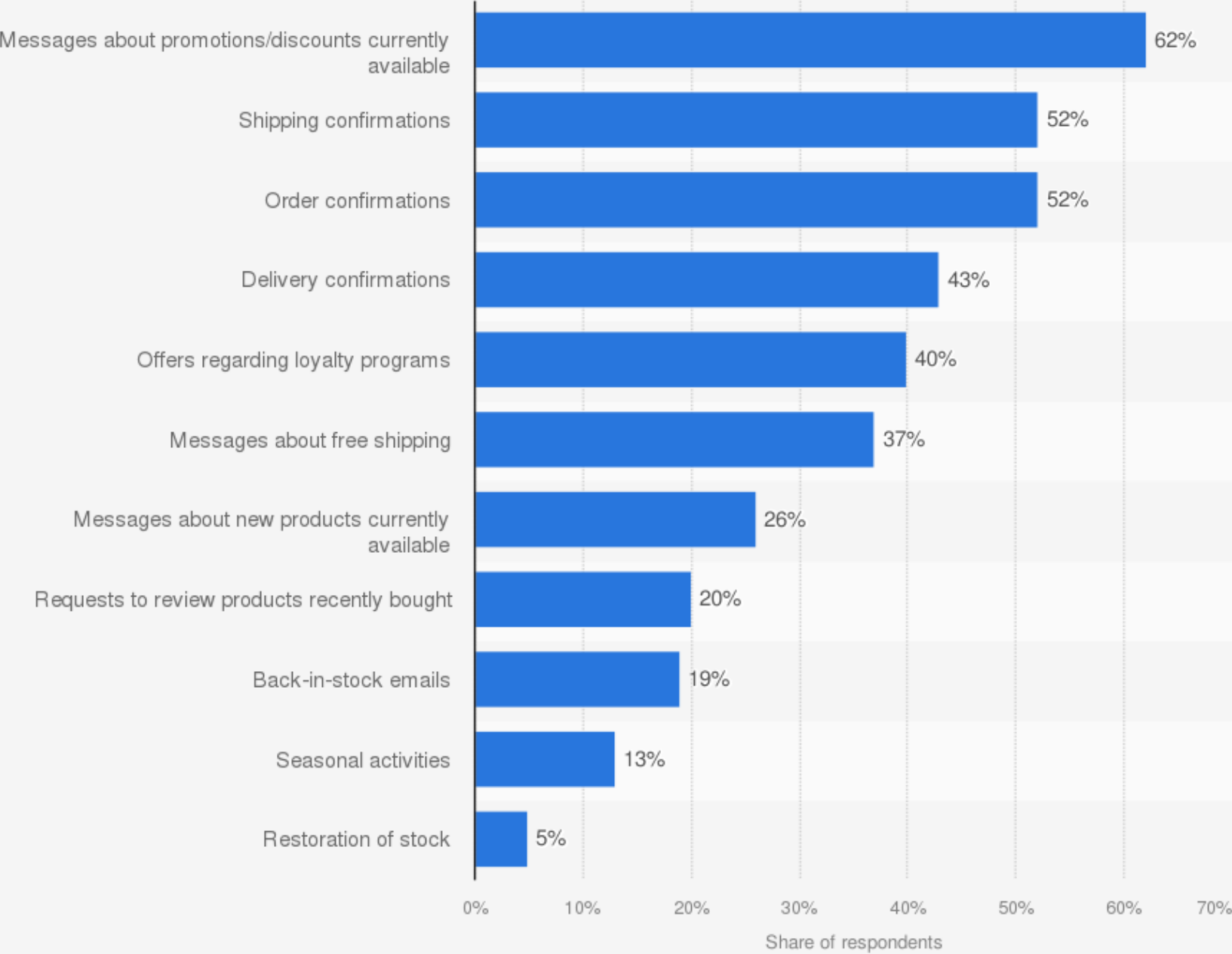
**\$42**

(DMA, 2019)





Types of retail emails most likely to be opened by online shoppers in the United States in 2022

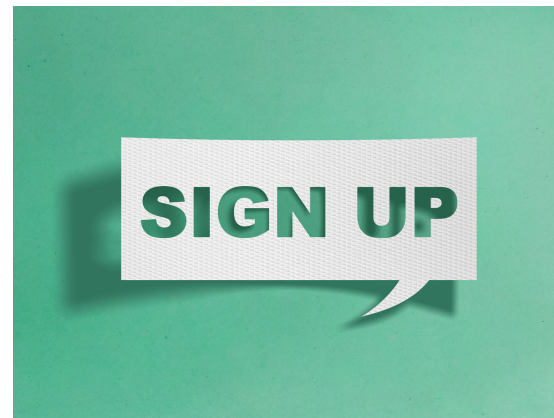


Sources  
Digital Commerce 360; Bizrate Insights  
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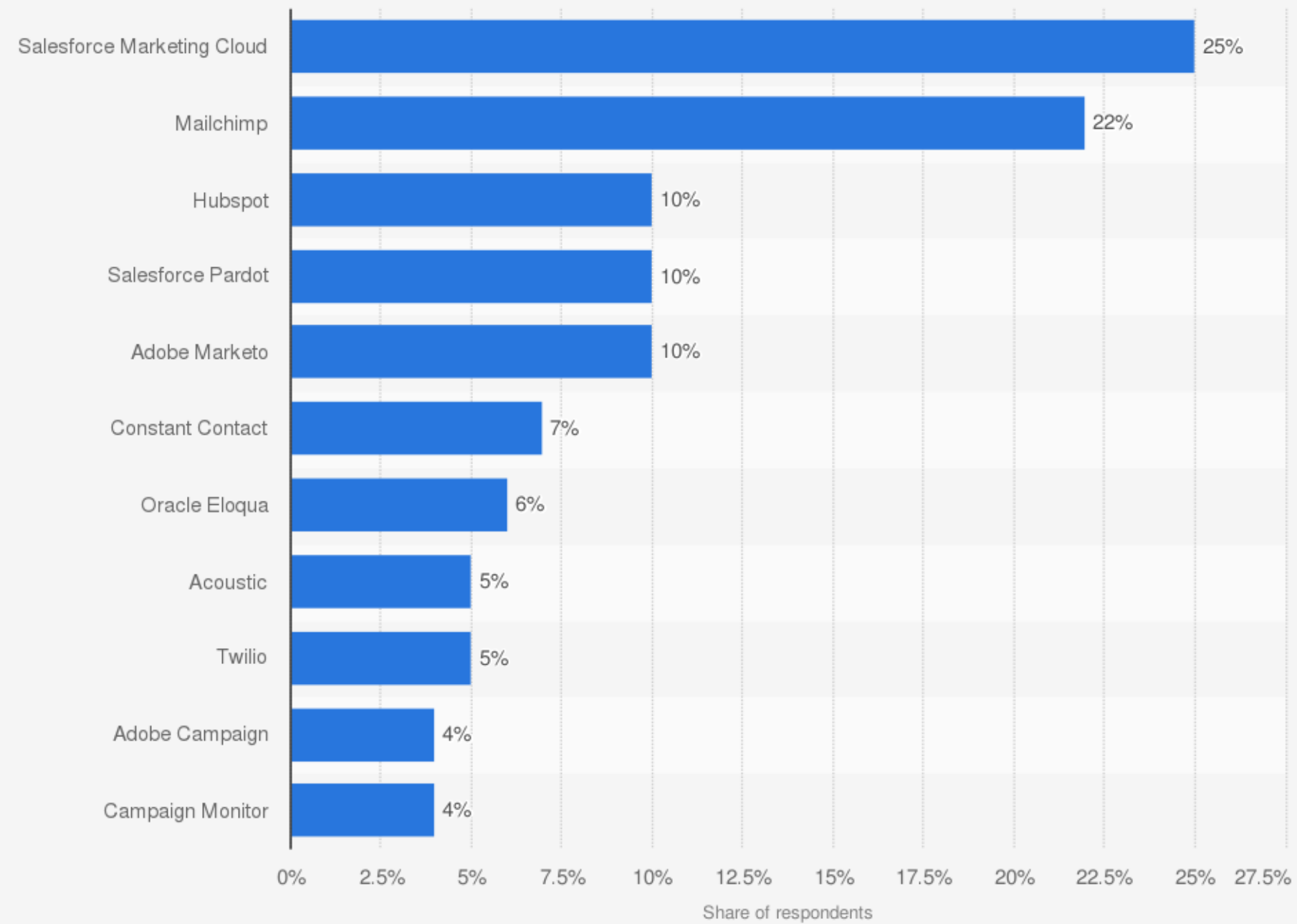
Additional Information:  
United States; May 2022; 1,015 respondents



# Email Marketing



Leading e-mail service providers (ESPs) used for marketing purposes according to industry professionals in the United States and in Canada as of April 2021



Source  
Litmus  
© Statista 2021

Additional Information:  
Canada; United States; as of April 2021; >2,000\*; among e-mail marketers





- **How to Get Started**
  - **Understand the goal of your email campaign**
    - Brand awareness
    - Website traffic
    - Revenue generation
    - Lead nurturing
    - Feedback and surveys
  - **Define your target audience**
    - Segment subscribers for each campaign
  - **Choose your email campaign type**
    - Welcome email series
    - Cart abandonment campaigns
    - Newsletters
    - Re-engagement emails
    - Announcement emails
    - Holiday emails
    - Promotional campaigns....etc



## Integrate Social & Email

- Share email marketing blasts as social media posts on Facebook
- Add social media buttons with links to email marketing campaigns so email subscribers can interact with social media content
- Gather email subscribers using social media networks using sign up form link
- Run contents that grow your email list using social media
- Create a Facebook Group to gather email signups when people join



# Content Calendars





- **What is a content calendar?**
  - Editorial calendar used to plan digital content for social media, email marketing campaigns, blogs, etc.
  - A content calendar is an efficient way to plan and organize your social media posting schedule.





- **Why is a content calendar important?**
  - Organize when, where and how your content will appear.
  - Big-picture approach to social media content planning
  - Visualize and organize your ideas
  - Lessens overwhelm
  - Part of strategy
  - Creates opportunities for conversions, sign-ups, and sales
  - Hub for everything you post
  - Makes it easier to collaborate on social media posts with different people within your company
  - Track and measure campaigns
- Plan your content ahead of time so you can share content consistently on social media.
  - Potential customers are more likely to have you in mind when they're ready to buy what you're selling.



# Content Calendars



- **What can be included on a content calendar?**
  - What you will share
  - When you will share it
  - Where you will share it



## Posts May Include

- Date: When will the post be published?
- Theme: What is your post about?
- Visual description: Include a short sentence or two about how you want your post image or video to look.
- Format: Posts can have pictures, video or a combination of the two. Decide which you will create for your post.
- Platform: Where do you intend to post the content (Facebook, Instagram, or elsewhere)?

# Content Calendars



EXAMPLE

Date	Theme	Caption	Visual description	Format	Platform
Jan 1, 2020	New products	Nothing better than a fresh bouquet of flowers—message us to get yours delivered today!	Video of nursery	Video	Facebook and Instagram

# Content Calendars



## HubSpot National and Social Media Holidays 2021

Today ◀ ▶ June 2021 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	Jun 1	2	3	4	5
	Memorial Day : World No-Toba	Global Day of I	Leave The Offi		National Donut	World Environn
6	7	8	9	10	11	12
Higher Educati National Cance		Best Friends D World Oceans I				
13	14	15	16	17	18	19
International C	National Flag D World Blood D					Juneteenth (Fr
20	21	22	23	24	25	26
Fathers Day #1 First Day of Su World Refugee	International Y National Selfie World Music D			National Hands	Take Your Dog	
27	28	29	30	Jul 1	2	3
National Sungl			Social Media D	National Postal	World UFO Day	

Events shown in time zone: Eastern Time - New York + Google Calendar

Integrate with  
Google Calendar!



- Choose your calendar type
  - Microsoft Word or Google Docs
  - Microsoft Excel or Google Sheets
  - Google a template
    - "Content Calendar Template"
      - Search on Pinterest
- Plan and build content and piece together like a puzzle
- Schedule posts
  - How does one schedule posts? What's the purpose?





## Tips

- Block time to create content
- Start small
  - Create content for one week, two weeks or a month to start
- Build framework and have room for flexibility or to add posts when events arise
- Use 80/20 rule
  - 80% of posts per week should be relationship building
  - 20% of posts should be promotional

## LinkedIn

- World's largest social media platform created for the business community
  - a huge database of professionals
- Professional networking
- Job hunting (Recruiters are searching for you!)
- Connecting with friends and colleagues
- Career management
- Growing volunteer opportunities
- ....and more!



## Who can benefit?

- B2B
- Artists & Musicians
- Medical & Alternative Medicine
- Politicians
- Small business owners / entrepreneurs / solopreneurs
- Virtual Assistants
- Marketers
- Teachers / Education
- Authors
- Influencers
- Recruiters | Hiring Managers
- CEOs
  - ...and more!







# Your Professional Brand

- Position Yourself
  - When someone views your profile, are they inspired to reach out to you?
  - Are you positioning yourself as an expert on your subject matter or industry?
  - Are you bringing value to your audience? Are you sharing content your audience wants to see or learn about?
- Optimize your profile
  - A fully-optimized profile is key to making an impact on your audience.
  - Key elements include
    - Headline
    - Profile Photo
    - Background / Cover Photo
    - Professional Experience
    - ...etc!

## Headline

A screenshot of a LinkedIn profile for Neal Schaffer. The background image shows several copies of the book 'The Age of Influence' by Neal Schaffer. The profile includes a circular profile picture of a man, a headline, a summary, and a list of affiliations.

**Neal Schaffer** · 2nd

Author, The Age of Influence | Fractional CMO | Digital / Social Media / Influencer Marketing Virtual Keynote Speaker & Consultant | University Educator

Talks about #blogging, #linkedin, #contentmarketing, #influencermarketing, and #socialmediamarketing

Irvine, California, United States · [Contact info](#)

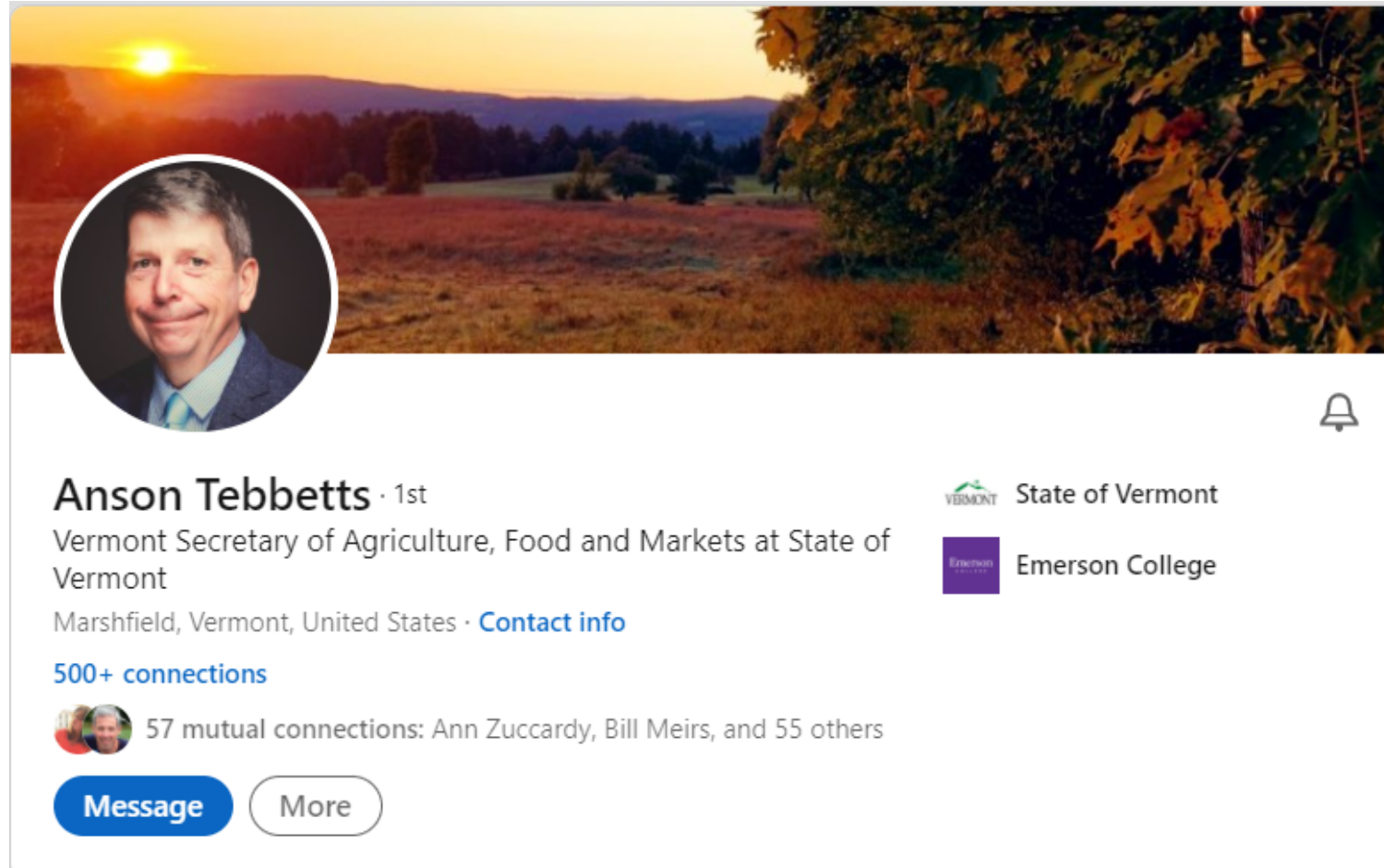
[NealSchaffer.com](#)

[Amherst College](#)

- Use keywords to make your profile found in search results
- 120 character limit
  - Tip: Cell phone may offer more!
- Make your headline descriptive show who you are, what you do, and your expertise
- Show the value you can provide, make it more than just a job title!



## Profile Photo



- Upload professional-looking color photo
  - Headshot works best
- Make sure you're the only person in photo
- Choose professional clothing or business casual
- More likely to have profile viewed with a headshot!

## Background

- This area is important to showcase who you are!
- Make it visually appealing
- You can promote yourself, area of expertise, your company, or a specific event or campaign – feel free to change it often!
- Make sure text is minimal
- You can provide contact information or use a photo that speaks your brand
- Background image must be 1584 x 396 pixels







## About Section – Summary

### About

Hi, I'm Sophie 🙋

I'm the Marketing Executive at Coltech!

From working my way up in recruitment to working for myself during a global pandemic to working at one of the largest fashion companies in the UK, I've managed to do a complete 360 and have walked back into the wonderful world of recruitment.

And do you know what drove me back?

- ★ The fast-paced atmosphere
- ★ The competitive culture
- ★ The rewards & incentives
- ★ The most hard working teams you'll ever find
- ★ The room to develop and grow in your career

It's an industry you won't forget once you've worked in it for a couple of years.

So who are Coltech?

Coltech are a global staffing business that focuses on hyper growth businesses to scale their tech teams globally.

The staffing solutions agency began almost 3 years ago in a small office above a gym in Brentwood with a headcount of just 2.

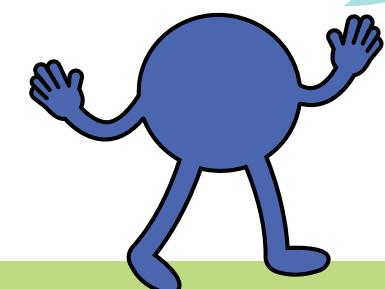
Since then, Coltech have grown to 13 heads and are now based in the city of London. There has been rapid growth in the business and we will continue to see this as we move further into 2022. 🚀

We have also introduced a 4 day week working Monday-Thursday! #ThursdayIsTheNewFriday

-----  
We are currently hiring across all of our teams, if you are interested drop me a message!

sophie@coltech.io

- Write in first person – showcase your personality and story!
- Focus on your knowledge and subject matter expertise, how you can add value, what unique insights you can offer
- Add a Call-to-Action – what do you want people to do?
- Use keywords to get found in search – don't use too many!
- 2,000 character limit – make sure your content counts.



Hi, I'm a character!



## Other Key Areas

- **Experience** - Professional positions and experience, including jobs, volunteering, military, board of directors, nonprofit, or pro sports.
- **Education** - School and educational information.
- **Licenses & certifications** - Certifications, licenses, or clearances you've attained.
- **Skills** - A relevant list of skills on your profile helps others to understand your strengths and improves your likelihood to be found in others' searches.
- **Recommendations** - You can request professional recommendations from your peers.
- **Courses** - Adding your body of coursework can help your education to stand out.
- **Honors & Awards** - Show off your hard-earned awards.
- **Languages** - Languages you understand or speak.
- **Organizations** - Show your involvement with communities that are important to you.
- **Patents** - Any patents you've applied for or received.
- **Publications** - Publications that have featured your work.
- **Projects** - Showcase the projects you've worked on, along with team members.
- **Test Scores** - List your scores on tests to highlight high achievement.
- **Volunteer experience** - Highlight your passions and how you have given back.





## Important Tips

- Share content to show your expertise
  - Original
  - Content from your feed
- Use buzzwords
  - the most over-used: 'specialized', 'leadership', 'focused', 'strategic', 'experienced', 'passionate', 'expert', 'creative', 'innovative' and 'certified'
- Put relevant emojis in your Headline and Summary to be more eye-catching
- Grow your network – the more people you know the more you can learn, grow, help, volunteer, etc.
- Spotlight services you offer – freelancers, business owners
- Write endorsements for connections you would genuinely like to endorse
- Share marketing and material collateral – case studies, white papers, and other brand content
- ENGAGE with your connections and comment on posts in your feed – this speaks to the algorithm and shows more of your content to your connections!





## Don't Forget!



- LinkedIn Groups – so valuable!
- Find new hires – if you're a Recruiter or recruiting for a group, non-profit, or mission, LinkedIn is your jam!
- Build a Business page – (that's an entirely different webinar...)
- Use Creator Mode – add hashtags in headline, show you're #OpenToWork or #Hiring in your profile photo
- Stay Informed – subscribe to newsletters
- Attend Events – join Audio Rooms, webinars, conferences, etc.
- Share VALUE with your audience to show you're an expert in your field
- Join in on the conversation – social media is about being social!



## **Analytics are a Must!**

### **Insights & Metrics are important**

After sharing content, analyze your metrics to reuse content, or change it to optimize.

Don't forget this important and necessary step!



Thank you



**Thank you for attending!**



**Any questions?**

Email: [info@ThinkDynamicDigital.com](mailto:info@ThinkDynamicDigital.com)