WEBINAR

How to Own the Smartphone with Email, Social & Text

ACTIVATE

Aaron Wesley Means

- Marketing
- Web – Design – Branding
- Private Coaching & Training
- Speaking, Seminars, Webinars
- Personalized Marketing Help

Constant Contact
10-YEAR PARTNER

Award Winning Marketing Services:

Constant Contact Solution Provider of the Year: Southeast

"Above and Beyond" Award

Top Trainer Award

Alignable

Special Alignable Offer

FREE TRIAL

w/ Coaching & Discounts

www.GetEventPromo.com

ACTIVATE

Constant Contact

10-YEAR PARTNER

What does it cost after trial? Starts at **only $12/mo**

but Alignable Users Get a Discount up to 40% OFF

- → Includes FREE Coaching and Support
- → FREE branded email template
- → AI Content Generation Features included in all plans
- → Campaign Builder included in Standard plan
- → Get started in minutes

Aaron Wesley Means | ACTIVATE

www.GetEventPromo.com

Free Trial + **Forever Discount** of up to 40% OFF

ACTIVATE

We live in a smartphone world

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

76%

Constant Contact

Source: Braze "For SMB Brands, More Messaging Means more Impact" Dec. 2021

Emails & texts
are the two most helpful communications to consumers when making a purchase decision.

Constant Contact

Source: Constant contact Small Business Now Report 2021

91%

of consumers are interested in signing up for texts

Constant Contact

Source: Attentive SMS marketing Consumer Trends Report 2021

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
- How AI is infused into each channel
- How to create a campaign with all three at one time

Welcome

Aaron Wesley Means

CEO

ACTIVATE Business Solutions

ACTIVATE

Award Winning Digital Solutions

Practice the Party Principle

Harness the strengths of each channel

Social media

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

Email

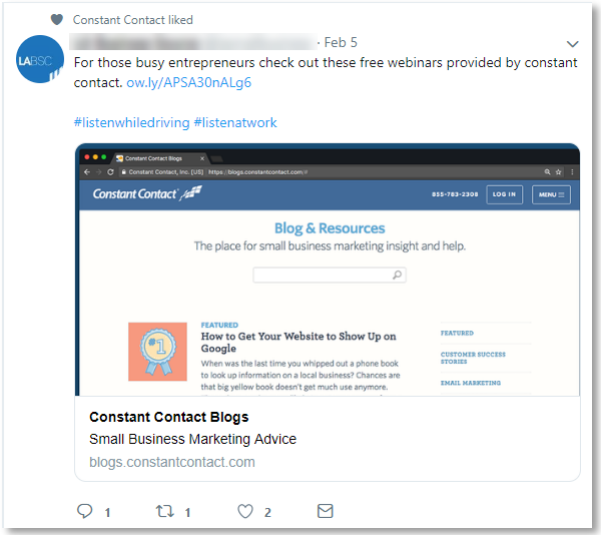
- Reach audience directly
- Robust messages
- Provide more detail

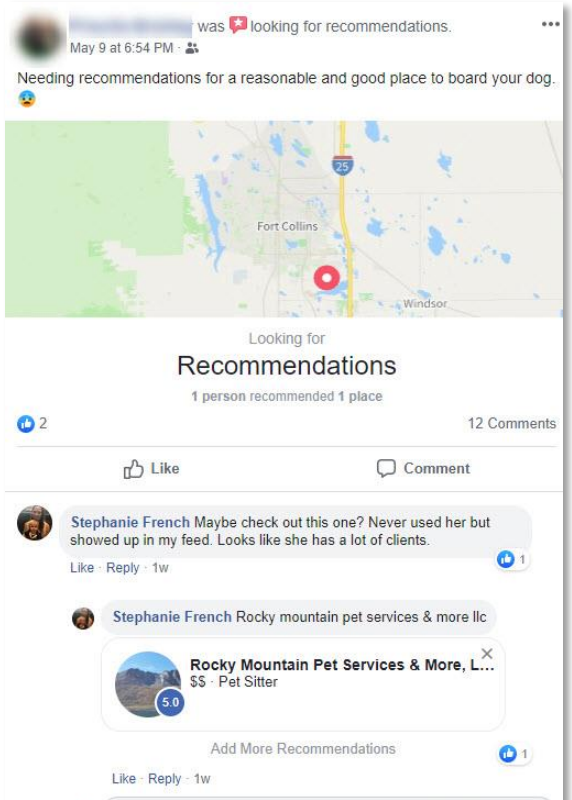
SMS

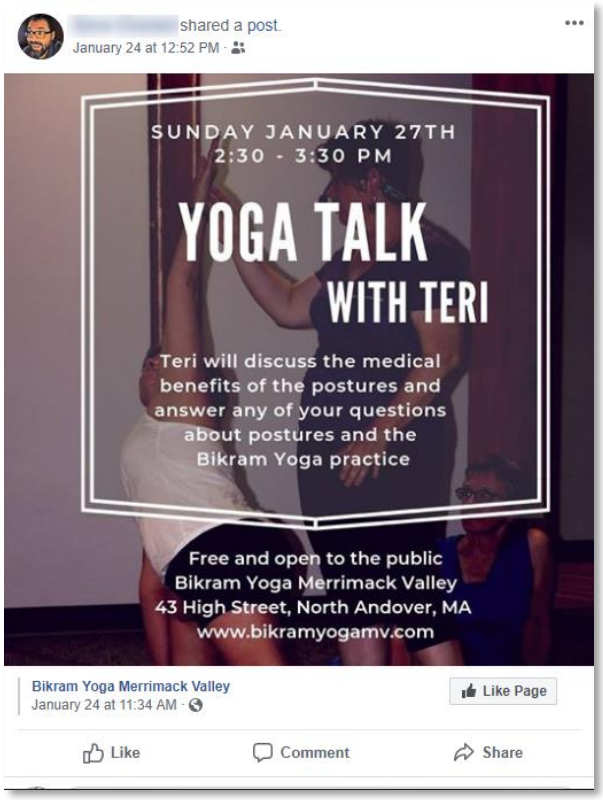
- Short message
- Time-sensitive
- Exclusive

Use social for awareness and engagement.

Word of mouth happens online



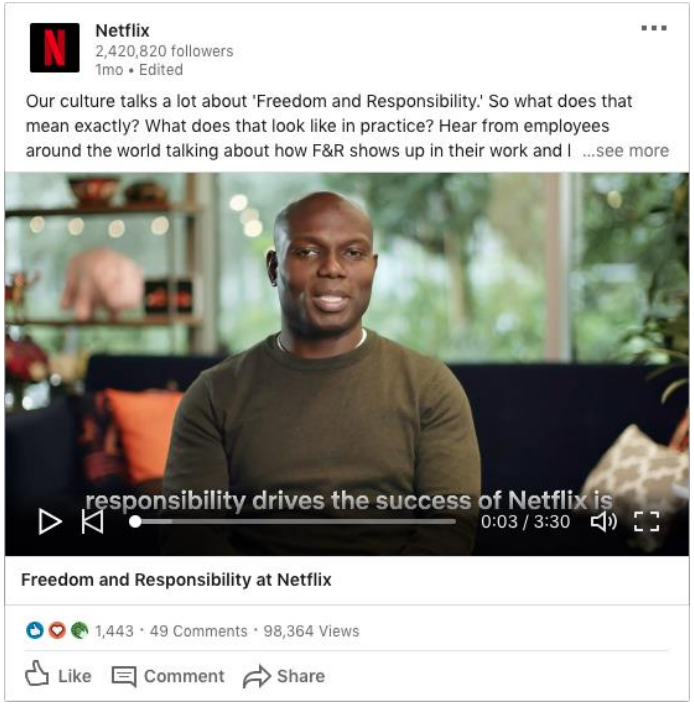




Constant Contact

Match your approach to the social channel

Modify your posts to suit each channel



Focus your time and effort to meet the three goals

Spend time on:

- Driving awareness
- Providing customer service
- Getting them to take action

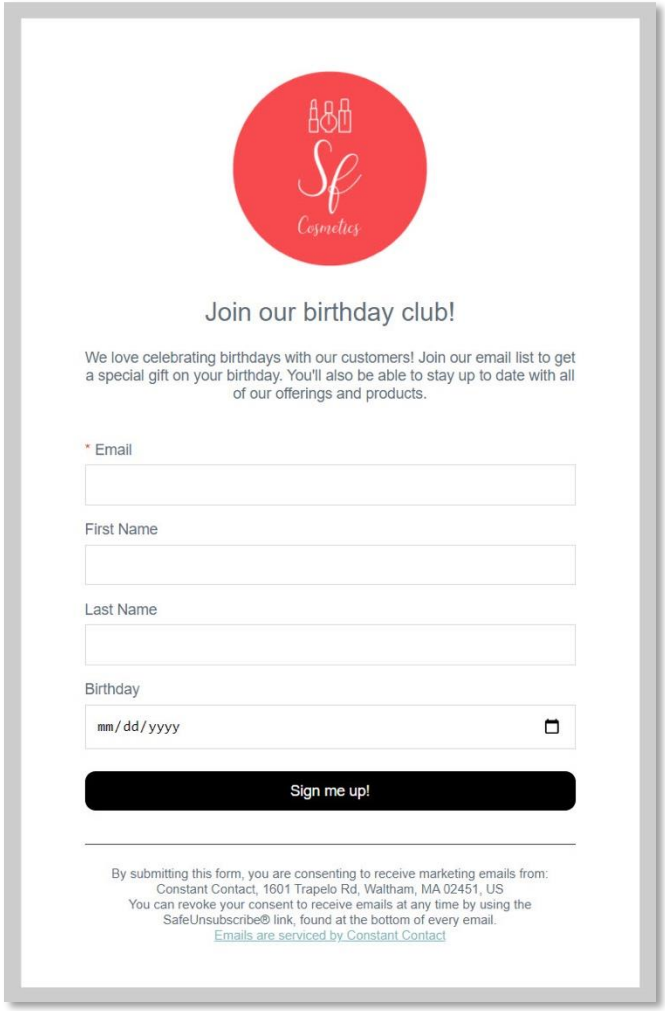
Repurpose content to save time

- Repackage your email content
- Repackage your blog content
- Share User-generated content
- Adjust the message for each platform

Use email to deepen relationships.

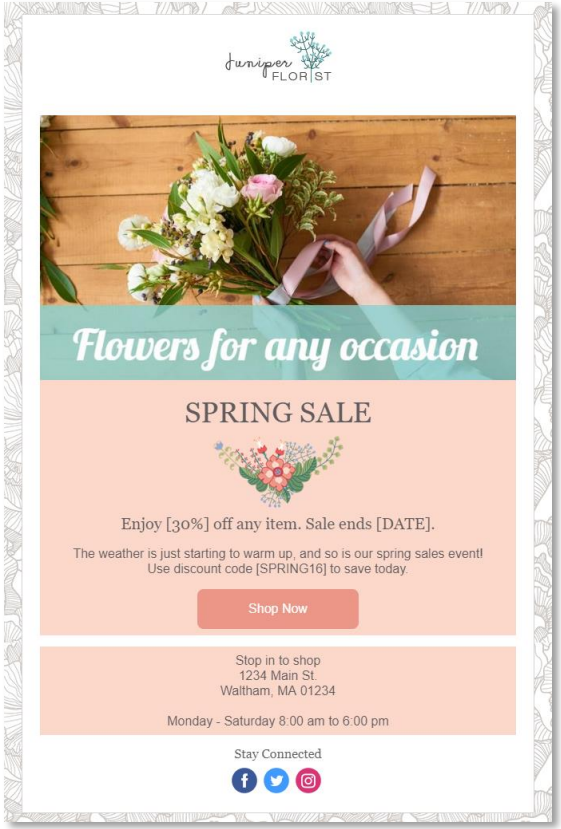
Email success starts with permission

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



Include two types of emails in your strategy

Promotional



Non-promotional

What to say:
Answer 3 questions

Headline:

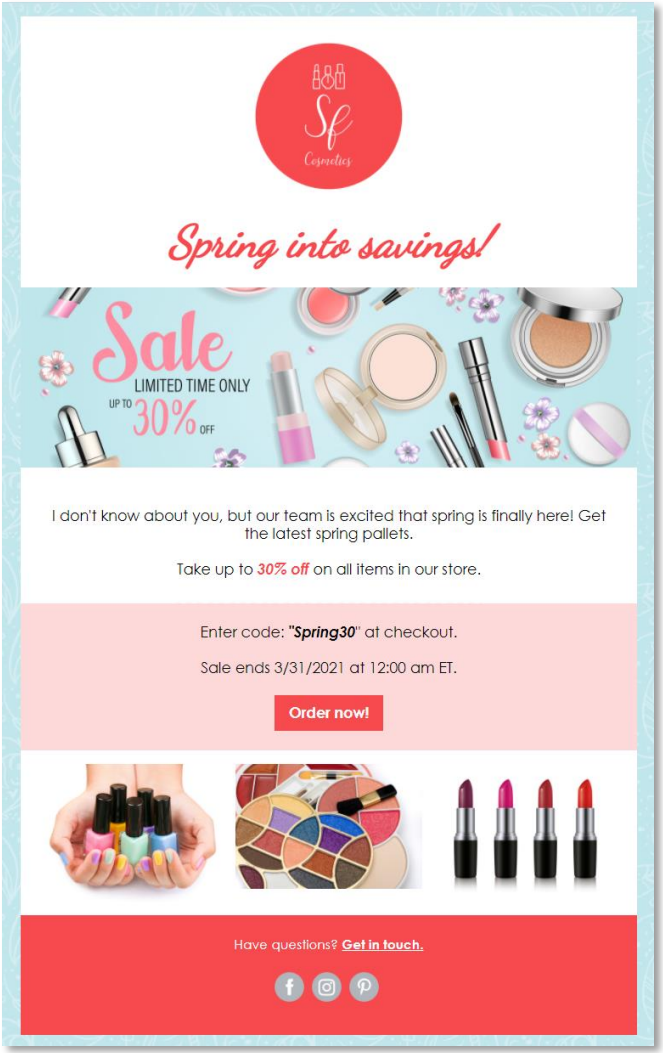
What are you offering?

Message body:

How will it help the reader?

Call to action button:

What should they do next?



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…

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

Use texts for exclusive and timely messages.

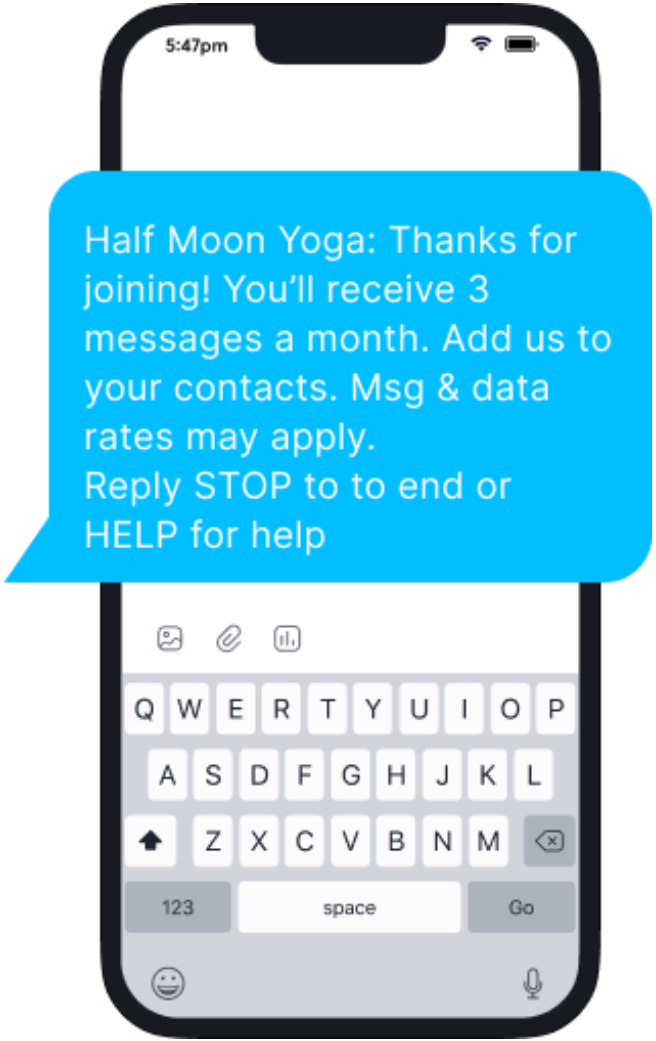
Dos & don’ts: Opting in

Do:

- Ensure they opt in
- Confirm their participation
- Include disclaimers
- Set expectations

Don’t:

- Add them to your list just because you have their mobile number



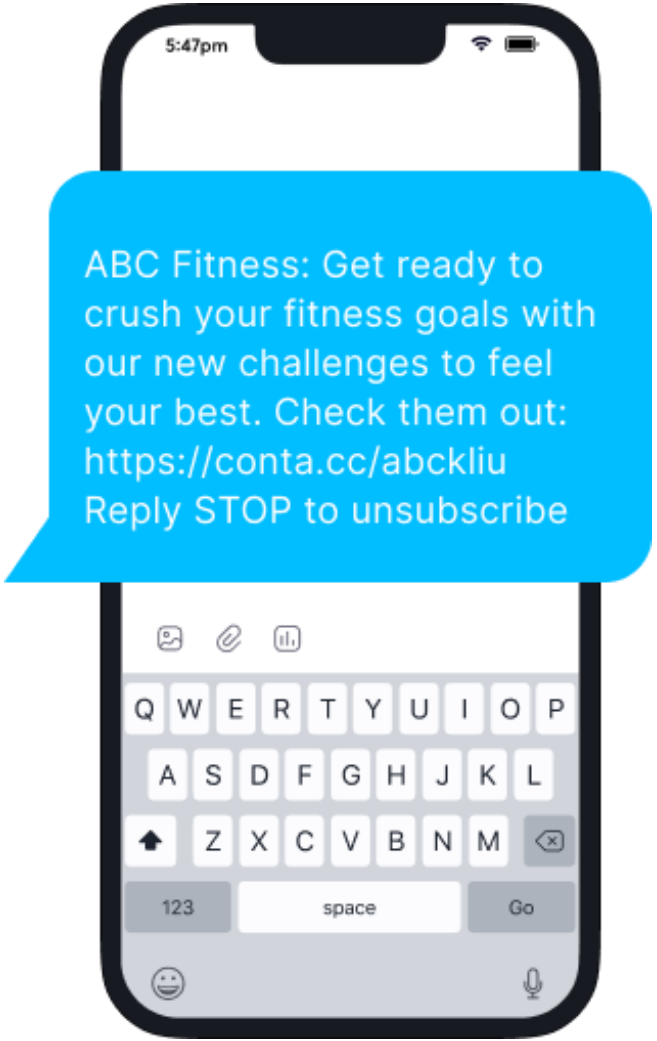
Dos & don’ts:
Sending your messages

Do:

- Give the ability to opt-out
- Keep the door open to return
- Be mindful of the time
- Send only between
  8 am & 9 pm local time

Don’t:

- Rely on area codes
  for send time



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

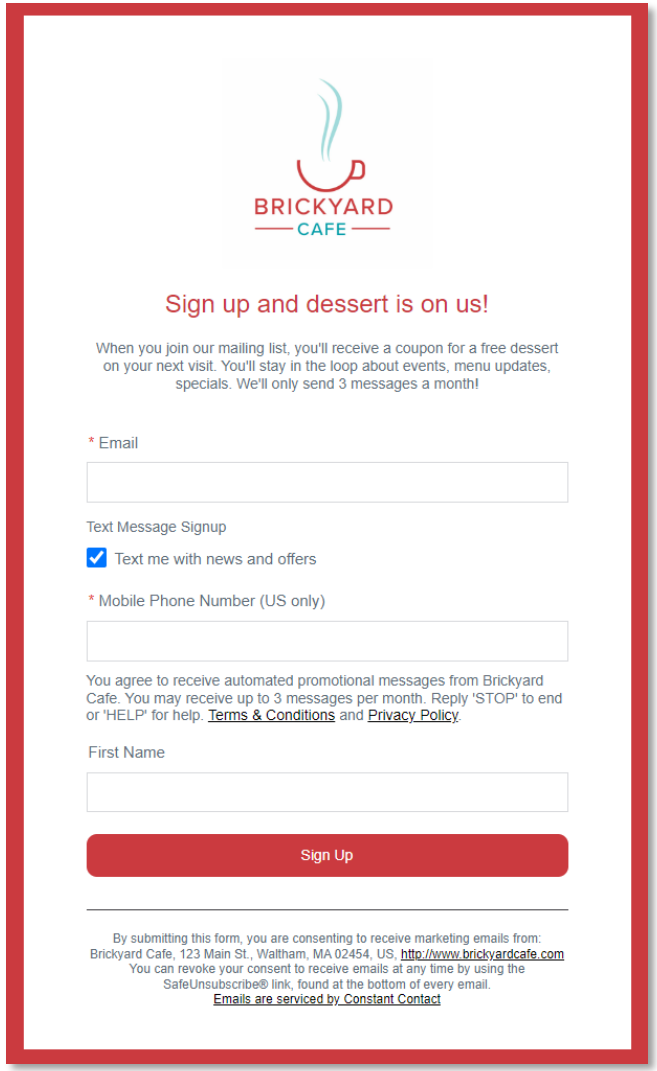
- Your website
- Social media
- Email signature
- Landing pages

Entice them to provide their information

Promotions & discounts

Exclusive content

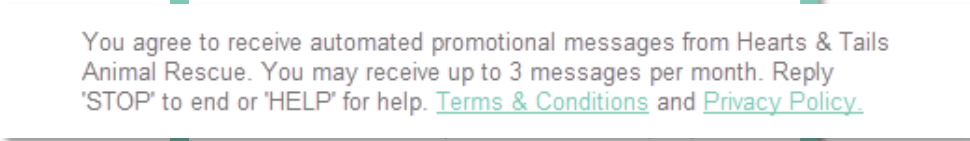
Show support

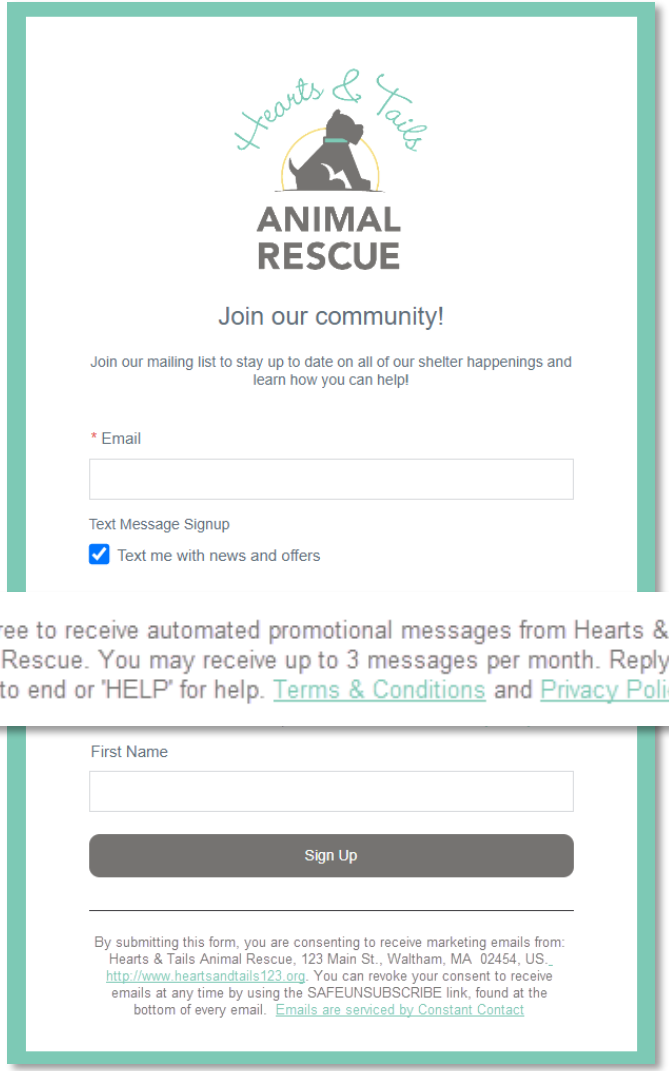


Constant Contact

Best practices for growing your text list

- What's in it for them?
- Set clear expectations
- Remember the disclaimers:
  - Privacy policy
  - Terms of service

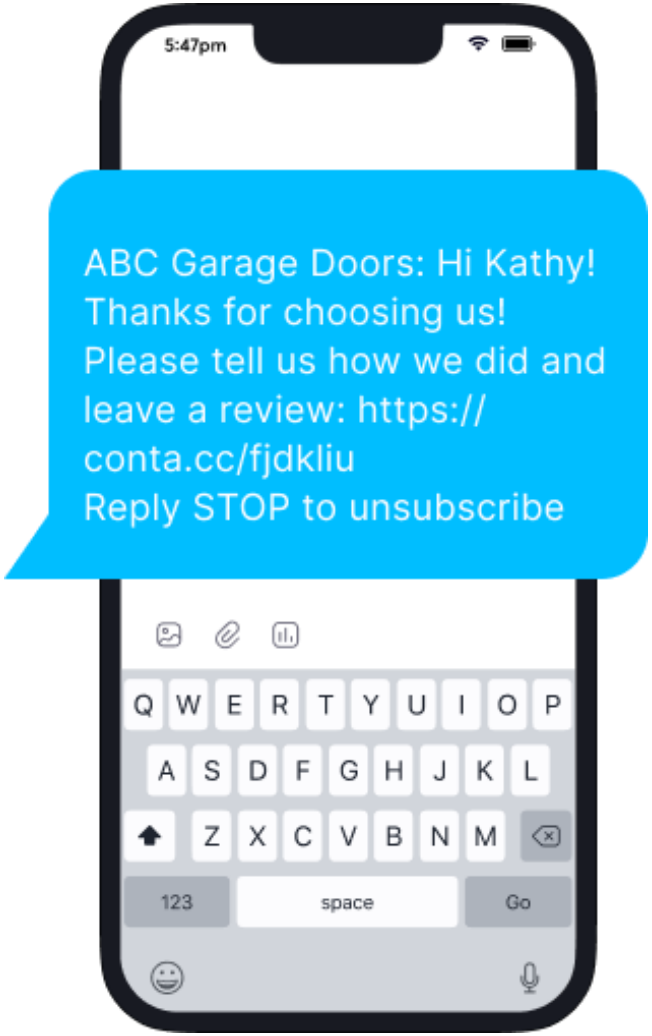




Constant Contact

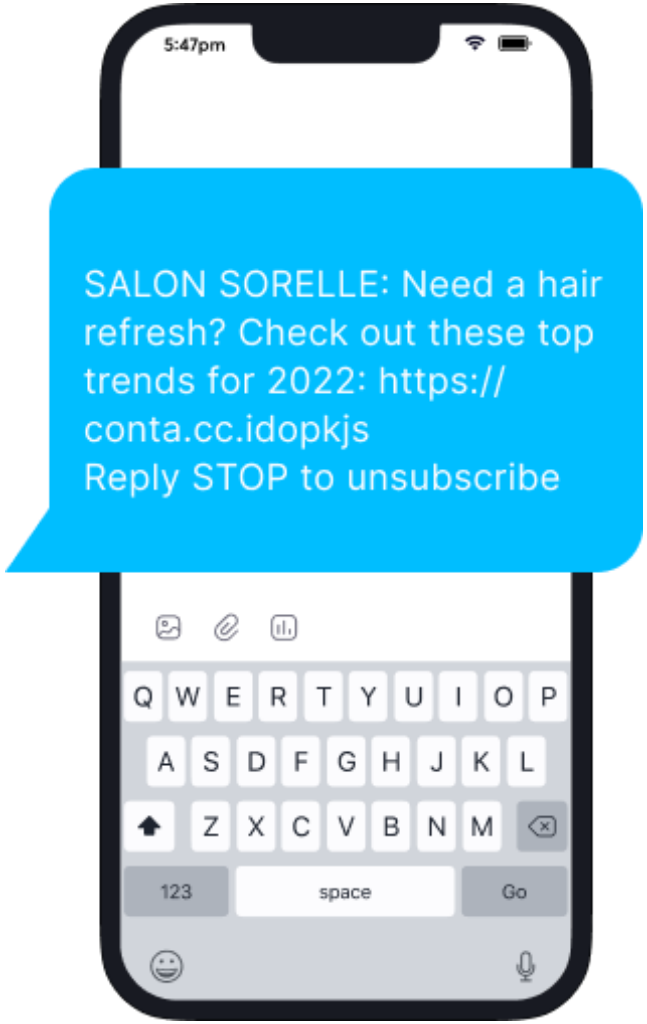
Tips for providing a great experience

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

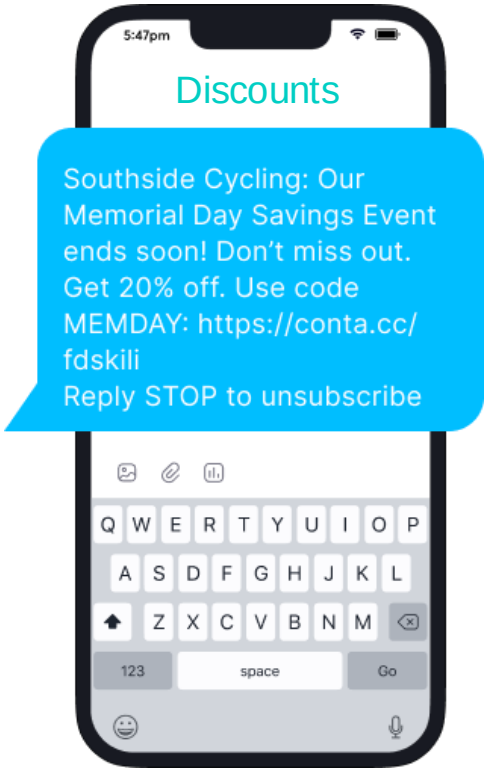


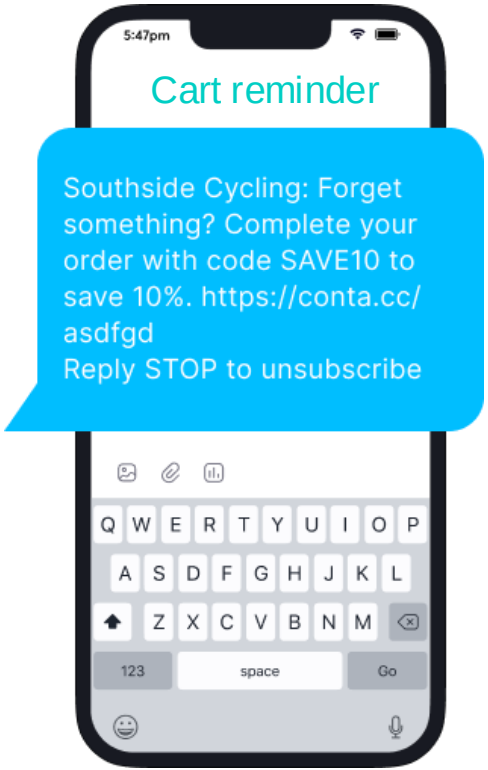
More tips for creating a great experience

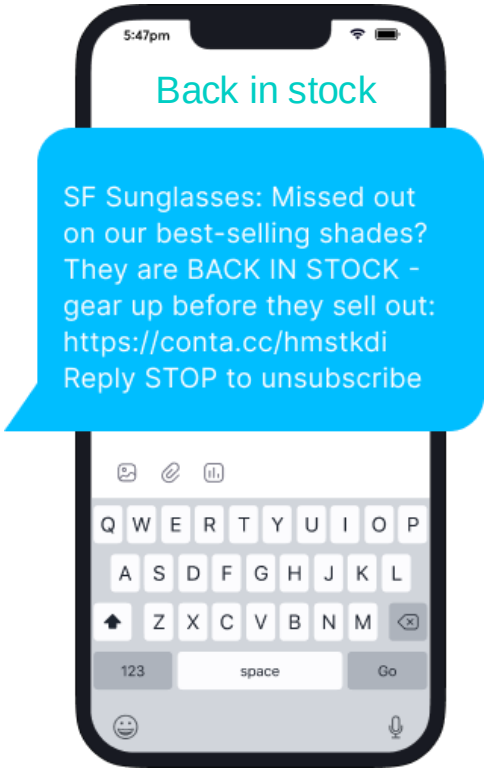
- Be exclusive
- Bring value
- Be personal
- Be conversational



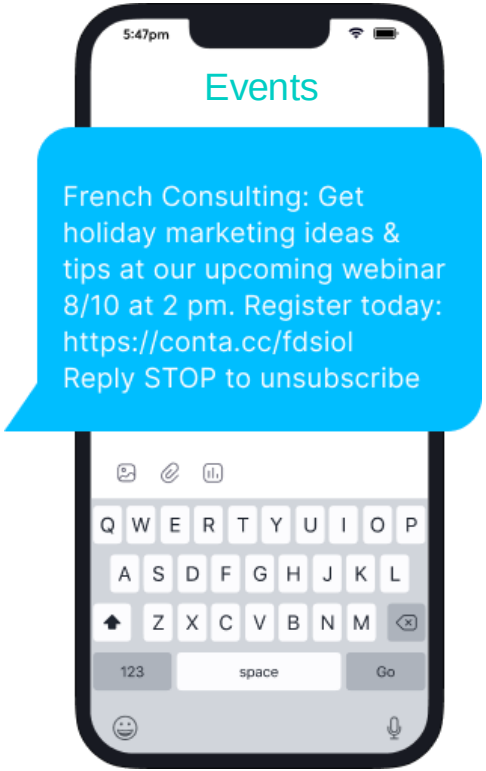
SMS examples: Retail

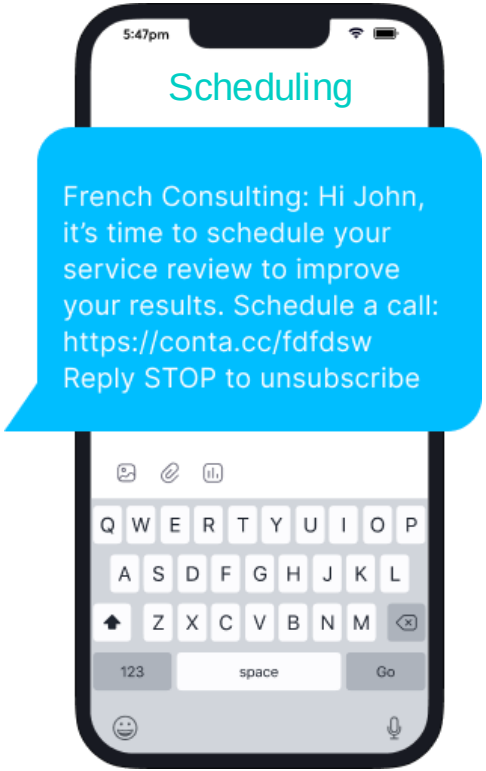


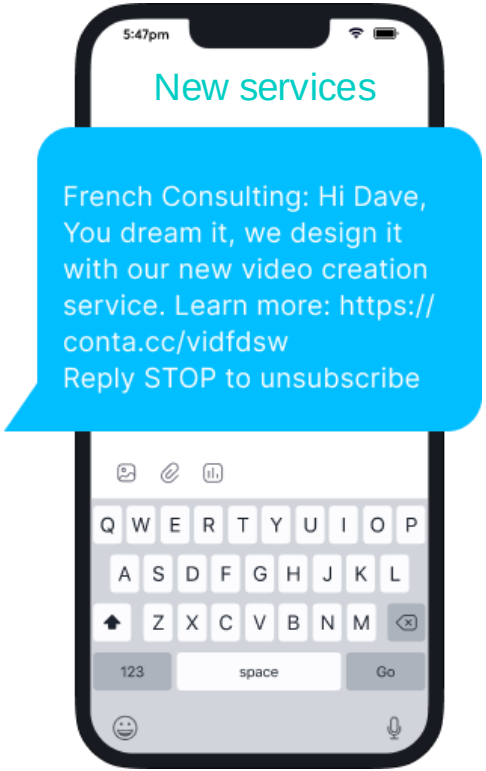




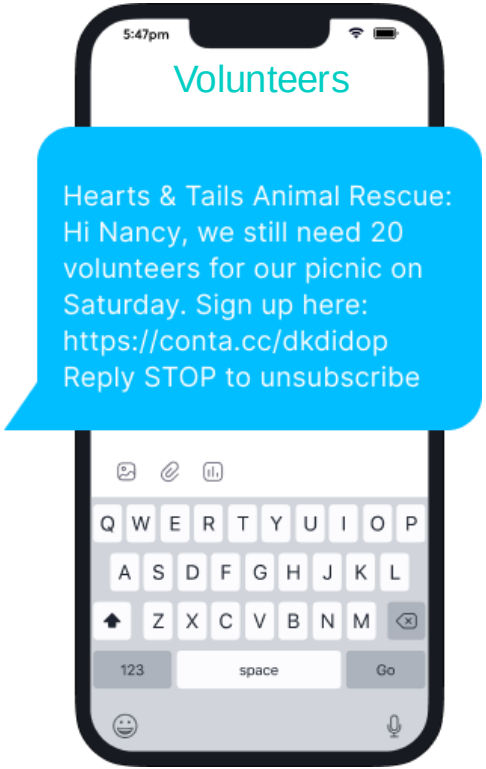
SMS examples: Business to Business (B2B)

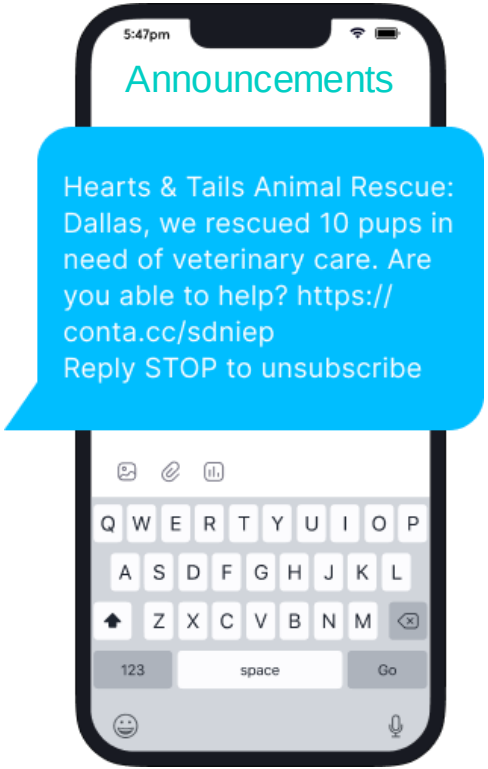


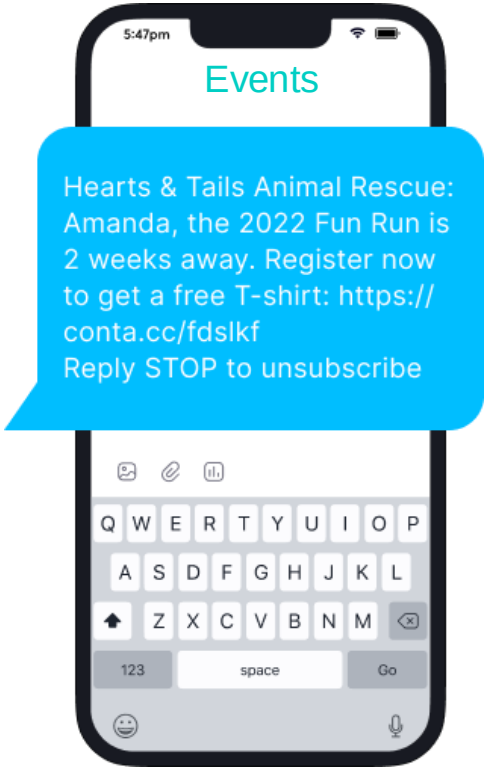




SMS examples: Nonprofit



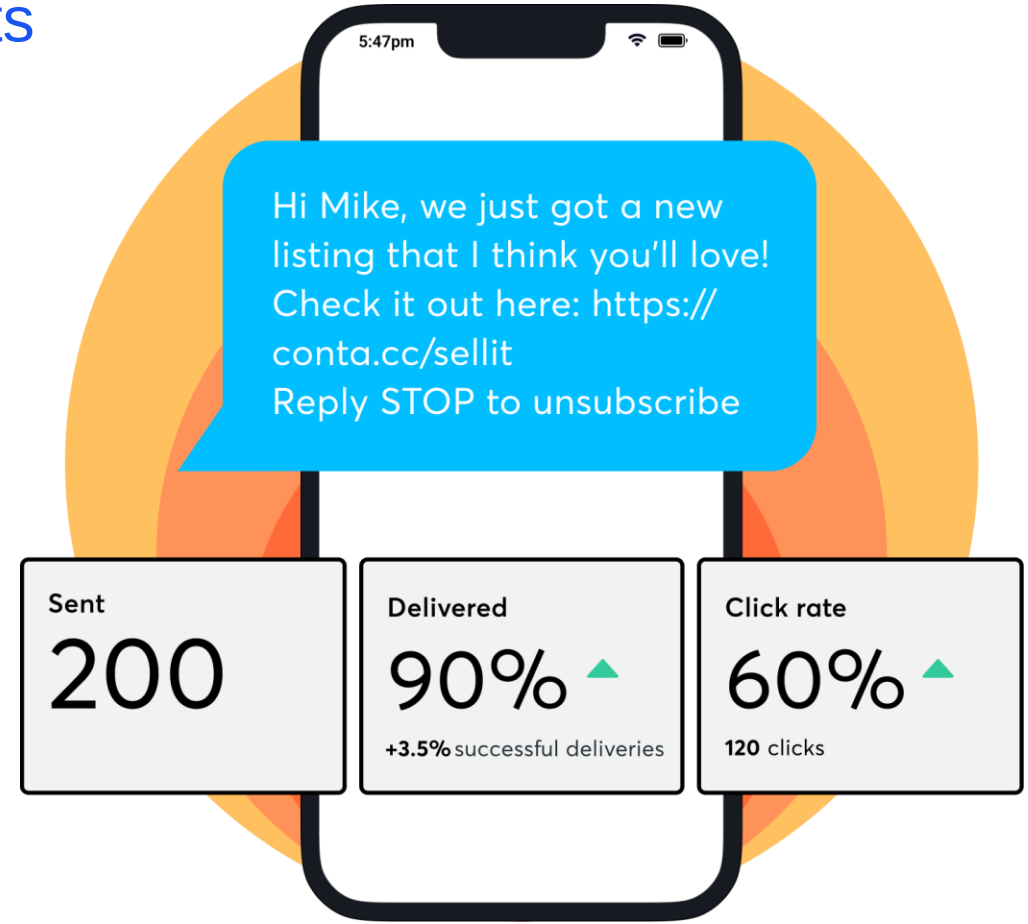




Measure the impact of texts

Pay attention to:

- List growth
- Clicks
- Conversions

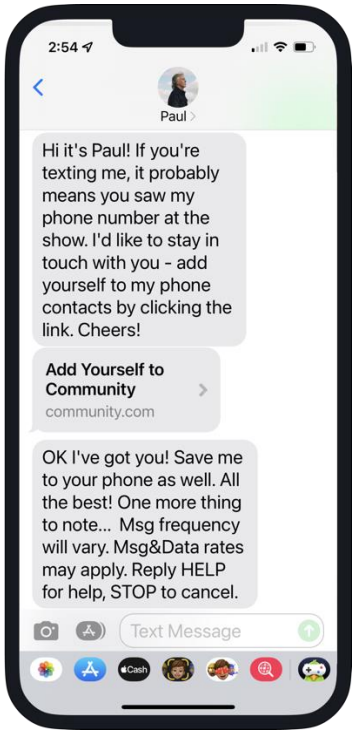


Sir Paul examples

Social

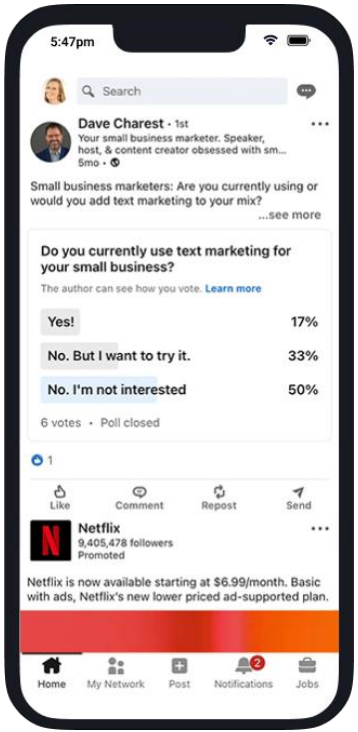
Email

Text

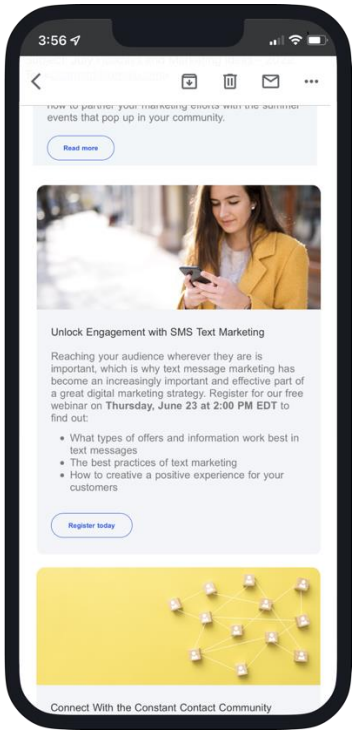


Use your channels in concert

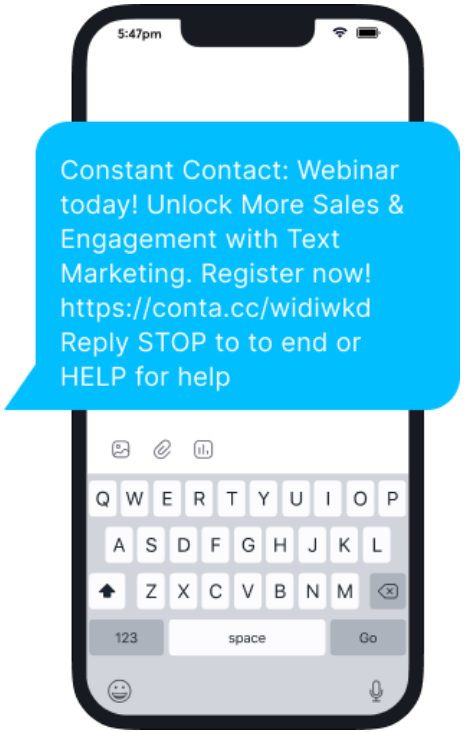
Social



Email

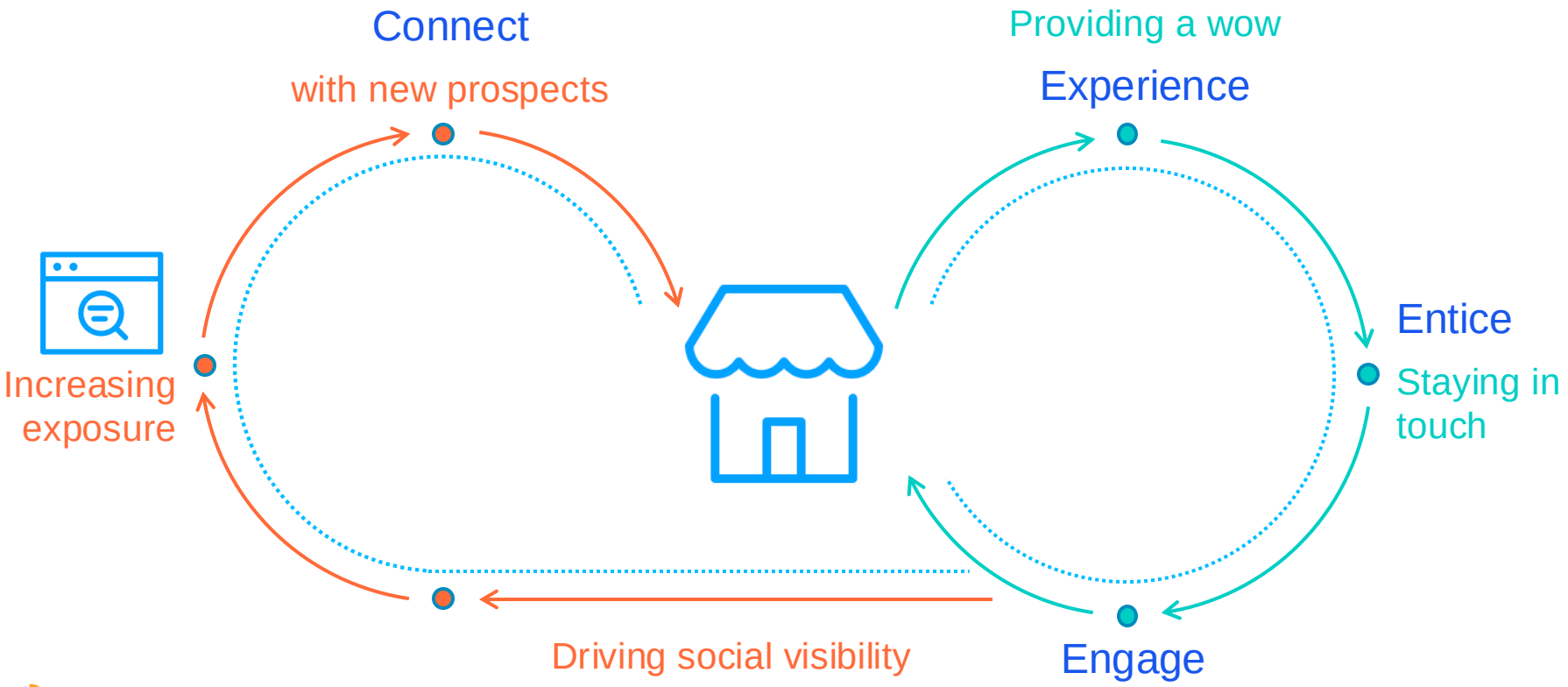


Text



Constant Contact

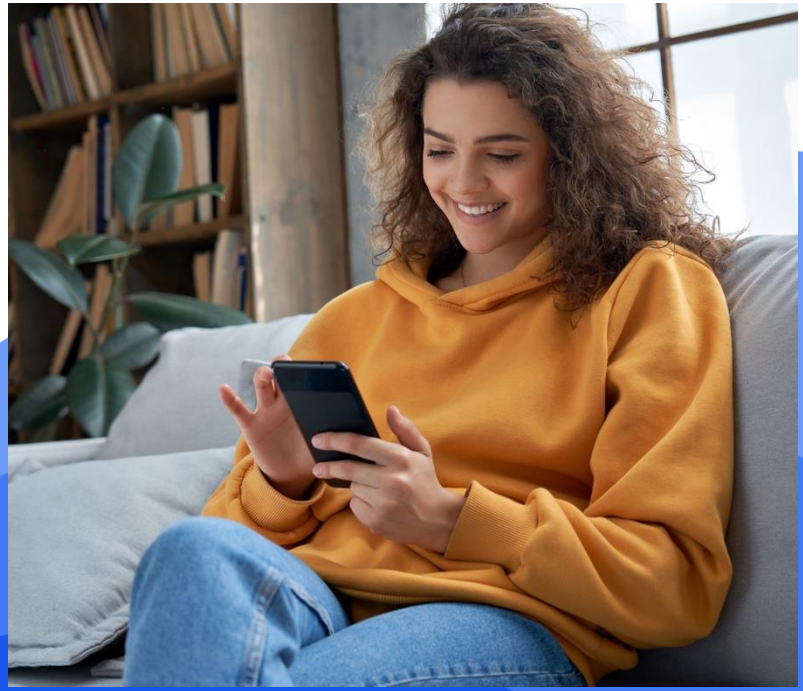
Increase word of mouth for your business



Constant Contact

How can you own the smartphone?

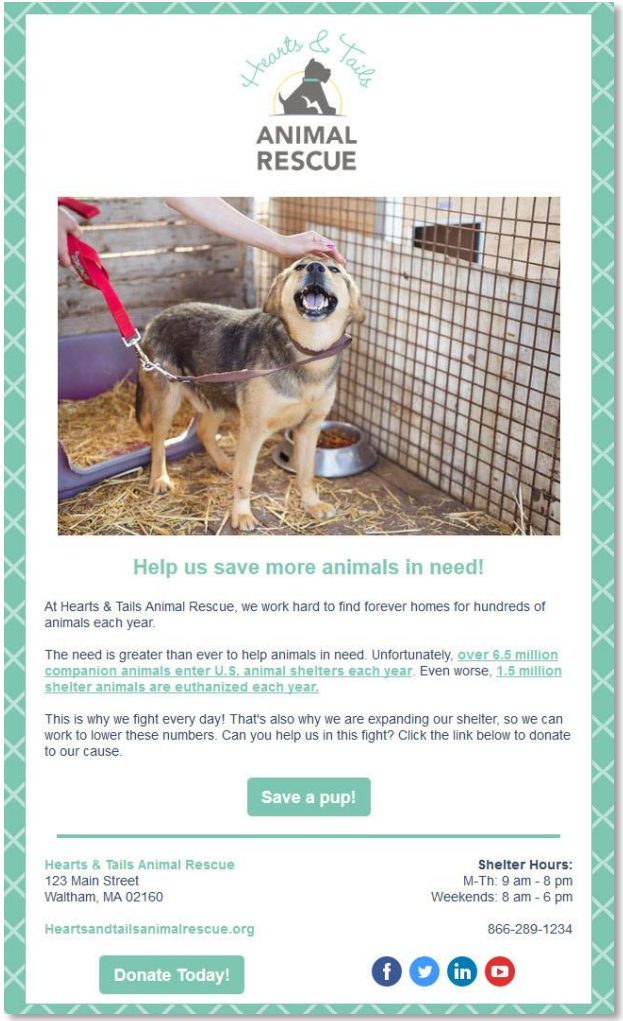
- Use social for awareness and engagement
- Use email to deepen relationships
- Use texts for exclusive and timely messages



AI-generated content for your emails

Tips:

- Ensure the headline captures attention
- Keep it simple
  - Picture
  - Paragraph
  - Call to action



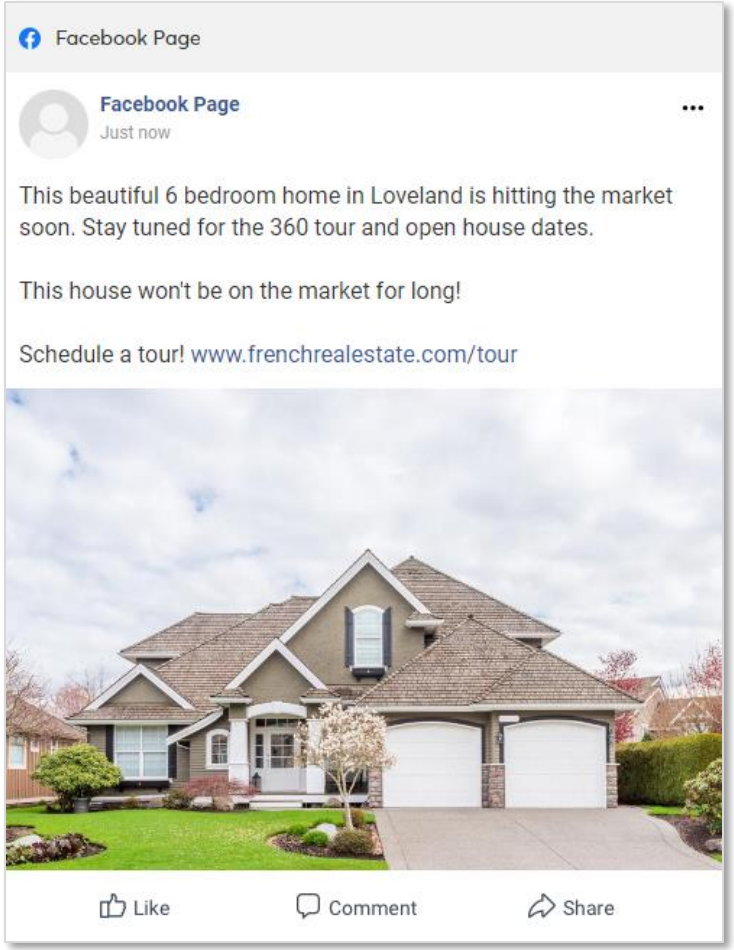
Constant Contact Alignable

Time to Demo some AI Magic

AI-generated content for your social posts

Tips:

- Shorter is better
- Ask them to take an action
- Add engaging visuals



Constant Contact

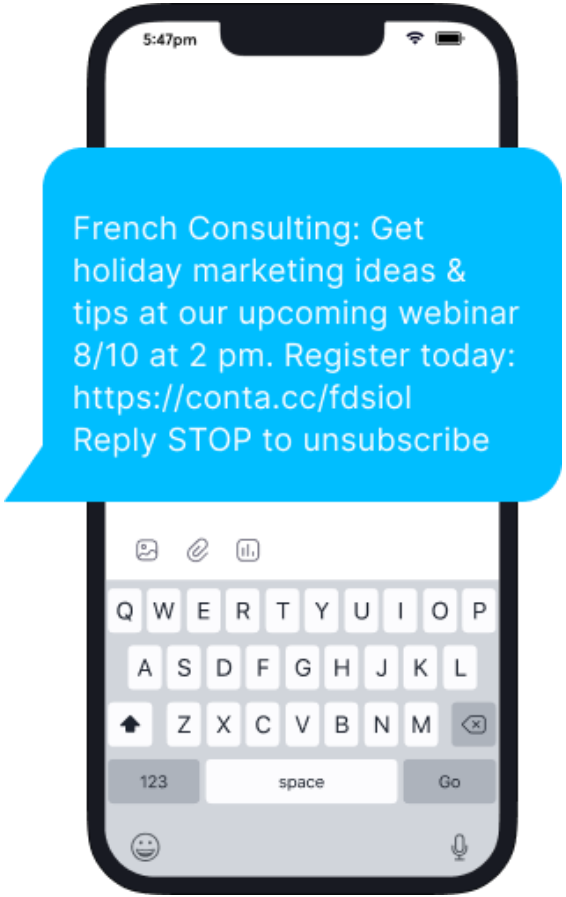
Constant Contact Alignable

Time to Demo some AI Magic

AI-generated content for your texts (SMS)

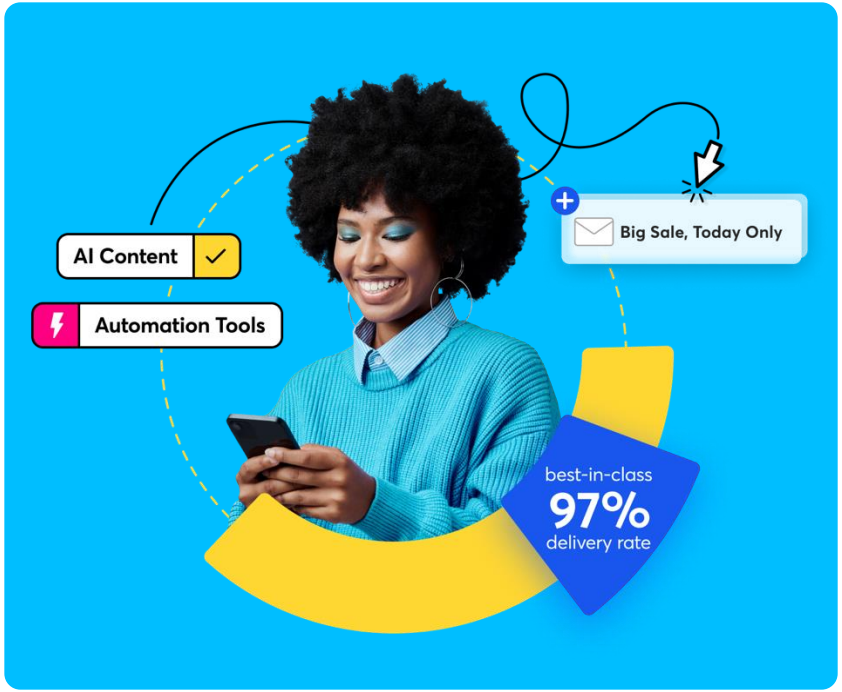
Tips:

- 160 characters including your business name
- Add a call to action & the link



Craft the perfect message in the blink of an AI

- Banish writer's block & save time with more effective messages.
- It's a great starting point for your messages and for inspiration.
- Don't forget to edit your content – make it
sound like you.



Constant Contact

Constant Contact Alignable

But why can’t AI help build ENTIRE CAMPAIGNS?

No more wondering…

Save time

Drive efficiency

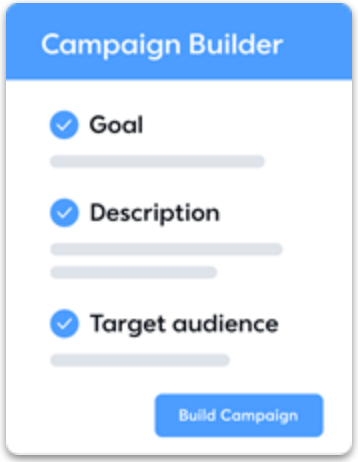
Crush goals

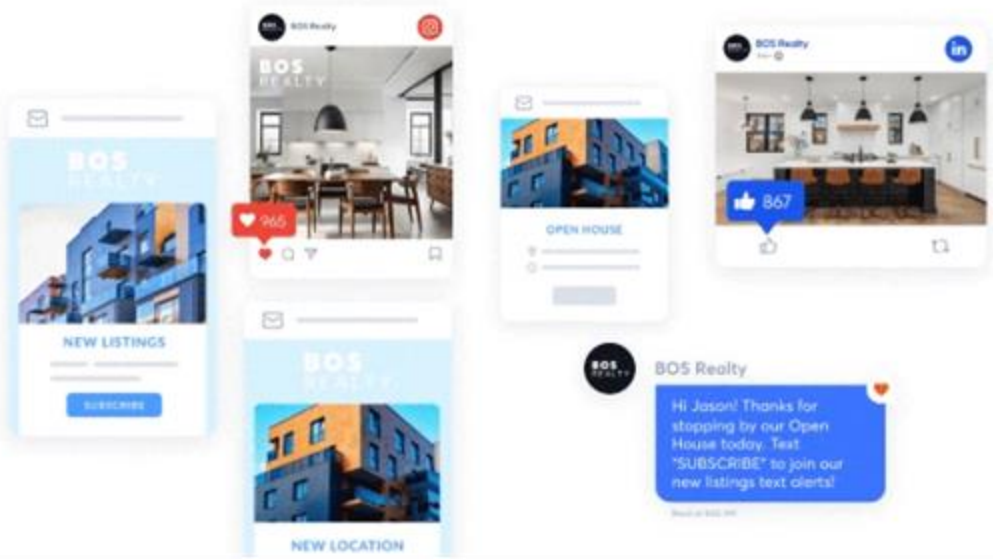
- how to build a marketing strategy that actually does what you want it to do
  which campaign types will help find and reach your audience
  when you should send your campaigns to maximize results
  what to write that will capture the attention of your audience
  when you'll have enough time to build each individual campaign
  what's working and what's not
  repeating this process every time you have another goal to reach

Campaign Builder does it for you

In-product flow

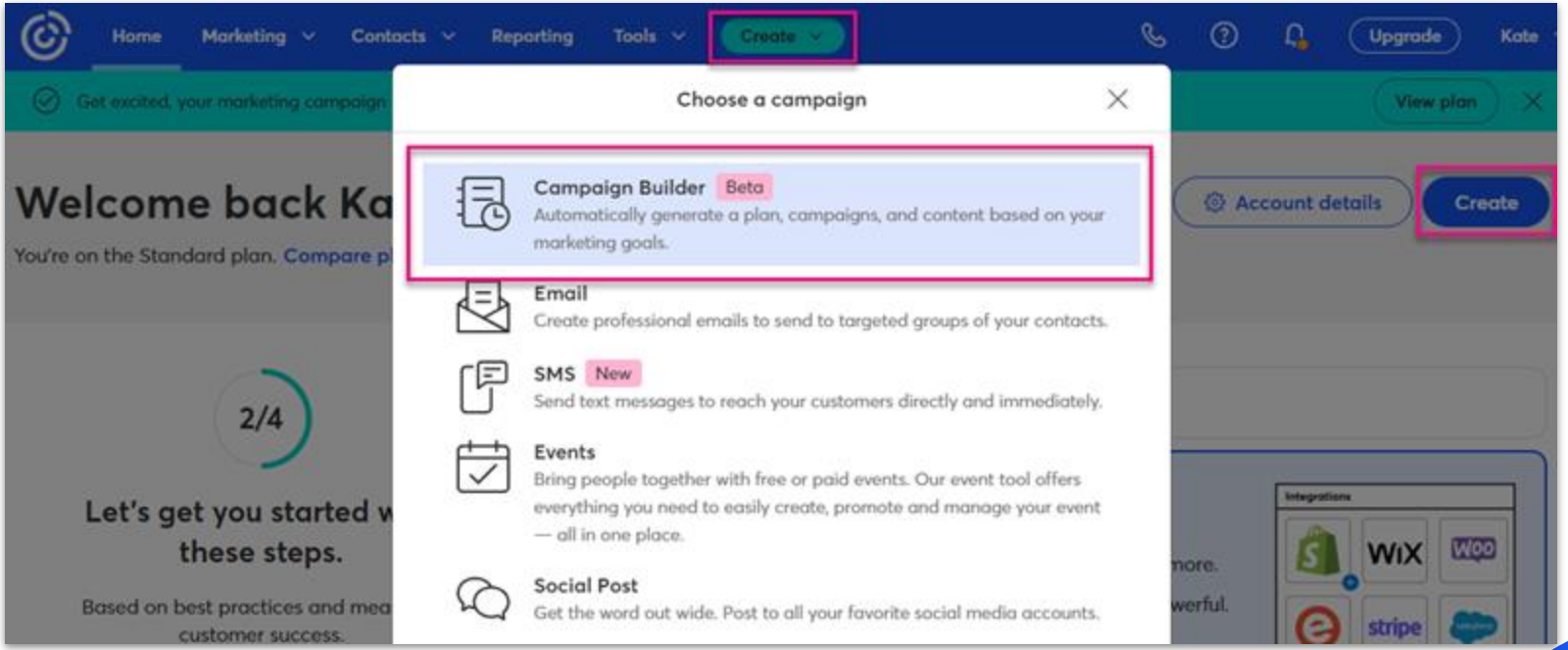
1. Launch Campaign Builder from Global Create or the Campaign Picker



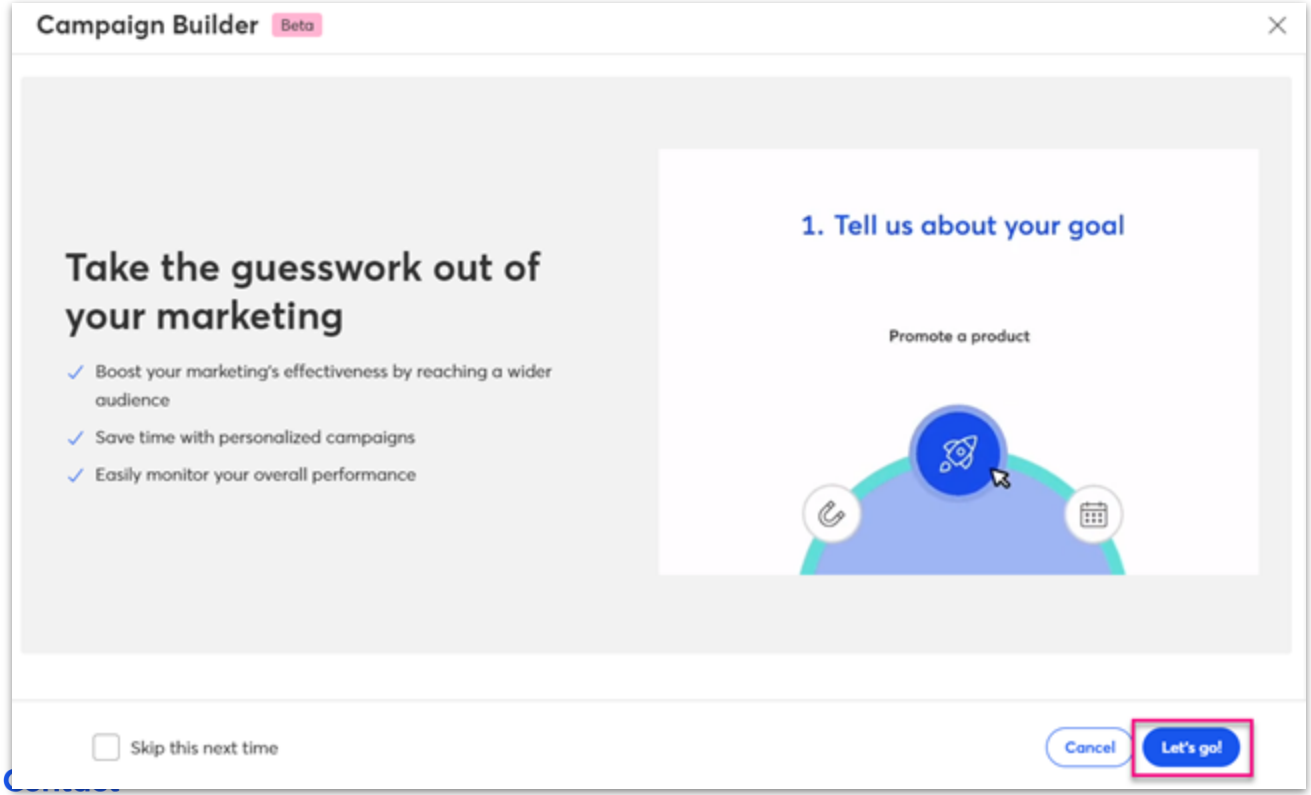


In-product flow

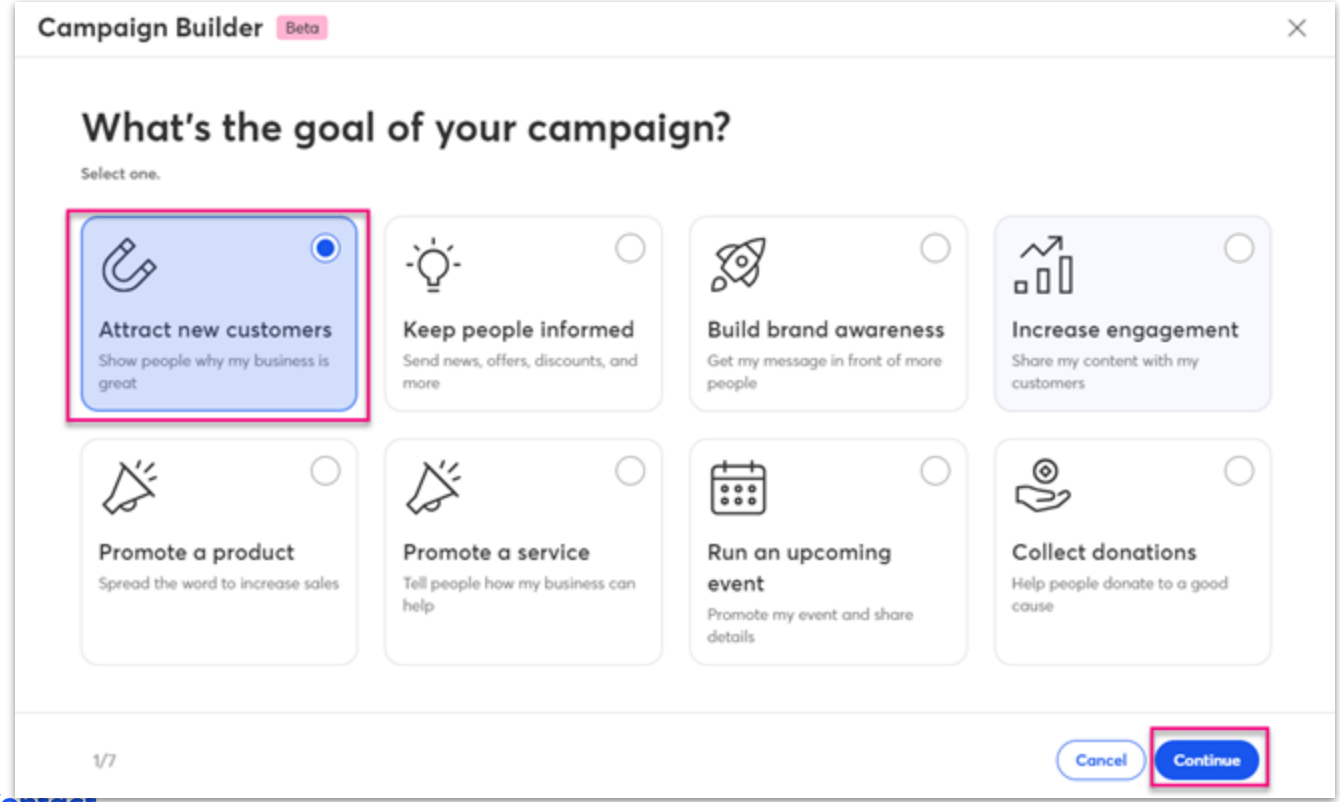
1. Launch Campaign Builder from Global Create or the Campaign Picker



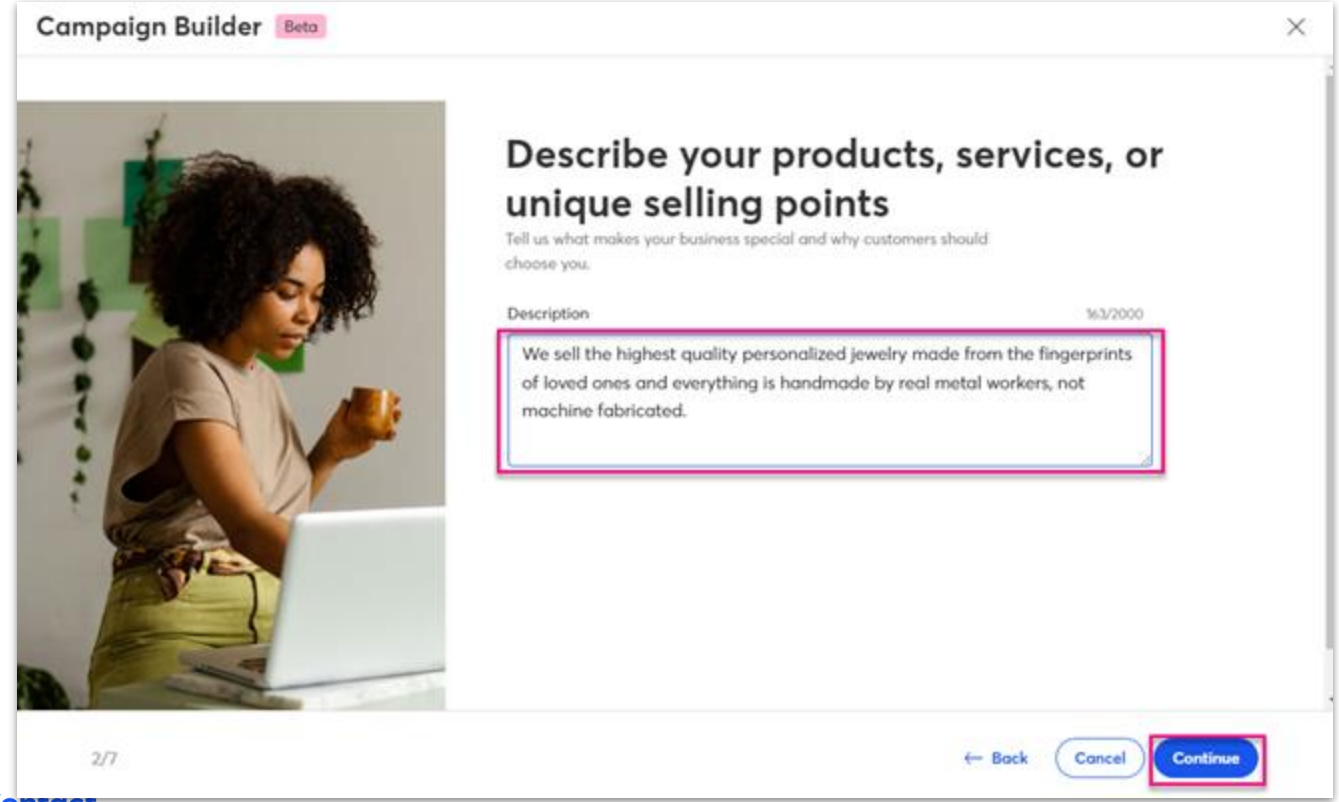
2. See what you're going to do next



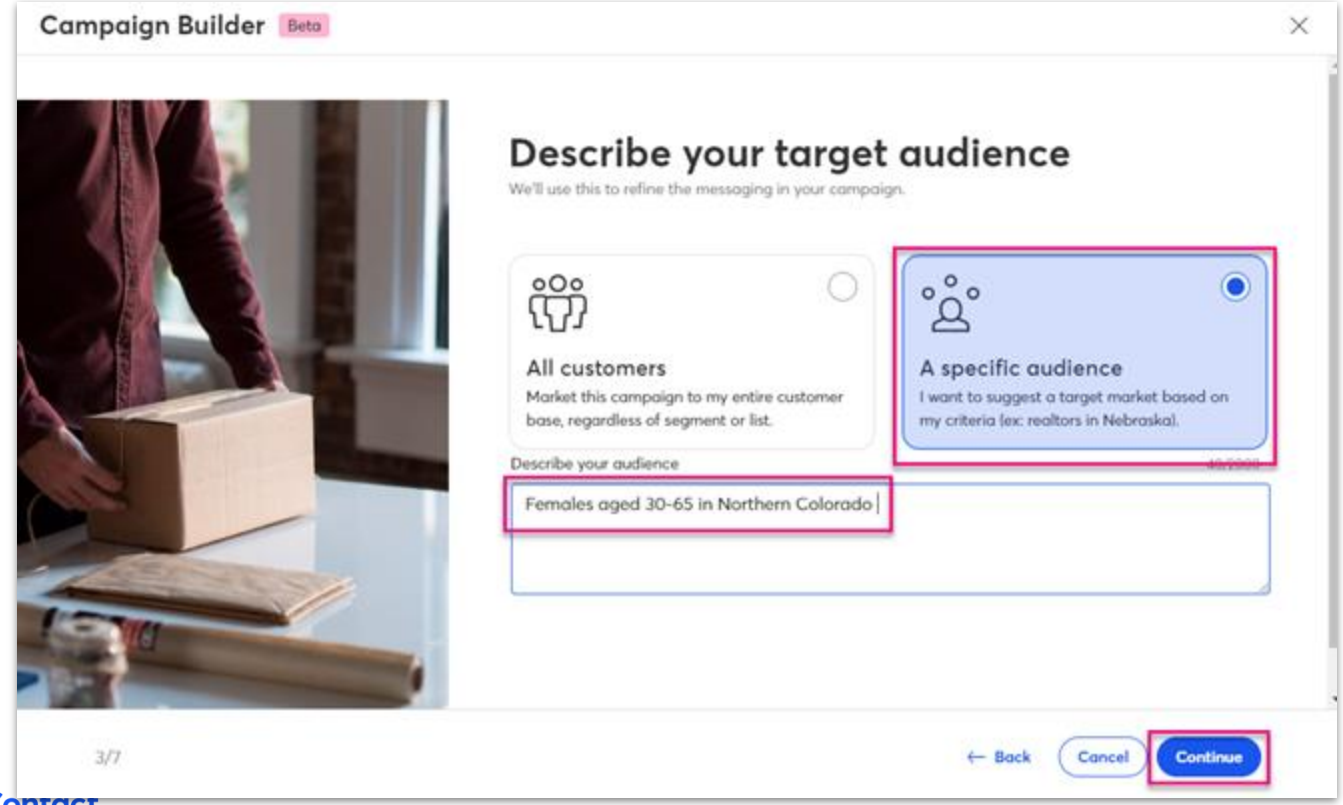
3. Choose the goal of your campaign.



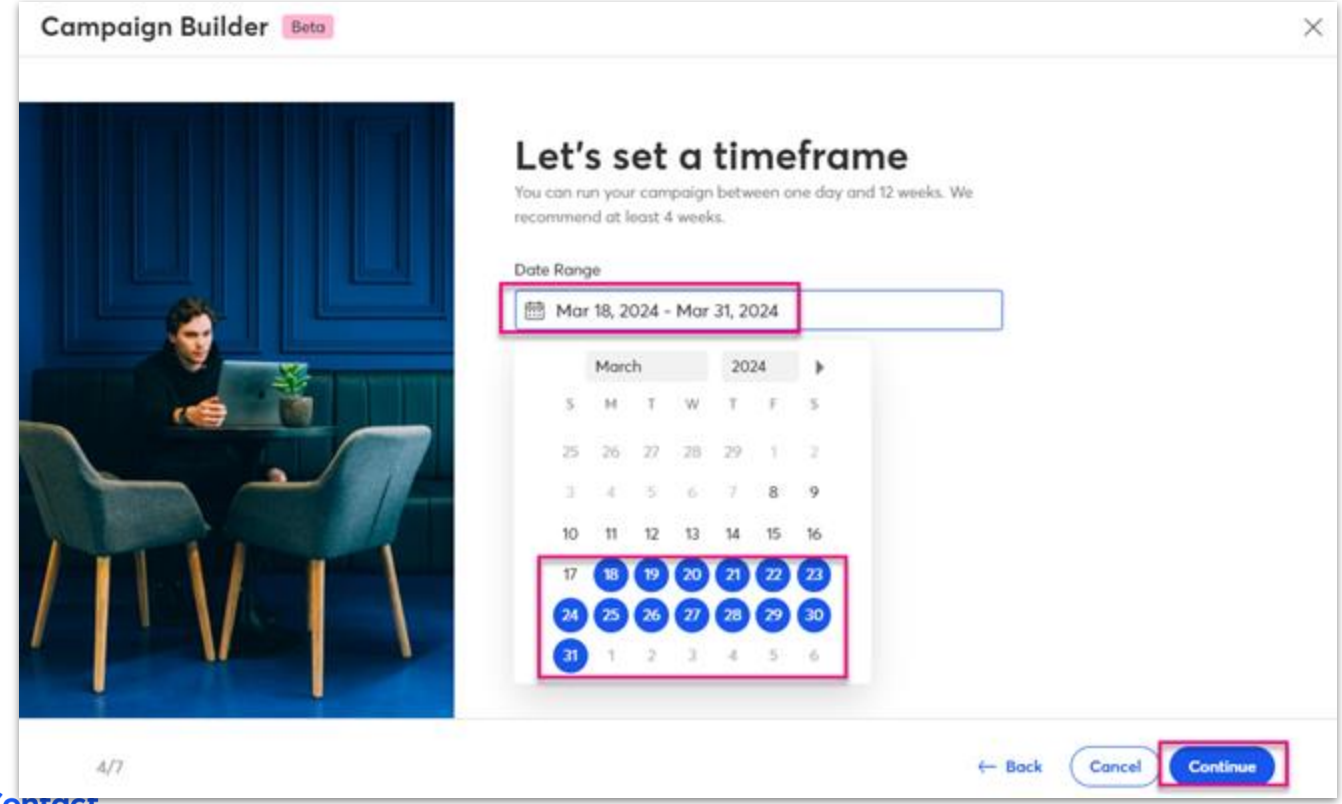
4. Tell us about your business and products.



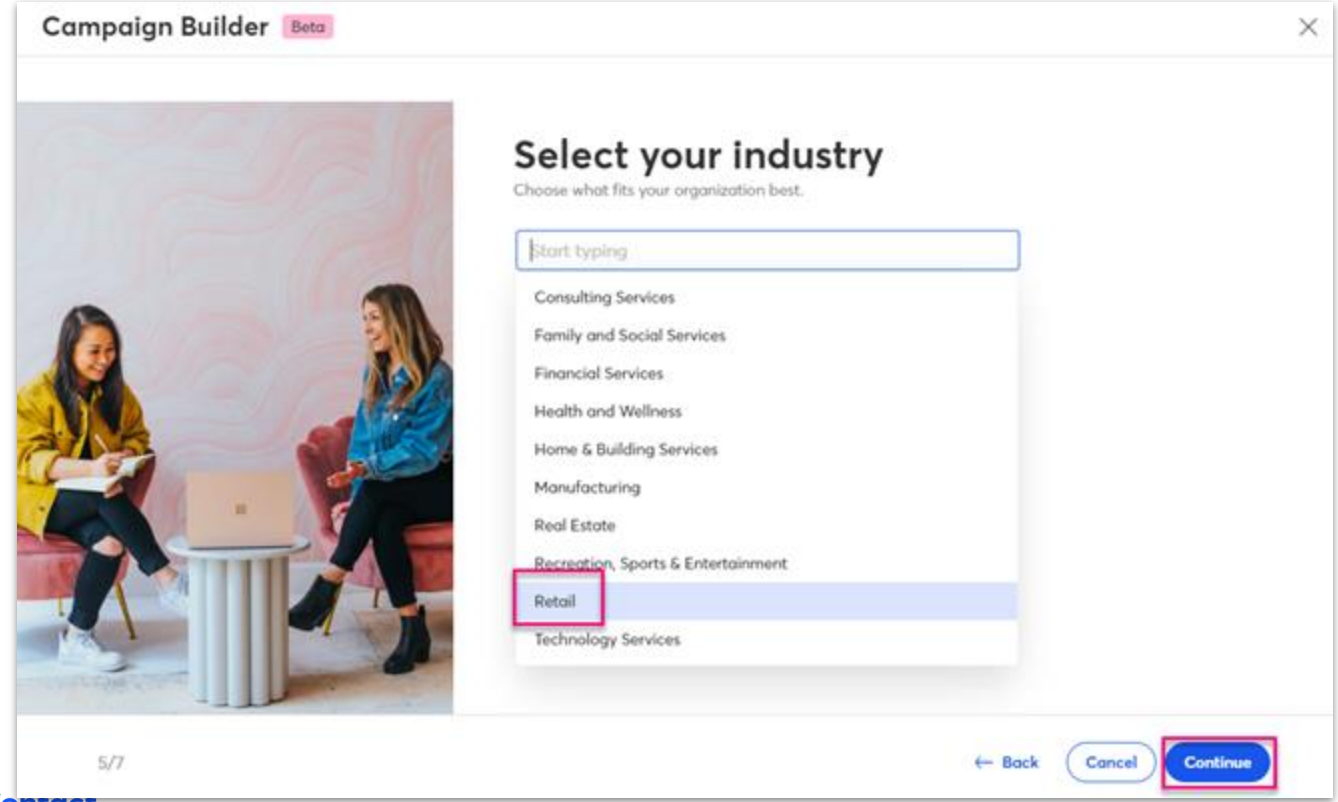
5. Identify your target audience.



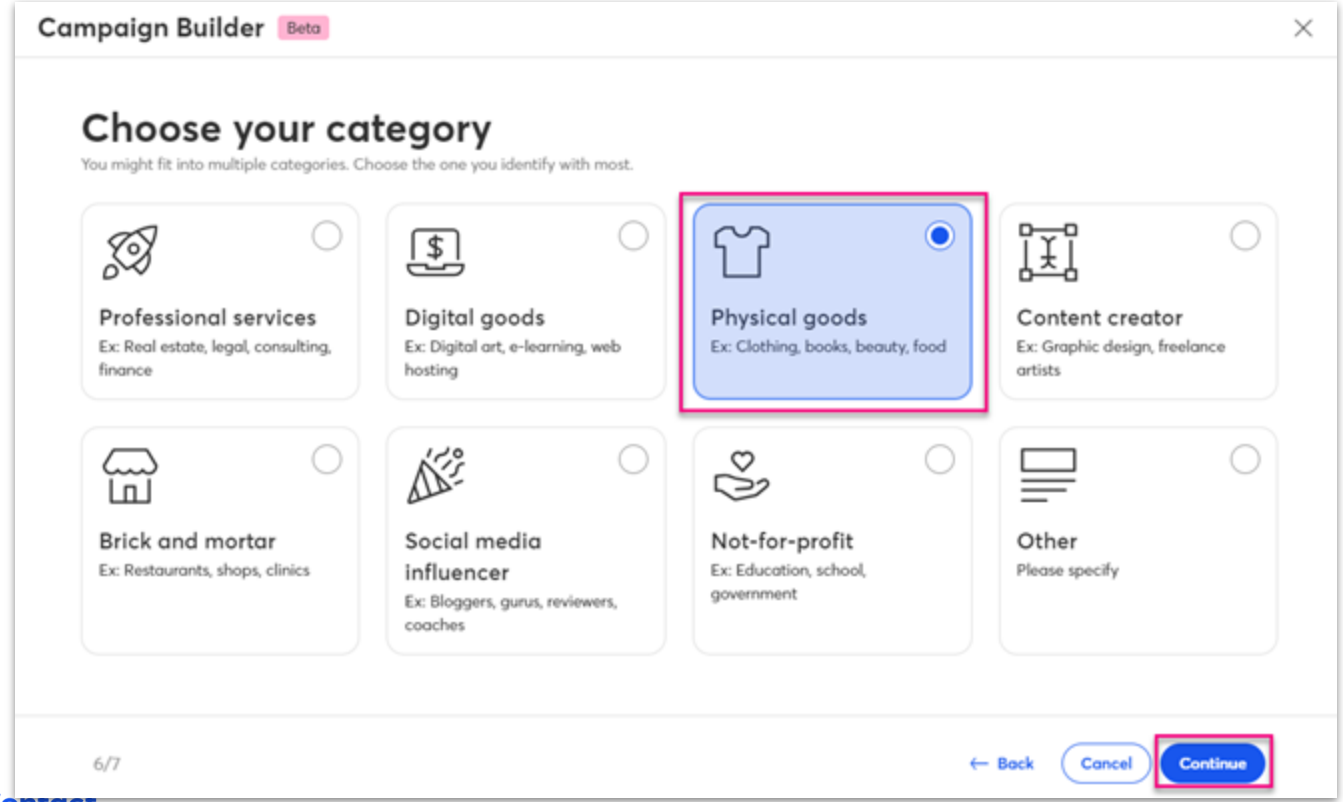
6. Tell us when you want to run your campaign.



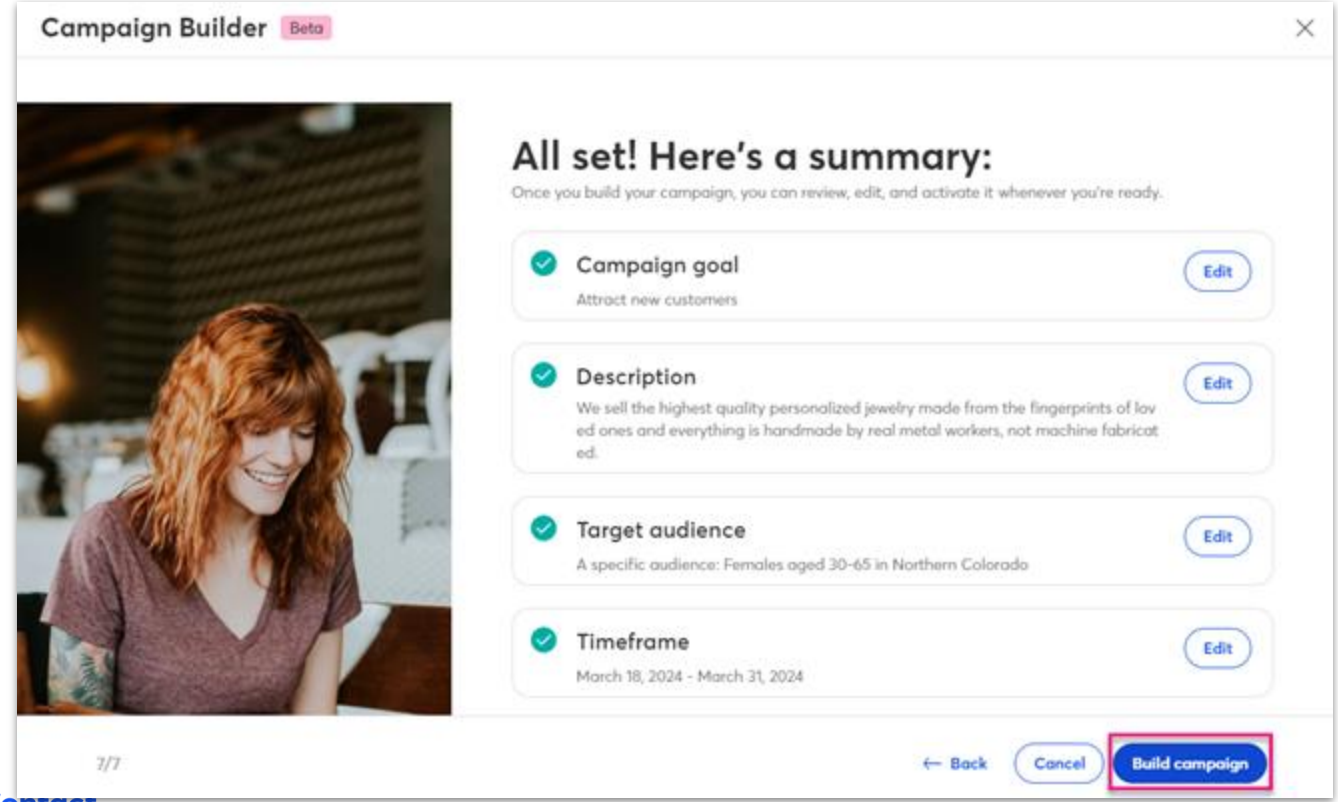
7. Select your industry.



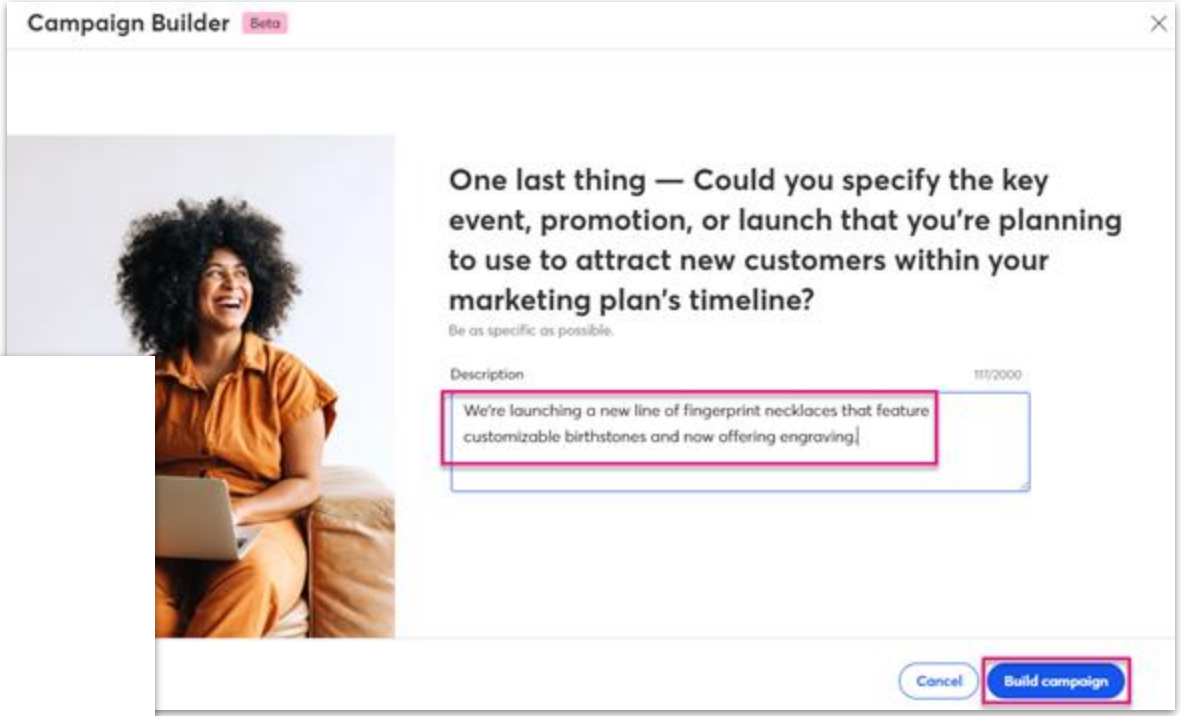
8. Select your product category.

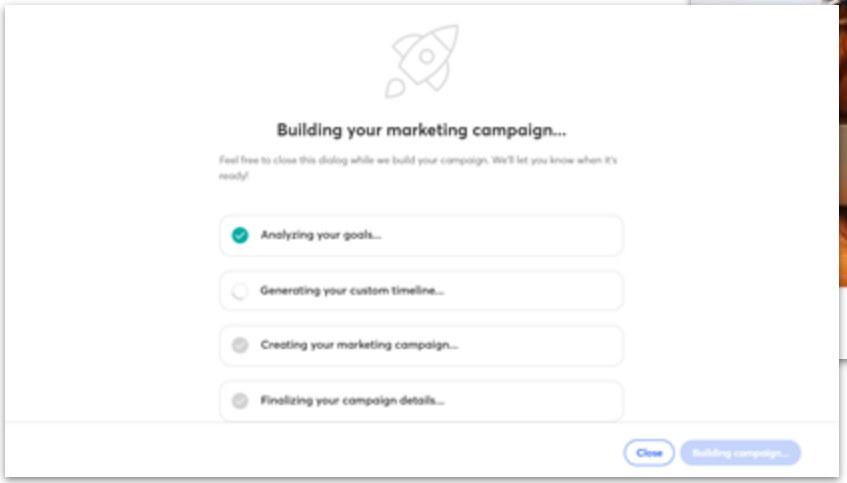


9. Verify your campaign’s details or edit a section.



10. Watch the magic happen! Or get more specific.





Get excited, your marketing campaign is ready!

Fully customized, multi-channel campaign with timeline and content is ready for your personal touch! Add images and edit as needed, then publish your campaign.

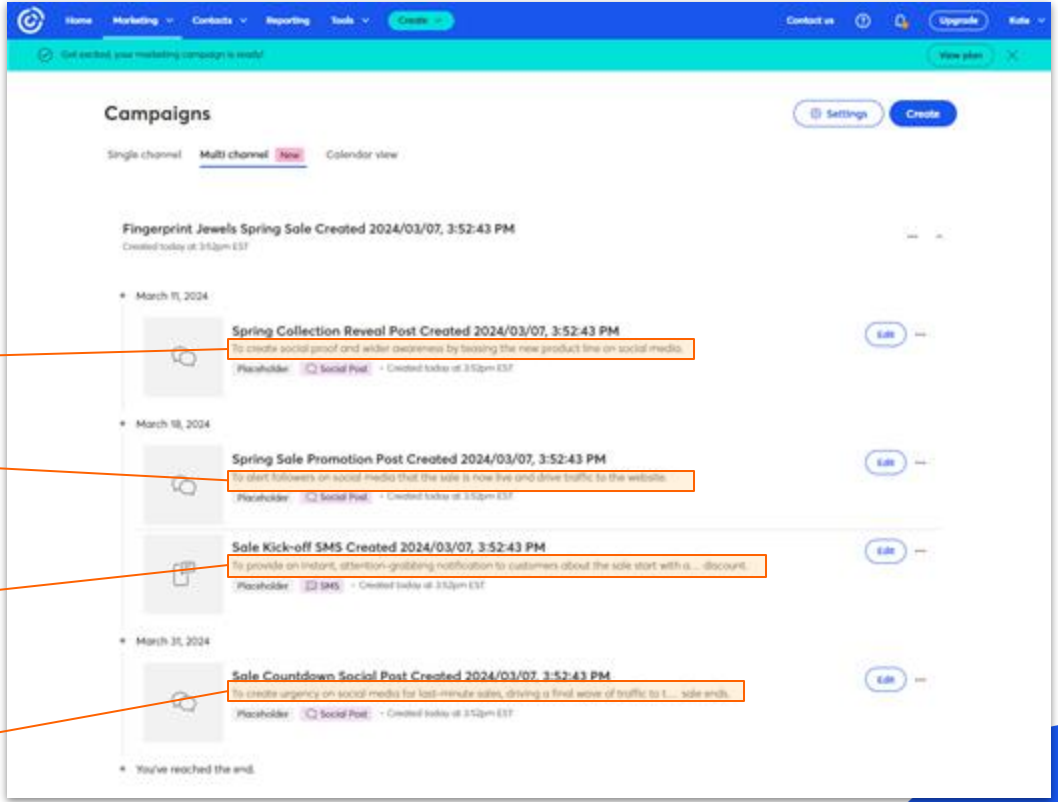
Plus, strategy explanations are included for each step!

To create social proof and wider awareness by teasing the new product line on social media.

To alert followers on social media that the sale is now live and drive traffic to the website.

To provide an instant, attention-grabbing notification to customers about the sale start with a special incentive such as a loyalty discount.

To create urgency on social media for last-minute sales, driving a final wave of traffic to the website before the sale ends.



Constant Contact

Constant Contact Alignable

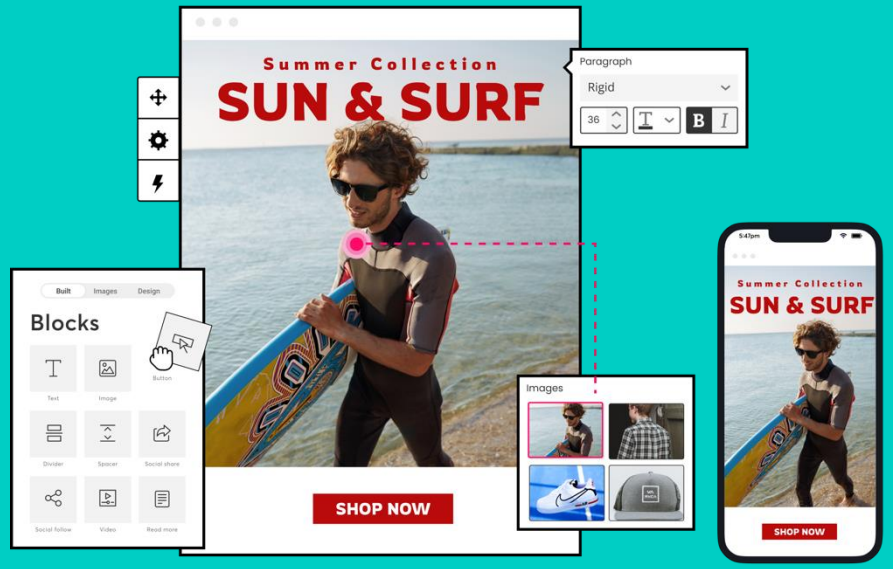
Time to Demo some AI Magic

Constant Contact has helped millions of people just like you.

We've got the tools you need to make your marketing…easy

Send like a pro

With hundreds of professionally designed email templates.

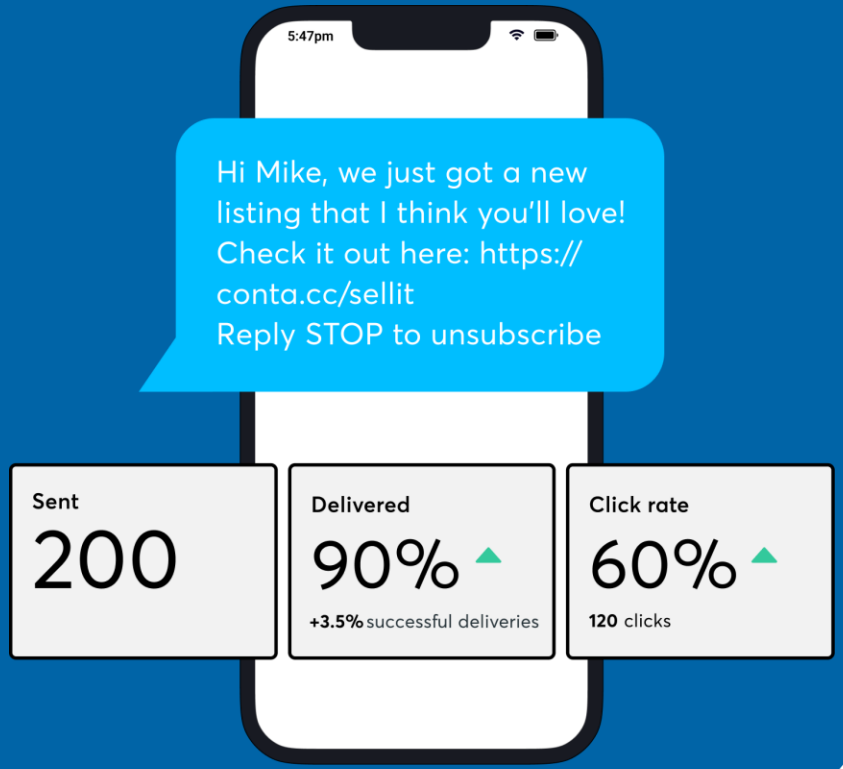


Track your success in real time.

Easy to understand reporting to gauge who’s engaging and who isn't.

Grab attention with SMS

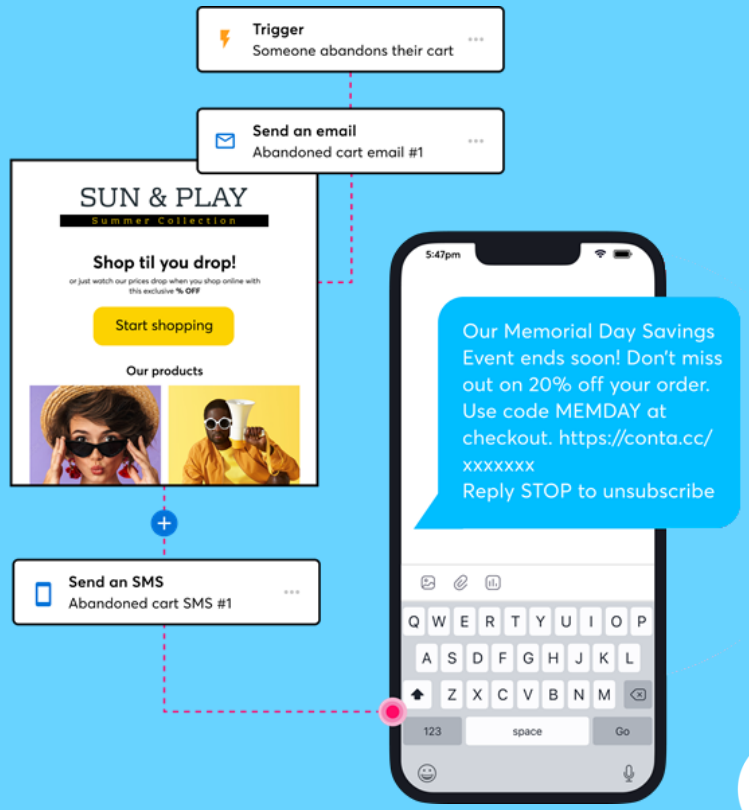
Connect with customers on their terms with text messages.*



*US only until 2023

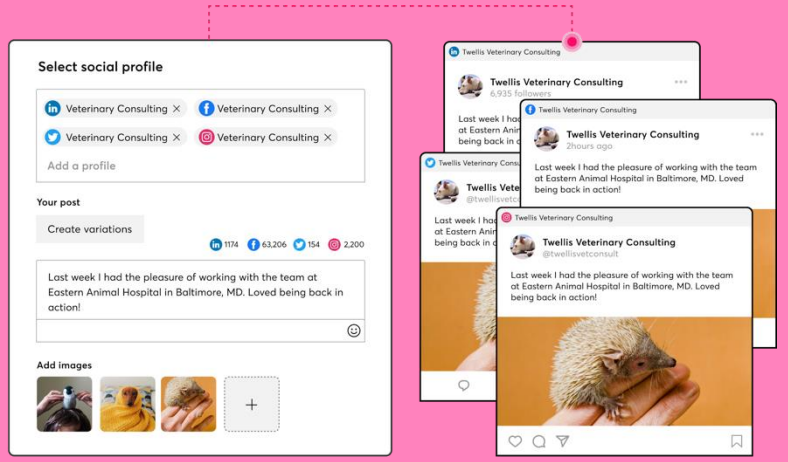
Put your emails and text messages on autopilot

Our suite of automation tools delivers the power to increase sales in less time.



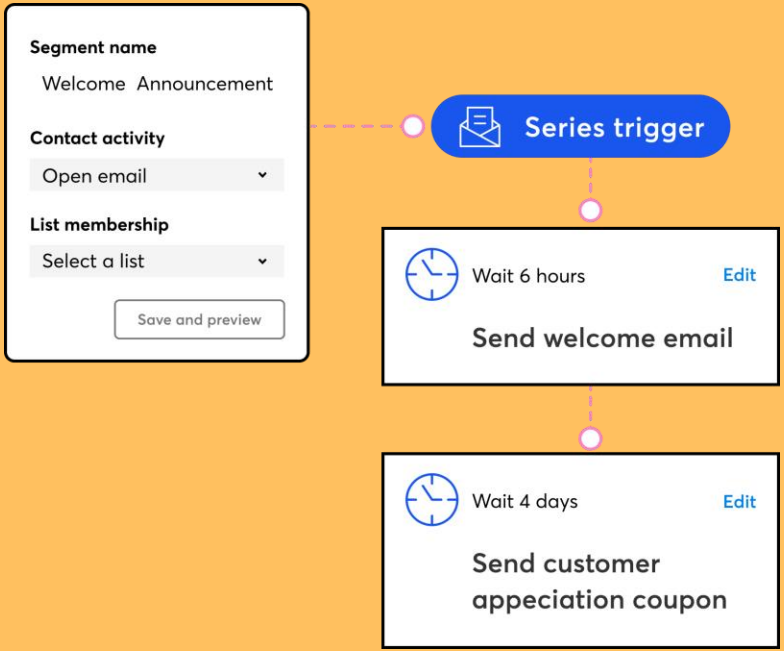
Stay one step ahead

With our easy-to-use social dashboard to plan and schedule your posts.



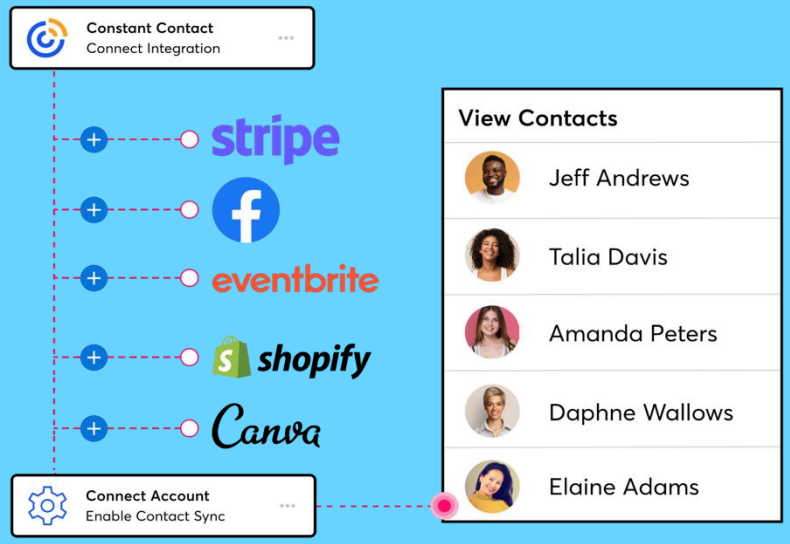
Engage and grow

Your customer base by automating real-time relevant emails.



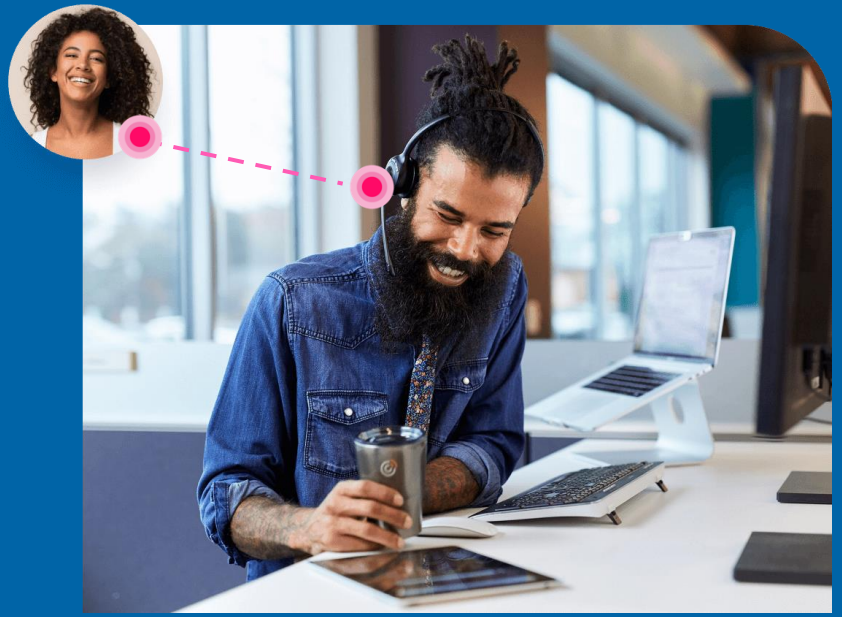
Get Connected for Faster Results

Sync with tools you're already using to simplify your marketing.



Award-Winning Customer Service

We’re here to answer any of your burning marketing or tech questions.



ACTIVATE

Aaron Wesley Means

- Marketing
- Web – Design – Branding
- Private Coaching & Training
- Speaking, Seminars, Webinars
- Personalized Marketing Help

Constant Contact
10-YEAR PARTNER

Award Winning Marketing Services:
Constant Contact Solution Provider of the Year: Southeast
"Above and Beyond" Award
Top Trainer Award

Alignable

Special Alignable Offer

FREE TRIAL

w/ Coaching & Discounts

www.GetEventPromo.com

ACTIVATE

Constant Contact

10-YEAR PARTNER

What does it cost after trial? Starts at **only $12/mo**

but Alignable Users Get a Discount up to 40% OFF

- → Includes FREE Coaching and Support
- → FREE branded email template
- → AI Content Generation Features included in all plans
- → Campaign Builder included in Standard plan
- → Get started in minutes