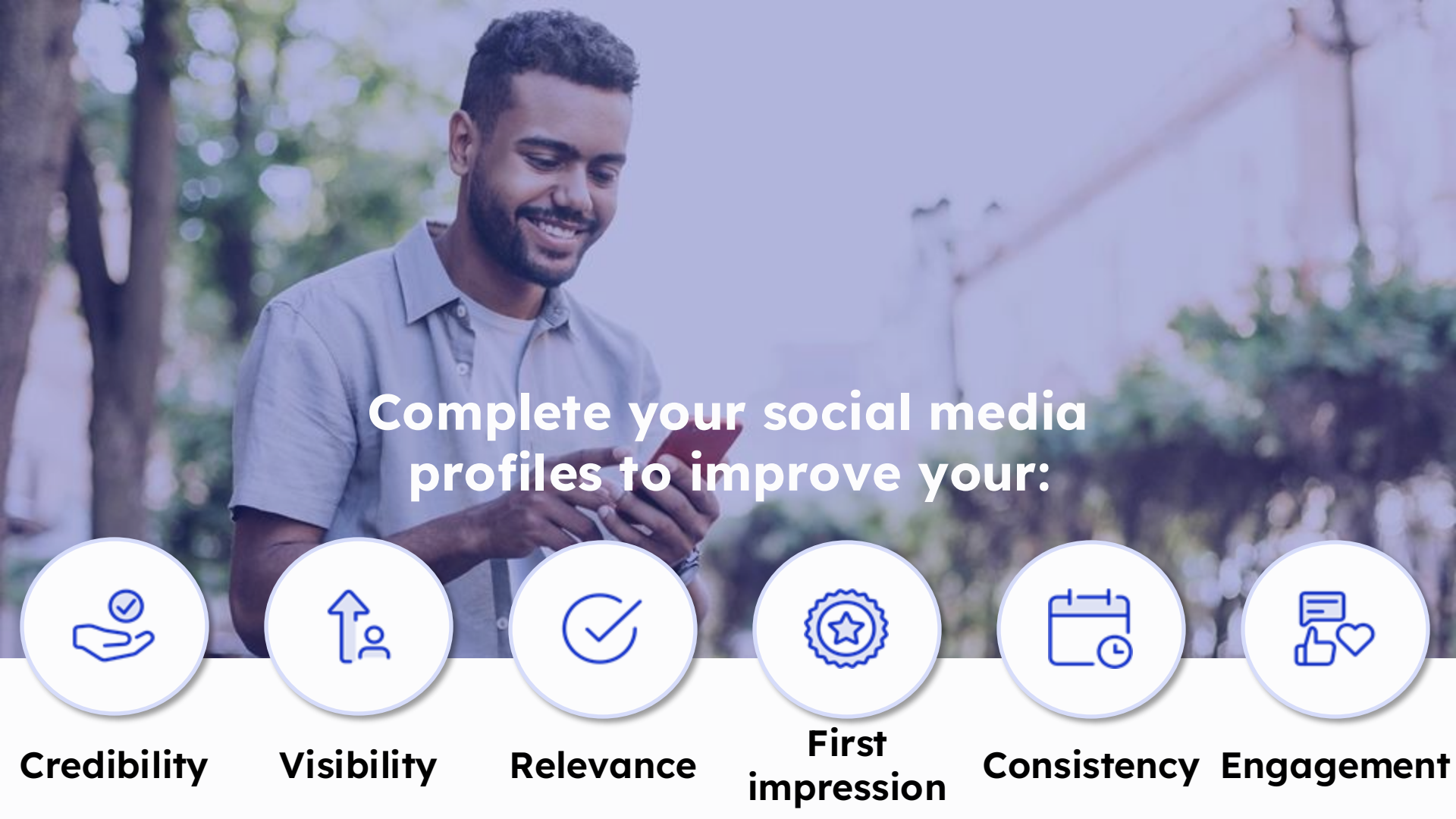
Engage & Convert: The Email & Social Media Power Play

Constant Contact

Let’s talk about Social...

Focus Areas:

- **Fine-tune your social profiles**
- **Craft captivating content with compelling narratives**
- **Convert your social media followers into email subscribers**

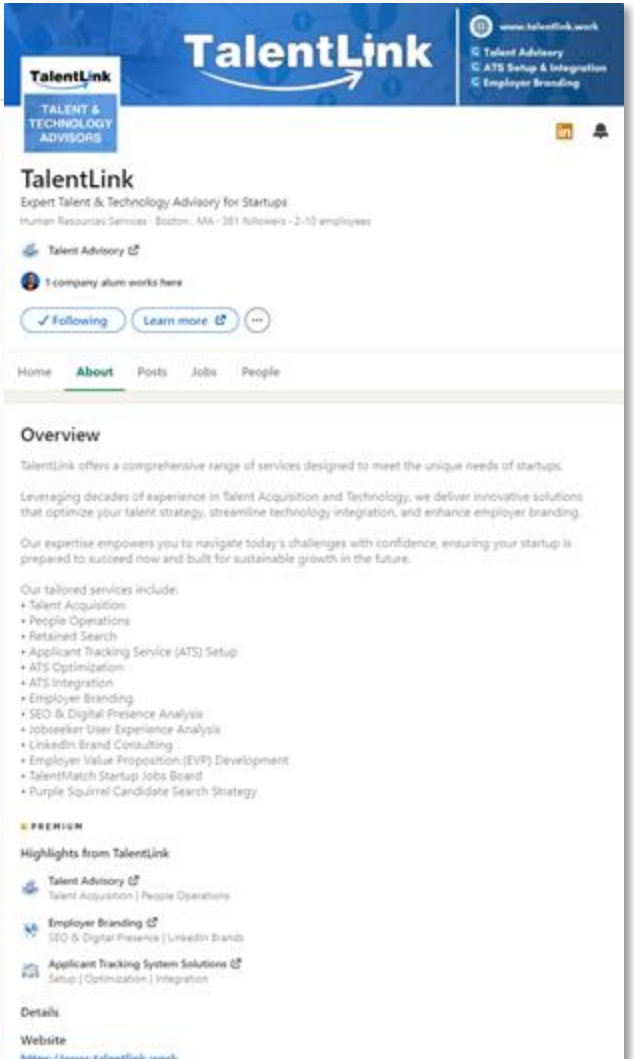


Complete your social media profiles to improve your:

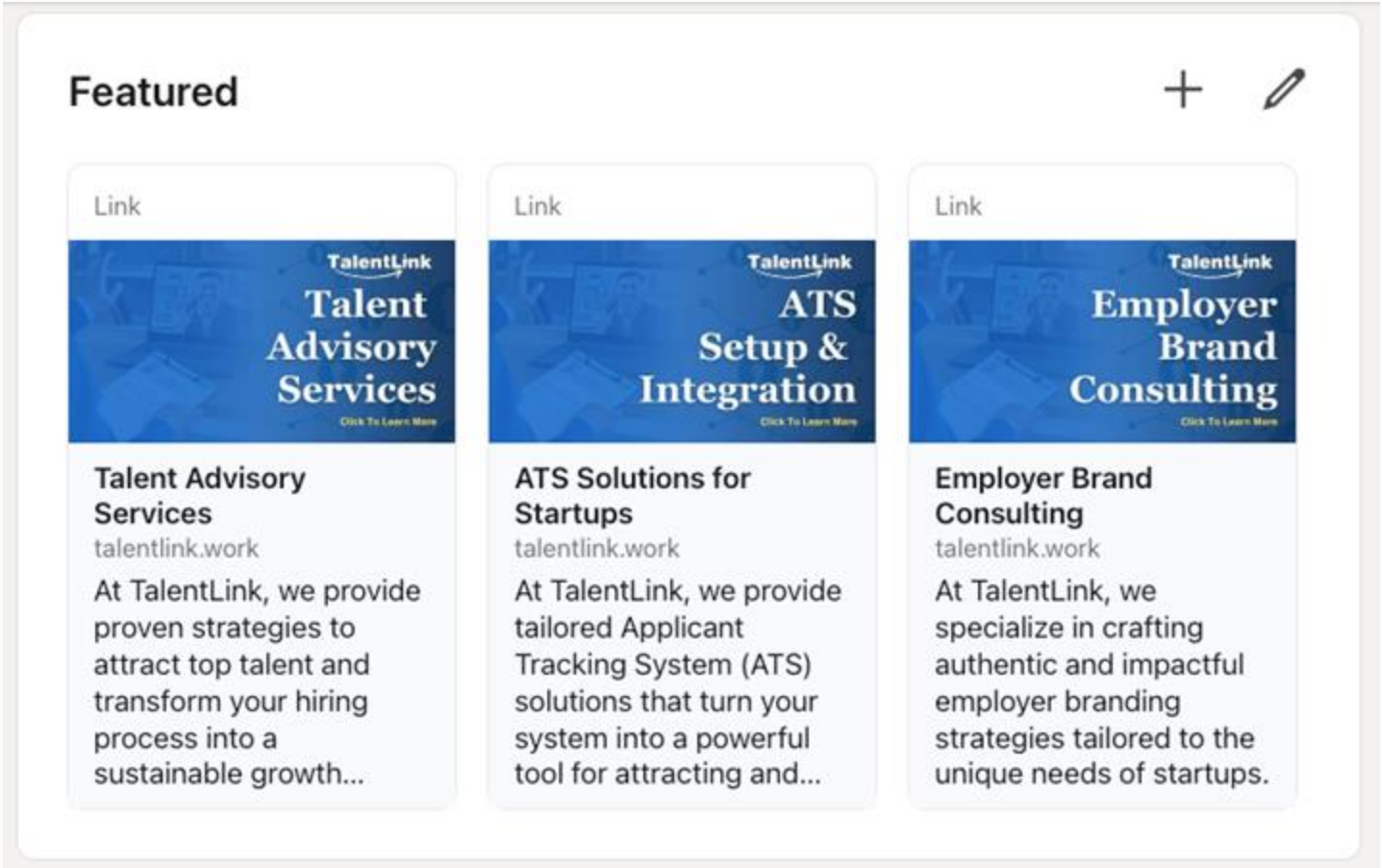
- Credibility
- Visibility
- Relevance
- First impression
- Consistency
- Engagement

Optimize your social profiles

- Complete the entire profile
- Add a professional profile picture
- Add an eye-catching cover photo
- Leverage business description & about areas
- Leverage Featured Links on each platform where available



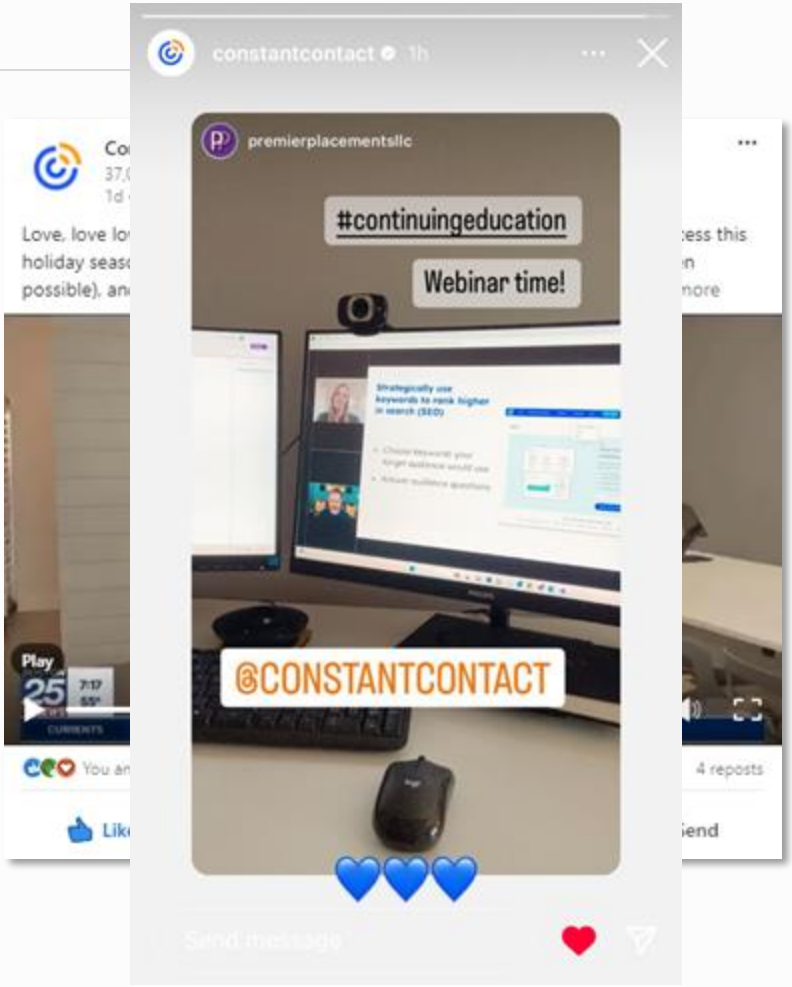
Example: Featured links on LinkedIn



Let’s take a poll

Content ideas to attract more people

- Customer success stories
- Behind-the-scenes
- Founder’s journey
- User-generated content

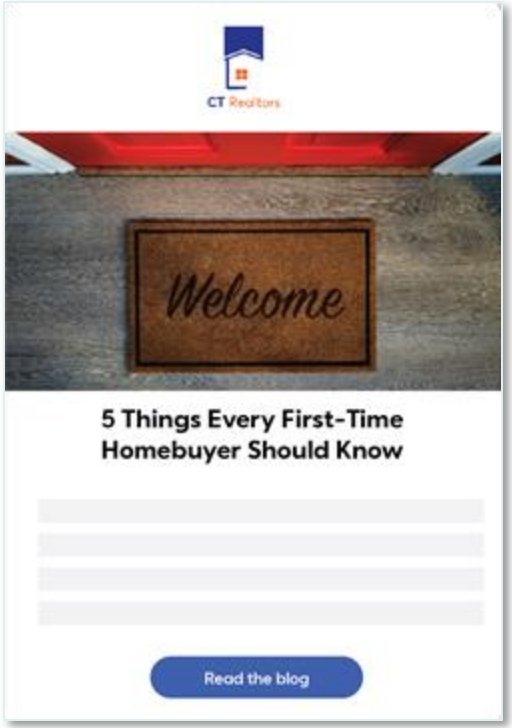


Content ideas to attract more people

- Live Q&A sessions
- Seasonal or thematic stories
- Interactive stories/polls
- Educational or how-to

Not everything has to be net new in each channel

Email



Social media

One piece of content can be repurposed into different forms

Make long-form content shorter

Testimonials into multiple formats

Re-post evergreen content

Cross-post across platforms

FAQs into content

Use various forms of content to capture their attention

Short form videos

Customer testimonials & case studies

Infographics

Livestreams

Carousel posts

Interactive polls & quizzes

Framework of effective social posts

- **Hook:**
  Grab attention
- **Relatable problem/opportunity: A problem they face**
- **Solution/transformation:**
  How you solve the problem
- **Call to Action (CTA):**
  Encourage action

Example post: Business-to-business (B2B)

Hook	Did you know that 85% of small businesses overpay on their taxes every year?
Problem	With constant changes in tax laws and regulations, it's easy to miss out on deductions or make costly mistakes that can add up quickly.
Solution	Our team recently helped a local business save over $20,000 in tax liability by uncovering overlooked deductions and implementing strategic tax planning. Imagine what you could save with expert advice tailored to your business.
Call-to-action	Want to uncover more tax-saving strategies? Join our newsletter for exclusive tips, case studies, and insights to help you keep more of your hard-earned money.

Example post: Nonprofit

Hook	Did you know that over 6 million animals enter shelters every year, but only half of them find forever homes?
Problem	Too many animals are overlooked due to a lack of resources and awareness, leaving thousands of them without the care and homes they need.
Solution	With the help of our supporters, we've rescued and rehomed over 500 animals this year alone. By joining our community, you'll receive heartwarming rescue stories and learn actionable ways to help make a difference.
Call-to-action	Want to be part of the solution? Subscribe to our newsletter for updates on how you can support our mission, help more animals in need, and get exclusive invites to our events and fundraisers.

Example post: Ecommerce/retail

Hook	What's more fun than cozying up with the family in matching holiday pajamas?
Problem	Finding the perfect set for everyone can be stressful with so many options that don't fit right or lack that festive flair. Our matching pajama sets are designed for comfort, style, and the holiday spirit!
Solution	From sizes for babies to adults, we've got the perfect set to make your holiday mornings magical. Plus, our customers rave about how soft and durable they are—even after multiple washes! Ready to make your holiday mornings even more special?
Call-to-action	Subscribe to our newsletter for exclusive holiday deals, early access to new collections, and tips for planning the perfect family photo!

How to find more ideas for content on social media

- Create vs. curate
- Look at competitors
- See what resonates in group pages

Need more help? Let AI do the heavy lifting

Get ideas & create outlines

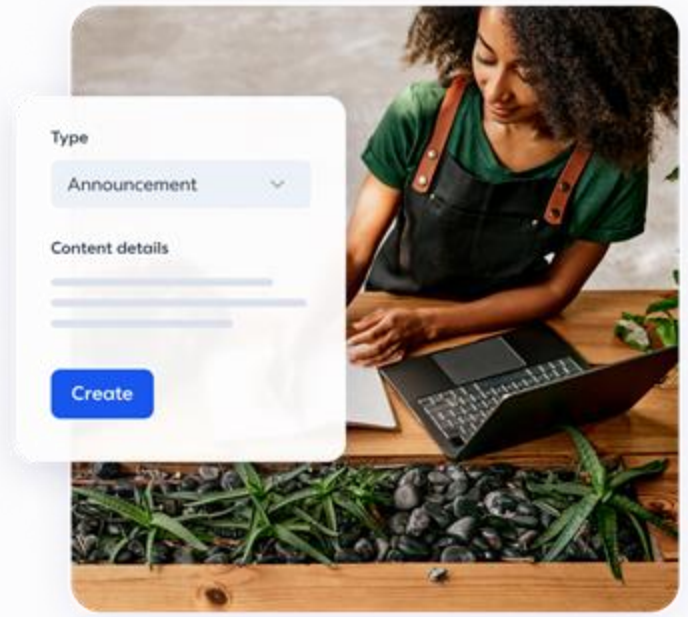
- **ChatGPT, Google Gemini**

Trend spotters

- **BuzzSumo, or Google Trends**

Beat writer's block & save time

- ***Content Generator & Campaign Builder in Constant Contact***



How often should I post?

1-2 per day

Feed: 1-2 per day
Stories: Multiple times per day

3-5 per day

1 per day

1-3 per day

Focus on *quality over quantity!*

When should I post? General guidelines

Mid-day during mid-week

Weekend evenings

During the week – in the morning

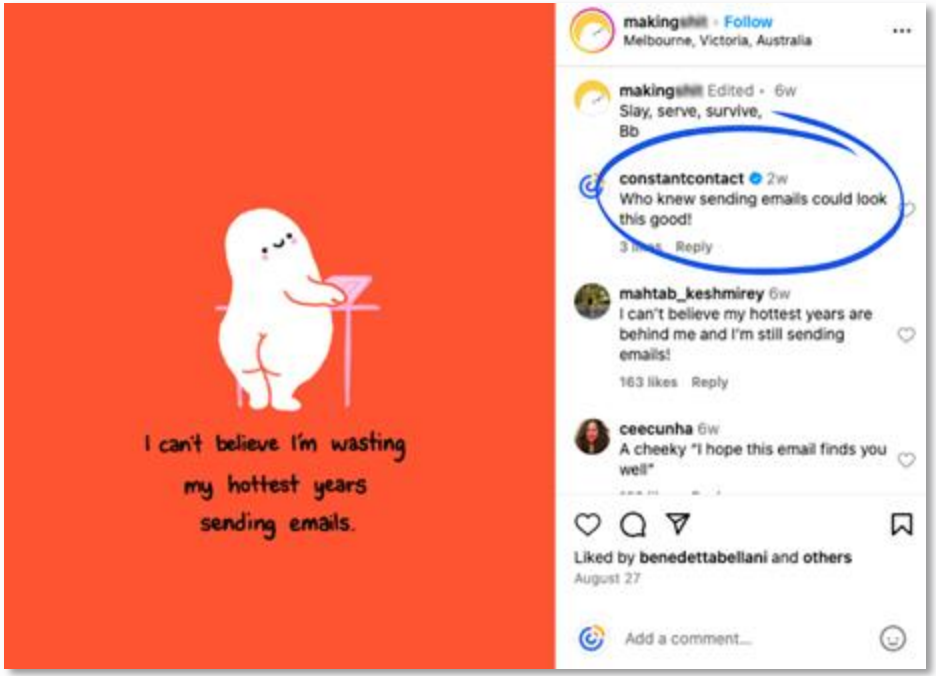
End of week – in the morning

Early morning & late at night

Figure out when *your audience is on social!*

Bonus tip! Dedicate time to comment on others' posts

- Make it thoughtful
- Demonstrate your opinion, share thought leadership, or expertise
- Have fun!



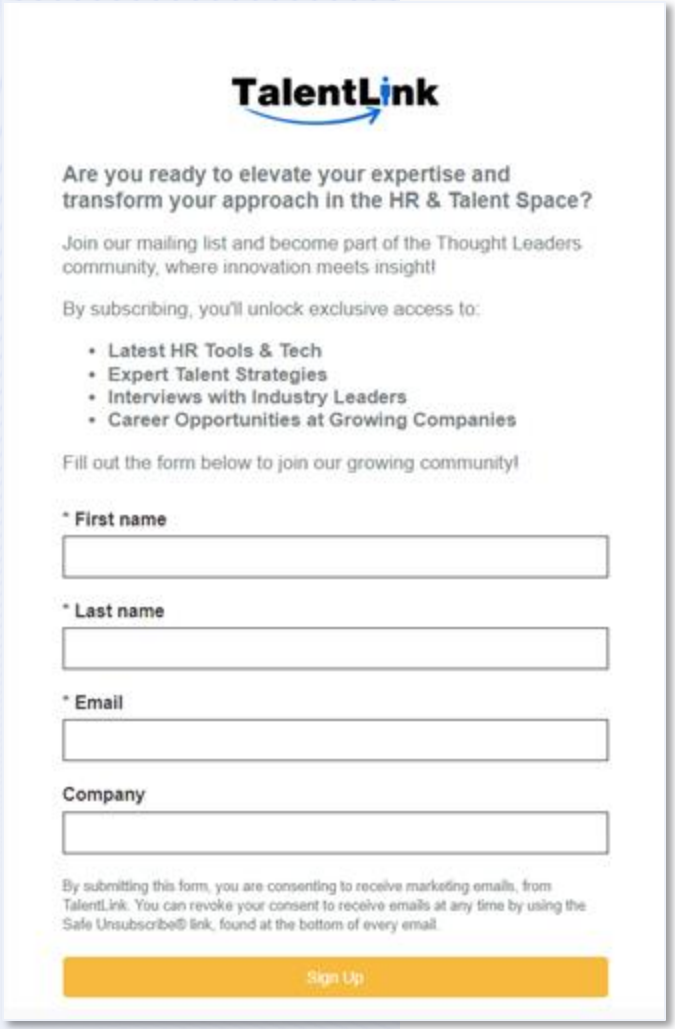
Last, but not least:

- Fine-tune your social profiles
- Craft captivating content with compelling narratives
- Convert your social media followers into email subscribers

3 reasons people will subscribe

- Discounts & offers
- Exclusive content
- Support your business or cause

Create a sign-up form to collect subscribers



- Keep it simple
- Offer a lead magnet
- Explain benefits
- Set expectations
- Consider collecting phone #s
- Deliver on your promise

Using social media to build your email list

Use:

- **Link page (template in CC)**

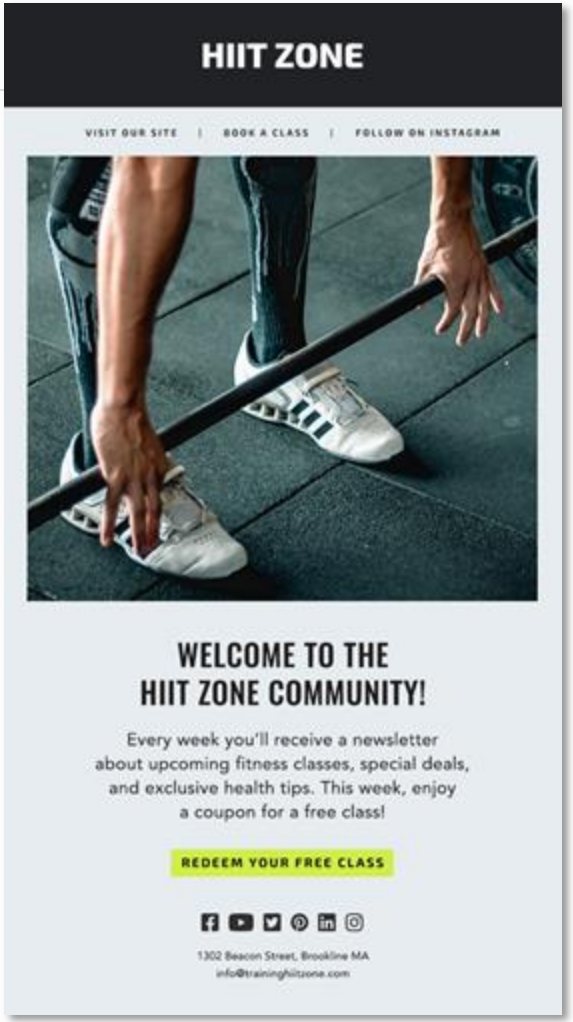
Ask them to join - once a month

- **Instagram Stories with swipe-up or link**
- **Tag link in visual content**
- **Create a subscriber story**

Engage when they're most engaged

Send an automated welcome email

- **Welcome them to your community**
- **Fulfill on your incentive**
- **Set expectations (frequency, types of content, special offers)**
- **Tease upcoming content and build anticipation**



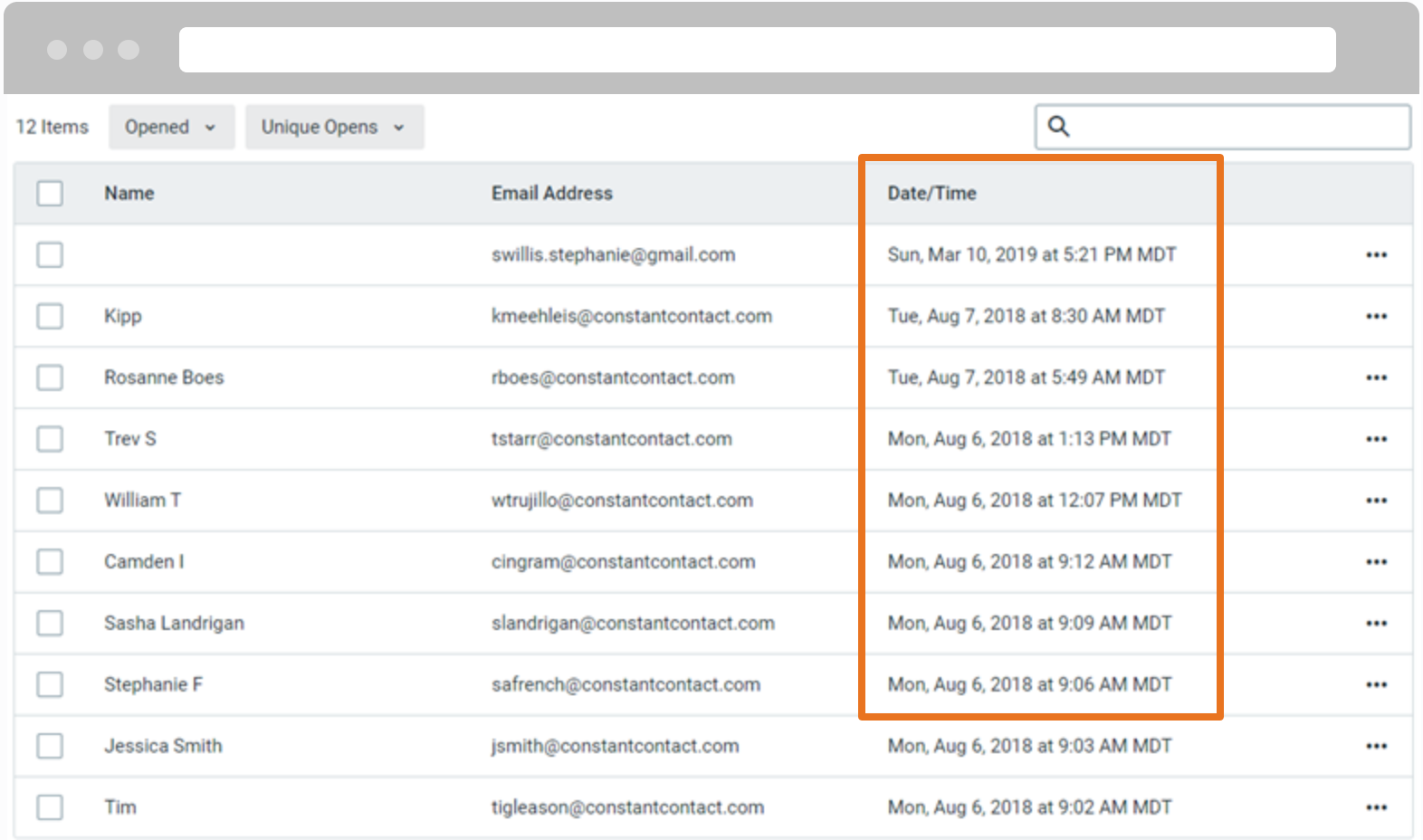
Source: Invespcro, Wordstream

How often should I send?

Determine your best sending frequency:

- Consider the audience
- Expectations set

Find your best send time

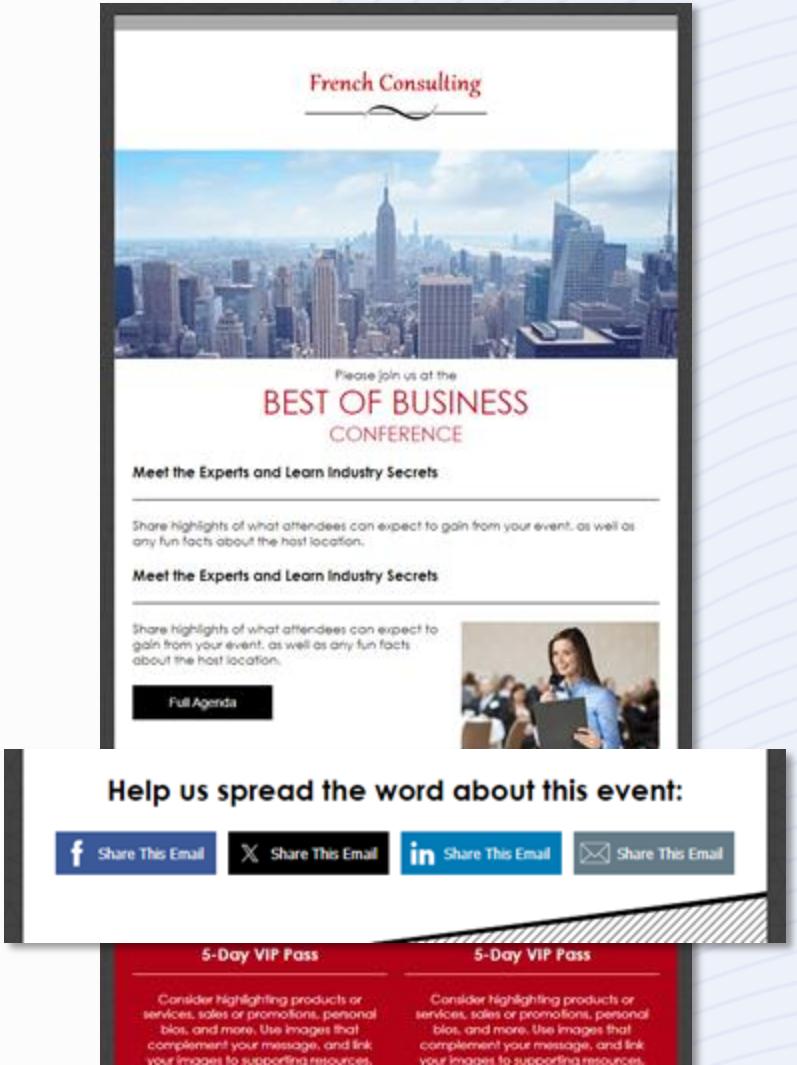


12 Items | Opened | Unique Opens

Name	Email Address	Date/Time
	swillis.stephanie@gmail.com	Sun, Mar 10, 2019 at 5:21 PM MDT
Kipp	kmeehleis@constantcontact.com	Tue, Aug 7, 2018 at 8:30 AM MDT
Rosanne Boes	rboes@constantcontact.com	Tue, Aug 7, 2018 at 5:49 AM MDT
Trev S	tstarr@constantcontact.com	Mon, Aug 6, 2018 at 1:13 PM MDT
William T	wtrujillo@constantcontact.com	Mon, Aug 6, 2018 at 12:07 PM MDT
Camden I	cingram@constantcontact.com	Mon, Aug 6, 2018 at 9:12 AM MDT
Sasha Landrigan	slandrigan@constantcontact.com	Mon, Aug 6, 2018 at 9:09 AM MDT
Stephanie F	safrench@constantcontact.com	Mon, Aug 6, 2018 at 9:06 AM MDT
Jessica Smith	jsmith@constantcontact.com	Mon, Aug 6, 2018 at 9:03 AM MDT
Tim	tigleason@constantcontact.com	Mon, Aug 6, 2018 at 9:02 AM MDT

Quick ways to increase your sharing power & grow your list

- Give them a sneak peak - share your email on social
- Allow them to share your email



Amp up your social & email power play

- Focus on storytelling with your content
- Stay active on social to increase your visibility – engage with others
- Leverage AI to gather ideas and beat writer's block

Get BIG marketing results for your small business.

Email | Automation | Social media | Digital ads | Surveys & more!

Save time by integrating with the tools you're already using:

Questions?

Special Offer

Scan Me

TRIANGLE EAST
Chamber of Commerce
CONNECT • GROW • PROSPER

Chamber Discount + *Bonus Package*

- **+ 30% OFF** 3 months + 25% OFF forever w/ prepay
- **+ FREE** Pro-Designed Branded Email Template
- **+ FREE** Private Coaching on Zoom
- **+ FREE** Social Dashboard
- **+ FREE** AI Content Generator Assistant

ClaimEventPromo.com

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