What is AI and How Can it Improve my Marketing?

Email Marketing
Social Media
Text Marketing
Event Marketing
Q&A

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Aaron Wesley Means

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

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- → 30% OFF first 3 months, then 25% OFF forever w/ prepay
- → FREE Pro-Branded Email Template
- → FREE Live one on one coaching on zoom
- → FREE help integrating with your marketing

All Accounts have AI Content Generation

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What does it cost? Starts at ***~~$12/mo~~*** ***only $8.40/mo***

Why email in the first place?

If we don’t understand that… what’s the point in talking about AI?

Why Email Marketing?

- Stay top of mind with clients and prospects.
- Build credibility
- **61% of consumers** enjoy receiving promotional emails weekly
- For every $1 spent on email marketing, there is a **$36 average (ROI)**
- **Email is almost 40 times more effective** than Facebook and X (Twitter) combined, in helping business acquire new customers.

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According to over 1,000 U.S. consumers polled (18+) who had made at least one purchase online since March 1, 2021.

Consumers are most likely to be influenced to buy via:

34% Email Marketing
30% Text Messages
20% Social Media

Source: Constant Contact Small Business Now Report 2021

Where are people reading email?

91% of people check their email daily

88% regularly check email on their smartphones

Best practices are key because…

Average time reading an email on a phone is 9 seconds

Source Litmus 2022

Small business owners lack the time, interest and expertise to manage their marketing effectively…

you don’t have time to NOT to use AI!

Benefits of AI

AI tools allow you to:

1. Automate your content
    - Product/service descriptions
    - Blog Posts-no more canned content!
    - Social media captions-hashtags!
    - Email campaigns

2. Edit and Optimize
    - AI can proofread and optimize your style, deliverability-ensuring that your content is polished and search-engine friendly!

3. Personalize recommendations & templates
    - AI platform often provide personalized recommendations and customizable templates tailored to your specific needs and preferences.

Email Content Best Practices

Browse all templates

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An analysis of more than 2.1 million Constant Contact customer emails found that emails with three or fewer images and 20 lines of text saw the highest click rates.

- 25 lines of text or less
- Use buttons
- 3 images or less (not including logo)
- Never use 100% image
- Always link images

How to write a good marketing email:

All marketing emails follow the same basic formula: Picture, Paragraph, Call to Action. As for what to say in an email, you should follow a simple, persuasive formula for the content you're writing by answering the following questions:

1. What are you offering? – This is your headline
2. How will it help the reader? – This is your body copy.
3. What should they do next? – This is your call to action.

Hook

Provide Value

Drive response

Why clickable images?

650% higher click rates for emails that include images.

Source: Constant Contact

Constant Contact

Clicks…

- Tell you what subscribers are interested in
- Helps you gauge success of your design
- You can collate “clickers” into smaller groups
- Use that segmented group to deliver focused content
- Frequent clickers represent high interest

Deliverability experts for 28 years

How?

We invented this industry

- Proactive monitoring
- Feedback analysis
- Authentication
- Blocklist monitoring
- AI
- Compliance & account review

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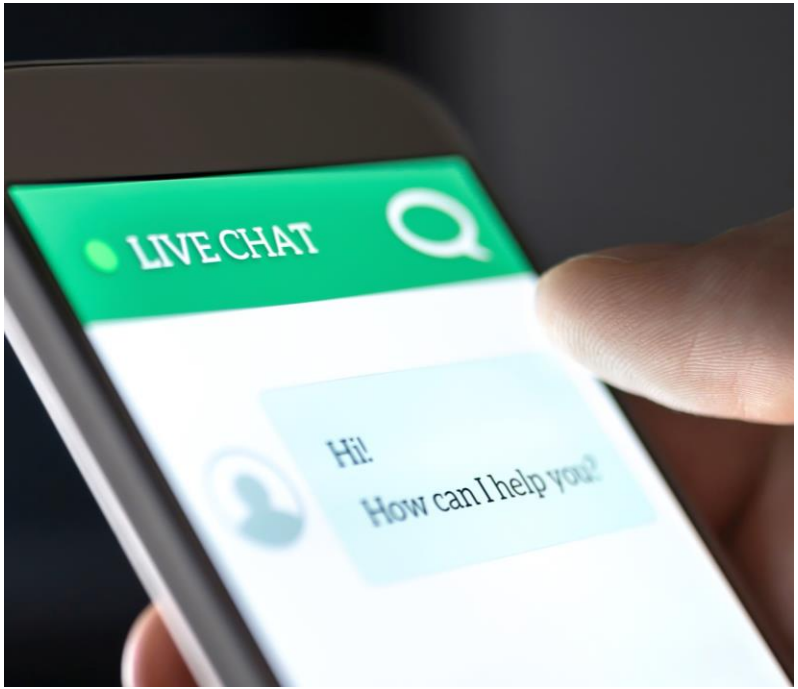
Have no fear, AI is here… but it's been around a while

- Speech recognition
- Social algorithms
- Chatbots
- Purchase recommendations
- Robot vacuums



60% of small businesses currently using AI or automation say they have saved time and are working more efficiently.

Source: Constant Contact: Small Business Now, 2023

91% say using AI has made their business more successful.

Source: Constant Contact: Small Business Now, 2023

28% expect AI and automation to save them at least $5,000 over the next 12 months.

Source: Constant Contact: Small Business Now, 2023

46% say they have only a beginner’s understanding of the benefits of using AI.

Source: Constant Contact: Small Business Now, 2023

AI = Artificial Intelligence

What is it?

Automatically makes decisions & completes tasks like generating content or messages.

Pros

- Banish writer's block
- Communicate effectively
- Improve campaign impact
- Save time

Cons

- Lacks human touch
- Makes mistakes
- It's only as good as its input

Use AI-generated content in various channels

- Subject lines/preheaders
- Emails
- Social posts/ads
- Text/SMS messages
- Product/service descriptions
- Blog posts/website content

Use keywords or phrases that help you reach your end goal of the message

Focus on:

- What are you offering or trying to accomplish?
- How it will help the reader, or why should they care?
- What should they do next?

Choose a tone to fit your message and channel

Enthusiastic

- Get people excited
- Great for Automations (i.e. welcome email)
- Your offer

Informative

- Produces longer information
- More detailed

Approachable

- Great for social media/text
- Gives a shorter snippet

- Ensure it makes sense
- Make it sound like you
- Consider your target audience
- Check the facts
- Make it easy to skim
- Adjust length for the channel

76% of buyers expect more personalized attention to develop an intimate relationship with your brand.

Source: Litmus, 2021

The return-on-investment (ROI) for marketing automation is almost 5.5 times for each dollar invested.

Source: Nucleus Research

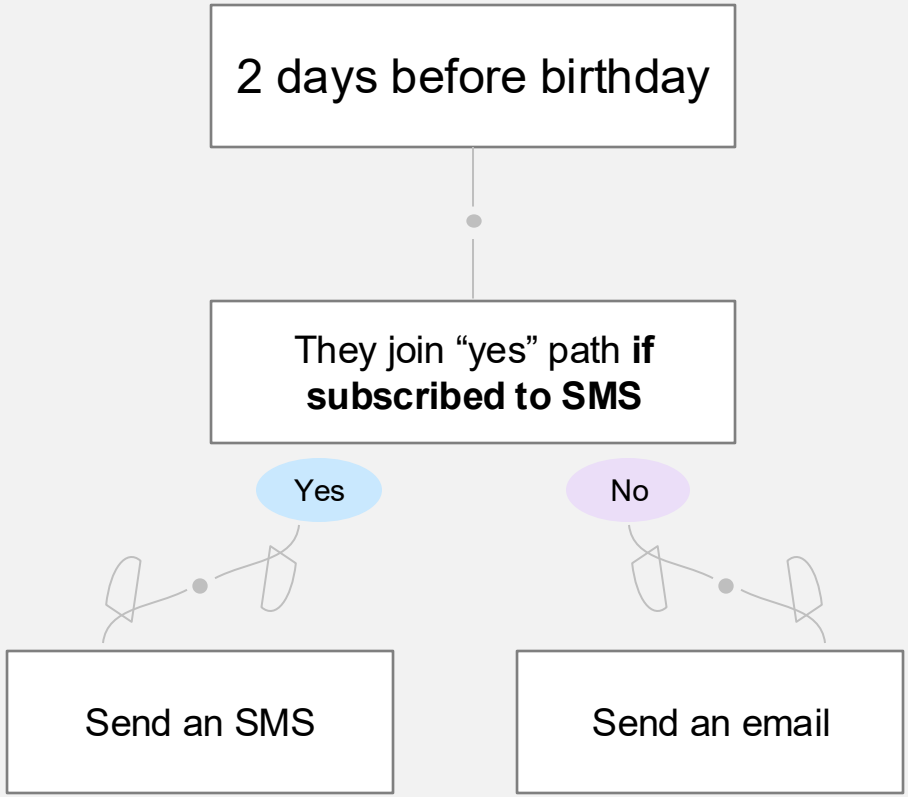
Accomplish your goals with automation

Drive business/support

- Abandon cart
- Nurture series
- Winback campaigns
- Request a review

Build loyalty & relationships

- Welcome series
- Birthday & anniversary



41% of Constant Contact's highest-performing customers have some kind of integration with other tools.

Source: Constant Contact, 2024

Alignable Constant Contact

Integrate your tools to streamline your efforts

- Sync your contact database
- Grow your list
- Sync data from your ecommerce platform
- Design engaging communications
- Manage & monitor social media

Embrace technology to save time & power up your marketing

- Always edit AI generated content to ensure consistency with your brand
- Try new things and test to see what works
- Use marketing automation to build more meaningful 1-to-1 relationships with your customers

When you should use an AI Content Generator

You're stuck and need:

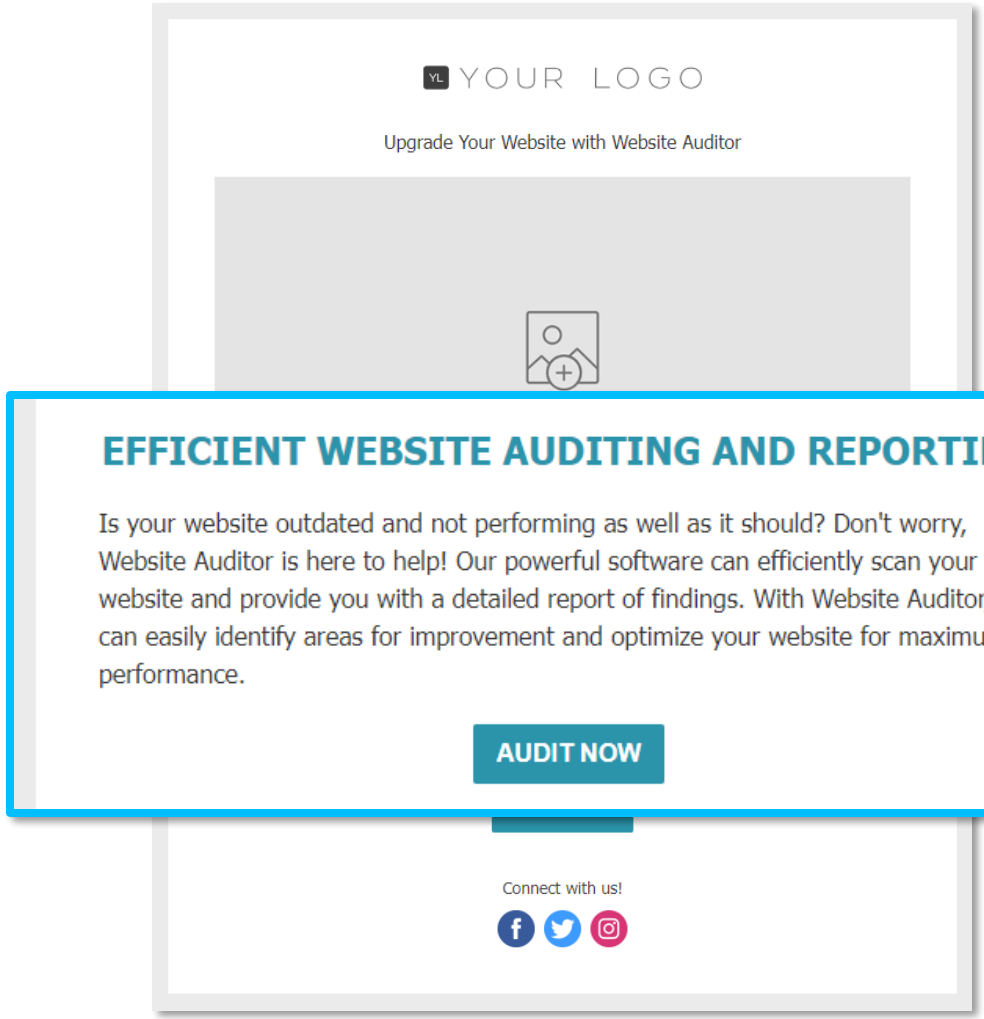
- Inspiration
- Content ideas for messages
- A starting point/draft

Don't rely on it for facts or research!

Did AI do that?

Example: Key details we entered:

- outdated website
- Website Auditor
- benefits
- efficient
- scan your website
- get a report of findings

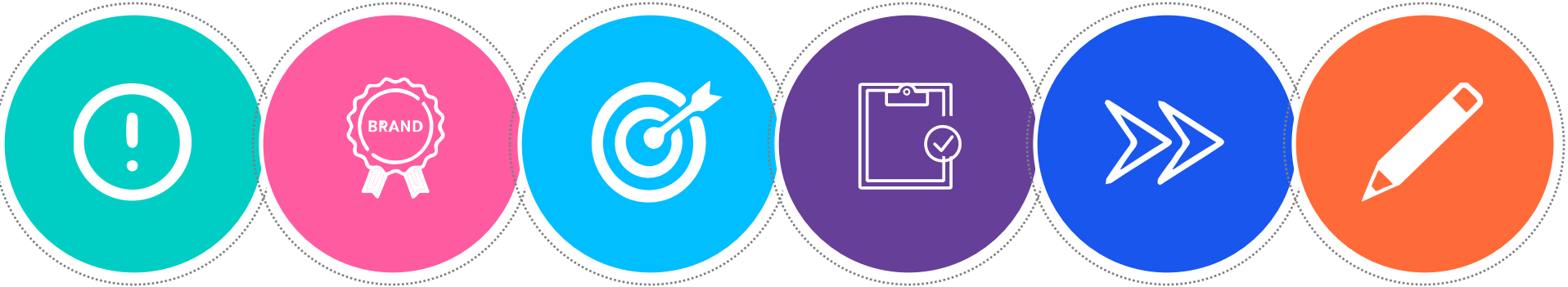


AI is only as good as its input!

Remember:

- It is technology
- It cannot do it all
- It can’t emulate the creativity or artistry of a human

Edit your AI-generated content to:



Make sense

Sound like you

Consider your target audience

Be fact checked

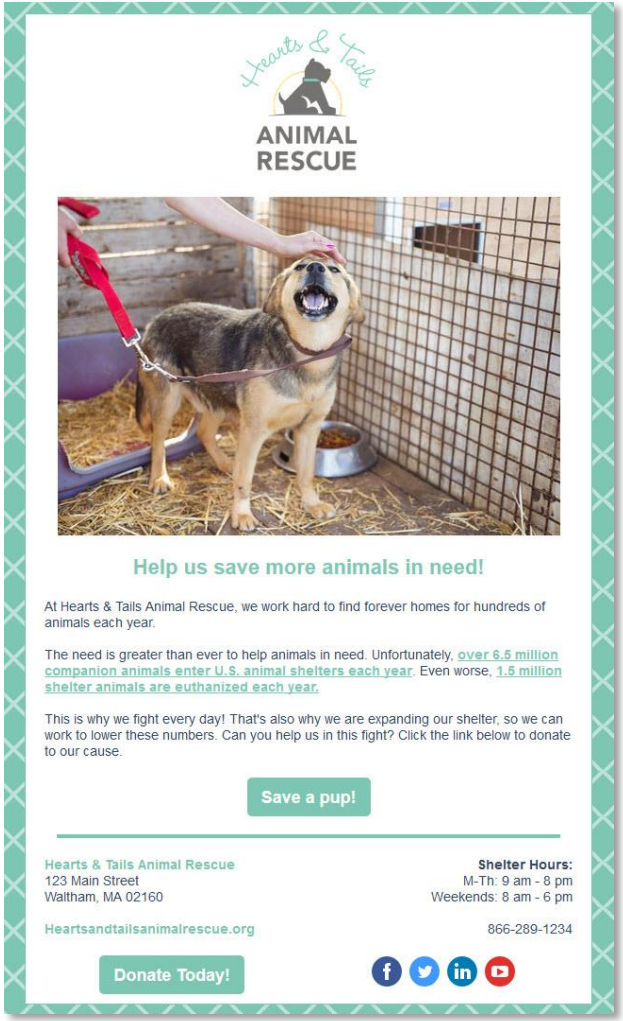
Be easy to skim

Be the proper length for the channel

AI-generated content for your emails

Tips:

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



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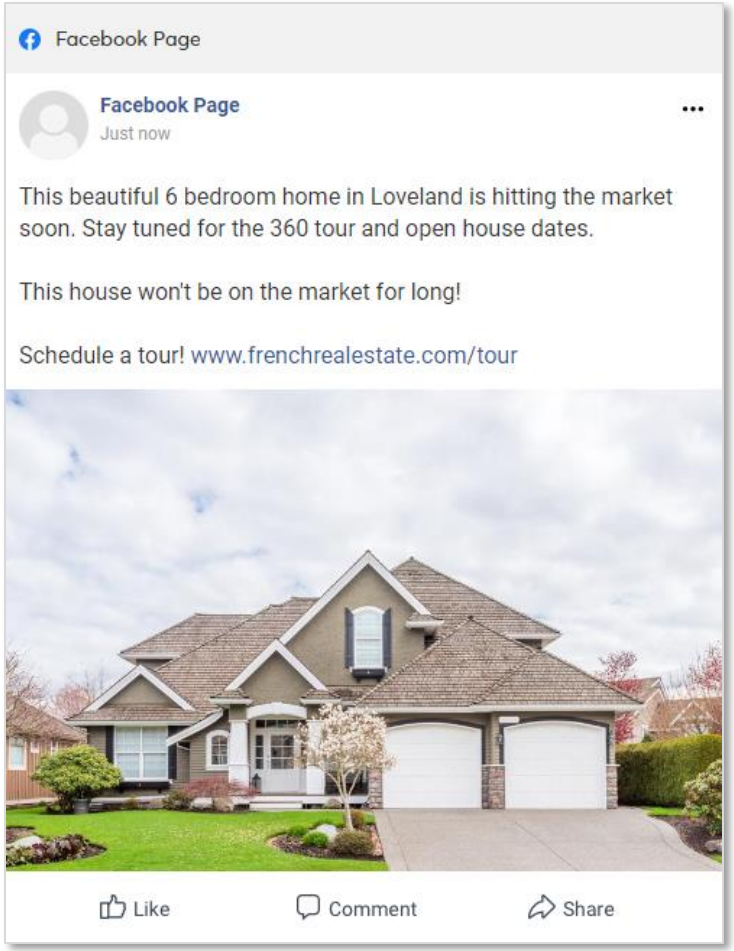
Time to Demo some AI Magic

AI-generated content for your social posts

Tips:

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



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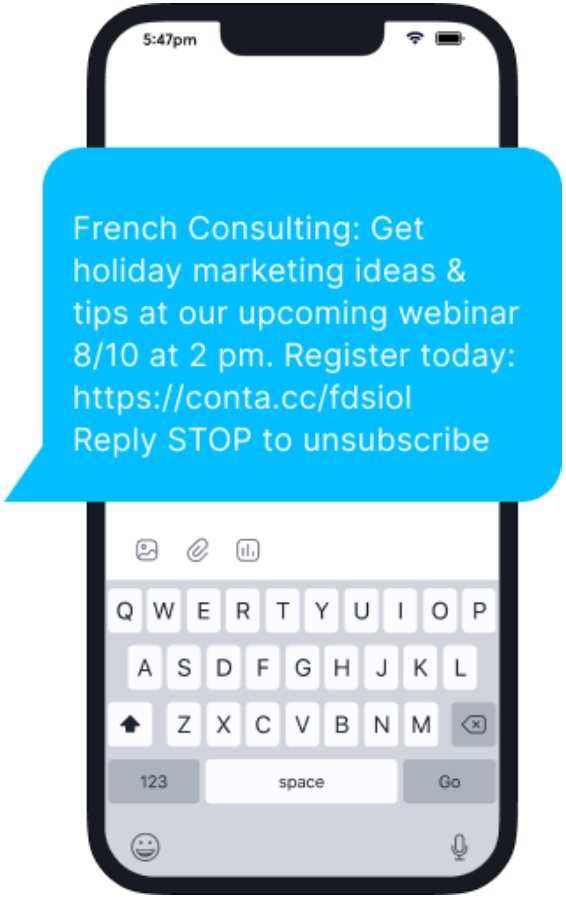
Time to Demo some AI Magic

AI-generated content for your texts (SMS)

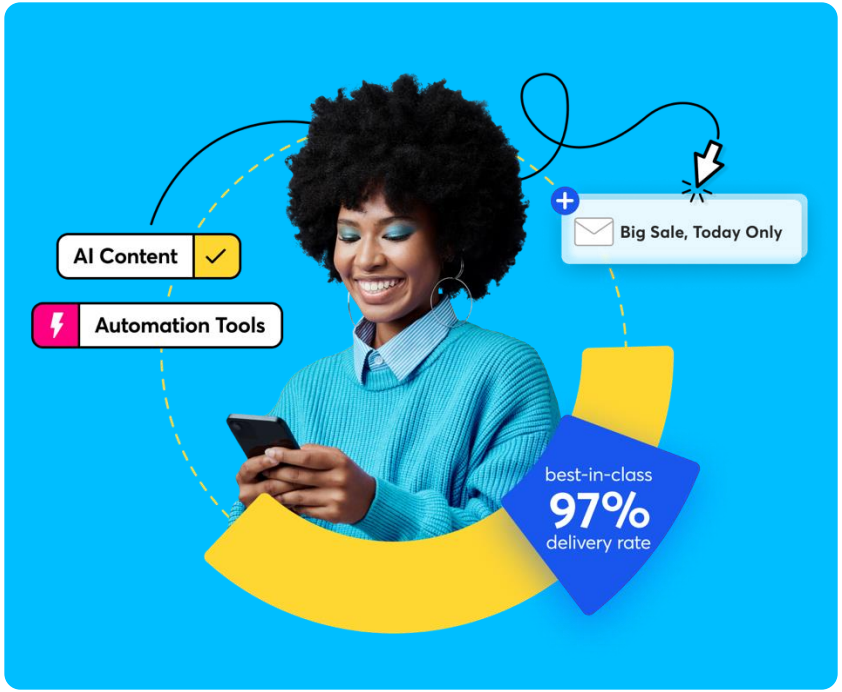
Tips:

- 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.



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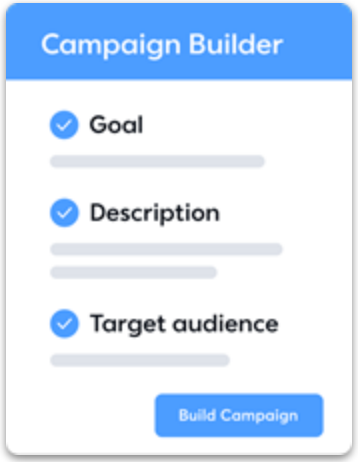
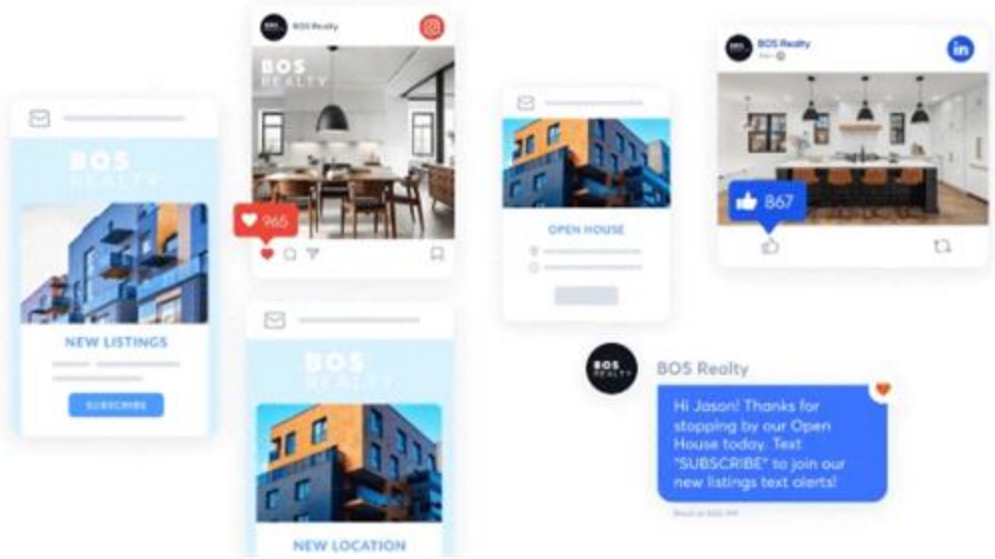
But why can’t AI help build ENTIRE CAMPAIGNS?

In-product flow

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





In-product flow

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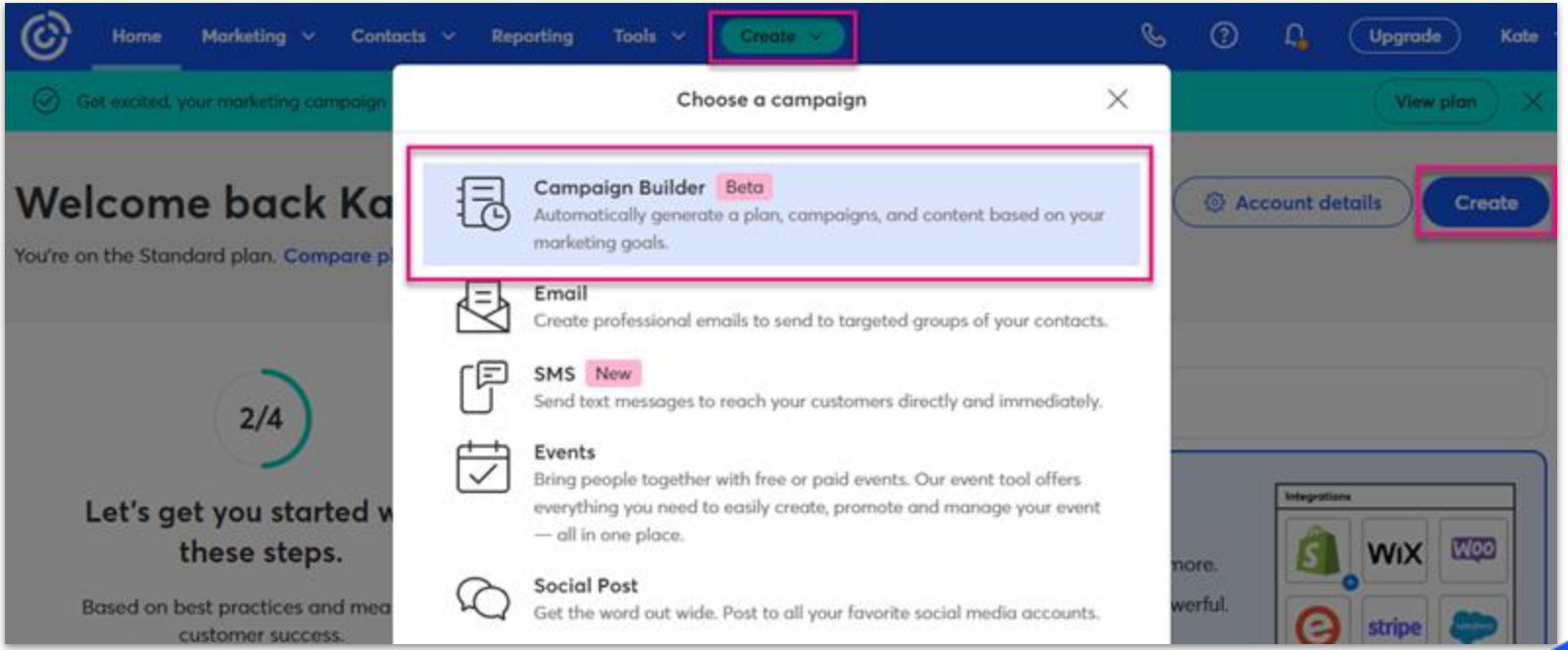
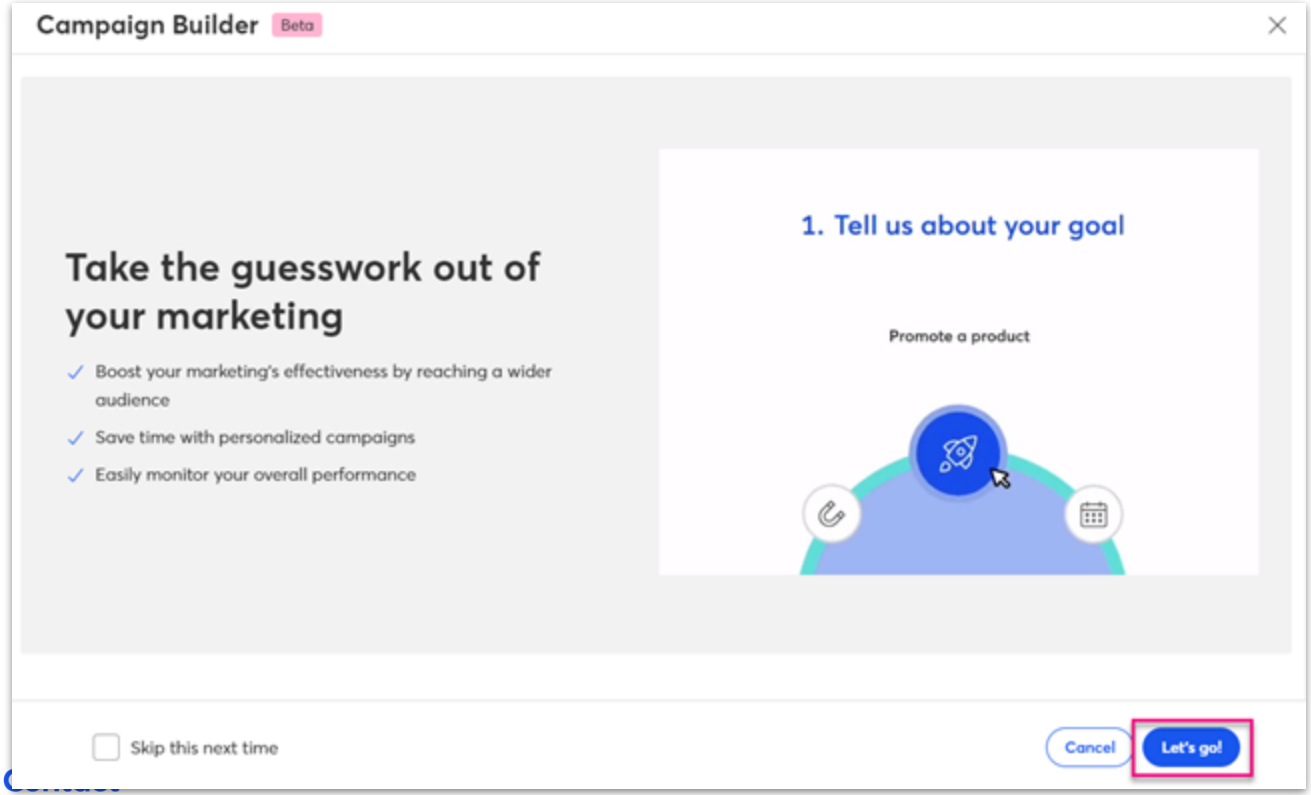
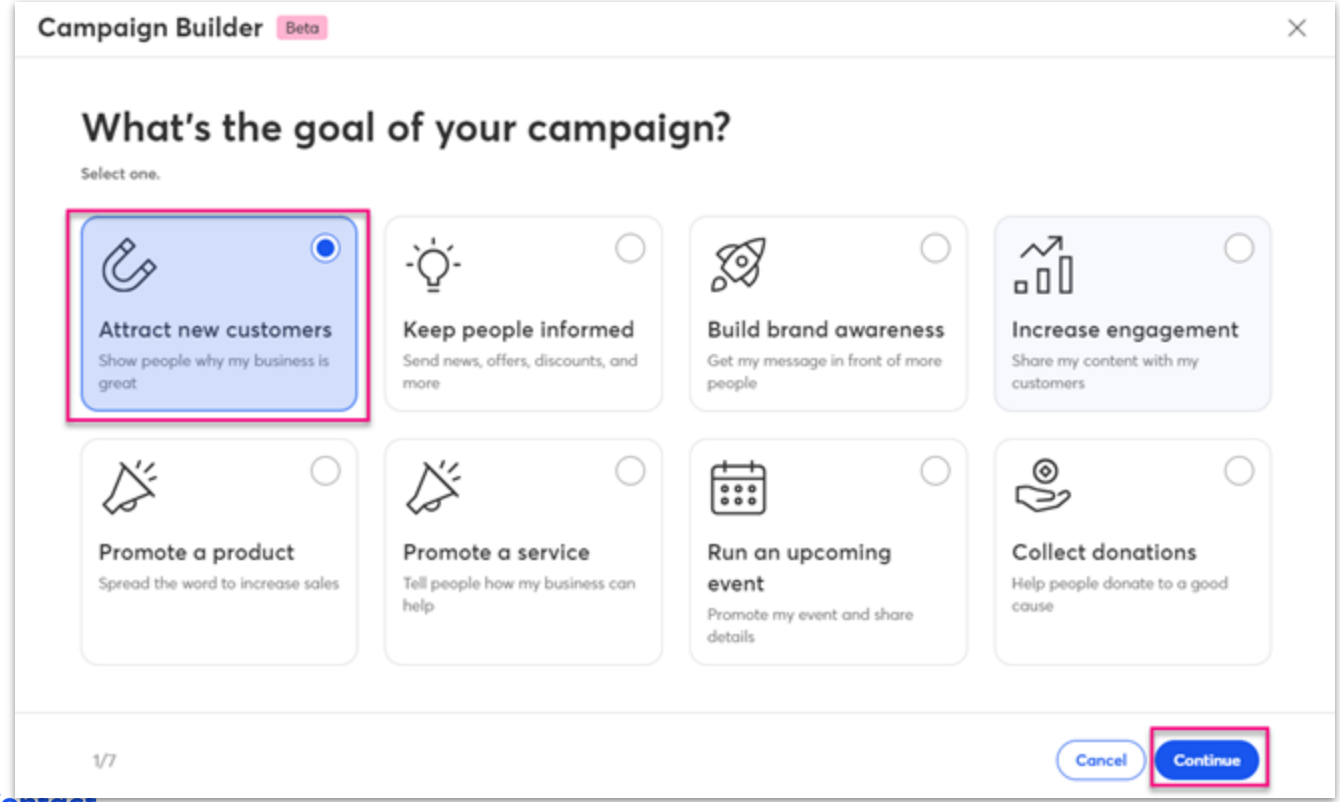


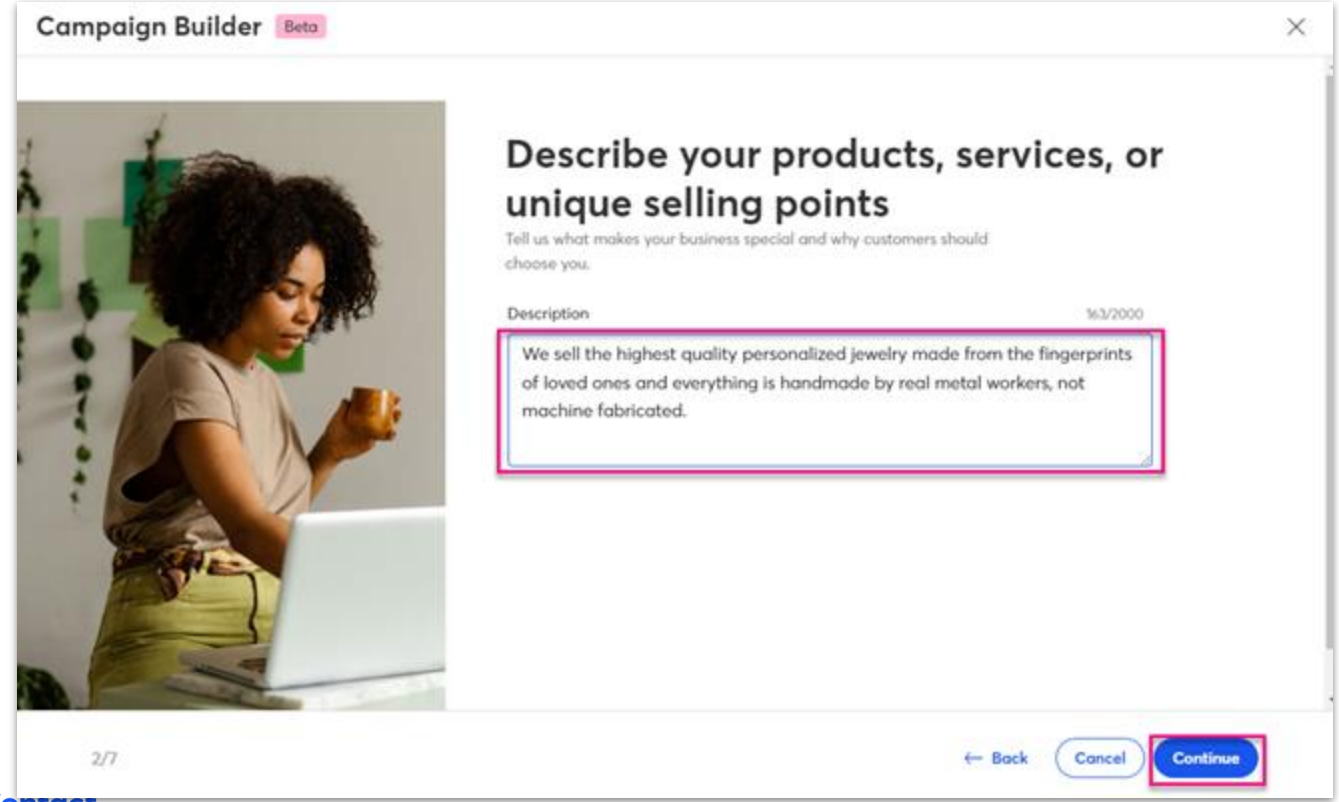
2. See what you're going to do next



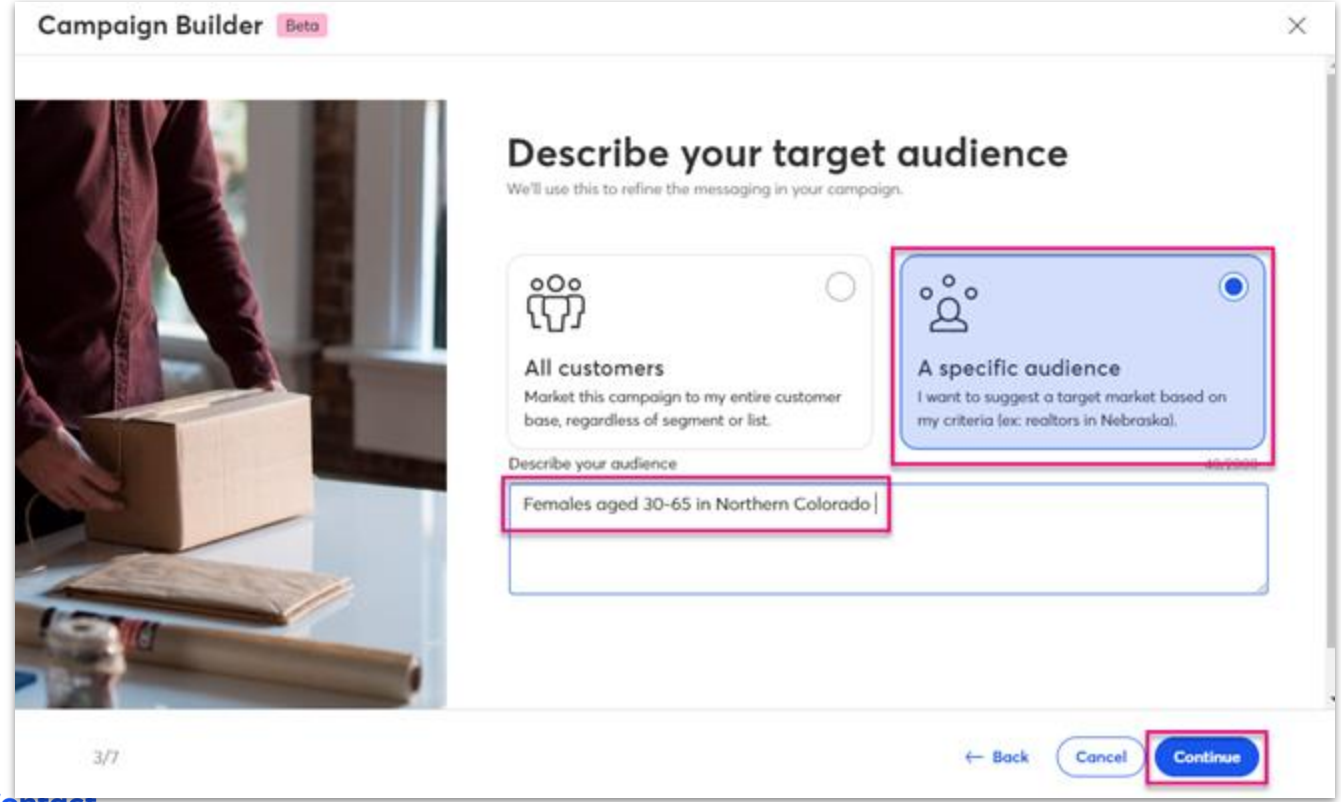
3. Choose the goal of your campaign.



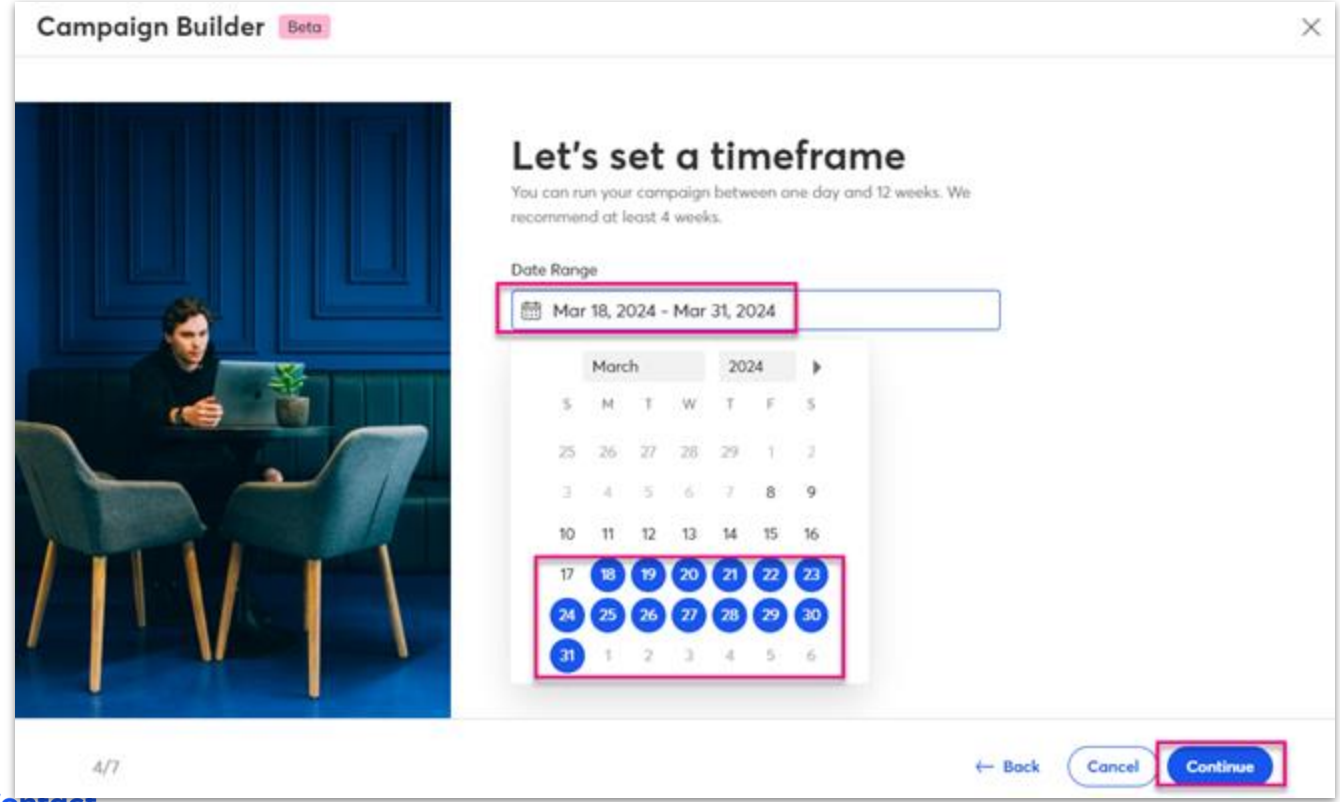
4. Tell us about your business and products.



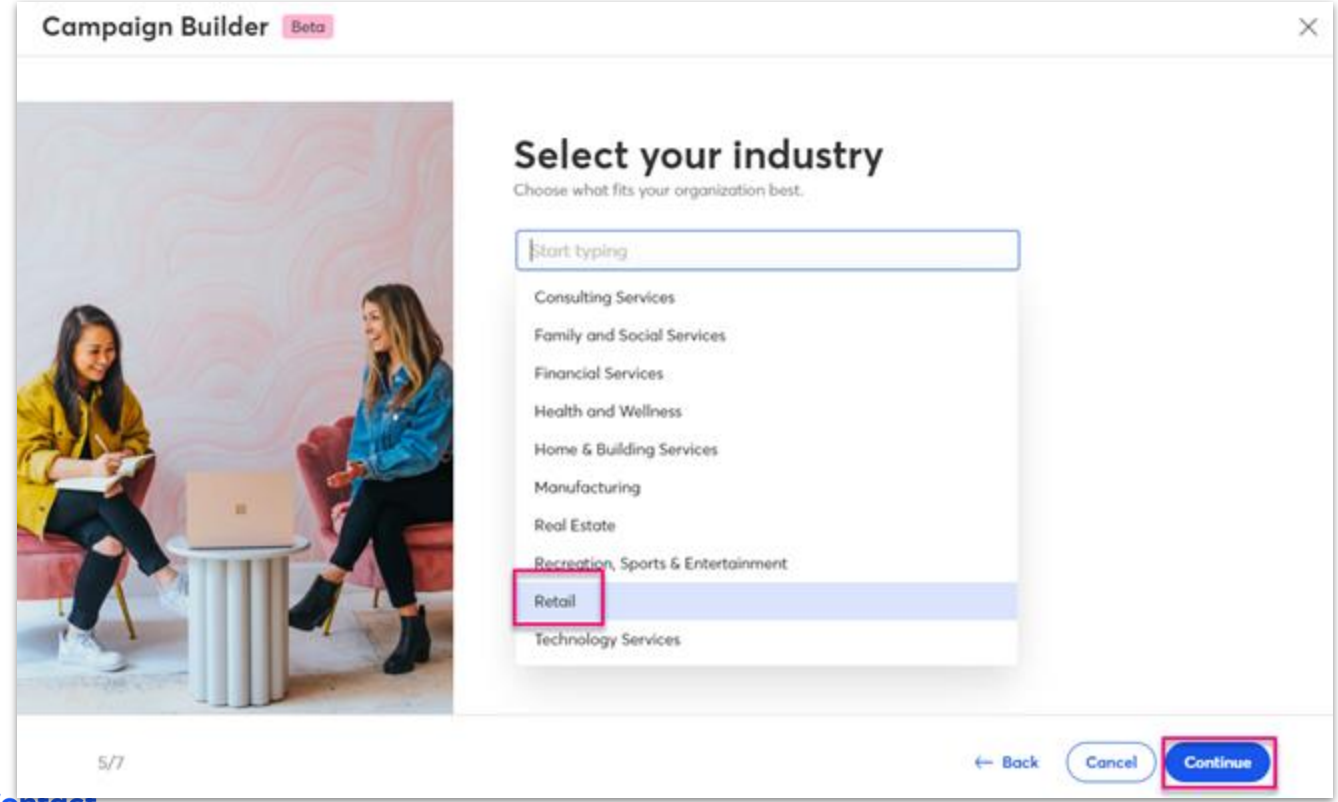
5. Identify your target audience.



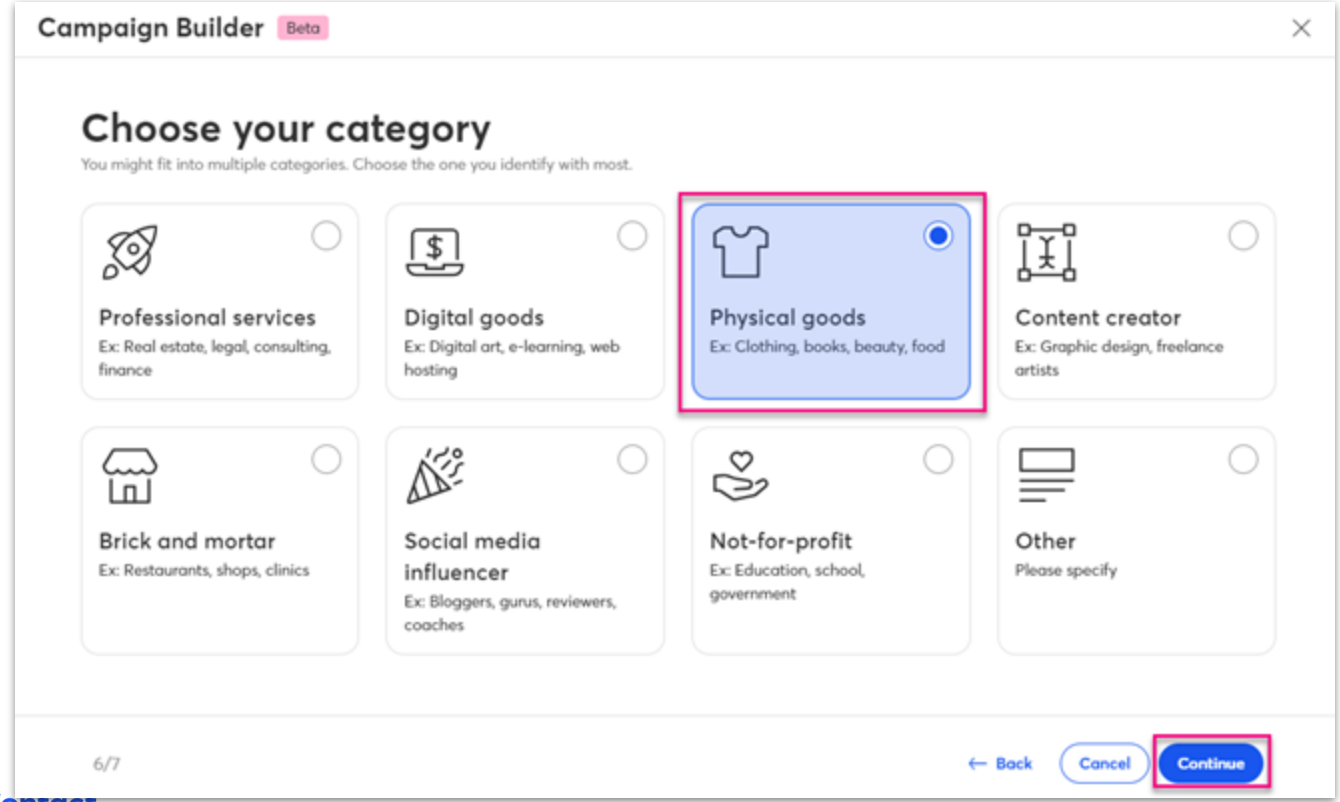
6. Tell us when you want to run your campaign.



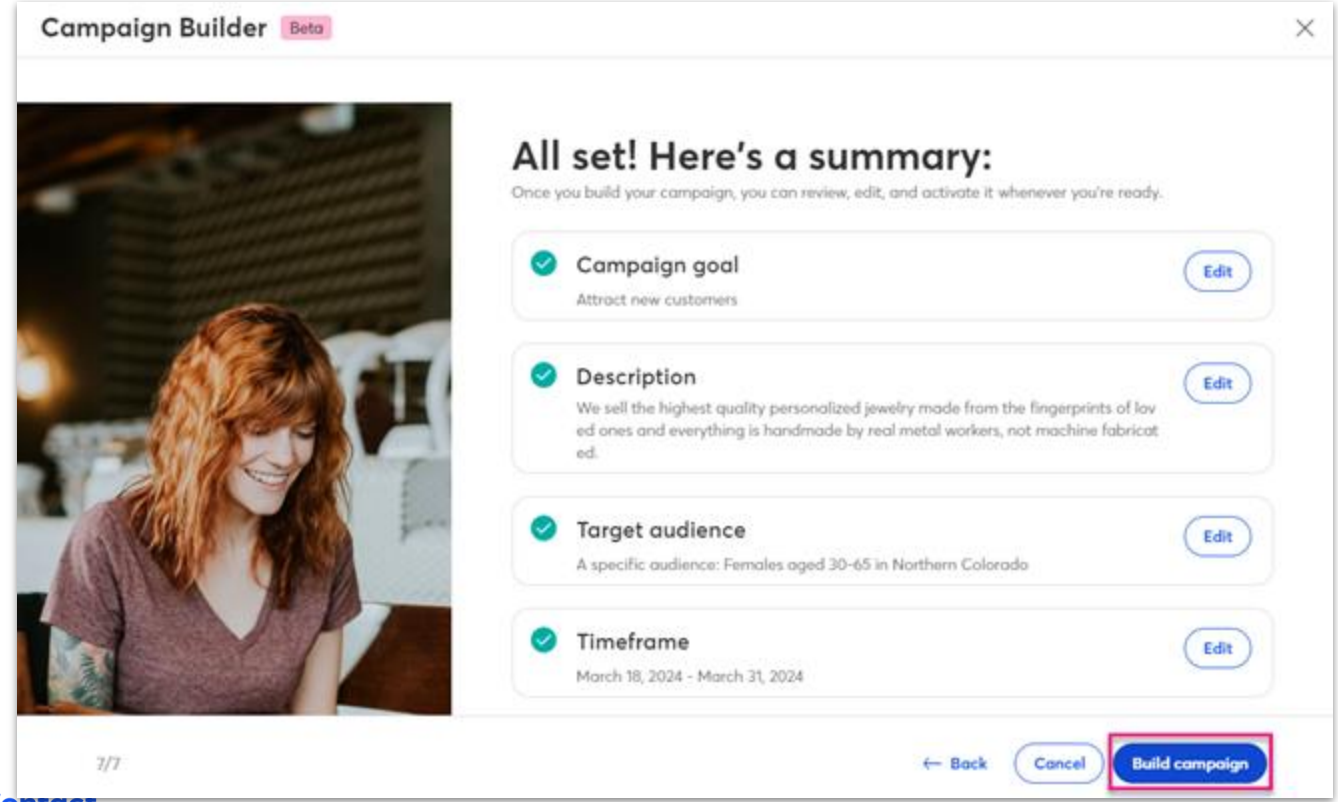
7. Select your industry.



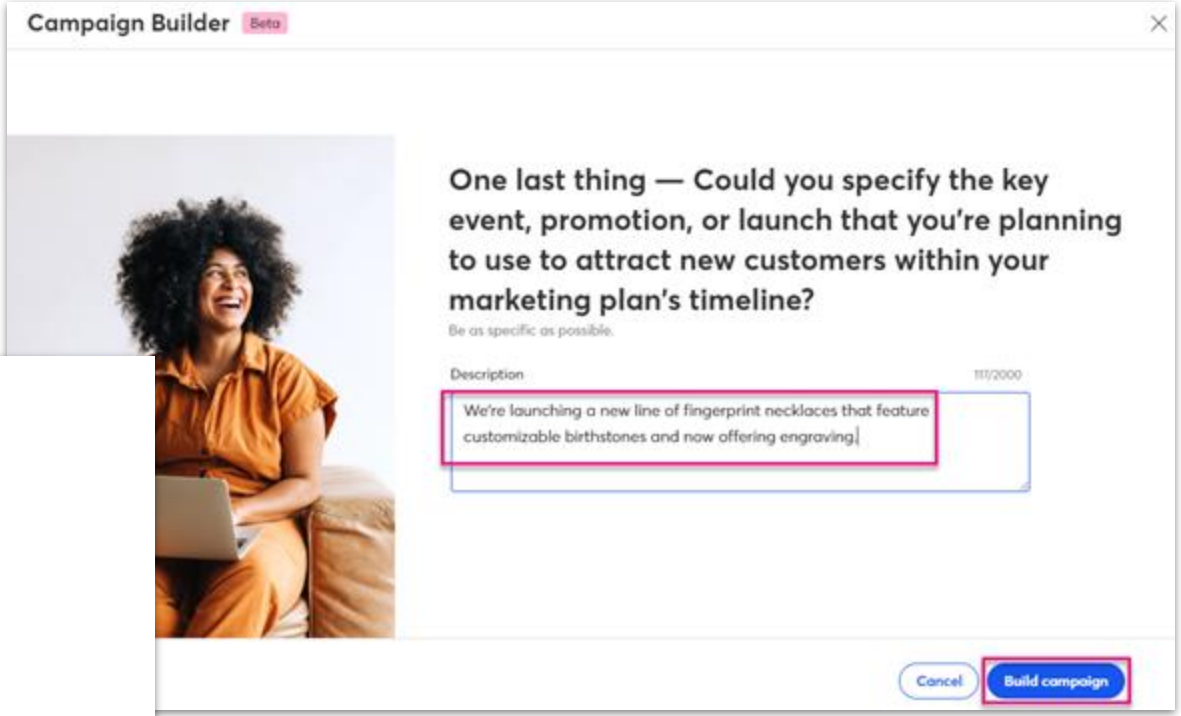
8. Select your product category.

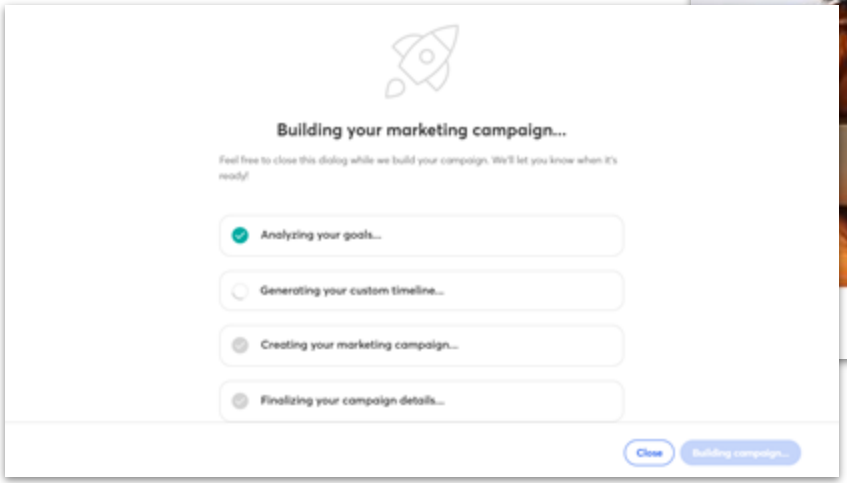


9. Verify your campaign’s details or edit a section.



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.

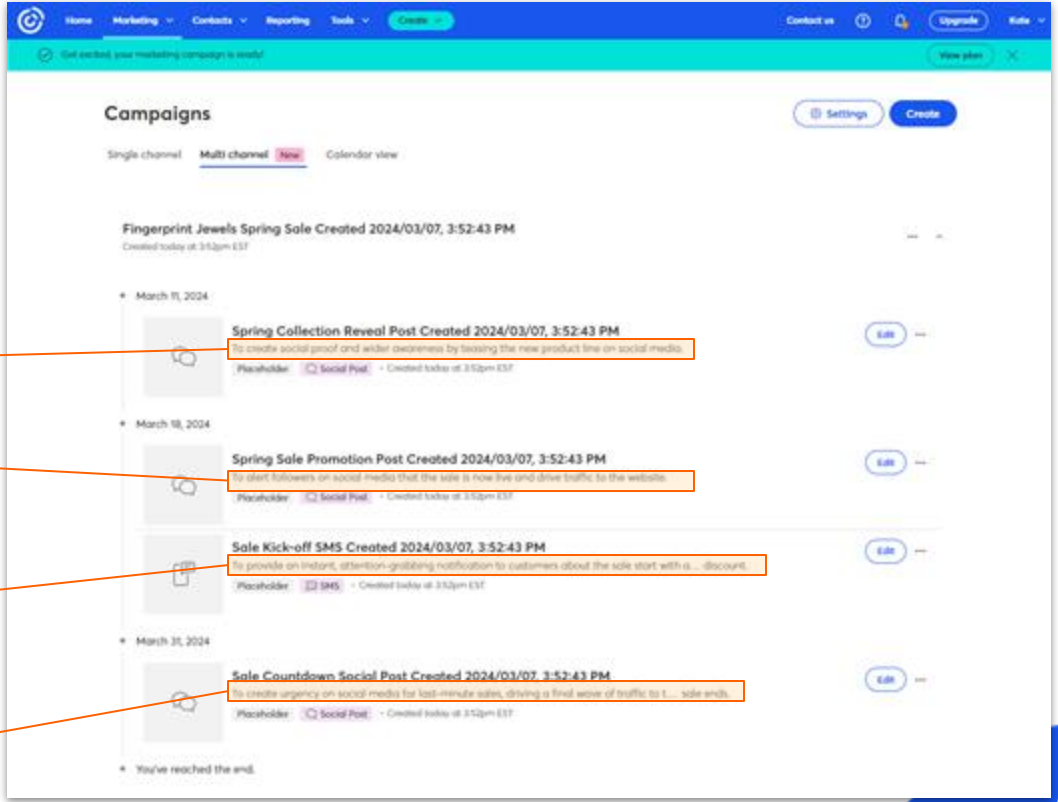
Plus, strategy explanations are included for each step!

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.



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

Constant Contact Alignable

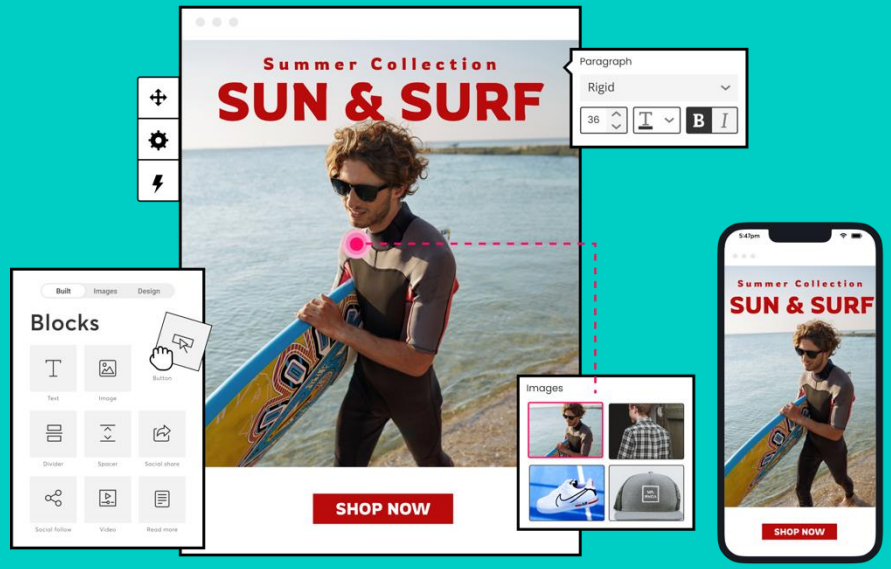
Time to Demo some AI Magic

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.

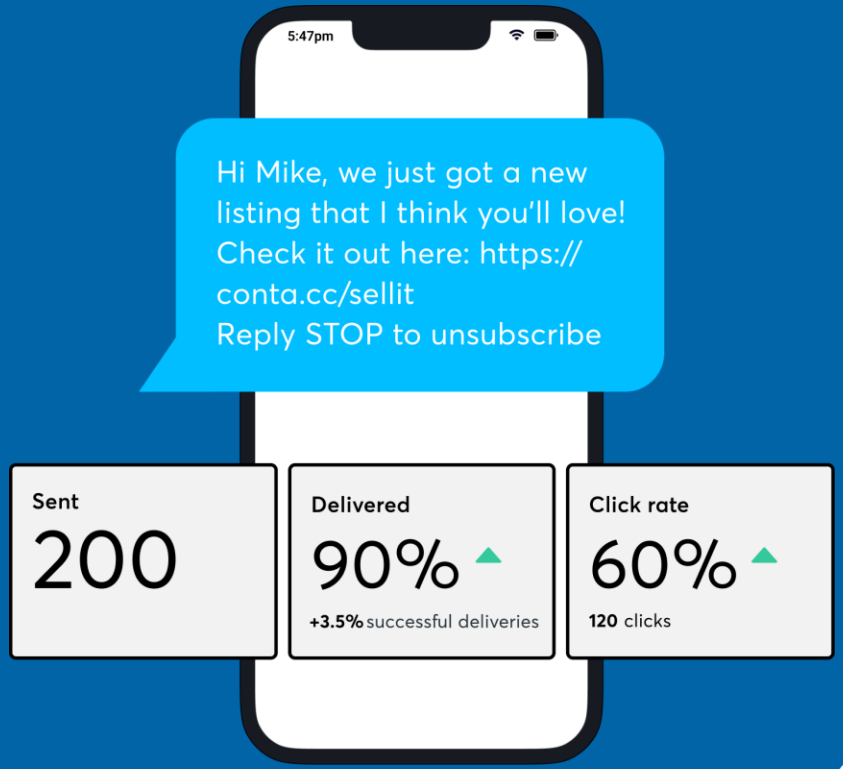


Track your success in real time.

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

Grab attention with SMS

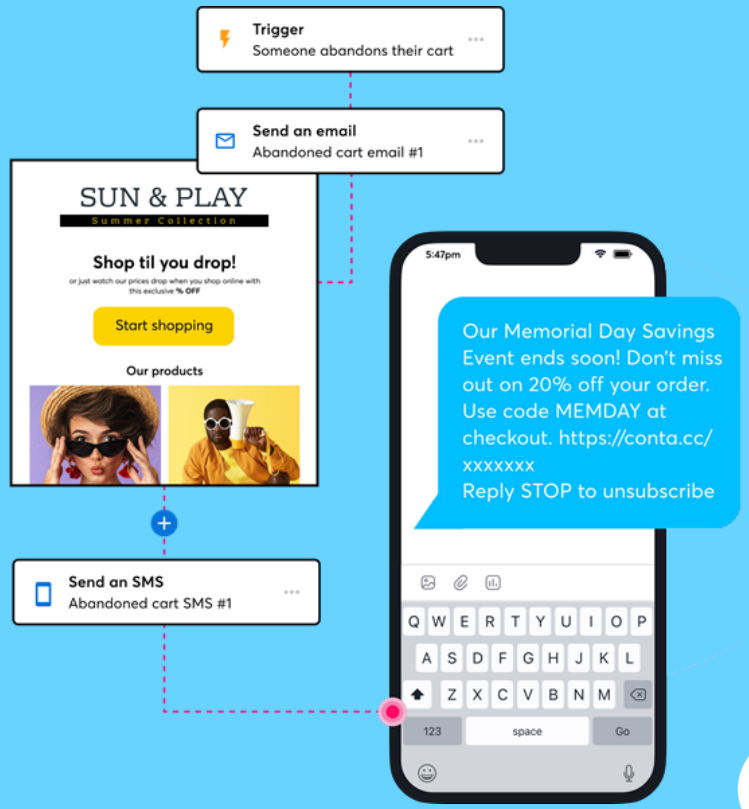
Connect with customers on their terms with text messages.*



*US only until 2023

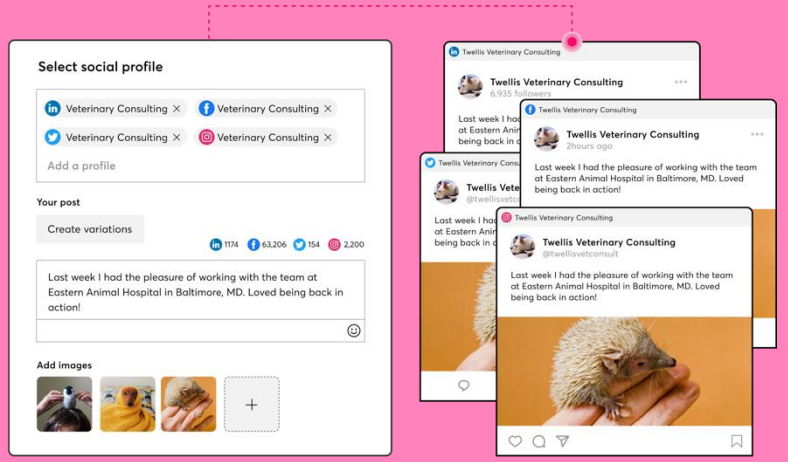
Put your emails and text messages on autopilot

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



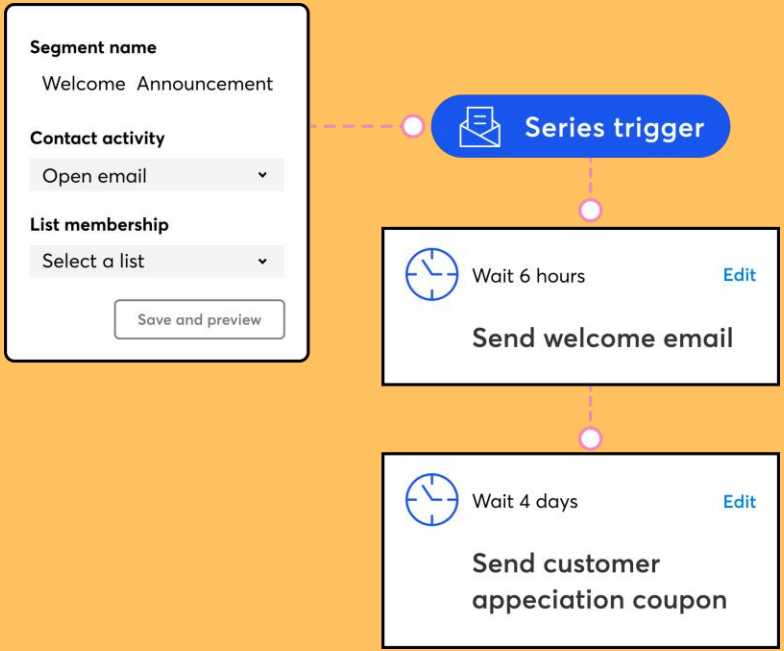
Stay one step ahead

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

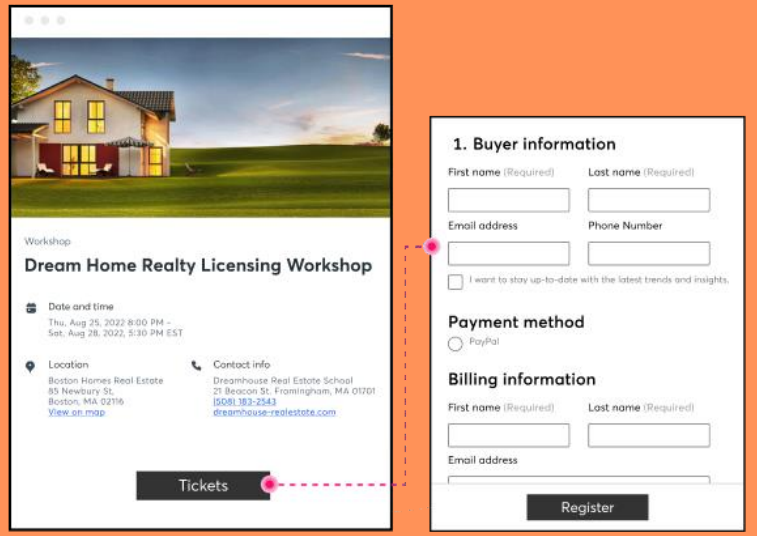


Engage and grow

Your customer base by automating real-time relevant emails.

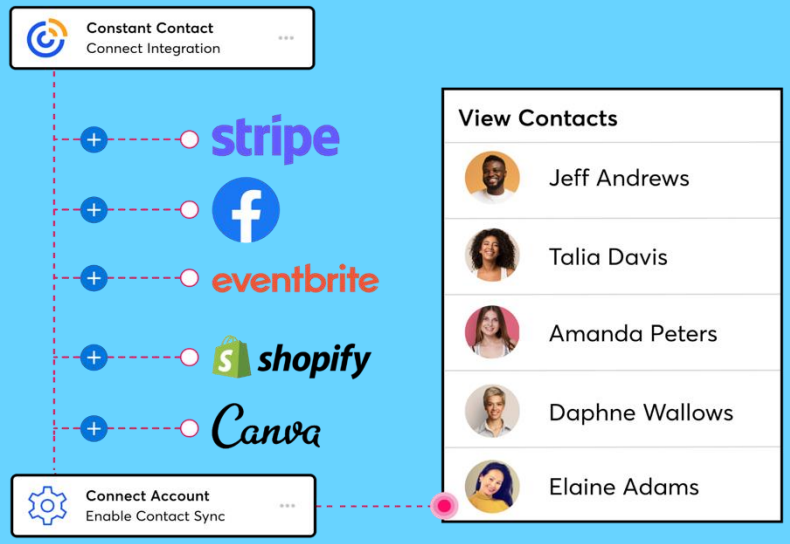


Plan every detail of your next event. Manage your event, sell tickets, and track details – all in one place.

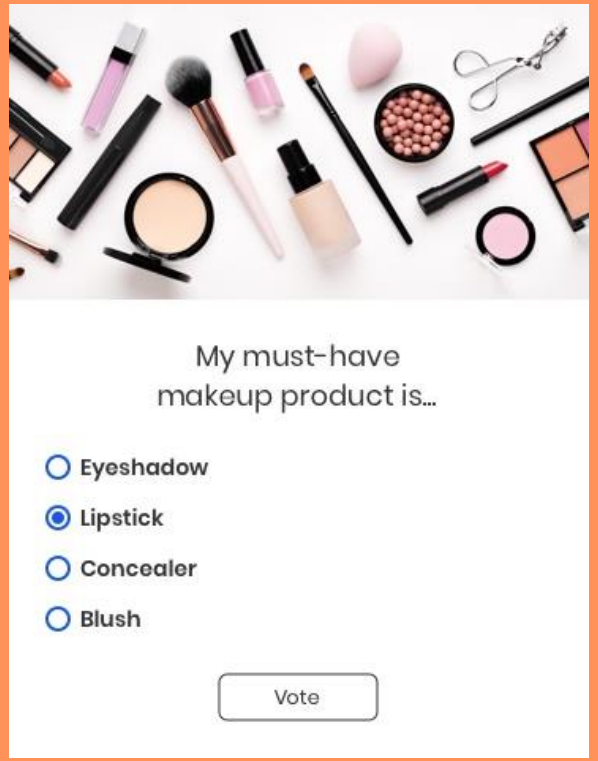


Get Connected for Faster Results

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

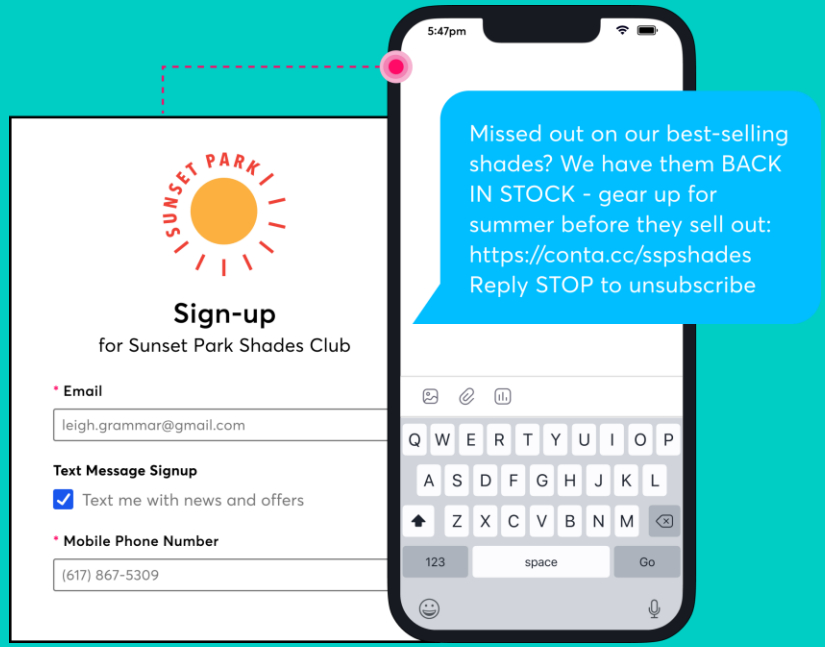


Get instant feedback from your contacts. Create and publish a survey with our easy-to-use online survey tools.



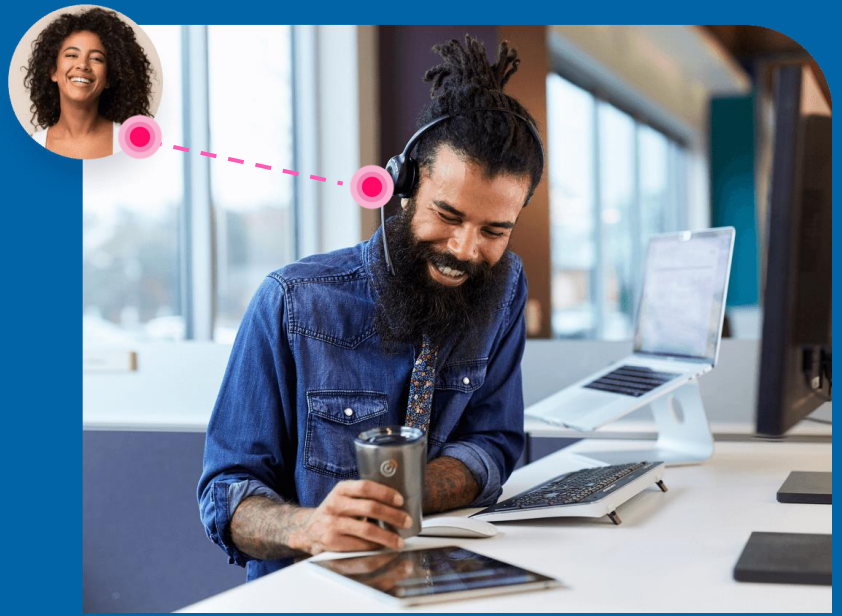
Give readers a place to go with landing pages.

Grow your lists, sell your products and promote anything.



Award-Winning Customer Service

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



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Thank you