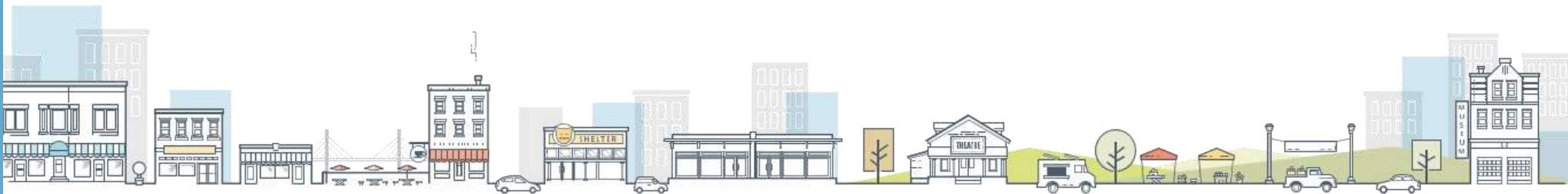


Grow Your Business with Email & Social Media

Simple Marketing Strategy for Small Business and Nonprofits



Welcome!



Toni Harris Taylor

Speaker | Marketing Strategist | Author



facebook.com/drasticsteps



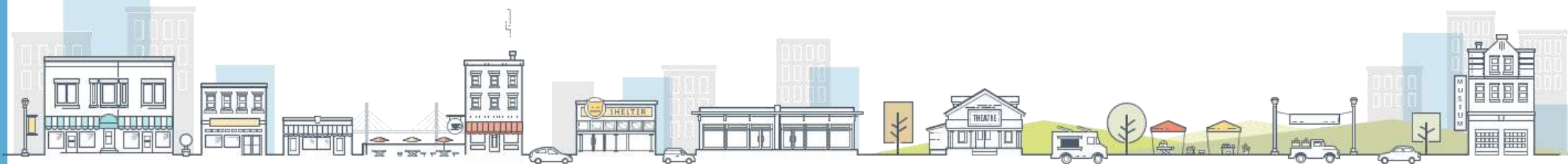
twitter.com/toniharrisspeak

Questions during and after the event?

Connect with me! 713.387.9273



@constantcontact



Agenda

1. Small business marketing today
2. Setting your goals
3. Choosing the right message
 - a. Pick your platform
 - b. Build relationships through content
 - c. Write a call-to-action
4. Measuring success
5. How to get started

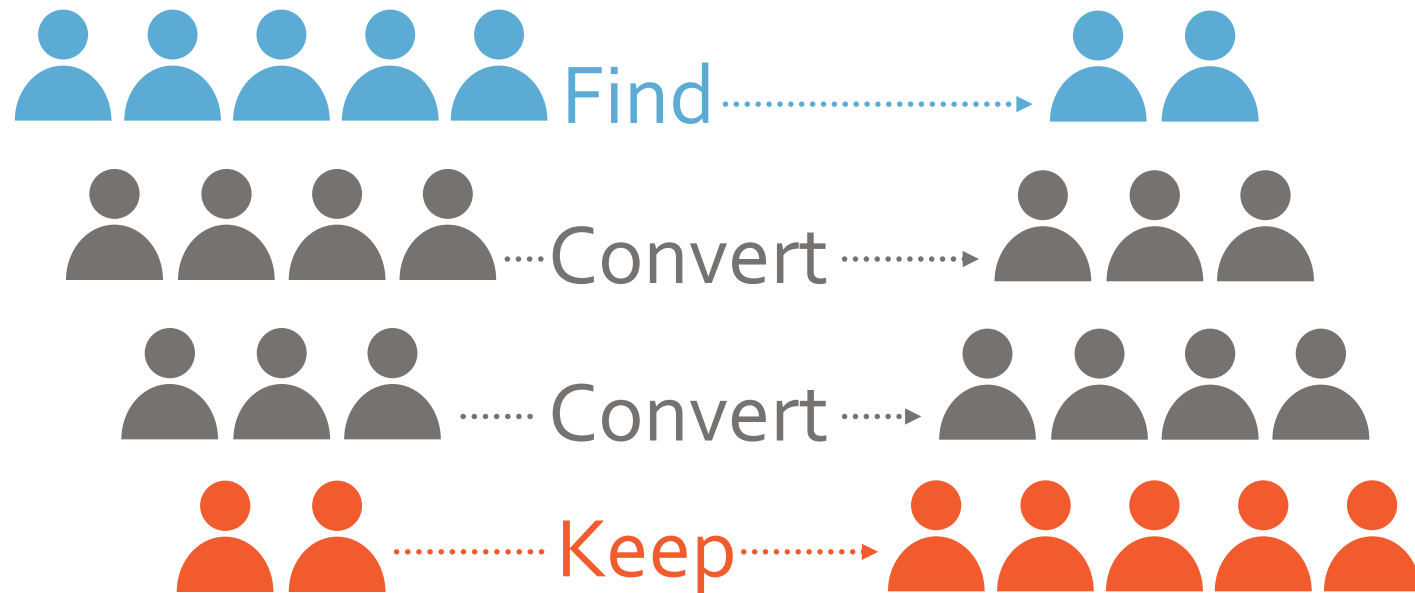
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Marketing has changed.

Marketing **then**.



Marketing **now**.

A photograph of a woman in a red shirt and apron smiling at a man in a white shirt at a coffee counter. The background shows shelves with jars and a display of pastries. The text "You have an advantage: your connection." is overlaid on the left side of the image.

You have an
advantage:

your
connection.



What is the #1 cell phone app?

Email



ROI = \$41 per \$1 spent



46% of shoppers
Time's have changed. We trust strangers.
rely on social media
when making a purchase

88% find online reviews
Time's have changed. We trust strangers.
as trustworthy as personal
recommendations

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What are you trying to **achieve?**

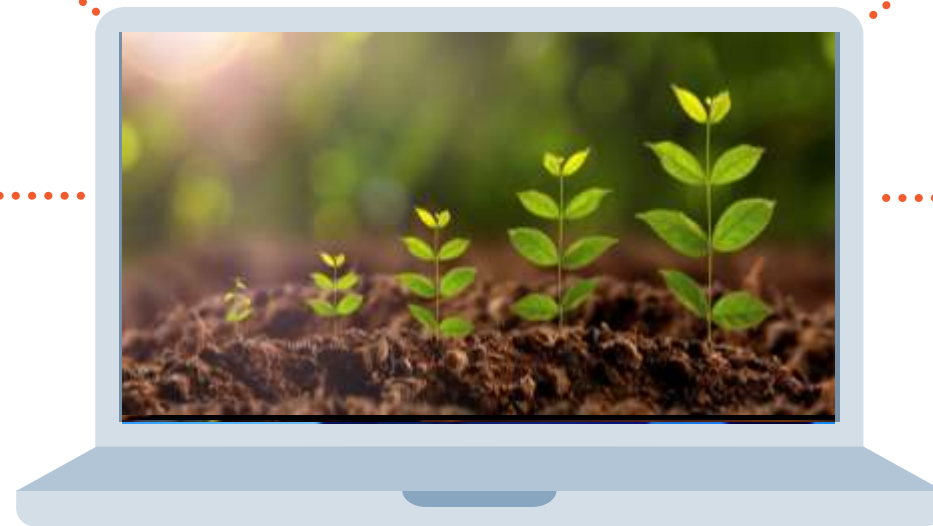
Drive

Engage

Reach

Inc.rease

Nurture



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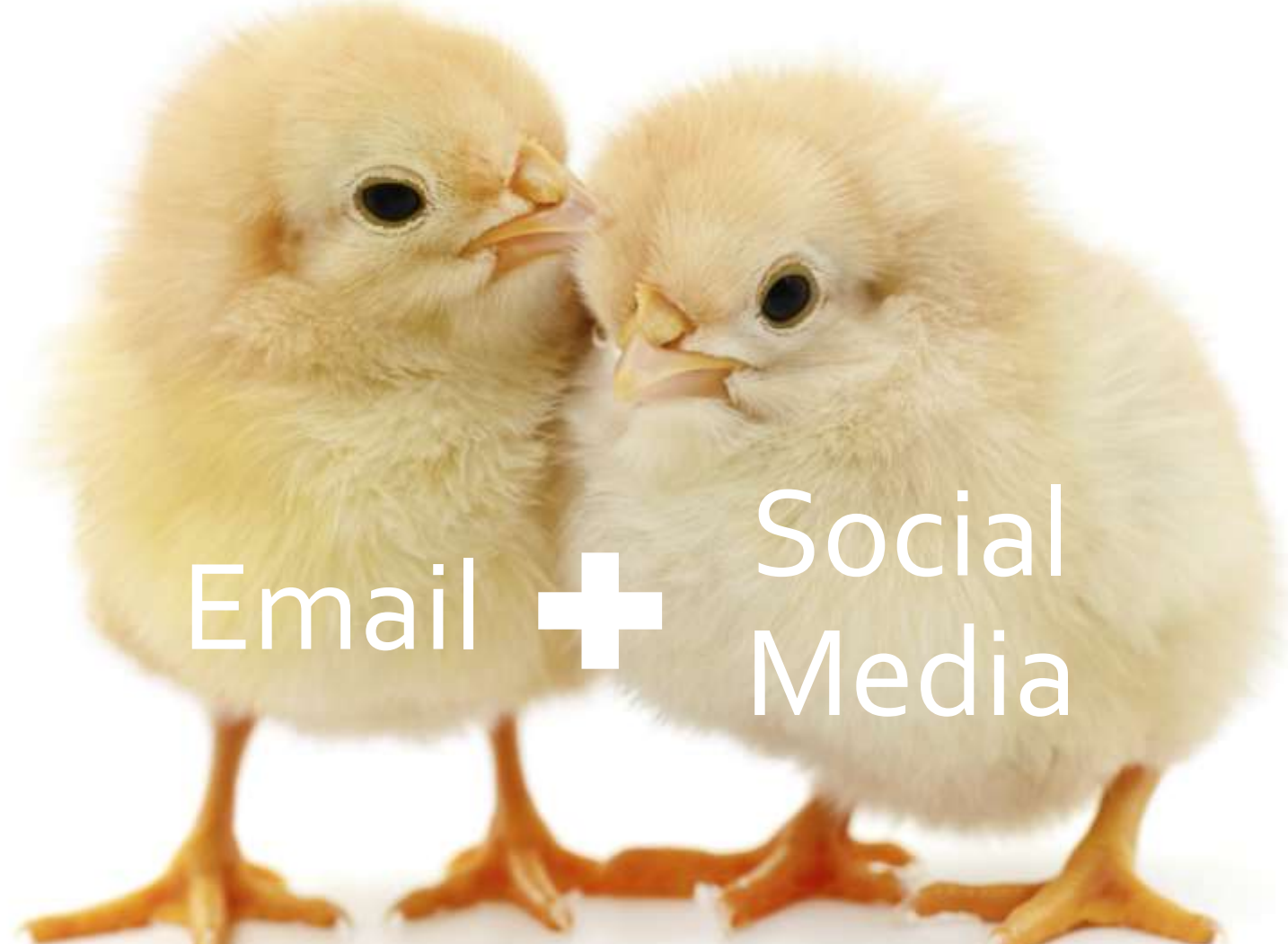


90% of email gets delivered to the inbox.



2% of your Facebook fans see you in their News Feed.

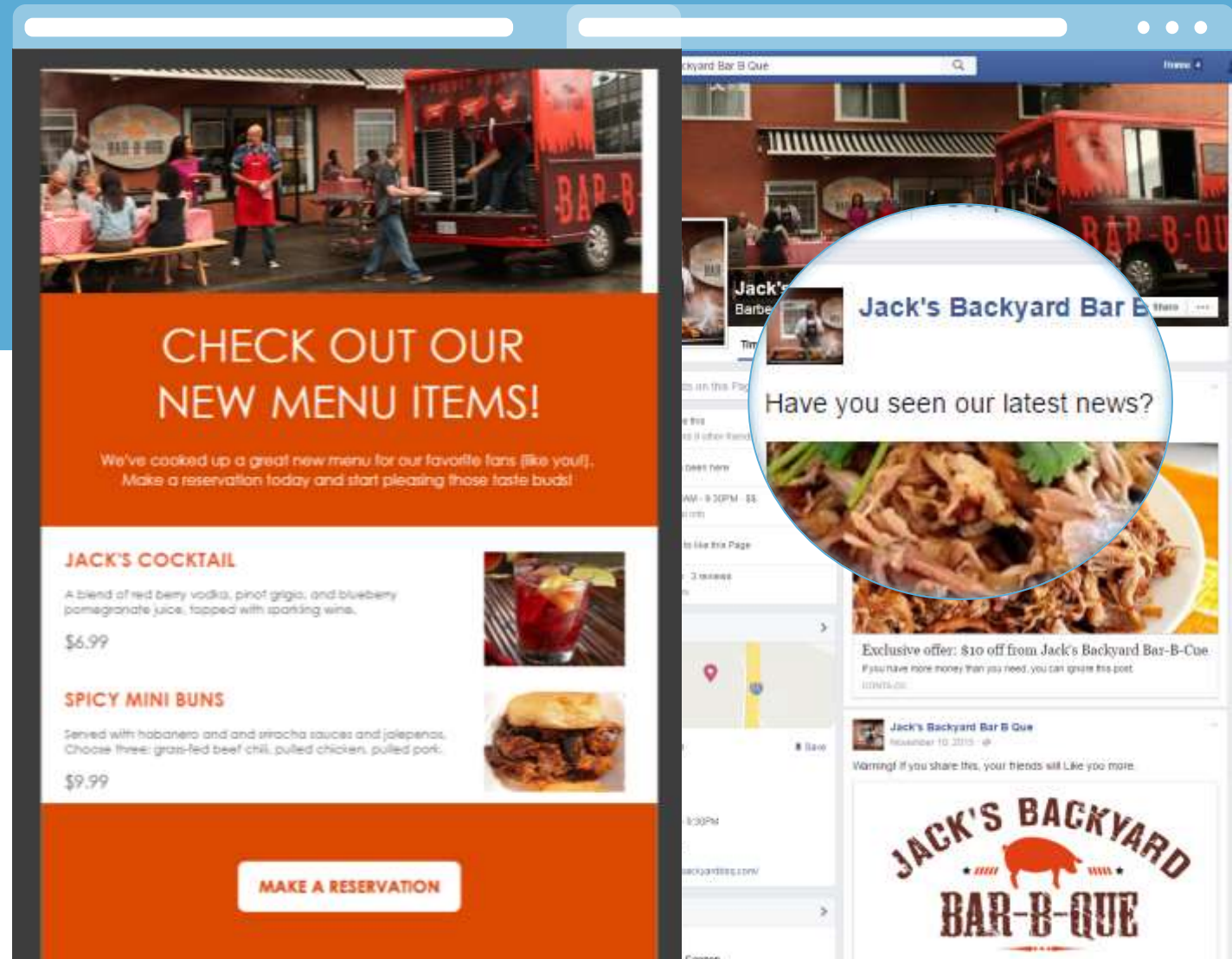




Email + Social
Media

= 73% of homebased businesses to generate

Social Sharing



Be where your customers are.

14

Unique Clicks

[What gets the most clicks?](#)

82% Click-through rate

86% Your Average [Increase this](#)

4.3% Industry Average [Learn more](#)

5 URLs

Link URL	Unique Clicks	Distribution
http://instagram.com	2	14%
http://www.youtube.com	6	43%
http://www.pinterest.com	11	79%
http://www.twitter.com	3	21%
https://www.facebook.com	10	71%

When to send & post?

Social media

3-5 x/week is plenty
*Use automated tools

Email

1x/month is most common
*Use reports to determine
optimal frequency/time

Agenda

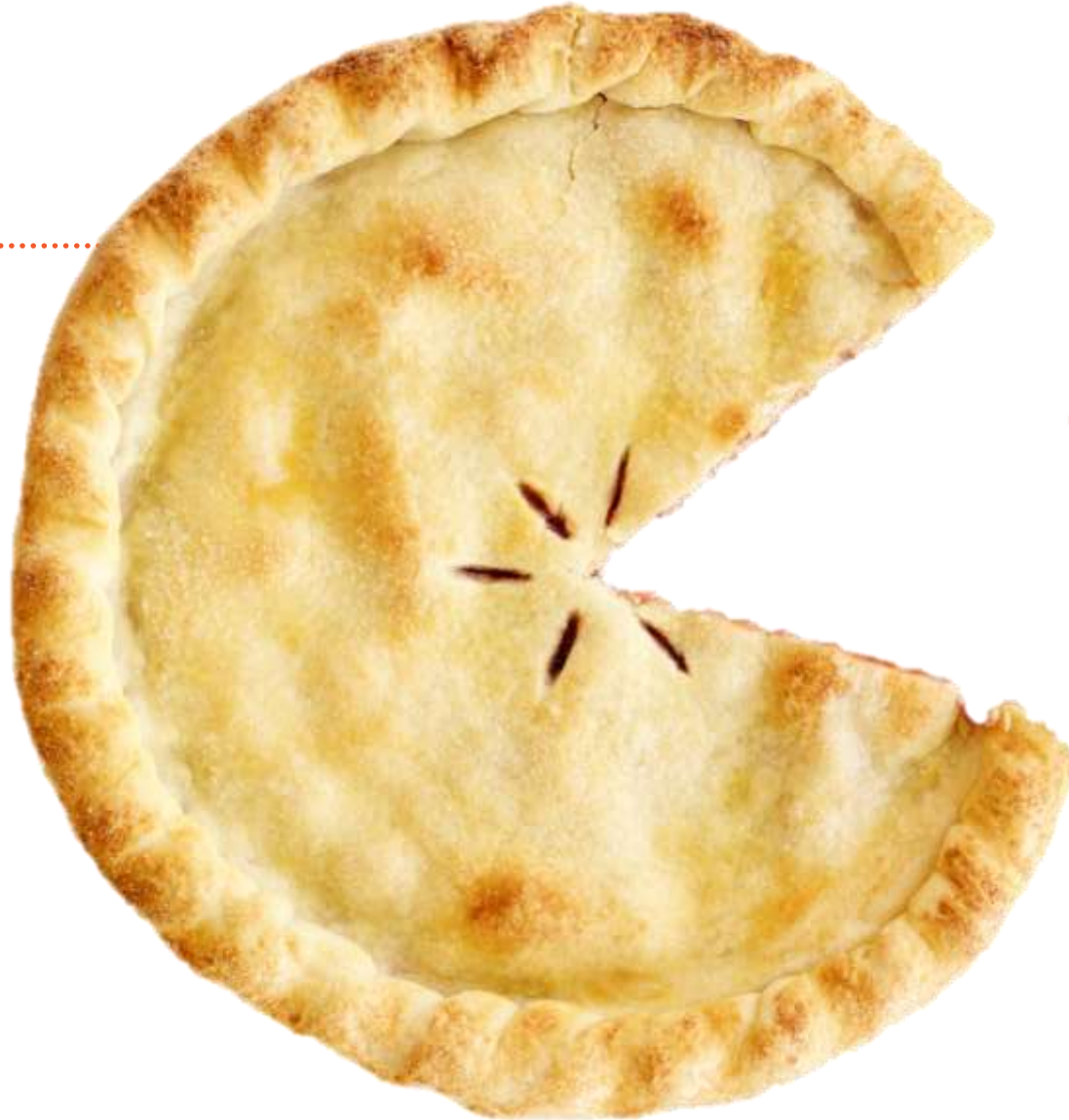
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Content is all about them; not you



Sounds like:
80%

„3 common
mistakes on
your taxes“
**Valuable
content**



Sounds like:
20%

Promotion
„Let us do your
taxes!“



Turn Questions...

How do I weatherproof
my new golf bag?



Can I set my own
volunteer hours?



Where can I find a
map of your location(s)?



...Into Content

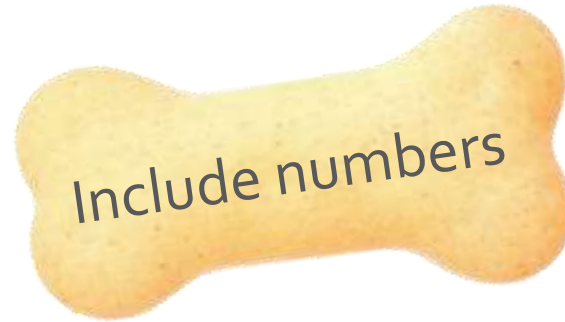
Tutorial to weatherproof
your bag in 5 min.

Top 3 benefits to
volunteering this summer

We're in your neighborhood!
Find out where...



Use content to create a **subject line**





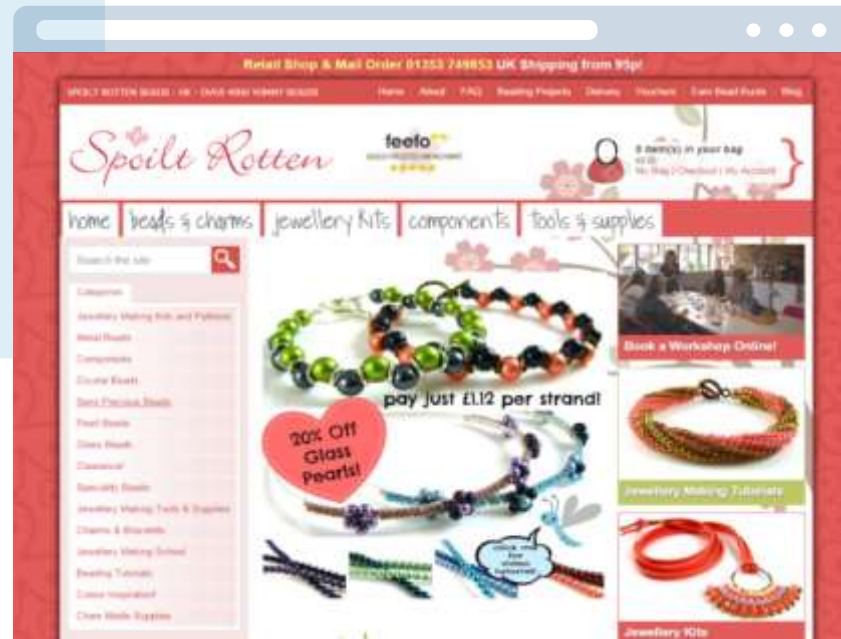
Make it look like you



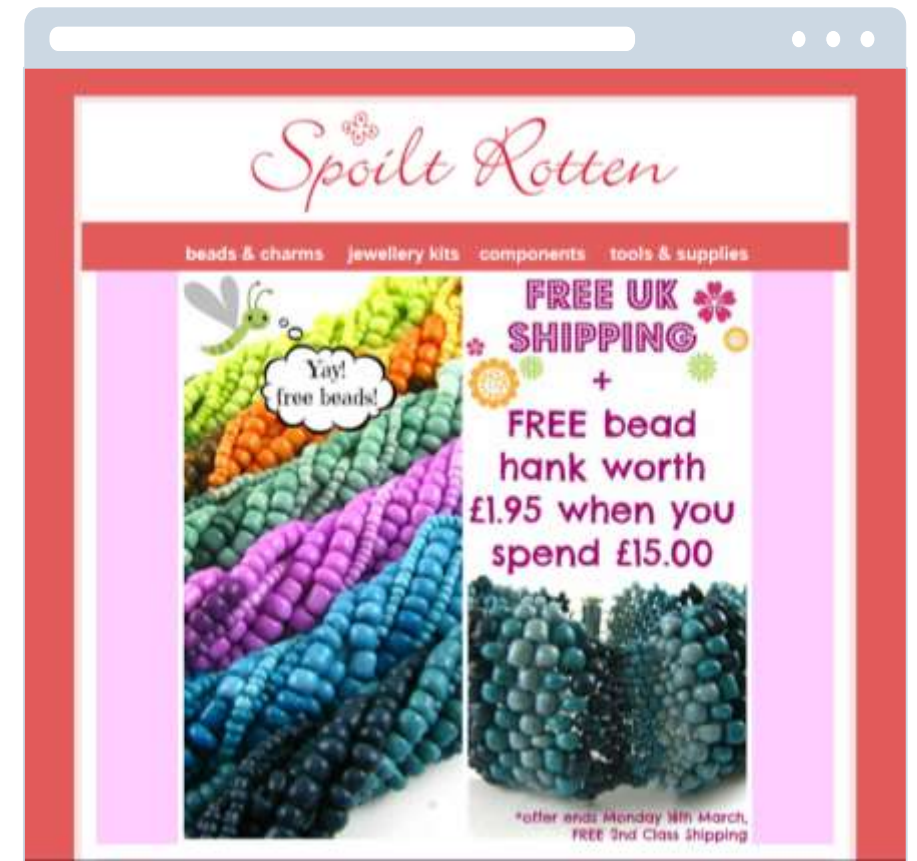
Pro Tips

- Be consistent
- Match colors
- Choose your tone

Website



Email





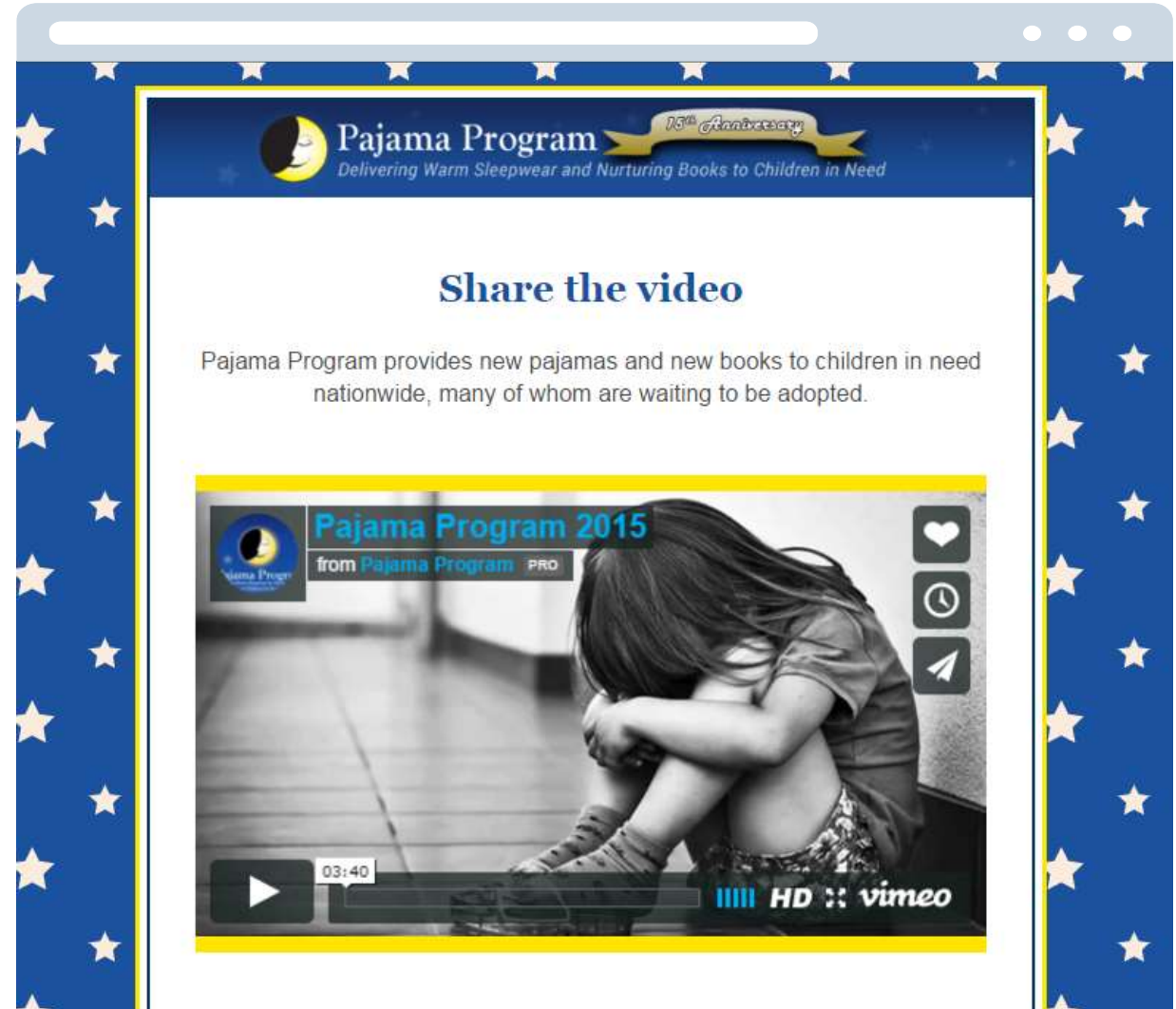
Make it **engaging** with visuals



Pro Tips

- 3 or fewer images
- Make images clickable
- Videos under 90 seconds

Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015)



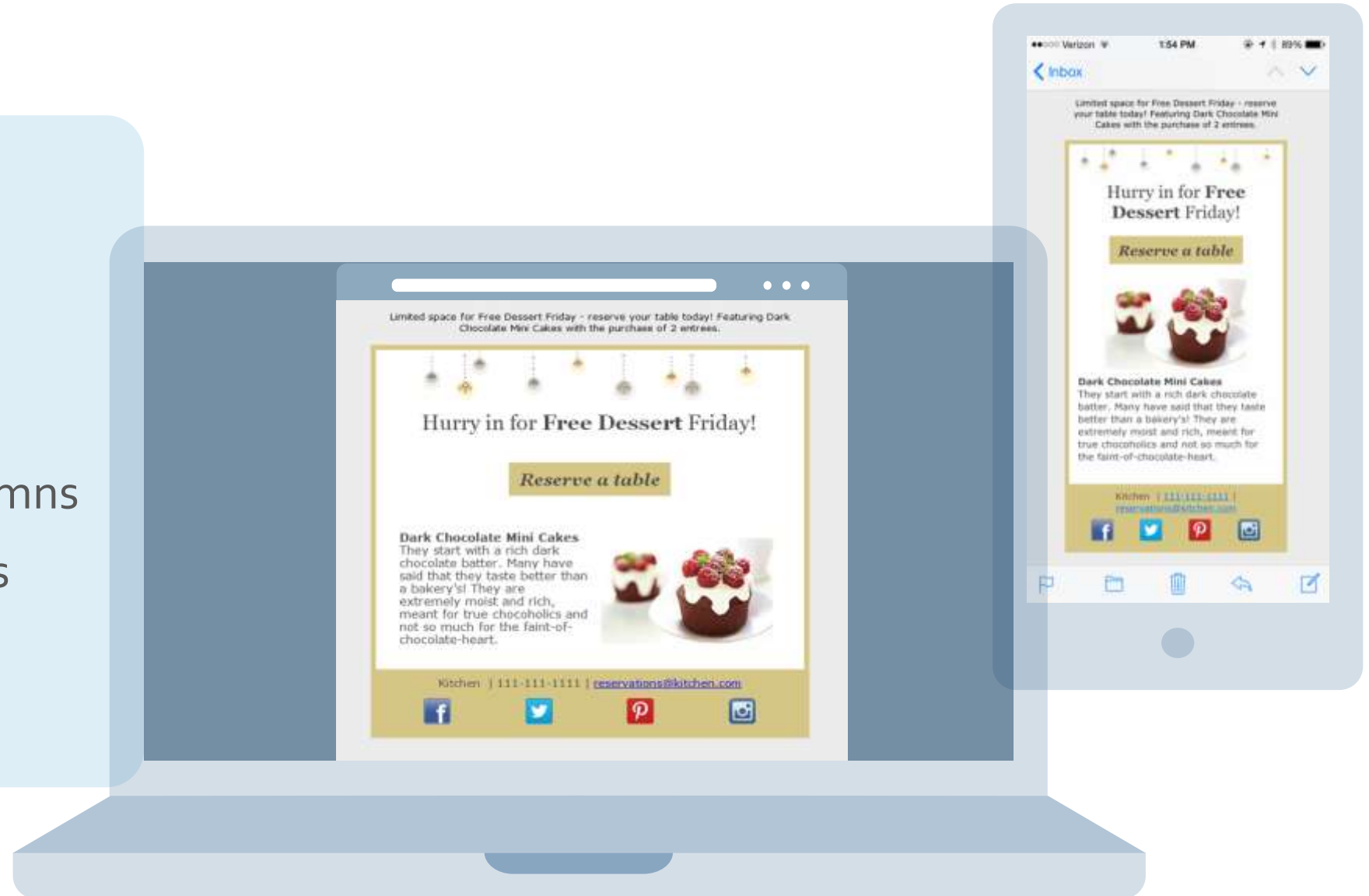


Make it mobile



Pro Tips

- Avoid multiple columns
- Use larger font sizes
- Limit your images




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Take advantage of your 20%



20%
Promotion

A conceptual image showing two business professionals in white shirts and dark trousers hanging from the edge of a bridge. They are positioned on opposite sides of a gap, reaching towards each other. The bridge has a dark metal railing and is set against a backdrop of a city skyline and a body of water under a cloudy sky. The text 'Call-to-action' is prominently displayed in the center in a large, bold, orange font. The text 'Your goals' is on the left side of the bridge, and 'Actual results' is on the right side. A small logo is visible in the top right corner.

Call-to-action

Your goals

Actual results



Buttons created a
45% boost
in clicks

Are you set up to fail?

Sent: Wed 5/18/2016 3:14 PM

To: 'arichar@goodwill.com'

Geraldi Consulting, Inc.

Did you know...70% of change management initiatives FAIL? You can be a part of the 30% who succeed. Ask us how!

Managing change is tough, but part of the problem is that there is little agreement on what factors most influence transformation initiatives. Ask five executives to name the one factor critical for the success of these programs, and you'll probably get five different answers. That's because each manager looks at an initiative from his or her viewpoint and, based on personal experience, focuses on different success factors. The experts, too, offer different perspectives. A recent search on Amazon.com for books on "change and management" turned up 6,153 titles, each with a distinct take on the topic. Those ideas have a lot to offer, but taken together, they force companies to tackle many priorities simultaneously, which spreads resources and skills thin. Moreover, executives use different approaches in different parts of the organization, which compounds the turmoil that usually accompanies change.

What's missing, we believe, is a focus on the not-so-fashionable aspects of change management: the hard factors. These factors bear three distinct characteristics. First, companies are able to measure them in direct or indirect ways. Second, companies can easily communicate their importance, both within and outside organizations. Third, and perhaps most important, businesses are capable of influencing those elements quickly. Some of the hard factors that affect a transformation initiative are the time necessary to complete it, the number of people required to execute it, and the financial results that intended actions are expected to achieve. Our research shows that change projects fail to get off the ground when companies neglect the hard factors. That doesn't mean that executives can ignore the soft elements; that would be a grave mistake. However, if companies don't pay attention to the hard issues first, transformation programs will break down before the soft elements come into play.

Sincerely,

Nicole Smith

Geraldi Consulting, Inc.

[Contact us for a consultation](#)

email: nsmith@geraldi.com

phone: 207-698-7410 Contact, Inc.

Geraldi Consulting, Inc.

Did you know...

70% of change management initiatives **FAIL**

You can be apart of the 30% who succeed!

Ask us how



Design an awesome call-to-action

Narrow it down to 1

Use actionable language

Stay above the scroll

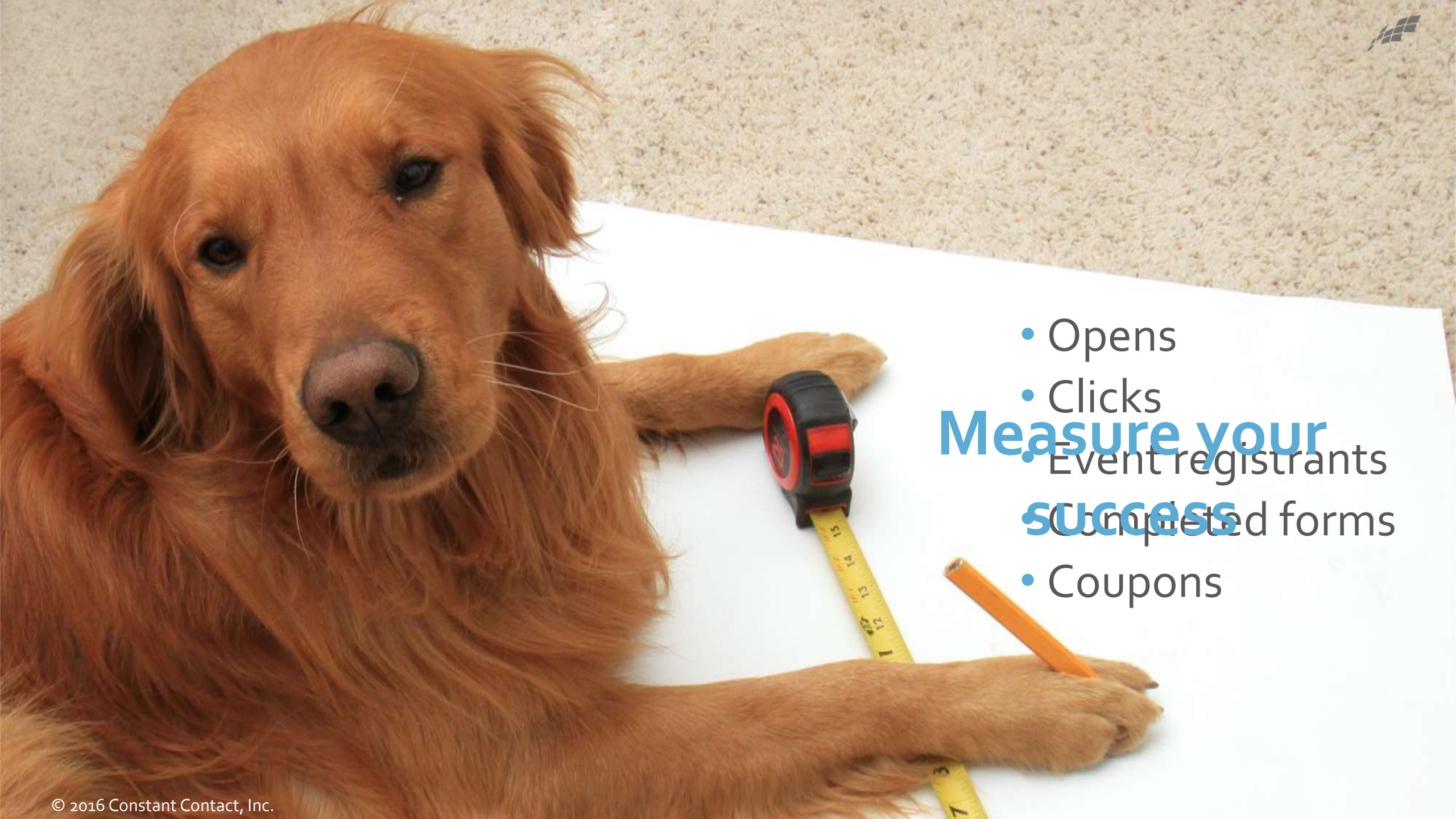
Create clickable buttons

Emails with a single
call-to-action
Increased clicks by

371%

Agenda

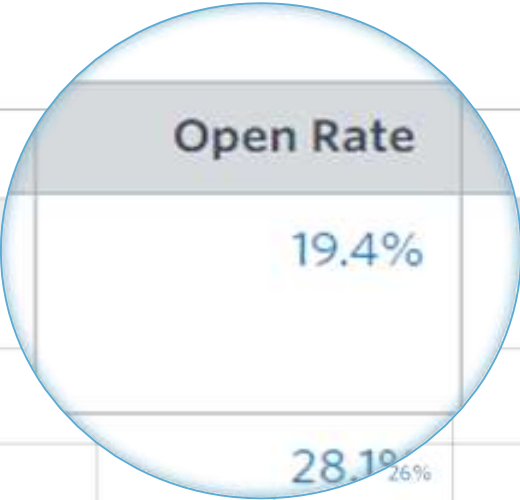
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- Measure your success**
- Opens
 - Clicks
 - Event registrants
 - Completed forms
 - Coupons



Opens



Reporting

EMAIL CAMPAIGNS (4)

	Time Sent ▼	Campaign Name	Open Rate	Through Rate
<input type="checkbox"/>	Jan 16, 2016 3:47 PM	Engaging Email #4	19.4%	10%
<input type="checkbox"/>	Jan 15, 2016 3:47 PM	Engaging Email #3		12.8%
<input type="checkbox"/>	Dec 17, 2015 9:30 AM	Engaging Email #2	28.1%	8.4%
<input type="checkbox"/>	Dec 16, 2015 4:36 PM	Engaging Email #1	27	22% 9%

Best Practices

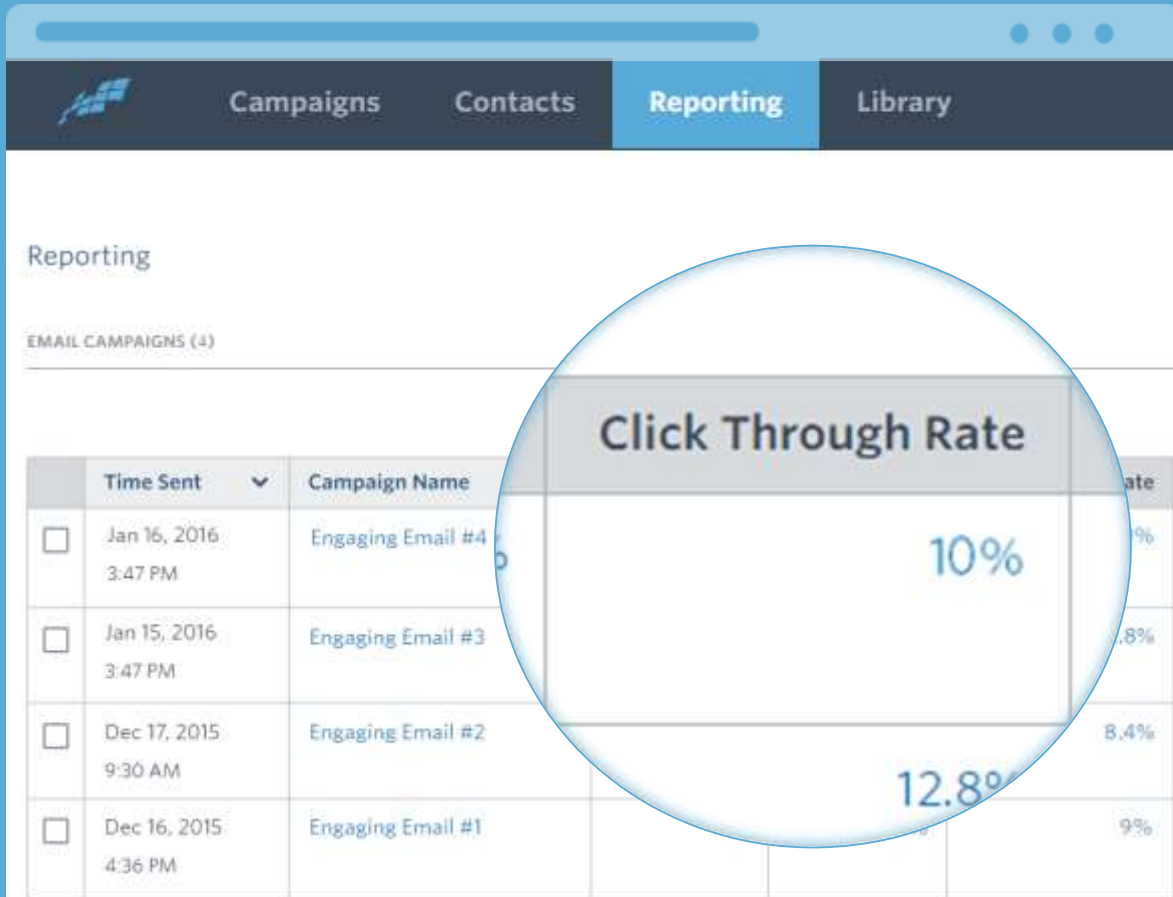
- Evaluate send day & time
- Optimize subject line
- Recognizable from name



Industry averages: 8-28%



Click-throughs



Reporting

EMAIL CAMPAIGNS (4)

	Time Sent	Campaign Name	Click Through Rate
<input type="checkbox"/>	Jan 16, 2016 3:47 PM	Engaging Email #4	10%
<input type="checkbox"/>	Jan 15, 2016 3:47 PM	Engaging Email #3	12.8%
<input type="checkbox"/>	Dec 17, 2015 9:30 AM	Engaging Email #2	8.4%
<input type="checkbox"/>	Dec 16, 2015 4:36 PM	Engaging Email #1	9%

Best Practices

- Simplify your call-to-action
- Format links to stand out
- Sent targeted content



Industry averages: **5-18%**



Agenda

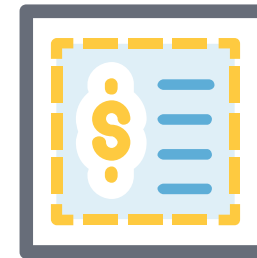
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You can do this...
...and you can start today.





Grow with Constant Contact



All the marketing tools you need together in one place.



You really can do this!
We're here to help.

All the marketing tools you need together in one place.



Get 3 months of
Email Marketing
for only

\$5
/mo.

Must be ordered through the link below:

Toni Harris Taylor

<https://www.ConstantContact.com/Event-Harris>

Exclusive Offer for Today's Attendees

IF YOU BUY TODAY

**\$5/month for your
first 3 months of
Email**

**Our Customer Success Coaches are here to help you
upload your list, get your template set up and get your
first email sent.**

Call us at 866-289-2101

This promotion (the "Promotion") ends tonight, after this seminar (the "Seminar") at 11:59 p.m., local time (the "Promotion Period"). If eligible Constant Contact customers purchase the Email level product of Constant Contact during the Promotion Period, they will receive the Email level product at a discounted price of \$5 per month for the first three months after they become a paying customer. Constant Contact customers will be eligible to participate in this Promotion if they (i) are not currently a trialer or paying Constant Contact customer, (ii) attend the Seminar and receive this offer at the Seminar, and (iii) follow the link above and become a paying Constant Contact customer during the Promotion Period. After the first three months have ended, eligible participants will automatically be charged the current retail price for the Email level product unless they cancel their accounts. This Promotion cannot be combined with any other Constant Contact promotion or special offer. Constant Contact reserves the right, in its sole discretion, to suspend or cancel this Promotion at any time. This Promotion and all Constant Contact products and services are subject to the Constant Contact terms and conditions available at <https://www.constantcontact.com/legal/terms>.

Toni's Formula for Success

$$(DS+P-E=S)$$

Drastic Steps + Perseverance – Excuses =

SUCCESS

Thank You!



Toni Harris Taylor

Speaker | Marketing Strategist | Author



facebook.com/drasticsteps



twitter.com/toniharrisspeak

Questions during and after the event?

Connect with me! 713.387.9273



@constantcontact

