



# Checklist For Integrating Social Media & Email

Social Media moves faster than any other form of marketing. To make sure that you don't miss out on opportunities, we put together a simple checklist. It contains things you should be doing to help build your social media presence in addition to your email marketing list. No theories, just actionable items that you can do today.

## Boast About Your Business Blog

- Link to your blog on your website.
- Link each one of your blog posts to all the social media platforms you are currently signed up for (e.g.: [Facebook](#), [Twitter](#), [LinkedIn](#), etc.).
- Make it easy for blog followers to post your blog to Twitter, Facebook and other social media sites by adding share links. [Addthis.com](#) is a great place to start but there are hundreds of services that do this. Take a look at your favorite blogs to get ideas for what to use.
- Post customer case studies, educational pieces, and invite guest bloggers to write. This helps bring personality to your blog and can increase traffic to your site or store.
- Add an email opt-in form to your blog to capture email addresses from your website visitors (How to: <http://bit.ly/iUWTp>).

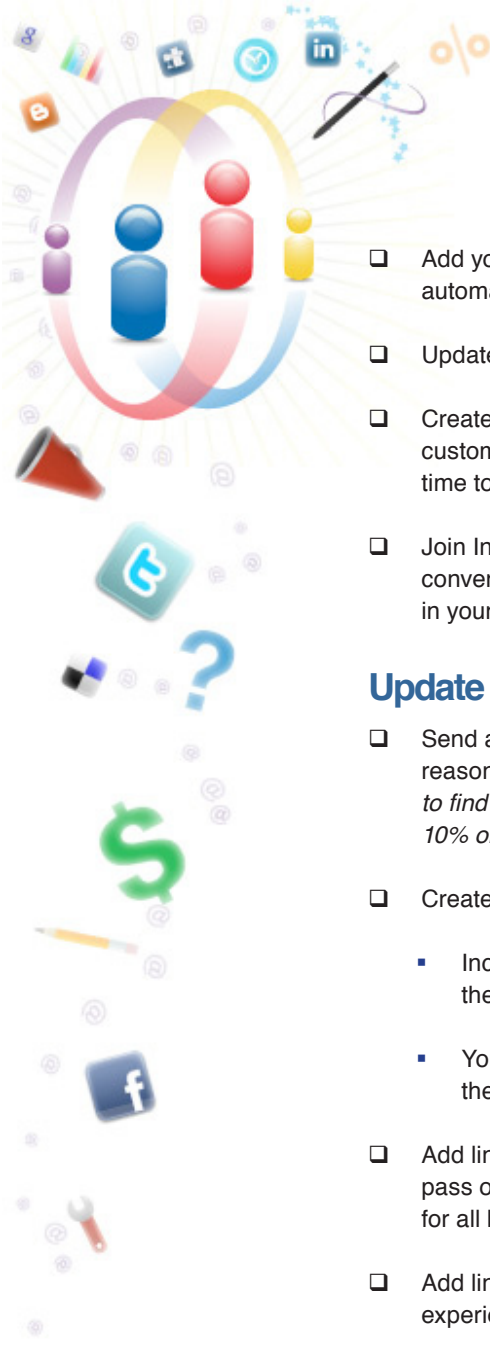
## Use Facebook Fan Pages

- Create a [Facebook Fan page](#) so you can engage your audience and increase awareness of your brand (Where to: <http://bit.ly/2J3u1v>).
- Ask your community to join your page, by sending out an email and posting your page on all your other social media platforms.
- Add an email opt-in form to your [Facebook Fan page](#) (How to: <http://bit.ly/41CuC6>).
- Link your Facebook and VerticalResponse accounts with the VerticalResponse Social Sharing feature. After you send out your email campaign, share it with your Facebook friends to extend the life and reach of your email campaign.
- Set up an [RSS feed](#) for your blog so it automatically updates to your fan page (Where to: <http://bit.ly/2XWzqs>)
- Become fans of the brands you sell or partner with that also have Fan pages. Engage with those brands by commenting on their Fan pages by endorsing their products.
- Search for Facebook Groups in your industry and become members of them. Then join in on the discussions which will show that you are an industry leader. This is also a great way to network and create partnerships.

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- ❑ Add your blog RSS feed into the News section. When you post new articles to your blog it will automatically update the news section in your LinkedIn profile.
  - ❑ Update all open positions for your company on [LinkedIn](#).
  - ❑ Create a Group related to your business. This will help you keep you top of mind with customers. It can also help provide you with important customer information if you take the time to look at group member profiles.
  - ❑ Join Industry Groups — When you sign up to receive weekly digests, you can see which conversations you should join. This will give you more exposure and prove you are an expert in your field.

## Update Your Email

- ❑ Send an email message announcing that you are on social networks. Make sure to include reasons why your customers should join your groups and follow you. (i.e., *'you will be the first to find out offers and sales'* or *'if you become a fan of our page or follow us on Twitter receive 10% on your next purchase'*.)
- ❑ Create an email signature that you include in all of your email marketing messages.
  - Include links to your social media profiles. This will be a constant reminder that you are there.
  - You can include this information anywhere in your email but try and keep it consistently in the same place so people know where to find it.
- ❑ Add links to your social media pages in personal email communications — You can even pass out a personal signature to all of your employees asking that they use this information for all business emails.
- ❑ Add links to your social media pages on transactional emails — If your customers had a good experience with you they will want to stay in touch.
- ❑ When you run social media campaigns have *'sign up for our email newsletter list'* be a step in the process. For example, if you run a contest from your social media pages, say all winners will be announced via email, *'sign up here'* to find out who wins.

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