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](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](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.
- 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](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.
If you have sales or offers make sure to let your Facebook Fans know right away. If you have the ability to easily create specific offers, create a “Facebook Fan Only” offer so your fans feel special.

Twitter For Your Business

- Create a Twitter account (Where to: http://twitter.com/).
- Find your contacts on Twitter and start to follow them. Twitter has a “find people” link after you sign up, it will pull a list of all your email contacts and recommend people for you to follow. You can also search for people with the ‘search’ function.
- Get organized — Check out HootSuite.com, a customer of ours, or CoTweet.com, and TweetDeck.com. These platforms allow you to set up searches so you can monitor your brand, the brands you sell, and your competition. You can also set up groups based on types of people you want to track. For example you can group all of your most loyal customers into one column and monitor what everyone is saying.
- Find everyone that is talking about your company or brand on Twitter. Search for your company name, your name & the products or services you sell. Then check in a few times a day to find out if your need to address something or simply thank someone for saying something nice about you.
- Enter all the domains you own into a service like http://backtweets.com/ and see who is reposting your content. Then you can follow them and join in on the discussion.
- Add additional personality to your tweets.
  - Add staff names at the end of tweets — at VerticalResponse we use initials to maximize character limitations.
  - Comment in a friendly manner, let your followers know you care.
- Link your Twitter and VerticalResponse accounts with the VerticalResponse Social Sharing feature. After you send out your email campaign, share it with your Twitter followers to extend the life and reach of your email campaign.

Network on LinkedIn

- Create a LinkedIn Profile (Where to: http://www.linkedin.com/).
- Create a company profile and input as much information as you feel comfortable. The more information you have, the more people will be able to find your business.
- 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.