

EMAIL + SOCIAL MEDIA

WHAT EVERY SMALL BUSINESS NEEDS TO KNOW



FACEBOOK



TWITTER



LINKEDIN



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Just like email marketing, social media moves faster than many other forms of marketing.

To make sure that you don't miss out on opportunities, we put together a simple checklist. It contains things you can do to help build your social media presence, get new customers and boost your email marketing list!



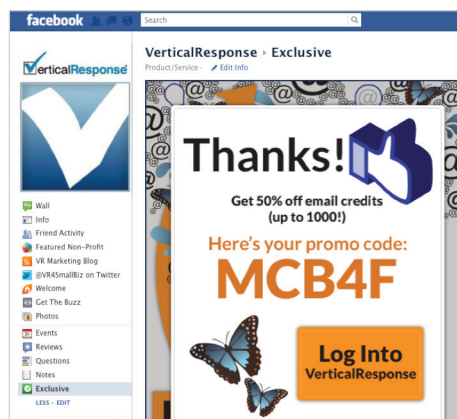
Boast About Your Business Blog

- ❑ **Link to your blog from your website and all your other promotional channels.** Whether it's your Facebook page, a newspaper ad, or even your store windows, your customers can't find your blog if they don't know it's there!
- ❑ **Share each one of your blog posts across all of your social media profiles.**
- ❑ **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 and educational pieces:** This helps bring personality to your blog and can increase traffic and keep readers coming back.
- ❑ **Invite guest bloggers to write posts:** This gives you an opportunity to cross-promote and tap into new audiences. Do some research on bloggers that are relevant to your industry or topics and reach out to them directly.
- ❑ **Add an email opt-in form to your blog** to capture email addresses from your visitors.
- ❑ **Link your blog to automatically feed into your social profiles on Facebook and LinkedIn.** There are lots of apps out there to help you do this on Facebook, but [Involver's RSS for Pages](#) is easy and free to use. If LinkedIn is more your style, [they provide a handful of apps](#) to get you up and running!



Use Facebook Pages

- ❑ If you haven't already, [create a Facebook Page](#) so you can engage your audience and increase awareness of your brand.
- ❑ **Ask your subscribers to like your page, by sending out an email.** Also, add links to your Facebook page on your other social profiles, like Twitter or your blog.
- ❑ [Add an email opt-in form](#) to your Facebook page.
- ❑ **When you send out an email campaign, [use the VR Social Sharing feature](#)** to share on Facebook to extend the reach.
- ❑ **Click on the "Like" button of the brands you sell or partner with that also have a Facebook presence.** Engage with those brands by commenting on their pages. This way, you will be seen by their followers and gain exposure for your business.
- ❑ **Use custom apps to liven up your page or do special promotions.** There are many companies making easy to use and inexpensive custom applications including [Wildfire](#), [Involver](#), [Offerpop](#), and [North Social](#) to name a few.



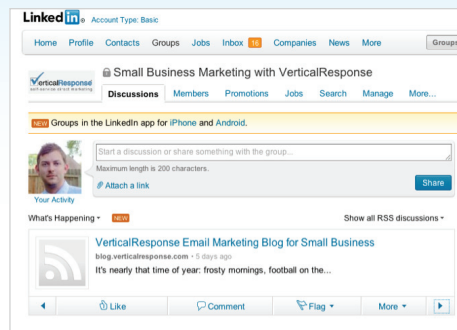
Twitter For Your Business

- ❑ [Create a Twitter account](#)
- ❑ **Find your contacts on Twitter and 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.
- ❑ **Find people that are 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 you need to answer a question about your business or thank someone for mentioning you. Additionally, monitor your competitors on Twitter to stay on top of what is happening in your industry. Use [Tweetdeck](#) or [Hootsuite](#) to easily monitor all of this on one screen.
- ❑ **Be consistent by posting regular updates and replying to customers who have questions or comments about your brand in a timely manner.** Balance promotions and offers with interesting articles, news, press releases or tweets from others.
- ❑ [After you send out your email campaign, share the link of the hosted version](#) on Twitter to extend the life and reach of your email campaign. Make sure that your newsletters have a link to opt-in to your mailing list to take advantage of Twitter's viral nature.



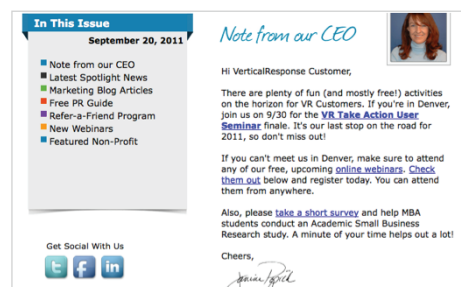
Network on LinkedIn

- ❑ [Create a LinkedIn Profile](#)
- ❑ **Create a company profile and input as much information as you can.** The more information you have, the more people will be able to find your business.
- ❑ **LinkedIn makes it easy to add your blog, Twitter updates and even your creative portfolio to your profile.** This is an important feature that you should use.
- ❑ **Update all open positions for your company on LinkedIn.**
- ❑ **Join Industry Groups – When you sign up to receive weekly digests, you can see which conversations you can join.** Contributing to the group can help to make good connections with customers, prospects and industry leaders.
- ❑ **Create a “Group” related to your business.** This will help you keep you top of mind with customers while you build customer relationships in a professional setting. You can also identify your brand advocates when there are people who are promoting your business and saying positive things about you or your brand.



Socialize Your Email

- ❑ **Send a Social Media Designated Email:** If you're new to social media, be sure to let your audience know you're on board by sending a social media designated email. Remember to offer benefits that encourage customers to interact with you on social media (i.e., exclusive offers you won't find anywhere else). You'll get more Likes and Followers that way. Use one of our pre-designed social media templates to spread the word and grow your fans and followers quickly and easily.
- ❑ **Create an Email Signature:** Create a signature with links to your social media, and include it in your emails. This helps people who receive your emails connect with you on your social media pages on an ongoing basis.
- ❑ **Include Social Sharing Icons in Your Emails:** VerticalResponse has an updated Social Sharing Feature that allows you to include social sharing icons in your emails. With a single click your recipients can share your content with their Facebook, Twitter and LinkedIn social networks, expanding the reach of your email way beyond the inbox.
- ❑ **Grow Your Mailing List:** Include an optin form on your social media pages so people who aren't already on your mailing list can join in on the fun.



We recently surveyed our customers and discovered 50% of small business owners feel that lack of time is their biggest obstacle in using social media for their business. Follow these simple steps and you'll save time by integrating your social media and email marketing! For the latest news, tips and tricks, follow VerticalResponse on Twitter [@VR4SmallBiz](#) and find us on [Facebook](#).

