The Pure360 Guide to Integrating Email and Social Media in B2B



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Contents

Introduction	Page 3
Why use Email & Social Media together?	Page 4
How to use Email & Social Media together	Page 4-8
Summary	Page 9

Introduction

During the last 6 years we have seen an explosion of social media activity, both personally and professionally. A massive 60% of B2B marketers have implemented a social media strategy, or are at least planning to in the next year, meaning it is integral for B2B marketers to combine social with their other marketing methods.

Due to the rapid growth of social media, statistics on the number of friends on Facebook, tweeters on Twitter, members of LinkedIn and pinners on Pinterest are constantly changing. By the time you read this guide the chances are that the statistics* below will be out of date, however they can still be used to illustrate the online phenomenon that is social media.

- 91% of online adults use social media regularly
- 53% of adults who are active on social media follow a brand
- 27% of small and 34% of medium businesses are using social media for business

  (with a 10% increase year on year)

Despite the increased use of social media by marketers in the UK, only 7% are actually measuring the impact of the channel and how much ROI it generates. Despite the rise of social media, email marketing continues to deliver strong ROI and value; however social media does present new challenges for email marketers. Ensuring that social media channels are integrated with email marketing activities as effectively as possible is essential to ensure the best possible results from marketing campaigns.

Social media and email marketing really do work better together and should not be viewed as separate channels; the rise of social media does not represent the decline and death of email marketing. This view is backed up by recent stats concerned with consumer and marketer usage, which also suggest that the popularity of email marketing is not waning:

- People who buy products marketed through email spend 138% more than people that do not receive email offers
- 44% of email recipients made at least one purchase last year based on a promotional email

At Pure360 we are asked about social media on a daily basis. As we stated above, most businesses are, to some extent, using social media but it is important to understand that email marketing has come a long way since simply including 'share this' buttons on emails were the extent of integrating the two channels. Therefore the purpose of this guide is to provide marketers with a number of ideas and suggestions for integrating your email and social channels by using a variety of activities.

**Statistics obtained from thesocialskinny.com and convinceandconvert.com*

Why use Email and Social Media together?

Social media has opened up options for B2B marketers, giving them the opportunity to use methods other than email marketing to effectively communicate their message to their online audience. Social media offers B2B marketers flexible options which allow them to reduce 'email fatigue', meaning that it enables them to send out fewer emails to their clients/ prospects so that they can concentrate on making emails as engaging, relevant and personalised as possible.

Critics have argued that social media will mark the end of email marketing, but instead there is increasing evidence that social media and email marketing can be used together to generate impressive results.

Social media's massive reach, viral capability and opportunities to connect help to broadcast content further, helping the user to build better relationships with both clients and prospects. Email marketing can also intensify those relationships through permission based, personalised and targeted messaging.

Social media can actually help engage businesses with their inbox. A recent Marketing Sherpa study found that 42% of daily social media users check their emails four times a day or more, compared to just 27% of non-social media users. Additionally, those social media users are likely to share email content with their networks, giving campaigns an even wider reach and increased impact.

To get the most out of email and social media marketing it is important not to treat the channels separately, but instead to integrate both marketing methods to gain the best results, grow your audience, share content, convert prospects, increase ROI and add life to tired campaigns.



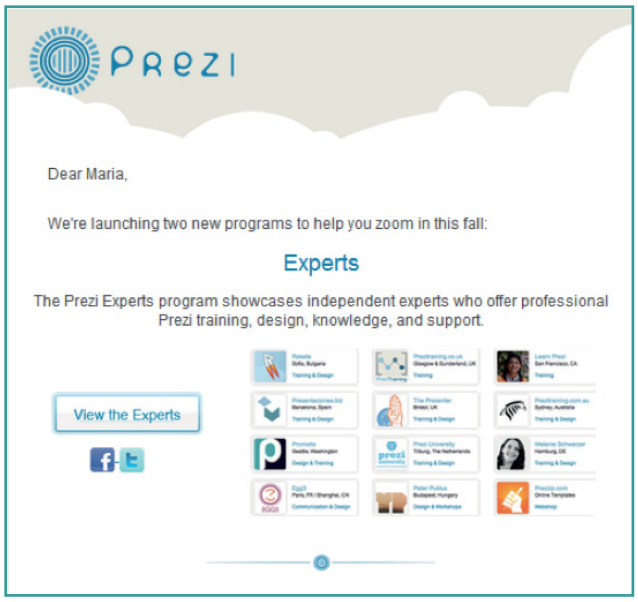
Pure360 newsletter

How to use Email and Social Media together

Begin with Social Sharing

One of the many benefits of social media is that it allows your clients to easily share with their network how much they love you, whether you have your own social accounts set up or not. You can encourage them by including highly visible social share buttons within your emails. By doing this you are making it as easy as possible for your readers to share your content within their social networks.

There are various ways you can incorporate social share buttons. You can choose to share the entire email; however we recommend that you include share buttons within each article, as users are far more likely to want to share an individual piece rather than an entire newsletter.



Prezi newsletter

To make your recipients aware of the social share buttons and how they can be used, you may want to include a short note within your email alerting readers to this option. Invite them to share your content with their Facebook friends, Twitter followers and their wider social network.

You can consider encouraging sharing by posting messages such as "Like this guide? Share the knowledge on Facebook or Twitter with the buttons at the top of this email!" Remember that once you provide your readers with engaging, informative content which they will want to share, the rest will be simple!

You can also use your ESP's Post to Social functionalitiy,which allows you to automatically post a link to your campaign to Facebook and Twitter once it is sent out. This enables you to spread your newsletter through social media immediately and without a second thought.

Promote social via email



SmartDraw newsletter

Social media marketing isn't just about sharing your newsletters; you also have to remember to promote your social media presence within your emails. Don't assume a fan of your Facebook page has signed up to your newsletter; similarly don't assume that someone who receives your newsletter is a fan of your Facebook page.



Parcel2Go.com email

Consider adding links to your major social media profiles within all your emails. By doing this, new subscribers who are receiving their first email from you will be aware that they can connect with you via social media too. If you are part of one or more social networks, you can send a special campaign to your email list announcing or reminding recipients of your profiles and ask them to connect with you for exciting news and updates.

Promote email via social

The integration of email and social media works both ways. As previously stated you can use email to make businesses aware of your social profiles, however you can also use social media to promote your newsletter.

You can use social media to make fans, friends and followers aware of your email list options. For instance, you can simply tweet your newsletter sign up page to your followers, or you can add a 'Sign Up' application to your Facebook page, which allows fans and visitors to subscribe to your newsletters and emails without having to leave the Facebook interface.

Turn your Social Network into new business

Once you have mastered the basics, the next step is building your email list via your social network. Social networks are a great way to share content with clients as well as prospects; however fans and followers aren't always as valuable as an email subscriber, particularly if you are not connecting with them effectively. With an email subscriber you have clear permission to send email messages which are highly relevant and targeted to the user, which will help turn prospects into clients.

A massive 75% of social media users said that email is the best way for a businesses to communicate with them, so one of your first goals for social media and email integration is to convert your social media network into email subscribers.

Converting Facebook Fans

A massive 90% of B2B Companies actively participate on Facebook, making this platform particularly important. One of the easiest ways to encourage your Facebook fans to convert is to add a Facebook sign up form on your page, such as Pure360's Facebook Register. Amazingly only 10% of businesses currently do this, which means you will be one of the first!



B2B Interactive Marketing Inc. newsletter sign up

The Facebook Register form is a one click process where you can gather large amounts of data on a user, such as name, gender, email, birthday and location, without them having to do anything! You can also add custom fields which allow you to add even more information. This enables you to build a list of people who have engaged with you on Facebook, with the added benefit of knowing information about them which can make your email communication even more relevant to them.

Consider offering an incentive for people to sign up to your newsletter, such as a free trial or a free eBook download.

Converting Twitter followers

You have several options to work with when it comes to combining your email promotion and daily tweets. If you want to be direct you can tweet occasional requests to your followers to sign up to your newsletter or join your email list; be sure to include a shortened link to your sign up page so they have easy access.

If you want to be more discreet you can tweet a description of your next newsletter; briefly explaining what the benefits of signing up to your newsletter are, such as receiving exclusive news, content and offers.

Another way to convert Twitter followers is to include a newsletter content teaser within your tweets. Mention email only promotions or include links to content which requires registration, such as white papers of webinars.

Converting LinkedIn connections

Marketers often overlook LinkedIn groups, even though 47% of B2B companies actively participate on the site. LinkedIn can be a great way to increase your social network reach, connect to relevant people, find clients and showcase your expertise. 81% of LinkedIn users are members of at least one group, so just by being active on this network you are likely to attract the right people.

You will need to start by creating your own LinkedIn business group where you can share and discuss your company's news and content. Next you can search for and join other relevant LinkedIn groups and contribute to them by commenting on current posts as well as creating your own.

Once you have mastered this, you can begin to share content which encourages group members to sign up to your newsletter. For instance you can promote educational content which requires registration, newsletter teasers and articles from recent newsletters.

Pinterest

Pinterest has been crowned the fastest growing social network ever, with many B2B companies experimenting with the platform to increase brand visibility. The site works as an online pin board; allowing you to categorise images from all over the web into your own personal scrap book.

Pinterest is particularly useful if your industry is visual, such as design, manufacturing or health. If this sounds like you then consider using Pinterest to test out which images are more popular with your target audience. If one image in particular has been repinned (shared) lots of times, then you might want to consider including this within your newsletters to catch your reader's attention as well as to tempt them to share your newsletter.

Additionally, you can use Pinterest to promote your own newsletters visually. Take images or even screen captures from your newsletters and upload them onto a Pinterest board, including links back to your newsletter sign up page.



Summary

We hope what we've emphasised in this guide is that social media and email marketing are best used together and there are lots of ways you can do this:

1) Integrate social media and emails instead of using them separately
2) Add social sharing links to your emails
3) Add links to your social media profiles within your emails
4) Promote your newsletters and email campaigns via your social media profiles
5) Turn social users into email sign ups with Pure360's Facebook Register
6) Tweet promotions and teasers from your newsletters and email campaigns
7) Share your newsletter in relevant LinkedIn groups

Don't forget – we've come a long way since a 'share this button' was the extent of the integration so, if you haven't already, make sure you experiment with some of the ideas in this guide and we're sure you'll gain some great ROI from your campaigns as a result.

About Pure360

Pure360 is an email & SMS marketing provider who specialise in helping businesses get the best results from their campaigns. Pure360 work with over 1000 organisations including brands such as Rightmove, Virgin and innocent drinks. Our customers stay with us through choice, not contract, and they tell their friends about us – but never their competitors!

We'll work with you to improve your email marketing and SMS results.

You'll get the best from your campaigns without being tied into a long contract, because your success is our success. You'll get full training, support and regular free advice supported by email marketing and SMS software that's developed in-line with customer feedback.

Pure360 customers have access to the largest UK-based customer support team of all email marketing providers because our whole focus is on improving your results by working together.

Members of the DMA, we've recorded a 10% higher open rate for our customers than the DMA average, leading to higher clicks and conversions for your email marketing campaigns.

You can find the team working to improve our customers' email campaigns, down in Brighton, pop in or give us a call on **0844 586 0001** to discuss how we can help you get excellent results from your email & SMS campaigns. Or email us at **contact@pure360.com**