

SOCIAL MEDIA MARKETING

Email Marketing

Introducing this platform to all your leads, marketing databases and existing clients is a great way to grow your user numbers. Please do not use spam. Email responsibly.

ⓘ Important Note

Whilst we have provided two beautiful looking HTML templates, we have had feedback that a personal introduction to the dashboard via an “Outlook” style email with a normal introduction and signature gets a far better sign up rate.

You can use Outlook 2013 to perform mail merges, however simply formatting your HTML to exactly emulate your Outlook emails appears to be just as effective.

We have some suggested subject lines below and the open rate they achieved within 4 hours of the send.

A/B Split Testing

Experiment! It's essential for any marketing campaign that you split test everything. Test one subject line against another and check the open rate. Check several sets of email content and check the click through rate. Email marketing will be more effective with a series of 4 or 5 emails about your free social dashboard. Introduce it, then perform a series of weekly emails focusing on a specific benefit (time saving, content research, visual composer etc.) We will be featuring an email series soon.

Suggested Subject Lines

Wherever possible it is advisable to insert the first name of the person you are sending the email to. If you use it at the start of the subject line, then if that field is blank it will only result in a single space, which will not look odd.

18.28%	**First Name** **Company Name**'s Complimentary Business Tool
17.82%	**First Name** Complimentary tool to take control of your social media.
17.47%	**First Name** introducing our free social media management dashboard.
16.51%	**First Name** Give your social media WOW factor with our free tool.
15.64%	**First Name** A free business tool that will save you loads of time.

Suggested Introduction Email

This is just a suggestion. Experiment with your own introductions and content. The important thing is that our feedback suggests a 20%+ increase in sign ups from “Outlook style” personal introductions, so bear that in mind during design. We spent a lot of time making beautiful looking templates, but we want you to experience the best sign up rate you can achieve.

Hi ****First Name****

My calendar has just binged up to drop you a line about our new business tool.

You already know that social media is a very effective way for you and your business to generate new leads.

Using the right tools makes reaching your social media goals possible and we've provided you with one of the best for free!

I'm sure it will become an invaluable part of your business. It finds relevant and engaging content including videos & news, all of which can be posted with the click of a button. It also creates incredible image posts without any photo editing experience.

You will save loads of time by having all your social media in one place with the ability to schedule posts across multiple platforms.

You can also measure your social media performance, which helps you get more traffic and generate new leads.

It's amazing and it's free so signup here and give it a try.

Sign up free at: social.YOURDOMAIN.COM/signup

YOUR USUAL EMAIL SIGNATURE.