eVision Media

Social Blast:
eMarketing for Entrepreneurs

An online social media & marketing monthly membership program that teaches you **what to do, when to do it** & **how to do it.**

With Susan Friesen

eMarketing Strategy

- Facebook
- LinkedIn
- Pintrest
- Pull Marketing
- List Building
- Search Engine Marketing
- Twitter
- EMAIL Marketing
- Blogging
- SEO
- Social Media Marketing
- Webinars & Teleseminars

- **Introduction**
- **Content Marketing Part 5: Newsletters**
- **Q & A**
- **Your Action Assignment**

Recap: Blogging & Article Distribution

- Blogging platforms
  - Wordpress
  - Two distinctions
    - 3rd Party
    - Self-Hosted

Recap: Blogging & Article Distribution

- 3rd party platform: Wordpress.com
  - Easy to use
  - Not hosted on your website server
  - Little control over how it looks
  - You don't own your content

Recap: Blogging & Article Distribution

- Self Hosted platform: Wordpress.org
  - Complete control over customization
  - Huge SEO benefits
  - Sending people back to your website
  - Lots of plugin options:
    - SEO Yoast
    - Social Sharing
    - Firewalls
    - Backups

Recap: Why Blog?

- SEO Benefits
- Gain more visibility and credibility
- Your own content to share on social media
- Newsletter content

Recap: SEO Benefits

- Helps get our website found in search engines

9 Reasons Why Social Media Has Become An Epic Fail for Your Business

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Google

Why Social Media Has Become An Epic Fail for Your Business

All   Images   News   Videos   Shopping   More   Settings   Tools

About 4,810,000 results (0.78 seconds)

9 Reasons Why Social Media Has Become An Epic Fail for Your ...
www.business2community.com/social-media/9-reasons-social-media-become-epic-fail... ▾
Jan 10, 2017 - 9 Reasons **Why Social Media Has Become An Epic Fail for Your Business** ... goes
into making social media marketing work effectively for a business. ... on social media and think it's all
been an epic waste of time fail, then it's ...

9 Reasons Why Social Media Has Become An Epic Fail for Your ...
evisionmedia.ca/9-reasons-social-media-epic-business-fail/ ▾
Jan 10, 2017 - **Social media** is a prominent advertising, marketing and lead generating tool for
businesses today but the trick is **being** strategic about **your** ...

9 Reasons Why Social Media Has Become An Epic Fail for Your ...
https://www.linkedin.com/.../9-reasons-why-social-media-has-become-epic-fail-your-f... ▾
Jan 11, 2017 - 9 Reasons **Why Social Media Has Become An Epic Fail for Your Business** ... This is
when I tell them social media marketing isn't as easy as ...

PPCmate on Twitter: "9 reasons why social media has become an epic ...
twitter.com/ppcmate/statuses/821684837526437888 ▾
Jan 18, 2017 - 9 reasons **why social media has become an epic fail for your business** https://goo
.gl/7jJQXs #Marketing #SocialMedia #business ...

Tick Yes on Twitter: "9 Reasons Why #SocialMedia Has Become An ...
https://twitter.com/TickYes/statuses/821469969863114753 ▾
Jan 17, 2017 - digital strategy development | email marketing | database marketing | SEO content
development | **social media** marketing | web development ...

Valuable Lessons from 5 Shockingly Bad Social Media Fails
https://socialmediaweek.org/.../valuable-lessons-5-shockingly-bad-social-media-fails/ ▾
Apr 16, 2015 - Even Major Brands Make Major Mistakes on **Social Media**. ... The Lesson: Be careful
what you wish for because you just might **get** it. ... If you or **your company has** a relevant message,
you can communicate that, but if you're ...

Business 2 Community Newsletter - January 16, 2017 - MailCharts

Recap: SEO Keywords
- Keywords
- In the title AND in the article itself
- What are keywords?
  - The main topic of your article
  - Use 1 or 2 keywords
  - Focus on topics of interest
  - Avoid industry jargon
  - Use variations of the same keyword
  - Don't keyword "stuff"

Recap: Adding Articles to Wordpress

- Yoast SEO Plugin
- Main Components
  - Focus Keyword
  - Title
  - Description
  - Keywords

Recap: Article Distribution

- Submit to Article Repositories
  - ezinearticles.com
  - selfgrowth.com
  - business2community.com
  - livejournal.com
  - youinc.com
- Submit to Other Blog Platforms
  - LinkedIn Pulse
  - Medium
  - Facebook Notes

Recap: Article Distribution

- Re-publish to social media channels
- Twitter can be re-posted several times:
  - 5x's a day spread throughout the day
  - Have several other posts in between
  - Say something different each time
  - Do this 3x's a day over a week
  - Use a scheduler like Hootsuite
- Facebook or LinkedIn: every 2-3 months or even previous year

Recap: Social Media Schedulers

- Hootsuite
  - Manual process
- Automated tools
  - Meet Edgar
  - RecurPost
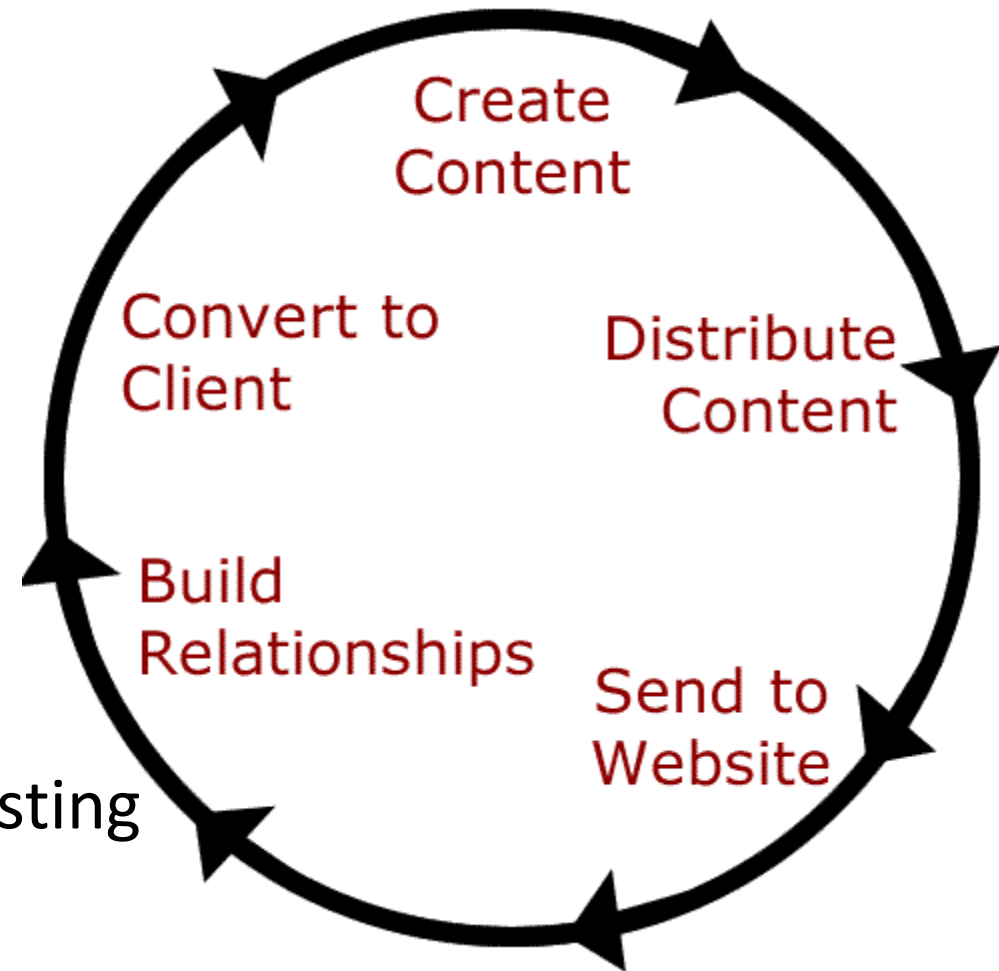 - Smarterqueue
  - SocialOomph

Newsletters

- Build the 'Know, Like & Trust'
- Rare to convert on first encounter

More Touchpoints = More Familiar = More Trusting

Newsletters
- Collect a database of interested people
  - Primary target market
  - "Lowest Hanging Fruit"
- Consistently keep in touch with your list
  - They won't forget about you
  - Will respond when the time is right

Newsletters

- Showcase your expertise
  - Build brand credibility
- Inexpensive form of marketing
- Develop lasting relationships over time
  - Increasing the "know, like and trust" factor
  - The more likely they will convert to client or refer others

Newsletters

- Newsletters have become common
  - Need incentive to get signups
  - Give good reason to provide their email address
- What would be a good incentive?

Newsletters - Incentives

- Free
- Something of value
  - Don't be afraid of giving away too much
- Digital format
- Represent you on a professional level
  - Risk losing your credibility if cheap and amateurish
- DO NOT make it a sales piece!
  - Draw people in & showcase your knowledge

Newsletters – Free Giveaway

• PDF eBook, checklist, report or workbook

• Video or audio series

• A quiz or survey

• Free chapter of a book you've written

• Case study or white paper

• Coupon or discount on their next purchase

Newsletters – The Process

- Sign up form on website showcasing free give-away
  - Be clear they also get newsletter
- Need to keep being engaged with subscribers
- Auto responder series
  - Automated emails triggered upon signup
  - Immediate / automatic follow-ups
  - 3 to12 emails "dripped" over time

Newsletters – The Process

- Need a reputable newsletter service provider
  - Do NOT send out using personal email account
- Place sign up form on every page of website
  - Top right hand corner or header
- Landing page
  - Ad campaigns and social media promotions
  - Immediate / automatic follow-ups
- Use a PopUp

Newsletters – What to Include

- Primary objective is to provide value – not sell
  - Advertising & promotion not main focus
- Exceptions to Rule:
  - Campaign launch promoting new product/program
  - JV Partnership promotion
  - Big brand showcasing daily deals / features

Newsletters – What to Include

- Single column format
- Introduction
  - Personal insights
  - Casual and interesting
  - Connect story with topic of main article
- Client Showcase
  - New clients
  - Testimonials
  - Case study
  - Include photos if possible

Newsletters – What to Include

- Your Recommendations or Promotion
  - Something you recommend of value to your readers
  - Affiliate link for commissions
  - JV promotion
  - Your own product or program
- Feature Article
  - Full article in body of newsletter
  - Just image and first teaser paragraph with link back to blog
    - Sends readers back to website
    - Opportunity for readers to leave comment/follow call to action

Newsletters – What to Include

- Your Bio / Profile
  - Place at the bottom
  - Reminds people who you are and why they signed up
  - 20 second elevator pitch
  - Call to action

Newsletters – What You Need to Know
- Always match your brand design
- Always include the Plain Text version
- Ensure HTML code is "clean"
  - Cautiously use the WYSIWYG editor
  - Different email platforms render the email differently
- Test the newsletter on different platforms
- Use ALT tags with images

Newsletters – Subject Lines

- The most important component of your newsletter
- Avoid spam triggers:
  - Too many exclamation marks / special characters
  - $ and % signs
  - "Free", "Help", "Percentage Off" and "Reminder"
  - All caps
  - Use a spam checker tool like https://www.mail-tester.com/

Newsletters – Subject Lines

- 50 Characters or less
- From line clearly indicates who you are
- Should be:
  - Compelling
  - Relevant
  - Timely
  - In harmony with newsletter topic
  - Personalized
  - Ellipsis points

Newsletters – Subject Lines

- Subject line formulas:
  - _____ sources of _____ (7 sources of energy boosting tricks)
  - _____ things _____ doesn't want you to know (5 things your doctor doesn't want you to know about hormones)
  - _____ facts about _____
  - _____ ways to _____
  - How to _____ in _____ minutes/hours/weeks etc
  - This _____ (This is what I was talking about …)
  - Why, what & how: Why a Man Who Discovered a Cancer Cure Got Jailed

Newsletters – Frequency

- At the very least: Once a month
- Better results if twice a month
- Even better results if once a week
- Can be daily if short and concise
- Test for days and times of day
  - Tuesday through Thursday but might be different
  - 9am – 10am local time but might be different
- Be consistent – same day and time every time

Q & A

Your Action Assignment
- Review today's recording
- Set up a newsletter box on your website and/or free giveaway
- Set up an auto responder series
- Build your newsletter subscriber list
- Plan a newsletter schedule that you can commit to
- Critique other newsletters and see what you like about them
- Write out a newsletter and schedule to send (get help if needed)
- Plan out your next newsletter so you are ahead of the game