

Grow Your Business with Email and Social Media Marketing

Strategies for Small Businesses and Nonprofits

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. Complete the exercises in this workbook and you'll have all of the elements of your next great campaign all in one place.

1 Framework for marketing that works

It's important to keep in mind that, at its core, **marketing is done to elicit a physical and measurable response**. A click, a call, a reply, a purchase or referral - the campaign you create is intended to drive an action that benefits your business or organization.

Here are the three simple steps you can use:

Three Simple Steps

1. Set marketing goals and objectives
2. Run campaigns
3. Get measurable results

2 Marketing goals and objectives

Marketing goals are at the core of what small businesses and organizations are trying to accomplish. They guide decisions and strategies. These goals can be "reach new customers" or "nurture leads", for example.

Objectives are specific and measurable: "Increase donations 10% this month...", "Deliver whitepaper to tradeshow leads...", "Fill 75% of seats on a Sunday night..."

Goal _____

Objective _____

Goal _____

Objective _____

Goal _____

Objective _____





3 Campaigns, Offers, Content and Hitting “Send”

Once your goals and objectives have been established, you can make decisions about the type of campaign you would like to run, what you might offer, what you would like to say and how you will distribute your campaign. Write your subject line ideas in the space below.

1. What type of *campaigns* fit your objectives?

- Welcome campaign (for new customers, volunteers, clients, members)
- Offers & Promotions
- Fundraising / Membership Drive
- Event Invitations & Updates
- Information sharing
- Announcement (“We’ve Moved!”)
- Goodwill (“Thank you!”, “Happy New Year!”)

2. What might you *offer*?

- Discount (“15% off on handbags”, “5 classes for the price of 4”, “Save 10% on...”)
- E-book (“This Year’s Fundraising Efforts”, “How Tax Code Changes Will Affect You”)
- Download content (“50 Calligraphy Tips”, “Holiday Recipes”)
- Video (event recaps, fundraising appeals, how-to videos)
- B2B Service (energy audit, IT consultation)
- Experience or Event (“Join our Red Carpet Crew”, “Taste of Italy Cooking Class”)
- Support a Cause (“Be a Part of the Cure”, “Your Support Educates a Village”)
- Other _____

3. Content ideas

When thinking about what to write, ask yourself these questions:

What do you know that your audience doesn’t and why does it matter to them?
What’s new in your business or organization and how will it impact your audience?
What picture can you share that will tell your story?

4. How will you send your campaign?

- Direct mail
- Web (website, directory, etc...)
- Email
- Facebook
- Twitter
- Other social media _____
- Other channel:





4 Subject Lines

Once you have crafted your campaign, you want to make sure that your audience will open the email when you send it out. The simple principle and examples here will help you craft a subject line that will get people to open your email today.

Write your email subject line ideas in the space below.

1. Subject line: _____

2. Subject line: _____

3. Subject line: _____

4. Subject line: _____

2-2-2 Principle

- **2 Seconds:** You have **2 seconds** to catch their attention.
- **2 Words:** Make the first **2 words** count - that's all your audience will read before making a decision to read further or move on.
- **Today:** Your subject line should answer the question, "Why does this email or message matter today?"

Sample Subject Lines

- **\$5 free to be naughty... or nice?** (Burrito Restaurant Chain)
- **Low Cost & High Value = Good news** (B2B Marketing Services Provider)
- **Daily Alert - "Bunnies are Evil"** (On-line T-shirt Printer)
- **Enormous - The Impact of the Support You Provide Today!** (Healthcare Non-profit)
- **How Old Are You?** (B2B Graphic Designer)

5 Your Marketing Checklist (for when you go home and build your 1st campaign)

1. Does it look like your brand? Have you used your logo? _____ Yes No
Have you used your brand colors? _____ Yes No
2. Is it easy to use? Where will people go when they click your link(s)? _____ Yes No
3. Is it engaging? What images are you using? _____ Yes No
4. Is it sharable? Have you encouraged readers to share your email? _____ Yes No
5. Is it mobile-friendly? Have you checked your email on a mobile phone? _____ Yes No





Now that your ideas are recorded, it's time to put them to work for you! Select your preferences from each category and write them below. Your simple marketing plan is now ready to create and send. Over the next few days, give it a try. You will find you now have everything you need for successful marketing campaign!

Your Objective(s): _____

Your Goal(s): _____

Campaign Type: _____

Content & Offer Ideas: _____

1. _____

2. _____

3. _____

How You're Sending Your Campaign: _____

Subject Line / Headline: _____

Don't forget...

As a small business or non-profit, you have an advantage: you can be the face that others associate with the organization. **Be your authentic self. Be human. Let your voice come through.** Take the plan you've created and go send a campaign that will get results and help you grow your business or organization today!

Free Resources Available for You

Learn more online...

Find more tips, best practices and insights on a full range of small business marketing topics on our blog. Visit blogs.constantcontact.com.

Learn more locally...

Find more local seminars and workshops near you. Visit www.constantcontact.com/local-learning.

Need more help?

Constant Contact can be your one-stop shop for marketing tools that enable you to reach, engage and grow your contact list. We offer education, support and a network of local experts who can even create and implement your campaigns for you. With Constant Contact, it's easy to bring all of your marketing together and achieve your goals.

