

# How Email Marketing Powers Your Social Media Strategy

Are you wondering if email marketing is still relevant? With the popularity of social media and blogs, you may be questioning whether email marketing is a useful tool in your business marketing strategy.

The answer is yes, email marketing is still a great way to market and savvy marketers are keeping it in their toolbox as a way to build business. In fact, email can be *more powerful* than ever.

Why? Because email is a very direct and personal way to reach out to current and potential customers. When you integrate email with social media as part of a complete digital marketing strategy, you get marketing that is more effective because you get additional people spending extra time with your brand.

Not only is email a personal way of reaching out to customers *and* a powerful marketing tool when combined with social media, it is also a very cost-effective way of marketing. According to Direct Marketing Association, it has an ROI of around 4,300%, not to mention that it saves a tree or two.

What's better still about using email to complement your social media strategy is that more and more customers are accessible through mobile— in fact, mobile email client usage is soon set to eclipse both that of webmail and desktop clients—so email and social media are right at their fingertips any time of the day. That creates more opportunities for you to reach out to current and potential customers with relevant brand content.

# Six Great Ways Email Marketing Can Complement Your Social Media Strategy

## **1¶ Include social icons in emails.**

And make them noticeable! Make sure they are large and at the top of your email to make sure to maximize engagement from your customers. Look for email applications that have responsive design that will enable you to move the placement of social icon buttons.

## **2¶ Invite your subscribers to share and connect.**

Just placing icons there is not enough. Make sure to invite people to connect with you and to share the email with friends.

## **3¶ Dedicate one email campaign to a particular social media network.**

For example, send an email to your subscriber list asking them to connect with you on Twitter and let them know that you are sharing great content there, too!

## **4¶ Ask for email subscribers on your social media.**

It works the other way around, too! Let people know that you have great content to share and would like to include them.

## **5¶ Build an email opt-in for Facebook.**

You can embed this on your page and take the opportunity to ask your fans to sign up.

## **6 Promote your email newsletter on your blog.**

Make sure to ask readers to sign up!

Whether you are emailing to request a customer review, sending a promotional email blast, or committing to a weekly email newsletter to your customers, email is absolutely still a great way to combine with your social media strategy. When you combine these two, you have a powerful toolbox at your disposal, ready to build your business bigger and better.