



# 25+++ things you should know about email & social marketing...

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# today's session...



1. **email** marketing--best practices
2. **social** marketing--what's happening



# The future looks bright...



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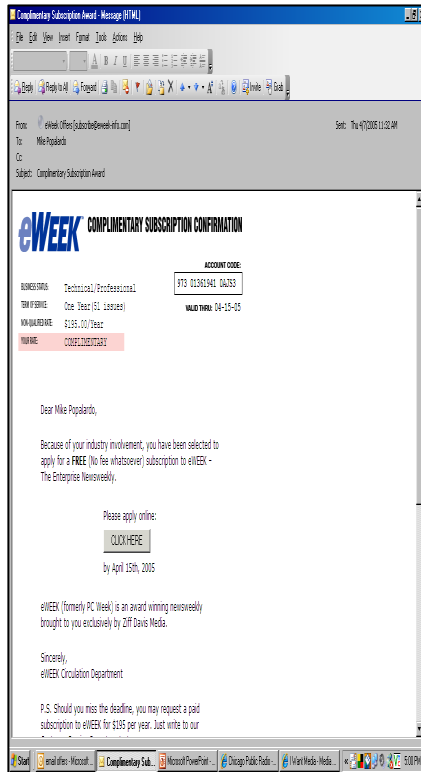
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# email marketing – THE NIGHTMARE

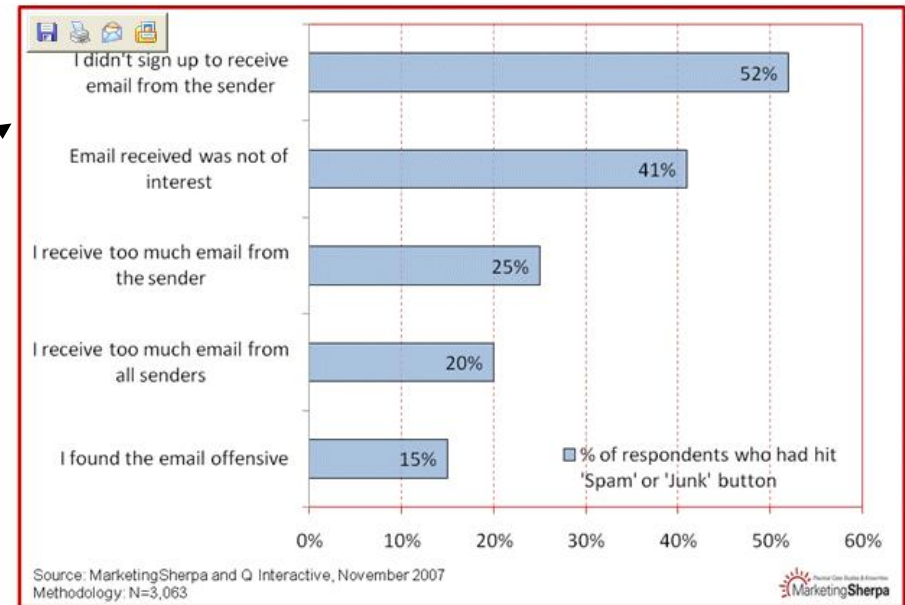


- volume
- phishing
- SPAM – this too
- trolls
- squatters
- zombies

## MarketingSherpa Chart of the Week

[Click here](#) to return to main article.

### New Chart: 5 Reasons Recipients Hit 'Spam' or 'Junk' Button





# email marketing – getting through the ESP & ISP

## Challenge

Perceived as SPAM by ISP

Perceived as SPAM by customer

Blocked by ISP

Thrown into junk

## Solution

Content Checker

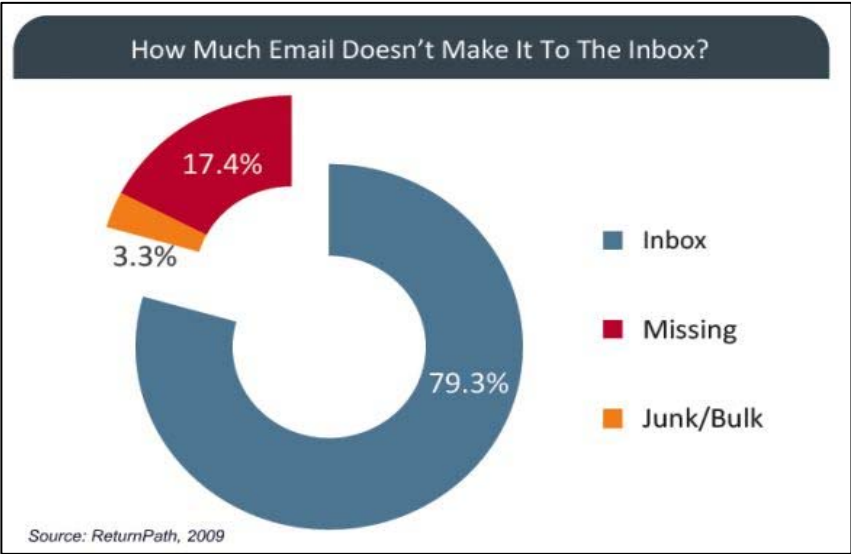
Build Relationship

Your Good Rep\*\*

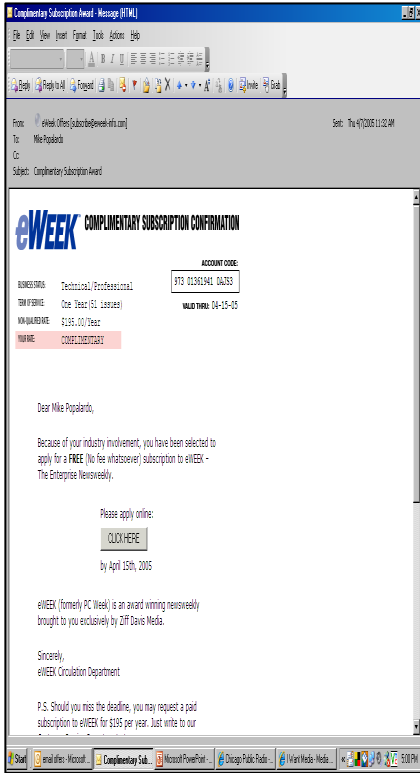
All ESPs **are not** the same



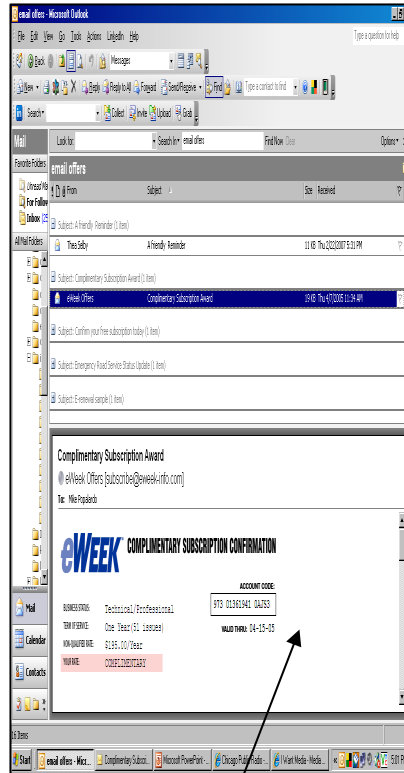
# email marketing – getting through the ESP & ISP



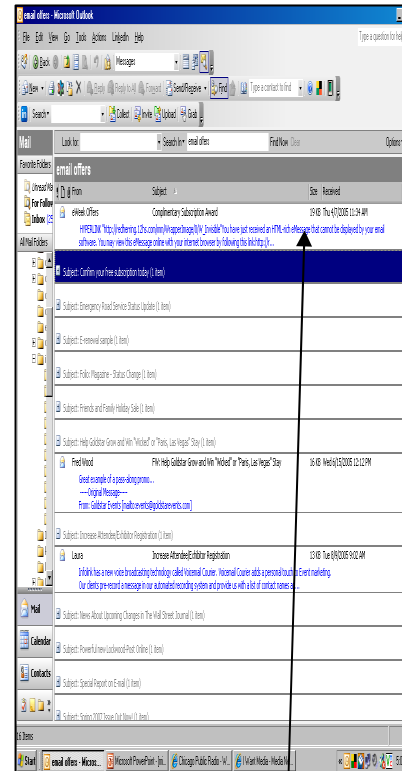
# How will your email be seen?



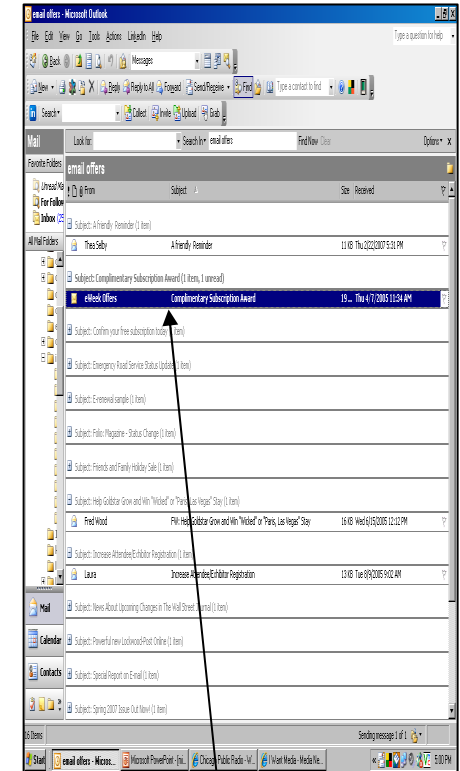
**full view**



**4 inch pane**



**1 inch pane**



**no pane**

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# email marketing – the subject header

1. Read the newspaper
2. Define goal
3. Leverage “from”
4. Lead, don’t mislead
5. Convey urgency
6. Concrete, not cute
7. go short or go long
8. Go ahead, **use free**. Just **don’t use FREE!**



# email marketing – body, audience, integration

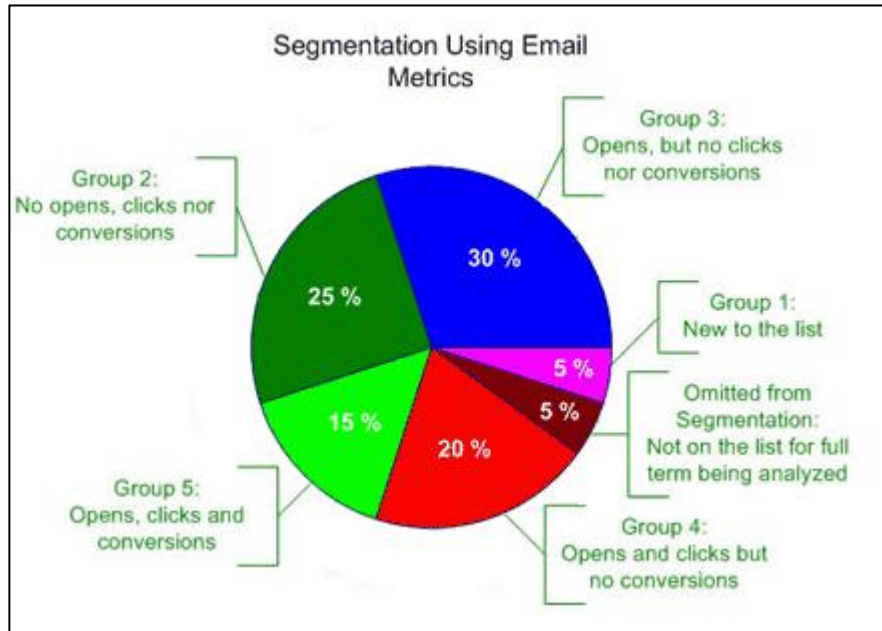
1. Image + Text—lower on SPAM meter
2. Above the scrollbar = above the fold
3. Multiple links to same place
4. Match landing page to offer
5. Blacklisting hurts
6. Double Opt-in
7. Personalize based on past behavior
8. Blackberry/iPhone Format

Remember you're a direct marketer (measure, test, analyze)

# email marketing – key areas to look for improvement



personalization



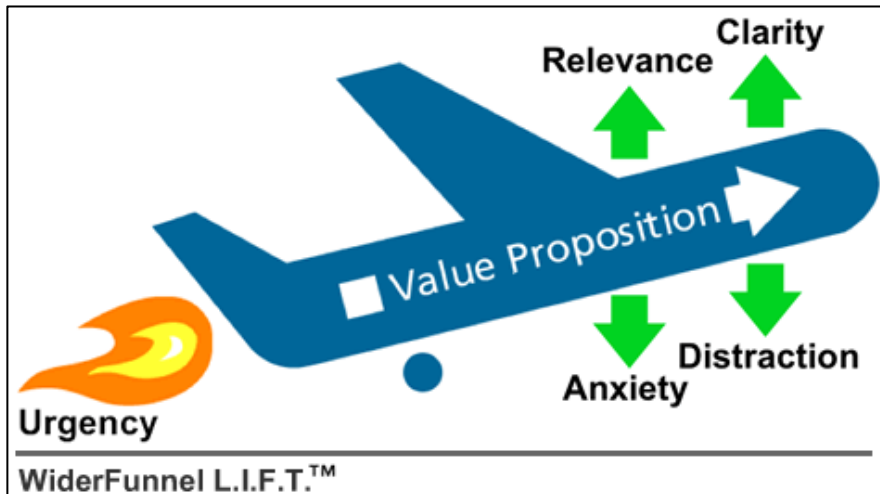
- **behavior**
- **geography**
- **recency**
- **source**
- **type**

see how they see it: [campaignmonitor.com/testing](http://campaignmonitor.com/testing)

# email marketing – key areas to look for improvement



unique landing pages



## RECOMMENDED LANDING PAGE TESTS

- enlarge action buttons
- value proposition in high contrast
- left-justify your headlines – 2 lines or less
- cut copy in ½
- reduce # of form fields
- minimize # of layout columns

# email marketing – 2 kinds of metrics



## Process

- Delivery/bounce
- Spam complaint rate
- Open rate
- Click-thru rate
- Conversion Rate
- Forward (FTAF) rate
- List Churn
- Landing page abandons

## Contribution

- Revenue Generated
- Cost Savings
- Leads Generated
- Site traffic
- ROI: avg response/order value
- Customer retention
- Channel Value

# Finally, we're really doing integrated online mktg

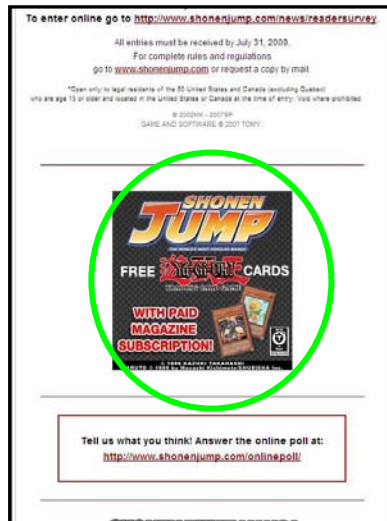


This year's equation: web + email + **social** (+ mobile) = **ROI**



the promotion

newsletter



website



landing page



# social media - the basics



	<b>Mass Media</b>	<b>social media</b>
<b>Global Audience</b>	Can reach global audience	Can reach global audience
<b>Ownership</b>	Owned privately or by govt	Anyone can own social media tools
<b>Frequency</b>	mostly no more than daily	Instantaneous and potentially constant
<b>Professional skillset?</b>	Yes	No
<b>Permanence</b>	Cannot be altered once created	Endlessly alterable
<b>Examples of media</b>	Newspapers, TV, Radio, Magazines	FB (social networking), Twitter (Microblog) Youtube (video sharing) Wikipedia, Delicious (social bookmarking) JPEG (photo rating and sharing), Second Life (virtual worlds) miniclip (game sharing), Kaiser (healthcare*)



# social media - the basics



Site	3-month Ranking	Minutes/Day	Percent Growth, 3 mo
Google	1	8.8 min/day	8%
Yahoo!	2	9.3 min/day	.9%
Facebook	3	28.5 min/day	24.3%
Youtube	4	22.6 min/day	8.5%
Twitter	15*	8.1 min/day	118%

Source: Alexa, Sep 13, 2009

# social media - the basics



## Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18





# Facebook & magazines – types of pages

## Pages



Name: **MAKE Magazine**  
 Type: Other Business  
 Fans: 7,669 fans

### What is a Facebook Page?

Pages can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Please note that only the official representative of an organization is permitted to create a Page.

Pages are for real entities to broadcast great information to fans in an official, public manner. Like profiles, they can be enhanced with applications that help the entity communicate with and engage their fans, and capture new audiences virally through their fans' recommendations to their friends.

### How are Pages different from personal profiles?

Profiles can only be used to represent an individual and must be held under an individual name. Pages also allow people to maintain a personal/professional distinction on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative. Fans of your Page won't be able to see that you are the Page admin or have any access to your personal account.

## Groups



Name: **Make Magazine**  
 Type: Entertainment & Arts  
 Members: 496 members

### How are Pages different from groups?

Groups can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject. Groups can be kept closed or secret, whereas Pages are intended to help an entity communicate publicly.



Smart, fearless journalism

Information

Founded: 1976

Fans

6 of 6,473 fans See All



Events

3 upcoming events See All

DC Green Festival DC Convention Center

Mother Jones Become a Fan

Wall Info Blog Photos Boxes Events >>

Mother Jones Just Fans



Mother Jones

The Authorized History of Merge Records | Mother Jones

Source: www.motherjones.com Interview: Gawker scribe John Cook on falling for, and documenting, Superchunk's little indie label that could.



5 hours ago · Share

11 people like this.



Mother Jones

Will the Supreme Court Expose the Torture Photos? | Mother Jones

Source: www.motherjones.com Obama's DOJ has battled to withhold images of detainee abuse. But the court could soon trigger their release.



11 hours ago · Share

8 people like this.

View all 37 comments



Mother Jones

Facebook Poll Asks: Kill Obama? | Mother Jones

Source: www.motherjones.com The Secret Service is investigating a facebook poll (since taken down) that asked if Obama should be assassinated. The answer choices: "Yes," "No," "Maybe," and "Yes if he cuts my health



Yesterday at 5:28pm · Share

12 people like this.

View all 33 comments

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Napa Valley Wine Tasting



Taste and experience the world's finest Châteauneuf du Pape 2007 at the 6th Annual Robert M. Parker, Jr. Seminar & Tasting, October 22.

Like

Meet singles at Match.com



20,000 great people join Match.com every day. View photos and check out profiles of single women in your area. It's free!

Like

One Brooklyn Bridge Park



Lofts to 5 Bdrm Condos on the waterfront in Brooklyn Heights. Iconic views, gym, parking, concierge, yoga and virtual golf! Avail. Now

# Facebook & magazines – a few examples



**O, The Oprah Magazine** Fall is almost upon us which means it's time to go shopping! Check out our September issue for the products that will have you looking and feeling fabulous for fall! Then go to <http://www.omagonline.com/fabulousforfall> to enter for the chance to win a \$1,000 shopping spree!

*fabulous*  
FOR FALL

Let's go shopping! Our fall must-haves will have you looking and feeling fabulous.

at cku.com

## Fabulous For Fall

Source: [www.omagonline.com](http://www.omagonline.com)

Revolutionary technology and a new line-free edge provide ultimate comfort and a smooth, sleek look. Five essential styles in an array of colors, prints and lace for a sexy, everyday bra wardrobe. Available



**Lucky Magazine** Use your Lord & Taylor Lucky Bucks (coupon on page 29 in October issue) for \$15 off a \$75 purchase in store!

Fri at 12:57pm

4 people like this.



**Jillian Gray** I need to open my Lucky Magazine earlier

Fri at 1:04pm · Report



**Zulaikha Satar** We don't have Lord & Taylor here in South Florida! Too bad for us!

Fri at 2:18pm · Report

promote

- advrs
- value of print



**Lillian Davis** There was a chance to sign up for alerts from express and receive \$25.00 off of a \$50 purchase in the August issue. Did anyone get the code? Let someone borrow book and they ripped it out.

Thanks!  
Lillian

Thu at 8:39pm via Facebook for iPhone



# Facebook & magazines – a few examples



**Edutopia** [Become a Fan](#)

Wall Info Back-to-School Twitter Video Events >>

Edutopia Congrats to Rudy Dana Villicano, Susan Jarvis, Sarah Jane Dooley, Karen Hirsch Sullivent, and Rachel Mohl Abrahams! They have all won one of our handy Edutopia eco-bags!



build

- relationship

**Outside Magazine** Win \$1700 in Gear. Today's your last chance to nominate our Reader of the Year. The winner will receive the best outdoor products of 2009. <http://bit.ly/fSDv8>

[bit.ly](http://bit.ly)  
Source: bit.ly

# Facebook & magazines – a few examples



**NEED magazine** Goodbye NEED? Not if we can help it!

So far we have not gained the subscriptions and investment needed to continue. Instead of disappearing we are using this as an opportunity to reinvent ourselves. We need your help to make this happen.

Take this short survey to inform us how to become better and more effective:  
[http://www.surveymonkey.com/s.aspx?sm=LjVABeOSxv3jZnqMJluM\\_2fw\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=LjVABeOSxv3jZnqMJluM_2fw_3d_3d)

**Goodbye NEED?**  
Source: www.surveymonkey.com

September 23 at 1:05pm · Share

4 people like this.

View all 8 comments

**Lisa Reyes Tauer** I just subscribed- its what I can do to help and I get a great magazine too!  
September 23 at 4:40pm · Report

**Dallas Johnson** I just renewed my passionate about your incredible pub  
Yesterday at 3:14pm · Report

request money

customer service



**Isabella Haagen Raia** I never got this months subscription. USPS 'lost' it and they don't want to send me another one. Not nice.  
September 23 at 7:21am · Report

**Outside Magazine** Hi Isabella. You can email our customer service at [oumcustserv@cdis-global.com](mailto:oumcustserv@cdis-global.com) and they will help you wit this.  
September 23 at 10:46am · Report

**Isabella Haagen Raia** I did. They said they would extend my subsc. for another month, but they can't send me this months.  
September 23 at 5:43pm · Report

# Facebook & magazines – attracting an audience



1. Content matters
2. Ask questions
3. Cross Pollinate
4. Take a different attitude--audience marketing 101
5. Friend and be friended
6. Buy your friends (Anti-Tip)

# Twitter & magazines



To Tweet or Not to Tweet: That is the Question

	<b>Yes to Twitter</b> 	<b>No to Twitter</b> 
--	---	---

Where is my audience?*	Tweeting away	Not tweeting
Resources: do I have the Tweeter bandwidth?	I have a willing writer	I don't have a willing writer
My Tweeter has pizzazz	✓✓	
My audience responds to offers on Twitter	✓✓	
I am building an extension to my current audience thru Twitter	✓✓	
Vendors/clients/influentials I want to get in front of are on Twitter	✓✓	

# Twitter & magazines – 5 tips to make it work for you.

To Tweet or Not to Tweet: That is the Question



1. Be authentic
2. Scan 4 Yr Brand/Defend Yr Brand
3. Be relevant
4. Get quantity with quality
5. Be both polite and legal
6. BONUS: Test

# Twitter & Magazines -Twitter Tools



Tweetdeck\*

TwitterFox

Tweetlater

Ping.fm

Twitter for Facebook

hootsuite



\*BirdsNBees — Adolescent Pregnancy  
Prevention Campaign of North Carolina

you text us a question to **36263**. Within 24 hours, we text you back with an answer. It's that simple. We won't judge you or preach to you; you get the best advice and information that we can offer free of charge. All questions are welcome and no question is too outrageous. We're here to help

build + engage + market = **SUCCESS**



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2x faster

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