

Going *Social*



Got some good ideas on using Sign Ups in my PPC, Facebook, etc.

Using Social Media to Build Your Marketing Lists

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Did you know that marketing lists contribute to at least 50 percent of the success of marketing campaigns? Yet many times we are so focused on the messaging and design of the campaign materials, we neglect one of the most important pieces of the marketing puzzle – the marketing list.

When it comes to marketing, you know that your best contacts are the ones that want to hear from you. They're the ones who've raised their hand and responded to a call to action in the past and/or someone with whom you've started to develop a relationship. Investing in marketing to more qualified contacts is going to give you the strongest bang for your buck, and that's why it's important to nurture and build your internal marketing lists. One great way to do so is through blogging as well as social media sites including LinkedIn, Twitter, Facebook, and YouTube.

Besides being less costly to develop and acquire than externally purchased lists, internal lists are CAN-SPAM Act compliant because they include contacts that have opted in to your communications. To take advantage of your already-established social media connections to build your marketing lists, use these tips:

- 1. Have a Strong Social Media Presence** – That is the first vital step. Inactive profiles are not going to generate sign-ups no matter how much you beg. You need to be participating in discussions on LinkedIn, updating your Twitter profile, and being liked on Facebook. The following steps will assume that you have a good following on these sites.
- 2. Have an Easy Sign-Up Page** – Your newsletter opt-in box will likely be on your website. Make it easy to access – having it on every page is a great idea. Don't ask for too much information on the sign-up form because the more information you require, the less likely you will get sign-ups. Make it fast and simple.
- 3. Ask Your Followers to Sign Up for Your List** – It really can be as simple as asking people who are following your company to sign up for tips and tricks, newsletters, free offers, etc. Some of your audience may not have been aware of your email updates, and giving them an opportunity to get more information via a quick sign-up form may be appealing.
- 4. Conduct a Giveaway Drawing** – If the simple act of asking for sign-ups isn't doing the trick, incentivize your followers. "Every 10th sign-up to our newsletter gets a \$10 gift card to Starbucks!" This free giveaway might be just enough to "jolt" them into taking action.
- 5. Target New Followers on Facebook, LinkedIn, and Twitter** – If someone adds you as a contact on LinkedIn or follows you on Twitter, send them a thank-you message with a link to sign up for your newsletter. New followers are great contacts because they are most likely searching for information about your type of services and products.
- 6. Promote via Twitter** – Your bio line with Twitter allows for 160 characters. Use part of this space to tell followers to visit your website and what they will receive if they sign up for your email list. For example, "Get free monthly CRM tips at mywebsite.com."

7. Add Links on LinkedIn – There are two great places to invite potential list subscribers with LinkedIn. First is at the end of your “Summary” information. The other is in the “Websites” section, where you can provide a link to your site. The cool thing is that you can create a separate link that says, “Free XYZ Tips.” You can send this link to your home page or a specific page in which you have your email marketing form.

8. Use Your Blog – Your blog readers should have easy access to a sign-up form by placing it in the sidebar of your blog. If readers have to register to comment, have a box to check if they want to opt-in to mailings when they are registering. Cross-publish the material from your newsletter to your blog with a link to sign up for the newsletter for future updates. If you write for other blogs or publications, be sure to include links to your website and sign-up forms in your bio.

9. Leverage Your YouTube Channel – Request that viewers subscribe to your channel and include links to relevant landing pages in your video text descriptions. Your videos themselves should have a call to action such as a closing that mentions your newsletter and tells viewers how to sign up.

Utilizing social media to build your list will expand your reach far beyond what your website can do alone, and it’s a great way to make several impressions with little effort. The viral nature of social media lets people see who else is liking, following, or subscribing to your information, enabling you to capitalize on the power of social influence. As you start integrating these tips into your social media activities, do not forget that updates and interaction with followers need to be consistent. If you make access to signing up easy, you will begin to see your internal lists grow – and that hopefully means more qualified leads converting into new business! 🌐

Jennifer Culbertson is owner of Looking Glass Marketing and specializes in working with Microsoft VARs and ISVs to build and execute marketing strategies that drive results. With her 19 years of marketing experience within the channel, coupled with her understanding of Microsoft Partner needs, she can help take your marketing to the next level. For more information, contact Jennifer at Jennifer@lookingglassmarketing.com or call 614-453-5927.

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