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**Email + Twitter + Facebook:
22 Tips to Cross-Channel Success**

Today, one in every nine people on earth is a Facebook user and Twitter manages an average of 190 million tweets per day. This is according to a September 2011 post by social media blogger Jeff Bullas, aptly titled, *Stunning Social Media Statistics*. And just as stunning, the *New York Times* reported in January that over 107 trillion emails were sent in 2010.



The important take-away for marketers is this:

If you're not communicating with your customers via social channels as well as through email, you're not reaching your audience where it lives, works and plays.

The online marketing industry is growing, with email continuing to be the largest communication channel, as evidenced from the 2010 results. At the same time, the market is experiencing a shift towards social as a communications channel.

As staggering as it is to think that one in nine people on earth is a Facebook user, consider these additional findings. According to 2011 *Digital Buzz Block Facebook Statistics*: Facebook is viewed 700 million minutes every day, plus 72 million links are shared, 144 million friendship requests are accepted, 216 million messages are sent and 30 billion pieces of content are shared.

That's all in just one day, on one social network. And by simply viewing traffic rankings on Web information sites like Alexa.com, you can confirm that Facebook and Twitter are both consistently in the top 10.

These statistics highlight both the staying power of email and the rise in social networks – the key now is how to pull them all together to create cross-channel marketing.

This guide discusses up-to-the-minute trends and opportunities around the convergence of email with Facebook and Twitter channels. It will take you through a couple of customer success stories to show you how to manage your cross-channel voice to leverage the latest tools and trends, and achieve measurable results.

The Importance of Social

Opportunities to engage

So why exactly do we care so much about social media? Because it's taken the world by storm.

Besides sheer numbers, social media has shown a powerful ability to engage customers – right behind email. A 2011 *Customer Engagement Report* by digital marketing researcher group Insight Express shows that 72 percent of marketers surveyed cite email newsletters as most likely to result in a tangible improvement to customer engagement, 48 percent cite presence on social networks like Facebook, and 46 percent cite micro-blogging on sites like Twitter.

Separately, email, Facebook and Twitter are extremely effective marketing tools. Working together, they have the potential to raise the bar on customer engagement to unprecedented levels.

About Facebook

According to *Web Business Facebook Demographics, 2011*:

- The average Facebook user has 130 friends and accesses 80 community and event pages.
- Users spend roughly 16 hours on Facebook monthly – that's about half an hour per day.
- 48 percent of 18 to 34-year-olds check Facebook immediately upon waking up. It's become part of the daily routine – almost as basic as brushing your teeth. And when you consider how much time people spend on the network overall, the amazing marketing opportunity begins to take shape.
- While young adults comprise about 35 percent of the total user base, the group covering 26 to 44-year-olds is just as large – about 36 percent – and growing. Why is this significant? Because there's a tremendous amount of purchasing power within that demographic.

Having a lot of Facebook fans isn't just about winning a popularity contest; it can actually have an impact on your company's bottom line.

According to the Syncapse *Social Trac Report*:

- Average fans spend \$71.84 on products they "like."
- On average, fans are 28 percent more likely to continue being loyal users.
- The average fan is 41 percent more likely to recommend the product or service to friends.

Facebook isn't going anywhere anytime soon, and the most successful companies will be the ones who use the site for more than just a snazzy marketing campaign and invest in testing and using it as a business-building platform.

About Twitter

As of July of this year, there were 250 million Twitter users, according to Google Plus *Social Network User Statistics*. And based on averages reported on the Twitter.com blog site, Twitter is adding nearly 500,000 new accounts per day.

Nielsen's 2011 *State of the Media: The Social Media Report* estimated that consumers spent 565 million minutes on the site in the month of May from computers at home and at work.

For companies that already have a presence on other networking sites, Twitter can function as an added advantage. Twitter is great for updating your followers about what you are doing:

- You can follow competitors in the industry and know when something worth reacting to happens.
- Giving a personal touch to your brand is best done through Twitter.
- Twitter is very effective in providing 24/7 customer service in social media.

The channel fits in especially well with the kind of news distribution and networking that business-to-business (B2B) marketers already do through newsletters, lead-nurture programs, and re-marketing, re-engagement and event campaigns. It's a smart way to share articles and information with both prospects and your existing customer base, because it shows off just how knowledgeable you are about your industry.

The Importance of Email

Email remains alive and well

Within the past 10 years, email has become a top revenue generator for many companies, and even with the meteoric rise of social media, email remains at the heart of all online applications and will remain there for the foreseeable future.

Email still plays a critical role in the relationship between brands and consumers. Email allows brands to send messages according to their schedule, and it allows consumers to respond at their leisure. Consumers don't like being interrupted by brands, and email provides them a channel where they feel in control. Moreover, email is still where consumers, on average, are the most likely to engage with brands online.

Faster, more personal and cost-effective

Email is one of the fastest vehicles marketers can use to realize results of a marketing campaign. Not only is deployment of the campaign fast, but also the reaction of recipients can be instant. Studies show that a majority of subscribers responding to email do so within 24 hours after a message has been sent.

This fast deployment and reaction cycle enables marketers to send out campaigns in stages, measuring the response on the first wave of emails to quickly adjust the campaign for the next waves, as needed.

Also, depending on the richness of your subscriber database, email marketing permits a high degree of personalization, which raises the impact of your call-to-action. Many marketers limit personalization efforts to the name of the recipient. However, by using professional marketing automation tools, an email marketing campaign can be adapted to the individual profile or needs of every recipient.

Email is also the most cost-effective marketing tool, enabling you to reach people who have actually given you permission to communicate with them and who, therefore, are more likely to pay attention to your messages and respond to your calls-to-action.

How Social and Email Work Together to Drive Business

Why should a company that has built its communications program on email move its resources into social? Depending on whose statistics you believe and where your company does business, there are somewhere between 250 million and 1 billion reasons why.

But sheer numbers aside, is everyone you want to reach already on your email list? And if they are, do you enjoy 100 percent open rates, consistently? While much of the population on Facebook and Twitter is not necessarily a direct hit for B2B marketers particularly, *your audience is there* – and your business would benefit from reaching them.

Tactics for success in social are very different from those in email. But email and social are alike in a very significant way: they are the only two permission-based channels. Marketers who are good at email head into social with a competitive advantage – they already understand the principles of audience acquisition, respect, empathy and relevance.

Let's get started on pulling it all together.



22 Tips to Cross-Channel Success

Why it Makes Good Business Sense to Combine Email and Social

1. Social drives email opt-ins.

If you have a Facebook presence, for instance, provide visitors to your profile the opportunity to both “Like” you and register to be a part of your email marketing database. On Twitter, promote your list by teasing your pending campaign and adding a link to your email sign-up form. These are easy and painless ways to offer another point of entry.

2. Increases the reach of your message.

You can create a Facebook profile and leverage it to communicate about upcoming product upgrades, special events, awards and customer support announcements. You can use Twitter to create an ongoing dialogue stream with your subscribers to keep them engaged with your brand and product offerings.

Customer Success: Social Contest Leads to 5X Social Growth and 3X List Growth

In late 2010, Lyris customer Dacor, a manufacturer of high-end kitchen appliances, cooktops and grills, wanted to grow its social presence and acquire new fans and followers on Twitter (@dacorkitchen) and Facebook (facebook.com/dacor). After a successful Twitter-only contest, the team

decided to launch another sweepstakes that was supplemented with an email campaign to attract new followers for a chance to win a brand new gas cooktop. Six months and three sweepstakes later, Dacor saw its overall fan base increase five-fold. As a result of the sweepstakes, Dacor has also seen three-fold growth in its database and industry-leading success with click-throughs and customer engagement.



3. Email drives social campaigns.

Include social links and “share-to-social” links in your emails to drive content sharing.

4. Increases potential for a “word of mouth” multiplier effect.

This word of mouth multiplier can grow your list, increase awareness of your brand and drive your promotions.

5. Social provides deeper customer insights, for better engagement and improved messaging.

By taking the time to learn which social networks your customers frequent and finding out if there are discussions taking place, you can determine what topics are being discussed and what content is being shared. This information will help you tap into the motivating factors that are driving your customers to share content, which will help you shape future content for your user base.

6. Integration provides opportunities to nurture a lead further along.

This is a big advance because in the past, if someone came and went from your website, the conversation was over. The opportunity to offer a smaller commitment to a social presence allows marketers to continue interacting with prospects, giving you an extra tool to move them down the funnel to a strong commitment with your company.

7. Consumers turn to social media for help with purchase decisions.

Cone research indicates that four out of five consumers have changed their minds about purchasing a recommended product or service based solely on negative information they found online, up from just 67 percent in 2010. Online information, a trustworthy source for 89 percent of consumers, has the power to make or break a product recommendation.

8. Truer one-to-one conversations happen in social media.

Customer questions can be asked and answered directly by a company representative in real time, addressing not just one customer's issue but all customers with similar concerns.

9. Concerns that business doesn't get done in social media aren't valid.

If your customers are completely immersed in Facebook, you may find it's easier to get their attention there than to try to lure them back to the inbox. Social media is a water cooler environment, and conversations happen there that you are only privy to if you're present.

10. Giving up control of your message isn't such a bad thing.

Which would you rather have, an unqualified email address or a visit to your website from an engaged prospect referred by one of your customers? Good things can happen when your customers help tell your story, even if you have to give up a little control to let it happen.

Integrating Email + Twitter + Facebook

While it's easy for marketers to understand why they should be integrating social media, one of the challenges remains how to do it. This is about taking all the principles of integration and consistency and applying them to your newer social channels and platforms. By tying social and email more effectively together, you can get more out of your investments in new media. Integrating your messages across multiple channels and devices is key – because that's where your customers are.

Laying the Social Media Foundation

11. Start by embedding social media links into your emails.

According to the Lyris 2011 Retail Email Audit this is one of the highest ranked email marketing tactics. In fact, 85 percent of the retailers surveyed include a Facebook link and 72 percent include a Twitter link in their email campaigns.

But first, you need to lay a solid foundation in social media. You'll want to do this prior to adding social media links to your emails to avoid getting the cart before the horse. Here's how:

12. Identify where your customers are.

Facebook? Twitter? It's critical to figure this out rather than making assumptions. So how do you find out where your customers are on social networks?

There are many third-party tools that can help you to prioritize your social initiatives, such as Compete and Hitwise. These are free tools that can provide insight about social site traffic by industry sector.

Also consider surveying your customers or customizing your email profile page to ask whether a customer is on Facebook or Twitter.

Finally, there are data providers like FlowTown and RapLeaf who can append social data to your opt-in customer list. This information is at the individual email address level and can give you a snapshot of whether your customer is on Twitter or Facebook, Flickr or LinkedIn.

13. Discover how your brand is being discussed.

Is there buzz around a certain product or promotion? Are there complaints that need to be resolved? Are there suggestions or comments to be addressed? In the age of Web 2.0, it's easy to get information about what's being said about your brand and what content is being shared. Here's how:

- **Monitor blog posts and social conversations for free:** Start by setting up a Google alert for blogs and news. Addictomatic, Samepoint and HootSuite provide content that is being published and shared in social networks.
- **Use more advanced monitoring solutions** like Radian6, SM2, Sysomos and Visible Technologies to not only provide you the posts, but score the content for tone, volume, share of voice and content tags. How does this support email? It informs you of relevant topics and trends that you can leverage to design and prioritize your email messaging.
- **Use analytics:** The easiest way to find out where your customers are and what they are saying about you and your

brand is with analytics. For instance, Lyris uses a suite of tools that includes everything from CRM to search, social and Web analytics to monitor the conversations around our brand and industry. With many tools, you can measure both the social voice and effectiveness of email campaigns. Within a short amount of time you can find out what your customers are saying about you, as well as how they "feel" about you through sentiment analysis.

- **Find the sticking point:** In addition to learning what your customers think about you, these tools can help measure the stickiness of your campaign. Finding out what draws your customers in, makes them stay and brings them back is the Holy Grail of successful cross-channel marketing.
- **Use social segmentation:** It's also important to start thinking about deploying social segmentation technologies, which enable you to tie a campaign across email and social channels based on social preferences and analytic indicators. For example, a company could have a Facebook page, but different segments within it that parse off by geography. Being able to capture that data and feed it back into your CRM system becomes more critical when you're looking to communicate with a specific customer.
- **Identify motivators that make content shareable:** It could be that your fan base is mobilized by philanthropy, or maybe it's promotional offers. Understanding this will help you design better programs in the future.

14. Put it all together.

Making integration happen – and building towards quantifiable ROI – is getting easier all the time. All the social channels offer tools to help you integrate. Here are just a few:

- **Vanity URLs.** If you haven't done it already, be sure to get a custom URL for every page you set up. Create a memorable URL – such as "facebook.com/mycompany – which you can do once your page has at least 25 "likes."

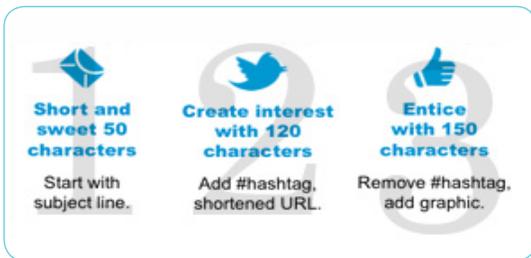


- **Distributed “likes.”** The “like button” code on Facebook’s developer area is an easy tool that lets you add a Facebook “like” button on any page or section of your website.
- **Facebook Connect** allows you to create a “log in with Facebook” link on your website pages.
- **Twitter Search Widget** let’s you display on your website all real-time tweets for a specific term.
- **TweetDeck / HootSuite.** These third-party dashboards let you manage multiple feeds and time messages more effectively.
- **Radian 6, SM2 and Sysomos** are social media tracking tools.
- **Buddy Media** allows you to create landing pages.

Much more detailed information is available on the developer areas of the social sites.

15. Keep it simple.

Email should work hand-in-hand with other digital messaging channels, and each channel should complement and leverage the strength of the other. There’s no need to overcomplicate this process. Here’s how to integrate email with Twitter and Facebook, in its simplest form:



Step 1: Define your message by starting with your email subject line.

Short and sweet at 50 characters or less, your subject line should clearly state what your readers can expect from your email, what’s in it for them or what you want them to do as a result of the email.

Step 2: Translate your message to Twitter.

By taking that message to 120 characters in Twitter, you can create more interest and clarify your call-to-action. Just add #hashtag and use a shortened URL to save character count.

Step 3: Translate your message to Facebook.

A Facebook posting gives you the opportunity to entice fans even more by expanding your message to 150 characters. Just remove the Twitter #hashtag and add a compelling graphic.

It’s that simple. You have all the assets at hand, with no need to invent anything new.

16. Utilize a robust email marketing solution.

For instance, new features in Lyris HQ enable marketers to integrate social functionality into their email campaigns, including social enhancers and social segmentation to help marketers identify and segment highly-engaged customers. The updated features include the ability to monitor and post through the Lyris HQ interface directly to Facebook and Twitter, as well as segmentation tools that identify and segment consumers by their social engagement. The added functionality makes it even easier for marketers to integrate cross-channel marketing into their campaigns using the familiar Lyris HQ browser-based interface. Key feature benefits:

- Streamline engagement in Facebook and Twitter through the Social Media Panel.
- In Facebook, post updates, connect to your wall, upload photos, and like, share or comment on posts.
- Shorten URL strings with the built-in URL shortener.
- In Twitter, tweet and retweet, and reply.
- Add social enhancers to your email messages.
- Segment recipients by social activity.



Measuring Success

Once you've integrated your messaging, the next step is to learn how your cross-channel program is performing.

Measuring Social Success

17. Develop KPIs.

Key Performance Indicators (KPIs) customized to your own company's goals can be a great step towards evaluating the value of your social media programs. "Customized" is the key, though – because what's most important to your company might be different from what matters most to another. For example, if you're most concerned with building awareness for your brand, your KPIs will reflect that, and could be different than the ones utilized by a company focused on changing its brand image.

Here are a few base-level, clear KPIs that can help you understand how your programs are performing:

- **Raw community growth.** That is, the increase in the people who follow your company. This is probably the easiest metric to track.
- **Engagement.** Tracking the level of engagement takes a bit more analysis – you need to monitor the level of activity in your social spaces using the analytics tools discussed earlier.
- **Traffic.** Traffic is easy to track, and you may be able to relate it more directly to return on investment (ROI). Use Web analytics or short URLs and hashtags to monitor click-through rates.
- **Email/text conversions.** These are great to track back to your programs – for example, with unique promotions or custom landing pages – and they get you closer to a true ROI calculation.

- **Engagement to influencers.** Monitor and learn more about those key influencers who are talking about your brand and company in social media. By finding out where and how they are talking about you, you can reach out to them, connect and lay the groundwork for them to eventually become your advocates.
- **Sentiment vs. competitors.** On a regular basis, assess the quality of your social voice overall (positive, negative, neutral) and versus your competitors. You can also compare across gender, geographies, language, age and other variables to develop and target customized email campaigns to your audience.
- **Share of Voice.** It's also important to compare your share of voice against your competitors on a regular basis. Is it improving? Is there a channel you are particularly strong in? By identifying the strengths and weaknesses, you can focus on improvement with better messaging, content and linking to email campaigns.

18. Use existing metrics to work to social ROI.

One of the reasons individualized KPIs are becoming more important is that many marketers find getting to the ROI of social programs frustrating. But, to the extent that your KPIs lead to an email sign-up or a sale that can be tracked, you can use your existing internal metrics to zero in on your social media value:

- Start with email registration acquisition costs.
- Use landing pages to capture source of sign-ups and/or purchases.
- Calculate cost per new registration and/or purchases from social sources.
- Divide your revenues by your costs.
- Compare against industry standards and internal goals.

Measuring Email Success

19. Leverage widely-adopted metrics.

Even as social media ROI measurement finds its legs, email continues to be a proven, dependable and predictable revenue generator. Social media is currently mostly about conversation, but email excels at turning conversations into conversions and, ultimately, revenue.

One of the best things about email is that several parameters of an email campaign can be measured. Thus marketers can analyze how many emails have been opened, who has read them, who clicked on which hyperlink and so on. These widely-adopted metrics provide insights on email performance and inform future campaign strategies:

- **Open rate:** the total number of email messages opened divided by the total number of messages delivered.
- **Click-through rate (CTR):** the percentage of recipients who click on a link based on the total number who sees the link. For example, to calculate the CTR of an email campaign, divide the number of unique clicks by the number of email messages delivered.
- **Click-to-open rate (CTOR):** expresses the measure of CTRs as a percentage of messages opened, instead of messages delivered. To calculate CTOR, divide the number of unique clicks by the number of unique email messages opened.
- **Response rate:** The number of responses received from an email campaign divided by the total number of emails sent.

As a leader in the email space, Lyris monitors other metrics in addition to the ones above for our own email campaigns:

- **Click rates on email calls-to-action (CTA):** This is generally more favorable and authentic for measuring actual email performance over measuring lead-form completions. That's because, in most cases, lead forms are hosted on a third-party site such as a Webinar registration.

- **Historical averages:** Just as it's critical in social media measurement for marketers to customize KPIs to their company's social media goals, be sure to measure your email performance against your own benchmarks, determined by your own previous email campaign results. It's important because every email service provider measures things differently. And every email list – depending on its age, source, frequency of use, sophistication and so on – delivers different results. Measuring email performance against your own previous campaigns enables you to consider the cadence of testing, use of segmentation and mailing frequency to ensure meaningful data to benchmark against.

20. Monitor email effectiveness over time.

Measuring important metrics and tracking them over time can help you monitor your email effectiveness and provide insight for maximizing ROI on future email campaigns. Some factors to consider:

- **House-file size.** If your challenge is to grow a healthy email list, track new opt-ins and segment them by source.
- **Churn.** Monitor the percentage of subscribers who leave your list, as well as hard bounces (which indicate non-delivery due to a non-existent address or subscriber blocking condition). This can be another important indicator of your list's health.
- **Revenue per email.** This metric is key for both email publishers who monetize page views with advertising andetailers who drive ecommerce sales.
- **Cost per email.** Campaign costs in terms of creative and deployment are relatively easy to assess.

21. Track the behavior of email recipients .

Even with all these metrics and monitoring tools, marketers have to go much further by tracking the behavior of email recipients after they have opened an email and clicked a link. By combining email tracking, Web analytics, marketing automation and CRM data, marketers have very powerful lead management capabilities and ROI potential.

Measuring Overall Cross-Channel Campaign Success

22. Focus on the key drivers of marketing success: list size, brand awareness and overall revenue.

Cross-channel marketing is uniquely equipped to deliver significant growth in all three of these areas. As detailed earlier, cross-channel marketing:

- Provides multiple opt-in opportunities to grow your subscriber base
- Increases the reach of your email messages and, therefore, awareness of your brand
- Influences sales conversion and revenue generation
- Delivers the one-two punch marketers need to stay relevant and competitive in today's digital marketplace

Customer Success: Integrated Marketing Drives 5X Revenue Growth

Lyris customer JOY the Store is a niche boutique retailer selling beautiful clothes and accessories in a physical location as well as through an ecommerce channel. Using email, it began to segment out its audience, identifying different offers for men and

women and ensuring that the right audience received the right message at the right time. It then promoted the email campaign on its website and socialized it on Twitter and Facebook. In a very short amount of time, JOY was realizing five-fold revenue growth that could be tied back to the digital marketing channels it was using.



Conclusion

Cross-Channel Marketing = Best Practice Integrated Marketing

With the explosion of available channels, platforms and devices for making connections and building their businesses, digital marketers can no longer rely solely on email to achieve the levels of engagement that convert prospects to customers and customers to advocates. Today, it's all about convergence – communicating with customers via social channels along with email. These takeaways are key for successful marketers today:

- Social media has become amazingly powerful and is becoming even stronger with each passing day.
- Applying basic marketing principles to new media channels – achieving consistency across channels for a fully immersive brand experience – is still the golden rule.
- Utilizing tools and measurement is critical – you can't justify spending if you can't quantify return on investment.

Keeping your brand presence consistent, fresh and interesting across platforms is the goal of cross-channel marketing, and the reward for marketers who can achieve it.



About Lyris, Inc.

Lyris, Inc. is the global digital marketing expert, delivering the right blend of technology and industry knowledge to help businesses achieve value with their email marketing campaigns. Through its in-the-cloud integrated marketing suite, Lyris HQ, and reliable on-premises solutions, including Lyris ListManager (Lyris LM), Lyris provides customers the right tools to optimise their online and mobile marketing initiatives and deliver quantifiable ROI.

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