



## WEB & MULTICHANNEL MARKETING PEER GROUP MEETING

### Integration of Social Media and E-mail

November 11, 2010

The goal of the meeting was to learn how companies supplementing their e-mail marketing with social-media tactics are growing audiences in both channels. [Click here to access this meeting's presentations](#) (member companies only).

#### Key takeaways culled from attendee comments:

- √ **"It's about the full experience with the brand."** Now more than ever, full-circle engagement is critical. Customers engage brands through a variety of channels. Marketers' tasks aren't about just social media, online marketing, or digital marketing. It's about the full experience with brand. If you can't get that right, you won't have success.
- √ **"Include mobile landing pages in your e-mails."** Customers frequently access their e-mail via mobile devices. They get frustrated when links go to pages not styled for mobile devices. Make their experience a successful one rather than a hassle they'll remember.
- √ **"Don't forget the 'share' button."** One of the most powerful tools marketers have in social media applications is the "Share" button. This is word-of-mouth on steroids. What's more, the ease of social-media sharing fixes a challenge customer-service professionals have struggled with for decades: the tendency for dissatisfied customers to communicate more often than satisfied ones. Research shows that customers who use social media share good experiences just as often.
- √ **"Take advantage of the personalization social media enables."** One company sends a hand-written thank you note with every order. It is the most blogged-about, tweeted-about, talked-about topic among the company's customers on social media. To speak to the many, speak to the one. Social responses to customers should be like having a conversation in the hall. Millions may listen, but they identify with the *one* you're talking to. Social customers listen, and they listen socially.
- √ **"E-mail is still the top driver."** In the thrill of the new, don't forget that e-mail is still the No. 1 driver of customer action. From e-mail you can drive action to mobile, social, and the web.