

Tips for Email Marketing Campaigns

- On Social Media: Use a thumb-stopping image or try a video with an ad campaign. Directly from Business Manager.
- Consider a short term A/B test of images and compare results. Pick the better one and run the large scale campaign.
- Remember you won't see this working in your newsfeed... it is going out to the future potential members.
- Geotarget your audience by geography, but also narrow down by interests.
- Track your clicks to know if something isn't working and needs adjustment.
- Create separate email lists to catch these "warm leads" and continue to feed them what they are interested in.
- Don't "spam them" with your weekly bulletin of upcoming events. *Big mistake*
- Every link you provide should tell you what they are interested in... instruct Constant Contact to add their email to a new bucket strictly for those interested if they click. (You can use this later on to provide them future offers.)
- Don't give the farm away... Even your good content on your website can be held behind the wall in exchange for an email.
- Your content should be targeted to your Personas. If you don't know your target audience, then how will you know what to reach them with?



Entrepreneur
Emily
28%



Agent Andy
30%



CEO Charlie
16%



Branch Manager
Bobby
9%



Community
Cassie
9%



Marketing Mary
7%



MONTGOMERY
— Area Chamber of Commerce

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Theme: Home Based Business Check List
Target Persona: Entrepreneur Emily

Social Media, Ads, Website (capture)
 Canva (content)
 Constant Contact (email automation)

Content Delivery

Automation

1



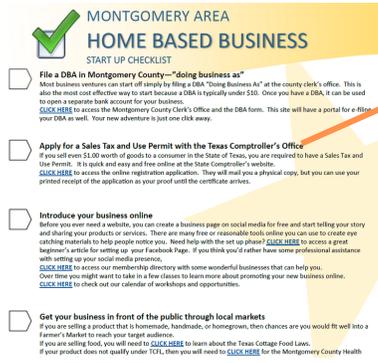
Image that captures attention.
 "Lead Magnet" not "Click Bait"

2

Landing Page collects EMAIL!

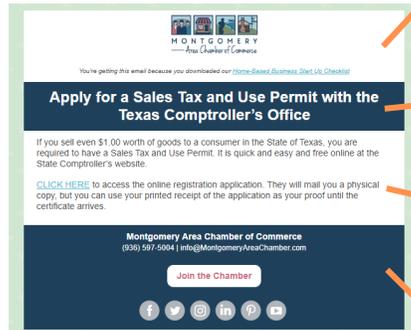
3

Deliverable in PDF format with hyperlinks to resources



4

Schedule follow up emails reiterating the content of the PDF with hyperlinks.



5

Offer Chamber membership drops along the way, but finish with a solid push.



Active Lead Magnet: Home Based Business

Series Trigger: The first time a contact joins one of these lists

1 Send Immediately Queue 0

1 Active Send this email

PDF Delivery + DBA Updated: May 16, 2022 Sent 0 Opened 0% Clicked 0%

2 Wait 1 days Queue 0

2 Active Send this email

Apply for a Sales Tax and Use Permit with the Texas Comptroller's Office Updated: May 16, 2022 Sent 0 Opened 0% Clicked 0%

3 Wait 6 days Queue 0

3 Active Send this email

Introduce your business online Updated: May 16, 2022 Sent 0 Opened 0% Clicked 0%

4 Wait 1 weeks Queue 0

4 Active Send this email

Get your business in front of the public through local markets Updated: May 16, 2022 Sent 0 Opened 0% Clicked 0%

5 Wait 1 weeks Queue 0

5 Active Send this email

Partner with other existing businesses in the area Updated: May 16, 2022 Sent 0 Opened 0% Clicked 0%

6 Wait 1 weeks Queue 0

6 Active Send this email

chamber upsell Updated: May 16, 2022 Sent 0 Opened 0% Clicked 0%

Setting a link to add to calendar...

A: Getting the link from your Chamber Master Event

The Coffee Network

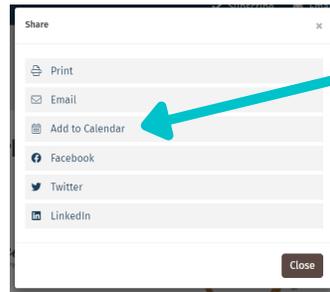


Easily your favorite morning of the month!

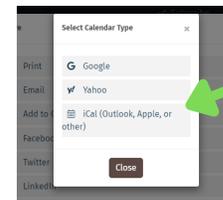
Build partnerships and relationships with other business leaders ahead!

You will feel welcomed at the first hello... guaranteed.

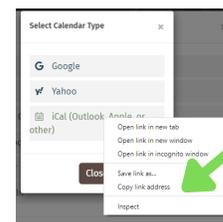
1. Go to your public facing event page and click on the Social Media Share symbol



2. In the pop up box, click Add to Calendar.



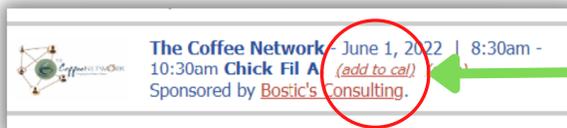
3. RIGHT CLICK on the bottom option: iCal



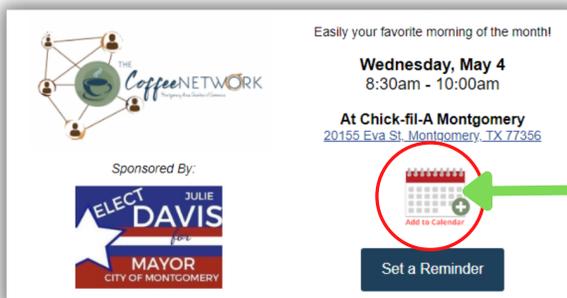
3a. Click Copy Link Address

B: Creating the link in Constant Contact

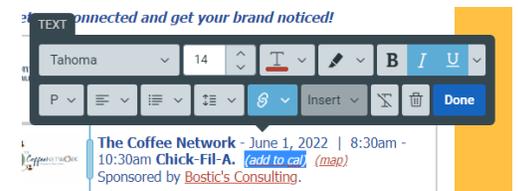
1. Create your email and type the text or make a button that will be your link to add to calendar.



Text: (add to cal)



Button: calendar icon with + symbol



2. Click to add link to text or button

3. Paste the copied link from Chamber Master into the URL.

ENABLE CLICK SEGMENTATION and select or create a new email list just for the category.

ie: NETWORKING.

