

Turn Email Subscribers Into Social Followers

Need a Social Boost?

If you're looking to boost your following on social media, one place you can look is your email subscriber list. While you may be uncertain about how social media relate to email lists, consider this—most people on your email list have opted in to get more information about your company. Why not leverage their interest and get more likes on social? Here are three tips to get more social followers through your emails.

Feature Social Links On Opt-In Pages

What better time to get social followers than when they are subscribing to your emails? Placing your social links allows them to be front and center so people can click on them. One thing to remember is that people have a short attention span—so it's important to make this page visually appealing. Additionally, keep the process simple by setting up your social icons so all a person has to do is click their desired social icon to connect with your company.

Send Welcome Emails With Social Links

According to WordStream, welcome emails generate over 300% more revenue than other emails. Welcome emails are an easy way to reach your customers who are still at the height of engagement. While you want to be sure your subject line, content, and imagery are eye-catching, you should also be sure that you encourage people to follow you on social. One way to do this is by featuring the links to them prominently and letting people know what they'll get when they follow you, i.e. promotions, discounts, information about upcoming events, and more.

Make It Worth Their While

Social media is a chance for you to engage with your audience. When it comes to procuring more followers, get creative with it! Send your customers an email dedicated to your social media and what they will receive once they follow you. This type of promo works best if you keep it simple and only feature a maximum of three social outlets, like Facebook, Twitter, and LinkedIn.

Having a social media presence allows you to connect with your customers in creative yet informative ways. Since people on your email list are already interested in you, it is a perfect place to start building your social following.

Get connected with Darwill today for more marketing tips.