yoast

How to grow your sales with email and social media marketing

On stage for you

Chaya Oosterbroek
COO @ Yoast

Nynke de Blaauw
Marketing team lead @ Yoast

Tomasz Sadowski
CEO @ Opinew

Question 1

What ***brand do you love*** for their emails and/or social media posts?

Answer in chat!

Today's plan

- ★ Warm up questions
- ★ A look at the data
- ★ Improving your email strategy
- ★ Reviews deep dive
- ★ Improving your social strategy
- ★ Q&A

Warm up questions!

Question 2

What do you ***like most about the content*** this brand shares on social or in its emails?

Answer in chat!

Question 3

Is that brand ***selling directly*** from their emails or social media post?

Answer in the poll!

Question 4

Did you ever ***buy directly*** from one of their social posts or emails?

Answer in the poll!

Question 5

Did you ever ***leave a review*** after buying something from them?

Answer in the poll!

Let's look at the data –
email first

What do we use email marketing for?

A research amongst Small and Medium sized Business (SMBs) owners, shows:

- ★ 81% SMBs rely on email as their ***primary customer acquisition tool***
- ★ 80% of SMBs use email for ***retention***

Source: Oberlo (2018) - https://www.oberlo.com/blog/email-marketing-statistics

What content do we put in emails?

A survey amongst marketers shows:

- ★ 82% uses email to send ***purchase related information***
- ★ 75% uses email to communicate ***commercial information***
- ★ 67% uses email to ***share knowledge***

Source: DMA (2020) - https://dma.org.uk/research/marketer-email-tracker-2020

And does that work?

Research shows it does - in some cases!

- ★ Sending 3 ***abandoned cart emails*** instead of 1, resulted in 69% more orders
- ★ The average open rate of a ***welcome email*** is 82%, while the average open rate in general is 21%
- ★ Opinew customers saw a 20% CTR increase after adding ***review texts and star ratings*** to products

Source: Oberlo (2021) - https://www.oberlo.com/blog/email-marketing-statistics

Does that match with our audience?

A questionnaire amongst marketers shows that:

- ★ People ***sign up for emails*** for discounts, educational content, promotions, news and announcements
- ★ They ***unsubscribe*** because of too many emails, spammy content and irrelevant promotions

Source: HubSpot (2020) - https://www.hubspot.com/state-of-marketing

Let's look at the data –
onto social

What do people expect from brands?

When asking consumers, they think that:

- ★ Brands should be ***positive contributors*** to society
- ★ Brands should ***connect*** with their consumers
- ★ Brands should use their power to ***help people***

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

What do they like about brands on social media?

- 70% of consumers feels more connected to a brand ***whose CEO*** is active on social media
- 72% of consumers feel more connected to brands ***whose employees*** share content on social media

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

What kind of content do they want?

Consumers feel like you make a deeper connection with them by:

- ★ ***Engaging*** with them (55%)
- ★ Showing ***personality*** (45%)
- ★ Be ***supportive*** to a cause they care about (45%)

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

Concluding: what's in it for you?

Consumers that feel connected to brands are more likely to:

★ ***Buy from you*** over a competitor (76%)

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

Concluding: what's in it for you?

Consumers that feel connected to brands are more likely to:

- ★ ***Buy from you*** over a competitor (76%)
- ★ ***Recommend you*** to a friend (68%)

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

Concluding: what's in it for you?

Consumers that feel connected to brands are more likely to:

- ★ ***Buy from you*** over a competitor (76%)
- ★ ***Recommend you*** to a friend (68%)
- ★ Be ***loyal*** to your brand or business (64%)

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

Concluding: what's in it for you?

Consumers that feel connected to brands are more likely to:

- ★ ***Buy from you*** over a competitor (76%)
- ★ ***Recommend you*** to a friend (68%)
- ★ Are ***loyal*** to your brand or business (64%)
- ★ (!) ***shop with you again*** after a bad experience (38%)

Source: Sprout Social (2018) - https://sproutsocial.com/insights/data/social-media-connection/

Improving your email strategy

The quick wins

Create a ***welcome email***

Add reminders to your ***abandoned cart*** flow

Add ***CTAs*** that stand out

Show ***your personality***

Example: show personality

How this creates connection:

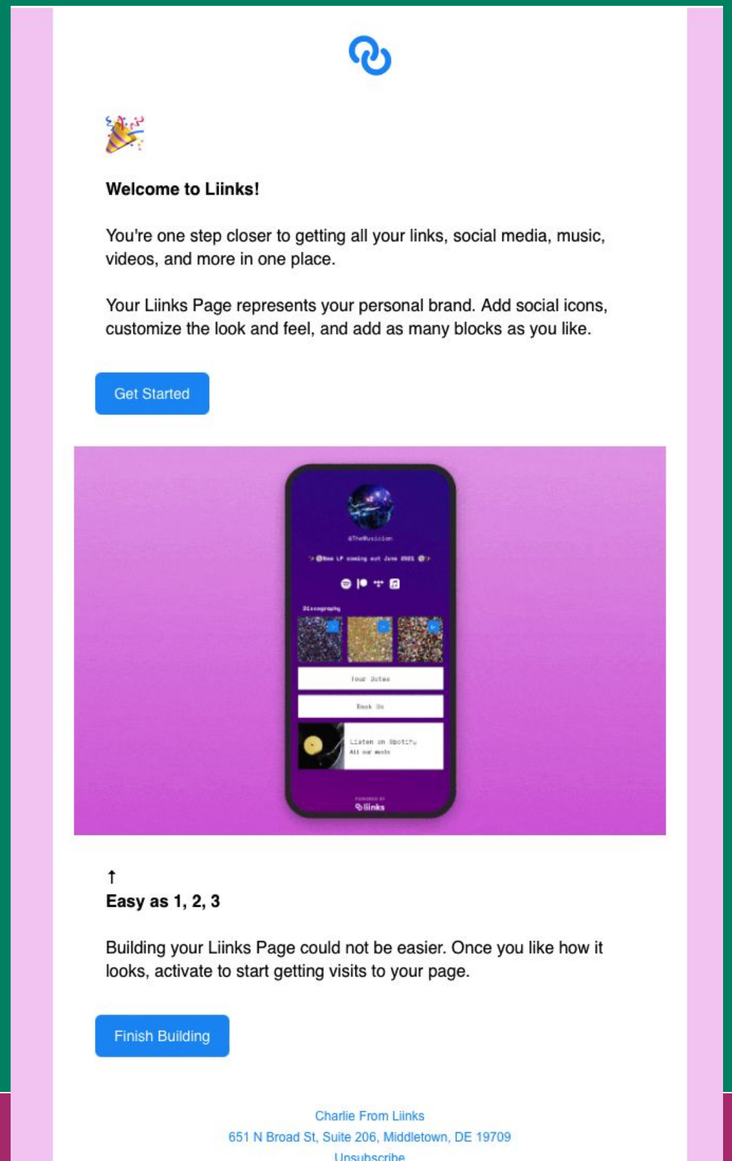
- Shows personality
- Makes you feel special (exclusive access!)

Salesy part:

- Product focus: new collection
- Easy CTAs: all images are clickable

Source: Make My Day - makemydaynijmegen.nl

Example: welcome email



Welcome to Liinks!

You're one step closer to getting all your links, social media, music, videos, and more in one place.

Your Liinks Page represents your personal brand. Add social icons, customize the look and feel, and add as many blocks as you like.

Get Started

↑

Easy as 1, 2, 3

Building your Liinks Page could not be easier. Once you like how it looks, activate to start getting visits to your page.

Finish Building

Charlie From Liinks
651 N Broad St, Suite 206, Middletown, DE 19709
Unsubscribe

How this creates connection:

- A bit of personality 'Charlie from Liinks'
- Helpful by providing me with next steps

Salesy part:

- Confirms your purchase
- Customer success!

Source: Liinks - liinks.co

A growth strategy

Create ***value packed*** emails

Encourage subscribers to update their ***preferences***

Make sure to ***personalize*** your email content

(Re)***engaging*** email campaigns

Give ***loyal subscribers*** some extra love

Example: personalization

How this creates connection:

- Super personalized and helpful

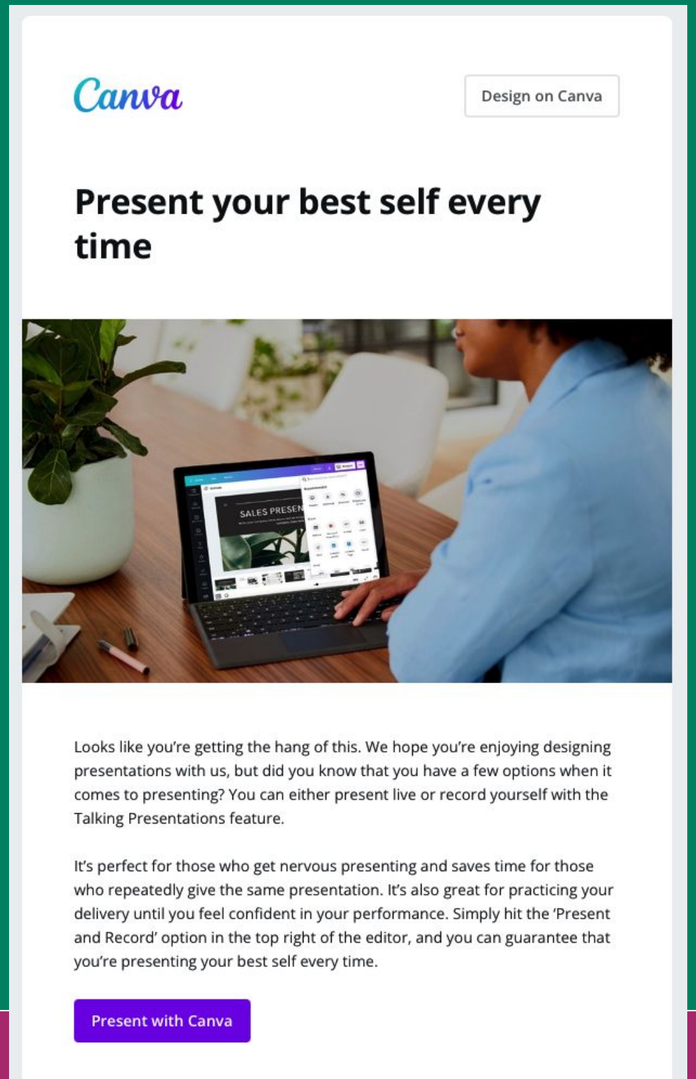
  (FYI: I left out the recipient names)
- Adapted to the season

Salesy part:

- Clear CTAs
- Discount code (not in screenshot)

Source: Greetz - greetz.nl

Example: value packed



How this creates connection:

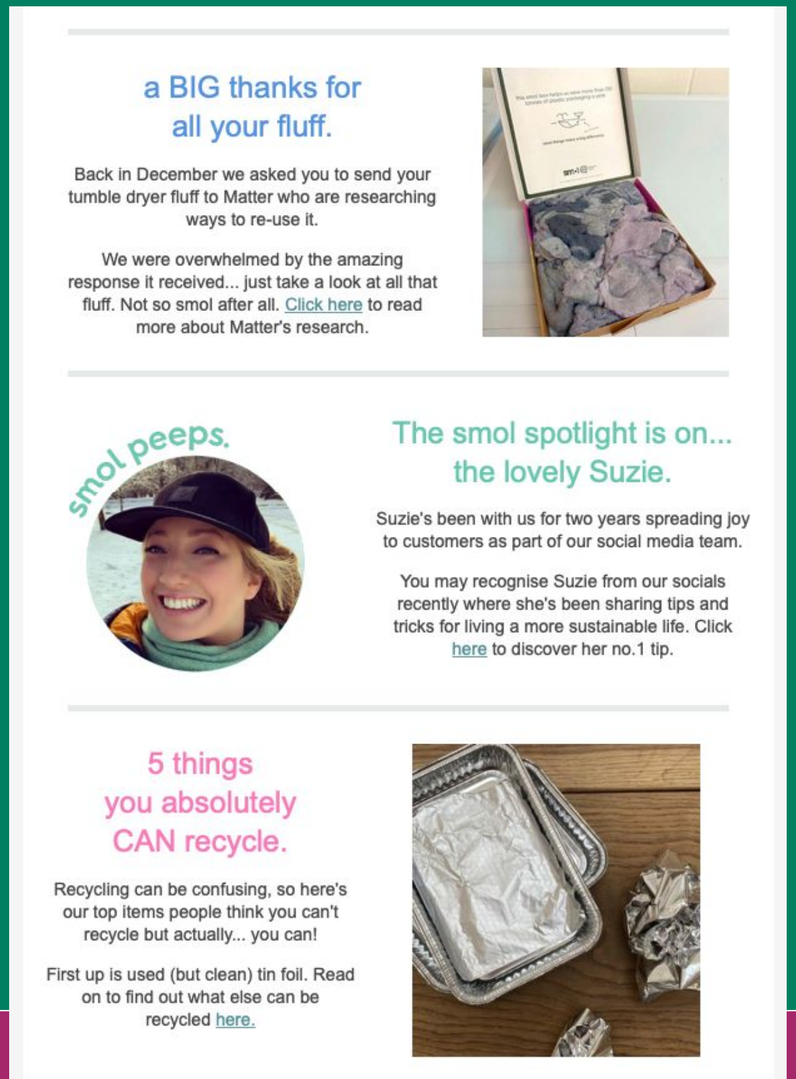
- Personalized based on my activity
- Adds loads of value

Salesy part:

- Clear CTAs
- Upsell at the bottom (not in screenshot)

Source: Canva - canva.com

Example: subscriber appreciation



a BIG thanks for
all your fluff.

Back in December we asked you to send your tumble dryer fluff to Matter who are researching ways to re-use it.

We were overwhelmed by the amazing response it received... just take a look at all that fluff. Not so smol after all. Click here to read more about Matter's research.

smol peeps.

The smol spotlight is on...
the lovely Suzie.

Suzie's been with us for two years spreading joy to customers as part of our social media team.

You may recognise Suzie from our socials recently where she's been sharing tips and tricks for living a more sustainable life. Click here to discover her no.1 tip.

5 things
you absolutely
CAN recycle.

Recycling can be confusing, so here's our top items people think you can't recycle but actually... you can!

First up is used (but clean) tin foil. Read on to find out what else can be recycled here.

How this creates connection:

- Appreciation for subscribers
- User generated content
- Adds personality by spotlighting employees
- Shows what they care about

Salesy part:

- Discount code (not in screenshot)

Source: Smol - smolproducts.com

Deep dive: reviews

Improving your social strategy

The quick wins

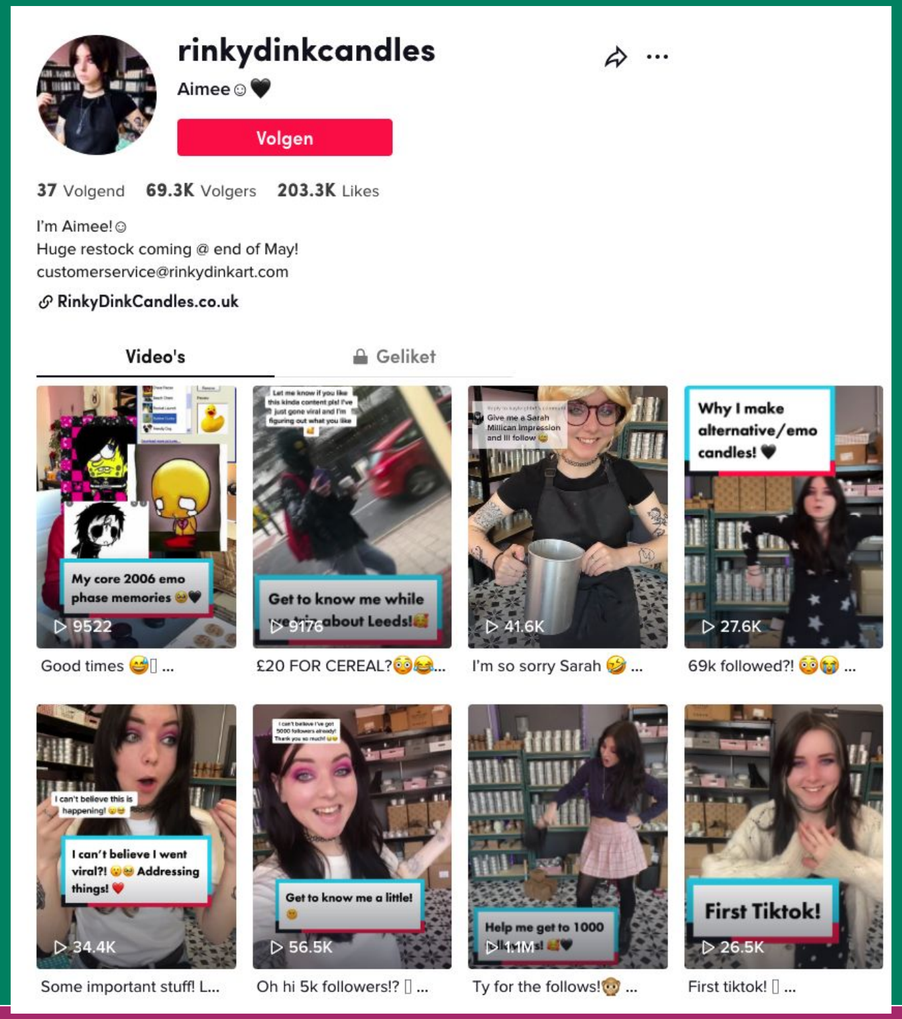
Show ***your personality***

Add ***product links***/tags and short links

Spotlight ***content created by others***

Optimize for ***one channel***

Example: personality



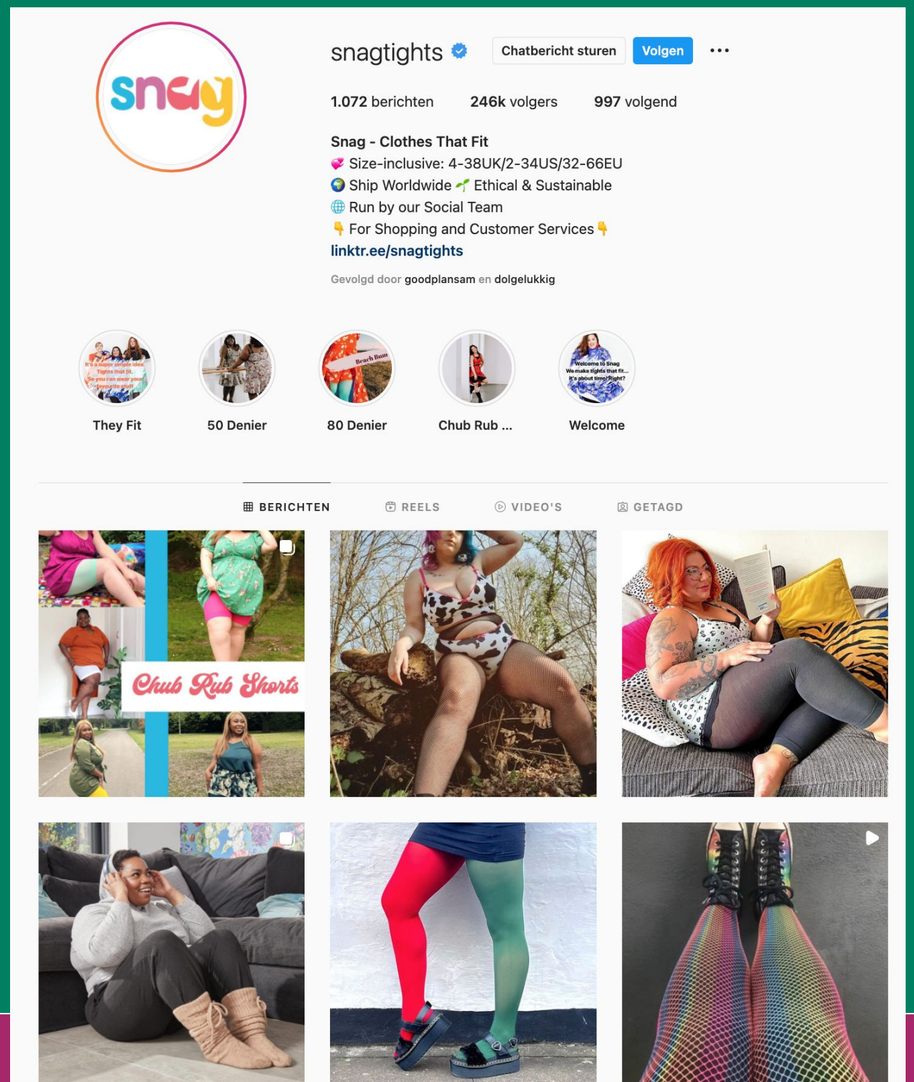
How this creates connection:

- Shows personality
- Shares success and is super grateful
- Everything is behind the scene footage (not one product feature mentioned!)
- Setting expectations (out of stock)

Salesy part: ?

Source: Rinky Dink Candles - TikTok: @rinkydinkcandles

Example: user generated content



How this creates connection:

- Diversity and inclusion (size-inclusive!)
- User generated content (tags!)
- Shows what they care about

Salesy part:

- Product focus in posts

Source: Snag - Instagram: @snagthigths

A growth strategy

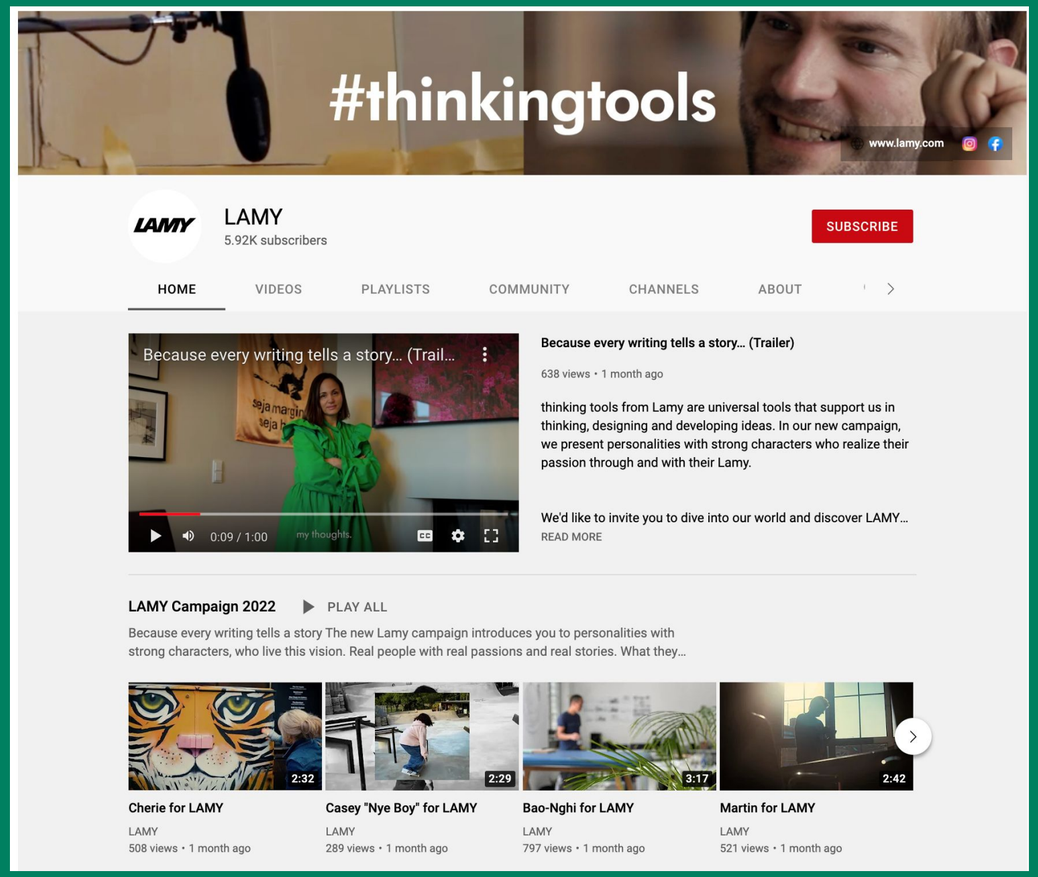
Be helpful by sharing your ***knowledge*** and ***experiences***

Add ***branding*** to everything you post

Proactively ***engage*** with your community

Expand to ***more channel***s that are relevant to your brand

Example: sharing experiences



How this creates connection:

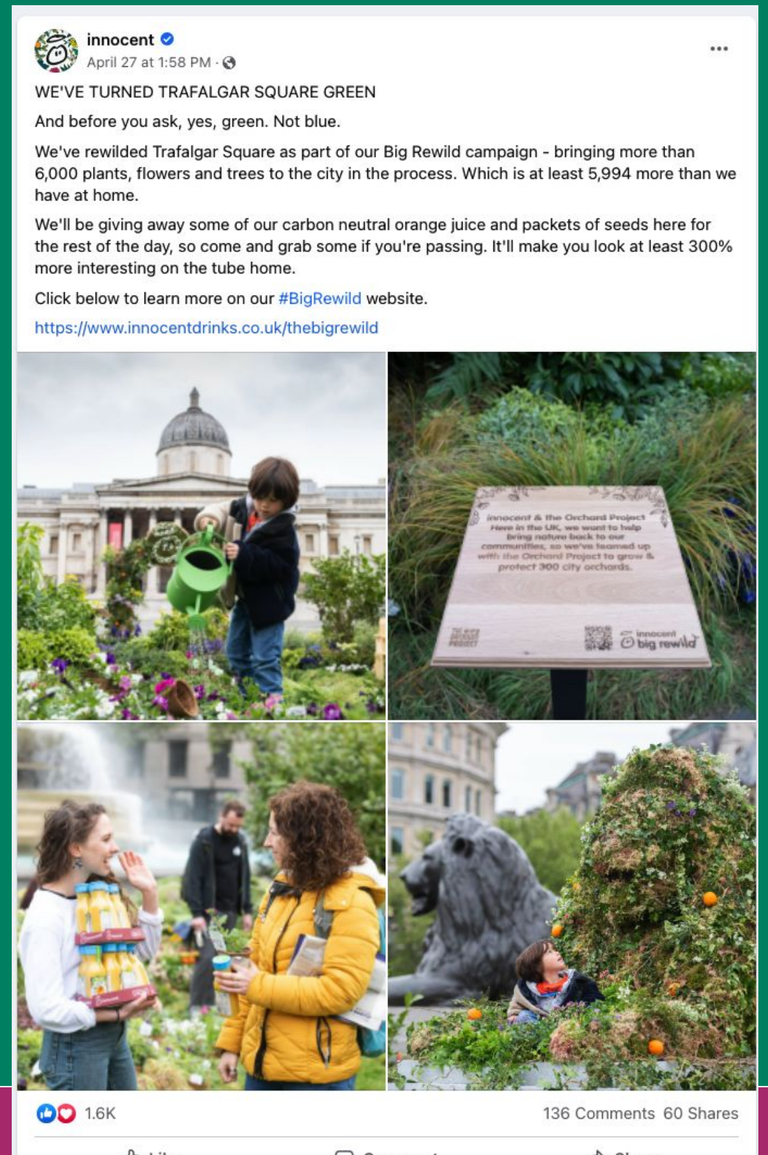
- Storytelling in every video
- Calls for engagement with #
- Diverse in multiple ways (e.g. language)

Salesy part:

- Shows use of products

Source: LAMY - YouTube: LAMY

Example: show what you care about



How this creates connection:

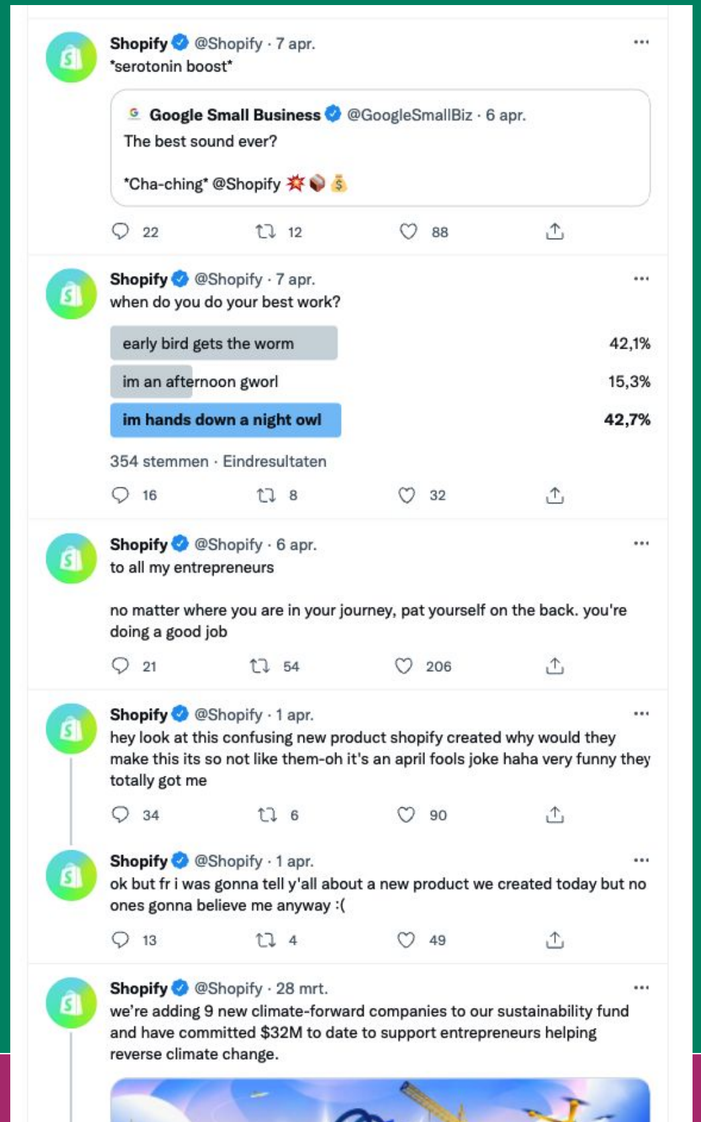
- Shows what they care about
- Call for fan/follower participation
- Actually changing the world, not just talking about it

Salesy part:

- Of course the *smoothly* incorporated bottles

Source: Innocent - Facebook: facebook.com/innocent.drinks

Example: engaging and supportive



How this creates connection:

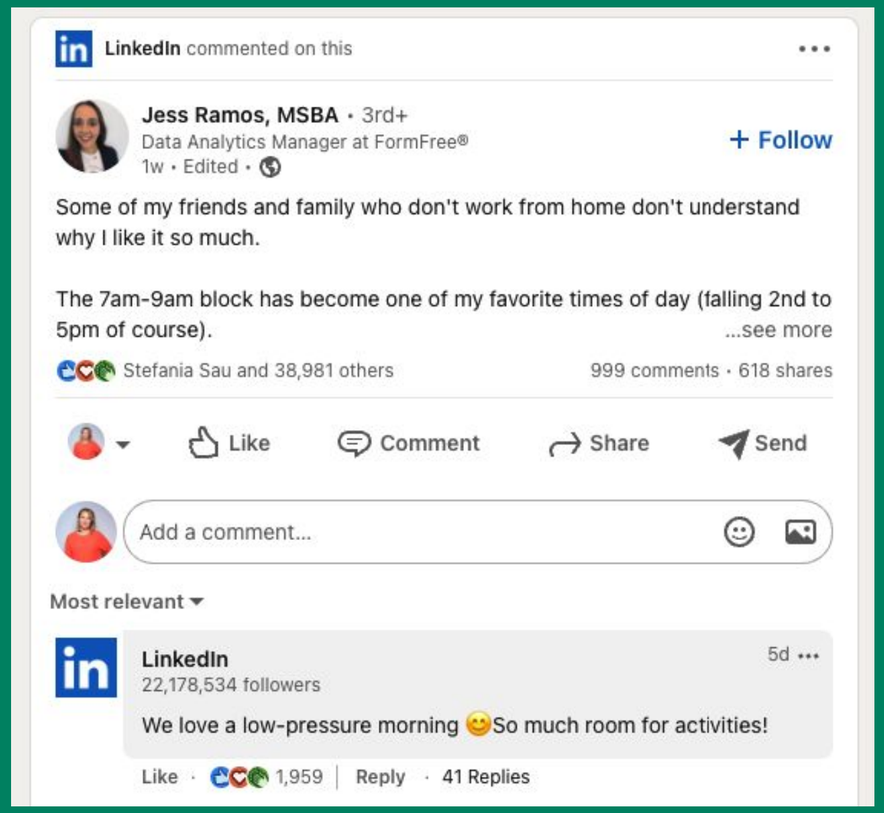
- Familiar, resonating content
- Human and personal tone of voice
- Timely and engaging (April fools)

Salesy part:

- The retweet

Source: Shopify - Twitter @shopify

Example: proactive engagement



How this creates connection:

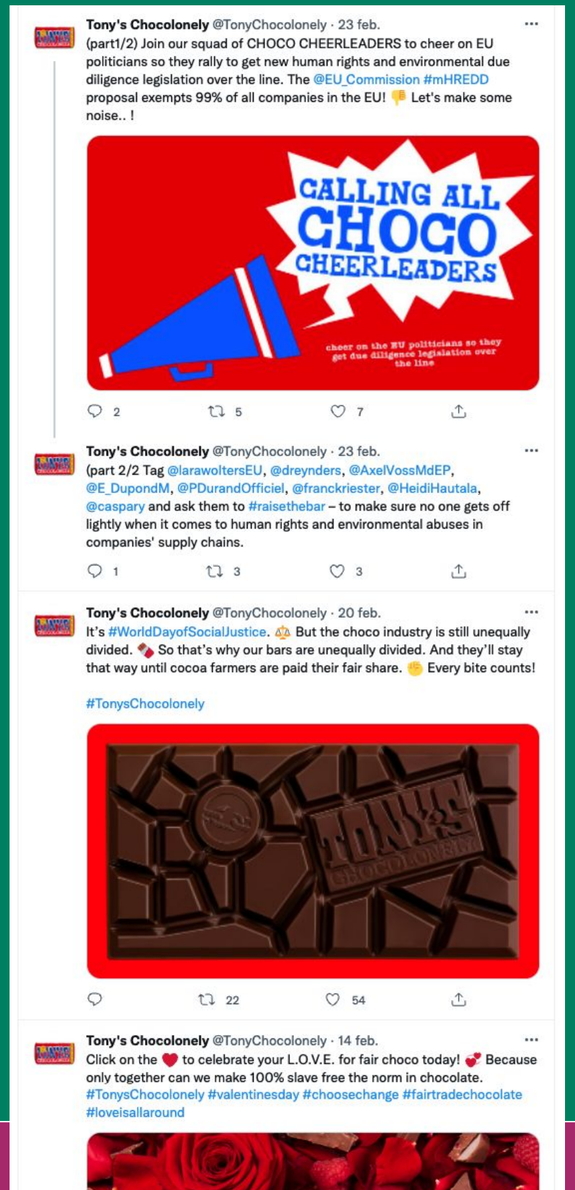
- Proactively engaging (surprise!)
- Supportive

Salesy part:

- Well.. it's LinkedIn

Source: LinkedIn (my own timeline)

Example: branding



How this creates connection:

- Call for fan/follower participation
- Shows activism
- Their branding is everywhere
- Timely and easy to understand

Salesy part:

- Referring to their bars

Source: Tony chocolonely - Twitter: @TonyChocolonely

So...

*How to **grow your sales** with email and social media marketing?*

Connect with us!

💬 follow us on ***social***

@Opinew
@Yoast

📫 subscribe to our ***newsletter***

Yoast ecommerce newsletter
yoa.st/ecommerce-newsletter

Next webinars:

May 11	How to make killer ***product pages***
May 24	How to get ***rich results*** for your online store
May 31	SEO news webinar

Question time!

***Upvote** your favorite question!*

YOASTWAY