



# Supercharge Your Chamber's Email Marketing Efforts

Doing it right. Right from the git go

# Welcome

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**Mike Bitter**

Founder and CEO Affordable Social Media, Inc.

Mike@asmomaha.com

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Questions after the event?

 [Facebook.com/asmomaha](https://www.facebook.com/asmomaha)

 [MikeBitter](https://twitter.com/MikeBitter)

# Grow with Constant Contact

Get results fast, with affordable, easy-to-use engagement marketing tools and free coaching.



## Email Marketing

Send personalized email newsletters and expand your audience with our list-building tools.



## EventSpot

Manage your events online: send invites, create an event homepage, and promote registration.



## Social Campaigns

Turn fans into customers with coupons, downloads, and contest on Facebook and get new likes and email sign-ups.



## Online Survey

Transform your communications into conversations with online surveys and polls.

[www.asmemailmarketing.com](http://www.asmemailmarketing.com)

# Agenda

- **Keys to successful Email Marketing**
- **Increasing Open Rates**
- **Using graphics wisely**
- **Increase reach with attachments, videos, SM buttons**
- **Proven ways to grow your list**
- **Reading the story: Email analytics**

Keys to Successful Email Marketing

# Increase Your Open Rates

# A Marketing Plan

Provides structure for the activities of public relations, promotion, and the other elements associated within the **marketing** process.

Generally, a **marketing** plan focuses on a particular product or service rather than the entire range of programs.

At its core, marketing is about  
eliciting a physical and measureable  
**RESPONSE**



HOW MUCH IS ENOUGH  
LESS  
IS MORE.  
FOCUS.



50%





# EMAIL + SOCIAL

*you have to use both*



**amplify  
your email**

**drive traffic back to  
your list, email, etc.**



<http://lj.libraryjournal.com/2017/03/lj-in-print/mastering-marketing-library-promotion/>

# Powerful Email Marketing Made Simple

- **Professionals use customizable templates.**
  - Easy to customize to look like the business your customers know.
- **Automatically send the right message at the right time.**
  - Personalized welcome, birthday, and anniversary emails. Personalized emails build connections, and **autoresponders** makes it simple. Create a personalized email once, and set it to send automatically for triggers like birthdays, anniversaries, or a customer milestone.
  - Set a series of emails for your contact lists.  
Set it and forget it email marketing. When you add new contacts to your automated list, they'll start receiving a scheduled series of emails. Your audience stays engaged, and ready to take action.

# Powerful Email Marketing Made Simple

- **Contact management, with less of the "management."**
  - Upload your [email list](#) from Excel, Gmail, Outlook, and more. CC handles the rest: unsubscribes, bounces, and inactive emails update automatically.
- **Get your message in front of more people**
  - Send and post your emails to your social networks (CC suggests captions and images) all at once. Use [email tracking tools](#) to see who's opening, clicking, and sharing your emails and social posts in real time, so you can plan your next steps.
- **Events, Coupons, Online Surveys**
  - Give you the power to extend your marketing beyond the inbox. Start with email, and then connect with people to drive business in new ways; live events, trackable coupons, online surveys, and more.

# Going Beyond the Inbox

- **Autoresponders**
- **Surveys and Polls**
- **Donations**
- **Coupons**
- **Event Marketing**

# Going Beyond the Inbox

- **Automate emails**
- [Autoresponders](#) keep you connected to customers without staying tethered to your computer. Put your marketing on autopilot when you set up targeted email series for similar contacts and schedule personalized communications—like birthday and anniversary emails—on a particular date to build stronger relationships.
- **Conduct surveys**
- [Surveys and Polls](#) make it easy to start two-way conversations with your contacts. Customize your questions and answers to learn what they're interested in and then target your messages accordingly. Add your logo and colors. Share through email and social media—then track results in real-time.
- **Collect donations**
- [Online Donations](#) can streamline your organization's fundraising efforts. Create a custom, mobile-friendly donation page with secure credit card processing, and collect donations instantly. Set fundraising goals, promote via email and social media, and track donations with real-time reporting.
- **Offer coupons**
- [Coupons](#) are a proven way to drive traffic, build loyalty, increase sales, and get new contacts. Create a mobile-responsive coupon—and share via email or social media—then track when it's claimed, shared, and redeemed. Incentivize sharing to drive referrals and find new customers.
-



CENTRAL CITY AREA  
CHAMBER of  
COMMERCE

The Chamber Leadership Event is a tremendous benefit that is **FREE** to our Chamber Membership. The Chamber Board sent out a survey asking you what training would benefit your associates and employees. The feedback - **Customer Service!**

We want Customer Service to be the top priority in our community. You can help make this a reality by inviting those who work for and with you to this well known speaker on Wednesday, August 9 at 7:00 pm at the Performing Arts Center.

Please print this off and use it as an invitation to your staff. We want to see you all there for this special occasion.

[Rob Bell Video](#)



*Presents*

**Rob Bell**

**“Knock Your Socks Off Customer Service”**

**How to Exceed Customer and Organization Expectations**

Please join us for this **Free** Community Leadership Event  
hosted for Area Businesses, Their Employees  
and Area High School Student Leaders

**Wednesday, August 9th**

**7:00 pm**

**Central City Performing Arts Center**

Join us at 5:00 pm for Refreshments  
and Area Jobs Fair!

Special Thanks To Our Sponsors



**Corner Drug**



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Roll Your Email Into Social Media

**Greater Reach**



**Increase your open rate with an ad on Facebook.**

Expand your reach and get in front of up to 25,000 new local customers using our tool for Facebook advertising.

[Next Steps](#)

SOCIAL SHARE



**Social Promotions**

16 Scheduled Posts • [Manage Posts](#)

[Show Detailed Reports](#)



**New events and activities**

Posted on September 16, 2017 at 1:01 PM

ENGAGEMENT

CLICKS

REACH

2

2

93



**Have you seen our latest news?**

Posted on September 18, 2017 at 10:00 AM

0

0

2



**Create New Posts**

CLICK-THROUGH DISTRIBUTION





### Social Share [How does this work?](#)

Cancel

Save Changes


Options

**!** On July 17, Facebook made a change that limits your ability to customize images in Social Share posts. We are actively working to fix this so you will be able to customize images in your posts. [Learn more.](#)

**i** The schedule below is based on social marketing best practices. [Click here to read more.](#)

#### Saturday - 09/16/2017

New events and activities  
<http://conta.cc/2x4U3u6>




-  10 Minute Ministries
-  Martinwood
-  Mike Bitter
-  Mike Bitter

Published at 1:01 PM

#### Monday - 09/18/2017

Have you seen our latest news?  
<http://conta.cc/2x4U3u6>



September 2017						
Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Show Tips



EMAIL SEND INFORMATION



Preview

### New events and activities

SENT on Sat, Sep 16, 2017 at 1:00 pm CDT

**Lists** Constant Contact, Copy of PTC Class Rosters 2017 fundraiser, Facebook Signups, General Interest, Healthcare Profess

**From Name** Mike and Ruth at Martinwood International

**From Address** martinwoodinternational@gmail.com

**Reply-to Address** martinwoodinternational@gmail.com

**Email Link** <http://conta.cc/2x4U3u6>



[Preview](#)

## New events and activities

**SENT** on Sat, Sep 16, 2017 at 1:00 pm CDT

**Lists** Constant Contact, Copy of PTC Class Rosters 2017 fundraiser, Facebook Signups, General Interest, Healthcare Professionals, 7 [More](#)

**From Name** Mike and Ruth at Martinwood International

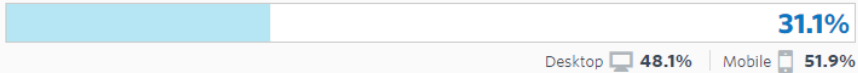
**From Address** martinwoodinternational@gmail.com

**Reply-to Address** martinwoodinternational@gmail.com

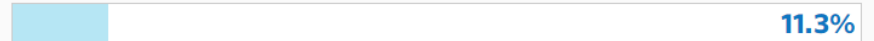
**Email Link** <http://conta.cc/2x4U3u6>

### EMAIL STATS

#### Open Rate



#### Click Rate



Sent	<b>379</b>
Bounces	<b>9</b>
Successful Deliveries	<b>370</b>

Did Not Open	<b>255</b>
Unsubscribed	<b>7</b>
Spam Reports	<b>0</b>

Search results - mikerbit | Email Details

Secure | https://em-ui.constantcontact.com/em-ui/em/page/em-ui/email#details/activity/f58234d5-5da9-4164-abb5-02d03468ca86

Apps | Breaking News and C | IP Cam 1 | World's Largest Profe | Google | YouTube | Social Posts | Google | BudURL | Business Photos - Go | Deluxe business chec | \*\* Gold Panning Instr | New Tab

Campaigns | Contacts | Reporting | List Growth Tools | Library | Social Posts | Integrations

Newsletter - 09 17

Email Activity | Click Report | Send History | Actions

EMAIL SEND INFORMATION

**New events and activities**  
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**From Name** Mike and Ruth at Martinwood International

**From Address** martinwoodinternational@gmail.com

**Reply-to Address** martinwoodinternational@gmail.com

**Email Link** http://conta.cc/2x4U3u6

Preview

EMAIL STATS

Open Rate **31.1%**  
Desktop 48.1% | Mobile 51.9%

Click Rate **11.3%**

379 | Did Not Open | 355

Copy  
Download  
Edit  
Preview  
Rename  
Resend

Newsletter - 09 17 

Email Activity Click Report Send

EMAIL SEND INFORMATION



**New events and activities**

SENT on Sat, Sep 16, 2017 at 1:00 pm CDT

**Lists** Constant Contact, Copy of PTC Class Rosters 2017 fundraiser, Facebook Signups, General Interest, Healthcare Professionals, 7 More

**From Name** Mike and Ruth at Martinwood International

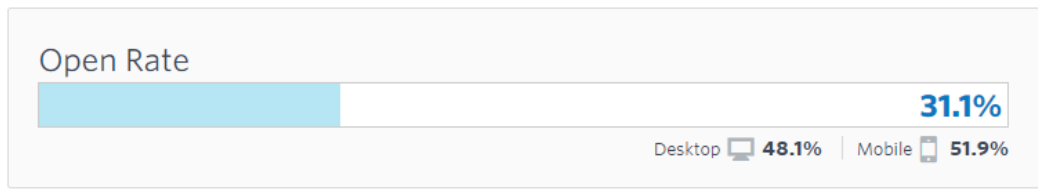
**From Address** martinwoodinternational@gmail.com

**Reply-to Address** martinwoodinternational@gmail.com

**Email Link** <http://conta.cc/2x4U3u6>

Preview

EMAIL STATS



javascriptvoid(0);

379

Did Not Open



On July 17, Facebook made a change that limits how much you can customize posts that contain links. As a result, if you are creating a post with a link, you'll be unable to change the auto-populated image. [Learn](#)

Martinwood



All accounts



Add new account



Outgoing Posts >



Activity



Drafted Posts



Settings



Reconnect



Remove

## Outgoing Posts for Martinwood

Create a post then share it, or schedule it for later, according to your audience schedule.

Select the social sites to post to. When a site is deselected, it will appear grayed out.



Keep abreast of Martinwood events by liking our Facebook Page. Movie Night and our annual Halloween party is coming up in October.



4869 characters remaining

Facebook Twitter Pinterest

Age 13 - 6!

Gender All Men Women

Location Add a location

Language Enter a language

Schedule

Draft

Share Now

Increase Traffic

**Using Graphics, Attachments,  
Social Media Buttons, Colors, etc.**

# Demo Time



# GROW YOUR DATABASE



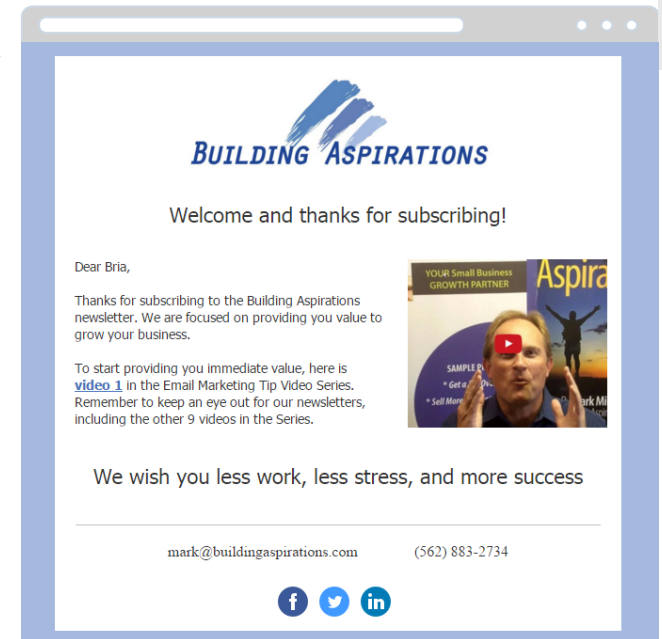
Growing your list is all about  
*how* and *where* you ask.

And yes, you have to.

# Where to Ask: Everywhere you're online



A screenshot of the Building Aspirations email sign-up form. The form is titled 'BUILDING ASPIRATIONS' and contains the following text: 'Get the Email Marketing Video Success Series for subscribing to the Building Aspirations eNewsletter. This series of 10, concise instructional videos provide you powerful tips to generate leads, win clients, and sell more with email marketing.' The form includes input fields for: '\* Email Address', '\* First Name', '\* Last Name', and '\* Phone Number'. Below these is a question 'How did you learn about us?' with a corresponding input field. A yellow 'Sign Up' button is at the bottom. At the very bottom, there is a small disclaimer: 'By submitting this form, you are granting: Building Aspirations, Mark Mikelat, Tustin, CA, 92780 United States, http://www.buildingaspirations.com permission to email you. You can revoke permission to mail to your email address at any time using the SafeUnsubscribe® link, found at the bottom of every email. We take your privacy seriously (to see for yourself, please read our [Email Privacy Policy](#)). Emails are serviced by Constant Contact.'



# Where to Ask: Everywhere else!



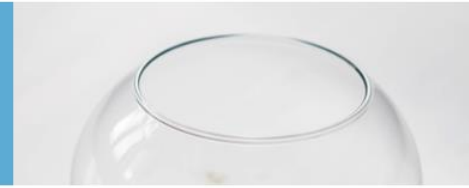
Events

Unchecked box



QR codes

Fishbowl




Sidewalk signs

But really, just ask.

## Sign Up Sheet

1. Checkout
2. Counter
3. Ask for it
4. Phone too

 Sign up to receive our Valuable e-Bulletins and get special coupons and notifications about upcoming events delivered directly to your inbox. You will only receive one or two e-bulletins per month so don't wait.	
<b>NAME</b> Please Print	<b>EMAIL</b> Please Print

# Enter to WIN!!

- 1. 8 Up
- 2. 4 cuts
- 3. Cardboard
- 4. Stack #s



### Enter to Win!

Each month we have a drawing from our mailing list for a Bronco's meal. To enter our contest fill out the form below and put it in the fishbowl on the counter or give it to your cashier. Winners will be notified by email.

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_



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Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Email Analytics

# Reading the Story



# OPENS

- Gauge interest
- Determine best day/time



Industry averages: 8-28%

**98**  
Unique Opens

**30%** Open rate

48% Your Average [Increase this](#)  
Compare against your industry [Select an industry](#)

98 Contacts *Select contacts to organize...* Display: Unique Opens

<input type="checkbox"/>	Name	Email	Date/Time (EDT)
November 2015			
<input type="checkbox"/>	Sausser, Julianne	jsausser@ecopartnersinc.com	11/12/2015 8:36pm
July 2015			
<input type="checkbox"/>	Macara, Crystal	crystal.macara@theshoesalon.com	7/3/2015 9:19pm
June 2015			
<input type="checkbox"/>	Egg, Christine	ceggertx2@gmail.com	6/16/2015 10:22pm
May 2015			
<input type="checkbox"/>	Nicholson, Jenny	jnicholson@peo.net	5/21/2015 7:26am
March 2015			
<input type="checkbox"/>	Grant, Marsha	mgrant@marincounty.org	3/2/2015 7:24pm
February 2015			
<input type="checkbox"/>	Lehman, Jan	janl@standalelumber.com	2/21/2015 2:30pm
<input type="checkbox"/>	Bellows, Marjorie	accounting@mcintoshporis.com	2/20/2015 3:55pm



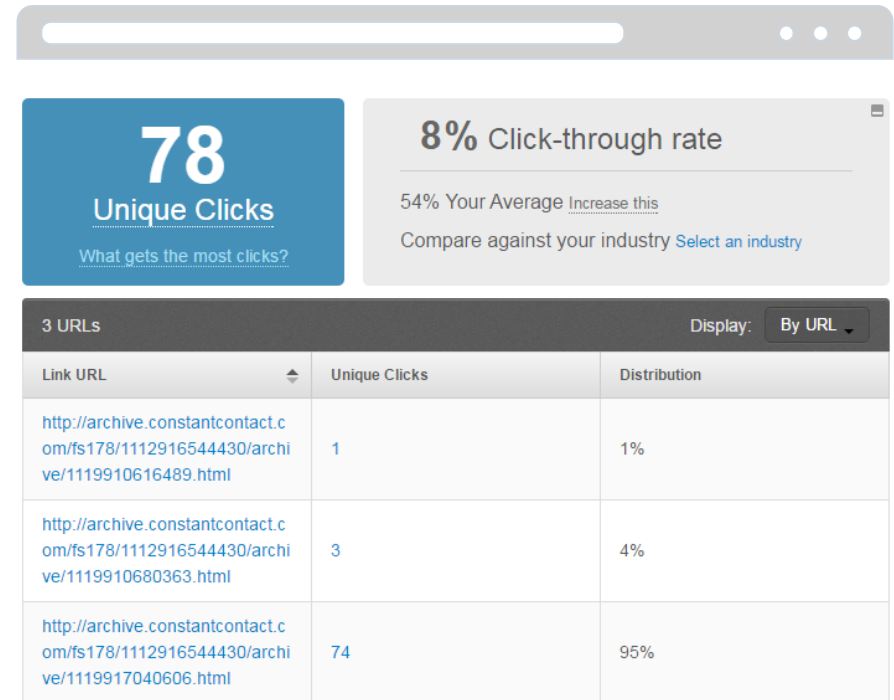


# CLICK-THROUGHS

- Measure success
- Identify engaged readers



Industry averages: 5-18%





# DID NOT OPENS

- Re-engage audience
- Test new methods



Industry averages: 72-92%

The screenshot shows a CRM interface with a summary card and a contact list. The summary card displays '26 Did Not Open' and '53% Did not open'. Below the summary, there are four contact rows with columns for Name and Email. The contact list is filtered by 'E', 'P', 'M', and 'S'.

4 Contacts		Select contacts to organize...
<input type="checkbox"/>	Name	Email
E		
<input type="checkbox"/>	Emero, Debbie	demero@constantcontact.com
P		
<input type="checkbox"/>	Pratt, Stephen	spratt@constantcontact.com
M		
<input type="checkbox"/>	McLemore, Jacqueline	jmclemore@constantcontact.com
S		
<input type="checkbox"/>	Sabbs, F.	fsabbs@roving.com



# OPT-OUTS

- Collect feedback
- Adjust mailing strategy



Industry average: <1%

The screenshot displays a CRM interface with a header bar. On the left, a blue box shows '2 Unsubscribed'. To the right, a grey box shows '8% Unsubscribe rate' with a '5% Your Average' comparison and a link to 'Improve this'. Below this is a table with 2 contacts, each with a checkbox, name, email, and reason for unsubscribing. At the bottom, there is a pagination control showing 'Show 50 rows per page' and '1 — 2 of 2 items'.

<input type="checkbox"/>	Name	Email	Reason
B			
<input type="checkbox"/>	Boes, Roseanne	rboes@constantcontact.com	Too many emails
W			
<input type="checkbox"/>	Willis, Stephanie	swillis@constantcontact.com	too many emails



# BOUNCES

- Identify “bad” addresses
- Maintain clean lists

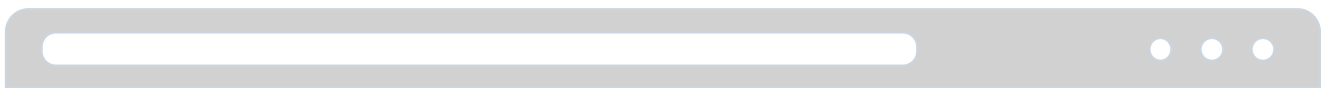


Industry average: 2-14%

The screenshot displays an email marketing dashboard. At the top, a summary card shows '8 Bounced Emails' with a link 'What should I do with these?'. To the right, a statistics card shows a '4% Bounce rate' (18% Your Average) and a link 'How do I reduce future bounces?'. Below these is a table of 6 selected bounced emails with columns for Name, Reason, and Email. The table includes rows for Jason Kasper, Max Schoen, Angie Gardner, Sharonf Fletcher, BJ Burkhardt, and Diane Patterson. At the bottom, there is a 'Show 50 rows per page' dropdown and a '1 — 6 of 6 items' indicator.

<input checked="" type="checkbox"/>	Name	Reason	Email
K			
<input checked="" type="checkbox"/>	Kasper, Jason	Undeliverable	jkasper@platinumstrategies.com
S			
<input checked="" type="checkbox"/>	Schoen, Max	Non-existent	maxschoen19@gmail.com
G			
<input checked="" type="checkbox"/>	Gardner, Angie	Non-existent	agardner@kingeryandcompany.com
F			
<input checked="" type="checkbox"/>	Fletcher, Sharonf	Undeliverable	sfletcher@collegepark.md.gov
B			
<input checked="" type="checkbox"/>	Burkhardt, BJ	Non-existent	bburkhar@mpvre.com
P			
<input checked="" type="checkbox"/>	Patterson, Diane	Non-existent	dpatterson@briganteinc.com

Spotlight on the "click-through"



RE Reports > My Email Campaign

- EM My Reports
- Sent (214)
  - Opened (25)
  - **Clicked (21)**
  - Spam (0)
  - Bounced (1)
  - Unsubscribed (0)
  - Did Not Open (1)

**21**  
**Unique Clicks**  
What gets the most clicks?

**10% Click-through rate**

7% Your Average [Increase this](#)  
Compare against your industry [Select an industry](#)

4 URLs Display: **By URL**

Link URL	Unique Clicks	Distribution
<a href="http://www.pinterest.com/mindbodyonline/">http://www.pinterest.com/mindbodyonline/</a>	2	9%
<a href="https://www.facebook.com/pages/Half-Moon-Yoga-Studio/223262421217335">https://www.facebook.com/pages/Half-Moon-Yoga-Studio/223262421217335</a>	4	19%
<a href="https://www.mindbodyonline.com/online-booking">https://www.mindbodyonline.com/online-booking</a>	12	57%
<a href="https://www.youtube.com/user/MINDBODYonline">https://www.youtube.com/user/MINDBODYonline</a>	3	14%

View the  
"clickers"

## Reports > My Email Campaign

### My Reports

- Sent (214)
- Opened (25)
- **Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

12

Unique Clicks

[what gets the most clicks?](#)

10% Click-through rate

54% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

74 Click-Throughs [Select contacts to organize...](#)

<input type="checkbox"/>	Name	Email	Date/Time (EDT)
February 2015			
<input type="checkbox"/>	<a href="#">Reid, Suzanne</a>	suzanne.reid@ubymca.org	2/2/2015 1:03pm
<input type="checkbox"/>	<a href="#">Morgan, Jessica</a>	jessica@senfinancial.com	2/2/2015 10:40am
<input type="checkbox"/>	<a href="#">Hubbard, Karen</a>	khubbard@georgiaeyeassociates.com	2/2/2015 8:45am
<input type="checkbox"/>	<a href="#">Siewert, Shari</a>	shari@discovertheworld.org	2/2/2015 2:50am
January 2015			
<input type="checkbox"/>	<a href="#">Grant, Marsha</a>	mgrant@marincounty.org	1/30/2015 7:37pm
<input type="checkbox"/>	<a href="#">peterson, rose</a>	rose.p@comcast.net	1/30/2015 11:11am
<input type="checkbox"/>	<a href="#">Pemberton, Joyce</a>	jpemberton@granitestatedev.com	1/30/2015 10:47am
<input type="checkbox"/>	<a href="#">Kolander, Dawnn</a>	d.kolander@neopost.com	1/30/2015 10:46am
<input type="checkbox"/>	<a href="#">McInnis, Rose Marie</a>	gjkt@kingfishtournament.com	1/30/2015 10:42am
<input type="checkbox"/>	<a href="#">Hansen, Tonja</a>	pr@lifelinechiropracticpa.com	1/30/2015 9:23am
<input type="checkbox"/>	<a href="#">Liu, Dandy</a>	dandy.liu@bayatgroup.com	1/29/2015 8:02pm
<input type="checkbox"/>	<a href="#">Crozier, Bev</a>	parabevelegal@hotmail.com	1/29/2015 7:14pm

Target based  
on interest

## Reports > My Email Campaign

### My Reports

- Sent (214)
- Opened (25)
- **Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

12

Unique Clicks

[what gets the most clicks?](#)

10% Click-through rate

54% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

74 Selected

Manage Lists

- Add to Lists
- Remove from Lists

<input checked="" type="checkbox"/>		Email	Date/Time (EDT)
February			
<input checked="" type="checkbox"/>	Reid, Suzanne	suzanne.reid@ubymca.org	2/2/2015 1:03pm
<input checked="" type="checkbox"/>	Morgan, Jessica	jessica@senfinancial.com	2/2/2015 10:40am
<input checked="" type="checkbox"/>	Hubbard, Karen	khubbard@georgiaeyeassociates.com	2/2/2015 8:45am
<input checked="" type="checkbox"/>	Siewert, Shari	shari@discovertheworld.org	2/2/2015 2:50am
January 2015			
<input checked="" type="checkbox"/>	Grant, Marsha	mgrant@marincounty.org	1/30/2015 7:37pm
<input checked="" type="checkbox"/>	peterson, rose	rose.p@comcast.net	1/30/2015 11:11am
<input checked="" type="checkbox"/>	Pemberton, Joyce	jpemberton@granitestedev.com	1/30/2015 10:47am
<input checked="" type="checkbox"/>	Kolander, Dawnn	d.kolander@neopost.com	1/30/2015 10:46am
<input checked="" type="checkbox"/>	McInnis, Rose Marie	gjkt@kingfishtournament.com	1/30/2015 10:42am
<input checked="" type="checkbox"/>	Hansen, Tonja	pr@lifelinechiropracticpa.com	1/30/2015 9:23am
<input checked="" type="checkbox"/>	Liu, Dandy	dandy.liu@bayatgroup.com	1/29/2015 8:02pm
<input checked="" type="checkbox"/>	Crozier, Bev	parabevelegal@hotmail.com	1/29/2015 7:14pm

## We Help Chambers Build Strong Communities

The Constant Contact Chamber Program is designed for your success. Join today, it's FREE.



### A partnership that works

Constant Contact has partnered with Chambers of Commerce to provide you, and your members, effective marketing tools that work. From email marketing to event management to social sharing and more, your Chamber will receive FREE access to our entire suite of award winning tools, and your members will see big discounts too!

### Powering Your Chamber to Be More Effective:

- Complimentary Constant Contact account for up to 5,000 contacts valued at \$1,020 annually
- Event, survey, and social marketing tools
- Custom branded email templates
- Professional support and advice from our award winning coaches and local marketing experts
- Access to certified speakers for your small business marketing events
- Training to help you drive results
  - Monthly product and email marketing strategy best practice webinars for new chamber employees
  - Monthly webinars designed to help you increase member interaction and engage with potential members



### Benefits to Your Members Include:

- Up to 25% off Constant Contact's powerful and easy tools
- In-person educational workshops and online training designed to help your members increase revenue
- Free support for those members that need help with Constant Contact or with their marketing strategy

### Easy Program Requirements:

As a partner in our program, you will need to complete two marketing activities each quarter in exchange for the complimentary Constant Contact account and program benefits:

- Send a quarterly Constant Contact campaign to your members. Constant Contact will provide you with the copy and the design. All you have to do is press send. AND
- Choose one of the following marketing activities:
  - Host an in-person workshop on email/online marketing
  - Run an email campaign
  - Run a direct mail campaign
  - Add Constant Contact materials to new member packets
  - Add a co-branded link on your website

**Get started today!**

Apply Now

**Questions?** Call us at 855-854-8609.

## EMAIL



Price based on list size.

How many email contacts do you have?

List Size	Monthly	6-mo. Prepaid	12-mo. Prepaid
0-500	\$20 /mo. after free trial	\$18.00 (10% off)	\$17.00 (15% off)
501-2,500	\$45 /mo. after free trial	\$40.50 (10% off)	\$38.25 (15% off)
2,501-5,000	\$65 /mo. after free trial	\$58.50 (10% off)	\$55.25 (15% off)
5,001-10,000	\$95 /mo. after free trial	\$85.50 (10% off)	\$80.75 (15% off)

10,000+ List over 10,000?  
Call and we'll help 855-225-1276

Are you a nonprofit? ⓘ

No  Yes

Buy Now—get your first month at \$20

## EMAIL PLUS



Price based on list size.

How many email contacts do you have?

List Size	Monthly	6-mo. Prepaid	12-mo. Prepaid
0-500	\$45 /mo. after free trial	\$40.50 (10% off)	\$38.25 (15% off)
501-2,500	\$70 /mo. after free trial	\$63.00 (10% off)	\$59.50 (15% off)
2,501-5,000	\$95 /mo. after free trial	\$85.50 (10% off)	\$80.75 (15% off)
5,001-10,000	\$125 /mo. after free trial	\$112.50 (10% off)	\$106.25 (15% off)

10,000+ List over 10,000?  
Call and we'll help 855-225-1276

Are you a nonprofit? ⓘ

No  Yes

Buy Now—get your first month at \$45

# SMART TECHNIQUES



- Text links get more clicks than buttons
- Place your logo left or center in email
- Include company name in text
- Key action must be above scroll line
- Do not give too many choices
- Make all images clickable (and with text labels)



**test it on *yourself!***  
**(and on your mobile device)**

# Wrap Up

- **Watch analytics/increase all rates**
- **Use graphics to market**
- **Get readers' attention**
- **Test colors, blocks, content, etc.**
- **Build, build, build**

Social  
Media

## Quickstarter

from Constant Contact®

Get Started!

Log In



*What are you waiting for?  
Pull the lever!*

We'll help you get started...and successful...at building

### What's Inside:

**Social Media 101** (4 chapters)

**Facebook** (18 chapters)

**Twitter** (17 chapters)

**LinkedIn** (14 chapters)

**Blogging** (3 chapters)

**YouTube** (9 chapters)

**Ratings and Reviews**  
(6 chapters)

**Location-Based Services**  
(7 chapters)

**QR Codes** (3 chapters)

**Email Plus Social Media  
Marketing** (4 chapters)

# Questions?



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- (402) 212-1245