



EMAIL MARKETING

# *Social Media*

webinar series





# Thank You to Our Partners





# Hi! I'm Lisa Perry (and that guy next to me is Brian)



**perryproductions**  
digital marketing agency

*Lisa Perry*  
SOCIAL  
online learning



# How Can You Connect with me?



Facebook Group: [facebook.com/groups/socialmediasuccesswithlisa](https://facebook.com/groups/socialmediasuccesswithlisa)



**Constant Contact** 



# Top challenges for small business owners

Finding new customers

Not having enough time

Retaining existing customers



**Retaining existing customers**

**Finding new customers**

**Not having enough time**

Shift your focus  
to do more business





Gaining a new customer can be  
5 to 25 times more expensive  
than retaining an existing one.





A 5% increase in retention  
increases profits 25% to 95%.



91% of consumers check their personal email at least once per day.



# How can you use email to get new and repeat business?

- How to turn more website visitors into new contacts
- How to automate timely engagement with new contacts
- How to do more business by sending relevant emails



# How can you use email to get new and repeat business?

- How to turn more website visitors into new contacts
- How to automate timely engagement with new contacts
- How to do more business by sending relevant emails



Is it easier to reach people when you have their contact information or when you don't?





# Static sign-up forms work



## JACK'S BACKYARD BAR-B-QUE

"FOR THE NOVICE, THE ENTHUSIAST, AND THE TRAINED CHEF, AS WELL AS FOR THE BBQ."

Proudly serving barbeque from our grill to yours. Jack's Backyard Bar-B-Que offers Texas pork shoulder, Tennessee beef brisket, smoked turkey, Kentucky sausage, North Carolina style ribs, smoked chicken, and other Southern cuisine served with our award winning homemade sausage. Jack's Backyard Bar-B-Que is a one of a kind experience, bringing the essence of southern food right into your neighborhood.

TASTE THE MAGIC OF JACK'S BACKYARD BAR-B-QUE!

Make a Reservation

### Stay In Touch

Never miss out on your favorite limited edition sandwich again!

\* Email Address

First Name

Birthday

MM / DD

\* Email Lists

- Jack's BBQ Birthday Coupons
- Jack's BBQ Food Truck
- Jack's BBQ Menu & Specials
- Jack's BBQ Special Events

**Sign Up**

By submitting this form, you are granting: Jack's Backyard BBQ, 123 Main Street, Waltham, Massachusetts, 02451, United States, <http://www.jacksbackyardbbq.com> permission to email you. You may unsubscribe via the link found at the bottom of every email. (See our [Email Privacy Policy](#) for details.) Emails are serviced by Constant Contact.



# A more effective way to entice new contacts

## Stay In Touch

**Get a FREE dessert on your next visit!**

By submitting your email address, you'll also stay up-to-date on all of Jack's happenings and be the first to know about special offers and new menu items.

\* Email

Get my free dessert!

Powered by [Constant Contact](#) | [Privacy](#)

TASTE THE MAGIC OF JACK'S BACKYARD BAR-B-QUE!

Make a Reservation

By submitting this form, you are granting Jack's Backyard BBQ, 123 Main Street, Waltham, Massachusetts, 02451, United States, <http://www.jacksbackyardbbq.com> permission to email you. You may unsubscribe via the link found at the bottom of every email. (See our [Email Privacy Policy](#) for details.) Emails are serviced by Constant Contact.



Tip #1: Stop asking, “Join our email list.”

**Don't make it  
about receiving  
more email**







# Tip #2: Focus on what's in it for them.



To receive promotions and discounts



To receive exclusive content



To show continued support for an organization



# Retail



## **SOUTHSIDE** **◆CYCLING◆**

EST 2002



[Home](#)

[Our](#)

[About Us](#)

**Get 15% off your next purchase!**

Enter your email address to get your coupon and exclusive access to more discounts and cycling resources. After that, you'll receive no more than 2 emails each month.

\* Email

Get my coupon!

Powered by Constant Contact | [Privacy](#)



# Business to Business (B2B)

## French Consulting



OUR WORK

**Sign up to receive a FREE consultation!** ✕

In the future, you'll receive exclusive content to market your business.

\* Email

By submitting this form, you are consenting to receive marketing emails from: Jack's Backyard BBQ, 1601 Trapelo Rd, Waltham, MA, 02451, US. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

**Sign Up!**

Constant Contact



CONTACT

## *What our clients say*



# Nonprofit



## Specializing in more

123 Main Street Waltham, MA 02160

Phone: 866-289-1234



[DONATE](#)

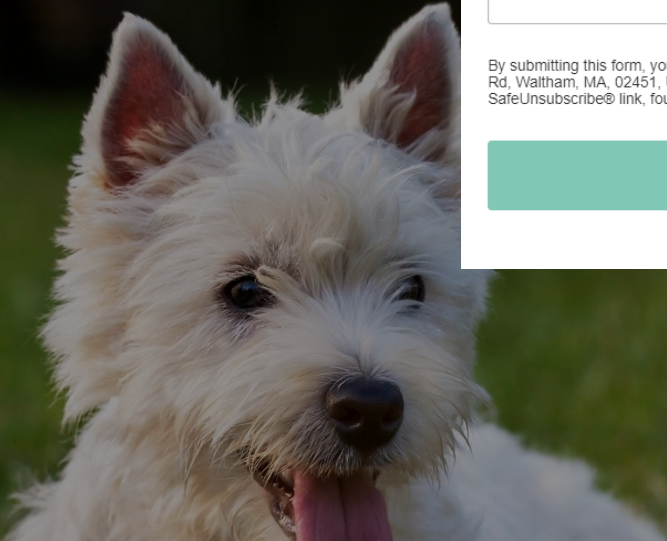
[ADOPTION](#)

[FOST](#)

[ATE](#)

[EVENTS](#)

[CONTACT US](#)



### Sign up to receive a free adoption guide!

We'll guide you through the adoption process to find the right dog for your family.

Through our monthly email, you'll also learn about our animals, events, and volunteer opportunities. Together we can find forever homes for our animal friends.

\* Email

By submitting this form, you are consenting to receive marketing emails from: Jack's Backyard BBQ, 1601 Trapelo Rd, Waltham, MA, 02451, US. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Get the guide!



## Things to remember about your email list...

**You'll do more business if you have an email address**

**Dynamic forms increase signups by 150%**

**Focus on what's in it for your contacts when signing up**



# How can you use email to get new and repeat business?

- How to turn more website visitors into new contacts
- **How to automate timely engagement with new contacts**
- How to do more business by sending relevant emails

# Have this ever happened to you?



Join our Cheese Lovers Club and discover something new every month!



## NEW from The Cheese Shop: Monthly Cheese Lovers Club

Curious about new cheeses? Looking for a gift for a special food lover?

**Then join The Club!**

The Cheese Shop's new Monthly Cheese Lovers Club will feature our selections of three cheeses and accompaniments that reflect the character of a particular season, region, or set of flavor profiles. Club packages will be available for local pickup at The Cheese Shop or shipment anywhere in the continental U.S. on the second Friday of each month. Every package will include approximately 1 1/2 pounds of cheese, artisan crackers, and an accompaniment from our selection of gourmet foods, with notes about the cheeses and pairing suggestions. Monthly selections may include themes such as A Taste of Massachusetts, A Tour of Normandy, Traditional Cheeses of Europe, and more!

Available in 3, 6 and 12 month subscriptions, with inaugural shipments in March, 2016. Prices start at \$225 for a 3-month local subscription.

Call or visit The Cheese Shop to join today! Orders placed by the end of February will receive our first monthly selection with a special gift on Friday, March 11.

The Cheese Shop of Concord, 29 Walden Street, Concord, Mass 01742  
(978) 369-5778 [www.concordcheeseshop.com](http://www.concordcheeseshop.com)

Open 10:00 am - 5:30 pm, Tuesday through Friday  
9:00 am - 5:30 pm on Saturday





Welcome emails generate  
**320%** more revenue





# Engage right away with a Welcome Series

## Email 1: Delivery/Welcome

- Send immediately
- Deliver asset
- Welcome
- Set expectations

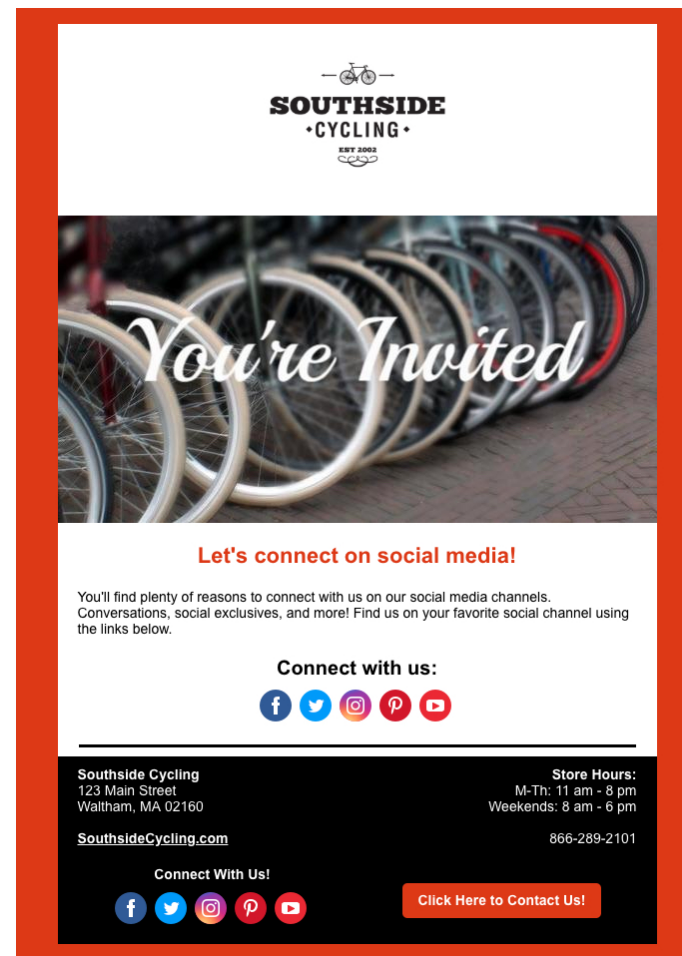
The screenshot shows an email layout for Southside Cycling. At the top is the logo with a bicycle icon and the text "SOUTHSIDE CYCLING" and "EST 2002". Below the logo is a photograph of people at a bike shop with the text "Thank You!" overlaid in a script font. Underneath the photo is the heading "Thank you for joining us!" followed by a paragraph: "You'll receive one more email within the next week and then you can expect to hear from us on a monthly basis with tips for bike care, riding safety, and local events." A large red-bordered box contains the text "ENJOY 15% OFF" and a "SHOP NOW" button. To the right of the box, it says "Use the coupon code [CYCLINGSALE] when shopping online or show this coupon in store." At the bottom, there is contact information for Southside Cycling (123 Main Street, Waltham, MA 02160, SouthsideCycling.com, 866-289-2101) and store hours (M-Th: 11 am - 8 pm, Weekends: 8 am - 6 pm). Social media icons for Facebook, Twitter, LinkedIn, and YouTube are shown with the text "Connect With Us!" and a "Click Here to Contact Us!" button.



# Engage right away with a Welcome Series

## Email 2: Invitation to Connect

- Send a few days later
- Invite them to connect
- Let them know how to reach you






# Business to business (B2B) example

Email 1

**French Consulting**

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**Thanks for signing up!**

As a subscriber to our email list, you'll receive exclusive tips and resources to grow your business.

You'll receive one more email within the next week and then you can expect to hear from us twice a month.

Please click the button below to schedule your free consultation. We'll go over your current business strategy and provide recommendations to improve.

[Schedule your free consultation](#)

---

**French Consulting**  
123 Main Street  
Waltham, MA 02160

**FrenchConsulting.com** | Office Hours: M-F: 9 am - 6 pm | 866-289-2101

[f](#) [t](#) [in](#) [v](#)

Email 2

**French Consulting**

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**Get the full experience!**

To help you grow your business, we are always learning and sharing the latest marketing tips and tricks. Stay on top of the most recent developments by following us on social media! Join us on Facebook, Twitter, LinkedIn, and Youtube today!

**Connect with us on social media!** [f](#) [t](#) [in](#) [v](#)

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**French Consulting**  
123 Main Street  
Waltham, MA 02160

**FrenchConsulting.com** | Office Hours: M-F: 9 am - 6 pm | 866-289-2101

[f](#) [t](#) [in](#) [v](#)



# Nonprofit example

Email 1

Hearts & Tails  
ANIMAL RESCUE

Thanks for your support!

**We're glad you could join us!**

At Hearts & Tails Animal Rescue, we work hard to find forever homes for hundreds of dogs each year. Your support is invaluable. You'll receive one more email within the next week and then you'll receive our monthly emails after that.

As a thanks, download our FREE adoption guide. We'll walk you through the process of choosing the right breed of dog for your family and the adoption process. Click the button below to get your copy.

[Get my adoption guide!](#)

---

Hearts & Tails Animal Rescue  
123 Main Street  
Waltham, MA 02160  
HeartsandTailsAnimalRescue.org

Shelter Hours:  
M-Th: 9 am - 8 pm  
Weekends: 8 am - 6 pm  
866-289-1234

[Donate Today!](#)

Email 2

Hearts & Tails  
ANIMAL RESCUE

**Don't keep us to yourself, share the love!**

We are thrilled you could join us! Help us spread the word. Connect with us on social media for the latest news, behind the scenes photos, and more.

**Connect with us:**

---

Hearts & Tails Animal Rescue  
123 Main Street  
Waltham, MA 02160  
HeartsandTailsAnimalRescue.org

Shelter Hours:  
M-Th: 11 am - 8 pm  
Weekends: 8 am - 6 pm  
866-289-2101

[Donate Today!](#)



# Remember: Timely engagement matters

**Automate to  
build  
relationships**

**Use a simple  
Welcome Series**

- 1. Delivery/  
Welcome**
- 2. Invitation to  
Connect**



# Website Lead to Automated Email Series

the **Y** YMCA

About Videos Locations Y Schedules **Membership** Get Involved Events Contact Give Join Program Registration A-Z

**Cannon Memorial YMCA** West Cabarrus | Kannapolis | Harrisburg

Healthy Living Swim & Aquatics Youth & Teen Programs Community Programs Child Watch & After School Summer Camps

< **Membership**

- Join the Y
- Benefits and Rates
- Nationwide Membership
- Join Online
- 7 Day Trial Pass
- Silver&Fit and SilverSneakers®
- Corporate Membership
- Earn a Free Month (Referrals)
- Membership Guidelines

**BENEFITS AND RATES**

The Cannon Memorial YMCA includes 3 branches in Cabarrus County: **Kannapolis, West Cabarrus, and Harrisburg**. These YMCAs strengthen the foundations of our community through well-being and fitness, camps, family time, swim, sports and play, and other activities for people of all ages, incomes and abilities. We're more than just a place to work out. At the Y, we help build a healthy spirit, mind and body for all with the core values of caring, honesty, respect and responsibility at the heart of everything we do.

- + Kannapolis Branch Rates
- + West Cabarrus Branch Rates
- + Harrisburg National Branch Rates

**Try the Y for FREE**  
Sign up for your pass

**Visit for FREE with a 7-Day Trial Pass**

Experience the benefits of the Y with a FREE 7-day trial pass. There is no obligation to join.

\* Email Address

First Name

Last Name

By submitting this form, you are consenting to receive marketing emails from: Cannon Memorial YMCA, PO Box 46, Kannapolis, NC, 28081 United States. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. Emails are serviced by Constant Contact.

**Sign Up**


<input type="checkbox"/>		<b>7-Day Trial</b>			<b>5219</b>	<b>Sep 11, 2015</b>
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# Website Lead to Automated Email Series

Preview

Desktop Mobile Inbox





## Thanks for joining us!

Thank you for your interest in the Cannon Memorial YMCA, which is made up of three branches: **West Cabarrus, Kannapolis and Harrisburg**. We offer a free Seven-Day Pass to anyone interested in learning more about us.

**This email is your Seven-Day Pass to experience membership at the Y. Just print out this email and bring it to the membership desk.**


You can visit any of the branches during your trial period so you can see all that each one has to offer. A few benefits available at your local branches include:

- Weekly group exercise classes. (Visit [www.cannonymca.org/schedules](http://www.cannonymca.org/schedules) for a schedule.)
- Kids and teen activities that are free for members like the Y Playhouse. (ages 6 weeks to 9 years) and youth fit zone. (ages 6-12)

Preview

Desktop Mobile Inbox

Building a healthy spirit, mind, and body for all



## OUR VOICE

### CANNON MEMORIAL Y EVENTS AND NEWS

west cabarrus | kannapolis | harrisburg [www.cannonymca.org](http://www.cannonymca.org)

### Have You Visited the Y Yet?

We hope you've had an opportunity to use your Seven-Day Trial Pass at one of the three Cannon Y branches. The Y is positively impacting the health and wellness of our community!

Here are just a few things you receive FREE as a Cannon Y member:

**Unlimited Exercise Classes**  
From yoga and pilates to High Intensity Interval Training and zumba, we have something for everyone and the workout variety is so interesting! See our [schedules online](#) or [download our schedules](#) for more information.

**Splash Into Aquatics!**  
Use our pools to have fun and stay in shape! Kannapolis and West Cabarrus branches have pools where members can swim and enjoy a group exercise class. [Learn more online.](#)

**Fun for the Entire Family**  
Activities for the entire family set the Y apart! While...

7-Day Trial

ACTIVE Created at 11:31am on 9/12/2015 Actions

2 Items This series applies to 4 Lists and runs Anytime

Order	Name & Schedule	Metrics			
1	<b>Seven-Day Pass / Welcome</b> <b>Sends:</b> Immediately after contact is added to list - <a href="#">Change</a>	0 QUEUED	6110 SENT	4589 OPENS	<a href="#">Actions</a>
2	<b>Have You Visited the Y Yet?</b> <b>Sends:</b> 10 days after "Seven-Day Pass / Welcome" - <a href="#">Change</a>	20 QUEUED	7122 SENT	2528 OPENS	<a href="#">Actions</a>



# How can you use email to get new and repeat business?

- How to turn more website visitors into new contacts
- How to automate timely engagement with new contacts
- **How to do more business by sending relevant emails**





77% of automation users see  
an increase in conversions.



# Automated Email Series

## Email triggers:

- Open the email
- Click any link
- Click a specific link
- A contact joins a list

**French Consulting**

**3 Reasons to Redesign Your Website**

**Greetings!**

When potential customers visit your website, you need to ensure your website is easy to use on any device and secure. Your website needs to be easy to use on any device and secure. Your website needs to be easy to use on any device and secure.

- 1. Look great on a mobile device** - Many customers visit your website on a mobile device. If your website is not mobile-friendly, you're likely missing out on sales.
- 2. Securely process payments** - Most POS systems do not securely process credit card data. That makes it easy for hackers to steal your customers' credit card data. Let's take a look at how we can help you secure your website.
- 3. Make it easy to take the next step** - Customers who visit your website for 15 seconds! That's not a long time, but it's long enough for your website to be easy to navigate and take the next step.

With our Web Design package, we'll ensure your website is easy to use on any device and secure. We'll also ensure your website is easy to use on any device and secure. We'll also ensure your website is easy to use on any device and secure.

**SCHEDULE MY CONSULTATION**

**French Consulting**  
1234 Main Street  
Loveland, CO 80538  
[FrenchConsulting.com](http://FrenchConsulting.com)

**French Consulting**

**Over 15 Years Experience**

**Greetings!**

Including our founder Michelle, our consultants have over 15 years of experience in website design.

As a small firm, we have the ability to be flexible to meet your needs and provide great quality service. We hope you'll allow us to streamline your website. We're sure it will make your business even more successful!

Schedule your consultation to get started today!

**SCHEDULE MY CONSULTATION**

**French Consulting**  
1234 Main Street  
Loveland, CO 80538  
[FrenchConsulting.com](http://FrenchConsulting.com)

**French Consulting**

**Get the Website You've Always Wanted**

**Greetings!**

Just check out what our clients are saying about the Web Design service. We're sure you'll love it just as much!

*"Our sales have increased ten-fold since the streamlining was completed. Our customers say it's easier than ever to use our website!"*  
Mary Jones, owner


*"I've never been happy with the look of our website. Even I got frustrated trying to use it on my phone. Now it looks great and sales have increased because of it."*  
Sam Davis, owner


*"Redesigning our website seemed like an impossible task. The team at French Consulting made it painless. I'm no longer embarrassed to send people to the site."*  
Susan Anton, owner




# Find an interested audience

- Send to the broad group of contacts
- Allow them to self-segment
- Follow up with timely, relevant information

—  —

**SOUTHSIDE**  
• CYCLING •  
EST 2002  




**Check out Cycling Club!**

If you love cycling as much as we do, you'll want to check out the Cycling Club. Each week, you'll join other club members for a local trail ride. You'll improve your skills and gain new friends as you cycle all over the countryside!

Not only that, but you'll get exclusive access to try out new cycling gear that we get at the shop. We hope you'll join us on our weekly adventure. Click the link below to find out more and receive additional information on the Cycling Club.

[Find out more!](#)





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Southside Cycling  
123 Main Street  
Washington, MA 02160

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm

[www.southsidecycling.com](http://www.southsidecycling.com) 866.289.2101

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# Automated follow-up information

## Email 1: Give reasons why



The email content is enclosed in a red border. At the top, it features the Southside Cycling logo with a bicycle icon and the text 'SOUTHSIDE CYCLING' and 'EST 2002'. Below the logo is a photograph of two cyclists standing with their bikes on a path. The main heading is '3 Reasons to Join the Cycling Club'. The body text explains the benefits of joining, such as access to gear, group rides, and free membership. A prominent red button says 'SIGN UP FREE TODAY!'. At the bottom, contact information for Southside Cycling is provided, including the address, store hours, website, and phone number. Social media icons for Facebook, Twitter, Instagram, Pinterest, and YouTube are also included.

**SOUTHSIDE CYCLING**  
EST 2002

**3 Reasons to Join the Cycling Club**

Not sure if you should join our cycling club? Here are the top three reasons people do:

- 1. Try out gear & get discounts!** - You'll receive exclusive access to try out new cycling gear. Plus, if you like it, you'll get a discount as a cycling club member.
- 2. Stay fit!** - Go on a group trail ride each week during the Spring and Summer months. You'll stay fit and have fun doing it.
- 3. It's FREE!** - You heard that right, membership is free. Just sign up to access all of these benefits and more!

**SIGN UP FREE TODAY!**

Southside Cycling  
123 Main Street  
Washington, MA 02160

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm

SouthsideCycling.com 866.289.2101



# Automated follow-up information

## Email 2: Highlight unique aspect

  
**SOUTHSIDE**  
•CYCLING•  
EST 2002  




**Learn From the Best**

Meet John. He's our Cycling Club group leader. He's been cycling for 15 years, since he was a kid!

He knows all of the best trails in the area and he's even ridden trails around the world! You'll learn from his experience, and he'll push you to be a better rider.

[Join the club to learn from John!](#)

---

Southside Cycling  
123 Main Street  
Washington, MA 02160

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm

[SouthsideCycling.com](http://SouthsideCycling.com) [866.289.2101](tel:866.289.2101)

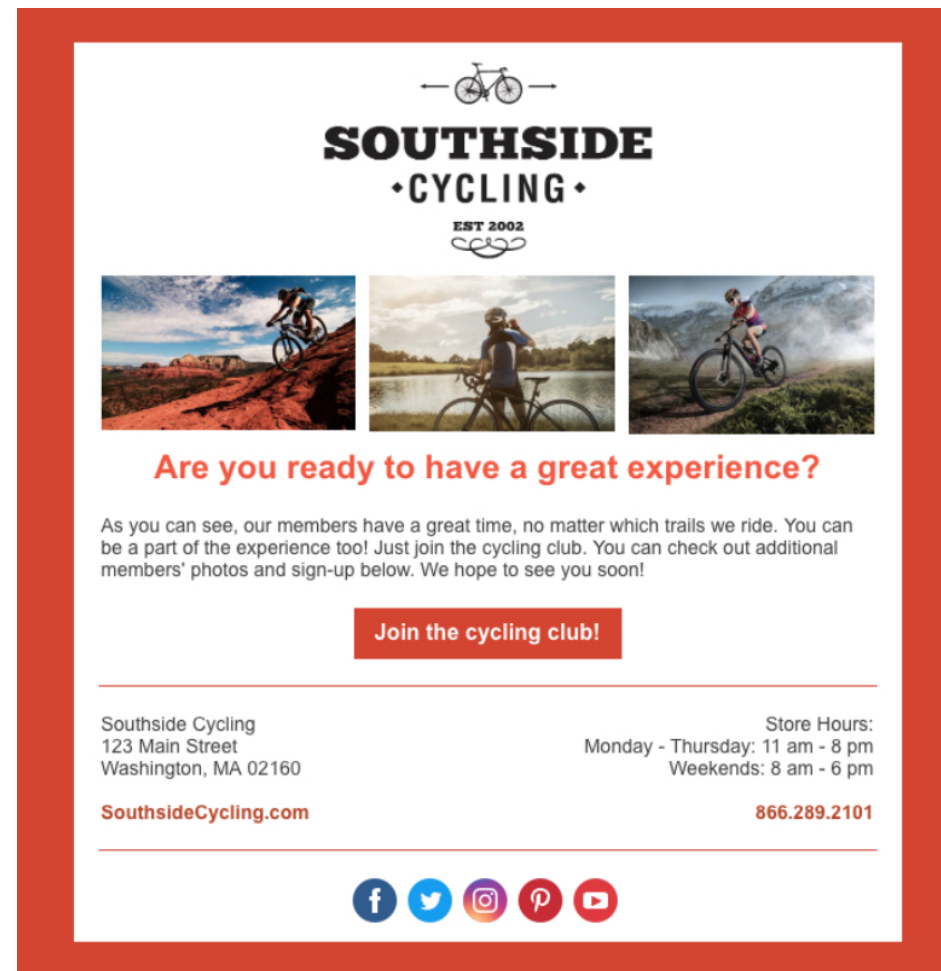
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# Automated follow-up information

## Email 3: Invoke fear of missing out (FOMO)



  
**SOUTHSIDE**  
•CYCLING•  
EST 2002  




**Are you ready to have a great experience?**

As you can see, our members have a great time, no matter which trails we ride. You can be a part of the experience too! Just join the cycling club. You can check out additional members' photos and sign-up below. We hope to see you soon!

[Join the cycling club!](#)






---

Southside Cycling  
123 Main Street  
Washington, MA 02160

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm

[SouthsideCycling.com](http://SouthsideCycling.com) **866.289.2101**

---



# B2B: Find an interested audience

- Send to the broad group of contacts
- Gauge interest in their website service
- Follow up with timely, relevant information

The image shows a screenshot of an email from French Consulting. At the top, the company name "French Consulting" is written in red, with a decorative flourish underneath. Below this is a photograph of a person's hands typing on a laptop keyboard, with a smartphone next to it. The main heading of the email is "Does your website stack up?". The body of the email includes a "Greetings!" section, a paragraph about technology changes and website updates, a paragraph about the benefits of streamlining a website, and a paragraph about a "Website Auditor" tool. A prominent black button with white text says "Scan my website!". At the bottom left, the company's address is listed: "French Consulting, 1234 Main Street, Loveland, CO 80538". At the bottom right, the phone number "866-289-2101" and business hours "Monday - Friday, 9 am - 5 pm" are provided, along with social media icons for Facebook, Twitter, LinkedIn, and YouTube. The website URL "FrenchConsulting.com" is also listed.




# B2B: Automated follow-up information

## Email 1: Give reasons why

**French Consulting**

---



### 3 Reasons to Redesign Your Website Now

**Greetings!**

When potential customers visit your website, you need to ensure a great experience. It needs to be easy to use on any device and secure. Your website should:

- 1. Look great on a mobile device** - Many people are viewing your email and website on a mobile device. If your website is hard to navigate on a mobile phone, you're likely missing out on sales.
- 2. Securely process payments** - Most POS systems securely store customers' credit card data. That makes it easy to manage monthly bills without having to bother your customers. Let's take a look at your POS and ensure everything is up to par. If it's not we can implement new tools to streamline the checkout and billing process even more.
- 3. Make it easy to take the next step** - On average, a new visitor only stays on your website for 15 seconds! That's not a lot of time, so you need to make sure your website is easy to navigate and take the next step. Especially on mobile devices.

With our Web Design package, we'll ensure your website meets these requirements and best practices to help your business be successful. Schedule your consultation today so we can discuss these and any other needs you may have.

SCHEDULE MY CONSULTATION

---

**French Consulting**  
1234 Main Street  
Loveland, CO 80538

866-289-2101  
Monday - Friday, 9 am - 5 pm

[f](#) [t](#) [in](#) [v](#)

[FrenchConsulting.com](http://FrenchConsulting.com)

## Email 2: Highlight unique aspect

**French Consulting**

---

### Over 15 Years Experience

**Greetings!**

Including our founder Michelle, our consultants have over 15 years experience in website design.

As a small firm, we have the ability to be flexible to meet your needs and provide great quality service. We hope you'll allow us to streamline your website. We're sure it will make your business even more successful!



Schedule your consultation to get started today!

SCHEDULE MY CONSULTATION

---

**French Consulting**  
1234 Main Street  
Loveland, CO 80538

866-289-2101  
Monday - Friday, 9 am - 5 pm


[f](#) [t](#) [in](#) [v](#)

[FrenchConsulting.com](http://FrenchConsulting.com)

## Email 3: Invoke fear of missing out

**French Consulting**

---



### Get the Website You've Always Wanted

**Greetings!**

Just check out what our clients are saying about the Web Design service. We're sure you'll love it just as much!

*"Our sales have increased ten-fold since the streamlining was completed. Our customers say it's easier than ever to use our website!"*  
Mary Jones, owner

*"I've never been happy with the look of our website. Even I got frustrated trying to use it on my phone. Now it looks great and sales have increased because of it."*  
Sam Davis, owner

*"Redesigning our website seemed like an impossible task. The team at French Consulting made it painless. I'm no longer embarrassed to send people to the site."*  
Susan Anton, owner

SCHEDULE MY CONSULTATION

---

**French Consulting**  
1234 Main Street  
Loveland, CO 80538

866-289-2101  
Monday - Friday, 9 am - 5 pm

[f](#) [t](#) [in](#) [v](#)

[FrenchConsulting.com](http://FrenchConsulting.com)





# Nonprofit: Find an interested audience


- Send to the broad group of contacts
- Find people who are interested in this dog
- Follow up with timely, relevant information

The image shows an email newsletter layout for 'Hearts & Tails Animal Rescue'. At the top is the organization's logo, which includes a silhouette of a dog and the text 'Hearts & Tails ANIMAL RESCUE'. Below the logo is a large, vibrant photograph of a black dog, Chuck, sitting on a grassy field. Underneath the photo is a grey header with the text 'Meet Chuck!'. The main body of the email contains a 'Greetings!' section, followed by a paragraph explaining the organization's mission to help dogs find homes. It then introduces Chuck, a stray Black Lab found in Wyoming, and provides a link to learn more about him. A green button labeled 'Find out more about Chuck!' is positioned below the text. The footer includes a 'Thank you!' message from Allyson, the Shelter Founder, and contact information for Hearts & Tails Animal Rescue, including the address, website, phone number, and shelter hours. Social media icons for Facebook, Instagram, and YouTube are also present, along with a 'Donate Today' button.



# Nonprofit: Automated follow-up information

## Email 1: Give reasons why



**Hearts & Tails ANIMAL RESCUE**

**Why adopt Chuck?**

Greetings!

Thanks for your interest in adopting Chuck! You might consider adopting Chuck:

- **If you have an active lifestyle.** Labradors are known to be energetic. If you love going on walks, hikes, and other adventures, Chuck may be a good fit for you.
- **If you have a family.** These dogs tend to have a great temperament, especially around kids. They are kind, outgoing, gentle, even tempered and trusting.
- **Because they are easily trainable.** These dogs tend to fit right in to many families as they are easy to house train.

Come on in and meet Chuck.

[Schedule time to meet Chuck](#)


Thank you!  
Alyson  
Shelter Founder

---


Hearts & Tails Animal Rescue  
123 Main Street  
Waltham, MA 02160  
[HeartsandTailsAnimalRescue.org](http://HeartsandTailsAnimalRescue.org)

Shelter Hours:  
M-Th: 11 am - 8 pm  
Weekends: 8 am - 6 pm  
866-289-2101

[Donate Today](#)



## Email 2: Highlight a unique aspect



**Hearts & Tails ANIMAL RESCUE**

**Makes Friends Easily**

Greetings!

One of the best things about Chuck is that he makes friends easily. He becomes friends with anyone he meets almost instantly! He loves other dogs and even cats which means that he'll make a good match for most families.

This personality is pretty typical with other dogs in this breed. So if this is something you look forward to in a dog come on in and meet Chuck for yourself.

[Schedule time to meet Chuck](#)


Thank you!  
Alyson  
Shelter Founder

---

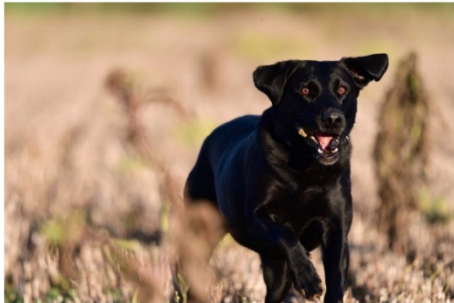
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## Email 3: Fear of missing out



**Hearts & Tails ANIMAL RESCUE**

**Don't miss your chance to bring home Chuck**

Greetings!

Chuck and other dogs like him are usually adopted within 10 days of arriving at the shelter. If you're interested in meeting Chuck, be sure to schedule your visit today!

Click the link below to schedule a time to meet him. Be sure to [complete the adoption form before your visit.](#)

[Schedule my visit today!](#)


Thank you!  
Alyson  
Shelter Founder

---

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[Donate Today](#)






# Retail: Onboarding series

## Thanks/getting started

## Educational information

## Ask for feedback



**Keep Your Bike in Tip-Top Shape!**

**Hello Nicole,**

We are glad you've chosen to join the Cycling Club. In preparation for your first meetup, let's make sure your bike is in tip-top shape.

Your bike is an investment. We wanted to provide a few things to keep in mind about your bike's care:

1. Keep your tires properly inflated for a great ride. Your bike needs tires need 40PSI.
2. Keep your chain lubricated. Remember, less is more. Use just a few drops once a month.
3. Have your bike serviced by a professional at least once a year.

If you have questions on your bike or want to schedule your next service. Please click the link below to contact us.

[Contact Us](#)

---


Southside Cycling  
123 Main Street  
Washington, MA 02160  
[www.southsidecycling.com](http://www.southsidecycling.com)

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm  
866.289.2101

**10 Things Every Cyclist Should Know**

**Hello Nicole,**

As you're ramping up for your first Cycling Club meetup, we wanted to provide some help. Here's a great video to make sure you're up to speed and ready for all of the fun you'll have in the Cycling Club.




[Watch the Video](#)

---

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123 Main Street  
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Weekends: 8 am - 6 pm  
866.289.2101



**Tell us what you think!**

**Hello Nicole,**

We hope you're enjoying the Cycling Club! Please take 3 minutes to share your feedback with us. We want to ensure the your experience is great!

Please click the link below to complete a short survey and let us know how we can improve the club. Your feedback is valuable and be used to improve the Cycling Club experience.

[Complete the Survey](#)

---

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123 Main Street  
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[www.southsidecycling.com](http://www.southsidecycling.com)

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm  
866.289.2101





# Nonprofit: Onboarding series

## Thanks/getting started

## Educational information

## Ask for feedback

### Your First Day as a New Dog Parent

Hello Nicole,

Thank you for adopting through Hearts & Tails Animal Rescue. While we know you are a perfect match for your new dog, we want to provide a few tips to help you along the way.

- Give your new dog time to acclimate to your home and family before introducing strangers.
- It's important to follow the feeding schedule and food they have been fed while in foster care. Replicate that schedule for the first few days. If you wish to switch to a new brand or type of food, do so by slowly introducing the new food over the course of a week.
- It's important to remain calm and quiet around your new dog for a few days. Limit his excitement to give him enough time to settle in.

As always, we are here to help. Give us a call if you have any questions. We want to make the transition as easy as possible. Be sure to check out our website to for training tips and resources.

Thank you,  
Allyson,  
Shelter Founder

[Get Training Tips and Resources](#)




---

Hearts & Tails Animal Rescue  
123 Main Street  
Waltham, MA 02160  
866-289-1234

Shelter Hours:  
M-Th: 9 am - 8 pm  
Weekends: 8 am - 6 pm

Heartsandtailsanimalrescue.org

[Donate Today!](#)

### Successfully Transition Your New Pet to Your Home

Hello Nicole,

Transitioning a new pet into your home, can sometimes be a challenge. That's why we've worked with our local dog training expert, Sherry.

She put together an ebook full of tips and tricks to make the transition as easy as possible. You can download your copy of the guide by clicking the link below.

Thank you,  
Allyson,  
Shelter Founder

[Download the Pet Transition Guide](#)



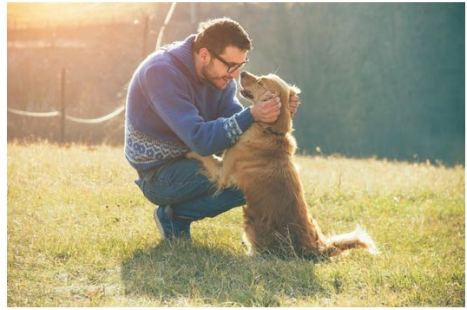
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Hearts & Tails Animal Rescue  
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866-289-1234

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M-Th: 9 am - 8 pm  
Weekends: 8 am - 6 pm

Heartsandtailsanimalrescue.org

[Donate Today!](#)

### Thank you!

Hi Nicole,

Thank you for adopting through Hearts & Tails Animal Rescue. We work hard to help as many pets as possible find their loving, forever homes and would love to hear about your adoption experience.

Please visit our [Facebook page to leave us a review of your experience](#) with us.

Thank you!  
Allyson,  
Shelter Founder

[Write a review!](#)


---

Hearts & Tails Animal Rescue  
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866-289-1234

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Heartsandtailsanimalrescue.org

[Donate Today](#)






# Anticipation series

## Find interested audience

## Preparation info


## Educational info




**SAVE THE DATE!**  
Sierra's Race 2016:  
June 18th 2016

*That's right everyone! We're back and ready to for some running action. Be sure to mark your calendars, lace up those running shoes and start training because the date has been set.*

**ARE YOU READY TO REGISTER?**





Click the image above if you are ready to register!



Click the image above if you are not ready to register, today.

**Can't attend this year?**  
Remember you can still donate!

**Donate Today!**

STAY CONNECTED:  
 

Sierra's Race Against Meningitis | 970-310-9103 |  
info@sierrasraceagainstmeningitis.com | Visit Our Website



**5 Tips For Training For a 5K!**  
*You are registered but are you ready?*

**Saturday June 18th, 2016**

**Race Start Time: 8:00am**

**Foundations Church**  
1380 Denver Ave,  
Loveland, CO 80537

[Forward to a Friend](#)

So that they can [register](#) too!

[REGISTER NOW](#)

**5 Tips For Training For a 5K!**



**Tip #1: Enjoy the Taper**  
Tapering is the reduction of exercise before a competition or race. It is shown to increase performance, especially for 5K race.  
[Read this article by Active.com on how to taper correctly >](#)




**Tip #2: Fuel Up**  
A proper runner's diet is essential to not just performing well but to avoid fatigue and stress on the body.  
[Read this article by RunnersWorld.com on a proper diet for a 5K race >](#)




**Tip #3: Grab a Friend!**  
Invite your friends to Sierra's Race. Studies have shown running with a partner is helpful for pace-setting, motivation and helps your time "fitting the pavement", a little more enjoyable.  
[They can register HERE >](#)



**Three Tips for Finding the Right Running Shoe**

ANATOMY OF A RUNNING SHOE




Finding the perfect running shoe can be no easy "feet" but it's crucial to running a successful race.

Don't find yourself hitting the trail with a bad shoe. Let us help you find your "sole mate"!

We found this amazing article written by [Active.com](#) that is extremely helpful when it comes to finding the best shoe for YOU!


Click the image or [visit the article](#) to learn more!

**Need Help? Let Our Sponsors Help!**  
These local sponsors are specialist and great resources for helping you find the perfect running shoe. Contact them today for a consultation:




**Runners Roost**  
FORT COLLINS, CO

[Runners Roost of Ft. Collins](#)



**LOVELAND MARATHON HALF MARATHON**

[Loveland Marathon](#)



**LOVELAND CYCLE 'N FITNESS**

[Loveland Cycle Fitness](#)




# Best content series

Choose timeless content   Choose related content   Choose 3<sup>rd</sup> related piece

Geraldi Consulting, Inc.

Exclusive Content Just for You!



**Are You losing Money by Missing Out on...**

This year, more people will find your website on mobile devices, and read your emails on them, than ever. Are both you and your business positioned and ready to convert them into clients?

[Read More](#)  
Best Practices for Small Business

Read more on the blog!

---

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Geraldi Consulting, Inc.

Exclusive Content Just for You!



**8 Things Small Businesses Must Know About the...**

"It's not the third screen or second screen-it's the first screen. It's one of the few things we walk around with all day. We sleep with it within an arm's reach and, for most of us, it's the first thing we check every morning."

[Read More](#)  
Best Practices for Small Business

Read more on the blog!

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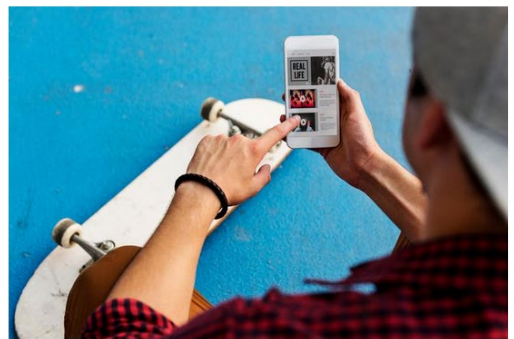
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Geraldi Consulting, Inc.

Exclusive Content Just for You!



**10 Mobile Habits Guaranteed to Help You Do More...**

By now, you're probably familiar with all the things you can do on your smartphone that get in the way of being productive. But did you also know there are things you can do on your device that will actually make you more successful?

[Read More](#)  
Best Practices for Small Business

Read more on the blog!

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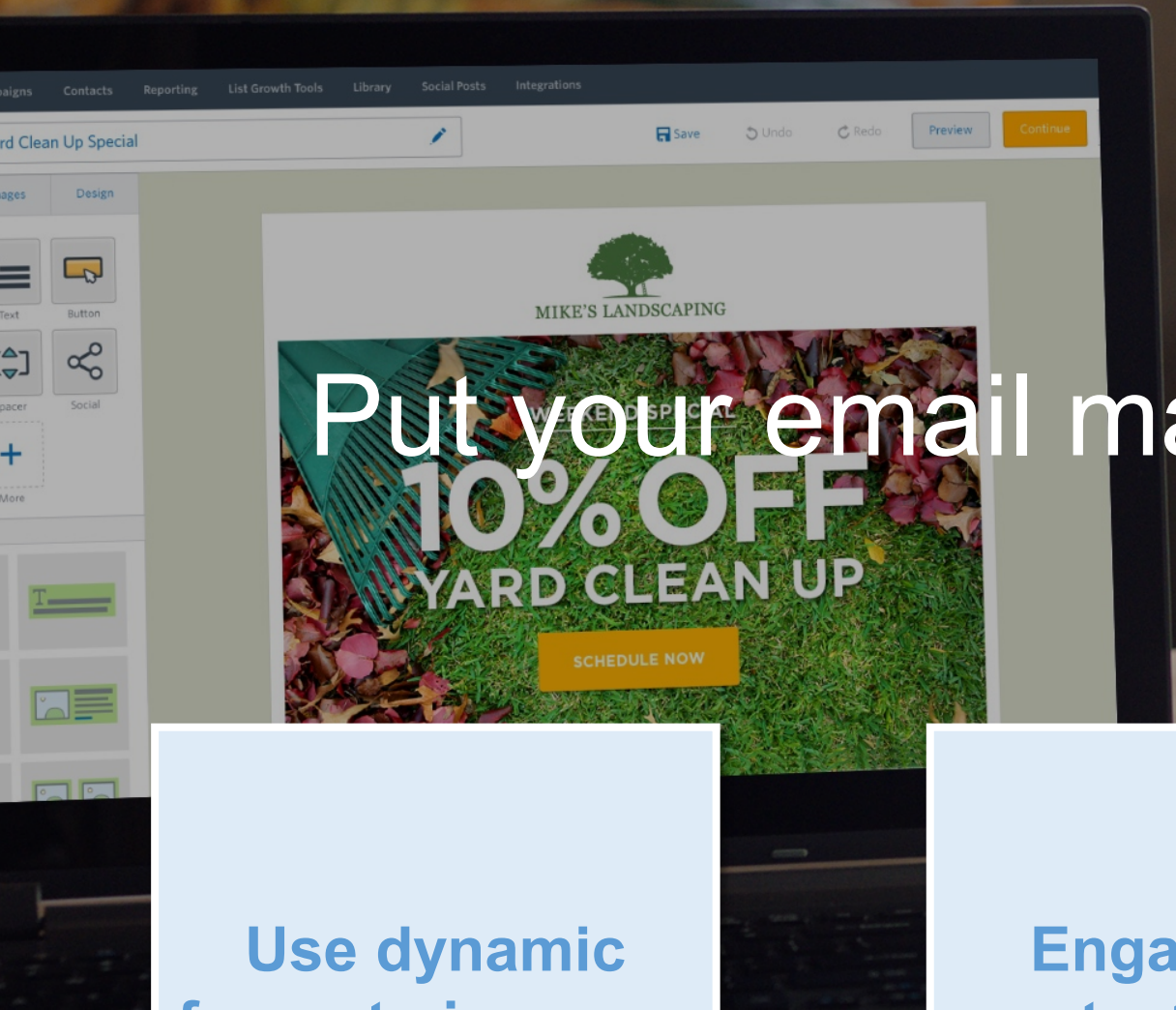
A photograph of two men in a workshop or office setting. They are looking at a whiteboard filled with handwritten text about cycling routes. The man on the left is wearing a black t-shirt and a black cap with a logo. The man on the right is wearing a dark jacket, glasses, and a brown cap. The whiteboard has text including 'CROSS RIDE MODERATE', 'SUN 9AM COFFEE RIDE (ROAD) 2 GROUPS: 18+ MPH + 15-16 MPH AVG', 'TUES 10AM 50-60 MI ROAD RIDE SOCIAL PACE: 13-15 mph with lunch stop \*BACK ON CALENDAR! #', 'FIND MORE ROUTES AT: www.RideWithGPS.com', 'Facebook - @ridestudio', 'Twitter - @ridestudio', 'Web - www.ridestudio.com', and 'RIDING! Ask us to receive our eNewsletter!'. There is also a small logo in the top right corner of the image.

# Send more timely, relevant emails

**Gauge interest from contacts**

**Create triggers and interest lists**

**Automate relevant, follow-up emails**



# Put your email marketing on autopilot

**Use dynamic forms to increase your signups**

**Engage new contacts with as welcome series**

**Use click segmentation & automation to send timely, relevant content**





# Set up dynamic forms

## Stay In Touch

**Get a FREE dessert on your next visit!**

By submitting your email address, you'll also stay up-to-date on all of Jack's happenings and be the first to know about special offers and new menu items.

\* Email

Get my free dessert!

Powered by [Constant Contact](#) | [Privacy](#)

TASTE THE MAGIC OF JACK'S BACKYARD BAR-B-QUE!

Make a Reservation

By submitting this form, you are granting Jack's Backyard BBQ, 123 Main Street, Waltham, Massachusetts, 02451, United States, <http://www.jacksbackyardbbq.com> permission to email you. You may unsubscribe via the link found at the bottom of every email. (See our [Email Privacy Policy](#) for details.) Emails are serviced by Constant Contact.



# How can you use email to get new and repeat business?

- How to turn more website visitors into new contacts
- How to automate timely engagement with new contacts
- How to do more business by sending relevant emails



# Next Steps

I've given you a lot of information to process...

So I want to ask you this....

Do you want me to teach you, step-by-step, how to put it all together in a digital marketing roadmap?



# I want to personally invite you...

*Social Media*  
**Kickstart**

with  
*Lisa Perry*



# Social Media Kickstart Digital Course

- **Week 1:** Module 1 – Marketing Plan & Branding
- **Week 2:** Module 2 – Content Creation
- **Week 3:** Catch up week
- **Week 4:** Module 3 – Facebook
- **Week 5:** Module 4 – Instagram
- **Week 6:** Catch up week
- **Week 7:** Module 5 – Email Marketing
- **Week 8:** Module 6 – Website & Analytics



# Social Media Kickstart Digital Course

## What is the Time Commitment?

2-3 hours per week (approximately 30 minutes of videos and then using your worksheets)

Imagine being able to...



Confidently pull out your marketing plan each month and put it to work.



Know exactly who your audience is and what they need from you.



Save time by batch producing and scheduling your content in advance.



Implement the best practices for each individual social media platform.



## GET STARTED TODAY

Choose The Social Media Kickstart Plan That's Right For You

### Independent Study

\$397

- ✓ 8-week Social Media Kickstart course
- ✓ Digital Marketing Assets Worksheet
- ✓ Private FB Group w/ LIVE Q&A Sessions
- ✓ Getting Started with Google My Business Mini-Course

or 3 monthly payments of \$147

PROMO CODE: CHAMBER  
(\$50 OFF)

### VIP Access

\$597

- ✓ 8-week Social Media Kickstart course
- ✓ All of the Independent Study Bonuses, Plus...
- ✓ Pre-Course Facebook and Instagram Page Audits (\$300 value)
- ✓ Post-Course Marketing Plan Audit & a 30-minute consultation with Lisa (\$350 value)
- ✓ Instagram Stories 101 Course (\$575 value) for FREE
- ✓ Only 50 VIP Spots Available

or 3 monthly payments of \$212

PROMO CODE: CHAMBERVIP  
(\$75 OFF)

## Independent Study



## VIP Access



[lisaperrysocial.com/kickstart](https://lisaperrysocial.com/kickstart)



# Social Media Kickstart Payment Plan



## Social Media Kickstart (VIP) - payment plan

This immersive, 8-week course features 6 modules of step-by-step, video-based education to help YOU get started with your very own social media marketing.

~~3 monthly payments of \$212.00~~

Subtotal: 3 monthly payments of \$212.00 USD

Discount: \$75.00 USD off once X

Due Now: **\$137.00 USD**

Logout

lisa@perryproductions.com

Card number

MM / YY

Complete my purchase

[www.lisaperrysocial.com/kickstart](http://www.lisaperrysocial.com/kickstart)



# Guarantee/Refund Policy



14 DAY  
RISK FREE  
GUARANTEE

- We back Social Media Kickstart with a **Money Back Guarantee** that entitles you to a **100% refund within the first 14 days** if you decide this course is not for you. Here's all you have to do: simply turn in your completed worksheets from the available modules within the 14-day window and tell us what didn't work.
- Why? We know that if you do the work, you'll get results. If you do the work and don't get value, then we'll happily refund your investment.

[www.lisaperrysocial.com/kickstart](http://www.lisaperrysocial.com/kickstart)



# Join me for Social Media Kickstart

**Will I see you on my birthday????**



[www.lisaperrysocial.com/kickstart](http://www.lisaperrysocial.com/kickstart)



**Sign up today!**  
**30% Off for 3 Months**  
**CODE: CTCT30**  
**[Click Here to Claim Offer](#)**



# Thank You for Attending!

## **Website**

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

## **Email**

[lisa@perryproductions.com](mailto:lisa@perryproductions.com)

## **Facebook and Instagram**

[@LisaPerrySocialMedia](#)

## **LinkedIn**

[@lisaannperry](#)