

# Make Email Work with Multichannel Marketing



Email, when integrated with other marketing tools, becomes an extremely powerful channel to market your business. Here's how you can integrate email with other marketing attributes.

## **Social Media Integration**

Email campaigns integrated with social media channels yield better results in a short time. Add social media buttons to your message to increase the visibility of your brand. It will take your message beyond the recipient, and make it viral!

Use all social media channels extensively to tap your target audience. Place calls-to-action on Facebook or Google+ pages. These pages should be optimized well and speak clearly about the benefits of subscribing to your services and messages. This way, 'followers' can be officially and easily converted to subscribers.

## **Search Integration**

Optimize your messages so that the search crawlers pull them up. Try hosting HTML versions of your email on the web for recipients who are not able to view them in their inboxes. Your message will be archived in the web, so it's important to optimize it as well as your web page.

For example, use the best keywords and anchor texts in the body of your message. Also, include "alt+" tags and social sharing buttons in messages to increase visibility.

## **Analytics Integration**

Since all your marketing efforts are being integrated, your analytics should also be multi-channeled. Using good quality marketing analytics gives you data with very high granularity. You can get minute data like how many visitors you got from each social media channel; and on which days, which of your marketing attempts generated more leads? And that, is only a part of the insight you can receive.

Using analytics, find your followers in various social media channels. Send them customized messages and engage them in viral conversations. Use genuine and targeted content for further follow-ups.



## Mobile Integration

Tap the huge number of mobile app users by making your email messages mobile friendly. Following are some easy ways to do that:

- Test your email templates to see if they are compatible with mobile devices
- Send both, plain text and HTML versions of your emails
- Offer suitable “alt+” texts for images in case they do not open on clicking
- Make user-friendly yet attractive CTAs

An email campaign should have all the marketing channels work together. Integrate your campaign beautifully with other performance-boosting marketing tools for a high ROI.

