Digital Marketing Quickstarter

Inspiration for a Successful Campaign

Constant Contact

Digital marketing provides small businesses with multiple opportunities to promote themselves.

As people search to find products and offerings to meet their needs, successful marketing can help you meet them where they are, when they are ready to make a purchase.

We've created a guide with everything you need to launch a full-scale marketing campaign. It's designed to be used however it best fits your needs: read from the beginning or jump into whatever sections apply to you and your business.

Whether you're a seasoned professional looking for inspiration or a marketing novice just getting started, this guide is chock-full of resources to get your campaign up and running quickly. We'll show you how to leverage your website, social media, email, SMS, events, and more to deliver an engaging digital marketing strategy.

When it comes to creating a successful marketing campaign, proper planning can be what you need to transform a good campaign into a great one.

We've compiled a list of notable dates to help you get started.

Quarter One

January 1, 2023 - New Year's Day
January 16, 2023 - Martin Luther King Jr. Day
February 14, 2023 - Valentine's Day
February 20, 2023 - President's Day
March 17, 2023 - St. Patrick's Day

Quarter Two

April 9, 2023 - Easter
April 18, 2023 - Tax Day
May 14, 2023 - Mother's Day
May 29, 2023 - Memorial Day
June 18, 2023 - Father's Day
June 19, 2023 - Juneteenth

Quarter Three

July 4, 2023 - Independence Day
September 4, 2023 - Labor Day
Varies - First Day of School

Quarter Four

October 9, 2023 - Indigenous Peoples' Day
October 31, 2023 - Halloween
November 10, 2023 - Veterans' Day
November 23, 2023 - Thanksgiving
November 24, 2023 - Day after Thanksgiving
December 7-15, 2023 - Hanukkah
December 24, 2023 - Christmas Eve
December 25, 2023 - Christmas Day
Dec 16 '23 through Jan 1 '24 - Kwanzaa
December 31, 2023 - New Year's Eve

Launching fun contests or campaigns? Want to build your prospect list? Selling an all-star product that's sure to shine? You might want to consider building landing pages as an easy way to direct customers. Point customers to where they need to go with well-thought-out landing pages.

Not sure where to start? Here are some of the most common types of landing pages to drive engagement and build your contact lists:

- Communications opt-in
- Contest entrance
- Find us online
- Event registration

- Contest entrance
- Charitable donation
- Product sales

Communications opt-in

Find us online

Event Registration

Pro tip: Ensure your website stays up-to-date by following this simple checklist:

☐ Update your hours of operation

☐ Add event information:

   ☐ on-site events

   ☐ trade shows

   ☐ community events

   ☐ virtual events

   ☐ fundraising drives

☐ Feature limited-time items, like seasonal menus or products

☐ Promote discounts and offers prominently

☐ Highlight images of your store or product from

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Engage More With Social

Social media plays a major role in helping you reach a larger audience. By producing various kinds of social content, you can reach more people and achieve your business goals. Incorporating each content type into your social feed allows you to maintain an engaged audience. Below are some ideas to help you get started.

Drive Awareness

Increases familiarity with your business, product, or service. Can also increase your social following.

Goal: Educate and boost public awareness

- Q&A interviews
- Questions
- Fill-in-the-blanks
- Behind-the-scenes photos/videos
- Tips and tricks
- Content promotion
- News/trending topics
- Company info
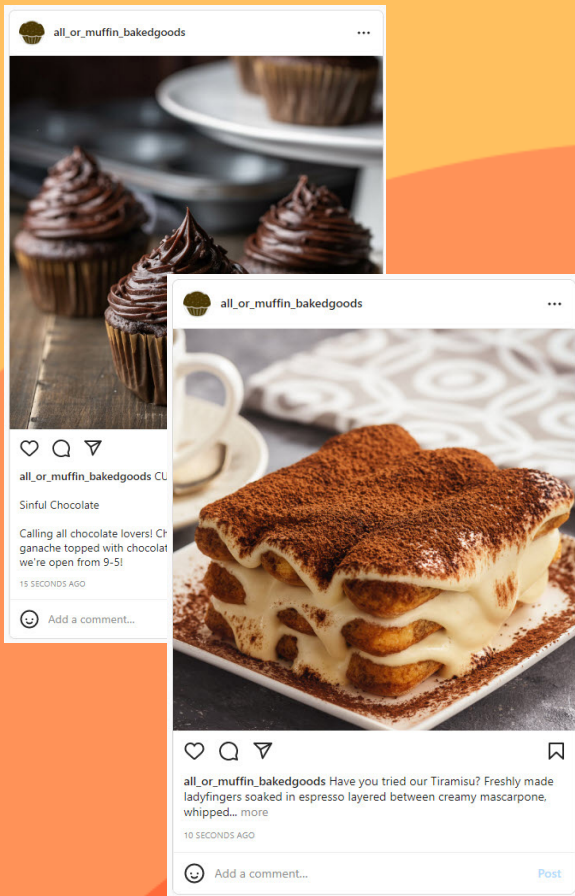- Giveaways
- Contests
  - Enter-to-win
  - Share-to-win
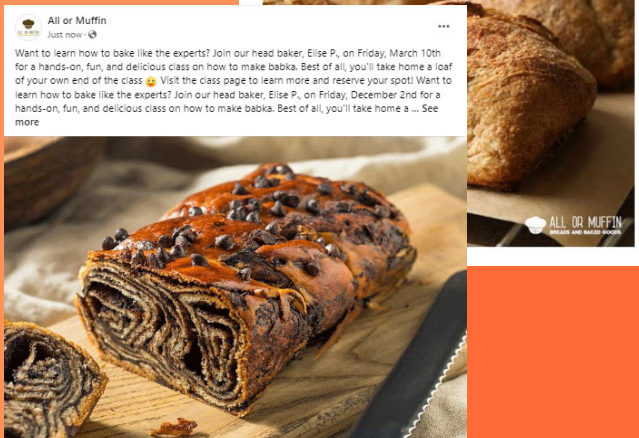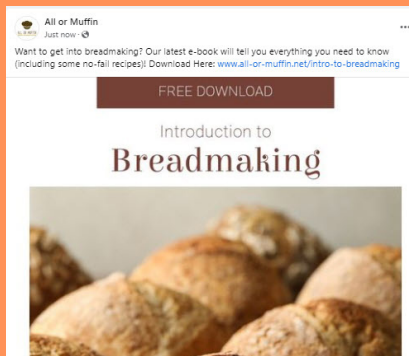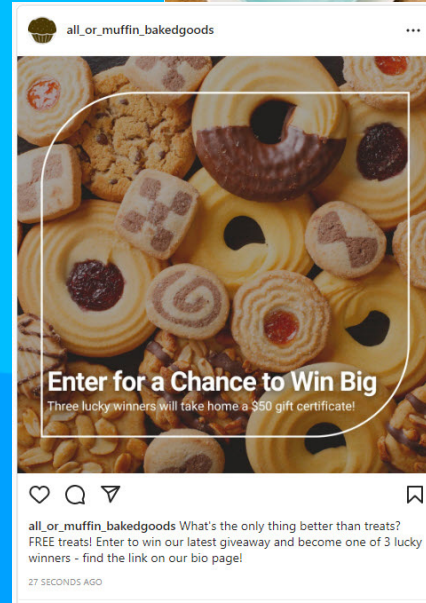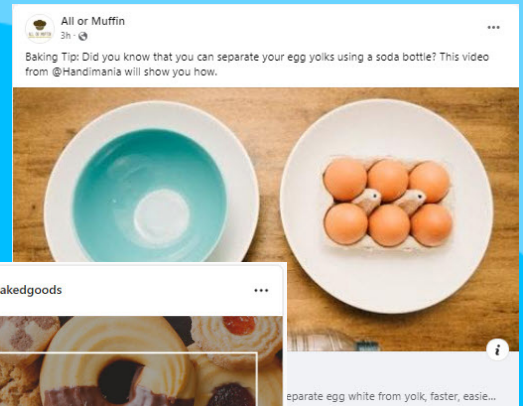
Grow Contacts

Invites customers/prospects to connect with you via email through sign-up forms or other lead-generation pieces.

Goal: Educate and boost public awareness

- Contests
- Enter-to-win
- Downloadable content
- Email opt-in
- Event RSVPs

Promote Product/Service

Alerts customers and prospects to a product launch, service expansion, brand initiative, or promotion.

Goal: Increase revenue or acquire new customers

- Ads
- Promotions and sales
- Product features (images/video)
- Customer testimonials
- Product teasers/previews
- Tutorials
- Fundraising kickoff

Customer Advocacy

The digital version of word-of-mouth advertising.

Goal: Establish long-lasting customer relationships, boost brand awareness, and increase sales by amplifying positive customer experiences.

- Customer stories/quotes
- Polls/voting
- User-generated content
- Product reviews

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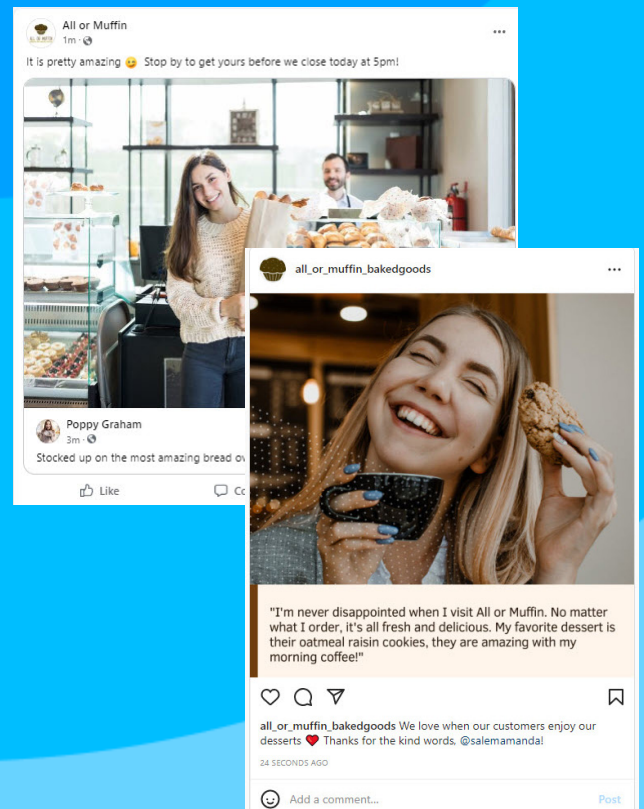
Social Platform Size Guide

Facebook

Profile photos must be at least 170x170 pixels.

Cover photos appear on your page at 820 x 312 pixels.

Images shared in a post have a recommended size of 1200 x 630 pixels or 1080 x 1080 pixels.

Instagram

Profile images appear on your homepage at 110 x 110 pixels.

Image thumbnails appear on your profile at 161 x 161 pixels. Square photos are 1080 x 1080 pixels and rectangular photos should be 4:5 aspect ratio.

Story videos should use a resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.

Pinterest

Profile images appear at 165 x 165 pixels on the homepage.

Pins on the main page appear at 236 pixels with a scaled height. Expanded Pins have a minimum width of 600 pixels with a scaled height.

It is recommended to use an image aspect ratio of 2:3 for pins.

LinkedIn

Your company logo image should be 300 x 300 pixels.

The company business banner size is recommended at 1128 x 191 pixels.

Images shared in a post have a recommended size of 1200 x 1200 pixels.

TikTok

Videos should have a resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.

News feed videos have a max file size of about 285MB for Apple and 72MB for Android. Ads have a max file size of 500MB.

Videos have a max length of 3 minutes.

YouTube

The channel profile image should be 800 x 800 pixels.

Custom thumbnail images should be 1280 x 720 pixels.

The channel cover photo has a minimum size of 2560 x 1440 pixels with an aspect ratio of 16:9.

Shorts videos have max length of 60 seconds and a recommended resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.

Twitter

Profile photos have a recommended size of 400 x 400 pixels.

Header photos should be 1500 x 1500 pixels.

Link images appear at 1200 x 675 pixels.

Tweets sharing a single image should use a standard 4:3 or 16:9 aspect ratio.

How Often Should You Post on Social?

Social media is a great way to share important news, products, and updates with your followers, but how often should you be posting? Here are some guidelines to help you create a consistent and effective social schedule.

Facebook
Three to seven times a week

Twitter
One to three Tweets per day

Pinterest
One to five posts per day

Instagram
Feed: No more than one time per day (treat Reels as part of your feed).
Stories: three to 10 stories per day.

YouTube
Two to three videos per week

TikTok
One to four times per day

LinkedIn
Three to five posts a week

Content Mix Guidelines

Social media is a great way to share the spirit of the season with your followers, but how often should you be posting? Here are some guidelines to help you create a consistent and effective holiday social schedule.


Non - Promotional / Soft Sell / Hard Sell
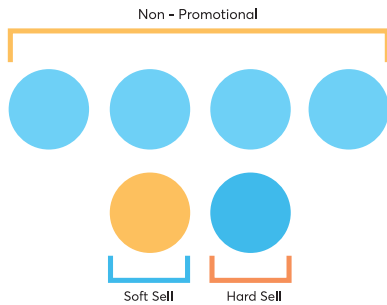
4-1-1 Approach
For every six postings you publish, **four should be non-promotional content, one should be a soft sell** (think event invite), and **one a hard sell** (buy now).


Promotional / Balanced Message / Non-Promotional and Useful Content / Engagement
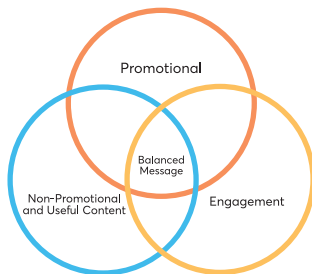
The Rule of Thirds
Not to be confused with photography composition rules, the rule of third says **1/3 of your posts should be promotional, 1/3 should be non-promotional and useful,** and **1/3 on engaging with your audience.**

Promotional Content / Non - Promotional and Useful Content
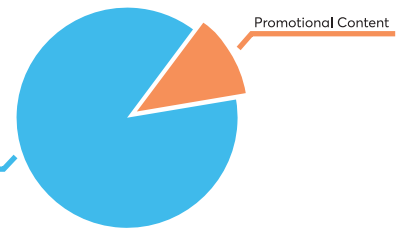
80/20 Rule
Out of all the posts you publish, **80% of posts should contain non-promotional and useful conten**t and **20% should contain promotional content.**

5	3	2
Relevant Sources	Created Content	Engagement
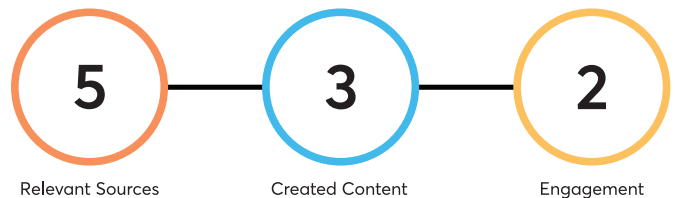
5-3-2 Approach
For every ten posts you publish, **five should be posts from other relevant sources, three should be content you've created** (promotional or non), and **two should engage with your audience and humanize your brand.**

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Email Marketing Ideas

Draw your subscribers' attention to your promotions, gift ideas, event invites, etc. with engaging email marketing. Need inspiration? Here are a few email marketing ideas to get you started.

Drive Awareness

- Gift guides
- Tips & tricks
- Hours updates
- Gift ideas
- Last-minute reminders
- Newsletters
- Monthly updates
- Event invites
- Share a relevant story

Promote Product/Service

- Preview sale
- Free shipping
- Early bird pricing sales
- Gift packages
- Gift certificates
- Free shipping
- Gift card bonus (buy one, get one, etc.)

Customer Advocacy

- Last-minute reminders
- Personalized gift ideas
- Preview sale
- Customer appreciation
- Say thank you

Stand out of the crowd with emails that pop!

Asking yourself these three questions and adhering to email best practices will allow you to create and send emails that resonate with your subscribers.

1. What are you trying to accomplish? — **Headline**
2. Why should the reader care? — **Message body**
3. How can the reader get involved, what action do they need to take? — **Call to action**

Subject Lines

Creating subject lines that are both eye-catching is the key to great email engagement. After all, before someone reads your email, they'll need to open it. Here is some subject line inspiration sure to stand out in cluttered inboxes.

Promotional

- It's now or never! Save [%off] at [your business]]
- Shop our hottest products now
- New service offers available online
- Get your [birthday, mother's day, etc.] shopping done with these amazing offers
- Limited time only: Get [% off] your order
- Exclusive offers just for [Name]
- Unmatched selection of gifts for [mom/dad, etc.]
- Find the perfect gift for [mom/dad,etc.]
- Reserve your spot for [name of your event].
- A weekend of shopping is in store
- Stress-free shopping is possible at [your business]
- [Name], get a jump start on your shopping
- Finding the perfect gift has never been easier

Non-Promotional

- Need last-minute gift ideas?
- Our top [Number] [beauty, birthday, toddler] picks
- [Topic] tips and tricks
- It's gift o'clock. Check out these ideas.
- Have you seen our [Event/Holiday] gift ideas?
- Learn how to [do something]
- Time-saving tips from [your business]
- We're open late! New [season] hours
- On a budget? Check out these gift ideas
- Gift Inspiration for [Name]
- [Name], Thanks for being a loyal customer
- [Name], thank you for making a difference

Want to create standout subject lines of your own?

- ☐ **Use personalization when it makes sense.** Personalization can help create a stronger connection with your customers and help increase open rates when used properly. Personalize by name, location, etc.

- ☐ **Stay short and sweet.** Subject line: 4 to 7 words (or 40 characters). Preheader text: 5 to 8 words.

- ☐ **Avoid anything spammy.** Avoid ALL CAPS and excessive punctuation.

- ☐ **Subject line and preheader text should work together.** The subject line gives readers a reason to open, the preheader provides context.

- ☐ **Ask a question.** Questions can pique your reader's interest.

- ☐ **Include a deadline.** Create a sense of urgency by showing your message is timely

- ☐ **A/B Test.** Test different subject lines to discover what subject lines work best for your audience.

Best Way to Design an Email for Conversions + Personalization

Want to create an email that has an immediate impact? Here are some tips to help you write and design an email that's eye-catching, easy to read, and informative.

1. **From Name (the sender)**
   This is the first thing your subscribers see; use a recognizable from-name as the sender– whether your business name or a personal name. **Note**: Your audience gets used to the sender, so make sure to stick to the same one.

2. **Subject Line**
   Determines if your customer will open your email, so it should be enticing, engaging, and relevant to the content. Keep it to 4-7 words (or under 50 characters).

3. **Helpful Preheader**
   The preheader is an extension of the subject line and provides additional context. Be sure to keep it short and sweet, between 5 and 8 words.

4. **Header**
   Use the header to encourage subscribers to read the main message of your email. Be sure to include brand elements.

5. **Personalize Messages**
   Personalization can be helpful for building customer relationships. Gather information from your audience and personalize content for each recipient when applicable.

6. **Content**
   Content should focus on your main message. Keep copy concise by focusing on relevant content and using a clear call-to-action. Utilize graphic elements for more appeal and to increase engagement.

7. **Organize content into sections**
   Organize content into consistent sections. This simplifies the email creation process, allows you to set content expectations, and gives your subscribers something to look forward to.

8. **Branding**
   To keep a consistent look, add your logo and use your brand colors (stick to 4 or less). **Pro Tip**: Customize your templates to match your brand identity and save creation time.

9. **Images**
   Use high-quality, attention-grabbing imagery/GIFs

10. **Clear Call to Action**
    Be sure to include a clear, concise call to action. A good call to action should tell your subscriber exactly what you want them to do.

11. **Footer**
    Include social icons with links to your social media pages to encourage your subscribers to stay connected with you. Your footer should also include an unsubscribe link and a mailing address as well.

Pro Tip: Optimize for Mobile. With many emails being opened on mobile, it's crucial your email is optimized for smaller screens. Utilizing responsive email templates ensures your email looks great and automatically adjusts to fit any screen size,

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Meet Customers Where They're at with SMS

Your audience is on-the-go more than ever. SMS text message marketing can help you reach them where they are, even when they're out and about. Here are some examples of how you can use text messages to drive awareness, sales and even customer loyalty.

Drive Awareness:

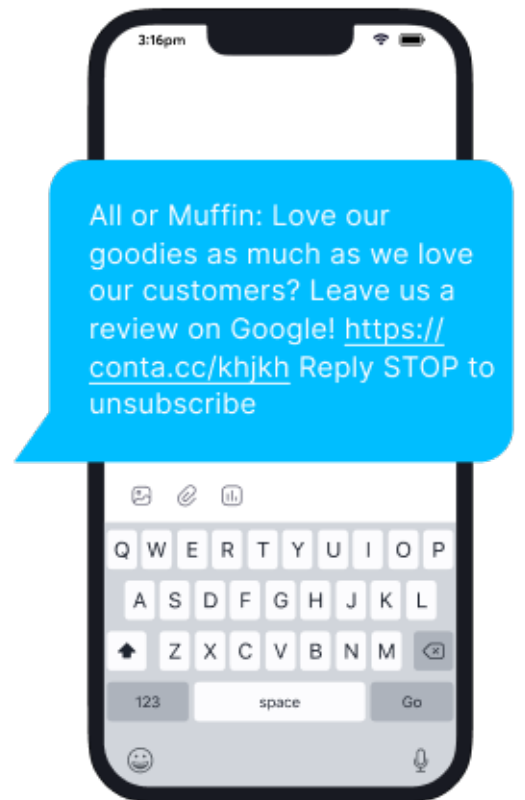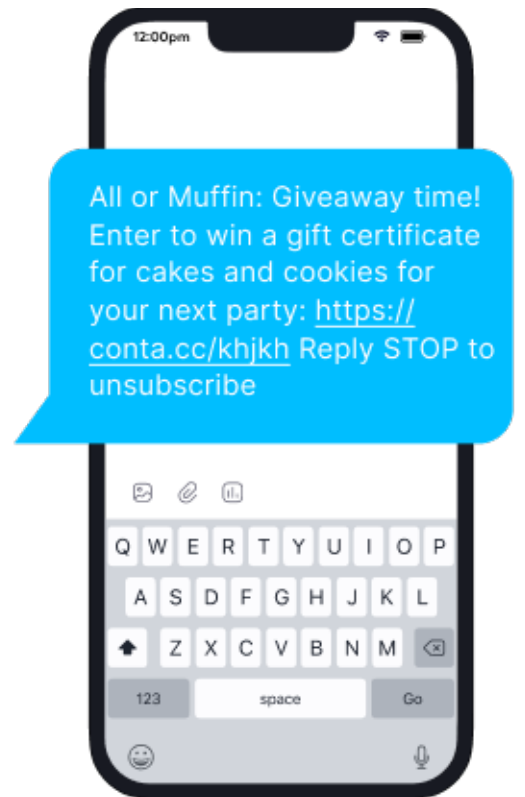All or Muffin: Need some biscotti to go with your coffee? Reply STOP to unsubscribe

All or Muffin: Joy baked into every bite 🍪 Reply STOP to unsubscribe
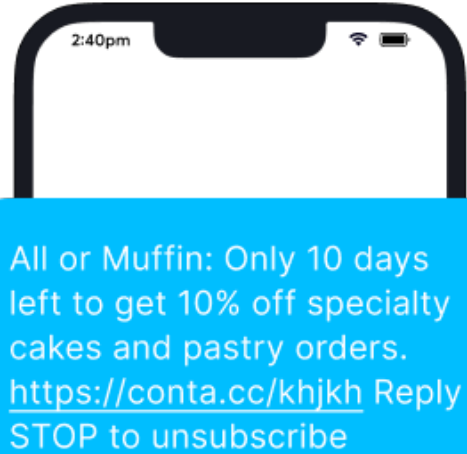
All or Muffin: Browsing the Downtown Market this weekend? We're open! Stop in for a fresh-baked treat. Reply STOP to unsubscribe

Grow Customer Loyalty:

All or Muffin: Thanks for your purchase! Use this coupon to get BOGO muffins at your next visit. https://conta.cc/khjkh Reply STOP to unsubscribe

All or Muffin: Giveaway time! Enter to win a gift certificate for cakes and cookies for your next party: https://conta.cc/khjkh Reply STOP to unsubscribe

All or Muffin: Love our goodies as much as we love our customers? Leave us a review on Google! https://conta.cc/khjkh Reply STOP to unsubscribe

Promote Products and Services:

All or Muffin: Only 10 days left to get 10% off specialty cakes and pastry orders. https://conta.cc/khjkh Reply STOP to unsubscribe

All or Muffin: To cookie or not to cookie? The answer is to cookie. Always. https://conta.cc/khjkh Reply STOP to unsubscribe

Best Practices

If you're sending SMS text messages this holiday season, here are the few best practices to remember:

- Always include your company name in your text messages.

- Recipients must be able to opt out.

- Shortened URLs create better texts and a better experience

- Marketing texts can only be sent between the hours of 8 a.m. and 9 p.m. (local to the recipient).

- Exclusive discounts and coupons are perfect for SMS offers.

- SMS text messages should be concise and relevant at the time received.

- Even during your busy season, don't overwhelm your customers with text messages.

- Remember that emojis can be used, but sparingly (they increase character count and some are not universal).

- SMS is a very personal channel—make your texts casual, conversational, and friendly!

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Checklist: How to Get the Most Out of Your Event

Sure, you want your supporters to learn, network and have a great time at your events– but what are YOU getting out of it?

Here are a few things to keep in mind during each stage of your event process to ensure you get the most out of your events.

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Before:

- ☐ Create or segment your contact list for invitees
- ☐ Add RSVPs to a segmented mailing list
- ☐ Set up your event registration and landing page
- ☐ Create email and/or text series: Don't forget to register!
- ☐ Create email and/or text series: See you at the event!
- ☐ Share event details and registration page on social and encourage sharing (if open to all)
- ☐ Launch event ticket giveaway on social (if applicable)

During:

- ☐ If an open event:
  - ☐ Post sign-up sheets to allow people to opt in to your contact list
  - ☐ Include QR codes on signage for contact list opt-in
  - ☐ Share text-to-join instructions for your opt-in
- ☐ Encourage attendees to take and share photos of the event on social media
- ☐ Take photos of the event for sharing on social and website
- ☐ Check-in attendees for a targeted list of day-of attendees

After:

- ☐ Send attendees a text and/or email thanking them for attending and soliciting feedback
- ☐ Send RSVPs who did not attend a "we missed you!" event recap
- ☐ Post photos and recaps to social media
- ☐ Retweet/repost attendee content about the event
- ☐ Include photos and info from the event in upcoming newsletters
- ☐ Evaluate metrics to measure success
  - ☐ Event attendance
  - ☐ Email, social and text engagement
  - ☐ Product sales
  - ☐ Donations
  - ☐ Email list signups
- ☐ Take note of successes and feedback for future events

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If you want to save time, integrating your marketing tools can centralize the information you need to effectively manage your campaigns with less effort.

Here are some integrations you can use in conjunction with your email and social media marketing efforts to make sure you achieve your business goals this year.

Video/Image Creation

Create eye-catching, beautiful, and engaging communications fast.

- Vimeo
- Canva

Social Media

Easily create, optimize, schedule, and launch all your social posts all at once, plus quickly see how each are performing in one place.

- Facebook
- Instagram
- LinkedIn
- Twitter

Customer List Growth

Use your product and service offerings to easily capture leads and grow your customer list fast.

- Google ads
- WordPress signup forms

eCommerce

Boost online sales seamlessly by automatically syncing your customer data with your email list.

- Stripe
- Squarespace
- Wix
- Shopify
- Etsy
- eBay
- WooCommerce
- Nift gift cards
- ShipStation

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With over 5,085 integrations available in Constant Contact, the possibilities are endless.

Tying It All Together

Throughout this guide, you've seen how each individual digital channel could work – but what does it look like when it's all put together? Each of the efforts outlined in this guide can work independently, but each step builds on one another to boost your business throughout the year.

See how a full marketing campaign might look to your audience, from start to finish.

Social Media:
Your audience gains awareness of your business through an Instagram post and clicks through to your website and/or landing page.
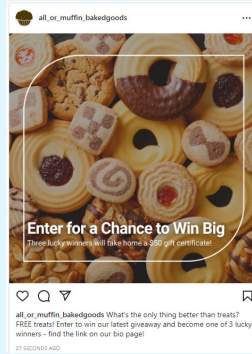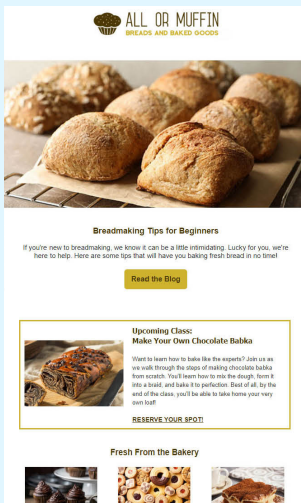
Landing Pages:
Once on your landing page, they share their email and additional information and are added to your contact list for future outreach.
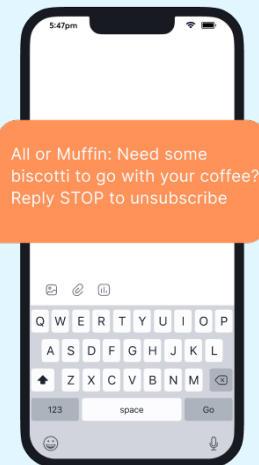
Email:
You email your contact list about upcoming events, where engaged audience members register for an event.

SMS Text Messaging:
Contacts who also shared a phone number are now eligible for exclusive SMS text coupons, reminders and other info

Events:
At your event, you are able to interact with engaged, interested customers. This event can provide great opportunities for photos and other content for future use!

From here, the campaign and contact cycle can start over again– for instance, with a social post featuring photos from your event and a link to a signup form where people can learn about your other upcoming events!

A marketing campaign isn't just a single moment in time or set of tactics– each touchpoint with your audience builds on the last. How and when your audience reacts to your touchpoints helps you learn more about how to best reach out to them. Build contact lists consisting of your event attendees and other active customers to customize future outreach and ensure a healthy, engaged audience.

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