

# Wrapping It All Up



## 3 ways to use email and social media together at holiday time and year-round

It's the end of the year, and the holidays are here. That means businesses like yours are likely flooding subscribers' inboxes with emails offering 20% off a meal, buy one meal and another person eats for free, free drinks and/or desserts, and other offers of that type. Holiday time is a notorious one for overcrowding in the inbox. But no matter what time of year it is, it can be a challenge to separate yourself from the crowd.

So how do you do it? By effectively using all your communications channels — particularly email and social media — to reach customers, clients, and supporters. When you blend email and social media, you present a stronger communications message, one that's more engaging and more visible. Email and social media, when used effectively, can make the difference between a business whose messages blend into the others, and one where its customers, clients, and supporters actively look forward to receiving and interacting with them.

Here are three ways you can combine the power of email and social media at holiday time, and year-round:

### 1. Use social media to support your email program.

Have you felt the temptation lately to increase your sending frequency? That's exactly what many people have done, doubling up on promotional emails and clogging up inboxes. Social media allows you to stay top of mind with your customers, diners, and patrons

without giving them *something else to read* in their inbox. And the good news is you can probably increase your social media posting frequency without becoming a nuisance.

In between your regularly scheduled emails, make sure you're keeping up with your posting to Facebook and Twitter. And don't keep posting coupons and special



offers. Share good content that will make a connection with your fans and followers and engage them. Ask questions about their holiday plans. Share tips for cooking a great holiday meal at home. Post photos of happy customers in your restaurant. Resist the temptation to sell, sell, sell and your fans and followers will keep you in mind when they want to go out for a great meal.

## 2. Promote your emails on social media.

If you want your emails to be seen, give your subscribers a heads up on social media that they should look out for a message from you. Post a message on Facebook and/or on Twitter such as "Our newsletter is being sent out later today. Keep watch for it and let us know what you think!" Or, even better, tease the content that's included in your newsletter. That will put people on the ready and get them excited to read.

## 3. Get your subscribers to share

Sure, everyone likes a discount, but on social media,

people like helpful or fun content they can pass along to their friends even more. When you give that to your subscribers, and [arm them with the tools they need to share your content](#), then your messages will go farther than your subscribers' inboxes. In fact, they may even be seen by someone who is looking for the kind of food you prepare or serve.

What kind of content will get passed along? Expert cooking tips. Tips about parking near your restaurant. Recipes that someone can make at home (but not as well as you, of course). A fun video about what your staff is like when diners aren't around. Anything that doesn't sound like a promotion and that provides a benefit to or entertains your readers.

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**The end of the year is a busy time, both in and out of the email inbox. Use the communications tools at your disposal to keep your customers, clients, and supporters' attention and you'll reap the rewards now and all year long.**

For more email marketing insights or to sign up for a free trial account, visit <http://sysco.constantcontact.com>.

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