

Promote your business with email & social media

Help increase engagement and build stronger relationships with your contacts by promoting your email on social media.



Here's what we'll go over:

Social media and email work hand-in-hand. When you use social media along with email marketing, you're more likely to see higher website traffic, new customers, and new referrals. Constant Contact has all the social media tools you need to get your email in front of more people!

Using social posts	3
Sharing your emails on social media	4
Adding social buttons to your emails	5
Advertising on social media	6

Use social posts

With Social Posts, you can post directly to your social media profiles, see comments and likes, and respond to your followers, all from your Constant Contact account.

To get started:

1. Click **Channels > Social**.
2. Click **Create social post**.
3. Click **Connect account** and follow the steps to connect your social media profiles.

Once connected, you can start [creating posts](#) for Facebook, Instagram, LinkedIn, and TikTok!

Any comments and likes your post receives will flow into your [Social Inbox](#), where you can respond and engage with your followers.

The screenshot displays the Constant Contact Social Posts interface. On the left is a sidebar with navigation options: Dashboard, Campaigns, Contacts, Channels, Emails, **Social** (highlighted), SMS, Events, Landing pages, and Sign-up forms. The main content area is titled 'Social' and includes a 'Create social post' button in the top right. Below the title are tabs for 'Posts', 'Inbox', 'Analytics', and 'Accounts'. The 'Posts' tab is active, showing a post creation form. The form includes a text area with the draft 'Brrrr it's cold outside! You know where it's no...udio! Come', a 'Connect account' button, and an 'Add media' section with 'Images', 'Video', and 'Vimeo' options. A preview of the post is shown on the right, displaying the draft text and a placeholder image. The 'Inbox' tab is also visible, showing a list of messages from followers, including one from Leigh Grammer and another from Olivia Taylor.

Share your email on social media

Your contacts are checking social media multiple times a day—let them view your email where they’re already spending their time! You can share your emails on social media right from Constant Contact and give your followers a chance to read them even if they don’t open them in the inbox.


After you’ve sent your email, click **Share on Social** to [create a post](#) and share it on your connected social media profiles.

Then you can [see your post engagement](#) on the Email Details page or in the Social Inbox!

Sent New Studio Update

CopyShare on Social

DetailsReportingHeat Map



Subject

Exciting news from your favorite yoga studio!

Pre header

You don't want to miss this.

From name

Half Moon Yoga Studio

It's been a long time coming, but we're happ... -opening o

Last saved 11:54:19

SavedContinue

Add profiles

Half Moon Yoga Studio

halfmoonyoga_waltham

Add a profile


☐ Edit each platform separately

Add media

1/301/10

File requirements

ImagesVideoVimeo



+

Add caption

183/63206183/2200


It's been a long time coming, but we're

Facebook

Half Moon Yoga...


Just now

It's been a long time coming, but we're thrilled to announce the grand opening of our Waltham studio location! Come on out and enjoy a free sample class 🧘🏻
<https://conta.cc/3IG4BGV>



Instagram


halfmoonyoga_waltham



halfmoonyoga_waltham It's been a long time coming, but we're thrilled to announce the grand opening of our Waltham studio location! Come on out and enjoy a free sample class 🧘🏻
<https://conta.cc/3IG4BGV>

Social Share

Share your campaign with fans and followers across all your social networks.



It's been a long time coming, but we're thrilled ... opening o

Posted

Social Post

Posted Jan 31, 2024 at 11:20am EDT

68 impressions

49 reach

32 engagement

Copy



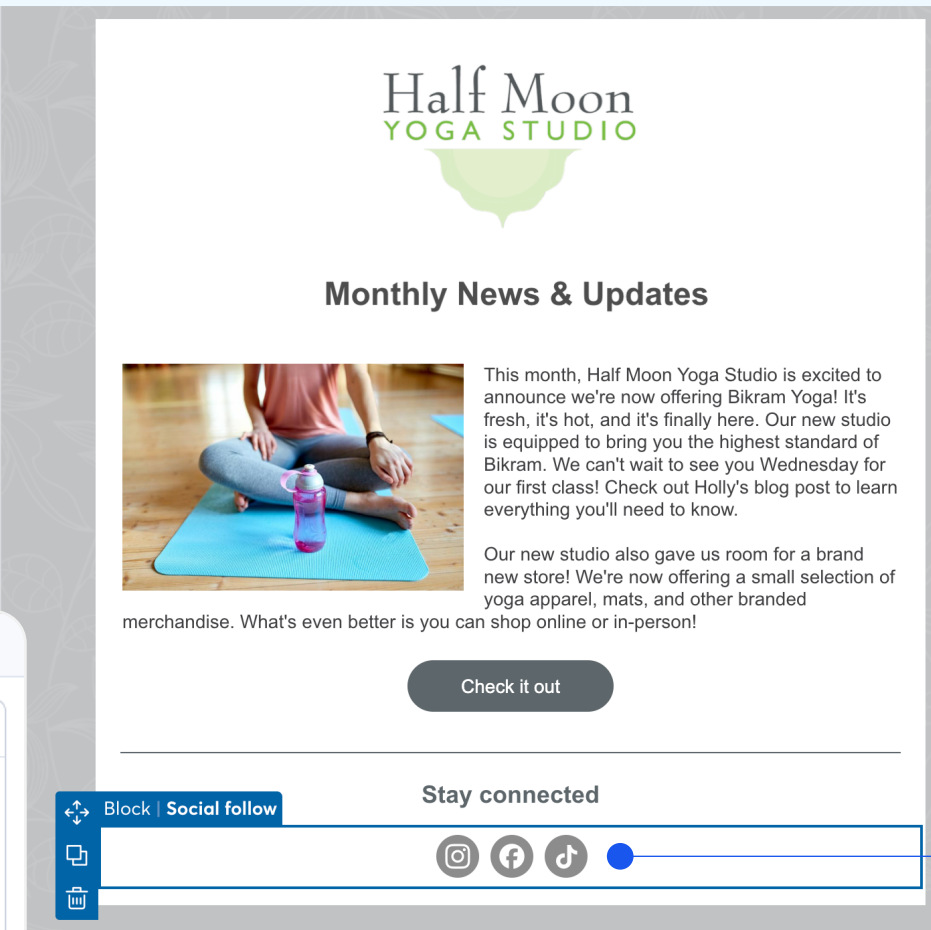
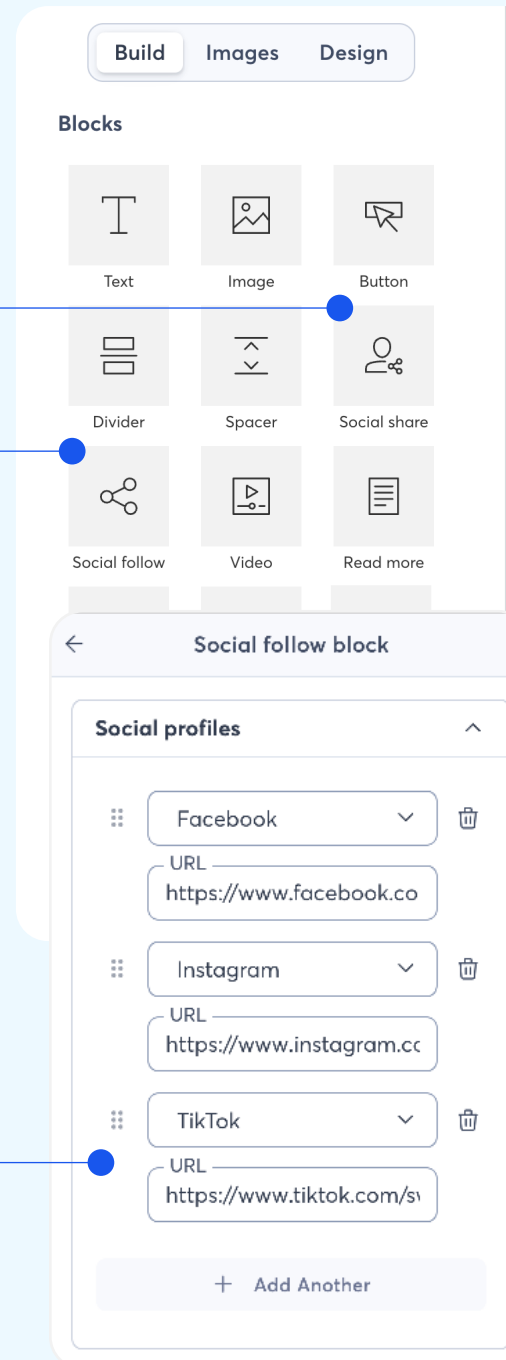
Add social buttons to your emails

Make it easy for your contacts to find you on all of your social platforms by [including links to your social media pages](#) in every email you send. Most templates include social icons by default, but you can insert the **Social follow** block if you need to.

You can also add **Social share** buttons to make it easy for contacts to share your email on THEIR social pages.

Don't forget to choose which networks display and to add the links for your social profiles.

You can also change the style of the icons to better fit the design of your email.



Advertise on social media

If you want to find new contacts or customers through social media, we can help you get it done right from Constant Contact. [Lead ads](#) help you gather new sign-ups through Facebook or Instagram, while [Facebook & Instagram ads](#) help drive traffic to a specific webpage.

To get started:

1. Click **Create** > **Create an ad**.
2. Click the **Create an ad** button.
3. Choose the type of ad you want to create.

You set a budget that works for you and a target audience based on the demographics and locations that matter the most to your organization.

The screenshot displays the Constant Contact user interface. At the top right, there is a '+ Create an ad' button. A 'Create' dropdown menu is open, showing options: 'Add contacts', 'Send an email', 'Create a social post', 'Build a campaign', 'Send an SMS', and 'Create an ad' (highlighted with a blue dot). The left sidebar contains navigation links: 'Dashboard', 'Campaigns', 'Contacts', 'Channels', 'Emails', and 'Social'. Below the 'Create' menu, a 'Choose an ad' modal is shown with three options: 'Facebook & Instagram Ad' (Get more clicks, and more customers.), 'Facebook Lead Ads' (Create a Facebook ad to reach new audiences.), and 'Google Ads' (Advertise online, drive traffic, and boost sales with Google Ads powered by Kliken.). Below this, the 'Activate Ad?' screen is visible, showing 'Channels' with 'Half Moon Yoga Studio' (Facebook business Page) and 's.halfmoonyoga' (Instagram account). The 'Target Audience' section includes a table with the following data:

Gender	All genders
Age	18-65
Interests including	Yoga (fitness) or Bikram Yoga (fitness) or Fitness and wellness (fitness)

On the right, a preview of the ad shows a post from 'Half Moon Yoga Studio' with the text 'Feel the heat! Join us for improved flexibility and circulation - multiple classes daily.' and a photo of people doing yoga. The ad includes a 'Book Now' button and social interaction icons (Like, Comment, Share).



More resources

Promoting your email on social media can help get it the attention it deserves. Check out these additional resources to learn more about using social media with Constant Contact.

For even more how-to articles, video tutorials, and guides, visit our [Knowledge Base](#).

Was this guide helpful?

[View the results of a Social Post](#)

[Create a Facebook Lookalike Audience](#)

[Best practices for Facebook Lead Ads](#)

[Best practices for engaging with friends and followers on social media](#)

[Use an email to promote your social](#)