



Promote your business with email & social media

Promoting your email on social media helps increase engagement and build stronger relationships with your contacts.

This guide will show you how you can use email and social media to grow your business with Constant Contact.

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 features you need to get your email in front of more people.



Here's what we'll go over:

01

Using social posts

PAGE 3

02

Sharing your emails on social

PAGE 4

03

Adding social icons to emails

PAGE 5

04

Advertising on social media

PAGE 6

01

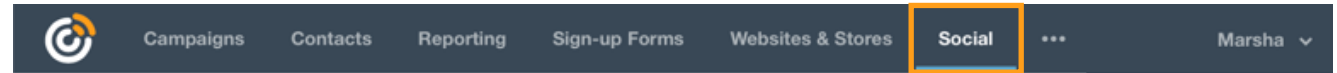
Use social posts

Jumping back and forth between Constant Contact and your social media accounts can be a chore.

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:

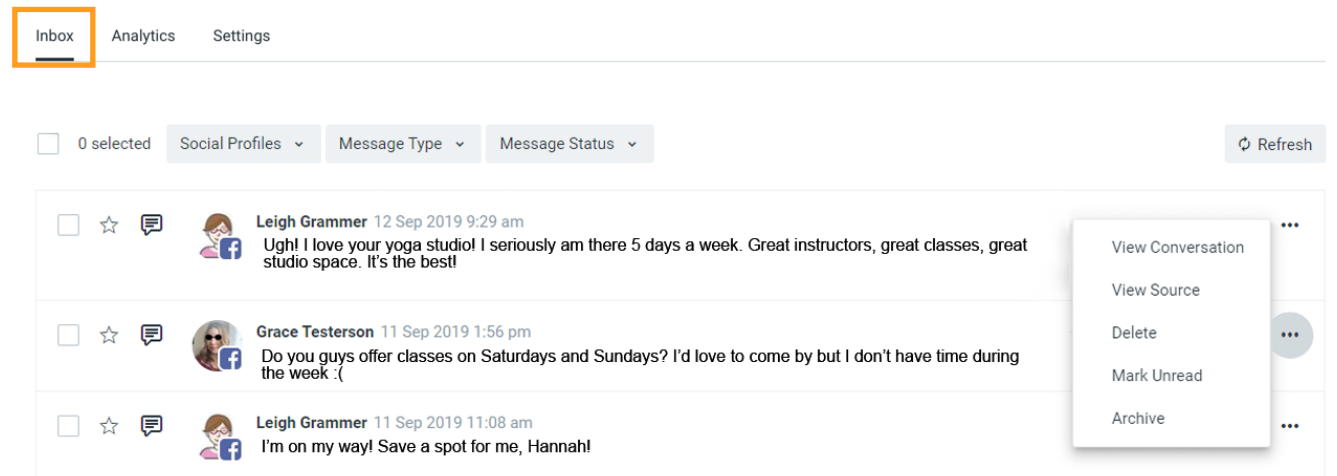
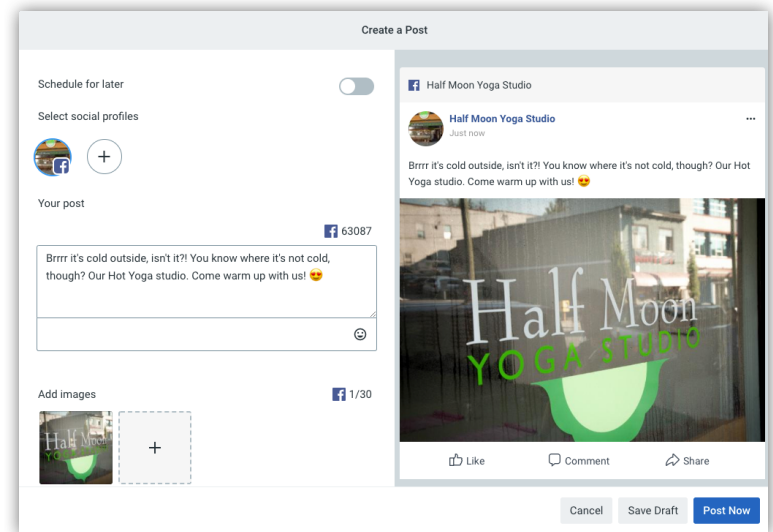
1. Click **Social**.
2. Click **Connect Social Accounts** and go through the steps to [connect your social media profiles](#).



Expand Your Reach with Social Posts

[Connect Social Accounts](#) [Learn How](#)

Once connected, you can start [creating posts](#)! Any comments and likes will flow into your [Social Inbox](#), where you can respond and engage with your followers.



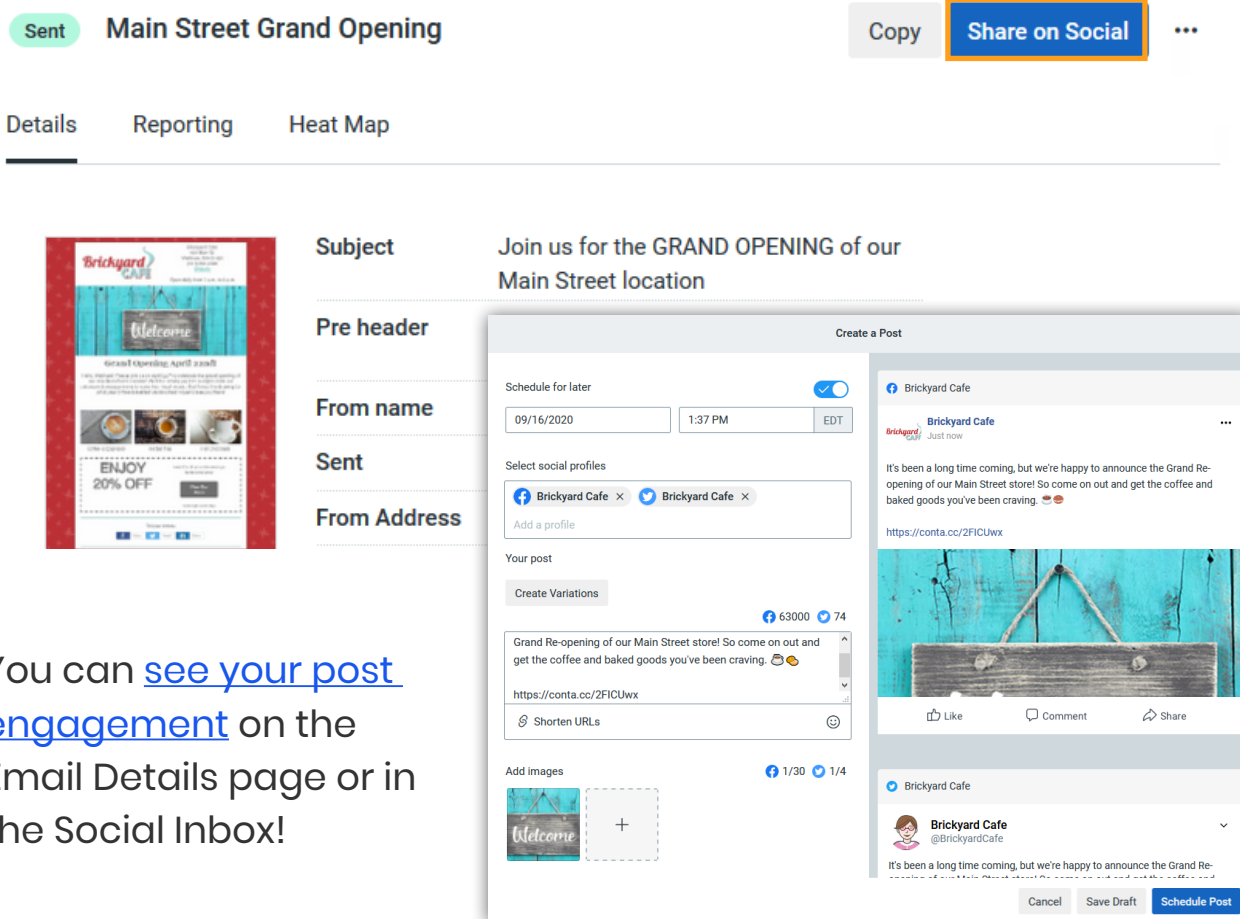
02

Share your emails 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 scheduled your email, click **Share on Social** to [create a post](#) to share it on your connected social media profiles.



Sent Main Street Grand Opening Copy **Share on Social** ...

Details Reporting Heat Map

Subject Join us for the GRAND OPENING of our Main Street location

Pre header

From name

Sent

From Address

Create a Post

Schedule for later

09/16/2020 1:37 PM EDT

Select social profiles

Brickyard Cafe x Brickyard Cafe x

Add a profile

Your post

Create Variations

63000 74

Grand Re-opening of our Main Street store! So come on out and get the coffee and baked goods you've been craving. ☺☺

https://conta.cc/2FICUwx

Shorten URLs

Add images 1/30 1/4

Welcome +

Brickyard Cafe

Brickyard Cafe Just now

It's been a long time coming, but we're happy to announce the Grand Re-opening of our Main Street store! So come on out and get the coffee and baked goods you've been craving. ☺☺

https://conta.cc/2FICUwx

Like Comment Share

Brickyard Cafe @BrickyardCafe

It's been a long time coming, but we're happy to announce the Grand Re-

Cancel Save Draft Schedule Post

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

03

Insert social buttons

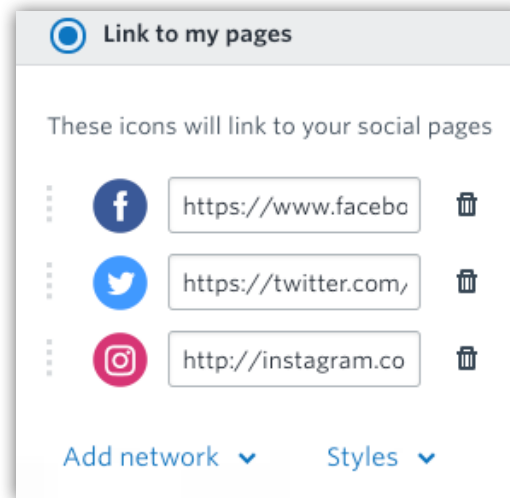
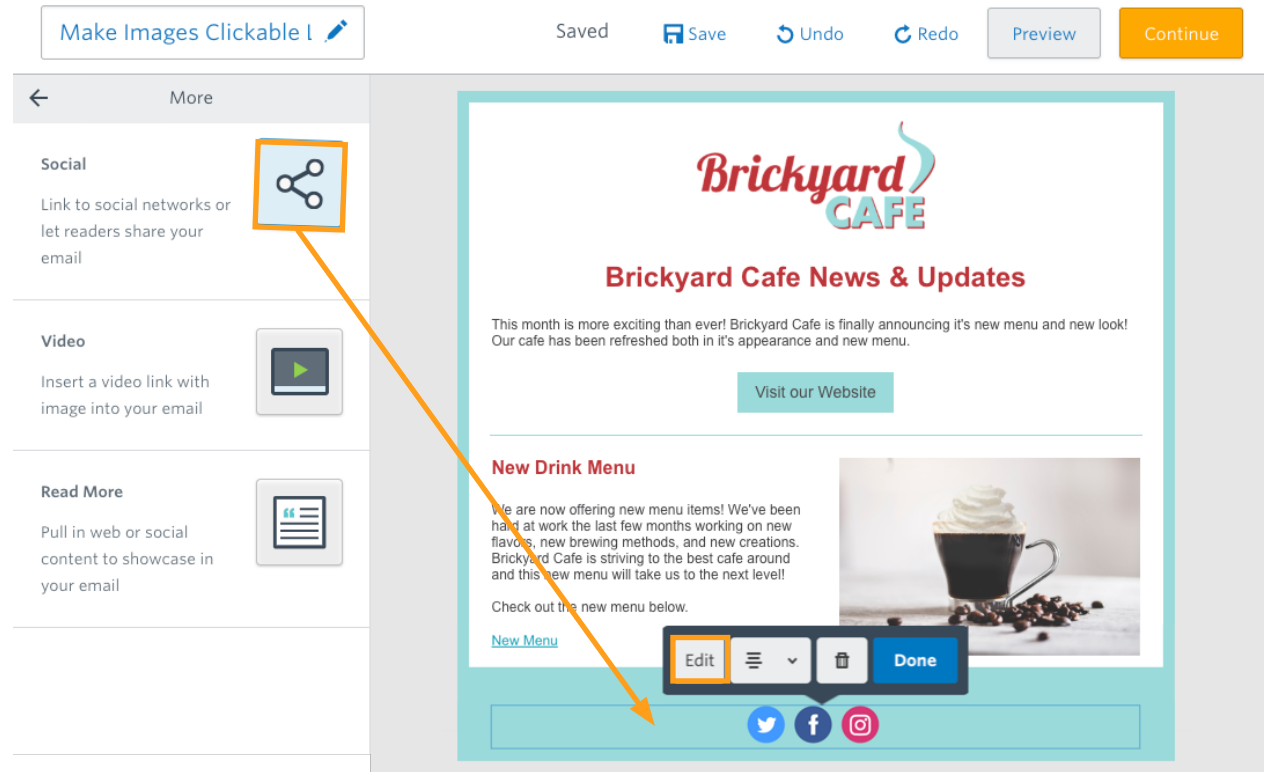
Make it easy for your contacts to find you on all of your social platforms by including links to your social media pages in every email you send.

All of our email templates have social media buttons built into them, but if they get removed, you can easily drag them back in.



Tip

You can also insert social sharing buttons to make it easy for contacts to share your email on THEIR social pages.



Click **Edit** to choose which social networks to display and to add the URLs for your social media profiles.

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

04

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!

To get started:

1. Click **Create**.
2. Select **Ads**.
3. Choose the type of ad you want to create.

[Lead ads](#) help you gather new sign-ups through Facebook or Instagram, while [Facebook & Instagram ads](#) help drive traffic to a specific webpage.

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

The image displays two screenshots from the Constant Contact interface. The top screenshot, titled "Choose a campaign", lists several options: Email, Email Automation, Social Post, Ads (highlighted with an orange border), and Events. The bottom screenshot, titled "Choose an Ad", shows three ad types: Facebook & Instagram Ad (highlighted with an orange border), Facebook Lead Ad, and Google Ads. Below these screenshots is a section titled "Ready to Publish Your Ad?" which includes "Channels" (Facebook business Page and Instagram account for Half Moon Yoga Studio), "Target Audience" (All genders, 18-65, interested in Yoga, Bikram Yoga, Hatha yoga, Flexibility, etc.), and "Budget & Schedule" (\$159.00, running from 01/01/2021 to 01/31/2021). To the right is a preview of a sponsored Facebook post for Half Moon Yoga Studio, featuring a photo of people in a yoga studio and a "Book Now" button.

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.

Articles

- [View the Results of a Social Post](#)
- [Create a Facebook Lookalike Audience](#)
- [Best Practices for Facebook Lead Ads](#)
- [Social Media Best Practices](#)
- [Use an Email to Promote Your Social](#)

Video tutorials

- [Social Media & Constant Contact](#)
- [Using the Social Posts Inbox](#)
- [Using Social Share With Your Emails](#)
- [Using Facebook Lead Ads](#)
- [Create a Facebook and Instagram Ad](#)

Visit our [Knowledge Base](#) for more how-to articles, tutorials, and guides.