



# **The digital marketing trinity: email, mobile and social**

*How to get killer content to your prospects*

*ZoomInsights Guide*





## **Content may be king, but it's nothing more than a court jester if nobody sees it.**

Does your content truly engage your customers, get past spam filters, work on any device and reach readers on multiple platforms (email, mobile and social media)? This guide offers a trio of tips for getting your customers to pay attention to your message. You'll learn:

- Why email is the “killer app” and why I should keep investing in it
- How social media builds trust and offers added value to customers
- What the best ways are to reach customers on smartphones and other mobile devices and get them to respond



**What's the point** of truly valuable content if no one ever sees it? With today's massive information overload and the ever-shrinking attention span, it can be hard to guarantee readership, even when you've done the work to develop killer content. That's why marketers have to work smarter and use every tool at their disposal to deliver value that makes it past the spam filters, engages audiences directly, works on whatever device they like best and reaches them at multiple touch points.

Nobody said it's going to be easy, but this guide will help you understand the role that platforms can play — how email, social and mobile are coming together to change what it means to be a successful content marketer — and three major steps you can take to combine these channels in strategic ways that get your messages out to prospects.

## 1. Keep investing in email

The search is over, and the answer has been in front of you all this time: Email is the killer app of the Internet. Why should marketers continue to invest in email innovation? It's pretty simple: Email is universal, it plays well with other marketing activities and it still tugs at our personal strings. People send email to other people. It's personal, even when broadcast. You've opted in. You're a subscriber. Email is the home that you return to time and time again, and, as proven by ShareThis, email is the No. 1 method for sharing content among Internet users.

The way to win here is to stay one step ahead of emerging trends, which means:

- Make every email device-agnostic
- Use email in conjunction with other digital channels
- Keep it personal

One of the first things people do when getting a new computer, tablet or smartphone is set up their email. Email is a constant that pretty much works on all devices, no matter what company makes that device. With an estimated 3 billion worldwide email addresses, email is a service that anyone with access to the Internet on any device has the ability to receive and consume content. Make sure your content can be consumed on them all.

No matter how effective it is (or how good it looks on a small screen), smart email doesn't work alone. It goes hand-in-hand with social and other channels that come together to make up a cohesive and supporting strategy for getting content to your consumers. Email is powerful, but don't pretend it's all that matters. Use every tool you've got to keep pushing out complementary content that engages your prospects via multiple channels.

Segmentation is essential to personalization. Rely on data to break prospective customers into specifically defined groups and make the content as an appeal directly to them. Product Marketing Manager Paul Turnbull of email marketing service Campaigner advises, "When possible, include specific details about the recipient in the subject or email body." But don't overdo it, warns ClickZ's Stephanie Miller: "Messaging overpopulated with data attributes can feel like a staccato beat to customers as we rattle out the details of their interactions with the brand without any context to the promotion."



## 2. Build relationships with valuable social content

We've been told over and over again that social media is an integral part of any campaign, but how do you harness its power without falling flat? The key is to find your niche and deliver quality content that builds trust with your audience. But first, you have to translate your message into something your community wants to consume.

One example is LinkedIn, which has surpassed Twitter by nearly 5 percent to become the preferred channel for B2B content marketing. "In general, I think LinkedIn is a popular channel for B2B marketers because they can more easily identify with their audience," says Michele Linn, content development director at the Content Marketing Institute.

Before you start, get to know your audience. LinkedIn is geared toward businesspeople, and many content marketers use the Groups, company pages and even their business' LinkedIn profile to distribute some of their best data and broadcast their field expertise. Links to white papers, articles, e-books and presentations help you position yourself as a thought leader (not a salesman). Think quality over quantity and innovative ideas over pitches.

Another way to build value and deepen your relationship with customers is by using other social channels like Twitter and Facebook to plug "infotainment" content, including video — one of the most popular mediums for showcasing what's interesting and different about your business, educating potential customers, promoting your brand in increasingly competitive markets and even (as sometimes is necessary) correcting new or lingering misconceptions about your business. Product demos and tips are also a great way to give people the feeling of "being there" and interacting with a product or experiencing a service.

Any business in any industry can benefit from using video content. From "how to" walk-throughs of your main offerings that let customers truly experience them to educational content that relates to what you do, you can reach new audiences and spread the word about your business with quality video content.



### How to win with LinkedIn

Top tips and best practices for LinkedIn content marketing

- Provide value with your content, always
- Try not to include heavy sales pitches in your articles
- Position yourself as a thought-leader, not a salesman
- Focus on quality, not quantity
- Promote diverse content marketing efforts, and use other channels to plug your LinkedIn presence
- Use groups to generate ideas for blog posts, newsletters and your other content marketing efforts

### Smarter marketing with automation

Only 24 percent of B2B marketers use a marketing automated solution.\* If you're not one of them, here's how to get started.

#### Map out buying stages

Collaborate with your sales team to map out the typical customer's buying stages for your product or service. Determine the best timing and marketing apertures for reaching your targets. Use this to inform your decisions about which automation tools can have the capabilities and functionality you need.

#### Define buyer personas

Define the number of buyers in each deal and their motivations. Include job title, demographic characteristics, lifestyles, behaviors and more. Understanding the type of person you're trying to reach in each buying stage will help you determine the best content strategy to deploy.

Marketing automation tools can help you execute, but you still need relevant content to be effective. This takes a strategic plan centered around your target audience.

*\* 2011 MarketingSherpa B2B Marketing Benchmark Survey*

### 3. Free your content from its screen size



It's no longer safe to assume your customer is sitting at a desktop. Falling prices and widespread access have made smartphones not just commonplace but ubiquitous, which means it's time to think about packaging content in new ways that reach people — no matter how they're accessing it.

When people engage with email on mobile devices, studies show that they consume it at a much higher rate than desktop users. This tells us that prospects are craving mobile content, as long as it's crafted in ways that make it compelling and valuable on any screen.

Get used to the idea that people are on the run. Eighty-eight percent of people check their email on a mobile phone daily, and 63 percent of Americans and 41 percent of Europeans would either close or delete an email not optimized for mobile. They don't read email the same way on phones as they do on desktops — and these differences need to inform every decision you make as a marketer. Here's how.

Keep it short. Get your emails past the first hurdle by starting with the initial 20 characters of the subject line. That means getting the offer in early and being mindful of the sender name that shows up. As always, make sure that your key information is visible before any scrolling is required ("above the fold") and make the call to action clear and conspicuous.

Optimize for any screen size. This might mean using engagement tools like Pivotal Veracity Mailbox IQ to give you row-level detail on email rendering for devices. Knowing the size of your mobile audience will help you justify the budget to optimize your email templates for this on-the-go audience. It's probably best to leave the templates to the professionals — people who have learned from months of trial and error. If possible, you should consider outsourcing your first few templates and let somebody teach you the ropes.

Use mobile best practices. Industry standards can help you stay away from rookie mistakes. These are a few good rules of thumb:

- Reduce or eliminate horizontal scrolling as much as possible.
- Stay away from relying too much on images (especially large ones), since they may not always appear, making it difficult to locate the offer and call to action.
- Limit long paragraphs of copy. As content strategist Karen McGrane says, think hunks – not giant blobs.
- Include a "View on mobile link" in your pre-header that can be seen without scrolling.
- Always test on mobile before you deploy.

Ultimately, if you're going to ask people to pay attention to your message, you should make it easy for them to read, interact and respond to it. Creating the right experience has always been a priority for marketers, and focusing a larger proportion of effort on the mobile experience is time and money well spent.

# The ultimate digital marketing checklist

Want to make sure your digital marketing accomplishes its goals? It takes a lot more than just creating a bunch of content and pushing it out there. There are several finer points to the process that can make a big difference on how effective your content marketing is. Use this checklist to audit your digital marketing campaigns and you'll greatly improve the results you get. Paying attention to issues like these can help you make the step from being a content marketer to being a content marketing master.

- Keep using email but supplement it with other channels
- Make sure every email message plays well on any device
- On social media concentrate on quality instead of quantity
- Position your company as a thought leader versus promoting your products
- Prevent horizontal scrolling in email messages
- Avoid relying too much on images

## Related ZoomInsights resources

Visit [www.zoominfo.com/business/guides](http://www.zoominfo.com/business/guides) for more guides in this series, including:

- Know your customers, know your prospects
- The digital marketing trinity: email, mobile and social

Also, check out these articles on ZoomInsights:

- [Mobile Email Optimization and What to Consider](#)
- [Read This Email: 5 Sales Tips for Successful Subject Lines](#)
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