



LYRIS™

**Social + Mobile + Email:
Building to Surround Sound**

Marketing Guide

One in every 13 people on earth is a Facebook user and nine out of 10 Americans have a mobile phone. In 2010, over 107 trillion emails were sent. The important take-away for marketers is this:

If you're not communicating with your customers via social and mobile channels as well as through email, you're not reaching your audience where it lives and plays.

The online marketing industry is growing, with email continuing to be the largest communication channel, as evidenced from the 2010 results. At the same time, the market is experiencing a shift towards social and mobile as communications channels.

As staggering as it is to think that one in 13 people on earth is a Facebook user, consider that Facebook is viewed 700 million minutes every day. Plus 72 million links are shared, 144 million friendship requests are accepted, 216 million messages are sent and 30 billion content pieces are shared. That's all in just one day, on one social network. And by simply viewing traffic rankings on Web information sites like Alexa.com, you can confirm that Facebook, YouTube and Twitter are all consistently in the top 10.

Also consider that there are 2.6 billion mobile devices in use worldwide, including nine out of 10 Americans who own mobile phones and are using them to stay connected to friends, colleagues – and brands – any time and from anywhere.

These statistics highlight both the staying power of email and the rise in social networks – the key now is how to pull them all together to create surround sound marketing.

This Marketing Business Series Guide discusses up-to-the-minute trends and opportunities around the convergence of email with social and mobile channels. It will take you through a variety of customer success stories to show you how to manage your cross-channel voice to achieve surround sound marketing, leverage the latest tools and trends, and achieve measurable results.



The importance of social

Besides sheer numbers, social media has shown a powerful ability to engage customers – right behind email. A 2011 Customer Engagement Report by digital marketing researcher group Insight Express shows that 72 percent of marketers surveyed cite email newsletters as most likely to result in a tangible improvement to customer engagement, 48 percent cite presence on social networks and 46 percent cite micro-blogging.

Integration is a key marketing challenge

So while it's easy for marketers to understand why they should be integrating social media, one of the challenges remains how to do it. This is where the concept of “surround sound” comes in – basically, taking all the principles of integration and consistency and applying them to your newer social channels and platforms.

By tying social, mobile and email more effectively together – and leveraging the popularity of YouTube for video, if appropriate for your business and audience – you can get

more out of your investments in new media. Integrating your messages across multiple channels and devices is key – because that's where your customers are.

Now, every bit of integration, including the opportunity to offer a lighter commitment to a social presence, allows you to continue interacting with prospects and gives you an extra tool to move them down the funnel to a stronger connection with your company, and greater ROI.

Laying the social media foundation

So how do you go about reaping the rewards of the dynamic duo of email plus social media? First, you need to lay a solid foundation in social media. You'll want to do this prior to adding social media links to your emails to avoid getting the cart before the horse. Here's how:

- **Identify where your customers are on social networks** – Facebook? Twitter? It's critical to figure this out rather than making assumptions.

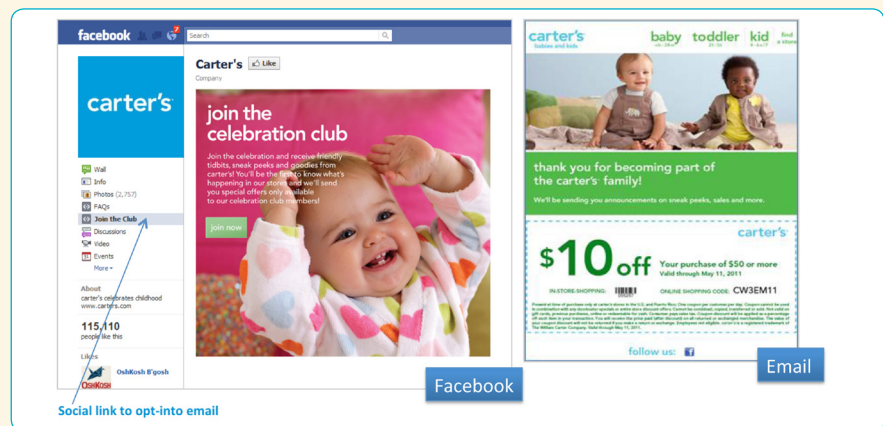
Email Opt-in from Facebook

Carter's has been an established brand for over 100 years. The company's social presence is less about branding and more about building on and facilitating a community that has existed for decades. It's about relationships. Carter's makes it easy for people to opt in for email – right from their Facebook page – immediately creating a measurable interaction and a closer level of engagement.

Signing up for email via Facebook gives visitors special benefits like birthday promotions for their kids. And for

the company, it has now taken its less measurable Facebook presence and

connected it to its email database, which is much easier to value.



- **Discover how your brand is being discussed and what content is being shared** – Is there buzz around a certain product or promotion? Are there complaints that need to be resolved? Are there suggestions or comments to be addressed?
- **Identify motivators that make content shareable** – It could be that your fan base is mobilized by philanthropy, or maybe it's promotional offers. Understanding this will help you design better programs in the future.

Finding customers

The first step is to find out where your customers are on social networks. There are many third-party tools that can help you to prioritize your social initiatives, such as Compete and Hitwise. These are free tools that can provide insight about social site traffic by industry sector.

Also consider surveying your customers or customizing your email profile page to ask whether a customer is on Facebook or LinkedIn.

Finally, there are data providers who can append social data to your opt-in customer list. This information is at the individual email address level and can give you a snapshot of whether your customer is on Twitter or Facebook, Flickr or LinkedIn.

Uncovering conversations

In the age of Web 2.0, it's easy to get information about what's being said about your brand and what content is being shared. Here's how:

Monitor blog posts and social conversations for free. Start by setting up a Google alert for blogs and news. Addictomatic, Samepoint and HootSuite provide content that is being published and shared in social networks.

Use more advanced monitoring solutions like Radian6, SM2, Sysomos and Visible Technologies to not only provide you the posts, but score the content for tone, volume, share of voice and content tags using descriptive graphics that make communicating across your organization easy.

How does this support email? It informs you of relevant topics and trends that you can leverage to design and prioritize your email messaging.

The importance of mobile

Much like social media, the buzz around mobile marketing is really heating up, and for good reason.

Given the deep and growing penetration of smart phones in the marketplace, designing campaigns for mobile users is becoming essential. Currently, 45 percent of the mobile user base is using Web mobility to check email. Many people use their mobile devices for email triage, essentially segregating their email into "read" or "don't read" categories – and making split second decisions about what's interesting and important.

Using social? You're a mobile marketer. There are currently an estimated 40 million people in the United States who access social networks through their iPhone, and that number is forecasted to double by 2015.

In short, if you're using social media, you're already a mobile marketer.

Send email? You're a mobile marketer. Email has also "gone mobile." In 2010 roughly 70 million people sent emails from their phone every month, and over half that sent emails from their phone every day. The challenge for marketers is make sure your messages don't get lost in the shuffle.

Start by understanding the parameters around mobile devices – they are different than a traditional computer-based interface, and messages view differently on different devices. Build this consideration into each and every campaign. Here are some tips to follow:

- **Offer a text option as an alternative to HTML.** And format the text for mobile, which show 20 - 40 characters in 12 - 15 lines per screen, a much smaller frame than email. Plus, ask your subscribers for their mobile preferences for viewing emails.



- **Be concise.** For the subject line, as little as 15 characters may be viewable, so make it as short as possible. For the content, keep your messages short and leverage the pyramid writing style with the most important information up top.
- **Leverage pre-headers.** The space at the top of your message is a great place for text links with a key offer or promotion.
- **Remove images.** Images can make a newsletter attractive, but viewing on a cell phone can cause longer loading time. Link to a mobile-friendly site or landing page.
- **Remember to test for every platform.** Send yourself a test email, and open it up in different phones to make sure it displays correctly.

Location-based marketing

Location-based marketing is simply marketing to a user on a mobile device while he or she is at a specific place. It works by encouraging people to check in to locations – typically retail locations – on their phone. For marketers, this presents an opportunity to cross-promote goods and services based on where a subscriber is located, essentially micro-targeting.

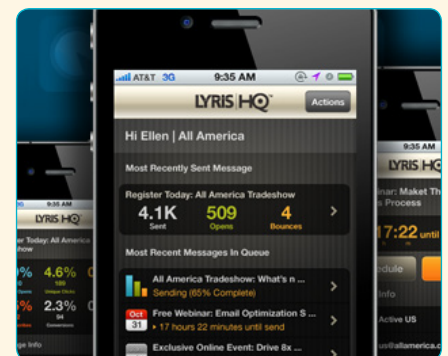
If you think location-based marketing is a passing phase, think again. There are 41.5 million combined subscribers on the top four location-based platforms, led by Facebook Places with 27 million subscribers. Why would subscribers be willing to be so “visible?” Because they are incentivized to do so. There are several ways to create location-based promotions:

- **To encourage first time and repeat visits.** Examples:
 - o First “check-in” offer: *10% off your initial purchase.*
 - o Repeat “check-in” offers: *Check in 10 times and get a free item.*
- **To reward your business’ super users,** i.e. the “mayors” who spend the most time there each month. Example: *The mayor for every store gets a free makeup kit.*
- **To introduce your brand to new consumers.** The “What’s Nearby” section of the app allows users to see offers from merchants who are close to their current location.

Lyris HQ Mobile Stay connected.

Listening to customers made Lyris acutely aware that marketers are increasingly working remotely or on-the-go. They require constant access to online marketing tools to stay connected to their email campaigns, regardless of geographical location or time zone. A new mobile application for iPhone, iPad and iPod, Lyris HQ Mobile extends the capabilities of the Lyris HQ Power Edition

platform to enable marketers to actively monitor and manage email campaigns, anytime and from anywhere. Lyris HQ Mobile maximizes productivity during office hours and beyond, mitigates errors and ensures the accuracy of messages even long distance and allows quick reaction when strategies or priorities change.



The importance of email

Despite rumors to the contrary, email is not dying. The astounding number of email sends in 2010 speaks for itself, and according to most industry estimates, over 90 percent of people online are using it.

Within the past 10 years, email has become a top revenue generator for many companies, and even with the meteoric rise of social media, email remains at the heart of all online applications and will remain there for the foreseeable future.

Email still plays a critical role in the relationship between brands and consumers. Email allows brands to send messages according to their schedule, and it allows consumers to respond at their leisure. Consumers don't like being interrupted by brands and email provides them a channel where they feel in control. Moreover, email is still where consumers, on average, are the most likely to engage with brands online.

Faster, more personal and cost-effective

Email is one of the fastest vehicles marketers can use to realize results of a marketing campaign. Not only is deployment of the campaign fast, but also the reaction of recipients can be instant.

Studies show that a majority of subscribers responding to email do so within 24 hours after a message has been sent.

This fast deployment and reaction cycle enables marketers to send out campaigns in stages, measuring the response on the first wave of emails to quickly adjust the campaign for the next waves, as needed.

Also, depending on the richness of your subscriber database, email marketing permits a high degree of personalization, which raises the impact of your call-to-action. Many marketers limit personalization efforts to the name of the recipient, however, by using professional marketing automation tools, an email marketing campaign can be adapted to the individual profile or needs of every recipient.

Email is also the most cost-effective marketing tool, enabling you to reach people who have actually given you permission to communicate with them and who, therefore, are more likely to pay attention to your messages and respond to your calls-to-action.

Innovating Email Design and Segmentation

Olympus is not only a technology leader in the precision design and delivery of surgical products, medical imaging systems and digital cameras and audio products, it's also an award-winning email marketer. Olympus won both the 2011 Internet Advertising Competition Award for Best Electronics Email Message and the MarketingSherpa Silver Award for Best Email Innovation for its business-to-consumer product launch of the Olympus

E-5 DSLR camera. The email – which presented photographer testimonials in a wideformat, horizontally-scrolling manner – achieved an open rate of 51 percent, unique clicks of 21 percent and a click-through rate of 41.2 percent, all above

typical industry standards. The company attributes much of the email's success to having the ability to segment its total audience and deliver highly-relevant email content to a targeted group of 45,000 subscribers.



Tools & measurement

While emerging digital media opportunities are creating buzz and excitement, they're also creating confusion and anxiety around success measurement. After all, it's hard to justify spending when you don't have a handle on capturing ROI data. According to an Econsultancy 2010 report on the value gained from social media investments:

- 47% of marketers are unable to measure the success
- 20% cite value gained as similar to other marketing
- 17% say they get less value than from other marketing
- 15% cite value gained as greater than other marketing
- 1% say they get absolutely no value from social media investments

Develop KPIs to track your progress

Key Performance Indicators (KPIs) customized to your own company's goals can be a great step towards evaluating the value of your social media and mobile programs. "Customized" is the key, though – because what's most important to your company might be different from what matters most to another. For example, if you're most concerned with building awareness for your brand, your KPIs will reflect that, and could be different than the ones utilized by a company focused on changing its brand image.

Here are a few base-level, clear KPIs that can help you understand how your programs are performing:

- **Raw community growth.** That is, the increase in the people who follow your company. This is probably the easiest metric to track.
- **Engagement.** Tracking the level of engagement takes a bit more analysis – you need to monitor the level of activity in your social spaces using the analytics tools discussed earlier.
- **Traffic.** Traffic is easy to track, and you may be able to relate it more directly to ROI. Use Web analytics or short URLs and hashtags to monitor click-through rates.

- **Email/Text Conversions.** These are great to track back to your programs – for example, with unique promotions or custom landing pages – and they get you closer to a true ROI calculation.
- **Sales conversions**

Use existing metrics to work to ROI

One of the reasons individualized KPIs are becoming more important is that many marketers find getting to the ROI of social and mobile programs frustrating. But, to the extent that your KPIs lead to an email sign-up or a sale that can be tracked, you can use your existing internal metrics to zero in on your social media value:

- Start with email registration acquisition cost.
- Use landing pages to capture source of sign-ups.
- Calculate cost per new registration from social and/or mobile sources.
- Compare against other sources and internal goals.

Putting it all together

Once you have a handle on measurement, it's time to put all the pieces together and integrate across channels, creating surround sound. Making integration happen – and building towards surround sound and quantifiable ROI – is getting easier all the time. All the social channels offer tools to help you integrate. Here are just a few:

- **Vanity URLs.** If you haven't done it already, be sure to get a custom URL for every page you set up. Create a memorable URL – such as "facebook.com/mycompany – which you can do once your page has at least 25 "likes."
- **iFrames** allows you to create custom content within Facebook. It's more flexible than Facebook Markup Language (FBML) and lets you embed analytics code to track visitor actions on the page.
- **Distributed "likes."** The "like button" code on Facebook's developer area is an easy tool that lets you add a Facebook "like" button on any page or section of your website.

- **Facebook Connect** allows you to create a “log in with Facebook” link on your website pages.
- **Twitter Search Widget** let’s you display on your website all real-time tweets for a specific term.
- **TweetDeck / HootSuite.** These third-party dashboards help you manage multiple feeds and time messages.
- **Radian 6, SM2 and Sysomos** are social media tracking tools.
- **Buddy Media** allows you to create landing pages.

Much more detailed information is available on the developer areas of the social sites.

Email ROI: most trackable and dependable

Even as social media ROI measurement finds its legs, email continues to be a proven, dependable and predictable revenue generator. Social media is currently mostly about conversation, but email excels at turning conversations into conversions and, ultimately, revenue.

One of the best things about email is that several parameters of an email campaign can be measured. Thus marketers can analyze how many emails have been opened, who has read them, who clicked on which hyperlink and so on. These widely-adopted metrics provide insights on email performance and inform future campaign strategies:

- **Open rate:** the total number of email messages opened divided by the total number of messages delivered.
- **Click-through rate (CTR):** the percentage of recipients who click on a link based on the total number who see the link. For example, to calculate the CTR of an email campaign, divide the number of unique clicks by the number of email messages delivered.
- **Click-to-open rate (CTOR):** expresses the measure of CTRs as a percentage of messages opened, instead of messages delivered. To calculate CTOR, divide the number of unique clicks by the number of unique email messages opened.

- **Response rate:** The number of responses received from an email campaign divided by the total number of emails sent.

Lyris email metrics and measurement

As a leader in the email space, Lyris monitors other metrics in addition to the ones above for its own email campaigns:

Click rates on email calls-to-action (CTA): generally more favorable and authentic for measuring actual email performance over measuring lead-form completions. That’s because, in most cases, lead forms are hosted on a third-party site such as a Webinar registration.

Historical averages: Just as it’s critical in social media measurement for marketers to customize KPIs to their company’s social media goals, be sure to measure your email performance against your own benchmarks, determined by your own previous email campaign results. It’s important because every email service provider measures things differently. And every email list – depending on its age, source, frequency of use, sophistication and so on – delivers different results.

Measuring email performance against your own previous campaigns enables you to consider the cadence of testing, use of segmentation and mailing frequency to ensure meaningful data to benchmark against.

Monitoring email effectiveness over time

Measuring important metrics and tracking them over time can help you monitor your email effectiveness and provide insight for maximizing ROI on future email campaigns. Some factors to consider:

- **House-file size.** If your challenge is to grow a healthy email list, track new opt-ins and segment them by source.
- **Churn.** Monitor the percentage of subscribers who leave your list, as well as hard bounces (which indicate non-delivery due to a non-existent address or subscriber blocking condition). This can be another important indicator of your list’s health.

- **Revenue per email.** This metric is key for both email publishers who monetize page views with advertising and retailers who drive e-commerce sales.
- **Cost per email.** Campaign costs in terms of creative and deployment are relatively easy to assess.

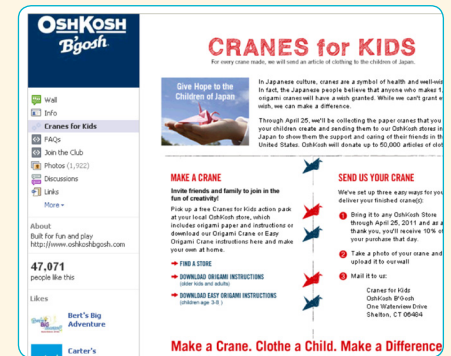
Even with all these metrics and monitoring tools, marketers have to go much further and also track the behavior of email recipients after they have opened the email and clicked a link. By combining email tracking, Web analytics, marketing automation and CRM data, marketers have very powerful lead management capabilities and ROI potential. In these social media times, it's especially important to remember that email marketing should become a dialogue rather than a monologue.

Leveraging Philanthropy and Multi-Channel Messaging to Mobilize Subscribers

OshKosh is an established brand that's doing it right: fully integrating social, mobile and email and taking it to a higher level to support the victims of the tsunami disaster in Japan. OshKosh asked its subscribers to make origami cranes and submit them to spur a clothing donation to the children of Japan. It was supported on its website, on Facebook and in email programs.

The campaign is a great example of cross-channel surround sound – right down to its “tell everyone you know about Cranes for Kids” call-to-action. OshKosh benefited from the viral element of video with numerous customer-created video content uploaded to YouTube. Plus, the program generated a strong, positive social voice, and customers and fans from around the world made their cranes and posted their images to Facebook. The program was also a very powerful way to

grow a sense of engagement, community, shared purpose and good will.



Conclusion

Surround sound, simply put, is best practice integrated marketing.

With the explosion of available channels, platforms and devices for making connections and building their businesses, digital marketers can no longer rely solely on email to achieve the levels of engagement that convert prospects to customers and customers to advocates. Today, it's all about convergence – communicating with customers via social and mobile channels along with email.

These take-aways are key for successful marketers today:

- Social media has become amazingly powerful and is becoming even stronger with each passing day.
- The significance of the mobile revolution can't be ignored – with the expansion of mobile devices, if you're an email marketer you're a mobile marketer.
- Applying basic marketing principles to new media channels – achieving consistency across channels for a fully immersive brand experience – is still the golden rule.
- Utilizing tools and measurement is critical – you can't justify spending if you can't quantify return on investment.

Keeping your brand presence consistent, fresh and interesting across platforms is the goal of surround sound convergence, and the reward for marketers who can achieve it.



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About Lyris, Inc.

Lyris, Inc. is the online marketing expert delivering the right mix of software technology and industry knowledge to help its customers simplify their marketing efforts and optimize campaign ROI. Through its on-demand integrated marketing suite, Lyris HQ, and reliable on-premise solutions, including Lyris ListManager, Lyris provides customers the right tools to optimize their online and mobile marketing initiatives.

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