

Don't Forget Email as a Part of Your Content Marketing Plan

When people think content marketing, blogging, social media posts, and videos are often a few of the first content types that come to mind. Email is not usually top of mind. This makes sense, because just about everyone reads blog posts, cruises social media networks and watches videos online. You should definitely make room for regular blog posting and video creation in your content marketing plan. Posting videos to YouTube and Vimeo can drive traffic to your website, blog or email opt-in page, and so can engaging, informative social media updates.

On your site, your first goal should be to build your email list. Once someone signs up to your email list or newsletter, don't forget about them. More than 50% of everyone on the web uses email, but only about 25% are on Facebook. Constant Contact says email marketing produces \$38 in sales for every \$1 spent, far and away the best return on investment (ROI) of nearly any marketing approach. Email conversion rates outpace those generated through social media and search. Internet analyst firm Forrester tells us people are twice as likely to join your email list as they are to engage with your Facebook page.

For a lot of reasons, email content deserves a major focus in your content marketing strategy.

Emails are Content Too

It is a shame that most people don't consider email as content. That is unfortunate because when a member of your target audience joins your email list, they are giving you permission to market to them. Email is perceived by the recipient as a personal, one-on-one form of communication, even though you may be sending a single email to thousands of list subscribers. To ignore this personal invitation into the

lives of your list members does disservice to your email subscribers and doesn't help your business.

Add Email Creation to Your Content Marketing Calendar

The biggest complaint marketers give about email is that they don't know what to write about. This is easily remedied. What is going on around you? What are the hot topics of the day? Are there celebrities, events, holidays or other topics that are currently relevant and on the minds of a lot of people? No matter what you are trying to promote or sell, it is easy to tie it into what everyone is talking about.

If beach season is right around the corner and you sell a weight loss solution, the tie-in is pretty straightforward. Sometimes the connection is not as transparent. If today is National Dog Owners Day and you sell a creative desserts recipe book, you might think you have nothing to work with. You could use an email headline that says, "National Dog Owners Day - Has your dessert creativity gone to the dogs?"

It takes just a little creativity to attach topical news to any product or service. Instead of just winging it and trying to remember to send out email content to grow your business every now and then, add this task to your editorial calendar. If you don't use an editorial calendar, pull up Google Docs or any physical calendar you use. Unless you schedule email content creation, you might miss out on the power of this intimate marketing tool to grow your business.