

Today, if you are like most wine marketers, email is one of your primary tools to communicate with your existing customers as well as target new ones. But one of the risks of using email the way it is today is that consumers are continuously being bombarded by it from all sides, from every type of vendor.

How can your campaigns be more effective and not get lost in the noise?

## Introducing Social Email

Confluence Media has developed a Social Email Program which allows companies to enhance their traditional marketing efforts. The program consists of:

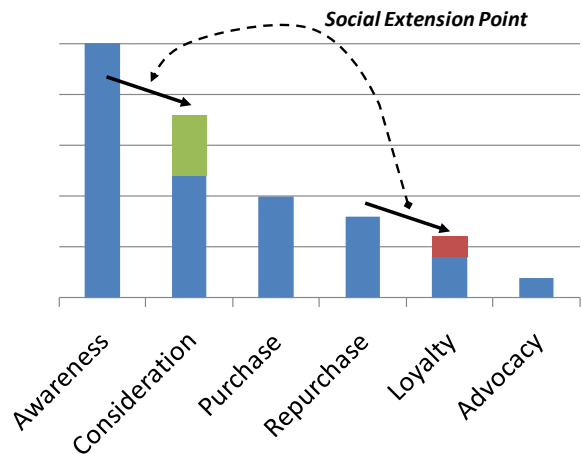
- A catalog of Social Media Marketing (SMM) methods, drawn from a survey of practices across a wide range of industries
- A framework for designing, costing and deploying campaigns based on these methods
- A consistent measurement framework that allows methods and campaigns to be compared, and provides a basis for continuous improvement

### Benefits

- Improves marketing effectiveness and ROI with little additional investment
- Provides consistent measures as a basis for continuous improvement
- Reduces dependence on marketing heroics by making Social Media Marketing more systematic
- Makes marketing campaign execution more repeatable, and the results more predictable

## How Does it Work?

The primary purpose of an email campaign is to motivate the recipient to take an action, such as advancing to the next stage of the consumer decision process—for example, offering a discount as encouragement for occasional purchasers to join a loyalty program. By adding a social component to the primary call to action—such as “Liking” the brand on Facebook—Social Email enables a secondary effect where a new set of people—in this case, the user’s Facebook friends—now become familiar with the brand.



## Getting Started

It’s easy to get started with Social Email because it leverages the tools you’re already using. If your email list is backed by a CRM system, a good place to start is to simply segment your list’s members by stage of the consumer decision process. Using Confluence Media’s catalog of SMM methods, you can then select the appropriate incentive and call to action to achieve the primary goal of a campaign, as well as the call to action of the social extension.

Measurement of a Social Email campaign uses a standard framework that accounts for both the email and social portions of the campaign. Over time, you will be able to compare the effectiveness of your marketing campaigns as well as see how you rate against industry best practice.