Let’s Get Social
A MailChimp Guide
Let’s Get Social

by Kate Kiefer Lee
# TABLE OF CONTENTS

Hello ................................................................................................................................. 5

Share Your Campaigns ................................................................................................. 6
  Social Share button ..................................................................................................... 7
  Social Share merge tags ......................................................................................... 8
  Auto-tweet ............................................................................................................... 8
  Auto-post to Facebook ........................................................................................... 11
  Add a Mailchimp sign up form to your Facebook page ........................................... 13
  Facebook Like merge tag ....................................................................................... 15
  Tracking likes and tweets ..................................................................................... 16
  Tracking likes ......................................................................................................... 16
  Tracking tweets ...................................................................................................... 17

Make Your Campaigns More Social .......................................................................... 18
  AutoConnect templates ........................................................................................ 19
  Twitter template ..................................................................................................... 19
  Facebook template ................................................................................................ 20
  Etsy template .......................................................................................................... 20
  iTunes templates .................................................................................................... 21
  Yelp templates ........................................................................................................ 22
  Merge tags ............................................................................................................... 23
  Twitter merge tags ................................................................................................ 23
  Facebook merge tags ............................................................................................ 23
  SocialConnect merge tags .................................................................................... 23
  Video merge tags ................................................................................................... 23
  Flickr integration .................................................................................................... 24

Connect With Your Subscribers ................................................................................. 25
  Social Pro ............................................................................................................... 26
  Gravatar integration ............................................................................................... 31
  Eventbrite integration ............................................................................................ 32
  Case study: Scout Mob
It’s important for email marketers to get to know their audience, and MailChimp gives you access to valuable information about your subscribers. Social media is a two-way street, after all—posting links to your campaigns on Facebook isn’t enough. Listen to your subscribers. Learn about their interests and preferences, so you can tailor your email campaigns to the people reading them. That way, you can share relevant information with your readers, and they won’t be overwhelmed with useless content. And if your newsletters are great, your readers will interact with you on social networks and help you spread the word. Keep providing awesome content, and maybe even let them behind the scenes of your organization. When you truly engage your subscribers—by answering their questions, resolving their problems, meeting their needs, listening to their feedback—they’ll be grateful, and potential customers will be impressed.

Can you see why some companies devote a whole person or team to social media? It’s a full-time job!

Here at MailChimp, we use Twitter, Facebook, Flickr and our blogs to engage our community of fans and connect with them wherever they are. We send email newsletters, too. (Surprising, right?) We’ve found that using email and social networks together provides a greater benefit than just using one or the other, and we’ve added lots of exciting features that amplify the best qualities of each medium and make it easy for them to work together.

We automate the process, too, so you can easily access our social features without having to spend extra time or money. You can share your email campaigns across dozens of social networks with one click, and give your readers an opportunity to share them with friends. MailChimp will pull your Facebook, Twitter and Yelp profiles into your email campaigns so you don’t have to double up your efforts. We’ll even let you know who’s tweeting about your campaigns and liking them on Facebook.

MailChimp helps you meet your subscribers wherever they are. If a tiny percentage of your readers use Twitter but almost everyone’s on Facebook, focus your energy accordingly. If you have lots of photographers on your list, engage with them on Flickr. Find out your subscribers’ locations so you can invite them to local events. MailChimp not only helps you learn about your newsletter subscribers, but we help you connect with them through the avenues they prefer. Facebook, Twitter, Eventbrite, Digg, Yelp, Flickr—you name it.

Have a conversation with your subscribers. Engage them like human beings. They’ll appreciate it.
Sharing your email campaigns on social networks helps you reach a larger audience and shows your fans that they can interact with you through the channels that suit them. Social media is powerful—just one campaign getting passed around the internet could completely change your subscriber list and grow your business. MailChimp makes it easy for you to share your campaigns across dozens of social networks.
Social Share button

The simplest way to get social with your email marketing is sending out a link to your campaign on social networks like Facebook and Twitter. With just a few clicks, you can share your latest newsletter with all your friends and followers.

After sending a campaign you want to share, click the Social Share button beside the sent campaign in the Campaigns dashboard.

You’ll see a screen where you can share your campaign on Twitter, Facebook, MySpace, StumbleUpon, Digg and Delicious. Choose your networks, confirm that you want to share, and you’re all set.
Social Share merge tags

Ever wish you weren’t the only one sharing your campaigns? We make it easy for your readers to share the campaign love. If someone reads your newsletter and likes what you have to say, all they have to do is click a button to show it to all their friends and followers.

Simply place the [MC:SHARE] merge tag anywhere in your template.

And MailChimp will add links to more than 20 social networks to your campaign.

If you’re overwhelmed by all those colors and icons or want to customize the sharing options to your subscriber base, you can easily limit the number of networks that appear. Just use *ISHARE:SITE_NAME1, SITE_NAME2* to specify which sites are included. (For example: *ISHARE:Facebook,Twitter,Digg*)

The merge tag *MC:TOPSHARE* will pull in icons for our top five sharing sites: Twitter, Facebook, Myspace, Digg, StumbleUpon and Delicious.

Auto-tweet

More than 800,000 MailChimp campaigns were tweeted in May 2010— that’s a 200 percent increase since the beginning of the year. Our users clearly know that tweeting links to email campaigns is a simple and effective way to share your newsletter with people who might not otherwise see it. If you know you want to tweet every time a campaign goes out, let MailChimp do it for you with our Auto-tweet feature.

In the Account tab from your MailChimp dashboard, click Integrations and open the Twitter integration.
You’ll be redirected to Twitter, where they’ll ask if you allow or deny the integration. (If you haven’t set up a Twitter account in MailChimp, you’ll have the option to do that instead.) Allow!

Now you can authorize the connection. Once the account’s set up, you won’t have to re-authorize it.
Now you’re ready to set up Auto-tweet. In step 2 of the Campaign Builder, check the Auto-tweet campaign box (find it on the Tracking, Authentication and More form).

MailChimp will automatically send a tweet with your subject line and a link to the online version of your email. And don’t worry about having your tweet cut short—we’ll shorten the link using our EepURL tool. Here’s one of Scoutmob’s daily Auto-tweets.

If you’d prefer to write a clever tweet yourself instead of using your campaign’s subject line, then you should use our Social Sharing options instead.

You can only authorize one account at a time. If you need to change the Twitter account you use to tweet your campaign, go back to Integrations. Choose Twitter and then Authorize connection.
Auto-post to Facebook

MailChimp will share your campaigns on Facebook too. As far as we’re concerned, every email marketer who has a Facebook account should be sharing their campaigns this way. Referrals from Facebook account for 13.2 percent of all visits to campaign-archive.com, which is the domain where we host campaigns for our customers.

According to the data, only 5.7 percent of traffic comes from Twitter, which is the next highest referrer. (That said, Twitter users seem to be slightly more engaged, spending an average of 41 seconds on the site, versus Facebook users’ 36 seconds. Which means...share on both Facebook and Twitter!)

Sharing campaigns on Facebook is easy. First you have to connect your MailChimp and Facebook accounts. You can do that here:

http://www.facebook.com#!/apps/application.php?id=100265896690345

Click Go to application and install.
In step 2 of the Campaign Builder, check the Auto-post to Facebook box (find it on the Tracking, Authentication and More form).

MailChimp will automatically share a link to the online version of your campaign with your subject line. It'll show up in your Facebook news feed, so all your friends and fans can check out your campaign (and then pass it along to their friends).
Add a MailChimp signup form to your Facebook page

Facebook fans that aren’t on your mailing list might be missing out on your newsletter content. Creating a MailChimp signup form within your Facebook profile is more effective than linking them to an outside form, because sometimes it’s more comfortable for people to stay within Facebook than go to an unknown website. Here’s how to add a signup form to your Facebook page.

Before you start, make sure you’re logged in to both the MailChimp account and Facebook account that you want to connect.

Go to MailChimp’s Facebook app page at:
http://www.facebook.com/#!/apps/application.php?id=100265896690345

Click Add to my page.

If you have more than one page attached to your Facebook profile, click Add to page for the page you want to add the MailChimp app to. For example, if you want a signup form on your fan page, click the button now.

Close the window. Click Account > Manage pages. Then click Edit page for the page you want to work with.

Find MailChimp under Applications. Click Edit, and allow MailChimp and Facebook to share info.

Click Add to my page.

Once the apps connect, use the drop-down menu to choose the list you want to add to your page.
Now you have a handy newsletter signup tab within your Facebook page, and your awesome signup form will appear when fans click the link.
Facebook Like merge tag

You've probably seen the Facebook “Like” button making its way around the internet. Facebook changed “Become a Fan” to “Like,” and users started liking people and business from within Facebook. Then Facebook made the like button available for the whole world to embed wherever they want. AllFacebook.com reports that nearly 65 million Facebook users are liking things on a daily basis, and that number is growing quickly. Liking is a great way for people to share interesting stuff—like newsletters!—with their friends.

Our Facebook Like merge tag allows your readers to like your campaign and share it with all their Facebook friends. Place this merge tag anywhere in your campaign:

```
*FACEBOOK:LIKE*
```

And it’ll turn into a handy little image that says “Like.”

When a subscriber clicks the like button, they’ll go to your campaign archive page. A window will pop up, showing the friends in their network that have also liked the campaign. They’ll confirm that they do indeed like it.
Tracking likes and tweets

Now that you’re sharing your MailChimp campaigns on Twitter and Facebook, you probably want to know how many other people are tweeting and liking them too. This info helps you understand what kind of content excites your readers and their friends, and it can show you who your loyal fans are. Sounds valuable, right?

MailChimp’s Social Stats allow you to watch your campaigns make their way around Facebook. To find out how many people like your campaigns, click Reports in your MailChimp dashboard. Select a campaign and click Social Stats.

MailChimp's Social Stats allow you to watch your campaigns make their way around Facebook. To find out how many people like your campaigns, click Reports in your MailChimp dashboard. Select a campaign and click Social Stats.

The like stats are located under Facebook Activity and organized by subscriber. You can see how many times each subscriber liked your campaign, and how many other likes they generated. For example, if Ben liked your campaign once, and five of his friends saw your campaign in his feed and liked it too, then you’ll see one Like for Ben, and five Friends Who Liked by his name.
Tracking tweets:

MailChimp's Twitter stats let you watch your campaigns travel around the Twittersphere. Twitter stats are located in the same place as Facebook stats: Click the Reports tab in your MailChimp dashboard, and you'll see a list of all your campaigns. Select a campaign and click Social Stats.

Under Twitter Activity, you'll see how many times your campaign has been tweeted and retweeted, who did the tweeting and a timeline of all tweets.

Only tweets that include our EepURL link for your campaign are included in this report, so you might have even more tweeting going on than you think.
Why not customize your campaigns based on your social-media presence? MailChimp’s AutoConnect templates automatically generate content from your Facebook, Twitter, Yelp, Etsy, iTunes, Amazon and eBay accounts, so you can promote your business on social networks—all from within MailChimp. We’ve also got lots of social merge tags that allow you to customize your emails (more on that later).
AutoConnect templates

To create a campaign using an AutoConnect template, choose **Pre-designed** from the template gallery in Step 3 of the Campaign Builder. Then choose **Integrations**. From there, select the template you want to use.

Twitter template

MailChimp’s Twitter template pulls all the important info from your Twitter page right into your email campaign.

We’ll include your Twitter background, icon and user stats, along with your five most recent tweets. This template’s a great way to promote your Twitter presence, give your subscribers an idea of what your tweets are like and encourage them to follow you there. The sections are editable, and there’s plenty room to write a note to your fans.

After you select the Twitter template and add your content in the main column, click **Preview** to see what the newsletter looks like with your Twitter info pulled into the side column.
Facebook template

You probably already have a Facebook page—you are reading a guide about getting social, after all. If you mainly work off of a Facebook fan page, you can use MailChimp’s Facebook template to bring your subscribers to your Facebook page and start conversations over there. Or if you post different content on your Facebook page than you publish in your email newsletters, it’s a good way encourage your newsletter subscribers to join you on Facebook too. Our template helps you do just that by pulling in your profile information, friend list, recent posts and more.

First thing’s first: Connect your MailChimp and Facebook accounts. We’ll prompt you to do that when you choose the Facebook template, or you can take care of it ahead of time by going to Account > Integrations > Facebook > Install Application, and entering your Facebook info. Once you’re connected, select the template.

Etsy template

Etsy is an online community and marketplace for handmade lovers. Etsy artists can benefit from an email newsletter because it’s a quick and effective way to update fans about items in the store and encourage them to spread the word about your handmade goods. You might send out a weekly newsletter that features new listings, or you can pull certain items from your store to send themed newsletters for holidays or events.

MailChimp’s Etsy template automatically pulls in your recent listings, so you can email shop updates without doing any hard work.

Once you select the Etsy template, we’ll ask you for your store name. If you have sections defined in Etsy, we’ll ask you which section you’d like us to pull from. If you don’t, we’ll just pull in your featured listings.

We’ll include your Etsy store banner and your shop announcement. For each item listed, we’ll include an image, title and price.
As always, each section is editable. The sections are also repeatable, so you can add up to 15 listings. To add or delete items, just click the green plus sign or red X in the bottom-right corners.

iTunes template

When people discover great music, they like to share it. Our iTunes template makes it easy for artists to share their music, so that their subscribers can pass it along to all their friends. You can use our iTunes template to announce a new record or song, or even just to remind people about your music.

To connect to iTunes, we’ll ask you for your artist name. We’ll find your available albums and you can select the one you’d like to include in the campaign.

From there, we’ll pull your artist name, album title, track listing, price, a link to purchase on iTunes. There’s a designated space for a message to your fans, as well as space for you to plug in a review or testimonial from iTunes.

To add or remove songs, click the green plus sign or the red X.

Click Popup preview to see what your campaign’s going to look like. We automatically include a like button so that your friends can pass it around on Facebook.
Yelp template

Does your business have great reviews on Yelp? Would you like to get more reviews from your loyal newsletter subscribers? MailChimp’s Yelp template highlights your positive reviews and encourages readers to write their own review of your business.

If you’re using the template for the first time, we’ll prompt you to connect your MailChimp account to your Yelp account, using your business phone number (that’s what Yelp requires).

We’ll include the Yelp logo and pull in your company info, category on Yelp, Yelp rating, and one recent five-star review to show you off. We’ll provide a link to read more reviews, and a link for your subscribers to review your company.

Each section is editable, so you can swap out reviews and customize the content to your liking. As always, click Popup preview to see what the email will look like after you send it.
Merge tags

Our social merge tags give you lots of flexibility when it comes to customizing your campaigns based on your social-media plan.

Twitter merge tags

If you want to include some Twitter content in your email but the Twitter-themed template is a little much for you, try mixing and matching these options:

*|TWITTER:FULLPROFILE|*

This merge tag brings in the background from your Twitter page, your avatar, your follower count, a follow button and recent tweets.

*|TWITTER:PROFILE|*

This one brings in your background, avatar, follower count and a follow button. It will not pull in recent tweets.

*|TWITTER:TWEETS(NUM)|*

Remove (NUM) from this tag and replace it with the number of tweets you want to see on your campaign. So if you want five recent tweets, use *|TWITTER:TWEETS5|*.

Facebook merge tags

You can mix and match these Facebook merge tags for a customized Facebook campaign.

*|FACEBOOK:FULLPROFILE|*

This tag pulls your Facebook profile and wall posts, just as our Facebook template would.

*|FACEBOOK:PROFILE|*

This one pulls your Facebook profile without wall posts.

*|FACEBOOK:POSTS(NUM)|*

And this one includes your Facebook posts. Just replace the NUM with the number of posts you’d like to include.

SocialConnect merge tags

Chances are, some of your newsletter subscribers have Twitter and Facebook accounts but aren’t following you there. You can place this merge tag anywhere in your campaign to give your subscribers links to follow you on Twitter and Facebook:

*|MC:SOCIALCONNECT|*

Use this merge tag to link to Twitter only:

*|SOCIALCONNECT:TWITTER|*

And this one for Facebook only:

*|SOCIALCONNECT:FACEBOOK|*

Video merge tags

Sharing videos in your campaign is a fun way to entertain your subscribers and interact with them. Everyone wants to embed videos into their email newsletters, but the truth is, embedding videos into HTML email is unreliable and can be dangerous—viruses sometimes disguise themselves as embedded videos, so most email and anti-virus programs have learned to block them.

The safest option is to generate a screenshot of the player, insert that image into your email, and link it to the actual video landing page. Sounds complicated, but we simplified the process with our YouTube, Blip.tv, Vimeo and Vzaar merge tags. Here’s how to do it in two quick steps:

Get the video ID for the video you want to use from YouTube, Blip.tv or Vimeo. A video ID consists of letters and/or numbers, depending on the service provider. You’ll find it in the URL of the site, at the top of the browser window. Occasionally, the video ID will be presented within a long URL. If this is the case, the video ID ends before a question mark. Copy the video ID into the appropriate video merge tag:

*|YOUTUBE:VIDEO_ID|*
*|VIMEO:VIDEO_ID|*
*|BLIPTV:VIDEO_ID|*
*|VZAAR:VIDEO_ID|*

For example, here’s the YouTube merge tag after we included a video ID:

*|YOUTUBE:J---aiyznGQI|*

We even give you the ability to control the image size with this merge tag:

*|YOUTUBE:video_id:max_width|* or *|BLIPTV:video_id:max_width|*

All you have to do is change max_width to a number in pixels.

And you’re all set. MailChimp will find the video, grab a still image and overlay some video-control elements to make it look playable.

When users click the image, it’ll take them to the hosted version of the video.
Flickr integration

Flickr is a popular network for amateur and professional photographers. It’s also a great place for businesses to upload photos from events or product photos and let their community connect with them. We make it easy to connect your Flickr photos to your MailChimp account, pull them into your image gallery and use them in your campaigns.

When you’re editing your campaign and want to add images, click the image icon in the editor’s toolbar.

Click Browse gallery. Click the Flickr Images button at the top.

Now you can authorize MailChimp to access your Flickr account. If you’re not logged into Flickr, you’ll do that before authorizing.

Search for the photos you need. When you upload photos to Flickr, you have the option to tag them with keywords to help you find them later. If you don’t tag your photos or can’t remember what terms you might have used, click the View all photos button to bring up your most recent photos.

Simply click Import to pull an image into your MailChimp photo gallery.

Once you’ve imported the photos you want to use in your email, click Settings at the top of the gallery window to get some more info about your images. You can sort them by List view (the same way you might see them displayed in a directory on your computer) or a grid of thumbnails. You can also display the file name and size, as well as the date.

When you’re adding Flickr images to your campaign, remember to scale them down to dimensions that fit your template.
Connect With Your Subscribers

There are real people behind those email addresses on your marketing list. MailChimp can help you get to know those people, so you can connect with them based on their interests, location, social networks and more. If you know who your subscribers are, you can send them stuff that's actually useful. And people like useful stuff.
Social Pro

We've integrated with a service called Rapleaf to create Social Pro, an add-on that gives you information about your subscribers that will help you tailor your content for them. Instead of marketing in the dark, you can find out which customers are on social networks, how active and influential they are, what city they live in, their interests and more.

To activate Social Pro, click Account from your MailChimp dashboard, and then click Add-ons. Scroll to Social Pro, and select your list. Pricing is based on each particular list. You'll pay 20 percent of the amount you pay for your list. For example, if you pay $15 per month for a list of 1000 people, your monthly Social Pro fee would be 20 percent of that, or $3.

To access Social Pro data for your list as a whole, click Lists from the MailChimp dashboard and select your list. Then click the Social Pro tab.
You’ll see how many of your subscribers are on social networks, how many of them are following you on Twitter, how influential they are on social networks (how many friends and followers they have), as well as age and gender stats. You’ll also learn who your most loyal fans are—the ones that subscribe to your emails, follow you on Facebook and follow your tweets.

You can also view information about individual subscribers. Choose your list and click View all.
From there, you can click **View** by any subscriber’s name to view the social data that Rapleaf has pulled for them. You’ll see their profile, which includes age, location, job, social networks and more.
You can quickly do this from the Social Pro page by clicking the Send to button beside any segment. For example, if you only want to send to Twitterers on your list, find Twitter under the Social Network Popularity chart and click Send to. We’ll get you started on a campaign using that particular segment.

You can also segment by Social Pro data when you’re creating a newsletter in the Campaign Builder. This way, you can select a few criteria at once. When you’re choosing a list in Step 1 of the Campaign Builder, click Send to segment of list. In this example, we’re sending to people who follow us on Twitter and open and click our emails a lot.
Here are some ways you can use Social Pro data:

1. **Learn which networks your subscribers are on to determine how to share content.** Facebook users share more on weekends, and respond better to certain writing styles and certain types of content. For example, Facebook users click and share videos more than Twitter users (probably because Facebook gives you an automatic thumbnail preview, while Twitter only presents a short URL). See: *The Science of Facebook Marketing* by Dan Zarrella and *Sharing on Facebook vs. Sharing on Twitter*. With Social Pro, you can send specialized content directly to the Facebook and Twitter segments.

2. **Reward your best customers.** If someone reads your email newsletter, follows you on Twitter and likes you on Facebook, then they’re super loyal and you should probably send them a gift. Here at MailChimp, we send plushies.

3. **Learn faces.** Maybe you used our Eventbrite integration to invite your subscribers to a happy hour. You can use Social Pro to learn faces before the event so you know their names when you meet them. Or if you run into one of your local subscribers out in the wild, buy them a cup of coffee or a beer.

4. **Get to know your most influential subscribers.** Social Pro will show you who the most connected members of your list are. If you have tickets to an event and need to get rid of them quickly, send those subscribers an email so they can spread the word. Here’s an example: One week, the Atlanta Rollergirls had too many tickets left over for a bout, so they monitored their list activity and social networks to find the most connected Twitterers on their list who were also opening and clicking their campaigns often. They contacted those people to thank them for being superfans and ask if they would mind reaching out to their friends and followers. Two days later, the bout was sold out.

5. **Make a case for social-media marketing.** If you’d like for your company to get involved with social media, use Social Pro to find out how many of your newsletter subscribers are on social networks—the numbers will help you make a case for it.
Gravatar integration

According to en.gravatar.com, a Gravatar is “an image that follows you from site to site appearing beside your name when you do things like comment or post on a blog.” Anyone can upload their own Gravatar—lots of bloggers and frequent commenters have them. MailChimp and Gravatar are integrated, so if anyone on your list has a Gravatar, it’ll appear in their profile when you click their name from your list. It’s fun to learn what your subscribers look like, isn’t it? Here’s our fearless head of community, Amanda:

If the subscriber doesn’t have a Gravatar, we’ll search for an avatar on Twitter, Facebook and LinkedIn as a backup—but only if Social Pro is activated.
Eventbrite integration

MailChimp can help you get the word out about your parties, fundraisers and other events. Eventbrite is an event-management tool that’s integrated with MailChimp, so you can build your events in Eventbrite, and then design and deliver awesome invitations in MailChimp. Here’s how to do it:

Create an event in Eventbrite.

Log in to your MailChimp account and create a campaign. When it’s time to select a template, choose the Eventbrite template. Find it in the AutoConnect section.

Click Connect to Eventbrite when you scroll over the template. We’ll ask you to enter your API key (you can find that in your Eventbrite account settings). Copy/and paste that key, and we’ll magically connect your MailChimp account to your Eventbrite account.

After you make that connection, select the event you want to import into MailChimp.
We’ll give you a pre-built template, with all the event details ready to go—and even a Google map.

Now you can have some fun with MailChimp’s design features. Once you have a good-looking invitation, send it like you’d send any other campaign.
Case Study: SCOUTMOB

We’re big fans of Scoutmob, an Atlanta-based company that offers daily mobile deals for local shops and restaurants. They use MailChimp to send their daily newsletters announcing the latest deal. We recently talked to Michael and Dave from Scoutmob about how they combine email marketing with social media, and how they can take advantage of more MailChimp social features.

MailChimp: Tell us about your newsletter.

Scoutmob: The newsletter is key to everything we do. We send out our email at 7:45 every morning, and from 8-10am is the most traffic we get. It’s a reminder of the deal each day. You can hit the site for more information, but the newsletter is a mirror for our site.

How do you share your campaigns on social networks?

Our first tweet every morning is the auto-tweet that MailChimp sends when a campaign goes out. We send a few more tweets throughout the day, but the auto-tweet is the biggest one every day. People see it the most.

Which social network do you use more heavily?

A lot of our growth has definitely been from social media. We use Facebook and Twitter, especially Twitter. We track people mentioning Scoutmob on Twitter. But some people only know of our deals from posting on Facebook.

Do you post the same content on Facebook and Twitter?

We try not to post the exact same stuff. Our app lets you take these mustache pictures, and we post those on Facebook. We’re definitely not fully maximizing our Facebook potential, and we’ll try to use Facebook more.

Speaking of mustache pictures, behold Michael and Dave:

Why do you think email marketing and social media are essential to each other?

With email alone, the conversation ends at the end of the email. We use social media to continue that conversation. Email is a good starter for social media.

We brainstormed ways that Scoutmob could use some of MailChimp’s new social features. Here are our ideas:

1. SocialConnect merge tags. They’ll make it easy for Scoutmob to encourage their newsletter subscribers to join them on Facebook and Twitter.

2. Add a newsletter signup form to their Facebook page. The people who only know of Scoutmob through Facebook should have a chance get in on all the great content in Scoutmob’s newsletters.

3. Facebook Like merge tag. The like tag will make it super easy for people to pass Scoutmob deals around Facebook.

4. Like tracking. Now Scoutmob can have an idea of how many people are interacting with them on Facebook—they already have this information for Twitter.