

Article summary

[Business](#), [Marketing](#)



The article d ' MarketingSherpa Email Summit Social Media is email with fresh paint,' is an analysis of the similarities between email and other social network systems such as Facebook. While it maintains that email is still one of the most widely used forms of communication, social networks such as Facebook are not far behind with an increasing number of corporate media considering it as an easy way to advertise and gain new customers. Both email and social media networks particularly Facebook have common areas of integration at the operational and measurement level in which the basic metrics used are the similar, their target audience and with their message and content. Combining these two entities would in fact enable easier analysis of cross-channels due to internal data sharing. Integration of email and Facebook increases the likelihood of reaching the target audience. This integration can be either through creation of email opt-tabs in the Facebook account or by adding a Facebook " like" request in email messages. A social login that operates through a single click into the individuals website that contain information from social networks such as Facebook can also be used to facilitate the conversion of email opt-in tabs. Such social logins could provide necessary information such as email address or other contact modes. A study has also concluded that this is now the most preferred method as compared to filling tiring registration forms. Such integration of services can also be used to test cross-channel data such as time of the day or day of the week. Metrics used in email operations such as open rate and clickthrough can be applied to posting schedules on Facebook and similarly the interactive windows of Facebook should be incorporated into sending windows of emails. Winning email subject lines and Facebook ads can also

be exchanged. Additionally, images having a high clickthrough rate in emails and those which have increased interactive rates on Facebook can be interchanged. In conclusion, the article also stresses that a single editorial calendar could be used by marketers in order to promote action calls in both the channels. By and large the article lays emphasis on breaking the silos of an organization as it only serves to hinder its progress in the current global environment.

Reference

Kirkpatrick, D. (2013). MarketingSherpa Email Summit 2013: Social Media is email with fresh paint. MarketingSherpa Blog. Retrieved 23 March, 2013, from <http://sherpablog.marketingsherpa.com/email-marketing/social-media-email-similarities/>