

Getting started with *email* and *social media marketing*

Set the goal of your *content piece*:

- What is the goal of this content piece?
- What message do I want to get across?
- What should people do after consuming it?

Determine the *target audience*:

- Whose interest will I spark with this?
- To which goals and pains does it apply?
- What knowledge level do I expect from my audience?

Pick the best *channel* for promoting:

- What your content goal is (attract, engage or delight?)
- Where your target audience is
- The promise you made to your subscribers and followers

Content promotion template

Set items per content piece:

Content title:

URL:

Goal: attract engage delight

Target audience:

Customization per channel:

Channel:

Message:

Checklist to create *great emails*:

- | | |
|--------------|---------------|
| Subject line | Consistency |
| Focus | Helpful tools |

Checklist to create *awesome social posts*:

- | | |
|------------|---------------|
| Efficiency | Authenticity |
| Tailoring | Helpful tools |

General resources

Yoast SEO academy

15 courses that help you learn more about SEO and content marketing. For example:

- [Free SEO for beginners training](#)
- [Premium SEO copywriting training](#)

Yoast SEO Premium (WordPress plugin)

Features that help you to optimize and distribute your content, like the [Social Preview features](#) and the [Zapier integration](#) that helps you to automate social media publishing.

Yoast.com/seo-blog

Helpful, free content from our experts. For example:

- [Social media strategy: where to begin?](#)
- [The basics of email marketing](#)

A list of our email marketing best practices

Subject line

- Make it catchy and clear
- Aim the text at the goals and pains of the recipients
- Try asking a question
- Adding emojis can work, but too much can hurt email deliverability
- Test what works for your recipients

Focus

- Be clear about the goal of your email
- Make sure your subject line reflects the content of the email
- Draw all attention to the message you want to get across (headers, images, text, buttons)
- Have a big list of recipients and see your results dropping? Try to segment them and focus your attention on each of them

Consistency

- Use templates to create an efficient work process for yourself and manage expectations of your recipients
- Make sure your recipients get familiar with your sender name and email address
- Test what works for your audience and stick to the plan. For example sending times, short versus long content, one or multiple messages

When selecting an email tool:

- Pick what suits your budget
- Be aware of privacy and data protection functionalities
- Don't switch tools too often, because it will hurt your authority (and therefore deliverability)
- Make sure signing up to and unsubscribing from your email lists is easy
- Pay attention to contact management, testing, and analytics functionalities

A list of our social media best practices

Efficiency

- Focus on one platform first, before extending to others, take time to audit it
- Batch create content and media library items
- Use the 10-4-1 rule if you don't have enough owned content to share (10 posts linking to external sources, 4 to your own, and 1 conversion point)
- Test what resonates and put less effort into types of messages that don't
- Share content that your customers or fans have created

Tailoring

- Set a goal for every channel and try to stick to it
- Create custom messages per channel, even when sharing the same update. Change the phrasing and visuals
- Learn about the different audiences and keep in mind that everyone perceives your message differently

Authenticity

- Share success stories and failures, show your passion
- Show your happy dance when your audience gives back
- Tell behind-the-scenes stories, the fun bit is important!
- Make them like you first, before they buy something or become a fan

When selecting social media tools:

- Check what can be done from within channels, like Facebook Business Suite
- Create an editorial calendar, use external planning and automation tools when you feel like getting overwhelmed
- Use tools like Canva and Skill share to level-up your designs or use apps directly on your phone to edit pictures and videos
- Make sure your content looks perfect on social media when shared by others with help of Yoast social previews features