



INTEGRATING EMAILMANAGER WITH SOCIAL NETWORKS



emailmanager

Introduction

Social media integration is used by companies as a strategy for supporting their business in the social environment. This manual includes all the necessary information that you need to know to integrate the **emailmanager** system with your social networks and strengthens your brand on the market. Improve your understanding of the **emailmanager** resources and use them as strategies for improving ROI.

In this guide you will learn to:

- ✓ Understand the integration benefits
- ✓ Get to know different types of integration with social networks
- ✓ Integrate with Twitter and Facebook
- ✓ Publish your campaigns on social networks
- ✓ Understand how the publishing process works
- ✓ Remove your integration

Take a look at the other guides available on our site and find out how you can fully benefit from the **emailmanager** platform.



Social network integration. What are your benefits?

Survey data show that on average, most companies and entrepreneurs who have invested in social media (to promote their brand or product) achieved an annual growth of 18% while the other reached only a rate of 6%. You should be aware, that this type of investment helps to: expand your brand, measure your results, or lower the cost of your campaign.

Therefore, **emailmanager** makes this action possible as well as helps with your campaigns on Social Networks. Let's start from integrating the social media with the latest campaign that you have posted.

But bear in mind, that publishing your campaigns on the Social Network is not enough to get satisfactory results. Your campaign must be motivating, arousing curiosity and promoting strategies that will attract attention. An example of a strategy that follows those trends are: opportunistic campaigns. They focus on a subject that calls the attention of your target audience. Finally, the results are optimized for you to manage and monitor the campaign scenario and its behavioral tendencies.

Now you know why it is so important to use all of the emailmanager features? We will now learn to integrate the **emailmanager** system with the Social Networks and extend the scope of your brand on the current market.

Integrating your Social Networks with emailmanager

In order to integrate the emailmanager with your Social Networks, simply go to the settings panel. Select **Social Networks** option in the field: **Extras**.

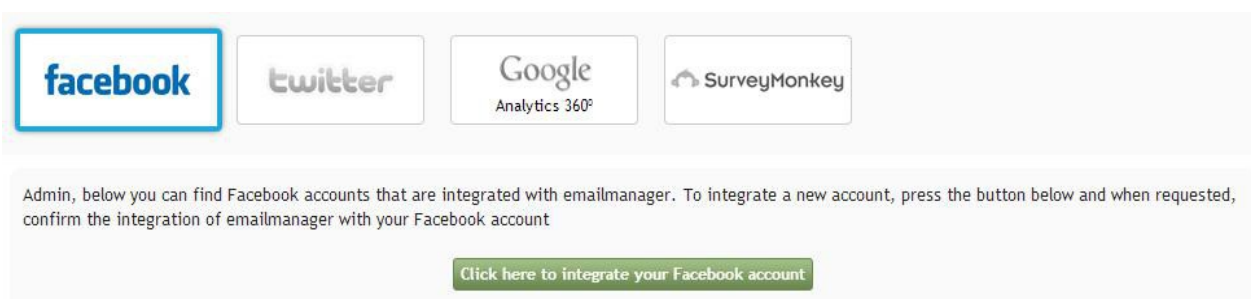


Image – Integrating Social Networks with emailmanager

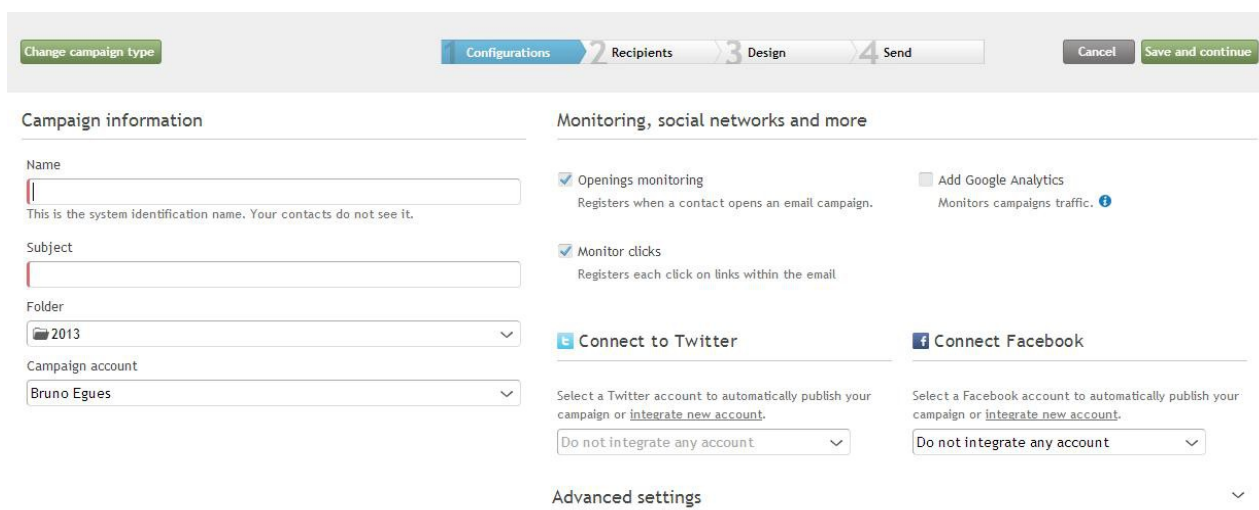
Select the network you want to join. Please note, that you can select a network you wish to integrate on the emailmanager Dashboard. Although, the process is similar in both cases (Facebook and Twitter), the only difference is the place where you need to enter your authorization data.

Authorizing integration

By clicking the **integration** button you will see an authorization form. Enter your details, but be careful when doing so! Emailmanager does not store your access data. This process only allows publishing your campaigns. After submitting your access information, you will see another form. This form will request a permission access, so that **emailmanager** will be authorized to publish your campaign on your behalf. Click: **Authorize**. Disconnect from your network, and if everything went fine, the new integration will be listed below.

Publishing your campaign on Social Networks

Emailmanager network integration does not authorize **emailmanager** to post every campaign you publish. In fact, this publication will only be accomplished if the network is selected in the campaign configuration process.



The screenshot displays the 'Send' step of a campaign configuration process. At the top, a progress bar shows four steps: 'Configurations', 'Recipients', 'Design', and 'Send'. Below this, the interface is divided into two main sections: 'Campaign information' and 'Monitoring, social networks and more'. The 'Campaign information' section includes fields for 'Name', 'Subject', 'Folder' (set to '2013'), and 'Campaign account' (set to 'Bruno Egues'). The 'Monitoring, social networks and more' section contains several options: 'Openings monitoring' (checked), 'Add Google Analytics' (unchecked), 'Monitor clicks' (checked), 'Connect to Twitter' (with a dropdown menu set to 'Do not integrate any account'), and 'Connect Facebook' (with a dropdown menu set to 'Do not integrate any account'). An 'Advanced settings' dropdown is also visible at the bottom of this section.

Image – Selecting social networks - publicizing campaigns.

How can I publish a campaign?

The publication for both networks works in a very simple way. Basically, both: Twitter and Facebook post your campaign chronologically from the newest to the oldest. This way your Twitter and Facebook contacts can interact with your content and share it with their friends.

Removing configured networks

In order to remove the integrated social networks, return to the configuration panel and select the option: **Social Networks**. Then, click the **X** placed next to the network.