Zestee Social Media School - Module 08

Databases & E-newsletters

Overview

This week I'd like to introduce the importance of a database and e-newsletters to your business. Social media is fantastic, much of it's free…but none of the data there truly belongs to you or your business. What if Facebook shut down tomorrow? Do you have any record of or regular contact with your likers outside of Facebook? The same applies to your followers or connections on your Twitter, YouTube, LinkedIn or other social media accounts. One of the most valuable assets a business can have is a current database. You can then use this understand more about your current and potential customers, have regular interaction and build a relationship with them – often meaning building trust, understanding and conversion to sales. This lesson focuses on various ways you can manage this via databases and e-newsletters.

Objectives

- Understand the value of a database and e-newsletters to you & your business
- Review your current database and e-newsletter systems (and start new ones if you choose to)
- Explore other options for a database and e-newsletter if necessary
- Learn to find help when you need it

Activities

1. Read through this lesson plan and the accompanying e-newsletter and blog post
2. Review your current database system – what are you using and does it work for you?
3. Review your current e-newsletter system (if you have one) – what are you using and does it work for you?
4. Create and send an e-newsletter and make sure you include links to our social media channels
5. Share your e-newsletter with the facebook group to give your fellow classmates an opportunity to join your database if they are interested in your products and services.

Questions to Consider

- Do I currently use an effective database and e-newsletter system for my business?
- Would my business benefit from creating or upgrading my system?
- Should I use a cloud computing, a server or save information on my own computer? Is it backed up?
- Is the data I am collecting secure and do I comply with the privacy act?
- Are there other businesses I could approach for cross-promotion in each other's e-newsletters?
- Should I do my own e-newsletters and database entry or could I outsource this?

Congratulations on completing module 08. Module 09 will cover surveys and will be emailed to you on Sunday 02 June 2013. Feedback and questions are always welcome on the group Facebook page or via renee@zestee.com