

The Best Plugins for Social Media and Email Opt-ins

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ASSUMPTIONS

WordPress & Marketing Newbie

Just getting started and somewhat familiar with WP,
Site Setup & how to integrate Social Media to Market
Your Website.

WordPress & Marketing Journey - person

Been on your WP & Marketing Journey for some time 2 -5 yrs, Intimate understanding of WP & Different Marketing techniques but

WordPress & Marketing Gurus

You have ascended the lofty peaks of WP & SM marketing tools, You have tested many tools and understand the nuances of each. You are likely one who is fanatical over split testing and delve often into analytics.

Purpose of Social Media?

- Get your message out.
- Get the name of your business/brand out.
- Interact with potential customers.
- Direct Traffic to Your Website - every stream flows to one river (i.e. your website)

Social Media of Functions - Level 1

Social Media Follow - (Level 1 Integration)

A link on my blog or website that will allow my visitors to actually visit my online profiles. Usually located in the top right corner, footer or sidebar of my blog layout.

Plugin Suggestions:

- Social Media Feather
- Monarch by Elegant Themes
- Jetpack

Social Media of Functions - Level 2

Social Media Sharing - (Level 2 Integration)

A javascript enabled link that will allow users to share content from my blog or website. Most commonly used for sharing posts and counting stats of post shares. Can also be use to share pages & custom post types.

Plugin Suggestions:

- Monarch
- Jetpack
- Shareaholic

Social Media of Functions - Level 3

Social Media Publishing - (Level 3 Integration)

Gives the website or blog author the ability to publish content directly from the website or blog backend to various social media channels

Plugin Suggestions:

- Jetpack
- Facebook

Why Email Opt-Ins?

- You don't own your social media followers
- Give your website viewers an expanded opportunity to see your content.
- Get analytics on your users and how they interact with your email campaigns.
- Create a more interactive community experience around your website.
- Sell - Conversion rates are higher via Email

Email Opt-Ins

Synchronize with your email list (Mailchimp, Constant Contact, Aweber, Infusionsoft) and allow you seamlessly integrate your website with your email list.

Plugin Suggestions

- Gravity Forms
- Opt In Monster
- SumoMe
- Mailchimp

DEMO TIME