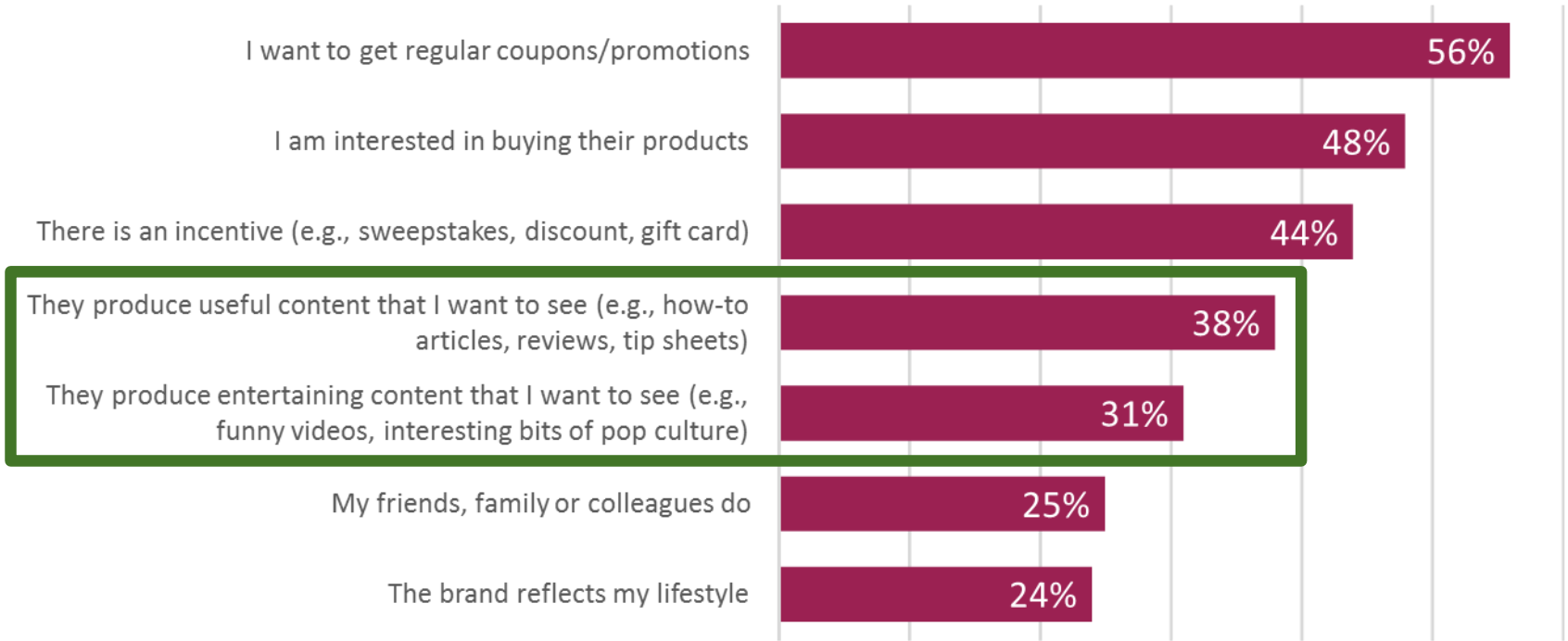


Reasons to Connect With Brands on Social Media



Understanding User Behavior: How WeddingWire integrated social and email to increase re-pins 31%

BART THORNBURG

Senior Manager of Email Marketing

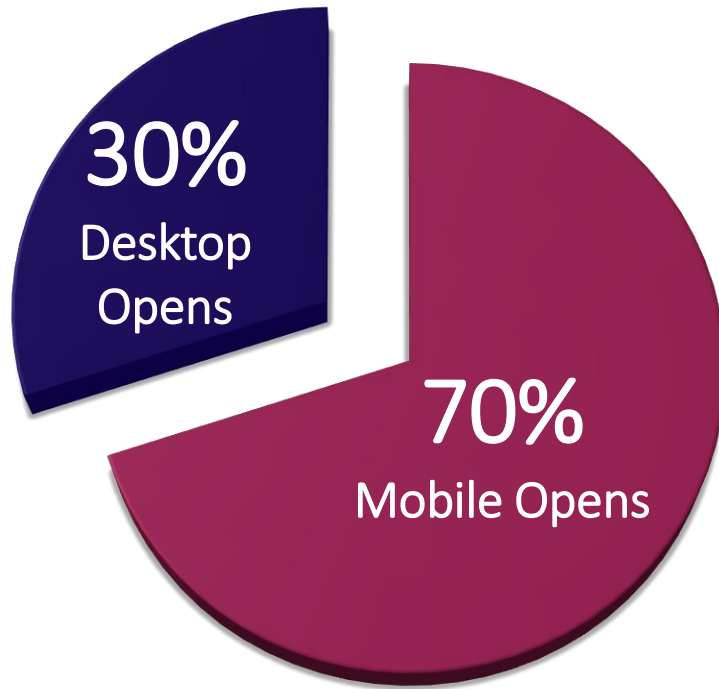
WeddingWire



Bart Thornburg

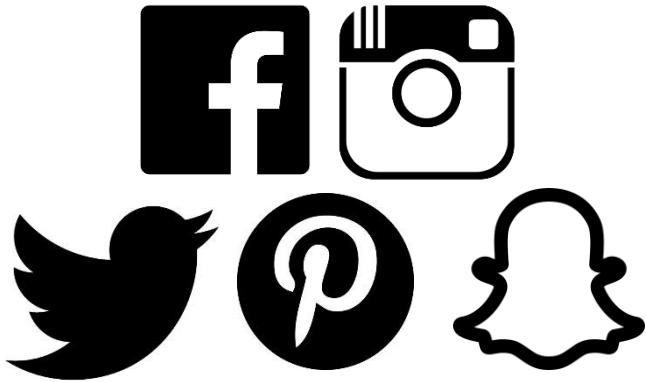
Senior Manager of Email Marketing
WeddingWire

WeddingWire email open breakdown



WeddingWire users are social

- **Active Social Community:**



- **Great Social Content:**

- 9 Signs a Wedding Venue is “The One”
- 11 Wedding Rules You Can Totally Break
- Wedding Dates to Avoid in 2017
- 5 Wedding Color Palettes for 2016

Newsletter-social integration test results



31% Increase in Re-Pins

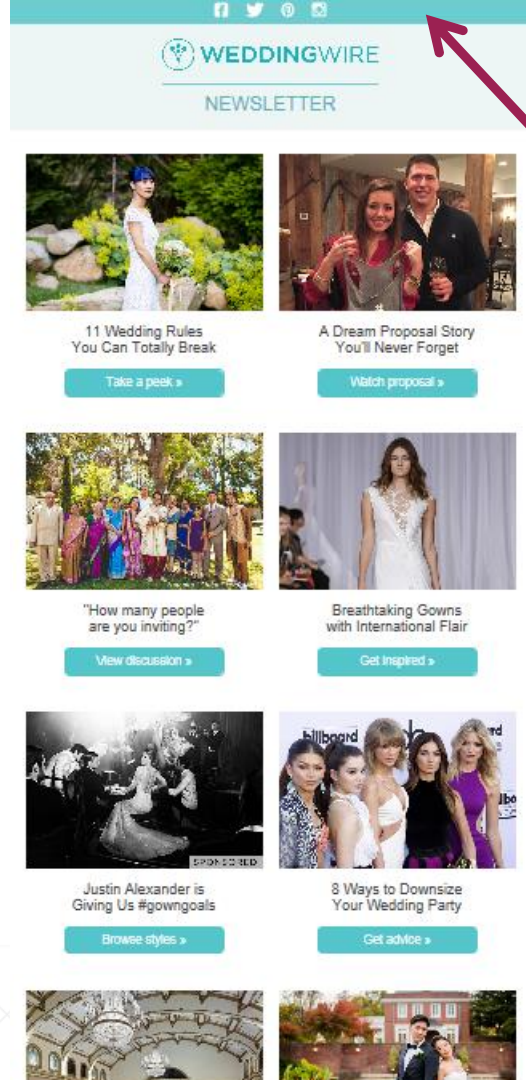
X	Pinterest Follower Growth (Quantity)	Re-Pins (Quality)
Control – Newsletter with Pinterest icon in template	--	--
Treatment – Integrated newsletter Pinterest articles	+27%	+31%



Understanding User Behavior Is the Key to Social: Know **where** your audience is on Social and **how they're using** the platform.

Before

- Great content-specific CTAs
- Link directly to site
- No specific Social CTAs



More than
24 million
email sends

#Sherpa16

Before

- Great content-specific CTAs
- Link directly to site
- No specific Social CTAs



11 Wedding Rules You Can Totally Break

[Browse styles >](#)



A Dream Proposal Story You'll Never Forget

[Browse styles >](#)



Justin Alexander is Giving Us #gowngoals

[Browse styles >](#)



Breathtaking Gowns with International Flair

[Browse styles >](#)



Justin Alexander is Giving Us #gowngoals

[Browse styles >](#)



8 Ways to Downsize Your Wedding Party

[Get advice >](#)



More than 24 million email sends

0%



#Sherpa16

Before

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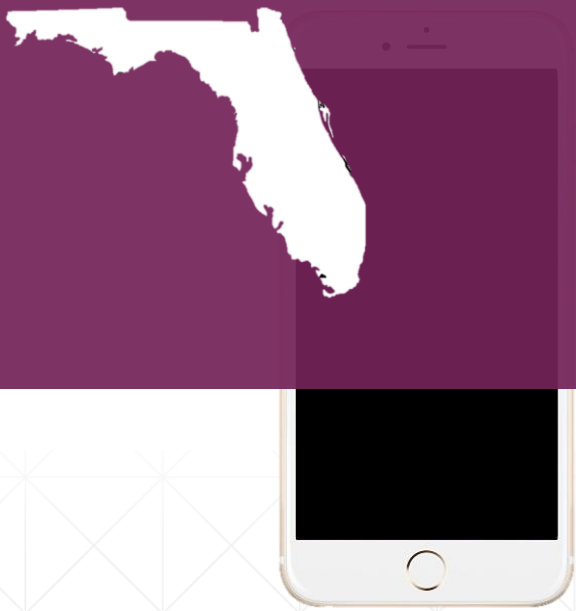


+19 Million

+3 Million

+75 Million

More than
24 Million
email sends



Justin Alexander is Giving Us #gowgoals
[Browse styles >](#)

8 Ways to Downsize Your Wedding Party
[Get advice >](#)



#Sherpa16

After

- Our audience is already using Pinterest for collecting and sharing wedding inspiration and advice
- Fuel an organic behavior/reduced friction
- Distribute our content beyond our subscriber base

5 Ways to Savor Every Moment
of Your Wedding Day

See tips »

Same CTA concept in
top section

— PIN NOW, READ LATER —



Pin it »

Additional CTA to
"Pin now, read later"
in bottom section



Pin it »



Pin it »

#Sherpa16

Newsletter-social integration test results



31%* Increase in Re-Pins

X	Pinterest Follower Growth	Re-Pins
Control – Newsletter with Pinterest icon in template	0	0
Treatment – Integrated newsletter Pinterest articles	+27%	+31%

*Has reached as high as 180%



Understanding User Behavior Is the Key to Social: We chose Pinterest because it natively facilitates the gathering, saving and sharing of wedding inspiration and advice. Our audience is already on Pinterest and this is what they're using it for.

Follow-Up Newsletter: Pinterest test winners

Just Image

Top 10 Songs for
Wedding Videos

[Check them out »](#)

PIN-WORTHY PHOTOS



[Pin it »](#)



[Pin it »](#)



Full Article

5 Ways to Savor Every Moment
of Your Wedding Day

[See tips »](#)

PIN NOW, READ LATER



[Pin it »](#)



[Pin it »](#)



- Boards performed the worst
- Photos had roughly 70% better click rate than boards

Top Takeaways:

- **Quantity and Quality:** The Social component should be part of the primary CTA (quantity in growth) and have intrinsic value (quality of new followers).

Next Steps:

- Optimize by content type
- Test other Social channels



Thank You

Bart Thornburg
WeddingWire