Echo.Church Staff Training

Email Playbook

2021

Watch this training here:

INSURICARE

"Your email list is not controlled by an algorithm.

Almost everything else is.

As a result, it's a fantastic way to connect with people. Via email, you have a direct connection with people. And it gives you a vital way to really build a personal relationship that could lead to a phone call, scheduling a coffee or an invite into a virtual or in-person meeting."

Carey Nieuwhof

What this playbook covers

1. General Best Practices
    a. Audience
    b. Language
    c. Design
    d. Subject Lines
    e. CTAs
    f. Timing
2. Mailchimp
    a. Mailing Lists
    b. Templates
3. *Coming soon*

Click to go straight there!

Audience

First… WHO are we talking to?

Echo Eddie/Ellie

THEY ARE…

- Unchurched but open to faith
- Entrepreneurial, want to grow in capacity & influence
- 25-35 years old, $150K-$250K income
- Married with young kids + dog
- Socially active, willing to take risks
- Globally conscious, cause-driven
- Live in luxury apt/condo

THEY LIKE…

- Freedom to choose
- Fitness, healthy food
- Electric cars, environmental friendliness
- Vacations, travel, TED talks, podcasts
- Quality coffee, beverages, experiences
- Macs, Yelp, social media & getting info via phone
- Clean, simple style/visual communications

THEY DO NOT LIKE…

- Judgmental people, insincerity, hypocrisy
- Mediocrity, laziness, cheap, low-quality
- Wasting their time/resources
- Being forced/coerced to do things
- Assumptions without logic/evidence
- Clutter, over-complication

THEY STRUGGLE WITH…

- Marriage, parenting, loneliness
- Pornography, apathy, complacency, discontent
- Workaholism (work/life balance)
- Money, relationships, identity
- Long-term commitment

Address your audience! (Provide context)

"Who is this for?"	"Hey Group Hosts & Leaders,"
"Why me?"	"I'm reaching out because I saw that you…"
"What's being asked of me (& why)?"	"Please fill out this form by next Friday so we can…"

For credibility, don't overpersonalize

Use personalization *sparingly* when it comes to bulk emails.

Language

Now, HOW do we talk to them?

VOICE (personality)

Engaging, clear, concise, human, inclusive, visionary, invitational, action-oriented

NOT
outdated, churchy, soft, complicated, confusing, passive

TONE (attitude)

Echo is not the hero. Cast vision for how your AUDIENCE can be the "hero" in taking part in transforming lives for the Kingdom!

NOT
self-focused, demanding, "white-noisey"

A

OR

B

"Whether you're a Christian or non-Christian, every week, we have small groups for fellowshipping and digging into the gospel."

"No matter your background, there is a group for you! Choose from 200+ virtual or in-person groups here."

A

"Whether you're a Christian or non-Christian, every week, we have small groups for fellowshipping and digging into the gospel."

B

"No matter your background, there is a group for you! Choose from 200+ virtual or in-person groups here."

Design

How do I make my email look good?

Remember these 3 C's:

CLEAN

Stick with the overall branding & theme.

Don't use 3 different fonts or too many colors.

Don't overcrowd.

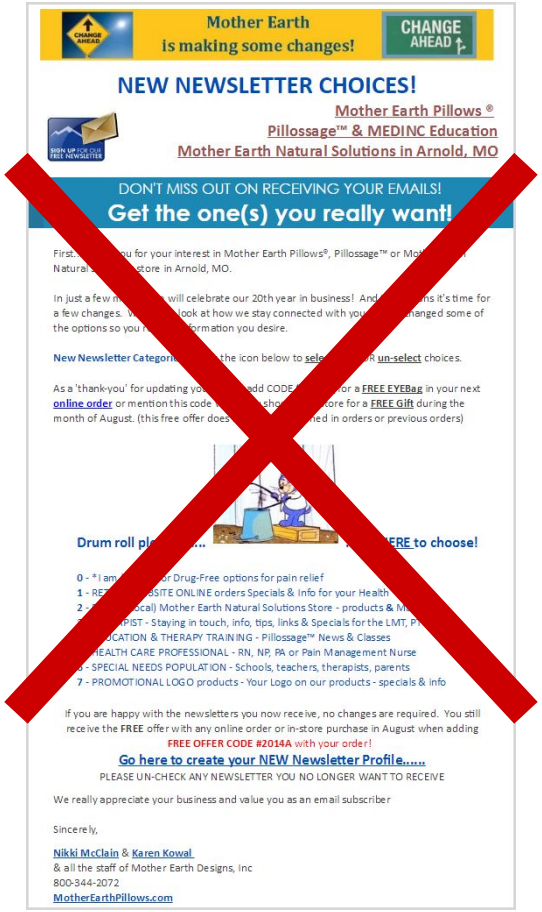
CLEAR

Arrange elements so that it's easiest for the reader to follow.

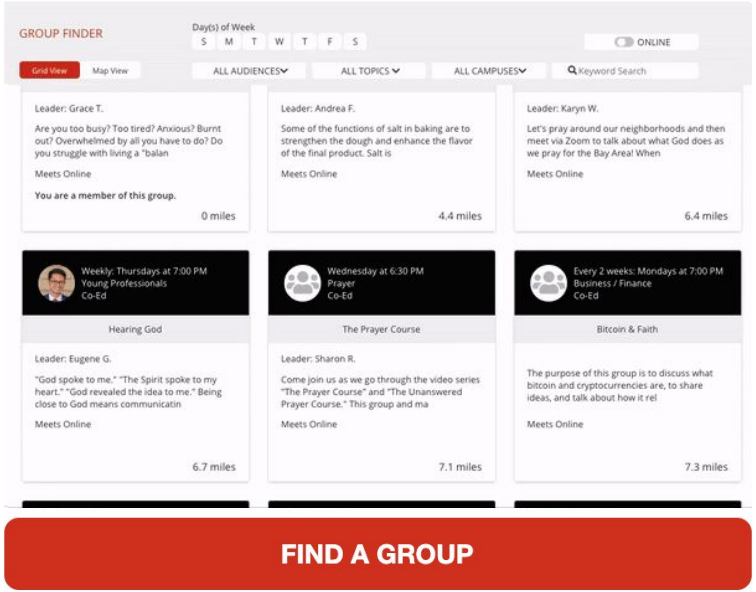
Refer to "click here" or "click above/below" for hyperlinks (except for buttons, which are clearly clickable).

CREATIVE

Don't be afraid to try out new, unexpected elements (e.g. animated GIFs, personal video/photo)



You wouldn't believe the types of groups available - some for sports fans, foodies, fitness lovers, young professionals, couples, students, etc. Whether you're exploring faith or wanting to mature in your faith, a group will help you **take steps forward!**



FIND A GROUP

Subject Lines

Or: How do I pique someone's curiosity?

Some best practices

1. Short & concise (<50 characters)
2. Think: What are they feeling/thinking? (And reflect it back to them)
3. Use action-oriented verbs
4. Make people feel special (e.g. “You’re invited” / “exclusive”)
5. Pique curiosity (e.g. “3 things to help…”)
6. Emojis are fun 😜 (but just one at a time)
7. Compelling preview text

A “I can’t. I’ve got too much going on…”

B Don’t miss out. Only a few days left before groups begin!

C Only a few days left before groups begin!

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C Only a few days left before groups begin!

CTAs
(Calls to Action)

How do I lead people to take *next steps?*

Best practices

1. Short (2-5 words)
2. Value (“find community” vs. “click here”)
3. Conversion words (“start” / “more” / “join” / “get”)
4. First person words (“I’m in” / “near me”)
5. Urgent (“now” / “today” / “here” / “by Friday”)
6. Make it stand out with color (red background)
7. Fewer is better - but if using multiple, make one “main” & other “muted”

JOIN A GROUP
I'M READY
GET CONNECTED

Timing

WHEN should I send an email?

Best practices

1. Days: Most days have fairly similar open & click rates (especially since everyone is “always on” now), & it also depends on sender/subject/seasonality, etc. But average highest engagement seems to occur on Wednesdays & Saturdays (lowest: Friday).
2. Times: 9am-12pm (ideal: 11am)
3. Frequency: Quality over quantity (to avoid increasing unsub rates).

The mailchimp Database

ECHO DATABASE

ALL emails in the Rock (LIST)

(TAGS & GROUPS)

CAMPUS

A person's main campus (from Rock)

For CPs to email their campus

RADIUS

A person's living area (from address in Rock)

For CPs to send special event emails to those living around their campuses - mostly for big days/events (e.g. Easter, Christmas, Block Parties, etc.)

DREAM TEAM

"Serving Team" in the Rock (LIST)

GROUP LEADERS

Group hosts, leaders, coaches, coordinators

For Filipe/Mandy to send emails to Group leads

Do NOT create new lists (creates duplicate contacts) - instead, make GROUPS under the list.

Or, even better: use Rock!

As of now, try to use Rock for most emails.

It's linked to the most updated database &

keeps a comprehensive record of communications

with each person (for other team members to know).

Coming soon

Some things in the works…

In the works:

1. Cleaning up mailing lists/database & updating
2. Continuing A/B testing
3. Identifying the best long-term email solution
4. Enabling more specific targeting

Thank you!

Questions?