

Golden Rules of Email Marketing to Inspire Engagement

With

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*Helping Churches Reach & Engage More Of The Right People
Through Intentional Websites and Digital Marketing*



Thank you for coming!

We'll start at 1:30 PM



Roadmap for today...

- How to use emails effectively to activate your audience
- The ins and outs of turning one-time visitors into engaged members
- Nurturing your audience to take the next best step into the life of your church



WHY EMAILS?

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Because emails work!

Emails have a higher engagement rate than any other communication tool at your disposal.



Plus, you can...

1. Spend Less (Because Email Is Low Cost)
2. Control Who Receives It
3. Reach an Engaged Audience
4. Target Your Message
5. Measure Results
6. Have Eternal Conversations



WHAT MAKES FOR EFFECTIVE EMAIL MARKETING?

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4 Goals Your Emails Should Accomplish

- ✓ Build Trust
- ✓ Build Affinity
- ✓ Build Excitement
- ✓ Show Them Their Next Best Step



Make the conversation about them, not you.

You are not the hero of the story. Your audience is the hero.

Check yourself:

Does your messaging pass the “We/You” test?



What does your audience want and how do you help them get it?



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People only engage with one thing:

TRANSFORMATION

What transformation do you
help your audience achieve?

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BUILD A VISITOR WELCOME SERIES

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Follow up after key events.

Send a series of emails over a period of time that encourage the visitor to take the next best step into the life of your church.



Make it personal.

- Use the recipients first name. (Or use a cold intro over a generic intro.)
- Send and sign it from a real person at your church.



Send at minimum 3 emails telling these 3 stories:

Email 1: Prospective members' **transformation** story.

Email 2: Existing members' **experience** stories.

Email 3: Your **origin** story.



DELIVER VALUE THAT IS RELEVANT



Segment your audience.

Don't send the same emails to everyone in your church. They'll stop reading.



Send regular nurture emails.

Nurture emails help you strengthen your relationship with your audience, keep people engaged, and move them further into the life of your church.



ALWAYS INCLUDE A CALL TO ACTION



**Include only 1 next step to take,
and then direct them to take it.**

Don't make the mistake of including
lots of different actions people can take.



Use 3 types of links in every email for a singular call to action.

1. Button text
2. Raw URL
3. Linked text
4. (Bonus) Linked image or video thumbnail



Make the CTA relevant to where they are on their journey.

- Watch A Sermon
- Plan Your Visit
- Learn More About Bible Studies
- Register for Visitor's Dinner
- Download Free Family Devo



DON'T SWEAT THE UNSUBSCRIBES (MAYBE EVEN ENCOURAGE IT!)



**Someone who never opens your emails
hurts your delivery rates
more than an unsubscribe.**



**Set up an automatic re-engagement series
(a.k.a. unsubscribe series).**



QUESTIONS?

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