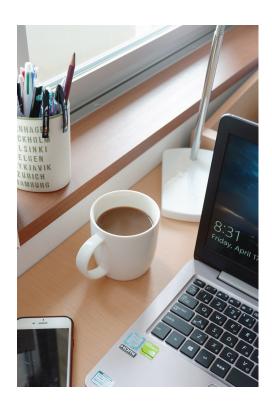


MPUG 2021

ministryplatform.com/mpug



Build Your Audience

& Say Goodbye to MailChimp

Use the Subscription Widget, Template Editor Tool, and Publications to build and reach target segments of your community!





Erika Booth

- Release & Knowledge Base Coordinator, *MinistryPlatform*
- Data SPoC, Bethlehem Baptist Church, Minneapolis, MN
- erika@ministryplatform.com
- Ashley from MinistryPlatform & Andrew from ACST are here, too!





Housekeeping What you need to know

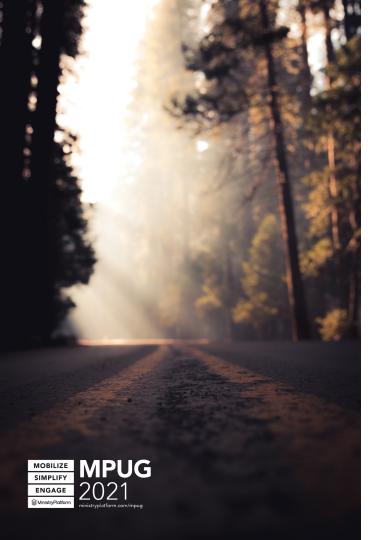
- All sessions are being recorded
- Use the session panel to chat, take a poll, or ask a question! Ashley and Andrew are here to connect!
- Q&A now and at the end
- Session will end on time so you can get back to the Main Stage
- KB Feedback-LOVE it



Related MPUG 2021 Sessions

- Widgets: Your Website Your Way
- Making the Leap to Widgets
- Widget Foundations
- Customizations Galore
- Email + Text: Reach and Engage Your Audience
- Templates Made Gorgeous





Roadmap

- Publications
- Subscribe to Publication Widget
- My Subscriptions Widget
- One-Click Unsubscribe Widget
- Template Editor Tool
- New Message Tool
- Q&A

Publications

Target Your Audience



Goal = Engagement

• Open rate: 25.33%*

• Click through rate: 2.92%*

• Read time: 13.4 seconds**

• Be Relevant

• Be Reliable

• Be Credible

• Be Strategic

*linchpinseo.com

**litmus.com





Publication Considerations

Bulk Email

Target Audience

Opt-in v. Opt-out

Sign-up Options

Public v. Private

Build Credibility

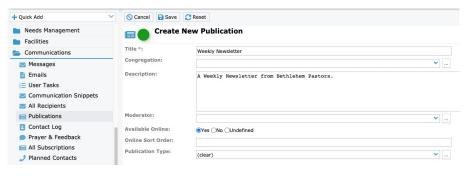




Creating a New Publication Elements for Success

- Publication that is available online
- Subscribers
- A view showing current subscribers
- Template
- Unsubscribe footer with My Subscriptions snippet or unsubscribe URL
- Tip: Make sure the sender has access to the publication, page, view, subscriptions subpage, etc.





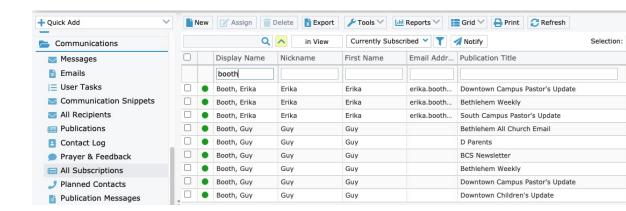
Publication

- Edit Rights on the Publications page
- Clear title so people know what they're signing up for
- Short, compelling description
- Available Online anyone can subscribe
- Online Sort Order be strategic
- Tip: Create a Publication Managers Security Role



Subscriptions

- People receiving your Publication
- Widget subscribe themselves
- All Subscriptions everyone subscribed to your
 Publications
- Subscription subpage subscribe/unsubscribe a single Contact

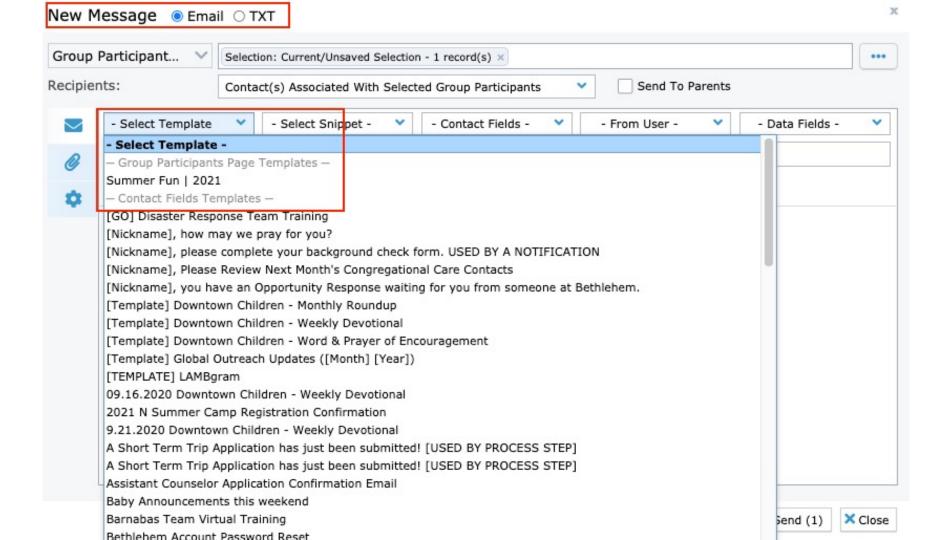


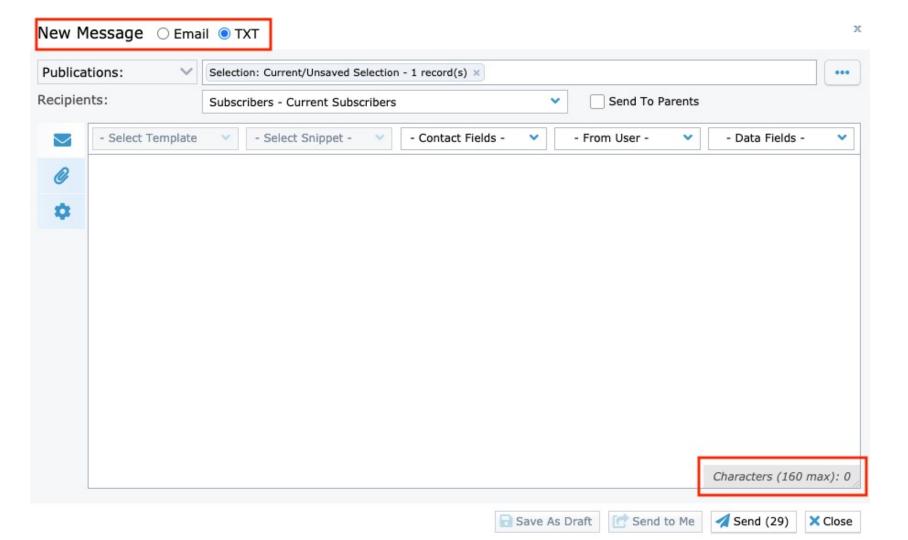


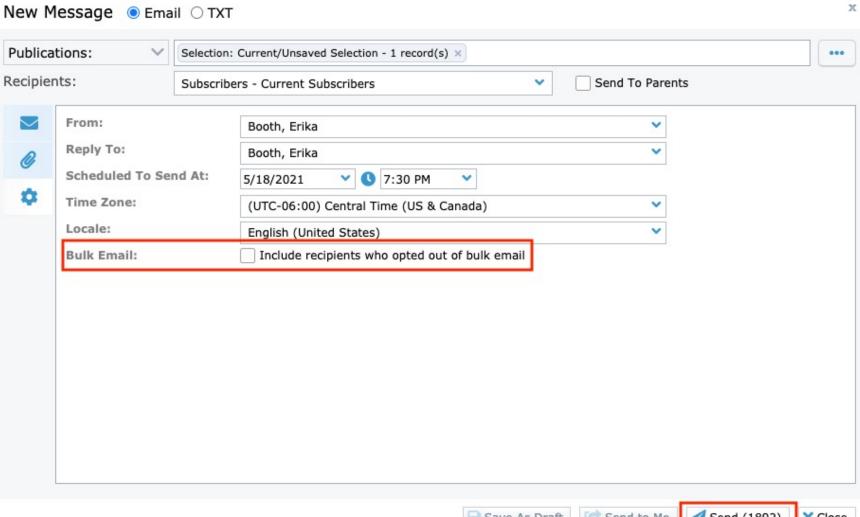
Sending Publications to Subscribers

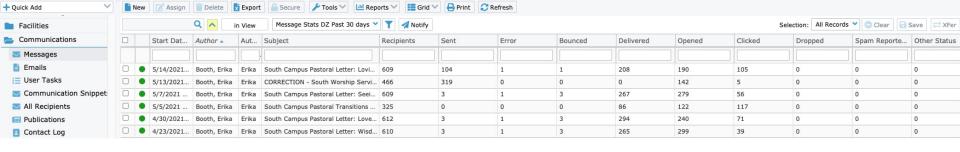
- Create a compelling, actionable message using the Template Editor Tool
- Send an email using the New Message Tool
- Send a text message using the New Message Tool
- **Tip:** Design for mobile first
- **Tip:** Make sure to opt-in people who have opted out of receiving bulk emails











Following Up

- Communications > Messages > Message Stats (50 or More Recipients) (if you use Sendgrid)
- If you use Sendgrid, you can investigate further and take action
- If you don't use Sendgrid, click on the Message and then the Recipients subpage
- Look up a specific recipient on the All Recipients page
- **Tip:** Depending on how many bulk emails you send, the view ill take a while to load. Consider modifying it for one sender or a shorter time period.



Subscription Widgets

Subscribe to Publication, My Subscriptions, & One-Click Unsubscribe



Please complete the form below to subscribe to Volunteer Newsletter

If you're volunteering, or interested in volunteering, we'd love to connect.

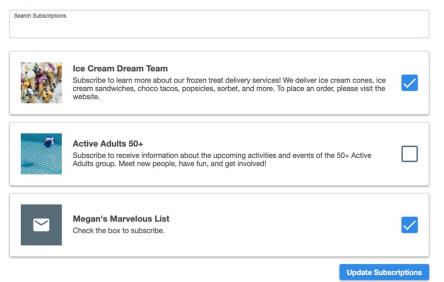
First Name*:
Last Name*:
Email*:
Mobile Phone:
Send

Subscribe to Publication

- One Widget = One Publication
- Step 1: Someone signs up
- Step 2: Clicks link in verification email
- No need for sign-in or user account
- Records will be created for unmatched Contacts
- **Tip**: Add the widget to the appropriate ministry's web page



My Subscriptions



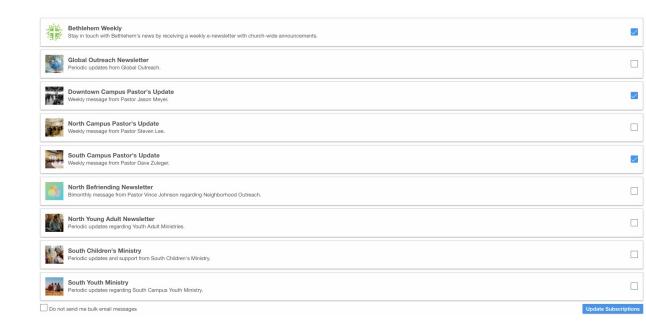
My Subscriptions

- Shows all Available Online Publications
- Only available to logged in users
- Checked box = subscribed
- **Tip:** Customize it!
 - **Tip**: Add a compelling image and description



My Subscriptions

- Naming Convention
- All Church first, then campus specific
- Images
- Consistent descriptions





Manage Subscriptions

Email: contact.one@mychurch.com

You have been removed from bulk email. Didn't intend to opt out? Undo or update your subscriptions preferences below. Thank you!

My Subscriptions

Undo

One-Click Unsubscribe

- Click a link to opt-out and Bulk Email Opt Out is set to "True" immediately
- Click a link to unsubscribe and the Contact is unsubscribed immediately
- Undo button included for unsubscriber's remorse
- The My Subscriptions button takes the Contact to the My Subscriptions
 Widget if an optional attribute is included
- Tip: Include opt-out and unsubscribe snippets in your email footers



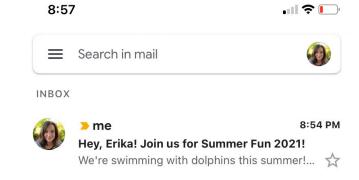
Template Editor Tool

Engaging, Actionable Communication



Mobile First

- Include merge fields in your subject line
- Include preheader text
- Include merge fields in the body of your email
- Make actions easy
- Preview for mobile





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8:58

Hi Erika! I hope you had a great time in the MOMS class this year! Join us for Summer Fun 2021!

Swim with Dolphins

Let's Chat

VBS

Looking forward to summer!

Erika Booth

Coordinator for Database Management

Unsure how you got this email? Two possible reasons: your recent activity on our website or your involvement at Bethlehem Baptist Church. You can unsubscribe from our emails at the My Subscriptions page of the Bethlehem Portal. If you have any questions, please contact us. (This message contains a personalized link. Please do not forward this email.)





Desktop

- Merge fields!
- Preheader Text shows up before the subject line
- Really easy, clear action items
- Include action buttons multiple times



Hi Erika! I hope you had a great time in the MOMS class this year! Join us for Summer Fun 2021!

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VBS

Looking forward to summer!

Erika Booth Coordinator for Database Management

Unsure how you got this email? Two possible reasons: your recent activity on our website or your involvement at Bethlehem Baptist Church. You can unsubscribe from our emails at the My Subscriptions page of the Bethlehem Portal. If you have any questions, please contact us. (This message contains a personalized link. Please do not forward this email.)

Tips & Tricks



Tips & Tricks

- Add the Subscribe to Publication Widget to the relevant ministry page
- Add a compelling image
- Add a strategic, accurate description for your Publication
- Include opt-out and/or unsubscribe snippets in your bulk email and publication footers
- If using an opt-in model, create a view to find new Contacts to subscribe
- Make signing up super-easy (ahem, widgets)
- Target your audience
- Design for mobile
- Opt-in people who have opted out of receiving bulk emails if they have subscribed to the Publication
- Use merge fields (e.g., [Nickname]) in your subject lines
- Consider a test segment to try out different subject lines, etc.



THANK YOU!

