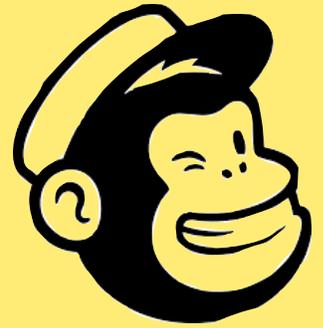


MAILCHIMP NEWSLETTERS



OFFERED BY PRACTICAL RESOURCES FOR CHURCHES

Hi, I'm Jo

Rev. Jo Nygard Owens

SHE/HER

jo@vibrantchurchcommunications.com

 *vibrant* CHURCH COMMUNICATIONS



MailChimp Newsletters

We all get too many emails in a day, and it can be a job in itself going through them all. Our churches have important information to communicate, and we don't want to get lost in the shuffle.

WHY CHOOSE MAILCHIMP?

- » Tracking and insights
- » How it looks
- » Tagging
- » Scheduling

FREE

- » 2000 contacts
- » 2 templates
- » MC branding
- » 10K sends/mo
- » Signup form + surveys
- » 1 seat

VS.

PAID

- » Tiered contacts
- » All templates*
- » Remove MC branding
- » Contacts x 10K sends/mo
- » Chat support
- » 3 seats (owner/admin roles)*

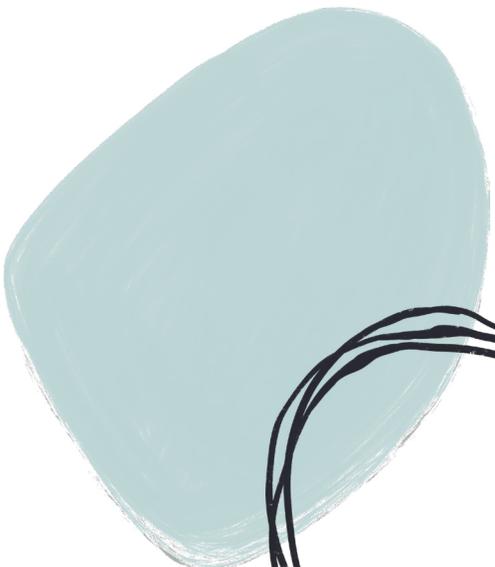
**Most valuable features for churches*

PRICING (as of January 2021)

Find it at: <https://mailchimp.com/pricing/>

Mailchimp Recommends			
<h3>Premium</h3> <p>Advanced features for pros who need more customization.</p> <p>Starting at \$299 /month</p> <p>Select</p> <p>Calculate your cost</p> <p>200,000+ contacts Unlimited audiences</p> <p>Everything in Standard, plus:</p> <ul style="list-style-type: none">✓ Advanced Segmentation✓ Multivariate Testing✓ Comparative Reporting✓ Unlimited Seats & Role-Based Access✓ Phone Support <p>About Premium</p>	<h3>Standard</h3> <p>Data-driven automation and optimization tools for businesses that want to grow faster.</p> <p>Starting at \$14 /month</p> <p>Select</p> <p>Calculate your cost</p> <p>Up to 100,000 contacts 5 audiences included</p> <p>Everything in Essentials, plus:</p> <ul style="list-style-type: none">✓ Customer Journey Builder + Branching Points New✓ Send Time Optimization✓ Behavioral Targeting✓ Custom Templates✓ Dynamic Content New <p>About Standard</p>	<h3>Essentials</h3> <p>Great for email-only senders who want around-the-clock support.</p> <p>Starting at \$9 /month</p> <p>Select</p> <p>Calculate your cost</p> <p>Up to 50,000 contacts 3 audiences included</p> <p>Everything in Free, plus:</p> <ul style="list-style-type: none">✓ All Email Templates✓ Multi-Step Journeys✓ Custom Branding✓ A/B Testing✓ 24/7 Email & Chat Support <p>About Essentials</p>	<h3>Free</h3> <p>All the multi-channel tools you need to build your business and grow your audience.</p> <p>\$0 /month</p> <p>Get Started</p> <p>Up to 2,000 contacts 1 audience included</p> <p>Everything you get with Free:</p> <ul style="list-style-type: none">✓ Marketing CRM✓ Creative Assistant New✓ Website Builder New✓ Mailchimp Domain✓ Forms & Landing Pages <p>About Free</p>

Form



TYPES OF EMAILS

- » Weekly/monthly newsletter
- » Ministry area updates (weekly/monthly)
- » Bereavement notice
- » Highlight announcement
- » Content (devotions, teaching, series, etc.)

EMAIL BEST PRACTICES

Length

- » **Set limits**
 - + Number of items - aim for 5-6
 - + Test length - should not have clipped message at the bottom
- » **Edit announcements**
 - + Clear and concise
- » **Be creative with grouping**
 - + Use categories and bullets
- » **Quick links**
 - + Have a standard section for recurring content
 - + Saves time and space

Images

- » **Use with intention**
 - + Draw attention
 - + Not everything needs an image
- » **Sizing**
 - + Utilize MC feature to shrink image size to 1200 pixels or less

Links

- » **Highlight text**
 - + Highlight multiple words
 - » **Shorten links**
 - + Use bit.ly, ow.ly, tinyurl, tiny.cc
 - + Important for social media
 - + <https://blog.hootsuite.com/what-are-url-shorteners/>
 - » **Buttons for CTA**
 - + One in an email
 - + Main action for readers
- 

DESIGN

Layout

- » Sections
- » Dividers
- » Standard content
- » Callout blocks

Templates

- » Newsletter
- » Simple announcement
- » Highlighted announcement

Page Styles

- » **Fonts**
 - + Pick two: main and contrasting
- » **Colors**
 - + Pick up to four:
 - Bold color
 - Dark color
 - Neutral color (can have two)
- » **Headers + body text**
 - + H1: Sections - main font, bold color
 - + H2: Announcement Header - contrasting font, dark color
 - + H3: Announcement detail - main font, dark or black color
 - + H4: Attention text - contrasting font, regular text size (not bold)
 - + Body: Main font
 - + Links: Bold color
- » **Copy/Paste from Word**

Images

- » **Sizing**
 - + Uniform size
 - + Default: square
 - + Start at 125 pixels
- » **Formatting**
 - + Must choose alignment every time
 - + Add spacing



Function

LISTS

- » **Uploading**
 - + From a spreadsheet, csv, or individual add
 - + Match columns
 - + Can upload in batches to create tags
- » **Tags**
 - + Hand select
 - + Upload batch
- » **Segments**
 - + Use for sending functions: resend to unopens

SENDING

- » **Duplicate**
- » **Timing**
- » **Scheduler**
- » **Subject line**
 - + Main subject: Descriptive, compelling text
Occasional emojis
 - + Preview line: Don't just repeat subject
Doesn't have to be filled

EXTRAS

- » **Surveys**
- » **Sign up forms**
- » **Archived lists**

Want More?

vibrantchurchcommunications.com/mailchimp

