

July 20, 2020

Email Campaign for WSN (Worldwide Streaming Network) as follow-up to Downloadable PDF: “How to Choose the Best Live Streaming Partner for Your Church”

Campaign Brief

Target Audience:

- Prospect or existing customer? Prospect
- Job title: Pastor, Church leader/volunteer, tech leader
- The problem they are trying to solve: Trying to figure out the best way to live stream their church's services
- How we solve it? Make it easier than the other guys - no surprises and great support

The goal of the campaign: Get the reader to schedule a discover call

Lead offer (that triggers this campaign): Guide to choosing the best live streaming partner for your church

Resources:

- [Church lead offer \(Final PDF\)](#)

Email Sequence

[Email #1 - Welcome email](#)

[Email #2 - Paradigm Shift / Problem Solution](#)

[Email #3 - Case Study](#)

[Email #4 - Overcome an objection](#)

[Email #5 - Sales letter](#)

Email #1 - Welcome email

Subject Lines

1. Thanks for taking the first step
2. **Your Free Guide - How to Choose the Best Live Streaming Partner for Your Church**
3. Your live stream matters because your message matters

Copy

Hi [FIRST NAME],

On behalf of your congregation...thank you!

By downloading “How to Choose the Best Live Streaming Partner for Your Church,” you’ve taken an important step towards providing an online experience that your members and guests will enjoy.

([Here's the link](#) again in case you need it.)

By now, you’ve probably seen how valuable (and essential) live streaming has become as a ministry tool. With so many church members and visitors hesitant to join worship services in-person, having a live video presence is a great way to have an impact beyond your walls.

We understand how important your message is—the world needs words of hope and peace more than ever! We also know how frustrating and distracting technical issues can be, so we want to make sure your message is broadcast with excellence.

We’ve helped several churches just like yours develop quality streaming ministries. When you’re ready to talk more about the best way to get started, [schedule a call](#) with our team. We’d love to help!

Regards,

[Name]

Sales Development Representative

[phone]

www.wsnlive.com

Email #2 - Paradigm Shift / Problem Solution

Subject Lines

1. **Is free live streaming really free?**
2. How much does “free” cost?
3. How much is live streaming really costing you?

Copy

Hi [FIRST NAME],

There’s no such thing as a “free” puppy.

Just ask someone who’s been given one...after several trips to the vet, countless bags of food, and carpet that may never be the same.

In the same way, when it comes to live streaming providers, “free” doesn’t always equal “easy” or “quality.”

Most churches use Facebook and YouTube when they first start live streaming their services. And that makes sense! They are familiar tools that seem like good options.

But they fall short when you realize:

- Your feed is unreliable and can drop for no apparent reason
- You’re just a number and “customer support” is non-existent
- You can’t control what ads they run during or near your content stream
- You don’t actually own your content, they do

We believe that you and your congregation deserve a high quality streaming experience that is hassle-free, distraction-free, and totally owned by you. It should be available at whatever speeds and platforms your members want to use. And customer support should be a text message or phone call away (e.g., when your tech team runs into a problem 10 minutes before the service starts.)

“Free” always sounds good at first. But make sure you know what you’re actually getting.

Want to learn more? [Schedule a call](#) with our team to get good advice and clear answers to your live streaming questions. You can also find more information [on our website](#).

Regards,

[Name]

Sales Development Representative

[phone]

www.wsnlive.com

P.S. – You might be surprised to discover that “quality” doesn’t mean “expensive” either! Let us help you uncover your options.

Email #4 - Overcome an objection

Subject Lines

1. **Live streaming questions answered**
2. Streaming Qs & As
3. But what could go wrong?!

Copy

Hi [FIRST NAME],

When it comes to setting up your church's live streaming service, we understand that you have questions.

You want to be a good steward of your church's resources, and it's really easy to waste money on technology that is either unreliable or not what you actually need.

Here are several questions we regularly hear. Do any of these sound familiar?

1. **Can we afford it?** Most likely, yes. Remember that "free" is never really free. Saving money in one area may cost you in another. The key is to invest wisely. That's why we design solutions for each client individually. Your needs are unique to your situation, and you might be surprised at how reasonably priced great quality and support can be.
2. **What about hidden/unexpected charges and fees?** Unfortunately, those are normal for a lot of streaming companies where integrity isn't always a priority. We believe in total transparency, so our clients know exactly what they can expect. There's never a surprise bill.
3. **What happens when our tech team needs help on a Sunday morning?** We know that Sunday mornings (or whenever else you meet) are when you simply need things to *work*. Our team is always on standby in case you need us, and we can usually get you up and running in no time...at no extra charge. How much is that kind of peace of mind worth?
4. **Do I need a lot of expensive equipment?** No. Many churches end up wasting money on the wrong equipment. Your members give generously, trusting you not to waste their offerings, so we make sure to help you build a streaming setup that is the right fit for your church...without a lot of unnecessary shiny objects.

Now here's a question for you to keep in mind as you compare providers:

Which service is going to help you consistently deliver professional quality services to your members and visitors with the fewest number of headaches, hassles, and surprises?

If we can help you find answers to these questions or any others you have, [schedule a free call!](#)

Regards,

[Name]

Sales Development Representative

[phone]

www.wsnlive.com

Email #5 - Sales letter

Subject Lines

1. Don't sacrifice live streaming quality
2. **Your live stream should be a blessing**
3. Take the next live streaming step

Copy

Hi [FIRST NAME],

The quality and reliability of your live stream should match that of your service and your message.

But oftentimes, that's not the case. Many live streaming solutions drop the ball leaving you...

- Dealing with impersonal providers that slow down (or completely drop!) your feed.
- With very little control over your content (i.e., no ownership).
- Scrambling on Sunday morning to figure out why your stream won't work because they don't provide you with helpful customer support.

And that's just not right.

All of these challenges leave you and your viewers frustrated. When people encounter streaming that is complicated, fuzzy, or not reliable...they simply click away to something else. And it's hard to reach someone who isn't tuned in.

[INSERT SUCCESS STORY] had that same problem when they started live streaming their worship services right after COVID-19 hit several months ago. Unable to meet in person, they set up an iPhone in the empty worship center and started streaming on [insert free platform].

Unhappy with the poor quality of their online presence and the distraction it had become, they reached out to our team at WSN for help. We were able to ...

For the past decade we have been helping churches, schools, and colleges stream HD quality events and services, just like [SUCCESS STORY's]. We partner with you to build a professional, turn-key streaming setup that is easy to use and affordable.

[Schedule a call today](#) to find out how.

There are a few things we DON'T do, however:

- We don't hide fees.
- We don't push you into buying gear you don't really need.
- We don't provide a slow or unreliable signal.
- We don't sell you a bunch of stuff then disappear.
- We don't go missing when you need us most (e.g., Sunday morning).

Instead, we guide you through the process of discovering the best solution for your situation. Then we stay close (just a phone call or text away...Sunday morning "crunch time" included!) with one-on-one support and training whenever you need it.

Imagine being able to present a message that a watching world desperately needs to hear with the total confidence that it is being delivered with quality and clarity. No more streaming headaches for you. No more frustration for them. Just life-changing messages reaching the world.

WSN would love to partner with you to help make that happen. [Schedule a call](#) with our team today and see what your online ministry can look like!

Regards,

[Name]

Sales Development Representative

[phone]

www.wsnlive.com