

gloo

10 Texting Do's & Don'ts for Successful Connections

Your team plays an important role in making successful connections with Explorers who view our nationwide ads and respond to one of them with a particular need or topic, desiring to connect with someone who cares.

We want you to be prepared and confident in making this connection through SMS text messaging. There are nuances to this form of communication that can easily turn off the Explorer from wanting to continue the conversation. In this guide, we'll review the do's and don'ts that will provide you and your team the greatest opportunity to successfully connect with the Explorer.

The goal is simple: create a connection and start a conversation. How you start that conversation will determine if that conversation continues. Starting the conversation well—about the Explorer and their need—will help them feel like you're addressing their need and build trust in the connection you've just made.

1. Do respond in a timely manner

Many Explorers are responding to ads during a time of personal crisis. Review Explorer Connections regularly and respond on a quick and timely basis, depending on the time of day. Respond to urgent messages as soon as possible. Data shows that Explorer response rates can climb up to 70% when responded to within 15 minutes.



2. Do not mention Gloop, He Gets Us, or any campaign

Do not respond that you received their message through the Gloop platform or 'He Gets Us.' Do not mention an ad campaign. Remember to keep it personal!

3. Do respond as a real person

Give Explorers what they requested: another human being to connect with. They are not looking to connect with your church organization, but with someone who has also experienced pain and difficulties in life. The best way to love them is to listen with empathy. This means refraining from using your title, stating your role and what you do, and signing off with your credentials.

4. Don't promote your church

Zero marketing is OK! Any mention of your church takes the conversation away from the Explorer and the reason they were connected with you. The Explorer cares more about their needs right now than anything else. Keep the focus on them and nurture the relationship.

5. Do make your text personal

Work on establishing a trusting relationship through listening and meeting them where they are at. Always start the conversation with the Explorer's first name. Show interest by asking open-ended questions and respectfully listening to what they have to say. Try imagining yourself on the other end of the conversation or how you would talk to them in person.

6. Don't Use ALL CAPS

Keep in mind that using ALL CAPS denotes a yelling tone. Steer clear of using all caps,

and be sure to review your texts before sending to avoid any typos or errors that would be confusing.

7. Do keep it simple and friendly

Keep messages short and to the point. Create a friendly tone and consider using an emoji. Keep in mind, that longer messages and emojis require more message credits.

8. Don't spam

As your Explorer relationship grows there will be a time and place for inviting them to more. Do not add them to a broadcast list in Gloop or add them to a mailing list. They have agreed to receive a text response from their incoming message, that's it. Anything more will be perceived as spam.

9. Do use an emotionally intelligent tone

Treat texting like a face-to-face conversation with a tone of empathy, kindness, trust, sensitivity, and interest. Your goal is to establish trust, not offend, alienate or turn them off. This is especially true when they are facing a trauma or crisis issue.

10. Don't preach

Don't use overly religious verbiage, Bible verses, or be political. Remember, Explorers seek authenticity and may not have had the best interactions with the church in the past. Caring, listening, and building a trusting relationship is the most important.

We're here to help!

Our Success Managers are ready to answer any questions you may have.

Schedule a quick call today