

EPC Discussion



What is an EPC?



An **Email Preference Center** is a centralized location where users can manage their communications preferences and topical interests.



Why use an EPC?



Adhere

Stay compliant with GDPR and other communication policies



Target

Build buyer journeys around self-selected topic preferences



Retain

Push the programs that align with your member for greater retention and less global opt-outs



Customize

Individualize your users' experience with your organization

How to best promote your EPC?

Centralize

Add your EPC to
your member
profile area.



Synchronize

Integrate EPC
campaigns into your
communications calendar



Externalize

Promote your Email
Preference Center to non-
members (i.e. website)



How to structure your EPC?

Audience

- Members
- Customers
- Prospects

Structure

- By focus areas/topics
- By programs (i.e. events)
- By communication types (i.e. newsletters)
- By audiences (i.e. specific job titles)

Alerts

- Language that they're about to opt-out of all member cx, etc.

Industry Standards

- Stay between 5-15 overall categories
- Sub-categories are recommended
- Opt-in default to primary category



Dynamic Options (Add-Ons)

Pivot

Allows those into your EPC who are not already in your AMS.

Scenario: You want your EPC available to the public (members, customers, non-members) and are using it as a member cx tool and an awareness tool.



Flex

Triggers your EPC page to display differently depending on who's looking at the page.

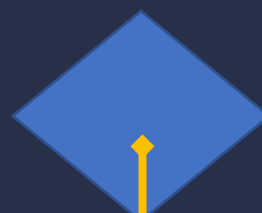
Scenario: Your EPC shows member newsletters only to those who are members. A non-member can view the EPC page but will not see the member newsletter.

**Add-Ons require additional cost, please contact us for pricing if not included in initial SOW*



**curated
collection**

Association Success Accelerated



An EPC is a compliance tool

With this said, the tool can also be used to generate leads, and increase member engagement and renewals.





EPC Standard Example



Email Preference Center

HighRoad Updates

- ☐ Company announcements
- ☐ Product roadmap

Products & Solutions

- ☐ Adestra
- ☐ Blue Hornet
- ☐ ICE Newsletter
- ☐ Plus Connector
- ☐ SharpSpring
- ☐ Shopping Cart
- ☐ SMS Texting

Educational Events

- ☐ Webinars
- ☐ Workshops

Center of Excellence

- ☐ Data segmentation
- ☐ Content marketing
- ☐ Deliverability practices
- ☐ Goal setting & tracking
- ☐ Lead gen & sales
- ☐ Member engagement
- ☐ New tools & technologies

Services

- ☐ Data management
- ☐ Email automation
- ☐ Marketing automation
- ☐ Digital marketing
- ☐ Technology adoption

☐ Weekly Blog Digest Digest

☐ I no longer want to receive emails from HighRoad



Individualizes
your members'
experiences

Keeps you
compliant



Frequency Manager

PAUSE MY SUBSCRIPTION

☒ None

☐ 7 Days

☐ 14 Days

☐ 30 Days

Pause My Subscription

Allows your recipients to pause emails for a specified time if they are going out of office or need to cut back on their email volume for a time.

This provides an alternative to globally opting out and retains the subscriber in your database.

A decorative graphic in the top-left corner consisting of a cluster of white-outlined hexagons of varying sizes.

Ad Space

■ Opt-Out of ASSOCIATION NAME Communications

This option will remove you from ALL ASSOCIATION NAME communications, including the newsletter you receive weekly as part of your member benefits. Consider customizing your email preferences above to best meet your needs.

728x90

A large rectangular area outlined with a thick yellow border, representing an available ad space.

In House Advertising

Allows you to promote events, products, or other important programs on your EPC. Please provide us a banner at 1140x250 to insert into this space. You will have the ability to update this on your end as needed.

We recommend tagging using Google Ad Words to collect tracking on this ad space.



One or Two Column Layout



LOGO

HEADER BAR
HEX COLOR OR BACKGROUND IMAGE

Welcome to the ASSOCIATION NAME Preference Center

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Email Address: jondoe@company.com

Manage Your Email Preferences

- ☐ Category 1 - Short description of this category
- ☐ Category 2 - Short description of this category
- ☐ Category 3 - Short description of this category
- ☐ Category 4 - Short description of this category

Pause My Subscription

☒ None

☐ 7 Days

☐ 14 Days

☐ 30 Days

■ Opt-Out of ASSOCIATION NAME Communications

This option will remove you from ALL ASSOCIATION NAME communications, including the newsletter you receive weekly as part of your member benefits. Consider customizing your email preferences above to best meet your needs.

728x90

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Intro Header & Paragraph

Subscription Preferences

Frequency Manager

Opt Out All Section

Ad Space

LOGO

HEADER BAR
HEX COLOR OR BACKGROUND IMAGE

Welcome to the ASSOCIATION NAME Preference Center

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Email Address: jondoe@company.com

Manage Your Email Preferences

SECTION A

- ☐ Category A1
Short description of this category
- ☐ Category A2
Short description of this category
- ☐ Category A3
Short description of this category

SECTION C

- ☐ Category C1
Short description of this category
- ☐ Category C2
Short description of this category
- ☐ Category C3
Short description of this category

SECTION B

- ☐ Category B1
Short description of this category
- ☐ Category B2
Short description of this category
- ☐ Category B3
Short description of this category
- ☐ Category B4
Short description of this category

PAUSE MY SUBSCRIPTION

☒ None

☐ 7 Days

☐ 14 Days

☐ 30 Days

■ Opt-Out of ASSOCIATION NAME Communications

This option will remove you from ALL ASSOCIATION NAME communications, including the newsletter you receive weekly as part of your member benefits. Consider customizing your email preferences above to best meet your needs.

728x90

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EPC Implementation Plan



Next Steps

- Complete [EPC Workbook](#)
 - Encourage including multiple stakeholders (i.e. program owners) to complete workbook

