

Use Flocknote to Drive People to Your Website

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There are two ways to use Flocknote. You can send information in an email or text that stands alone (i.e. join us for the pancake breakfast). Or you can use it to drive people to your website. This is particularly if you use texting. A text can only contain so much information. So the best thing to do is use it to drive people to a place where there is more information and that also contains all of the beautiful design and graphics you have developed. At the LaPorte Catholic churches, we have started a blog on our website. This is a place to house the creative projects we are working on. It is also a landing place for a text. I have found that if you send a link that they do not recognize in a text, people will not click. However, if it is a URL that they know (your blog address), you are much more likely to have them click. Once on the website, they typically visit several other pages. This is one way to drive people to your website and increase your exposure. But remember, do not overdo the Flocknote communications. Keep it infrequent and relevant.