

# Email Blasts and Integration

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Heylo gives leaders one reliable place to reach their entire group, no matter how members prefer to stay connected.

With email blasts, leaders can communicate with everyone at once, including members who don't have the Heylo app installed, don't have push notifications enabled, or haven't joined the group yet. Emails can reach active members, inactive past members, and people who were invited or imported by email, all from the same place leaders already manage their group. Messages are beautifully formatted for a professional look and consistently achieve best-in-class deliverability and open rates, so important updates actually get seen.

## How to blast emails from Heylo

Group leaders can send email blasts directly from Heylo, on the go from the mobile app or from their computer on Heylo web.

### Announcements

Admins and members with announcement [permissions](#) can now create **email blasts** from anywhere in Heylo—from [announcements](#) chat topic to group chats or event chats. This allows leaders to send important messages once and reach their full audience, including people who aren't active in the app or haven't joined the group yet. Leaders can:

- Choose the audience for each blast (current members, past members, or specific segments)
- Reach members who haven't been recently active
- Send email blasts directly while posting a chat message
- Include text, images, or video
- Blast new messages or prior messages by long-pressing the message

**Use case:** Reach exactly the members you want, wherever they are, without needing an external email tool.

### New Events

Whenever a new event is created, Heylo automatically sends an email notification with key details—date, time, location, and a direct link to RSVP or learn more.

**Use case:** Announce a new meetup, workshop, or group activity to maximize attendance.

## Updated Events

If an event's details are updated (time, location, or description), Heylo ensures members are promptly notified. Members without push notifications enabled will receive updates by email when blasted.

**Use case:** Quickly inform members about last-minute changes and reduce confusion.

## Weekly Email Newsletters

A weekly email is automatically sent to members, summarizing upcoming events. This keeps members engaged and informed without requiring extra work from leaders.

**Use case:** Keep members consistently updated about what's happening in the group.

## Audiences

Emails can be delivered from Heylo to members who are active in the group, [imported](#), or [invited](#) by another member. They can also be sent to past members for reactivation campaigns, or big events.

Group leaders can customize the audience who receives an email blast:

- **Active:** Anyone who has visited the group in the last 90 days or currently has an active paid membership
- **Inactive:** Past members who have not visited the group in the last 90 days and do not have an active paid membership
- **Invited:** New members who were imported or invited by email but have not yet accepted the invitation

## Pricing

Emails are [priced per month](#). Every group includes a generous free tier of email credits, with additional emails available by usage or subscription on Plus, Pro, and Enterprise plans.

## Why Heylo Emails Stand Out

- **Beautifully Designed:** Professional, mobile-friendly templates with your branding that reflect positively on your group
- **High Engagement:** Average open rates exceed 70%, with best-in-class deliverability and click-

throughs

- **Integrated with Group Actions:** Emails are seamlessly tied to creating events, announcements, and chats—saving leaders time and keeping communications consistent
- **Convenient:** Send from anywhere, whether computer or phone, at home or on-the-go

## Member email controls

Members have ultimate control over the emails they receive from Heylo. To turn off emails, navigate to my account in Heylo and then toggle “Email notifications from Heylo”. Heylo emails also have unsubscribe buttons.

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