

North River Campus New Building Launch Promo

\$20,000 to \$25,000 budget

Start promo in October

Grand Opening/First Service

- February 20

(Draft) Grand Opening Promo Plan:

Direct/Digital Marketing (\$23K)

- **Bayside Communication channels**
 - In service MC and Video announcements (1/30(Interest mtg note) by PR Global; remaining LWR 2/6(Interest mtg tonight), 2/13(Interest meeting tonight), 2/20)
 - Emails -
 - Church-wide newsletter inclusion - 2/11 & 2/18
 - campus specific - Weekly beginning 2/3; at least first one to all NRC database.
 - Social posts -
 - Main channels - FB event live by 1/31; posts afternoon 1/30, 2/2, 2/9, 2/16, 2/19
 - With Corey; at 1/28 KB event shoot a couple of Randy videos
 - campus group page; at least weekly
 - (3-4) Series of graphics and images with text to support grand opening
 - Randy Social Posts
 - Website homepage feature & NRC location page - updated & live 1/31
- **Invite Handouts (\$3k)**
 - Quote for 55,000 - 4x4 double sided color handouts is about \$3k
 - Half grand opening half generic invite cards
 - To be handed out in the North River community (Send to print on 1/28; pick up 2/11; half picked up earlier for 2/6 service)
 - Will also be handed out at EBC leading up to opening (2/6)
- **Mailings - to new home/residents in North River (\$5k)**
 - 15,000 postcards at \$2,095 (send to print 1/28, tentative deliver to mailing house 2/4, TBD mailing date)
 - North River Ranch, Summerwoods, Del Webb, Artisan lakes, Canoe Creek, Bella Lago
 - Postage would be \$2,700 (.18 per card)
- **Roadside Banner for NRC (\$1k)** (Send to print 1/28; install week 2/7)
- **Social Media (\$8k)**
 - Paid Ad - May not be Bayside followers (\$4k of the social total) Start 2/2 - 2/20
 - Ad clicks directly to NRC page and add in the concierge
 - NRC team would contact RSVP's to generate excitement for opening

- NR audience is 130,000 in 10 mile radius to new building; may or may not already follow Bayside
- Estimated Reach: 4k - 11.5k people per day for 45 days
- Boosted Organic Post -(\$1k of the social total)
 - Post to Bayside followers but boosted to increase reach
- FB event to RSVP for the event

Billboard (\$3k) (Send design by 1/28; 2/7 & 2/14 \$500 wk per side) Do a run for week of Easter

- Outlet Mall/I-75 billboards - LED
- North and South boards on

Community Marketing

- Giveaway for Dreamteam - Key, Key necklace, something cool with a key. Quote Quantity 1000; include swirl and engrave “North River Campus”
- School Flyers - Look into what it takes to get flyers and any restrictions.
- **Outreach (\$3k)**
 - Fields to give away something; hand out a promo item and invite to opening during end of season awards. Can use invites that are listed below (no additional costs for handouts)
 - New banners to promote opening - Send Jordan graphic; Not grand opening but do include “Beginning February 20” and include new address.
 - Gas Card, Ice Cream, Water bottle give away; could be handed out in a variety place throughout the community and invite handouts included above
 - (Tentative)School outreach
 - Give something, maybe an event.
 - Include invite in School District flyer emails

Content Ideas

- Jordan to brainstorm catch phrases
- Randy and David video on the unique NRC page for grand opening
- Use footage of NRC community
- Unique webpage should include video and form to rsvp “yes” to coming to the
 - Build NRC opening page and regularly update with content when we can; add the first service date when available.

OLD NOTES

Dedication Service Promo:

--- Sunday, Aug 8, 2021 ---

- MyBayside.church
 - 7/21- 8/8 -Quick Link on homepage to NRC dedication event
 - Add to event to events page
 - CRTV to create image and graphics to support this (2x1 size 100 pixel wide)
- FB event
 - 7/21- 8/8 - Bayside event; linked to NRC group
 - All Bayside followers can see the event, but NRC group people would be fed the event in their feed
 - Includes details on parking and general event info
 - CRTV to create image and graphics to support this (1200 x 628 pixels; That is a 1.91:1 ratio)
- FB NRC Campus Group
 - 7/21, 7/28, 8/4 - Post weekly to group page to promo dedication
 - NRC to source images, videos, etc to use for these posts
- Ps Randy & Bayside Social
 - Dedicated post of Building update and callout to the dedication service
- In-Service Promo
 - 7/25 & 8/1 - MC Verbal announcement at EBC/NRC
- Campus email
 - Dedicated email to promote dedication service to NRC database
 - CRTV to create image and graphics to support this; would align to FB event imagery

Building Assets

- Signage for the road that is portable for the curve/road
- Exterior roadside and building signage
- Interior signage
- Additional Assets TBD