

# Elevate Your Message: A Guide to Church Marketing Strategy

- Intro
  - Brief background & current role
- Overview of title
  - Church marketing is not much different than the secular world; I've spent time developing plans within the marketplace, for nonprofits, and for churches, and the way that I plan is pretty similar across the board
    - There is no catch-all marketing strategy for churches and it is important you develop a plan that fits your church.
    - You can market well with all sizes of marketing budgets – the great thing about most marketing is that it can be adjusted according to your needs.
- You are not alone!
  - This is the first point I wanted to make because I know that Communications/Marketing can be tough!
  - If any of you oversee this area sometimes it can feel like you're just throwing things at the wall to see what sticks. And that can be stressful and overwhelming.
  - You're not alone in this. We didn't have someone dedicated to communications/marketing until 2020 (almost 15 years into our ministry)
- The Plan
  - It's important to have some sort of marketing plan, but there's no perfect template or tool to follow – write it in a document, in a project management software, or in your notepad if it's easy for you to manage.
  - Two things to consider
    - Make it easy to share with someone else
    - Make it easy for your team to manage
  - A good plan brings clarity to these things:
    - Your audience
    - What you want them to do
    - The ways you'll reach them
    - When you'll reach them

- Knowing your audience
  - Is this promotion for people outside the church, everyone in the church or a targeted group?
    - Think about your event – if it’s something like Easter, your plan is to reach as many people as you can within a radius. If it’s something like encouraging people to serve, you’d focus on people who are invested in your church.
  - Customize your communication to your audience
  - The best thing you can do in marketing is put yourself in the shoes of someone else!
  
- Know what you want people to do and set goals
  - Define who you are
    - Mission Statement, Values, etc.
    - What you put out there cannot be disconnected from your mission and values. Authenticity is key.
  - We all want people to come to know Jesus and accept him as their Savior, but beyond that, what specifically does your church want people to do?
    - Come to a service
    - Sign up for a group or serving
    - Receive something
  
- Reach your audience
  - After you’ve determined your audience and decided what you want them to do, decide how you’ll reach them.
  - These are a few of the most common things that can be used for promotion for us, but you might have more/less.
  - Marketing tactics
    - Printed Materials/Signage
    - In Service
      - No more than two announcements a week
      - Keep them concise (mention Novity NFC chips as a quick call to action for announcements; see their table in the foyer)
    - Email
      - Use this to give people something of value
      - Targeted emails: campus specific emails, emails to parents about a youth event, etc.
    - Social Media
      - Social media is a beast – we will dive deeper into this in a breakout session tomorrow

- For advertising, we often contract out using Missional Marketing (we also use them for Google Search and Display advertising)
      - Graphics to share
      - Responding to Google/Yelp reviews
    - Website
      - Our goal is to cater our website to first time guests first
      - Our second audience, would be people already attending our church wanting to get plugged in deeper
  - Something you can do in these outlets is tell stories. If you're not already doing so, telling a story (which feels like a soft promotion) can help people remember what you're trying to encourage them to do in a unique way.
- When to reach your audience
    - Keep your communication clear and focused as much as possible, not focusing on too many things at the same time, even if that means shorter promotional periods.
    - We start marketing big events like Christmas/Easter 4-5 weeks out
  - Real-Time Promo
    - Make people want to be there.
  - Follow-Up Communication
    - How will you recap the event? (Using email, social, etc.)
    - How will you foster relationships with those who attended?
  - Be ready to adjust your plan.
- Resources
    - Getting volunteers involved in Marketing/Communications is possible AND worth it! Nothing is too difficult for someone who has a passion to serve and a desire to learn. Keep an eye out for creative people with a strong attention to detail and invest in them!
    - Find resources at [RelateNetwork.com](http://RelateNetwork.com)!
    - Contact info
- **Q&A**