

# RELATE CONFERENCE

Elevate Your Message:  
A Guide to Church Marketing Strategy

# The Plan

- **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**

# Know Your Audience

- **Who are you trying to reach?**
- **Customize your communication.**

## What do you want people to do?

- **Define who you are.**
- **Decide what you want people to do and set goals.**
  - **Come to a service**
  - **Sign up for a group or serving**
  - **Receive something**

# Reach Your Audience

- **Print**
- **In Service**
- **Word of Mouth**
- **Email**
- **Social Media**
- **Website**

# Print / Signage

BE EXALTED HIGH AND

## Come to church with me!

Experience amazing worship and an encouraging life-giving message

**YHS**  
YHS  
YHS

**YHS**  
YHS  
YHS

**YHS**  
YHS  
YHS

During weekend services

Wednesdays at 8:30pm

**DEE + RACHEL FRANKS**

We want to take a moment to welcome you to the great life hope you're getting excited into your new home. When moving to a new area, it can be hard to meet and get to know the people around you. We'd love to invite you to check out our home, **Bayside Community Church - Riverside Campus**. You'll experience high-energy worship, a great message, and community. Plus, we'd love the opportunity to meet you and your family! We hope to see you on a Sunday soon!

**BAYSIDE community church**  
RIVERSIDE CAMPUS

**MY BAYSIDE CHURCH**

Scan here to learn more!

**Sundays / 10AM**

Spots High School / 9508 Dagle  
Plant City, Riverside, FL 33516

# easter at BAYSIDE

## MARCH 29-31

@ BAYSIDE COMMUNITY CHURCH

# The Gathering

September 14-15

Grab your tickets for a night of **worship, encouragement, and more!**

We'll offer two identical experiences on two different nights, making it easy for you + your friends to attend.

Plus, hear a message from **Charlotte Goodell** and dance the night away during a silent disco at our afterparty.

**Don't miss it!**

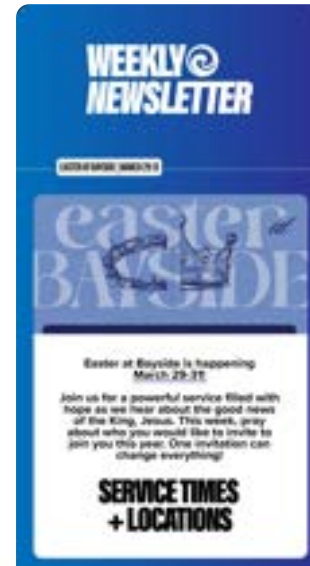
**Support a Team of 200+ or 2,000+**

**Starts July 15th at 8:00pm or 7:00pm!**

# In Service Announcements

- **No more than two announcements a week**
- **Keep them concise**

# Email

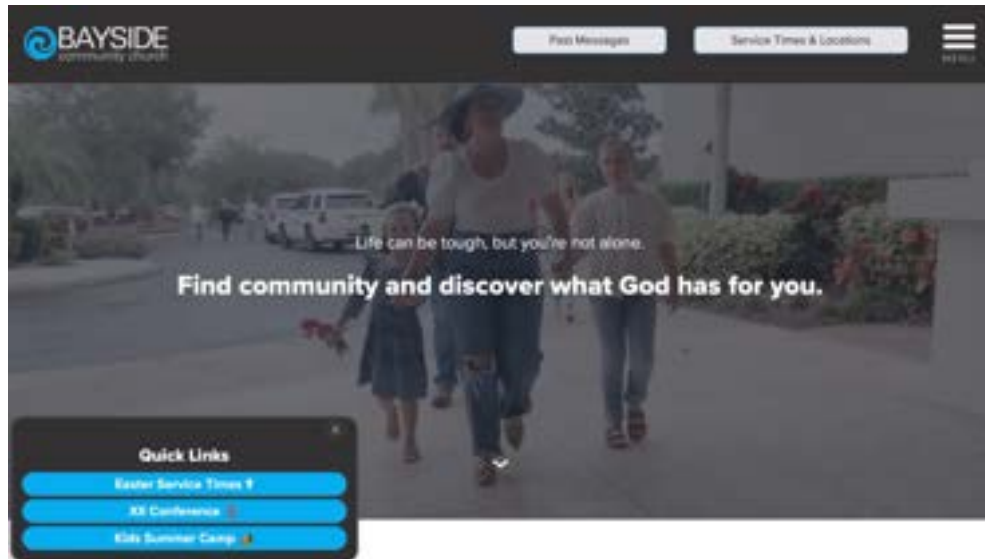




# Social Media



# Web



## When to Reach Your Audience

- **Keep communication clear and focused**
- **Real-Time Promo**
- **Follow-Up Communication**
- **Be ready to adjust on the fly. :)**

# Resources

- **Get volunteers involved!**
- **Find resources at [Relatetwork.com](https://www.relatenetwork.com)**
- **Email me at**  
[hannah.jones@mybayside.church](mailto:hannah.jones@mybayside.church)

**Q&A**