

Marketing Your Church



Optimized Marketing Evangelism

Your Marketing Strategies drive potential members into your pipeline



Three Reasons People Come to Church for the First Time

Some Hurt or Struggle they cannot answer on their own – Target Events at these Struggles like Financial Peace

Invitation – Give your members positive talking points

Public Relations – Be Visible in your community beyond your church sign so when people move to town they hear the positive buzz

Definition of Public Relations

Managing communications that produce a positive image of you and your organization among your targeted audience and the general public. Generally distributed by the media (newspapers, magazines, TV and radio) and ***is not paid for***. Because this means of image building is not paid for, there is a perception that it is ***more credible***.

Definition of Advertising

A means for producing a positive image of you and your organization among your targeted audience and the general public which ***is paid for***.

Because it is paid for, a person or organization can say just about anything they want, therefore creating a ***less credible*** perception.

PR Builds Credibility and Visibility



- Goal to build reputation and visibility
- Generate buzz = Give people reasons to talk about you!

GET SOME Google JUICE!

What's In It For Your Church?



- Repeated exposure builds visibility
- Current members and strategic partners have talking points
- Prospective members more open to attending
- Improves other marketing efforts
- Perception becomes reality

Where Does the Media Fit In?

- Pursue media attention as a part your overall marketing strategy
- Block out 2-3 hour per week for Marketing
- Keep it simple
- Publicize your Church via news releases, newsletter, mailed and emailed announcements, Web site
- Leverage the press you receive

Help the Media – 3 Easy Steps



Target Practice

1. Identify your key media outlets

- What do your members or potential members watch and read?
- Google
- TV, magazines, newspapers, Advocate

2. Read and Share programs

The Blind Side



1. News releases

- 5 W's in first paragraph, Strong headline and subhead, 3rd person, 2 quotes
- Leave “About our church” until the end

First Mondays at St. Paul in Gainesville



You Don't Have to Do it All



- Being overwhelmed is a leading cause of procrastination.
- Pick 2-3 things.
- Do them consistently ... and really well.

Final Tip – Work on Yourself

- Work on improving your conversational and social skills
- Develop a hobby – pursue something that interests you
- Get involved in groups where you have passion – and where your potential members may gather
- Take a non-religious course

Meet people who don't go to church!

YET...

In the end ...

Public Relations is all about building relationships



Marketing Resources

www.Christiantemplatesonline.com

Website design and/or build

www.Econnectemail.com

www.myemma.com

www.constantcontact.com

Email newsletters that can include website links

<http://jobs.cfcclabs.org>

<http://freelance.cfcclabs.org>

Resources for staffing marketing positions with folks experienced with church communications – either freelance or permanent jobs

www.ministrybestpractices.com

A blog ...

www.churchmarketingsucks.com

A blog that's not nearly as irreverent as the name might suggest

www.flickr.com/groups/cfcc

A showcase of marketing materials used by other ministries. Not available for purchase, but good for inspiration!

<http://www.slideshare.net/Griner/the-twitter-tutorial?type=presentation>

A Twitter tutorial

<http://churchtechmatters.com/>

Warning: only for serious techies!