Optimized Marketing Evangelism

Your Marketing Strategies drive potential members into your pipeline

Event Marketing

Member Referral & Invitation

Public Relations

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

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

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
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!