



REACH MINDS. TOUCH HEARTS. CHANGE LIVES.

MARKETING AS MINISTRY

Marketing as Ministry

Marketing is a ministry! It is what gets the message about your church, your mission, and your programs out into the world.

This year as never before, churches and religious organizations have been forced to join the digital marketing revolution. Some were ahead of the curve recognizing the power to reach the “multitude,” others were caught unawares.

Marketing is About Connecting

Marketing has always been about connecting with your audience in the right place and at the right time. For churches that means connecting with those who already love us, and meeting the wider community and the unchurched, where they are already spending time: on the internet.

Enter ***digital marketing*** -- in other words, any form of marketing that exists online.

What is Digital Marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet.

In the case of churches, we use digital channels such as search engines,(Google, Bing, etc.) social media, (Facebook, Instagram, etc.) Email, and other websites to connect with our current members and the community at large.

Onward Christian Soldiers.

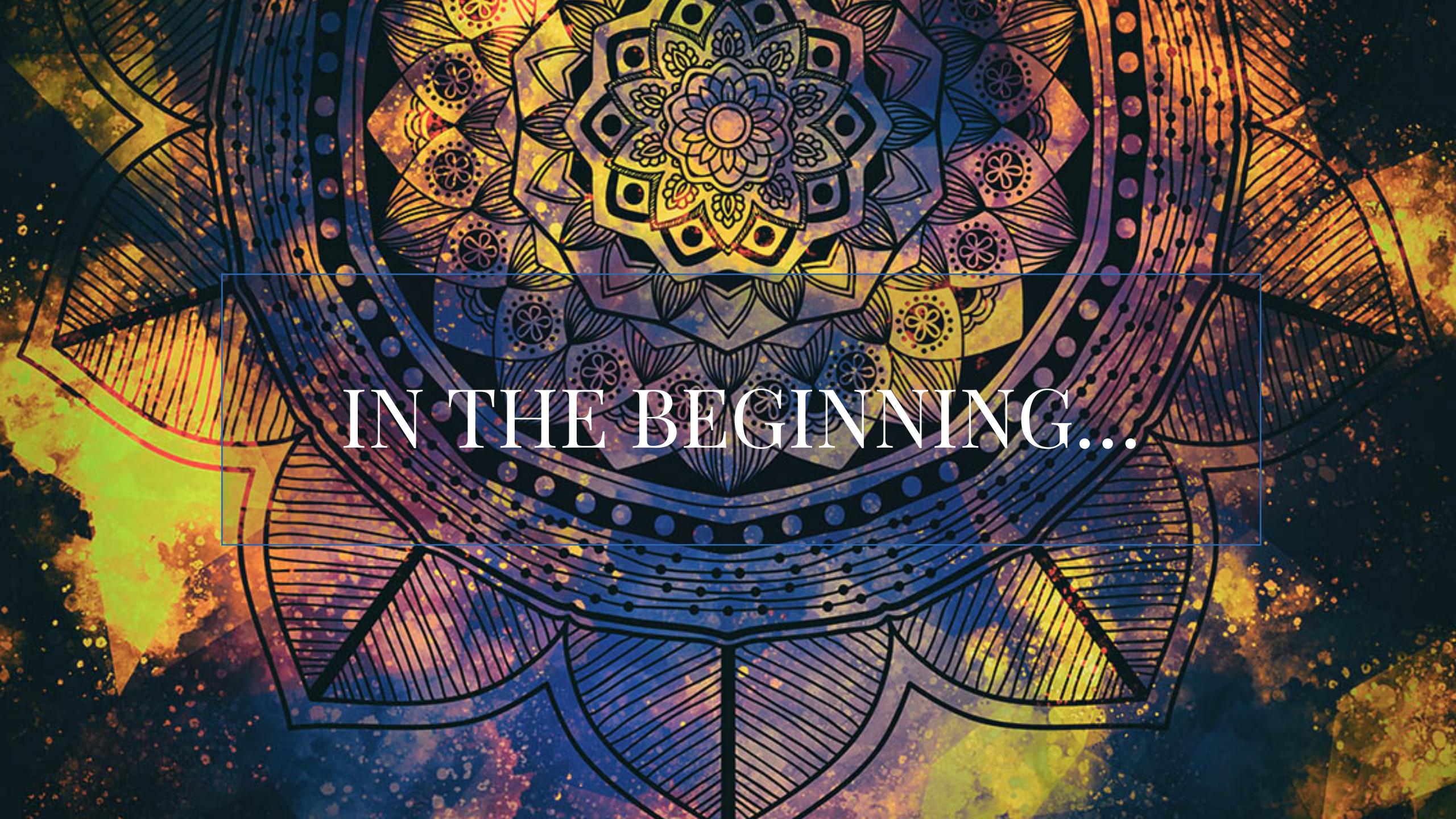
To thrive in today's world, it is up to church leaders to embrace digital marketing. It is the way forward. It is the way that we can connect and share the **GOOD NEWS** with people of all ages, anywhere and anytime!

The Best Digital Marketers...

Have a clear picture of how each digital marketing platform supports their overarching goals.

Types of Digital Marketing

- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Pay Per Click (PPC)
- Affiliate Marketing
- Native Advertising
- Marketing Automation
- Email Marketing
- Online PR
- Inbound Marketing
- Sponsored Content



IN THE BEGINNING...

Come, Let Us Adore Him.

The main purpose of a church website is to encourage viewers to become visitors and subsequently to convert them through acts of faith and profession into members.

In digital marketing the term “conversion is used to denote the act of converting a visitor into a paying customer.

Can you appreciate how this term melds perfectly with the term a “conversion to Christ?

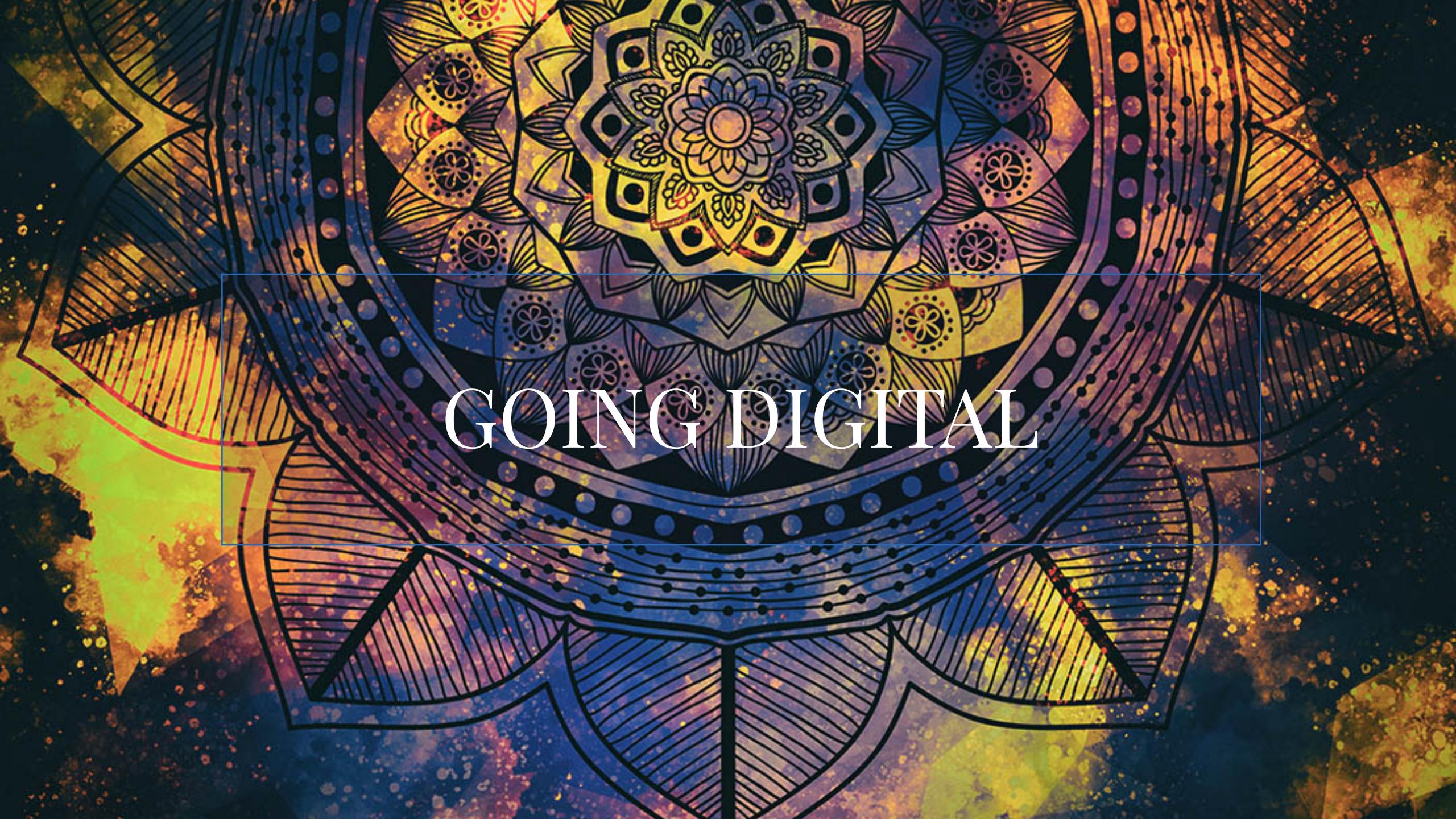
Key Components for a Website

- Great design
- Well-written content
- Right keywords
- Easy to navigate
- Responsive on all devices
- Proper SEO set up
- Security

Go for the Goal

We recommend you take a “goal-oriented approach” when creating a website. This includes taking your values, along with content and design and fusing them together to achieve your ministry goals. Borrowing from our friends at Ekklesia 360, that process includes a focus on:

- Goals
- Results
- Values
- Content



GOING DIGITAL

Know Your Why

Begin with your “WHY.” Know why you want to do it. Know how you’re going to do it. Know what you expect to happen. Finally, know when and how you’ll measure your success. Here are three examples of “why” you’d begin a digital marketing campaign.

1. Brand awareness – Get your church more widely known in the community
2. Lead generation – Finding people who’ve never visited before
3. Growth from members – You want members to volunteer more or give more

Step #1 – Set a Measurable Goal

Looking at the types of goals you've identified, pick one to concentrate on. Really understanding the goal you're trying to hit is the first step to reaching it.

Step #2 – Know Your Audience

- Think about who your members are and group them into 3 or 4 types. i.e. senior's, youth, single moms or dads, etc.
- Take each of those and create a character (Customer Persona) Give him or her a name, a photo, a personality, and a few favorite hobbies.

Here's a workbook you can download. Our [Customer Persona workbook](#) is the same workbook we use to help our clients identify their target audience(s).

Step #2 – Know Your Audience (cont.)

Our biggest tip: rank your buyer personas! Before you start, be totally clear on which of them is the most important.

Example: You are responsible for church communications. While you frequently deal with questions from visitors to your website, it's usually the mother in the family that decides which church to visit. So, your first Customer Persona is a mother looking for a church with a strong, safe, Sunday school curriculum.

Download our [Customer Persona workbook](#)

Step #3 – Know Your Brand

Your brand is how and why your audience (visitors to your website or church) choose you over other similar churches in your community.

Think of it as your church's personality. So it's important to define it clearly —what do you stand for? What are your strongest character traits? And how does that translate into your presence—from the images you use on your website to the language you use in your emails?

Step #4 – Watch Other Churches

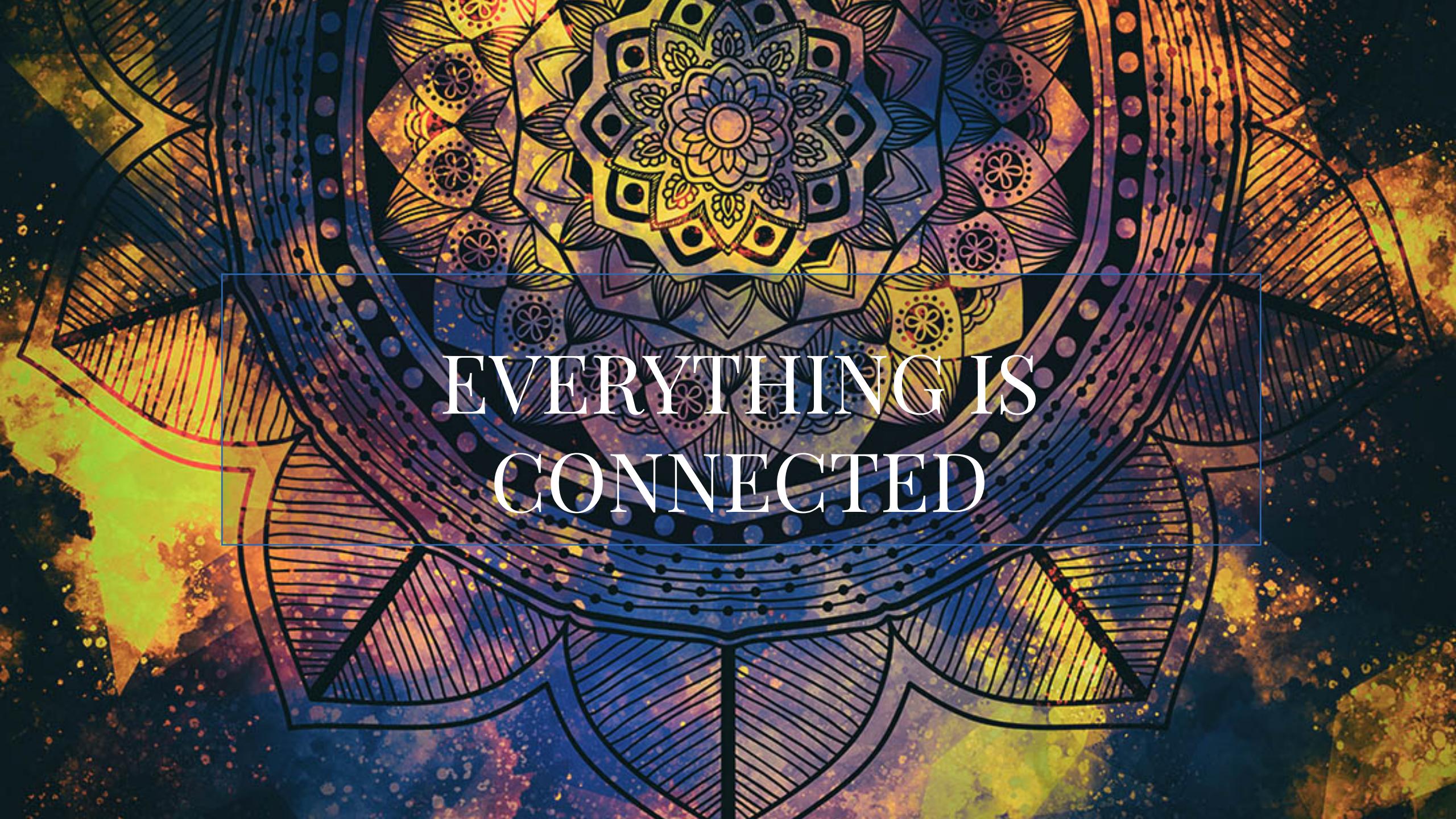
Other churches in your area aren't just those of the same denomination. Think of other churches in 3 ways:

- Same denomination - those churches that offer the same services as you.
- Other denomination - churches that offer perspectives but compete for the same space as you.
- Comparators - these might have a similar look and feel to your church or be other churches that your target audience may frequently attend.

Step #5 – Measure the Results

Example: You created a Facebook ad that included some video content on the page, and you created the same ad with just a graphic and no video. Look at your ad metrics for both and compare them.

- Views you get
- Views of the video
- Engagement with the video (likes, comments, shares)
- Clicks to your website CTA
- Leads from the ad
- Increase in leads from the ad vs. the same ad without a video



EVERYTHING IS
CONNECTED

Everything is Connected

Does your church have a stain glass window? Next time you look at it notice how everything is connected. As church leaders and communicators, we're pretty much aware that spiritually everything is connected.

Look at the mandala that is the center of the stain glass window shown here. See how everything radiates out from the center and they are all connected.

That's exactly how digital marketing works.

Digital Marketing Technique #1

ATTRACT: Earn people's attention, don't force it. Attract visitors with useful content and relevant graphics that eliminate barriers as they try to learn about your church. Digital marketing techniques that attract:

- Blog
- Keywords
- SEO
- On-page SEO Audit
- Social Publishing
- Paid search ads
- Display Advertising

Digital Marketing Technique #2

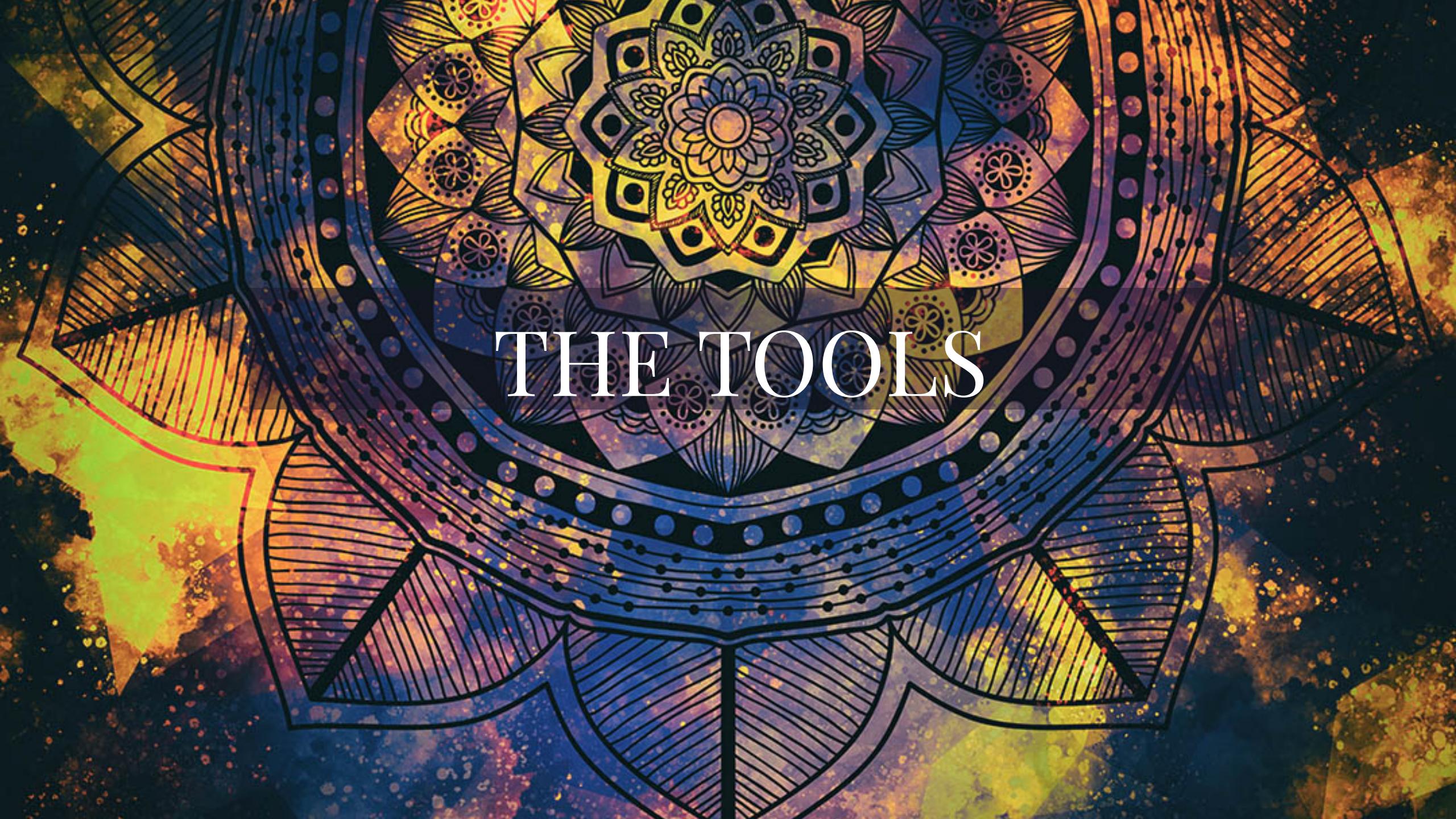
ENGAGE: Form a relationship with visitors to your website or social media page. Don't just treat them as prospects. Enable people to engage with you on their preferred timeline and channels.

- Content
- User experience
- Email marketing
- Text messaging (Facebook, directly if authorized)
- Sponsored social posts

Digital Marketing Technique #3

DELIGHT: Tie your success to your visitor's experience. Shift resources to be more effectively distributed throughout the entire customer experience.

- User experience
- Customer advocacy marketing

The background is a vibrant, abstract illustration featuring a complex arrangement of geometric shapes. It includes several large, stylized, multi-pointed star or flower-like shapes in shades of yellow, orange, and purple. Interspersed among these are smaller circles, dots, and lines forming a network-like pattern. The overall effect is one of intricate, organic complexity.

THE TOOLS

Tool #1 – Search Engine Optimization (SEO)

SEO is the process of gaining trust and authority with Google (and other search engines) on specific keywords on a website. The search engines begin ranking a site once trust is gained. Once the rankings are achieved, clients tend to maintain the position on the first page for years. An investment in SEO is one that pays dividends month-month.

Tool #1 – SEO (cont.)

One of the best ways to reach new and unchurched people is to make sure your site appears when they are searching for a church or for prayer and support. You achieve this through search engine optimization (SEO) — optimizing your site in the right way to improve the rank of your results when people search for terms related to the church “market.”

Ministry SEO Playbook

We highly recommend that SEO optimization be performed by certified SEO experts. Our team of Premier Google Partners is ready to improve your church's ranking on Google and major search engines.

View our [Ministry SEO Playbook](#) for all the details.



The image shows the front cover of a book titled "MINISTRY MARKETING VOLUME ONE SEO - SEARCH ENGINE OPTIMIZATION". The cover features a photograph of a person standing on a mountain peak, arms outstretched, looking towards the horizon at sunset. The background of the slide is a solid yellow color.

WE ARE HERE TO HELP EACH OTHER GO THE EXTRA MILE.

OUR TEAM HAS OVER A QUARTER OF A MILLION FIRST PAGE RESULTS!

GAIN TRUST & AUTHORITY WITH GOOGLE & OTHERS

Tool #2 - Pay-Per-Click Ads (PPC)

You can leapfrog to the top of a page of search results in a search engine like Google by using paid search ads linked to a set of keywords relevant to your brand. You pay for each click on your ad (which is why these ads are known as pay-per-click, or PPC). Getting an ad into that highly visible area involves winning an automated auction that takes into account the price-per-click you bid on a given keyword, as well as the quality (as determined by SEO principles) of your site.

Tool #2 -Pay-Per-Click Ads (cont.)

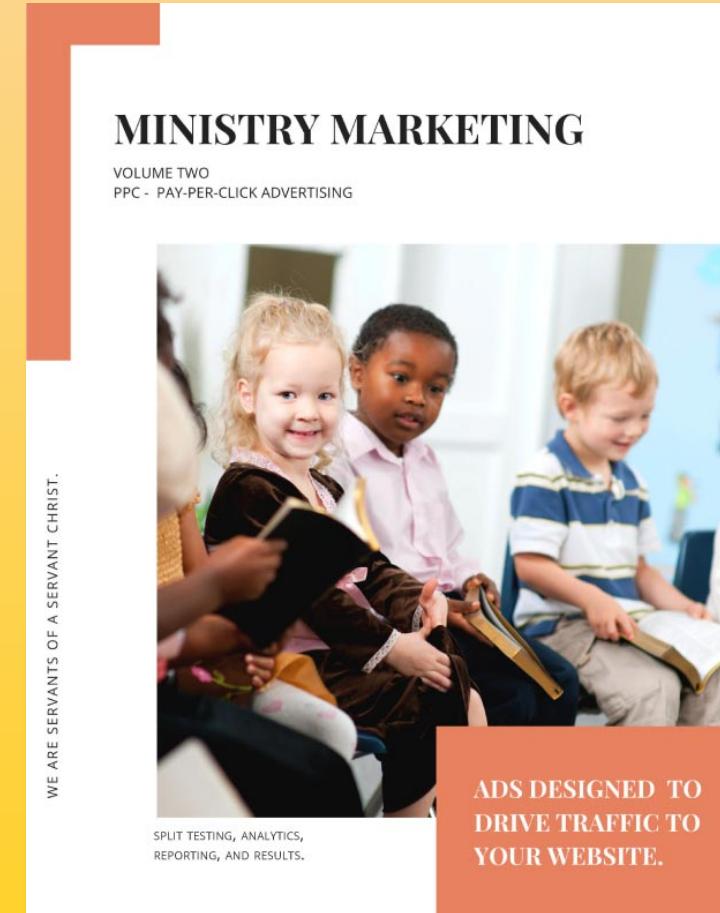
Here are one-word descriptions of what we include in our PPC services.

- Tracking
- Keyword Selection
- Competitors
- Quality Scores
- PPC Match Types
- Negative Keywords
- Bid Adjustments
- Managing by Device
- Time of Day/Day of Week Adjustments
- Ad Creation
- Add Variations
- Display Network
- Remarketing
- Proprietary Reporting Tools

Ministry PPC Playbook

PPC management is a job for the experts. Unless you have a member of your staff or a volunteer that is experienced in developing and managing PPC ads, it is highly recommended that you outsource this work to a professional. We can help set up and manage your PPC ads.

Download our [Ministry PPC Playbook](#) which contains everything we do to get you to the top of page one on major search engines using pay-per-click advertising.



The image shows the cover of a booklet titled "MINISTRY MARKETING VOLUME TWO PPC - PAY-PER-CLICK ADVERTISING". The cover features a photograph of three young children (two girls and one boy) sitting together and reading books. A vertical orange bar on the left side of the cover has the text "WE ARE SERVANTS OF A SERVANT CHRIST." written on it. At the bottom of the cover, there is a white box containing the text "SPLIT TESTING, ANALYTICS, REPORTING, AND RESULTS." and an orange box containing the text "ADS DESIGNED TO DRIVE TRAFFIC TO YOUR WEBSITE."

New EBOOK

Our latest eBook is short and sweet. It describes the difference between Paid Search Ads and Paid Display ads. Which one is right for you?

[Get it here.](#)

The image shows the cover of an eBook titled "MINISTRY MARKETING VOLUME FOUR PAID SEARCH ADS VS. PAID DISPLAY ADS". The cover features a photograph of a person's hands holding a white coffee cup and a tablet displaying a digital advertisement for a church. The ad on the tablet includes the word "CHURCH", a "click" button, and a link "click here for more information". The background of the cover is white with a red vertical bar on the left side containing the title text.

ASK, AND IT WILL BE GIVEN TO YOU; SEEK, AND YOU WILL FIND...

FACTS ABOUT PAY-PER-CLICK ADVERTISING

PAID SEARCH ADS AND PAID DISPLAY ADS

Social Media Management

Is this your church?

- Your pastor or one or two good-hearted volunteers trying to promote the church through social media.
- A staff member is delegated to manage social media

We get it. However consider this for a moment. Even if your pastor, volunteers, or a staff member are familiar with social media, chances are they don't have the knowledge or the tools to perform the research required to formulate a social media marketing plan or to implement the plan on the appropriate platforms.

Social Media Analysis Reports

We recommend that every church begin with a social media plan. As part of our commitment to helping churches grow and spread the GOOD NEWS, we offer comprehensive Social Media Analysis Reports.

We begin by performing critical research which is used to build your reports, which in turn, lay the foundation for your social media success. It takes us approximately 2-3 weeks to collect the data then after we deliver your reports in an online meeting.

Social Media Analysis Reports (cont.)

Your reports provide the background for all of us to understand the scope of the project and are the basis for our creation of your Strategic Social Media Marketing Plan.

What's in the Reports?

Comprehensive Profile Review

Includes suggested changes to optimize organic exposure. Information on how a profile setup is weighed into Facebook/Instagram's formulas heavily. Not as much for other networks.

Content Calendar (1) Month

We provide content type suggestions based on what we see working best in your industry. We'll build your calendar and add a recommended posting schedule.

What's in the Reports? (cont.)

Social Keyword/Hashtag Research

Your hashtagging strategy is crucial for gaining as much organic exposure as possible. Our hashtagging strategy, in addition to growing your organic social exposure, also compliments SEO via social signaling when posting content that links back to your site.

Paid Ads Strategy Development

We develop a sample of our recommended copy and graphic suggestions as well as targeting recommendations. Note: The execution of a paid social campaign is completed under a separate PPC Management Agreement.

What's in the Reports? (cont.)

Best Practices Writeup

We provide you with a document outlining the best social media practices that are specific to your industry.

Next Steps

Beginning with the baby step of non-committal research gives you the experience of working with our professional team and the means to understand both the opportunities and the obstacles to achieving your goals. Aggregating the data for your reports helps us to know what steps we need to take to help you achieve success should you decide to have us manage your Social Media Marketing.

Social Media Marketing Management

The social media marketing deliverables we provide are extensive. They are highlighted in our [Social Media Ministry Playbook.](#)

We invite you to [schedule a free strategy session](#) with Maryle to discuss your church's marketing needs.

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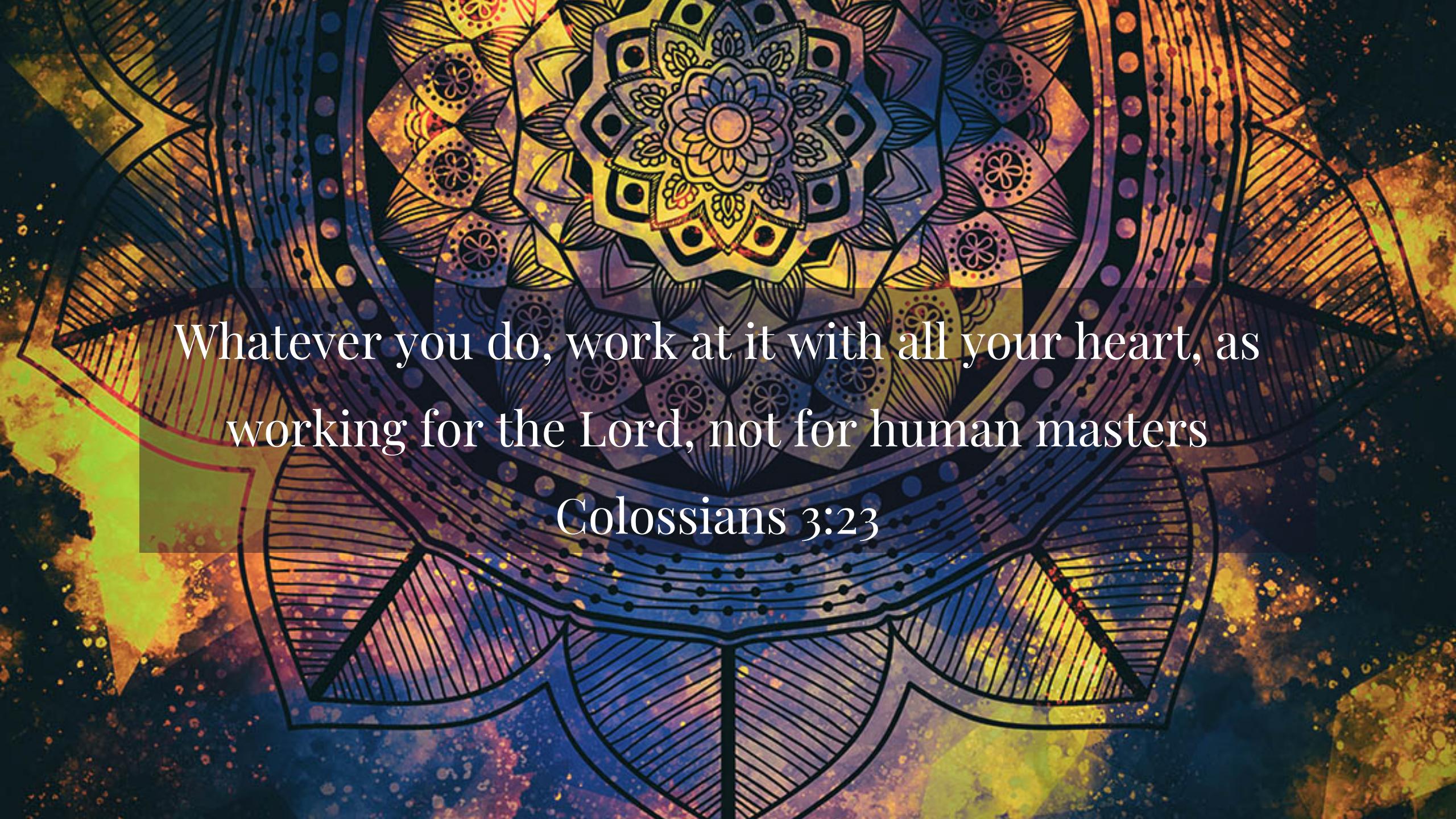
Are you ready to ignite passion and fire up your church website?

Let's talk about your needs and goals. Set up a free consulting session with Maryle Malloy, a ministry leader and owner of the premier digital marketing agency, Wide Web Advisor. We'll evaluate your design needs and answer your questions.



WIDEWEBADVISOR.COM

Maryle Malloy



Whatever you do, work at it with all your heart, as
working for the Lord, not for human masters

Colossians 3:23