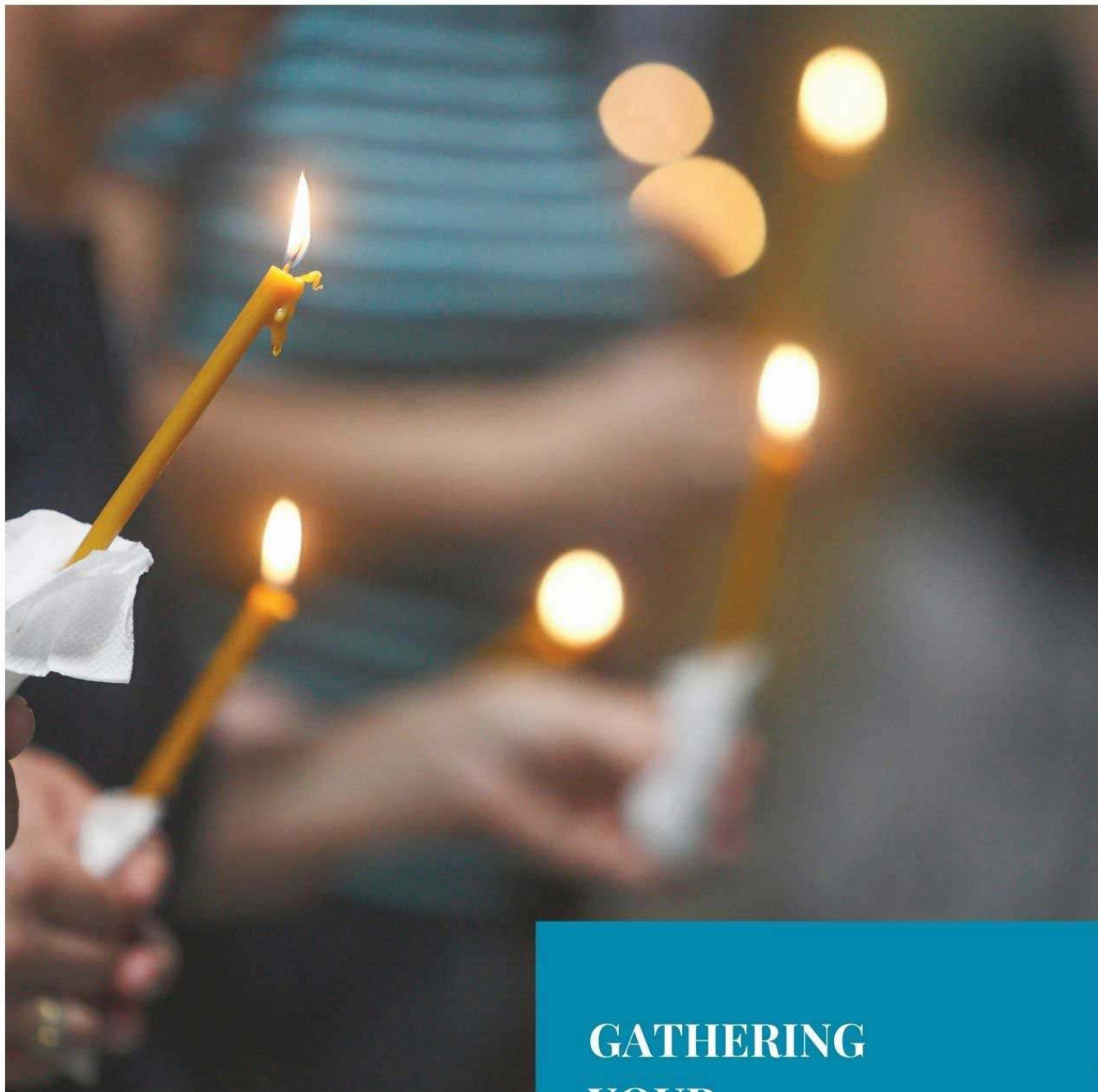


# MINISTRY MARKETING

MARKETING 101

GATHER AND ORGANIZE YOUR GRAPHIC ASSETS



ADDRESSING ONE ANOTHER IN PSALMS AND HYMNS...

A WORKBOOK  
FOR CHURCH LEADERS

**GATHERING  
YOUR  
GRAPHIC ASSETS**

# Gathering Your Assets

Welcome to Ministry Marketing, services and resources for “the other 6-days. We want your experience with us to be enjoyable and productive. At the end of the day, at the very least, we want you to have a solid understanding of how to gather your graphic assets and where to find “stock” photos should you need to use them to create social media posts and “sprinkle” a few in your website. REMEMBER though, a great church website features high-quality photos and videos of YOUR church, your people, and your activities.

The processes we recommend here, are the same processes we employ in our Agency.

## **WHAT ARE ASSETS?**

Assets are photos, slides, videos, shapes, etc. that you want to use in the design of your website or funnel.

Collecting assets/graphics may be a new process for you, or you may be a seasoned veteran. Whatever the case may be, we think you'll find our list of free graphic resources more than you need to create a new site that will stand out from the crowd.

# Free Photos for Use On Your Website

A Quick Note About Licenses. Many of these photographs are free from copyright restrictions or licensed under creative commons public domain dedication. This means you can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. However, some photos may require attribution. We advise you to do your own research and determine how these images can be used.

## Creating Files/Folders

Before you begin downloading graphics we recommend you create files/folders in your computer system that relate to the page(s) where you plan to use graphics. Here is our process:

- Create a name for each page on your website. i.e. homepage, about, portfolio, etc.
- Create a folder in your system for each page
- Inside each folder, create another folder entitled Assets. This is where you'll place the appropriate graphic, for each page. Example: Homepage/Assets Folder is where all the photos for that page reside. This makes it so easy when you are in the XPRESS Builder designing a page to grab all the assets for that page to upload them all at one time. Then as you need each one to add to a page section, you'll have what you want at your "finger-tips." The alternative is to upload the asset individually as you need it. Whichever method you choose, having them into separate folders assigned to each of your pages makes it easy to locate and upload them to your media library.

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## Recommended First Steps - Gathering Your Assets

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### Free Church Graphics

Tithe.ly Media - <https://get.tithe.ly/church-media>

Creation Swap - <https://www.creationswap.com>

Church Motion Graphics - <https://www.churchmotiongraphics.com/free-worship-media/>

Life Church Open Network - <https://open.life.church/>

Church Media Drop - [https://churchmediadrop.com /](https://churchmediadrop.com/)

One Church - <http://www.onechurchresource.com/free-series-graphics>

Church on the Move - <https://seeds.churchonthemove.com/resources/>

Twelve.Thirty Media - <https://twelvethirty.media/store/free-media/>

Open Resources - <https://www.openresources.org/>

Freely Photos - <https://www.freelyphotos.com/>

Pixel Preacher - <https://pixelpreacher.net/freebies/>

### Custom Graphics

If you can't find what you're looking for on any of the above sites, it may be time to consider [hiring us](#) to create something special. .

# Free Graphic Resources - General Purpose

Pexels - <https://www.pexels.com/>

Pixabay - <https://pixabay.com/>

Unsplash - <https://unsplash.com/>

Snapstock - <https://stocksnap.io/>

Reshot - <https://www.reshot.com/>

FoodiesFeed - <https://www.foodiesfeed.com/>

Gratisography - <https://gratisography.com/>

Freestocks - <https://freestocks.org/>

Picography - <https://picography.co/>

Foca Stock - <https://focastock.com/>

PicJumbo - <https://picjumbo.com/>

KaboomPics - <https://kaboompics.com/>

SkitterPhoto - <https://skitterphoto.com/>

Life of Pix - <https://www.lifeofpix.com/>

Little Visuals - <https://littlevisuals.co/>

New Old Stock - <https://nos.twinsnd.co/>

Jay Mantri - <https://jaymantri.com/>

Iso Republic - <https://isorepublic.com/>

Styled Stock - <https://styledstock.co/>

Canva - <https://www.canva.com/>

# Gathering Your Assets

Welcome to XPRESS. We want your experience with XPRESS to be enjoyable. We also want it to be productive, so that at the end of your 14-day trial, you have your website well under way, or at the very least you have the "bones" or foundation for your homepage complete. We want it to be visually pleasing, the content is clear and concise, and your target audience to know exactly how your services will help them solve a problem or your products will meet their needs.