

The Final Marketing Push

7

Practical Strategies for Churches to
Promote a Launch Day, Re-Launch,
Easter, Back-to-School or any Big
Sunday

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Build *the* Church

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Introduction

Don't drop the ball at the finish line.

You've seen the clip. A player breaks free and starts celebrating on his way into the end zone. Then he drops the ball a yard before the line.

It's painful to watch. And in the final weeks before a big Sunday, churches do the same thing all the time. The final push is where you capitalize on all the momentum you've been building, but so many leaders coast right when they should be sprinting.

Here's the good news: your launch day isn't your only launch day. Every year hands you several Sundays when people naturally return to church. The new year. Easter. Back-to-school. A new series. Christmas. Every one is a launch day in its own right, and every one deserves a real push.

The seven strategies in this guide aren't complicated, and none of them require a big budget. Together, they're the difference between limping across the finish line and sprinting through it.

Let's finish strong.

01

The seven-touch rule.

It usually takes about seven touches before someone takes action. For a church, that means about seven contacts before someone actually walks through your doors. One invite, one post, one mailer is never enough.

Here's the part most leaders miss: when you post on social media, less than 10% of your audience will actually see it. And even if they see it, they'll forget it. So post the same thing over and over again.

It will feel repetitive to you. It isn't to them. For many people it's just the second reminder, and for most it's the first time they're hearing it at all.

Build your push around repetition across every channel you have: social, mailers, invite cards, personal texts, outreach. Seven touches is the goal. Every touch points to the same place and the same day.

You are never as repetitive as you think you are.

02

Point everything to one place.

Every touch should point back to one place: your website. And once people get there, make it unmistakably clear what you want them to do. Come this Sunday.

Too many churches use their website like a magazine that describes everything they do. Ask instead: if a visitor could only make one decision here, what do we want it to be? Point everything to that.

Remove anything out of date. When a guest finds last year's Easter page, they've just learned they can't trust your website.

Then make the essentials impossible to miss: service time, date, and location front and center. A photo of you and your family — that's not self-promotion, it's introducing yourself. And don't bury kids ministry info. Parents are deciding whether to trust you with their children.

Your website is a funnel, not a magazine.

03

Your face beats your graphics.

Before the graphics, the single most powerful post you can make is a personal invite. You, on camera, looking people in the eye and inviting them to come. Not a logo. A face and a voice.

Talk about how you've been praying for this day. Share what you're believing God to do. Make it warm, and make the details unmissable: date, time, location. Then put promotion behind it.

Remember: you are the CIO of your church, the Chief Invite Officer. You can't delegate it. You need to be burning with passion for this day and modeling the invite for your church.

Send as many personal video messages and texts as you can. Thirty seconds from the pastor carries more weight than any graphic your team will ever design.

Film it first. Then put promotion behind it.

04

Count down the last 10 days.

Starting about ten days out, everything you post should drive toward the one big day. Post daily, and rotate formats: branded countdown graphics, behind-the-scenes reels of your team setting up, a warm “we can't wait to meet you” post aimed at the person looking for a church home.

Then steal this caption move: don't just promote the service. Invite people to pray for it — for salvations, for families, for first-time guests. Prayer is the point, and it also gets people invested in what God is about to do.

Every post should create anticipation or the fear of missing out. Too many churches just make announcements. Build tension. That's why people engage with story.

The day before, keep it simple. One church filmed a sticky note that said “Tomorrow.” A personal nudge gets the job done.

Stories build tension. Announcements don't.

05

Show them what to expect.

To you, your setup feels familiar. To someone who has never been, it's a room full of unknowns. That uncertainty is exactly what keeps first-time guests home.

So show them. Post a video of your team setting up, especially if you meet in a portable space. It communicates excellence and quietly removes hesitation.

Better yet, film a POV walkthrough: parking lot, kids check-in, coffee in the lobby, a seat in the auditorium. Shoot it on your practice Sunday with volunteers smiling in the background. Guests will feel the welcome before they ever arrive.

And if you want families to come, show the kids' spaces and the kids' team on camera. You're asking parents to drop their children in a room they've never seen with people they've never met. Put their minds at ease ahead of time.

Guests who know what to expect actually show up.

06

Google your church in incognito.

Leaders say, “My SEO is great — every time I search my church, it comes up first.” That's your cookies talking. Google already knows you.

Open an incognito window and search again. Many pastors find they're not even on the first pages. You need the top of page one for your church name and city, and visibility any time someone searches for a church in your city.

Start with your Google Business profile: claim it, fill out every field, upload great photos. Then launch your digital missionaries — ask your team to leave honest five-star reviews. People trust you because other people already have.

If there's ever a time to invest in search, it's the weeks before a big Sunday. A Google Ad Grant gives churches free ad budget, and it's worth investing beyond it too.

Own page one for “church in your city.”

07

The big day isn't the finish line.

When the big Sunday arrives, capture everything: the parking team, the kids ministry, the coffee, the worship, the full room.

Post the energy in real time. The morning of, share thirty seconds of excitement from the building. Right after service, post the moment while it's warm.

On Monday, start promoting your second Sunday. Post the best photo from the big day: "Did you miss it? Don't worry — you can join us this Sunday." Later in the week, release a recap with the story of the day: the attendance, the decisions, the families.

Finally, follow up like almost nobody does. Send a personal video thanking people for coming — they gave you the most precious commodity they have, their time. The second mile is what separates great leaders from good ones.

The big day is the beginning, not the finish line.

One more thing

Finish strong.

None of these seven strategies are complicated. That's the point. The final push isn't about being clever; it's about refusing to coast when the finish line is in sight.

And remember what all of this is really for. What we really need is for God to move in the lives of our people. All we're doing is letting them know about an opportunity where that can happen. So pray like it depends on God, and push like the invitation matters. Both are true.

Whatever Sunday you're counting down to, run this play. Then run it again. Churches that grow are the ones that finish strong every time.

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Helping pastors gain momentum, grow their churches, and go the distance.

About the author

Meet Josh Roberie.



With over a decade of experience serving church planters and pastors through the Association of Related Churches, I've dedicated my career to equipping leaders with the tools and strategies they need to thrive. At ARC, I've developed training and processes that have helped over 1,000 pastors launch and grow life-giving churches, with over 750 officially launching through ARC.

Before my time at ARC, I served as a youth and young adults pastor and as part of the Executive Team to create systems that supported every ministry in the church. My leadership extended to conference logistics, where I oversaw a conference that grew from 900 to over 6,000 attendees annually after implementing my processes.

I hold a Bachelor of Science in Marketing from Louisiana State University and a Master of Arts in Ministerial Leadership from Southeastern University. My mission is simple: to find my success in helping you find yours.

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Before you go

Still matching volunteers with a pen, a legal pad, and a hopeful prayer?

Your big Sunday will bring new people, and new people need a place to serve. That's where **yourteam.church** comes in.

It's the assessment app that connects every volunteer to a team where they'll actually thrive. Your church gets a custom URL with your own branding, people take the assessment on their own device, and AI matches them to the teams where they'll flourish — with personality insights churches have never had access to before.

Easy for you. Quick and fun for your volunteers.

Try the pro tier free at
yourteam.church

Schedule a demo, see examples, or start your free trial today.