

Church Marketing in a Noisy World: Crafting communication that resonates, builds trust, and moves people toward Jesus

Tiff & Hannah start by explaining roles and what they entail.

What's the role of email, text, social, website, and in-person communication now?

What actually builds trust with people who are skeptical of churches?

- **Praying for other churches; we're all for the same team**
- **Language translation on website**
- **Welcoming message on homepage**
- **Show real people in our marketing – people will come to a place where they can see themselves**

How do we communicate to both churched and unchurched people at the same time?

- **Unchurched should be first priority**
- **Explain how we structure our website for new guests**

How do we write copy that feels human, not churchy or corporate?

- **We do use ChatGPT as a starting point – just don't remove a human from the process :)**

Which platforms actually matter—if I only have so much time or resources, which ones do I focus on?

- **Consider your audience & bandwidth**
- **Levels of priority**
 - **One**
 - **You have to have a website – invest in a contractor**
 - **In person announcements**
 - **Two**
 - **Social media – Instagram and Facebook should come first**
 - **Three**
 - **Email and/or text**
 - **Facebook groups**
 - **Bonus**
 - **NFC Chips**
 - **Social Ads**
 - **Billboards**

What metrics actually matter for discipleship and engagement?

- **Go over the metrics spreadsheet**

How do we do all of this with limited staff, volunteers, and budgets?

- **Look at the priority list**
- **Check out profiles on social media to see what they are good at (Dm them from the church's account)**
- **Utilize contractors (we can help give you contacts!)**
- **Create internships with next gen**
- **Encourage investment opportunities into marketing (ex. Asking Kingdom Builders to give towards new app)**

How do we stay spiritually healthy while doing marketing all day?

- **Focus on intentional times where you get away from your screen**
- **Build into schedule time to create**
- **Actually still participating in church; try to check out another church from time to time (on an off weekend, on vacation)**
- **Making sure your heart is in the right place especially when it comes to being the voice of the church**