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CHURCH MARKETING IN A NOISY WORLD:

*Crafting communication that resonates, builds trust,
and moves people toward Jesus*

HI! WE ARE...

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WHAT IS THE ROLE OF:

1. Email
2. Text
3. Website
4. Social
5. In-Person Communication

WHAT ACTUALLY BUILDS TRUST WITH PEOPLE

WHO ARE SKEPTICAL OF CHURCHES?

- Website: A welcoming homepage; translation on the website
- In Person: Praying for other churches
- Marketing: Being inclusive in all areas

HOW DO WE COMMUNICATE TO BOTH CHURCHED AND UNCHURCHED PEOPLE AT THE SAME TIME?

- Unchurched should be the first priority from communication
- We do not want to water down the truth, but make it understandable

HOW DO WE WRITE COPY THAT FEELS HUMAN, NOT CHURCHY OR CORPORATE?

- ChatGPT: use as a tool to get you started. :)
- Just remember to make it sound human

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 & Facebook (free)
 - Three
 - Email and/or text
 - Facebook groups
 - Bonus
 - NFC Chips
 - Social Ads
 - Billboards

WHICH METRICS ACTUALLY MATTER FOR DISCIPLESHIP AND ENGAGEMENT?

Communications Metrics

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HOW DO WE DO ALL OF THIS WITH LIMITED STAFF, VOLUNTEERS, AND BUDGETS?

- Check out profiles from people 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
- Participate in church; try to check out another church from time to time (on an off weekend or on vacation)
- Make sure your heart is in the right place especially when it comes to being the voice of the church

Q & A

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