



acclaro

a•clar•ro (verb)

1. make clear, reveal,
make manifest

AGENDA

- ▶ Crash course in marketing
- ▶ Sample campaigns
- ▶ Keys to success
- ▶ Special considerations
- ▶ Helpful resources



MARKETING OVERVIEW

- ▶ What am I trying to accomplish?
- ▶ How will I measure success?
- ▶ Who am I trying to reach?
- ▶ How am I going to reach them?
- ▶ What am I going to say to them?
- ▶ What do I want them to do?



OBJECTIVES: What am I trying to accomplish

- ▶ Brand awareness
- ▶ Net new visitors
- ▶ Engagement from attendees



KPI's:

How will I measure success

- ▶ Leading indicators
 - Impressions, clicks
- ▶ Lagging indicators
 - Followers, viewers, visitors



TARGET AUDIENCE: Who am I trying to reach

- ▶ Demographics
 - ▶ M/F
 - ▶ Age
 - ▶ Geography
 - ▶ Stage of life



STRATEGIES, TACTICS AND CHANNELS

How am I going to reach them

- ▶ Strategies
 - Digital marketing
- ▶ Tactics
 - Paid social
- ▶ Channels
 - Meta (Facebook & Instagram)

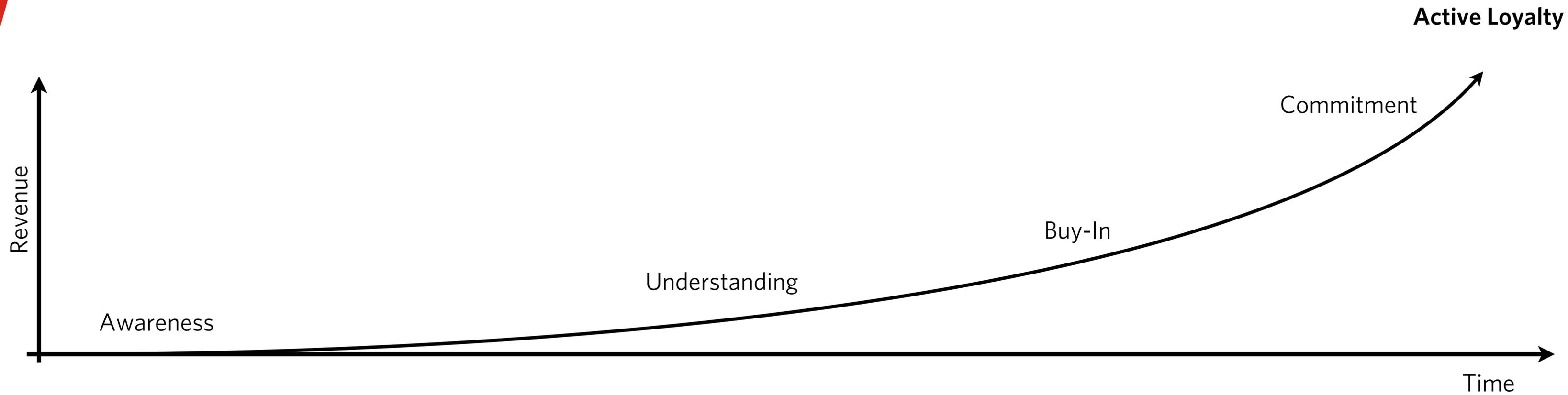


MESSAGING STRATEGY: What am I going to say to them

- ▶ People buy emotionally and justify their buying decisions intellectually
- ▶ It depends on where they are at in their buying journey and faith journey



COMMUNICATION STRATEGY



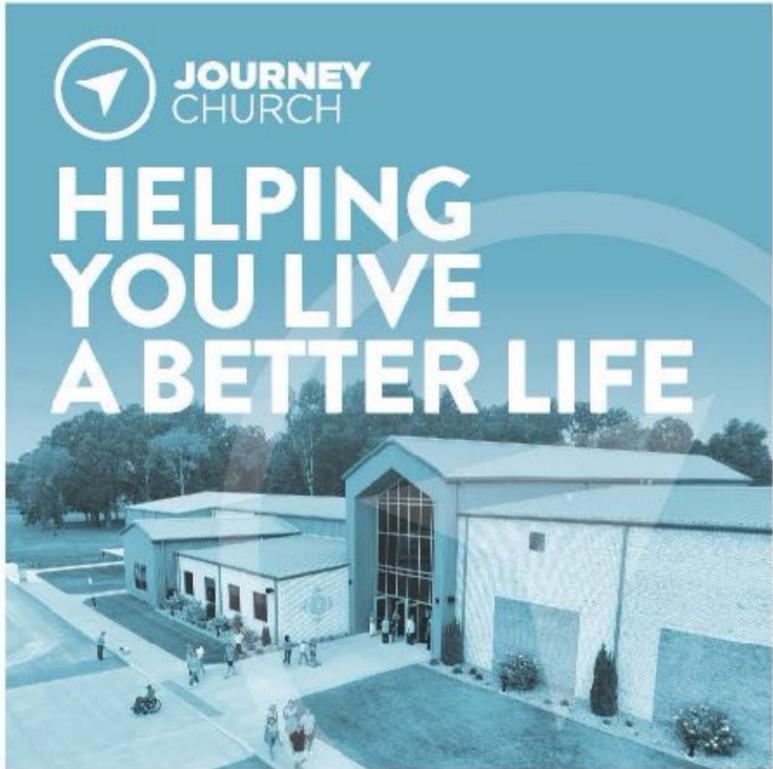
BUDGET AND ALLOCATION

- ▶ £100 - £500 per month ideal starting point
- ▶ Avoid diluting your budget across too many campaigns



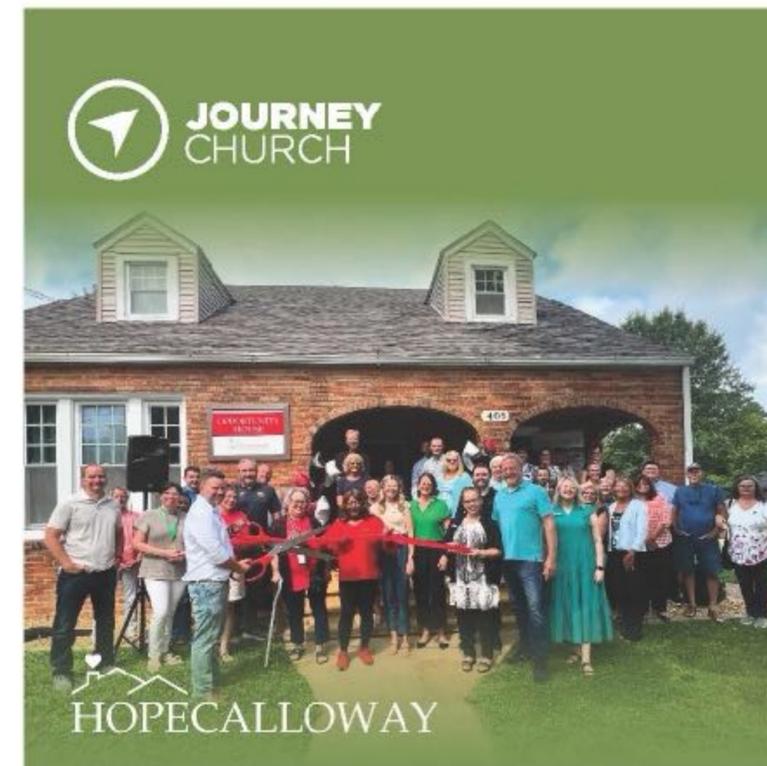
CAMPAIGN IDEAS

Objectives	KPI	Target Audience	Strategies, Tactics, Channels	Messaging	CTA
▶ Brand awareness	▶ Impressions	▶ 18-65+ y/o within 60 miles of the church	▶ Digital, paid social, Meta (Facebook & Instagram)	▶ “One Thing” - Helping you live a better life	▶ “Follow us”



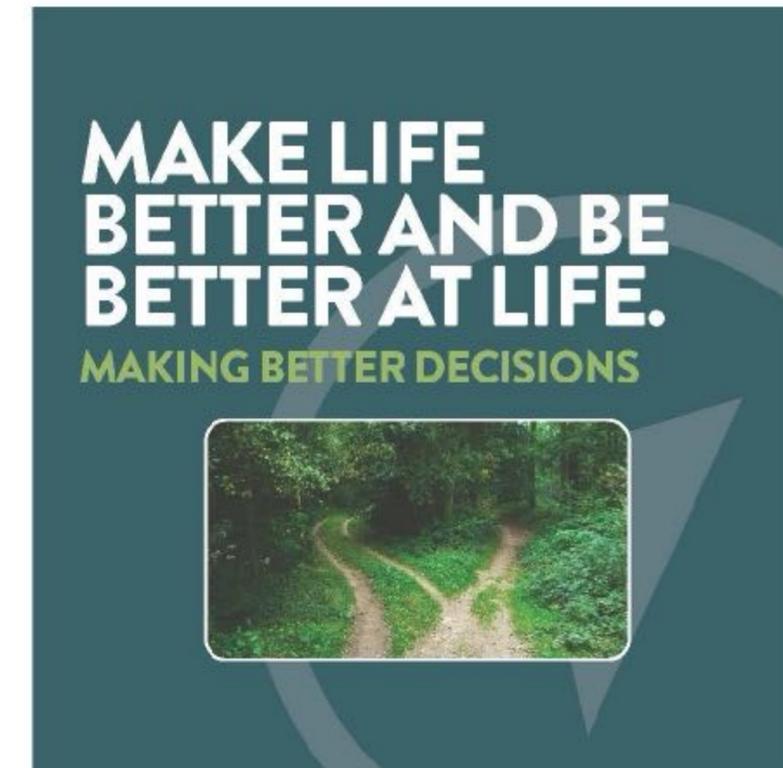
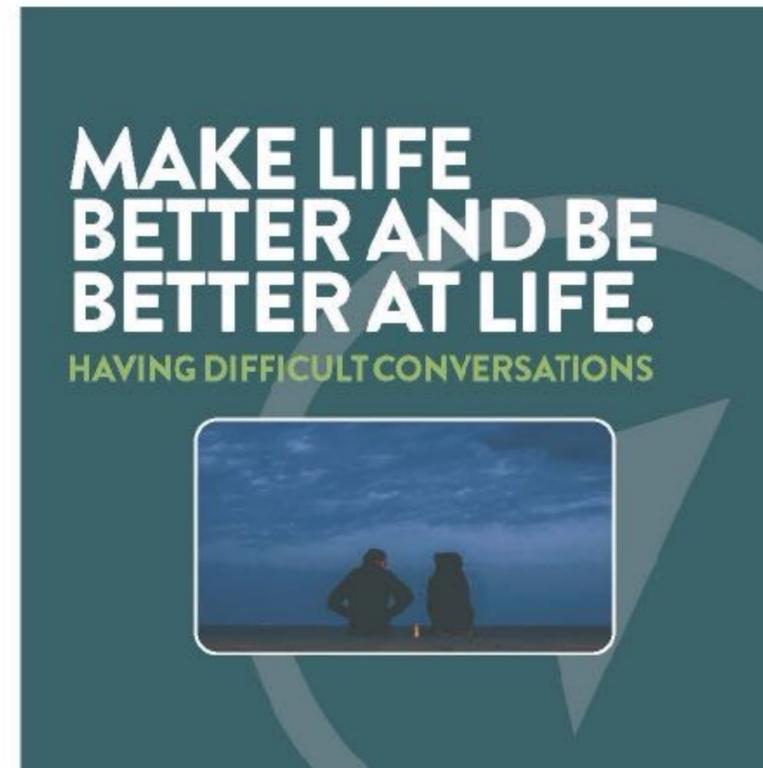
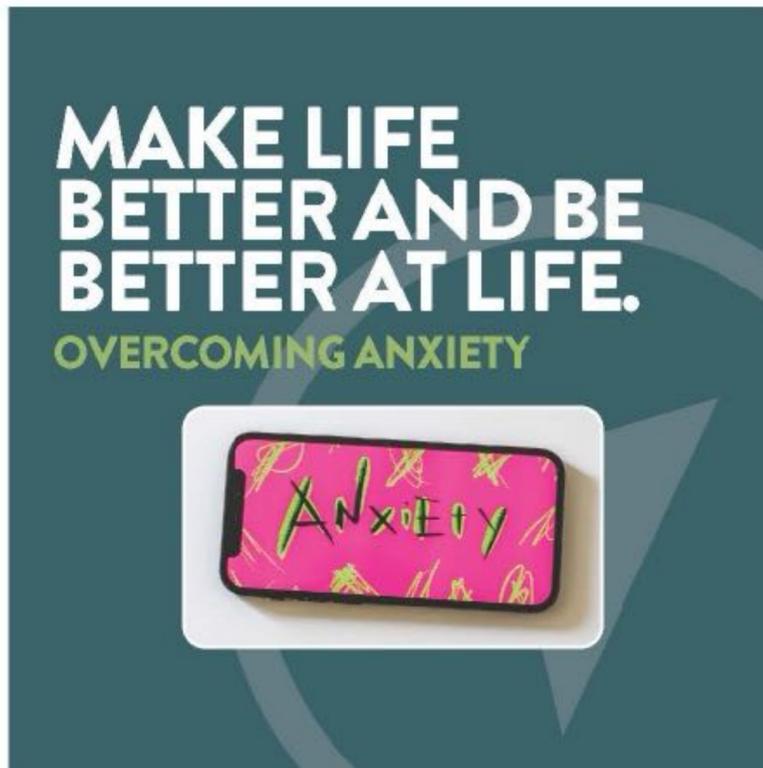
CAMPAIGN IDEAS

Objectives	KPI	Target Audience	Strategies, Tactics, Channels	Messaging	CTA
<ul style="list-style-type: none">▶ Net new visitors	<ul style="list-style-type: none">▶ Clicks▶ Follows	<ul style="list-style-type: none">▶ 25-45 y/o within 15 miles of the church	<ul style="list-style-type: none">▶ Digital, paid social, Meta (Facebook & Instagram)	<ul style="list-style-type: none">▶ Be known for something good	<ul style="list-style-type: none">▶ Watch the story▶ Join us in serving



CAMPAIGN IDEAS

Objectives	KPI	Target Audience	Strategies, Tactics, Channels	Messaging	CTA
<ul style="list-style-type: none">▶ Net new visitors	<ul style="list-style-type: none">▶ Impressions▶ Clicks▶ Views	<ul style="list-style-type: none">▶ 25-45 y/o within 15 miles of the church	<ul style="list-style-type: none">▶ Digital, paid social, Meta (Facebook & Instagram)	<ul style="list-style-type: none">▶ Helpful content	<ul style="list-style-type: none">▶ Watch



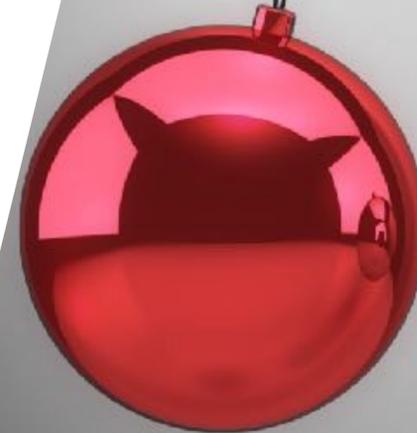
KEYS TO SUCCESS

- ▶ Alignment
- ▶ Signal to noise
- ▶ Consistency
- ▶ Plan ahead
- ▶ Brand ambassadors & UGC
- ▶ Quality of your digital home
- ▶ Measure and adjust



SPECIAL CONSIDERATIONS

- ▶ AI Assistants
- ▶ Plan for negative posts



HELPFUL RESOURCES

- ▶ Presentation
- ▶ Cheat sheet to channels
- ▶ Marketing strategy template
- ▶ Media plan template

