Coaching Guide #8: Marketing

Purpose:

Connecting those in your city who need Jesus with the life of your church. While your new church plant may attract other Christians, your primary target should be unchurched or de-churched people.

General guidelines:

- Everything communicates. Your website, your printed material, your social media presence (or lack thereof)
- Traditional marketing is expensive and less effective than ever (direct mail, print ads, billboards, etc.)
- Think about adding value to people's lives rather than interrupting them with something in their mailbox.

Checklist:

☐ Social media presence
☐ Website w/ easy URL
☐ Name
☐ Logo
☐ Marketing budget
☐ Simple printed materials that point to website
☐ Marketing strategy for launch MONTH, not just launch day

Questions to consider:

- Do I have a simple logo that works in black and white as well as color?
- Does my name / logo fit me and my city?
- Do I have several different angles when it comes to marketing or have I put all my money and hope in one or two things?
- Have I done enough with the free stuff like social media?
- Am I adding value or just interrupting people?
- Is my marketing consistent with who we really are (ethnically, culturally, etc.)?
- Who are the "most likely to attends" of my church? (families, singles, young couples, college kids, boomers, Hispanics, African Americans, students, blue collar workers, etc.)
  - What problem, if solved, would add value to that group of people?
- How will we serve our city?
- What do we have to offer someone who doesn't feel the need for church?
- What holiday, community event, local festivals can you be part of and add value to people there?
- How much money will you commit to marketing?
- What will you do to continue to be visible AFTER the launch?