



Pastors Huddle - #6 Attract the Lost #3 Keys to effective Bridge Events – DISTRIBUTE IT

Distribute it – Get your information in front of people. (The Target)

How To effectively distribute marketing for your church and events

1. Release the ARMY - One on One Marketing (The people in the church)

- a. Number one reason people visit a church.
- b. If they come because of One on One, (OoO) they are 3X more likely to stay.
 - i. Why – they already have a friend in the church a connection.
 - ii. Accountability.
- c. We must develop and spend resources on (OoO).
 - i. Inspire one on one connections for purpose of attracting people.
 1. Preach and teach OoO investing in people, friendship Evangelism.
 2. Celebrate and honor those who actively participate in OoO.
 3. Demonstrate OoO connections.
 - ii. Educate your church about the power of OoO connections.
 1. Make sure every member knows they are important to growth.
 - iii. Train
 1. How to connect with people
 2. How to lead a person to Christ
 - iv. Resource the army
 1. Give them tools
 - a. Invite cards
 - b. Help with gift cards to take people out
 - c. Space at the church for family barbeques or game night.

2. Church wide distribution campaign

- a. SEEK Packet – Get everyone involved
- b. Blitz your city – Get your people and other churches
- c. Planned distribution with a team
 - i. People agree to put info out to specific places
 - ii. Business and organization agree to put on counter or distribute.

One on one Marketing is the least expensive and most productive tool to market your church.

3. Social Media – Apps and the web

- a. Website – outdated but necessary
 - i. Not for finding new contacts but for connecting people to further information.
 - ii. First time guest can go there before a visit (what to expect).
 - iii. Find info about times and location
 - iv. Register for events, see what is happening.
 - v. Connect with the church, prayer, small groups
 - vi. Look up old sermons, and information.
- b. Facebook, Snap chat, Instagram, google and more
 - i. Can be used to get your message out.
 - ii. This area is inexpensive and is very productive.
 - iii. Paid Facebook ads.
 - iv. Google adds
- c. Make sure you presence on search sites is correct.
 - i. Google maps
 - ii. Yelp, trip advisor, any search apps.
 - iii. City and county pages.
 - iv. Local church pages - This is free stuff that you will get some visitors from.
- d. Get people who are in your church involved in this process (young people)

4. Mobil Marketing communication – Best new tool for the last couple years.

- a. Texting I use Pastorsline.com
 - i. Is very timely
 - ii. Specific to who you want to reach
 - iii. Permission based – opt in
- b. Email - Apps

5. Your church (curb appeal)

- a. Banners, signs, main sign.

6. Off locations

- a. Signs – banners in high traffic areas, offer to rent for a few dollars.
- b. Vehicle signs
- c. Trailer signs
- d. Any high traffic areas that reach your target.

7. Printing

- a. Posters, Flyers
- b. Invite cards, Postcards, magnets, pens, callenders, Emergency numbers.
- c. Yard signs, Banners, Bumper stickers and more.

8. Print media

- a. Magazines
- b. Newspaper
- c. Local mailers
- d. Bulk Mail

9. Networking with others

- a. Local businesses
- b. City
- c. Other churches
- d. Festivals you can connect with
- e. Special events carnival, Concert, a Booth or advertise.
- f. Christian movies distributed,

10. Mass media

- a. TV – commercials – free community page
- b. Radio – Adds – public announces – Remote broadcast

Distribute it - conclusion

- Just find a way to get your message distributed.
- Build partnerships,
- But it all starts with a plan, then quality graphic design, and then distribution.

Marketing must be Internal and external communication.

Internal communication/marketing.

1. Marketing to the church people is especially important. Why
 - a. So they can come to the events.
 - b. So they can invite people to the events.
 - c. It keeps people in your church excited about your church.
 - d. Creates lots of momentum.

2. Use standard methods

- a. Bulletin – posters – Flyers
- b. Newsletter
- c. Posters in restrooms
- d. Information Center

3. Thing they use to invite others (empower your people with Info and resources)

- a. Mini postcards
- b. Invite cards

4. Multimedia

5. Decorations

- a. Banners
- b. Themed events to advertise with elaborate decorations like movie theater.

6. Announcements

- a. Should be kept short to the point
- b. Nothing gets announced without a flyer or poster made
- c. Video announcements are good.

Final thoughts

1. Give your team enough time to implement a plan.

- a. You need time to brainstorm – plan strategy – design – print – distribute – schedule play time on radio – tv – network partners – mailing time – blitzes – word of mouth – 3 touches and so on it takes time.
- b. Set a schedule implementation and stick to it.
- c. You need at least 6 weeks to implement a simple plan. 12 weeks is optimum. It depends on the size and experience of the team. Some projects take all year.
- d. More time saves you money and stress makes experience more enjoyable and productive.
- e. If you plan a head you can put the cherry on top or add one more good idea that comes up, or add another wow factor.

2. Pray for God to give you the people you need to promote effectively.

3. This takes money but not a fortune just try to be creative.

4. Be open to new ideas and try to include others.

In conclusion – I do not want to overwhelm you so here is where you start.

- 1. Prayer
- 2. Share this with a small group of people and talk about it.
- 3. Pull together the people who work in this area already. (have a strategy meeting).
- 4. Choose a leader of Targeted Marketing.
- 5. Then follow the steps laid out in this training.

Together we can get this done.