

Effective church marketing

How to stop spamming and start connecting



Who is ArtSpeak Creative?

We exist to help
life-changers reach
people and do more good
through branding,
consulting, web, and
marketing.

Who we've served



Why should you do church marketing?

It's all about reaching
your **Kennedy**
and **Kate**.

Multiplying miracles is what church marketing is all about.

- How many didn't come to church because they were never invited?
- How many looked at a church's website and decided, "This isn't for me?"
- How many dismissed *your church* just because they don't think *any church* holds the answer for them?

If you don't attempt to make an authentic connection through your marketing, it's tempting to communicate *inauthentically*. Which feels a whole lot like spamming.

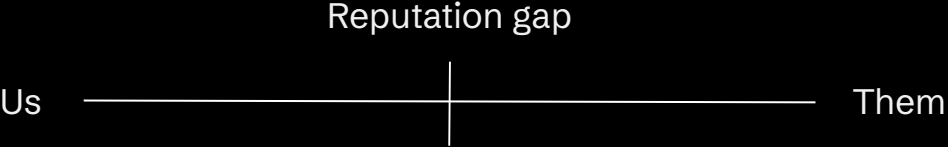
Four steps to reach your Kennedy and Kate

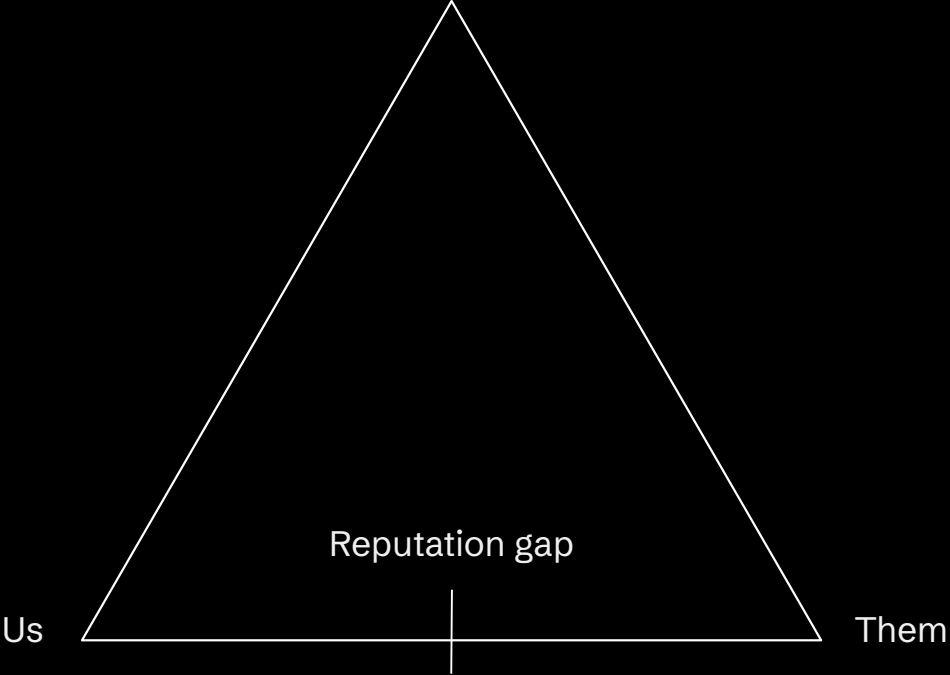
1. **Clarity:** Understand your relationship to them.
2. **Strategy:** Craft your message to them.
3. **Health:** Prepare your team to reach them.
4. **Momentum:** Multiply miracles.

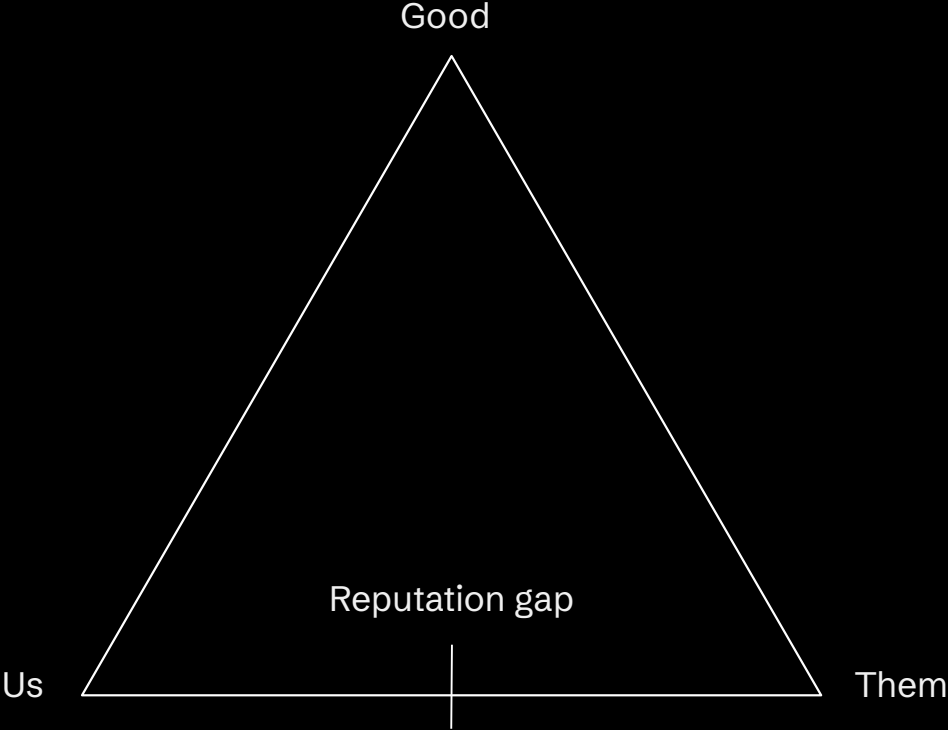
Clarity

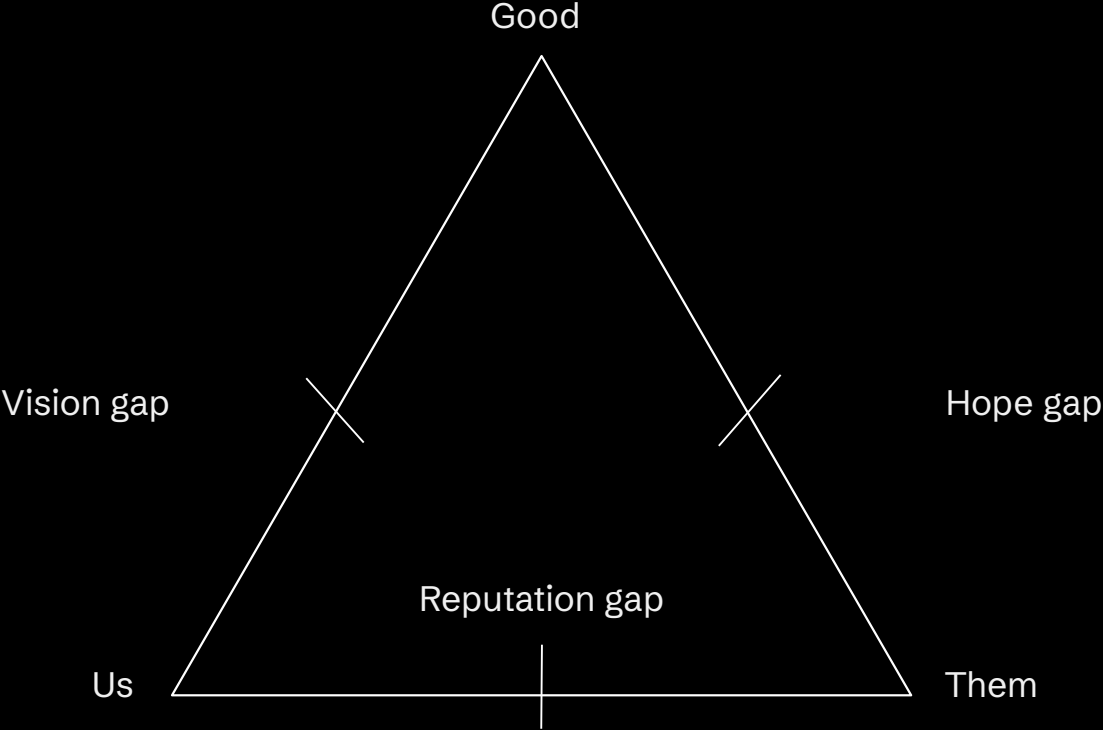
Understand your relationship to your
Kennedy and Kate.

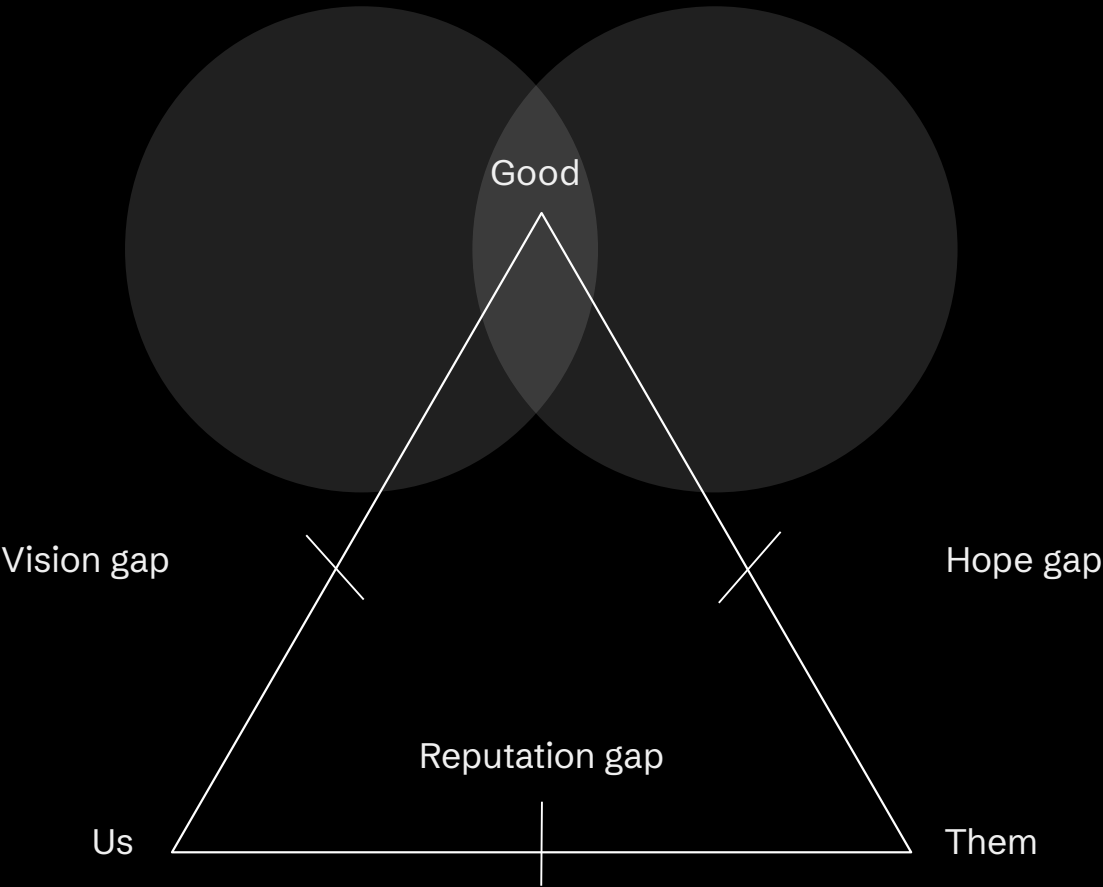
Us ————— Them











The communication triangle is about empathy and honesty.

- Who are you?
- Who are they?
- What is the shared win between you and them?

When you look at things this way, you can start building a conversation with those you want to reach.

Strategy

Plan your conversation with your
Kennedy and Kate.

1. Write the brand strategy
2. Build the brand (language and
visuals)

Naming your shared win is what we call a “brand strategy.”

We do this by deciding on your main talking points for the six questions your audience will likely have for you.

Then, we plan that conversation.

The six questions your audience will ask you

1. **Unaware:** Do you see me?
2. **Aware:** What are you?
3. **Intrigued:** Do I like you?
4. **Considering:** Do I trust you?
5. **Choosing:** How do I start?
6. **Loyal:** Is it working?

Q1: Do you see me? (Unaware)

Your audience doesn't know you exist, but you know they feel frustrated. They say, "I want to be [aspiration], but I keep experiencing [challenge]."

Your job is to say, "We respect you as you are. You're even more awesome than you think. Also, the problem is much bigger than you realize."

Q2: What are you? (Aware)

The mind is like Walmart. People want to categorize you in their minds quickly and easily, and you do that by naming the mental “shelf space” you want to appear on.

What is that shelf space? And, in the mind of your audience, is the word “church” enough, or are you something else?

Q3: Do I like you? (Intrigued)

Now that you've established a positive reputation, your audience is intrigued. They ask, "Are you equipped to help me with my particular challenge?"

They want to know what your secret sauce is—the thing that makes you special. This is your brand focus and the main theme behind all of your communications.

Q4: Do I trust you? (Considering)

You say you can help them. Are you too good to be true? Here, they may be considering you among a variety of alternatives, including the alternative of doing nothing at all—ignoring the problem and hoping it goes away.

Here, you need to tell them why you can deliver on your brand promise. Everything you've built, along with how they're built—your services, ministries, discipleship pathway, and more—should help them decide.

Q5: How do I start? (Choosing)

You've given your audience a lot to consider, and they're overwhelmed. What's the first step?

This is your call to action. Is it simple enough for them to take the first step?

Q6: Is it working? (Loyal)

If your audience commits to you, they'll want to make sure you're delivering on your promise. What change should they see in their lives?

These are your results.

Once you have your brand strategy, you can build a brand around it.

Build the brand: *Messaging*

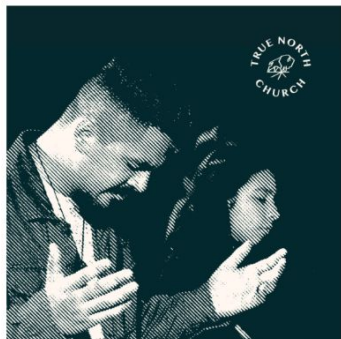
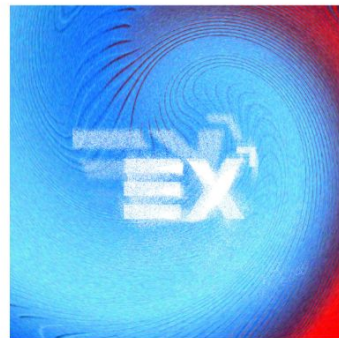
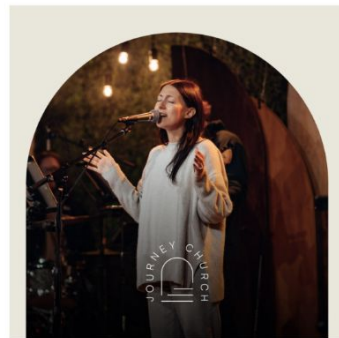
Prepare the words you'll use wherever your Kennedy and Kate will see them.

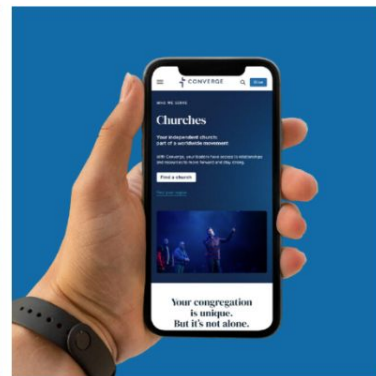
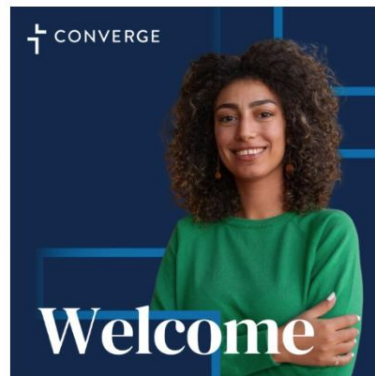
- Name
- Brand promise
- One-liner
- Value propositions
- Call to action

Build the brand: Visuals

Create a visual language that communicates your message with or without words.

- Logo
- Colors
- Fonts
- Photography
- Textures





Build the brand: A common objection

“I like [insert church name here]. They’re successful. Why wouldn’t I just copy them?”

If you copy and paste from another context, you miss the chance to make an authentic connection with your Kennedy and Kate—to explain who you are to the people in your unique community.

Health

Prepare your team for your Kennedy
and Kate.

Your brand is a promise.

And if you're not prepared to deliver on your promise, you'll widen your reputation gap.

What you need:

1. A contagious culture internally
2. An organization built to deliver
3. A plan-ahead mindset

Church is a lot like a Mexican restaurant.

It's about the secret sauce.

But it's not *just* about the secret sauce.

You can plan ahead or burn people out.

What you need:

- A calendar
- An agency mindset
- Tiered events

Momentum

Multiply the miracle of Kennedy
and Kate.

Roll out the brand: Touchpoints

Let's get out there and reach them! To start, let's clear the way for them to move from unaware you exist to growing as disciples.

Where will Kennedy and Kate encounter your brand ... especially when you're not around to curate their experience?

These are your touchpoints, and your brand's words and visuals need to appear there.

Your touchpoints appear at different stages of your audience's journey, which are outlined in your brand strategy.

Imagine each touchpoint and think, “What questions will people ask when they encounter us here?”

Remember your answers to the six questions?

- | | | |
|----|-------------------|-------------------|
| 1. | “Do you see me?” | = Unaware 😞 ↴ |
| 2. | “What are you?” | = Aware 😐 ↴ |
| 3. | “Do I like you?” | = Intrigued 🤔 ↴ |
| 4. | “Do I trust you?” | = Considering 😊 ↴ |
| 5. | “How do I start?” | = Choosing 😁 ↴ |
| 6. | “Is it working?” | = Loyal 🥰 |

Q1: Do you see me?

You'll address this question in your outreach marketing.

Social media ads

Landing pages

Print ads

Billboards

Prelaunch events and social media

Outreach events

Local outreach

PR and traditional advertising

Key sermon series

Q2: What are you?

You'll address this in your outreach marketing and first contact moments with them.

Home page
Social media ads
Google ads

Landing pages
Print ads
Billboards

Q3: Do I like you?

This is your brand promise! You'll want to share this everywhere. It is a short phrase for what makes you truly different.

Home page
About page
Social media

Merch
Handouts and brochures
Environmental graphics

Q4: Do I trust you?

Here, you'll want to back up your promise with how you deliver on it.

Gift bag
“Discover our church” slide deck and handout
Email sequences
About page

Social media
Handouts and brochures
Content plan

Q5: How do I start?

What simple step can someone take toward you so you can continue connecting with them? The exchange should give you a chance to follow up by phone or email.

- Home page
- Bottoms of landing pages
- Gift baskets
- Email sequences
- Onstage announcements

- About page
- Our-process page
- Discipleship page
- One-pager
- Talking points for volunteers

Q6: Is it working?

At some point, the person you've connected with will look back at your promise and ask, "Am I seeing the results I expected?" If they have, they'll continue to lean in. If they haven't, you'll need to remind them to *keep* leaning in.

Stories of life change
Social media
Merch
Environmental graphics
Content planning

Internal comms
Planning sessions
Surveys
PR

Your website is your most important digital touchpoint.

Nearly everyone you want to reach will visit your website before they visit your church. And a well designed website speaks to every one of the six questions—your entire audience journey.

What your website should do:

- Look and feel like a person's experience at your church
- Help your Kennedy and Kate see themselves at your church
- Be architected to lead your Kennedy and Kate through a story
- Be set up to capture information so you can follow up

Momentum isn't a set-it-and-forget-it proposition!

Build campaigns

Build toward special events ... then away from them

Test your ideas

Measure your results

Make adjustments and keep moving forward

Make authentic connections. Create healthy momentum for your mission.

How are you making room for your Kennedy and Kate?

Get free resources to help you reach more people.

- + “Effective church marketing” slide deck
- + Free communications assessment
- + Self-serve quiz to find out if you’re spamming or connecting
- + Curated articles and stories



Thank you!

Let's reach
more people together

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