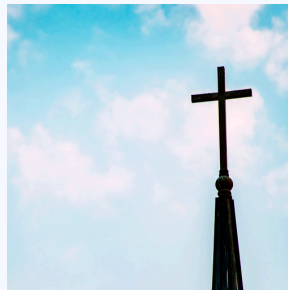




# MARKETING PLAN

**HAVING A  
FAITHFUL  
IMPACT ON  
GOD'S  
PEOPLE**



PREPARED BY :  
Alexis James

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# Executive Summary

In today's digital age, it is critical for churches to have a branding and media presence, in order to engage with their congregations and reach new audiences. Church Media Squad is uniquely positioned to assist churches in maximizing their branding efforts through comprehensive services tailored to their specific needs. With a focus on attracting church staff members in decision-making positions, our marketing plan aims to showcase the value of Church Media Squad's expertise. Through targeted outreach and personalized communication, we aim to establish meaningful connections with church members, highlighting the benefits of partnering with Church Media Squad.

# WHO IS OUR TARGET AUDIENCE?

Church staff members in decision-making positions,  
including pastors, ministry leaders, & administrators

**THIS CAMPAIGN WILL RUN FOR 3 WEEKS**

## GOALS & OBJECTIVES

### WEEK ONE

- Increase brand awareness among church staff members
- Attract church staff members to consider our services
- Generate leads for the sales squad

### WEEK TWO

- Increase engagement with target audience on social media
- Foster trust and credibility through valuable content
- Encourage interaction and inquiries about our services

### WEEK THREE

- Convert engaged leads into clients for our branding services
- Nurture relationships with potential clients for future opportunities
- Gather feedback to improve marketing strategies and service offerings

# WEEK 1

2024

## BUILDING AWARENESS



## KEY MESSAGING

- *PROFESSIONAL BRANDING SERVICES TAILORED FOR CHURCHES*
- *ENHANCE YOUR CHURCH'S VISUAL IDENTITY AND COMMUNICATION*
- *DRIVE ENGAGEMENT AND GROWTH WITH COMPELLING BRANDING*
- *LET US HELP YOU MAKE A LASTING IMPACT ON YOUR COMMUNITY*

# Email Campaign

SEND OUT EMAIL BLAST TO CURRENT CHURCH MEDIA SQUAD MEMBERS, AS WELL AS SUBSCRIBERS TO BOTH THE CHURCH MEDIA SQUAD NEWSLETTER AND THE PRO CHURCH MEDIA NEWSLETTER



## CONTENT FOR THE BLAST

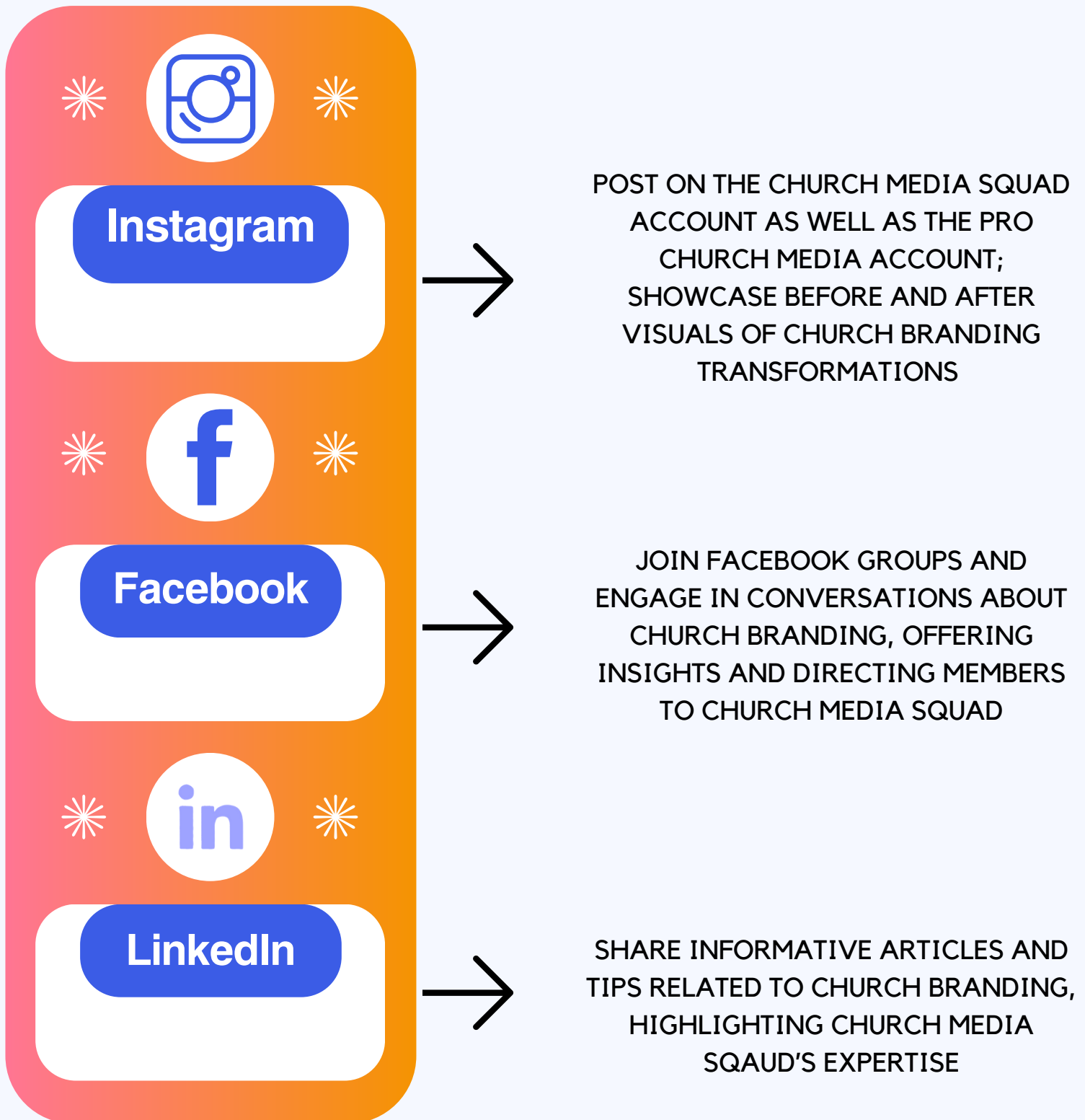
- HIGHLIGHT SUCCESS STORIES AND CASE STUDIES OF CHURCHES WHO HAVE BENEFITED FROM OUR SERVICES
- INCLUDE CALL-TO-ACTION TO SCHEDULE A CONSULTATION OR LEARN MORE

## CALL TO ACTION IDEAS:

OFFER EXCLUSIVE DISCOUNTS OR INCENTIVES FOR CHURCHES THAT BOOK A CONSULTATION DURING THIS CAMPAIGN

OFFER REWARDS FOR MEMBERS THAT REFER SOMEONE TO CHURCH MEDIA SQUAD SERVICES

# Social Media



# Advertising

**LAUNCH TARGETED ADS ON META  
BUSINESS SUITE, GOOGLE ADS, AND  
LINKEDIN FOCUSING ON CHURCH  
STAFF MEMBERS**

**USE COMPELLING VISUALS AND  
AD COPY HIGHLIGHTING THE  
BENEFITS OF PROFESSIONAL  
CHURCH BRANDING**

**DIRECT TRAFFIC TO A  
DEDICATED LANDING PAGE  
OFFERING A FREE BRANDING  
CONSULTATION OR  
DOWNLOADABLE RESOURCE  
RELATED TO CHURCH BRANDING**



## ENGAGEMENT & INTERACTION



## KEY MESSAGING

- *JOIN THE CONVERSATION ON CHURCH BRANDING AND DESIGN*
- *LEARN FROM INDUSTRY EXPERTS AND PEERS*
- *GET YOUR BRANDING QUESTIONS ANSWERED BY OUR TEAM*
- *EXPLORE THE POSSIBILITIES FOR YOUR CHURCH'S VISUAL IDENTITY*

# Email Campaign

SEND FOLLOW-UP EMAILS TO SUBSCRIBERS WHO SHOWED INTEREST BUT DID NOT TAKE ACTION AFTER THE INITIAL EMAIL FROM WEEK ONE.



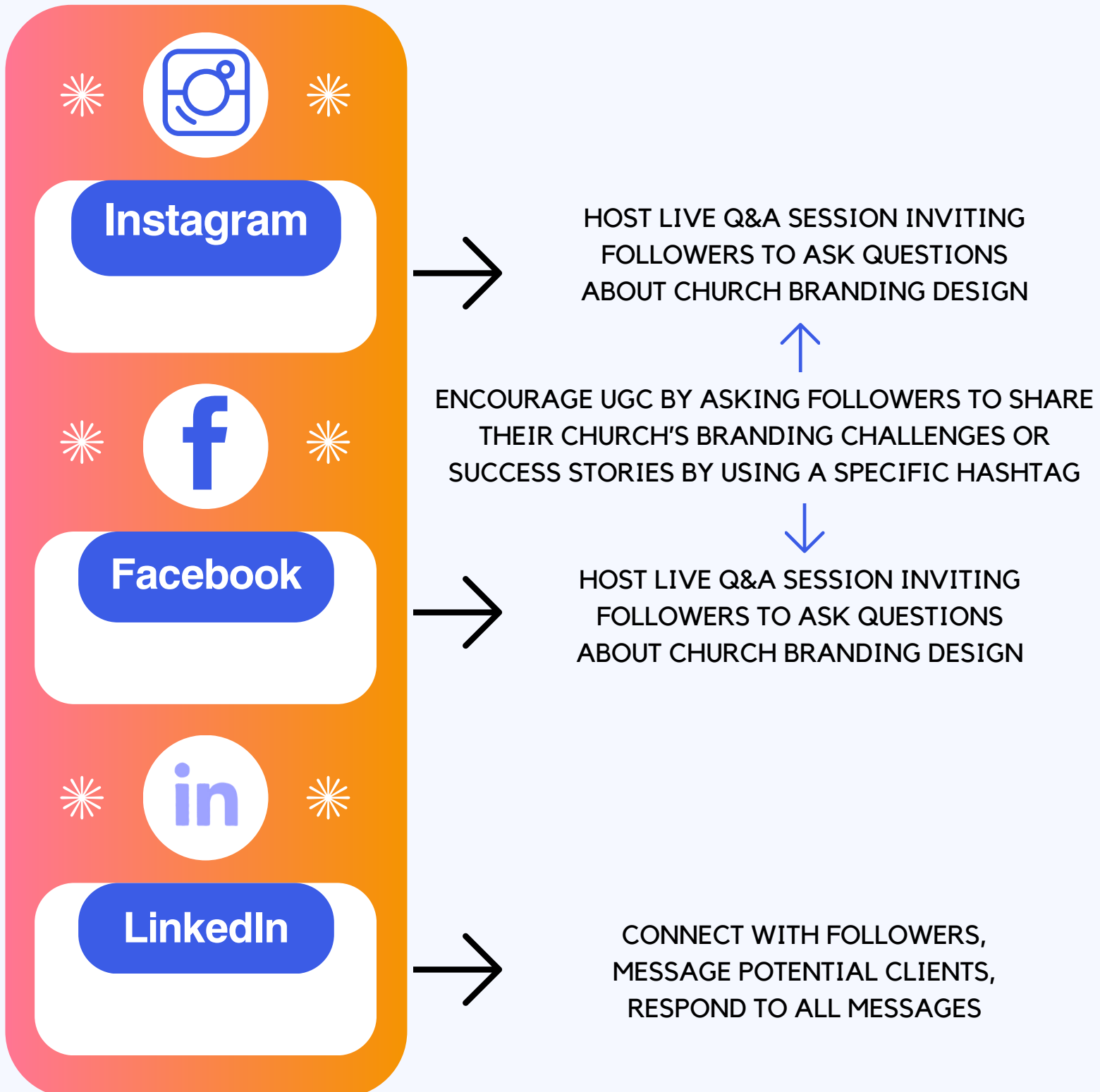
## CONTENT

- PROVIDE ADDITIONAL RESOURCES OR TESTIMONIALS TO ADDRESS ANY POTENTIAL CONCERNS OR OBJECTIONS

## CALL TO ACTION IDEA:

INCLUDE A LIMITED TIME OFFER OR DISCOUNT TO INCENTIVIZE ENGAGEMENT

# Social Media



# Advertising

**MONITOR THE PERFORMANCE OF  
ADVERTISING CAMPAIGNS AND ADJUST  
TARGETING AND MESSAGING BASED ON  
AUDIENCE RESPONSE**

**ALLOCATE MORE OF THE  
BUDGET TO TOP-PERFORMING  
CHANNELS OR AD SETS**

**EXPERIMENT WITH DIFFERENT  
AD FORMATS OR CREATIVES TO  
MAXIMIZE ENGAGEMENT AND  
CONVERSION RATES**

## CONVERSION & FOLLOW-UP



### KEY MESSAGING

- *TAKE THE NEXT STEP IN ENHANCING YOUR CHURCH'S BRAND*
- *SCHEDULE A PERSONALIZED CONSULTATION WITH OUR TEAM*
- *LET US BRING YOUR VISION TO LIFE AND MAKE AN IMPACT IN YOUR COMMUNITY*

# Email Campaign

SEND FOLLOW-UP EMAILS TO CLIENTS WHO HAVE COMPLETED CONSULTATIONS BUT HAVE NOT YET MADE A DECISION



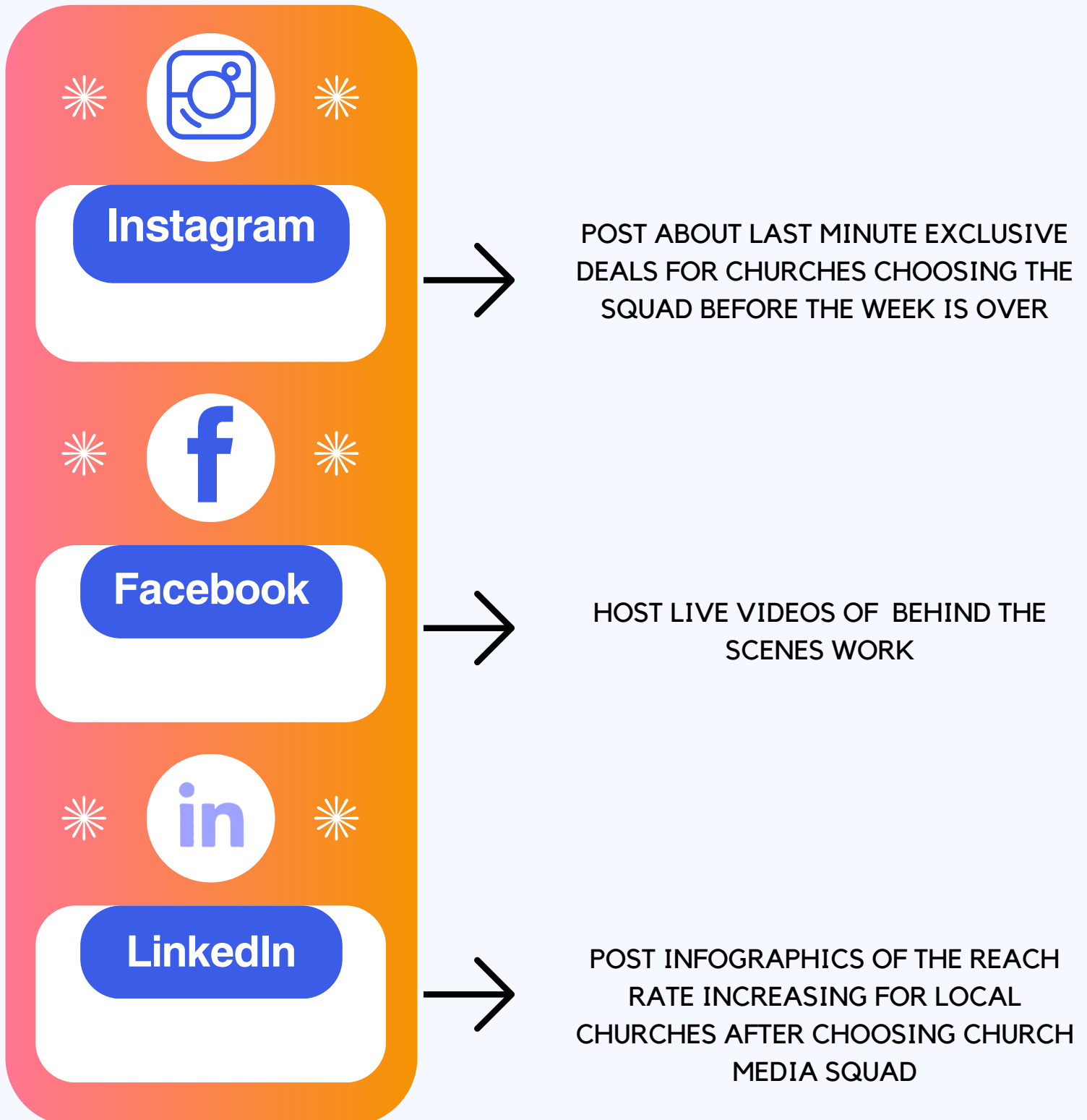
## CONTENT

- REQUEST FEEDBACK FROM CLIENTS FROM THE CONSULTATIONS; ASK FOR TESTIMONIALS OR SUGGESTIONS FOR IMPROVEMENT

## CALL TO ACTION IDEA:

SEND CLIENTS A QUOTE FOR OUR SERVICES AS WELL AS A MEDIA SAMPLE SPECIFICALLY FOR THAT CLIENT AND ASK FOR FEEDBACK

# Social Media



# Advertising

**LAUNCH RETARGETING CAMPIANGS ON  
META BUSINESS SUITE TO RE-ENGAGE  
USERS WHO HAVE PREVIOUSLY VISITED  
SOCIAL MEDIA PROFILES**

**USE GOOGLE ADS TO DISPLAY  
COMPELLING VISUALS  
SHOWCASING CHURCH MEDIA  
SQUAD'S SERVICES**

**HOST A WEBINAR ON LINKEDIN  
FOCUSED ON CHURCH BRANDING  
AND DESIGN; CREATE A LINKEDIN  
EVENT PAGE TO PROMOTE THE  
EVENT TO TARGET AUDIENCE**





# CONTENT CONCEPT

## YOUTUBE SHORT SERIES

THIS CONTENT PIECE WOULD BE A SERIES OF YOUTUBE SHORTS THAT SHOWCASE REAL LIFE EXAMPLES OF LOCAL CHURCHES THAT HAVE USED OUR SERVICES. THESE WOULD HIGHLIGHT A DIFFERENT CLIENT IN EACH VIDEO, WHETHER THAT BE QUOTES, A LETTER, OR AN INTERVIEW WITH THE CLIENT! EACH SHORT WOULD FEATURE BEFORE-AND-AFTER VISUALS TO ILLUSTRATE THE BRANDING TRANSFORMATIONS EACH CLIENT HAS GONE THROUGH.

THE GOAL OF THESE SHORTS WOULD BE TO INSPIRE CHURCH STAFF MEMBERS TO CONSIDER CHOOSING CHURCH MEDIA SQUAD FOR OUR PROFESSIONAL BRANDING AND MEDIA SERVICES.

# Conclusion



IN CONCLUSION, WE ARE CONFIDENT IN OUR ABILITY TO ACHIEVE OUR OBJECTIVES AND DRIVE MEANINGFUL RESULTS FOR OUR CLIENTS. THROUGH TARGETED EMAIL CAMPAIGNS, ENGAGING SOCIAL MEDIA STRATEGIES, AND STRATEGIC ADVERTISING EFFORTS, WE AIM TO INCREASE AWARENESS, FOSTER ENGAGEMENT, AND ULTIMATELY CONVERT LEADS INTO SATISFIED CLIENTS.



OUR MULTI-CHANNEL APPROACH ALLOWS US TO REACH CHURCH STAFF MEMBERS IN DECISION-MAKING POSITIONS ACROSS VARIOUS PLATFORMS, ENSURING MAXIMUM VISIBILITY AND IMPACT. BY HIGHLIGHTING THE BENEFITS OF PROFESSIONAL BRANDING SERVICES TAILORED FOR CHURCHES, WE AIM TO POSITION CHURCH MEDIA SQUAD AS THE TRUSTED PARTNER FOR ENHANCING CHURCH VISUAL IDENTITIES AND COMMUNICATION STRATEGIES.