

# The Five Steps of Effective Church Communications & Marketing

*to help churches create communications that will fully fulfill the Great Commission*

<b>TASK</b>	<b>Target Audience</b>	<b>Marketing Strategy</b>	<b>Ministry Goals</b>	<b>Key Communications</b> Far from exhaustive, the practical tools that will help move people from one step to the next.
<b>Step #1 INVITE</b>	Unchurched people Visitors Community	<b>See</b>	Identify the church Unchurched into the church Become regular attenders <b>Evangelism</b>	<b>Print &amp; Digital Versions</b> Identify pieces: logos, business cards, stationary, signage; Outreach: invitation cards, postcards, ads, door-hangers, tracts; Outreach support publications; Signage. Websites, emails, video, podcasts.
<b>Step #2 INFORM</b>	Visitors Regular Attendees Crowd	<b>Sample</b>	Personal Salvation Learn about the Church Join the Church <b>Worship</b>	<b>Print &amp; Digital Versions</b> Bulletins & Bulletin Inserts; Visitor & Prayer Cards; Visitor & Member Communications; Gospel Presentations, Doctrinal & Denominational Literature; Church Overviews; Overall Church Newsletters. Websites, emails, video, podcasts, social networking
<b>Step #3 INCLUDE</b>	Church Members Committed Attendees Congregation	<b>Select</b>	Participate in Church Events Experience Ministries beyond Sunday Morning or main meeting <b>Fellowship</b>	<b>Print &amp; Digital Versions</b> Age, life-stage program info & PR: children, youth, singles, seniors, etc. Ministry specific: Newsletters, brochures, calendars, event info and PR. Websites, emails, video, podcasts, social networking
<b>Step #4 INSTRUCT</b>	Involved Members & Attendees Committed	<b>Stay</b>	Spiritual Growth and Maturity Biblical Training Small Group Participation <b>Discipleship</b>	<b>Print &amp; Digital Versions</b> Training materials: for all age and life-stage groups; Teachers: manuals, support materials; Corporate devotional and Bible reading; inspirational reminders Small group: PR, lessons, support. Websites, emails, video, podcasts, social networking
<b>Step #5 INSPIRE</b>	Leaders, Workers, Key Volunteers Church Staff: professional, bi-vocational & lay Core	<b>Sell</b>	Ongoing Service & Outreach Lifestyle & Church Ministry Consistent Giving Missions Involvement <b>Ministry</b>	<b>Print &amp; Digital Versions</b> Volunteer & Staff: recruitment, training, affirmation; Equipping publications; Encouraging & Inspiring materials; Financial publications; Missions involvement and support. Websites, emails, video, podcasts, social networking

## Core Components of Effective Church Communications

- Based on a Biblical Vision: the Great Commission, Commandment, Goal, and Promise.
- Modeled after Church Growth Theory that is: progressive, structured, time-intensive.
- Informed by Marketing Theory: communication that is targeted, multi-channel, complete, repeated.
- Implemented using a variety of hardware and software, publication tools and tactics.
- Modified for and tailored to the denomination, location, size, culture, and budget of each church.
- Measures success by attendance, conversions, church growth, and changed lives.
- Accomplished by tangible publications, team effort, prayer, and trust in God for eternal results