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# How to Reach More People Than You Ever Imagined



**Church**Marketing.*is*

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**Who is Andrew Spikes?**

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# Who is Andrew Spikes?



- Based out of Atlanta. Married with 2 beautiful daughters
- I've served as the Head of Global Advertising for UPS - 52 countries, Managed 9-digit Budgets and Revenue Targets.
- Launched ChurchMarketing.is in 2014.
  - About 100K **Unique Graphics and Social Media Posts** per year
- Will manage nearly \$2M in FREE Google Ads spend in 2022 for churches and non-profit organizations
- I am passionate about bringing my knowledge and experience from managing programs at Fortune 50 companies to local churches and ministries.
  - And helping **them save money on overhead** and **be more productive with the time they have.**

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# ChurchMarketing*.is*

Reach More. Accomplish More. Stress Less.

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# Today's Agenda

- The Strategy To Accomplish **Your** Goals
- How To **Execute Your Strategy**
- How To **Take Action** and Resources To Improve

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# Our Goal For Today

From



To

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# What's the point of this?



All churches want to reach more people, but there's a stress that comes along with that:

- What is the “right thing” to do?
  - How can I execute that “right thing” right?
  - How can I do it productively while still watching my budget?
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# Why Is It Important To Reach People?

- One of the #1 challenges that churches have today is keeping their “average” church attendee / member engaged on a regular basis.
- Why is that? There are 168 hours in the week. Your congregation spends 98.8% of that time (166 hours) outside of the four walls of your church.
- How can I close this gap? Stay in front of them with social media and other digital platforms that they use everyday.



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# Strategy To Accomplish Your Goals

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# The Importance of Social Media for Churches

- You can reach far more people on social media than you can in person.
- You have to think through how you can use social media to build your church
  - Both in new users ***and*** current attendee retention
- The church model has been impacted by the pandemic, and there are opportunities to think differently for the long-term.
- Churches that leverage social media and online marketing tactics the right way will thrive.
- Younger generations (Millennials, Gen-z, Gen-x) are changing the communication game, and the local church needs to meet them where they are - online.

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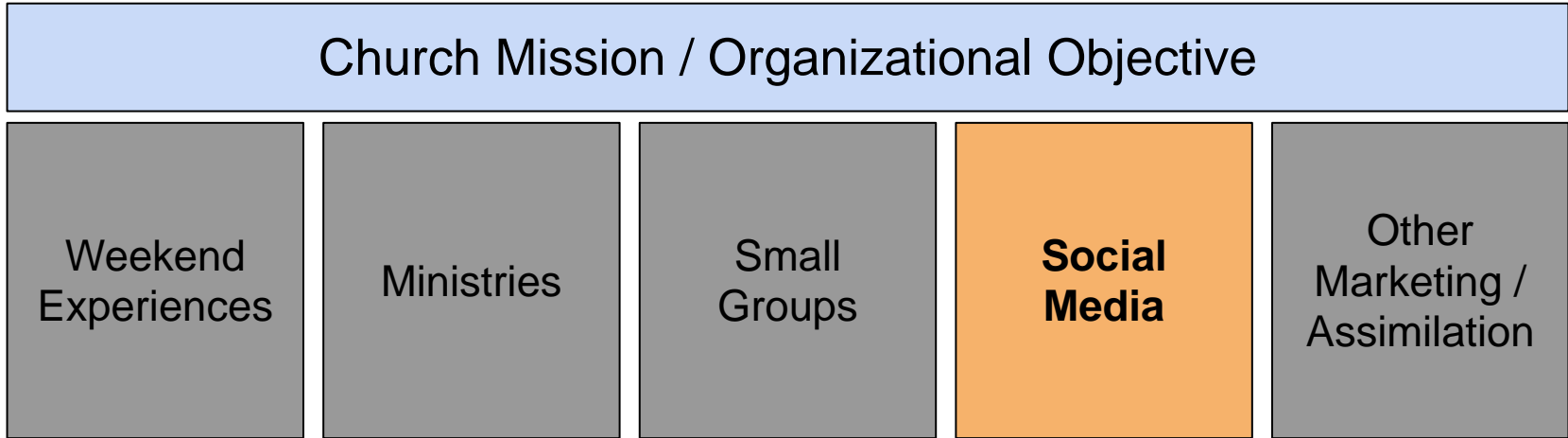
**Your purpose drives your vision.**

**Your vision drives your plan.**

**Your plan drives your action.**

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# Clarifying Your Strategic Objective



Understanding your church's mission, spiritual growth strategy, community growth, assimilation strategy

**Then clarify the social media strategy to support that...**

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# Use Social Ministry To Support Your Mission

Church Mission / Organizational Objective

With your organizational objective in mind, think through how your social media supports that.

**Social  
Media**

Reach the lost → Focused on real-life, no spiritual jargon, interactive posts

Spiritual Growth → Encouraging quotes and Bible verses

Family Values → Valuable ideas and how-tos. Imagery focused on families

# Being Strategic

You Have Different Audiences

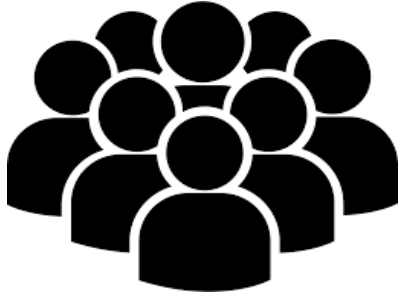


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# Think about your “reach” in 2 groups

## Current Congregation

Getting People to Stay Engaged / Reducing Churn



Keep your people engaged

- Stay top-of-mind
- Solidify your “why”
- Maintain and grow

## New Visitors

Raise awareness & Nurture New Attendees



Grow awareness to gain new people

- Focus on Adding Value
- Break-through (stop the scroll content)
- Gain insights around topics that resonate with your digital community.

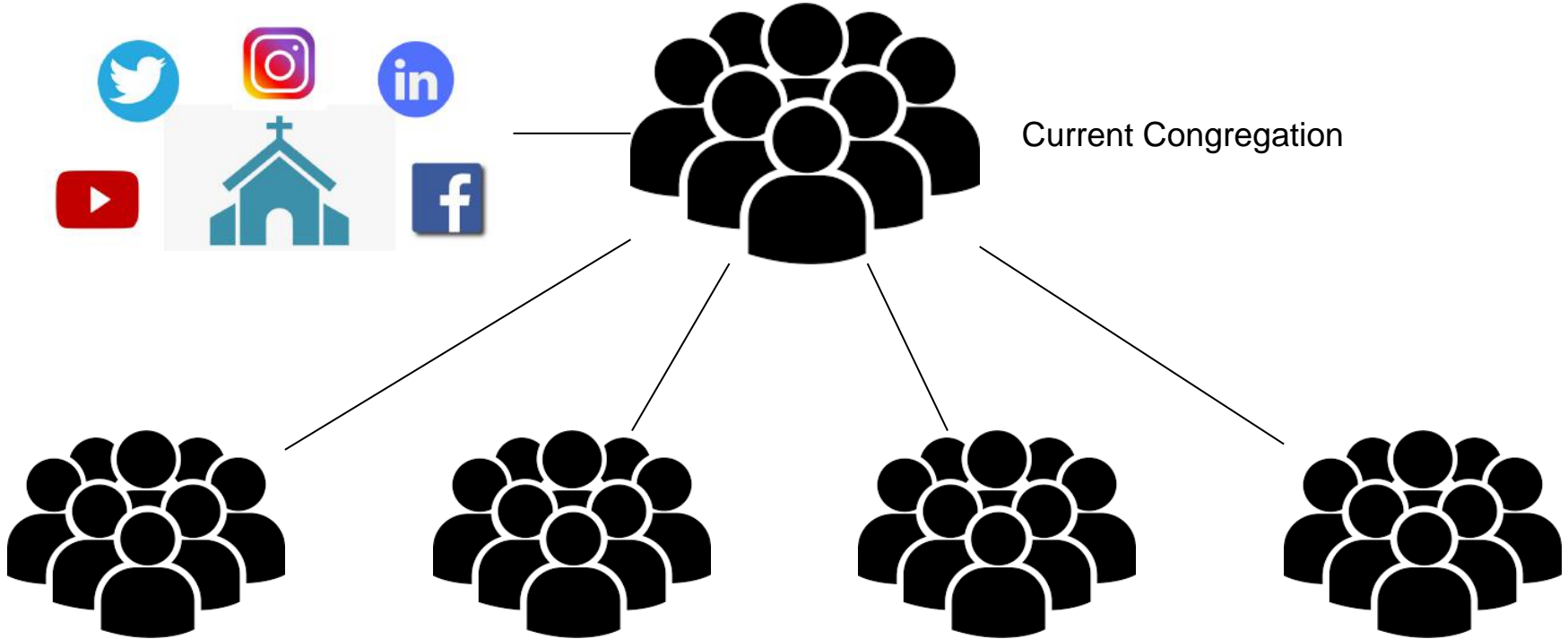
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# **Serving Certain People With Specific Communication To Accomplish Your Vision**

**Gaining a family and losing a family still equals 0%  
growth**

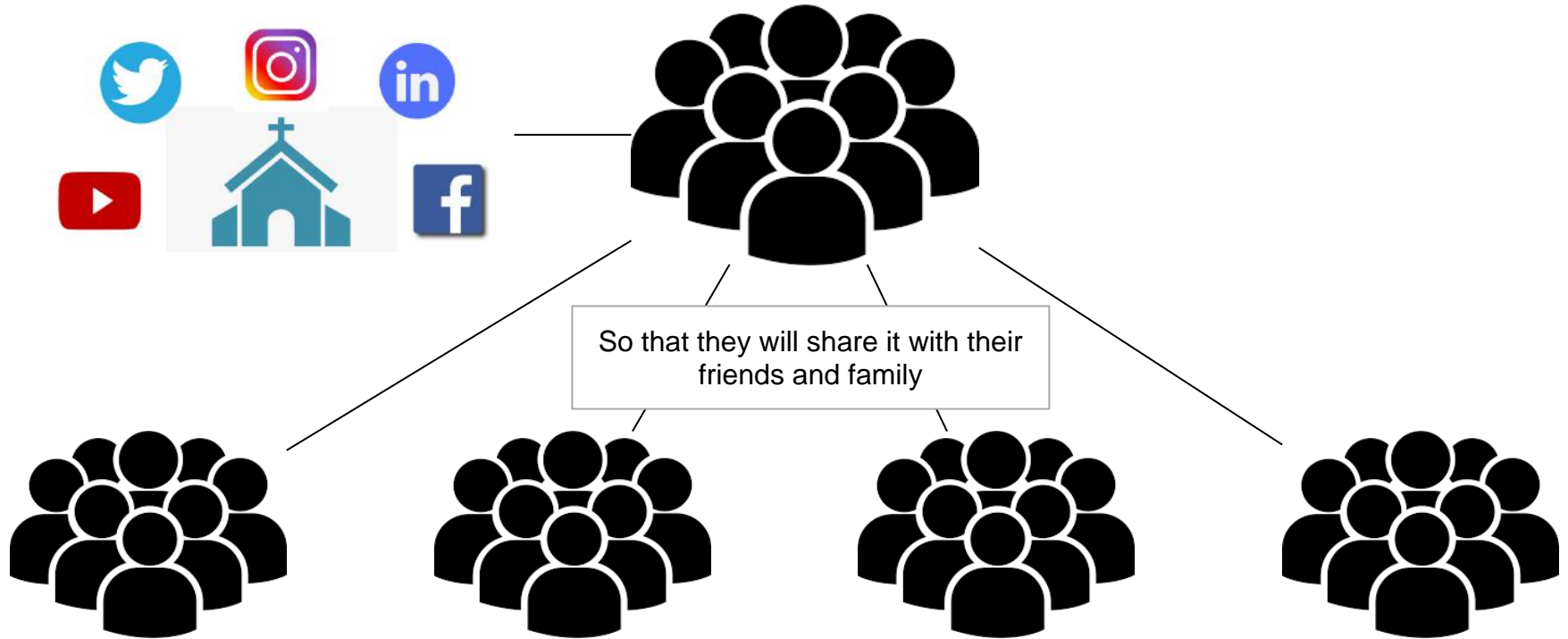
**The goal for current attendees is to... keep them.**





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Add value to them first



# Advance Tip

Personify Your Audience



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# Think About Your Audiences as Personas

## Suburban Families

- **Brands** – Disney, Lulu, New Balance, Rhoback, Hammond Park, Strawberry Picking, AquaTots, creme de la creme preschool, Chick-Fil-A, Moms on Call, Kroger, Publix, Dior Homme, Golden Goose,
- **Youtube** – Cocomelon, Blipie, Logan Paul, Tasty, Joanna Gains, Good Mythical Morning, America's Funniest Home Videos
- **Why Us?** – Kids will love it, Timely and Intentional Service, Financially Trustworthy and Integrifal, Small Groups

## Urban Young Professional

- **Brands** – East Pole, Dancing Goat, Food Trucks, Lululemon, Target, WeWork, Roam, Thrive, Fellows, Toast of Lenox, The Select, Sugar Factory, Painted Duck, Flower Child
- **Youtube** – Barstool, SEC Shorts, Chloe Ting, DIY, Logan Paul, Emma Chamberain, Harry Styles
- **Why Us?** – Networking, Socializing, Community, Relationships (FIND A DATE), Worship Passionate, Mayo is real and down to earth, LOCATION!!

## Christians with no church home

- **Brands** – UR, Free People, Made Well, Onyx Coffee, Blue Bottle Coffee, Dancing Goat, StockX, GOAT app, JH Ranch, Younglife
- **Youtube** – Mike Todd, Bethel, Maverick City, Steven Furtick, Tribl Records,
- **Why Us?** – Personable, Exciting (GET IN THE NEW!), Real/authentic, INFLUENCE, Local

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# One More Thing...

**Marketing should always solve a problem.**

**Identify your problem and  
build a strategy and a team around that.**

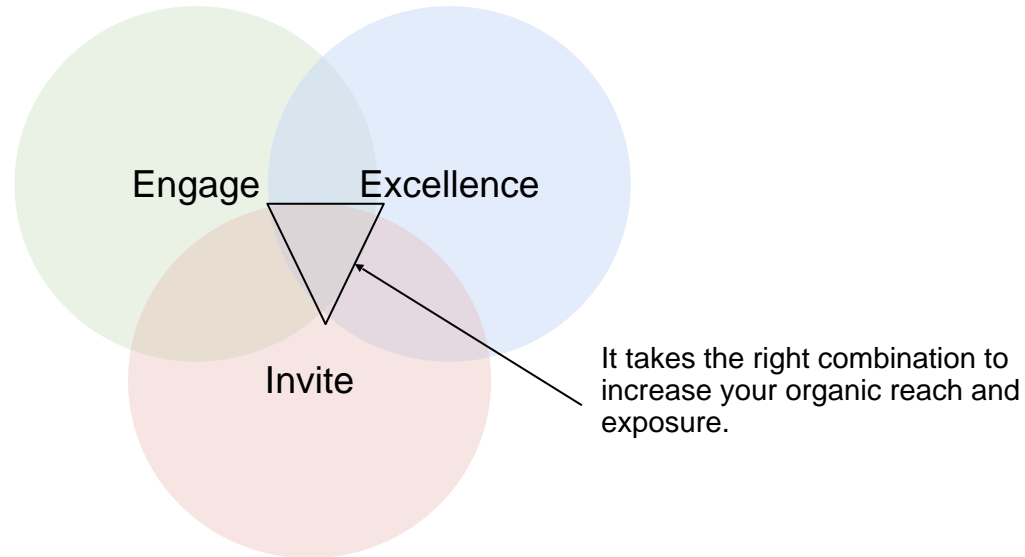
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# How To Execute on That Strategy

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# Jab, Jab, Hook

## ChurchMarketing.is Social Strategy - Add Value To Them First



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# Understanding the Algorithms



Social media algorithms are a way of sorting posts in a users' feed based on relevancy instead of publish time.



Without social media algorithms, sifting through all of this content on an account-by-account basis would be impossible.



Understand how to craft the sorts of posts that algorithms want to see.



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# Clearly Defined Metrics for Success



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**Quick Tip: Don't get caught in analysis paralysis for each post**

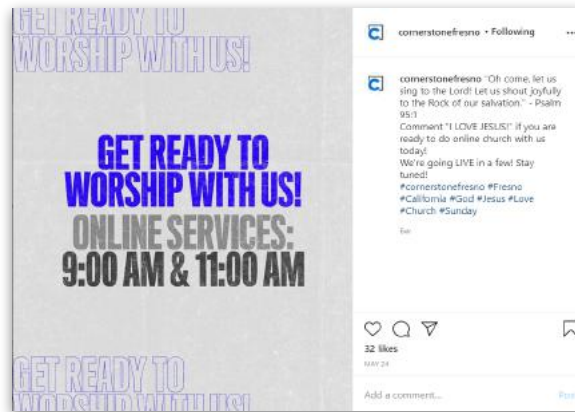
- This is easy to do. It's better to test, put stuff out there and evolve.
- Let the data provide insight.
- Don't get caught up in too many opinions.

# How To Use Pictures AND Graphics



## Pictures allow:

- To communicate your church's personality.
- Lean into the Instagram algorithm.
- Give potential visitors a glimpse of your church so they know what to expect before they get there. (similar to Yelp when you visit a new restaurant).



## Graphics:

- Communicate things that can't be communicated in photographs.
- Can Engage Your Audience with unique questions and sentences.
- Can make your church seem polished.

## Key Takeaway: Do Both!

# How?

Tap into YOUR Unique Purpose and Vision

WE NEED TO LOOK TO THE LORD FOR SOMETHING FRESH AND NEW SO THAT WE CAN DO HIS WORK BETTER THAN EVER BEFORE.

PASTOR JIM CYMBALA

**FOREVER**  
BIG YOUNG YO

King Ride at 11:00 AM    Miniature Golf at 9:30 AM

**FRIDAY**

**TABLE ROCK**  
GOLF CLUB

When you give **CONSISTENTLY**, it leads to **GENEROSITY.**

KEVIN VALENTINE

GOING LIVE  
GOING LIVE  
**GOING LIVE**  
IN A FEW...  
GOING LIVE  
GOING LIVE

We must make a decision of who we worship—power, money, fame, or Jesus?

PASTOR ADRIAN CRAWFORD

FAITH COMMUNITY

**NEW!**  
PARTNER MEET UP WITH PASTOR  
SUNDAY, JUNE 16

**KEEP FIGHTING FOR THE PROMISE!**  
Tuesday Night Prayer

7:00 pm  
Online: [westgatechapel.com/livestream](http://westgatechapel.com/livestream)

¡ALZA TU VOZ A LOS CIELOS!

4PM  
PRESENCIAL: 2000 CLEARVIEW AVE. ATLANTA, GEORGIA

There is power in the Name of Jesus  
There is power in the Name of Jesus  
To break every chain  
Break every chain  
Break every chain

ME BUSCARÁN Y ME ENCONTRARÁN CUANDO ME BUSQUEN DE TODO CORAZÓN.

June 29, 15

Cornerstone

LOVE

# Managing Stats vs Organizational Perceptions



- Are you okay to post **this one** or **this one**? Or do you prefer the brand style of **this one**?
- As you walk through your strategy, think through your tolerance level for stats and engagement VS awareness/perception.

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# There are 3 Factors To Reaching More People Than You Imagined

**Frequency** - Crank up the quantity of posts.

**Consistency** - How responsive and quick can you be to events or culture?

**Quality** - Pursue excellence, but it shouldn't prohibit you from frequency and consistency.

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# How Much Quantity and Where?

If you have 1,000 Followers Per Channel...

# Channels	Post Frequency	If you reached $\frac{1}{3}$ of your Followers	Reach = Individual Users
1	1 Post Per Week	Reach = 1.3k Per Month	Reach = Individual Users
2	1 Post Per Day	Reach = 18.5k Per Month	
3	2 Posts Per Day	Reach = 55.4k Per Month	

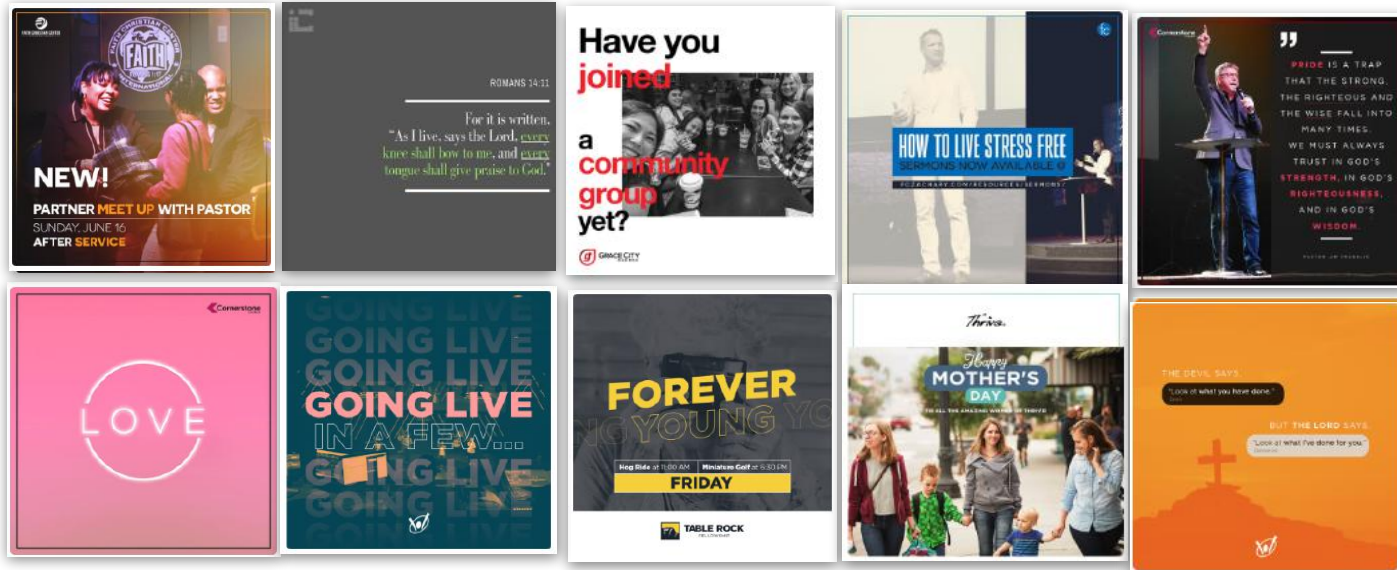
# Hone in on your look-n-feel to increase excellence

Including your voice, terminology, images, typography, etc.  
In the business world, this is called brand management

## Terminology

### Examples:

- *Messages vs Sermons*
- *Services vs Gatherings*
- *Pastor John vs Pastor John Smith vs John Smith*





# Advance Tip

Invest in the content



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# Finding your balance of Polished vs Raw Content

What is the balance between polished vs raw content?

- Polished = produced and edited
- Raw = not edited (likely solely done on a smartphone)

**Our Insights:** We see the best performance when there is a 50/50 split of polished vs raw content.

**Our Advice:** Produce high-quality planned content for your feed and include raw content in your Instagram Stories or Facebook Stories.

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# Think About Your Staff Allocation

- Visual content is crucial, and will become more and more important going forward.
- Churches have built-in content opportunities like no other.
- Invest into people who take still and video content from your existing opportunities.

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**Take It With You**

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# Take Action

Reach out to ChurchMarketing.is for help to:

- Align on your strategy
- Get a true ministry partner committed to excellence
- Save money on your overhead salaried costs

**Direct Contact:**

Susan Nelson, Director of Sales and Strategy

[susan@churchmarketing.is](mailto:susan@churchmarketing.is) | 404.465.1343

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# Other Resources

## **Books:**

Change: How to Make Big Things Happen (By: Damon Centola)

Know What You're FOR (By: Jeff Henderson)

## **Blogs/Resources:**

- Church Requests ([www.churchrequests.com](http://www.churchrequests.com)) for organizing communication requests across your church
- ChurchMarketing.is ([churchmarketing.is/blog](http://churchmarketing.is/blog))

## **Imagery and Creative Assets**

- Envato Elements ([elements.envato.com](http://elements.envato.com))
- Unsplash ([www.unsplash.com](http://www.unsplash.com))

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**Thank you.**

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