



IDEA SHEET

Promotions Ministry

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Four Secrets of Church Marketing

- **Marketing Isn't a Line Item on Your Budget.** A fresh vision of church marketing involves the understanding that marketing is not just a committee of volunteers, nor is it what you do at Easter and Christmas. It isn't even flyers, brochures, mailers, or your website. Marketing is the sum total of everything your church does! Every phone call that a staff member makes is marketing. Every usher, greeter, and children's worker is marketing. Church marketing is a team effort; the collaborative efforts of everyone in your church ultimately define your church marketing. So the driving question for your promotions ministry must be this: what message are the experiences people have with your church communicating? What does your marketing say about you?
- **Marketing Is Not What You Say.** Marketing is actually about *what people hear*. What we say—our language—is oftentimes the first impression that people receive of our church. So we have to ask ourselves: are we speaking in a way that people easily understand? Are we creating barriers with our language? Jesus was a master at this. He used everyday terms and ideas to express the most significant spiritual truths. Perceptions also matter. How you say something is just as important as content.
- **Your Logo is Not Your Brand.** Logos are a form of visual identity, and they absolutely matter. Logos should be easily recognizable as an association with your church. But your logo does not define the brand of your church. The *feelings* that are associated with your church define you. What feelings and emotions you have, or what people say about your church, is what defines the "brand." So, the way that you influence what people say about your church is by carefully evaluating the experiences that you create when people attend your church.
- **Social Media Isn't a Fad.** Social media is arguably the most significant cultural revolution since the printing press. It is changing and shaping the way that people connect, engage, share information, tell stories, and break news. The sooner that your promotions team recognizes this fact, the better!

Promotions Ministry Calendar:

- **November:** Begin planning for a direct mailing campaign for your New Year's Watchnight Service. This is a process that *cannot be planned soon enough!* Meet with your promotions team regarding graphics, content, audience, etc.



Association. It is always important when participating in church marketing campaigns to remember this crucial fact: that everyone who comes in contact with your church is going to associate your church with something. Whether it be a lack of friendliness, a dull service, or a lack of direction and organization, you do not want your church to be associated with a bad experience. Marketing's ultimate goal is to create a positive association with your church and its image. If you practice the right steps to create a pleasant visitor experience, that image can truly be a positive one, and your church will practically market itself!

Resource Files for You

PMMA07.txt

"Your Brand: Much More Than a Logo"

What is your brand?

PMMA06.txt

"What is Church Marketing?"
Answering the marketing question.

IBC Perspectives Magazine

If you are in ministry leadership, be sure not to miss out on an excellent publication written just for church leaders. The IBC Perspectives magazine is a 20-page color publication published monthly by Indiana Bible College. It features interviews with growing revival churches and explores the methods and programs that make them successful. It also features articles devoted to: Feature Ministry Opinions, Plainly Speaking, Columnists, World News, Apostolic News, News You Can Use, Guest Pulpit and more. To receive a free copy and subscription form, call 1-800- 800-0247 or write Perspectives, P.O. Box 47917, Indianapolis, IN 46247, or e-mail: Perspectives@Apostolic.edu or visit our web page at www.apostolic.edu. Subscription cost is just \$20 per year for 12 issues.