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BUILDING A SUCCESSFUL OUTREACH CAMPAIGN



Connect your ministry with your community online

GuidingOutreach.com

Introduction

When building a faith-based community one of the last things you expected was the idea of marketing. There is an instinctual belief of “If you build it, they will come.” as it turns out they have to hear about you first. Today there are more denominations with distinct tenets of faith than ever before in Christendom, so how will the people know about you?

Who do you trust to get the word out in a clear and concise way that represents your community? We think the best people to tell your story is you! With this webinar and short booklet, we want to give you the tools to plan, design and launch a marketing campaign that speaks to your audience and have meaningful results.

How to Plan a Successful Marketing Campaign:

Every successful marketing campaign needs a good plan and it needs to answer some fundamental questions:

What are your goals and what does success look like?

Example: An increase in attendance, engagement, and donations?

Who is in charge of your campaign?

Tip: A campaign needs a leader with final authority and the ability to make final decisions. Campaign by committee is recipe for indecision and waste.

What is your Call-to-Action*?

Example: “Come and See!”, “Open every Sunday!”

Who is your audience? Knowing who your audience is takes the mystery out of marketing.

Example: “Adults between 25 - 40 years of age in a 15-mile radius of your metro area.”

How do you plan to reach them?

- Print advertising?
- Social Media?
- Google Ads?

- Video?
- Radio?

When do you schedule your campaign?

When is your campaign? Is there any competition for your audience's attention at that time?

When you launch your campaign is one of the most important components. You want to pick a time when your message won't be drowned out by competing interests.

For Example, as a church, launching a campaign the week of Christmas would be a terrible idea, your audience will be way too distracted to engage with your message.

On the other hand, if you were targeting people who don't celebrate Christmas it could be the perfect time for a campaign. In a lot of ways, this ties back into **Knowing Your Audience**, and knowing when they will be most receptive to your message.

Today there are more ways to reach an audience than ever before, and a campaign that fits any budget. But to get the most out of your investment you need to have a clear and concise plan with realistic and manageable goals.

**A Call-to-Action is a simple phrase of content intended to induce a viewer, reader, or listener to perform a specific act.*

How to Organize a Successful Marketing Campaign

After you have a Plan in place it is time to Organize the assets you need for your marketing campaign. Your organization is what is going to make your campaign successful your ability to identify what assets that you have and need easily will make everything easier.

Assembling Assets

Assets are the building blocks of your Campaign.

For example, if you were doing a Printed Mailer, the assets would be the images, graphics, and text you want to use.

What do you already have?

What assets do you currently have that you can use? Do you have literature, logos, images, and graphics that will work for your campaign?

New Content

Now that you know what you have, what do you need, and how will you go about getting it?

What do you need:

- Text / edit re-useable text.
- New photography.
- New graphics.
- New Layouts.

Who do you need:

- Writers for new text and to edit reusable text.
- Photographer for new images or images from an online stock resource.
- Designer for new graphics or graphics from an online stock resource.

How to Launch a Successful Marketing Campaign

When you have done all the legwork of the earlier steps this should be the easiest part of your campaign. This is when your hard work really begins to pay off, but you're not done yet.

Monitor

This works best with the online components of your campaign. You can track your campaign with Google Analytics. MailChimp tracks your email campaign with easy to access and understand data. Facebook also has comprehensive analytics.

Engagement

Make the most of your online component of your campaign by, liking your posts, adding comments, engaging with other comments, linking to your posts, and sharing with friends.

Engaging in new targeted blog posts as well as promoting your campaign in all your bulletin, print and digital newsletters.

Adjust

Prepare to make adjustments on the fly especially when something has caught on with your audience.

- **Be Prepared:** Always have spare content in case something breaks or goes over like a lead balloon
- **Adapt your strategy:** It is important to see what is resonating with your audience and be able to double down on what is working and be able to cut what isn't.
- **Example:** Your Social media is getting a lot of traffic, but your emails are hovering at a 3% open rate and a .5% click rate. Put more assets into Social media and pull back on email.

How to do a Post Launch Review

A post launch review Is when you step back reflect and review what worked and what didn't work during the campaign.

When should you do a Post Launch Review? Campaigns especially the digital components can last longer than you might expect. I would suggest a full review 4-6 months after the final piece of your campaign is launched. This should give you enough time to gather data and see the results of your hard work.

What worked? Through your analytics and engagements, it should be pretty obvious what components worked best.

What didn't work and why? Here is an interesting fact, most professional gamblers don't remember their best hands and biggest wins, but they can go into great detail about their worst losses. Why is that? Well we learn more from our mistakes than our wins, so remember even when things don't work out a lesson is learned.

The why something didn't work is the important question. If you don't know why how will you make sure it doesn't happen again. Just be honest with yourself and your team and you'll get to the bottom of it.