

# PROSPECTIVE MARKETING & SOCIAL STRATEGY



PACIFIC NORTHWEST  
CHURCH PLANTING MOVEMENT

# DEVELOP A NEW BRAND PLATFORM

- Set Brand Goals & Objectives
- Review Existing Branding, Naming & Other Challenges
- Develop Positioning Language & Brand Characteristics
- Develop New Logo & Brand Platform
- Develop Clear Brand Guidelines and Toolkits for Partners



# CREATE A FRESH WEBSITE EXPERIENCE

- Develop Clear Goals & Conversion Directives
- Redesign the Website Funnel Experience
- Update the Sitemap & Structure to Align with Directives
- Design & Build a New Responsive Website Experience
- Introduce Stronger Calls to Action
- Advanced Integration of Google Analytics & Facebook Pixel to Better Understand Engagement



## LEVERAGE THE PARTICIPATING CHURCHES

- Provide Clear & Concise Messaging for Churches
- Provide Turnkey Social Media & Email Campaign Content
- Leverage Staff and Participants in Emails & Marketing to Encourage Personal Sharing
- Collaborate on Email Lists and Contacts for Co-Branded Communication
- Segment the Engaged Audience Based on Persona



## TARGETED & SEGMENTED EMAIL MARKETING

- Utilize Persona Based Segments Like Planters, Prospects, & Partners
- Develop Targeted Emails Designed for Each Audience
- Share Thought-Leadership Content, News, Videos, and Other Relevant Information to the Appropriate Segments
- Track Engagement Over Time & Iterate



# DEVELOP & DISTRIBUTE THOUGHT-LEADERSHIP CONTENT

- Create Videos & Podcast Content Designed to Inform & Excite Potential Planters & Partners
- Leverage the Knowledge and Network of the Organizational Leaders & Participants
- Provide Digital Versions of Training & Resources
- Leverage Email Segments & Social Media to Promote Developed Content
- Use Sponsored Content to Get Content in the Hands of Potential Planters
- Create Turnkey Social Content to Leverage the Audience(s) of The Presenters or Interviewees



## CASE STUDIES & 3RD PARTY VALIDATION

- Create Written Case Studies Highlighting Success
- Create Grab & Go Resources That Showcase the Benefits of Joining PNW
- Create Story Videos that Allow Planters & Participants to Talk About the Experience
- Use Testimonials and Statements from Planters & Partners Throughout the Website and Social Media



# DATA-DRIVEN SEO

- Create Long-Form Advice Articles & Content for Church Planters
- Create Targeted Q/A Content Designed to Answer Common Questions or Concerns of Planters
- Create Geographically Targeted Content Designed to Appeal to Potential Planters Looking for Local or Regional Support & Resources
- Apply Data-Driven SEO Methodologies to the Thought-Leadership Content Developed by Founders & Participants
- Apply Standard SEO Best Practices Including Meta Optimization, Speed Optimization, LSI Keyword Integration, & More



## DEVELOP LASER-TARGETED ADVERTISING CAMPAIGNS

- Use Targeting Methods Such as Search History, Engagement with Other Networks & Physical Location to Market to Likely Prospects
- Create Targeted Messaging Designed to Inspire Prospects to Consider Planting in the Inland Northwest
- Create Informative & Action-Oriented Landing Pages Designed to Maximize Quality Score & Conversion
- Utilize Retargeting to Nurture Deeply Engaged Users During the Consideration Phase



## TRACK & ITERATE BASED ON DATA

- Poll & Capture Feedback from Participants in All Segments
- Analyze Analytics & Engagement with Marketing Elements
- Review Performance of Website Traffic Sources & Campaigns
- Review & Analyze the Time Cost of the Marketing Strategy & Adjust Accordingly
- Adjust & Iterate Based on Data Signals



THANK YOU!  
QUESTIONS?