



PROSPECTIVE MARKETING & SOCIAL STRATEGY

Develop a New Brand Platform & Messaging Strategy



Leverage the Participating Churches to Build a Segmented Audience



Redevelop the PNW Website to Better Reflect the Direction and Benefits of the Organization



Develop & Distribute Video Content from PNW Experts & Participants Targeted at Key Segments
(Planters, Prospects, and Partners)



Use Segmented Audiences for Email Marketing
(Planters, Prospects, and Partners)



Data-Driven SEO Content Development & Distribution



Showcase Success & Case Studies from Participants & Partners



Track & Iterate Based on Engagement, Analytics, & Feedback



Develop Laser-Targeted Social & Google Advertising Campaigns to Entice Potential Residents

Moving Toward The Goal - Identify, Develop, and Release

400

Missionary Leaders Trained

400

New Churches Planted

120k

New Disciples Made

2030

Completed