



# 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 - Idenitfy, Develop, and Release

400

Missionary Leaders  
Trained

400

New Churches  
Planted

120k

New Disciples  
Made

2030

Completed