



Remember our 7 P's? Now you've been working on all the first six, and you're ready to start on Promotion.





Do you have a **promo packet?**

- Consistent, quality materials
- Respectful of their time
- Thoughtfully presented



**Let's build a promotion plan**  
(that doesn't say "advertising plan")

Start by building a plan you're going to follow. The plan is going to start with the most important things first; the highest priority things first; and, interestingly, that also happens to put the cheapest things first.



**A PROMOTIONAL PLAN**

**1**  
serve people better

- Connect with people

So your promotional plan should be to first, serve people better. Because the best promotion you can possibly have is *advocacy*, or word-of-mouth.



U.day is an “educational street fair” where we invite kids across our community to come see interesting, educational booths - about 70 of them in all. There are snakes and sheep brains, musical instruments and robots. The first year it started, we ran a large ad campaign to let the community know about it. We created real customer delight, and word started to spread. To the point that this year we did zero paid advertising; we did some no-cost options like placement on community calendars, we sent out an email, and we put some step-stake signs around campus. But word-of-mouth drove a crowd 4 times larger than we got through that first expensive ad campaign! By serving our community better, the event is growing rapidly even without advertising.

 **A PROMOTIONAL PLAN**

**1**  
serve people better

- Connect with people
- Be friendly and approachable
- Create unexpected delight
- Continuous evaluation
- Remove pain points
- Rinse and repeat

Create a culture of continual improvement.

 **A PROMOTIONAL PLAN**

**1** serve people better

**2** max free media

- Word-of-mouth

Then maximize your free media options.



## A PROMOTIONAL PLAN

**1**

serve  
people  
better

**2**

max  
free  
media

• **Word-of-mouth**

Doesn't have to be passive:

- Classy (i.e., small) window stickers
- Tell everybody what you are doing & why

The best advertising you can get is word-of-mouth.



## A PROMOTIONAL PLAN

**1**

serve  
people  
better

**2**

max  
free  
media

- **Word-of-mouth**
- **Engage your community**
- **Empower your people**
- **Web site**

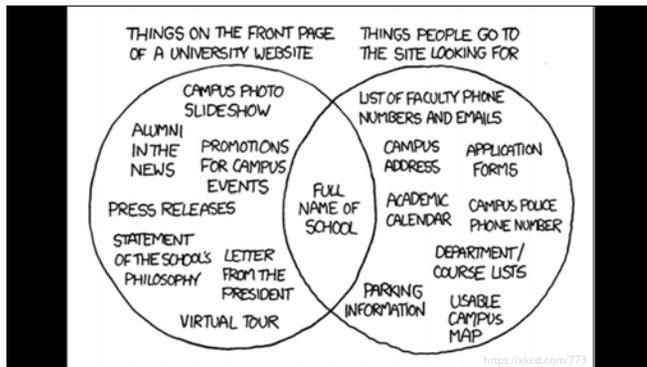
This includes your website, too.



Your Website

- **Your #1 marketing channel**
- **They have a question**
- **Show, instead of tell**
- **Hopes and dreams**
- **Indirectly target**

It's your number one marketing tool. When a new person moves into town, they are going to google something like "baptist church in Mytown" and check out the websites. When they come, they are looking for some specific information: location, service times. You have to keep yourself from thinking the website is to tell them everything you want them to know; they won't read it. It's actually to answer their questions. Your job is to find out what they are wanting to know; if you can slip in some of your own messaging into the answer, that's great! Show them what you're about – save hundreds of words. One picture of teens in the jungle mission trip will say more than your words. Remember that they are humans created with a need for God. They have hopes and dreams and want help finding answers. Your website should communicate hope!



## A PARADOX:

Scanning mentality	You're special
<ul style="list-style-type: none"> <li>• Mobile-friendly</li> <li>• Scan, not read</li> <li>• 8-second limit</li> <li>• 41% leave if long</li> <li>• 10% leave per second</li> </ul>	<ul style="list-style-type: none"> <li>• involves answers to life's great questions</li> <li>• involves their kids</li> <li>• the weight of the future</li> </ul>

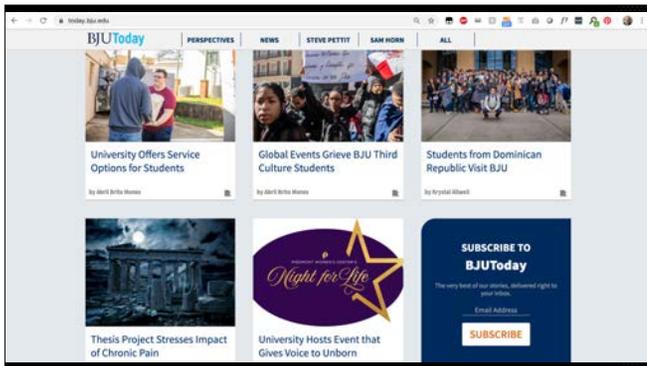
Web users scan and don't read. We need to take that into account and develop short, simple, "scannable" content. But we also find that people are willing to spend more time on church websites because the topic is so important. Take advantage of that!

## CONTENT MARKETING (inbound)

Content marketing is a buzzword in the marketing industry. You might get a lot of pressure from someone in your church that hears about it.



The idea is that you provide content that's SO interesting and compelling and just exactly what people are looking for that they find you – they come inbound, instead of you having to go out to them. BJU has a content marketing site at today.bju.edu.



The problem is that content marketing is *really hard* and takes a ton of resources. BJU has one full-time employee plus student writers plus using other resources like proofreading, photography, and video. We're seriously considering pulling back, because it's very resource intensive. Content marketing might be a popular buzzword but we don't recommend you go that route unless you can apply full-time labor to it. Even then, it's hard to build a case that it's worth the investment.



And then there's social media.

traditional organic  
marketing on  
**SOCIAL MEDIA**  
**IS DEAD**

Organic (free) advertising on social media is dead. The platforms only make money when companies pay for ads, so they try not to show them for free. And their excuse is that people don't want to see ads in their feed anyway, and they only want to show customers what they want to see.

**If you think of social  
as a channel to get  
your message out,  
you're doing it wrong.**

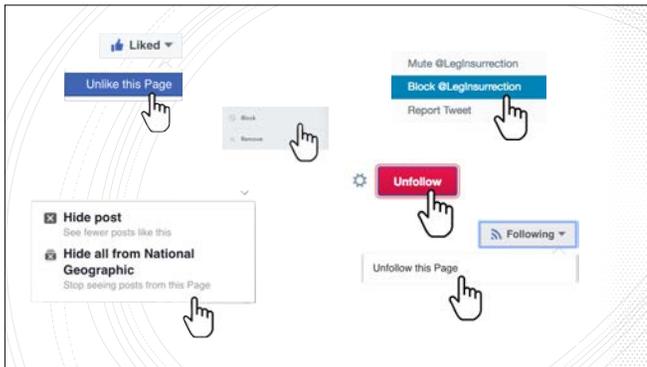
It's a channel to connect with people, not shout at people.

Your best prospects  
have the power  
to ignore your  
promotion.



**The channel wants  
to make your  
promotion  
disappear.**

They make it as easy as possible.



**Create meaningful content  
that real people find valuable  
(even in advertising).**

**Desiring God** @desiringGod · 8h

God knows every painful detail of what you're going through, and he's working as hard for you as he ever has.



**How Involved Is God in the Details of Your Life?**  
Joseph had a unique role to play in redemptive history. But God's intricate involvement in Joseph's life is not unique to yours...

John Piper wrote a book on Joseph. Instead of making a social post saying “buy the new book!” they made it about the reader. Finding a way to serve the reader, including a link to an article with deeper info. Of course, way down there at the end of the linked article is “need to learn more about how God works? Read our book on Daniel.”

# REFLECTING CHRIST

CLEANER SALT • BRIGHTER LIGHT • SWEETER-SMELLING AROMA




## A PROMOTIONAL PLAN

- 1 serve people better
- 2 max free media
- 3 gain earned media

“Earned media” is when a news organization – television, radio, or newspaper – does a story about you.



My son, an 8th-grade student at Bob Jones Academy, participates on a robotics team that is going to a world championship next month. He wrote an email to a local television station, sent it from his teacher's email account (with permission!), and here's what happened...



See the video at <https://youtu.be/McneZHVeewo>  
This lengthy news story ran multiple times across 2 days. Even if BJA could have purchased that much advertising, it wouldn't had nearly the impact of the earned media exposure.



After taking advantage of all the free and low-cost opportunities available to you, you can look at purchasing advertising. Something to note: most digital advertising tools can be purchased and used by anyone. Marketing companies or individuals will sell you services like digital display ads, or search engine ads, that you could buy yourself – but they mark up the cost to make a profit. I put “DIY” there because it is usually worth the time for someone on your team to learn how manage these tools themselves. Most of them aren't difficult at all.

The flip side of the coin: a good agency will be more experienced and more effective using these tools, and can bring resources like skilled copywriters and designers to the project. Don't let my way of approaching this lead you to undervalue their professional skill.



# RULE #2

The more you pay for advertising and promotion, the less likely it is to be effective.

But remember Rule 2. There is not much correlation between cost and effectiveness. There are extremely effective promotional options that are free or inexpensive, and there are completely ineffective advertising options that are very expensive.



## A PROMOTIONAL PLAN

- Partnerships
- Social & mobile ads

**4**  
paid media

- Partnering with community events and groups can create broad exposure, often at minimal cost. Similarly, you can partner with other organizations (e.g., a rescue home or food bank) to generate awareness in your community.
- Advertising on social media and on mobile devices is quite easy, inexpensive, and can be effective, so it's a great place to start. We'll talk more about that in a bit.

## Social media marketing:

organic	paid
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**organic:**  
develops loyal fans  
who advertise for you

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Once you're ready to start spending money on advertising, this is the place to do it.

**paid  
social ads**

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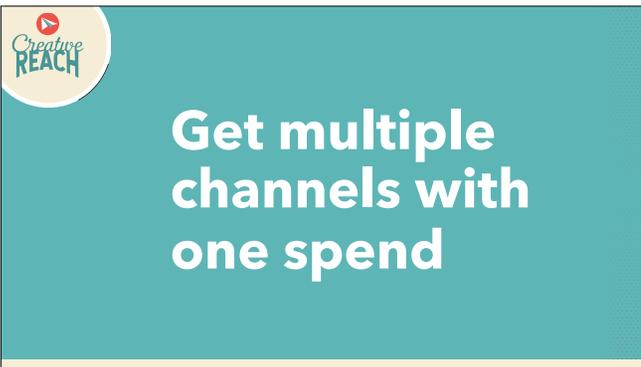
What you are paying for is to get your post in front of new eyes.



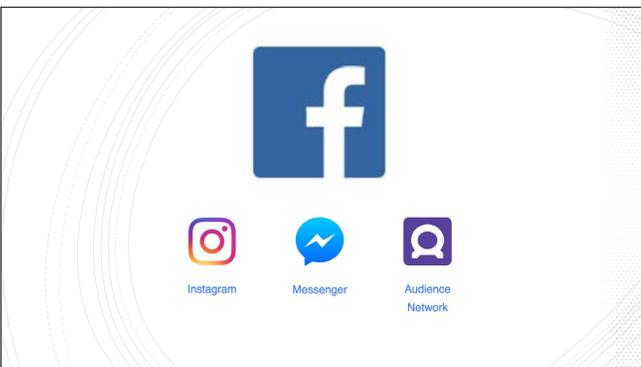
**Push to new  
audiences**



It's a great way to advertise because you can hyper-target to just the people who are most likely to respond.



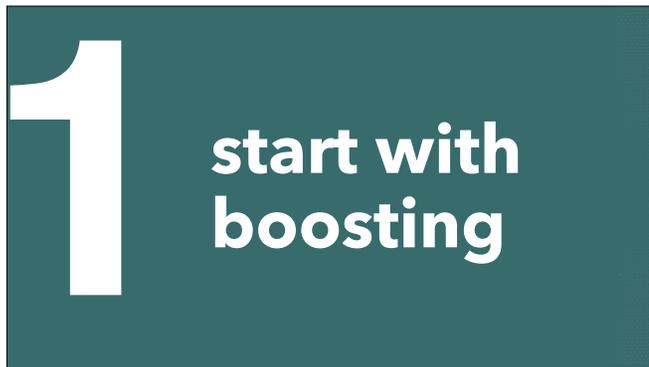
Plus, you can advertise in a whole bunch of different places with one ad and one bill.



Use the Facebook Advertising Network. One ad there will show on Facebook, Instagram, Messenger, and most importantly the Audience Network. That's a program that places your ads on all sorts of phone and tablet apps. Even if the app user doesn't use Facebook!



And it can be really cost-effective; as low as 50 cents per day. For \$15, you can often hit everyone you need.



Make a regular Facebook post, and then Boost it.



You post it as a normal post. But you don't boost it right away. Let everybody that would normally see it have time to see it, first. Otherwise, your boost will make you pay for people that would have seen it anyway!



When you boost, it will ask a number of questions to turn your post into an ad.



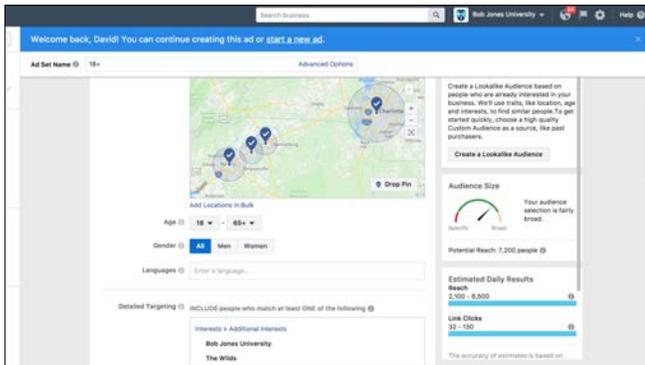
For this purpose, don't have a designer craft a custom ad with typography and neat stuff (though that makes an awesome organic post on Instagram!). Instead, Facebook punishes any image with text on it by not showing it to people.



They want you to just have an attractive photograph. Then they ask you to write the words that appear above it and below it, and that's where you craft your message.

# 3 set the audience

They will have you choose who you want to send it to.

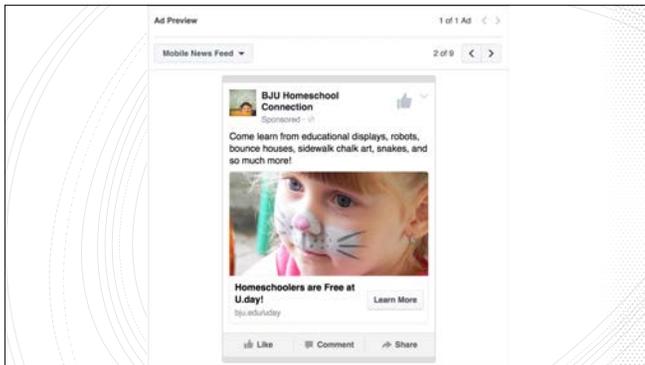
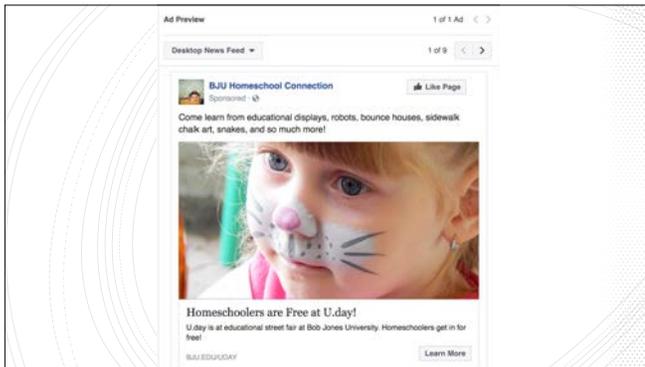


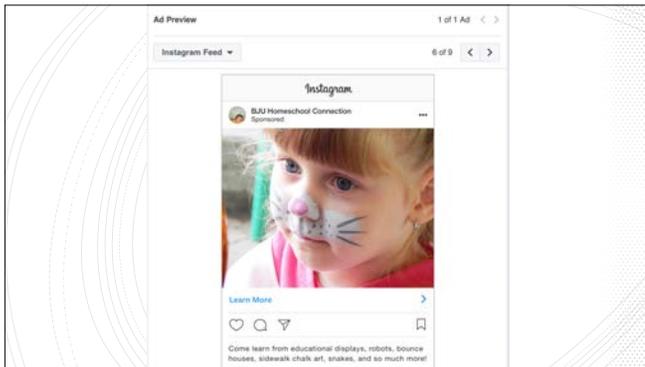
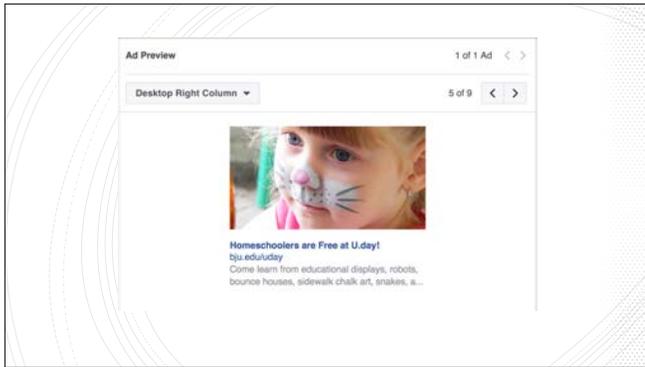
You'll define the geographic areas you want to advertise in using those cool little circles (that can be as small as 1 mile). Then do detailed targeting; at BJU we use things like "The Wilds" and "Patch the Pirate" – if people like those, they will like BJU! Find the things that "isolate" the perfect target people; the unique things that they have in common, but not others. You can watch the meter on the right to see the size of the audience your audience selection will touch. You'll set your budget per day, and how long you want the ad to show for (hint: keep it very short).

# 4

## check the previews

The ad will look different in different places; see at the top, there are 9 different ways it lays out. Look at each one, and adjust the words or settings to get all of them to look just right.





The next option out is search advertising.

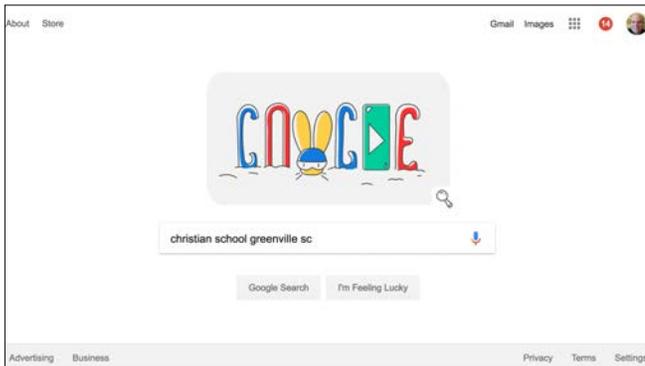
 **A PROMOTIONAL PLAN**

- Partnerships
- Social & mobile ads
- Search ads (AdWords)

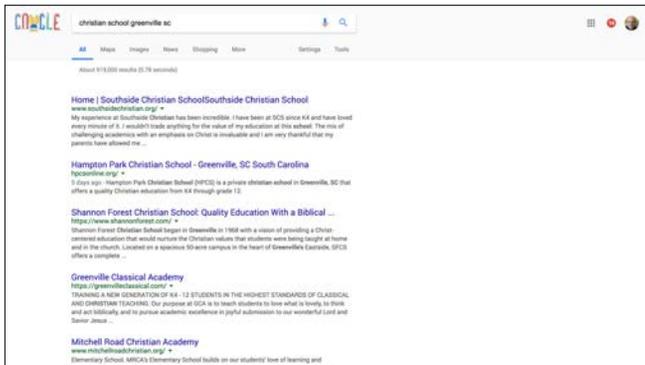
**4**  
paid  
media



Paying for optimization – getting your name at the top of a Google search – was a big thing in the early 2000s, but it’s a scam now. NEVER PAY for search engine optimization! If your web site is focused on your community and the specific things that define you and what your community needs, Google will discover that and reward it.



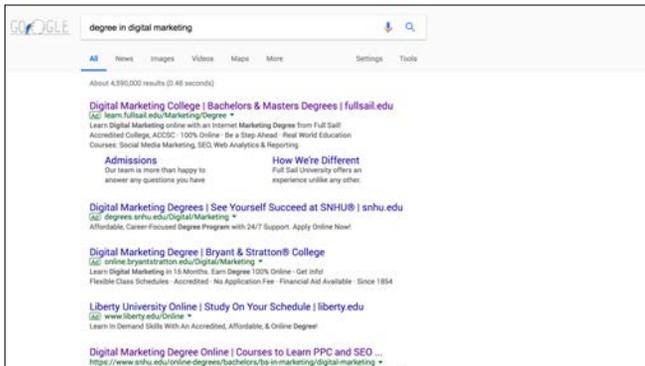
For example, type “Christian school” followed by your city and state. What comes up?



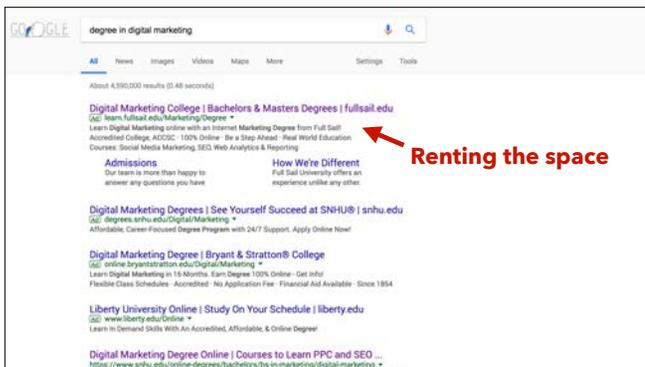
“Bob Jones Academy” isn’t even on the front page, for us! That’s a failure of search engine optimization: we haven’t optimized the BJA website to appear high in that list. SEO is the activity of taking steps to raise your organic (unpaid) rank in the search list.



Search engine marketing, on the other hand, is where you pay the search engine itself (Google) to rent space at the top of a list.



Here's an example; the first four results are paid ads (marked as such by the little green box directly below the name). Notice that the very first organic result is from SNHU, at the bottom – and it's advertising a college degree focused on SEO, so they are demonstrating they are good at what they teach! But also notice that they weren't satisfied to be fifth on the page, so they bought a higher spot (#2). Also notice that Liberty doesn't have a degree in digital marketing but they paid for me to see their ad anyway!



Here's the thing. If you search something relevant (for example, "baptist church in Mytown") and your church already comes up, there's no point in paying for that spot! That's especially true for your church name!



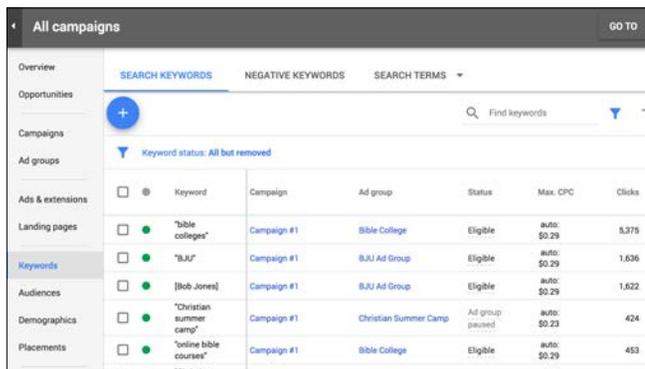
**SEM**  
search engine marketing

## GOOGLE ADWORDS

- write an ad
- choose your search terms
- set a daily budget
- only pay when they click

Once your ad is written, choose the search terms you want the ad to show for. To go back to our example, this would be things like “Christian school in Greenville, SC” or “best Christian schools in the upstate.” If you have decent SEO you don’t need to use your own name; if people are searching for you specifically, they will probably find you without you spending money on it. Finally, AdWords will ask for your daily budget. This can be anything, from \$1 to thousands.

The beauty of this system is that you only pay for the ad when someone clicks on it! This means you pay for leads, rather than just paying for visibility.



Keyword	Campaign	Ad group	Status	Max. CPC	Clicks
"bible colleges"	Campaign #1	Bible College	Eligible	auto: \$0.29	5,375
"BJJ"	Campaign #1	BJJ Ad Group	Eligible	auto: \$0.29	1,636
[Rob Jones]	Campaign #1	BJJ Ad Group	Eligible	auto: \$0.29	1,622
"Christian summer camp"	Campaign #1	Christian Summer Camp	Ad group paused	auto: \$0.23	424
"online bible courses"	Campaign #1	Bible College	Eligible	auto: \$0.29	453

Here’s an example AdWords account. You can see the keyword “bible colleges” was selected. An ad was displayed to 261,000 searches for that term, and 5,375 people actually clicked on that ad. The maximum CPC (“Cost Per Click”) was only \$.29, so we got more than 5,000 leads for less than 29 cents each — actually, that ended up at \$.22 each!



## A PROMOTIONAL PLAN

- Partnerships (& sponsorships)
- Social & mobile ads
- Search ads (AdWords)
- Display ads (AdWords, AdRoll)

**4**  
paid media

- I would question all but the very largest churches pursuing options from this point on. These are *expensive* and of questionable benefit.



You know about display advertising: it's those banner ads and right-column ads that you hate and ignore. In fact, many of you have installed an ad blocker so you don't see them at all! But that's because they typically aren't *permission marketing*; they aren't personal, relevant, or anticipated. Let's consider one type of display ads that *might* be acceptable in some cases.

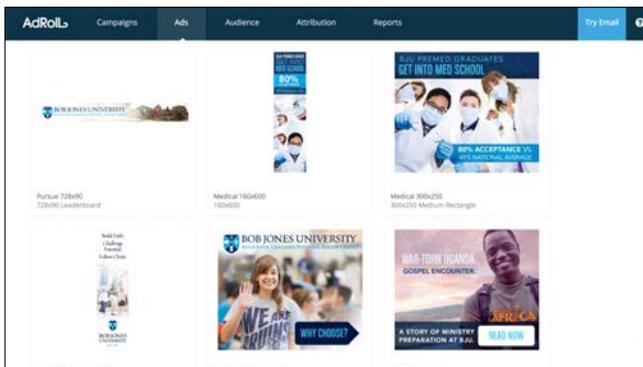


## DISPLAY ADVERTISING: RETARGETING

Deliver ads to your website visitors **after** they leave your site.

- Sign up with a "demand side platform" (Google AdWords, or AdRoll)
- Add a "pixel" to your website
- Provide artwork

*Retargeting* is what you've seen with Amazon: you look at a product, and the next day you see that product staring at you from the sidebar of your favorite sports site. You can make that happen with your website; if a visitor comes to your church website, you can show them ads for your church on other websites after they leave. (It's not creepy *at all*.) It requires working with a provider (though Google does now provide the service through AdWords), adding custom code to your website, and providing well-designed artwork.



Here's an example from AdRoll.



## A PROMOTIONAL PLAN

- Partnerships (& sponsorships)
- Social & mobile ads
- Search ads (AdWords)
- Display ads (AdWords, AdRoll)
- Traditional media

4

**paid  
media**

- Finally, there's all the traditional media: radio, television, newspaper. Occasionally you can get in some of those for free, like a newspaper with a "religion" section or a local events newsmag. Take advantage of those, if you think they will be helpful.



**Traditional  
Media**

**You pay for eyeballs.**  
*Choose them carefully.*

Traditional media pricing is based on how many eyeballs see your ad, no matter who they are. If you pay for a billboard, you're paying for everybody that drives by. That makes it expensive, because it's not targeted by anything other than geographic location.



**Traditional  
Media**

- Direct mail
- E-blasts
- Radio
- Print
- Television

You can mail things directly to your community: a good option if you can afford it. You can buy lists from email list services (often, local radio/TV stations offer local lists) that are filtered down by demographics and neighborhood; the prices of such lists vary widely, so be careful.

E-blasts are where you pay someone to send your message to *their* email audience. Imagine if, say, a group like Answers in Genesis would let you pay them to send your email to anyone on their list that lives within 20 miles of your church. These deals require a lot of care; finding exactly the right partner with exactly the right audience at a price that's in your budget is hard.

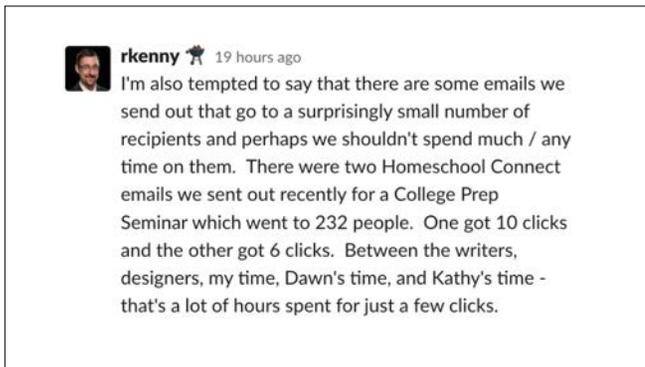
Radio can be a good option for special events. If you are inviting the public at large, you can usually get a lot of radio coverage for low-4-digit pricing.

Print? It's rare to find a good fit for a church. Most newspapers have extremely low distribution, and the majority of their audience is over 65. Occasionally there's a local or regional magazine that makes sense, but they are often expensive.

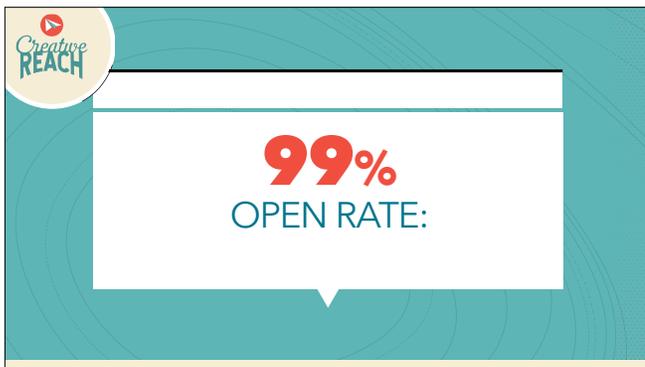
And television is almost always off the table – not only are the ads themselves very expensive, but a quality ad is expensive to make.



With all your promotion, maintain a constant organizational attitude that seeks and delights in continual improvement. For every promotion, look back and measure the results. If it didn't work well, don't keep doing it! Evaluate and tweak and improve.



Like I got this chat message from an employee this morning. I love this – he's just discovered that we sent out some ineffective emails. Always watching and improving. We all hate spam emails – we don't want to send them!



In contrast to spam emails, guess what gets a 99% open rate?



Yep. Because it's about valuable relationships, and a handwritten note is the best tool for that.

