



Marketing training

ADDIE COOK

IVORY FOR BUSINESS

Agenda

- 11:00 am Prayer
- 11:05 am My story
- 11:15 am Short Intros
- 11:30 am Pain Points, What we've tried, what we need
- 11:45 am 5 minute break, working lunch
- 11:50 am Importance of "Why" + Marketing Principles
- 12:25 pm Tutorials: graphic design and writing copy
- 12:30 pm Group project
- 1:30 pm Q & A / recommendations
- 2:00 pm Close in Prayer





Always

Begin with prayer

Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus.

Philippians 4: 6-7

My Story

WHERE I'VE COME FROM





Let's get to know *each other*

- Name
- Parish
- Role
- What drew you to your role

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context

Pain points

What we've tried

What we need



Set the context of the board here...

☰ **Pain Points**

What has been hard, frustrating, confusing, or unclear about managing this ministry?

+



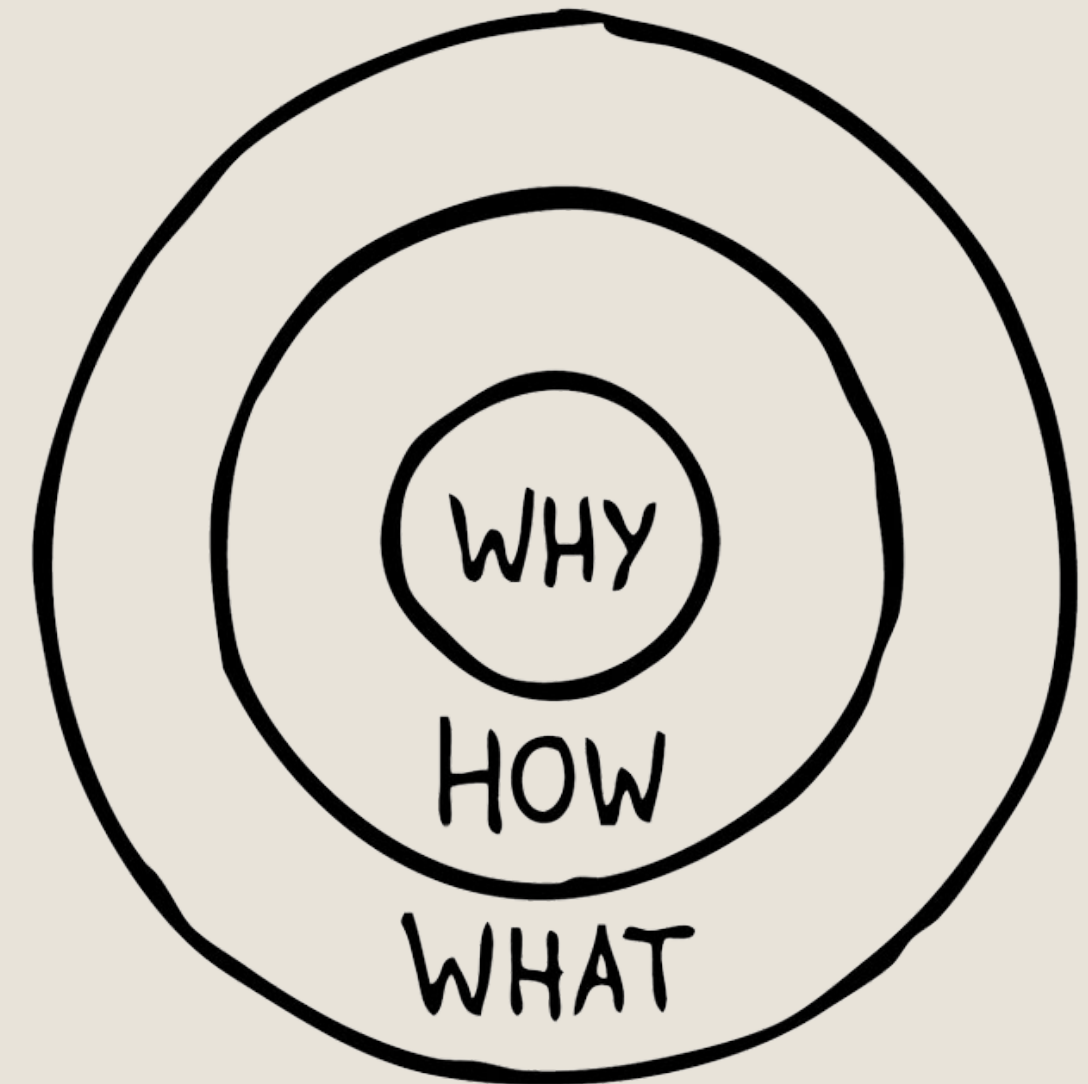
**5 minute
break**



Start with *why*

THE KEY TAKEAWAYS

- ✓ People don't care WHAT unless they know
- ✓ WHY
Lead with why
- ✓ Standardizing how you talk about "why"
- ✓ Bringing your personal "why"



Participant *journey*

01

Hear an announcement at the beginning of Mass

03

Ministry volunteer directly asks if they are interested

05

Sees an announcement on a TV in vestibule

07

Read a blurb in a church bulletin while walking to the car

02

See a social media post while scrolling during a lunch break

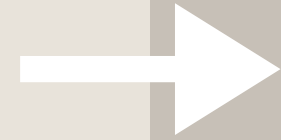
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Sees flyer on bulletin board while walking to donut Sunday.

06

Reads an email that invites people to RSVP to event

AWARENESS



CONSIDERATION



ACTION

01

Hear an announcement at the beginning of Mass

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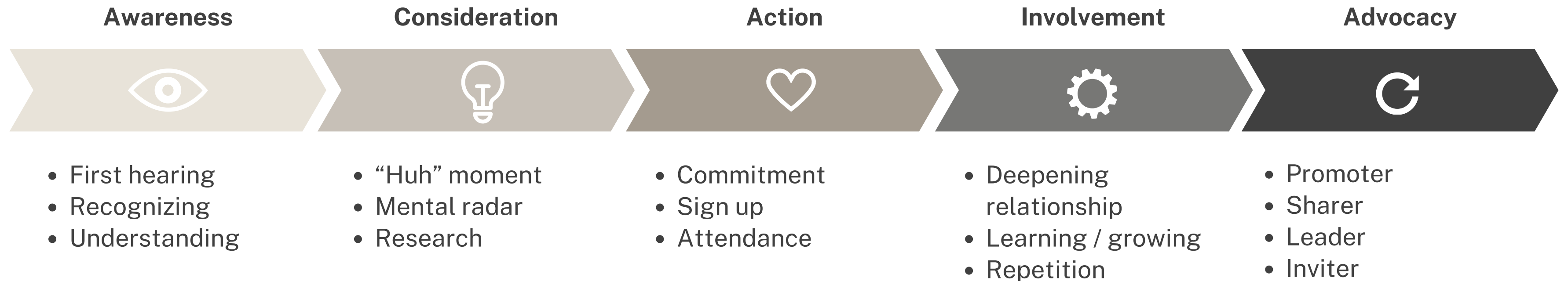
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THE BEAUTY THAT DRAWS US IN

GRAPHIC DESIGN *tutorial*

Let's learn how to *design*

Just like driving or cooking or anything, the first time you do something won't be your best. You get better at designing with practice. Templates can really help if you aren't someone who visual creativity comes naturally you. Sticking to brand guidelines is an easy way to know you're on the right track and to have a cohesive look.



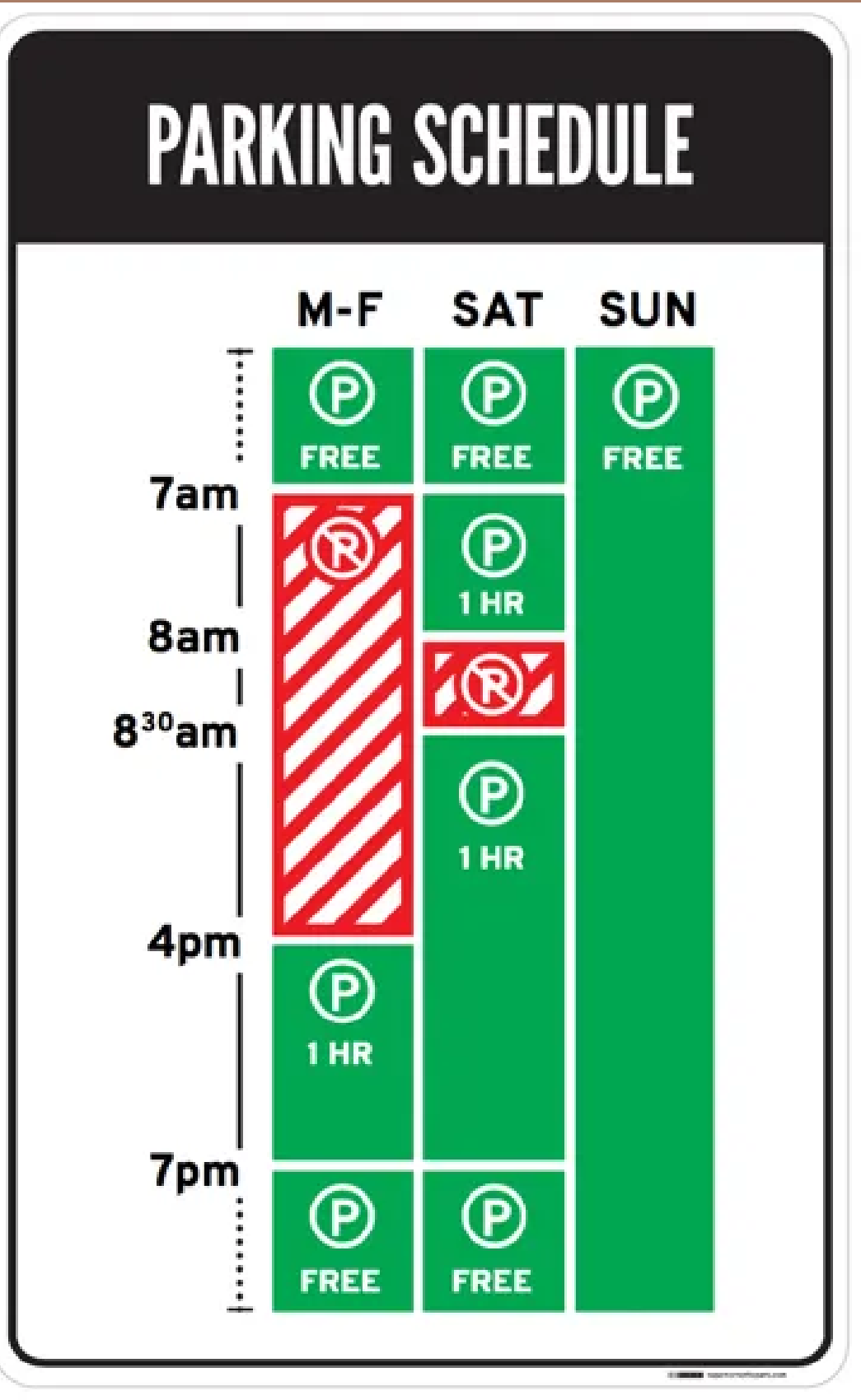
IVORY FOR BUSINESS



The purpose of design

Why design at all? Why not put all your info into a word document and send it out in a bullet point list?

Our human attention span is short and we are drawn to order, simplicity and beauty. Organizing your information into a visual design gives you the best chance of your audience engaging with your content.



Let's **do it!**

CHOOSE A TEMPLATE

ENTER YOUR CONTENT

MAKE IT BRANDED

GET A SECOND OPINION





THE WAY TO SPEAK TO THE HEART

COPY WRITING *tutorial*

Let's learn how to *write*

Design would be useless without compelling language. Design may be the things that initially grabs attention, but copy is what converts people to consideration or action. Empathetic marketing is key to writing in a way that connects with your audience and urges them to get involved.



Let's **do it!**

CONSIDER OBJECTIONS

PRIORITIZE INFORMATION ORDER

CONSIDER CTA

GET A SECOND OPINION



Group *project*

01.

Name of Campaign

02.

Script for Before Mass
Announcement

03.

Email(s)

04.

Script for phone call or text
for personal invitation

05.

Bulletin Announcement

06.

Social Media Posts(s)

Recommendations

01

Create brand guidelines

Brand guidelines consist of at least a color palette, logo and fonts. But it can include many other things like imagery, tone, and graphics to name a few .

04

Canva Design School

Canva offers a free course called “Canva Design School.” This goes into detail about design principles and could be beneficial for anyone wanting to improve their skills.

02

Matrix for promotion

Small event: 1, 2, 3 approach
Medium event 1, 2, 3, 4, 5, approach
Large event 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 approach

05

Scrum

Scrum is a methodology of organizing work that makes expectations and responsibilities very well defined. I highly recommend this for a large event or complicated project.

03

Create a landing page

A full website may not be necessary at this point, but as the ministry grows, a landing page or even a micro site would be a fantastic resource for your audience.

06

Regular Team Meetings

A consistent meeting cadence where the leaders of a group get together is essential. It promotes bonding, cohesion, joint verbiage and sharing of ideas and methods!

Ask away! And please connect Marie Justin to follow up with me if you have questions come up after the event. I am happy to chat again and provide any clarification necessary

Q & A



Thank You
for being here!

Get in touch:

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