

Marketing Timeline / Budget

Example Marketing Budget

EXPENSE CATEGORY	AMOUNT (\$)
MAILERS	\$ 8,000
FACEBOOK VIDEO BOOSTS	\$ 10,000
FACEBOOK EVENT BOOST	\$ 3,000
DOOR HANGERS	\$ 3,000
INSTA VIDEO BOOSTS	\$ 2,500
YARD SIGNS	\$ 1,500
YOUTUBE ADS	\$ 1,000
MISC VIDEO BOOSTS	\$ 1,000
TOTAL	\$ 30,000

Marketing Plan Detail

MAILERS

- Only do this once (and if) your nonprofit mailing has been approved with the post office. You will then arrange direct mailing campaign with outreach.com
- Deliver to several focus areas: (1). Some of the homes closest to the church, not many but some here. (2). The highest end areas within a reasonable commute to the church. Rich people, large homes, high incomes. Mailers are effective here, and we aren't focusing our in-person outreach efforts on those areas. Better to send mailers here instead. (3). Distant rural areas/farms/etc. These are also areas we don't have the time to door knock in person.
- Set direct mailers to arrive to mailboxes 7-10 days in advance of the Tent Revival.
- Use the designs in the template folder: [Dropbox Link](#)

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FACEBOOK VIDEO BOOSTS

- You will post all of the tent revival videos in the succession order and timeline here:



Post to Facebook. If you boosted this it would only be for your existing people that like/follow your page – like \$10-20. It serves as a “save the date”. (Budget line item: MISC VIDEO BOOSTS)

- [1VID\). 3 Months In Advance - FACEBOOK - SAVE THE DATE.mp4](#)



Post to Instagram. If you boosted this it would only be for your existing people that like/follow your page – like \$10-20. It serves as a “save the date”. (Budget line item: MISC VIDEO BOOSTS)

- [2VID\). 3 Months In Advance - INSTAGRAM - Save the date.mp4](#)



Post to Facebook and Instagram. If you boosted this it would only be for your existing people that like/follow your page – like \$10-20. It serves as a reminder. (Budget line item: MISC VIDEO BOOSTS)

- [3VID\) 2 Months in Advance - FB and IG - Teaser Save The Date.mp4](#)



Post to Facebook. If you boosted this it would only be for your existing people that like/follow your page – like \$10-20. It serves to increase excitement for the church. (Budget line item: MISC VIDEO BOOSTS)

- [4VID\) 1 Month in Advance - FACEBOOK - Coming Soon.mp4](#)

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Post to Instagram. If you boosted this it would only be for your existing people that like/follow your page – like \$10-20. It serves to increase excitement for the church. (Budget line item: MISC VIDEO BOOSTS)

- [5VID\). 1 Month in Advance - INSTAGRAM - Jesus Tent Promo.mp4](#)



Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$150-250 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic) (Budget line item: MISC VIDEO BOOSTS)

- [6VID\). 3 Weeks in Advance - FACEBOOK AND IG - Modern Promo.mp4](#)



Post to Facebook. THIS IS A MAIN BOOSTED POST. ½ of the Facebook Video Boosting Budget is used here. Following the guidelines in the “How to Boost” discussion.

- [7VID\). 2 WEEKS IN ADVANCE - MAIN FACEBOOK BOOSTED PROMO.mp4](#)



Post to Instagram. THIS IS A MAIN BOOSTED POST. ½ of the Instagram Video Boosting Budget is used here. Following the guidelines in the “How to Boost” discussion.

- [8VID\). 2 WEEKS IN ADVANCE - MAIN INSTAGRAM BOOSTED PROMO.mp4](#)

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Post to Facebook AND Instagram. THIS IS A MAIN BOOSTED POST. ½ of the Facebook Video Boosting Budget, AND ½ of the Instagram Video Boosting Budget is used here. Following the guidelines in the “How to Boost” discussion.

- [9VID\). 10 DAYS IN ADVANCE - FB and IG - SECOND BOOSTED PROMO.mp4](#)



Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$50-100 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic). (Budget line item: MISC VIDEO BOOSTS).

- [z10VID\). 9 DAYS IN ADVANCE - FB AND IG - What it will be like.mp4](#)



Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$150-250 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic). (Budget line item: MISC VIDEO BOOSTS)

- [z11VID\). 8 DAYS IN ADVANCE - FB AND IG - Have You Considered Baptism.mp4](#)



Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$50-100 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic). (Budget line item: MISC VIDEO BOOSTS)

- [z12VID\). 7 DAYS IN ADVANCE - FB and IG - Its Time.mp4](#)

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Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$50-100 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic) (Budget line item: MISC VIDEO BOOSTS)

- [z13VID\). 6 DAYS IN ADVANCE - FB AND IG - Learn About The Holy Spirit.mp4](#)



Post to Facebook and Instagram. Do not boost this video, it is for your church following.

- [z14VID\). 5 DAYS IN ADVANCE - FB AND IG - Impact and Testimony Video.mp4](#)



Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$150-250 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic) (Budget line item: MISC VIDEO BOOSTS)

- [z15VID\). 3 DAYS BEFORE - FB AND IG - Invitation .mp4](#)



Post to Facebook and Instagram. You might want to “soft boost” this to the general area. That would be \$150-250 running until the end date of the Tent Revival. It serves as an invite for the lost (younger demographic) (Budget line item: MISC VIDEO BOOSTS)

- [z16VID\). 2 DAYS BEFORE - FB AND IG - Call to Action.mp4](#)

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FACEBOOK EVENT BOOST

- 1-2 months in advance you can make a “Facebook Event” on your church’s Facebook Page.
- Please co-host us on this event. (*My page: Braden Andersen & The Jesus Tent Revival* URL: fb.com/outreachandgrowth)
- The cover photo for the event page is found here: [Dropbox Link](#)
- When you boost this event, make sure you use a VIDEO, not the default image (Facebook will let you switch out the media on the boost).
 - [Video Choice 1.](#)
 - [Video Choice 2.](#)

DOOR HANGERS

- This is a link that has an interactive map where you can find LOW income areas, and/or HIGH population density areas to do door knocking and door hangers: [https://www.city-data.com/city/New-Albany-Indiana.html#mapOSM?mapOSM\[zl\]=12&mapOSM\[c1\]=38.314889907836914&mapOSM\[c2\]=-85.82369613647461&mapOSM\[s\]=income3&mapOSM\[fs\]=false](https://www.city-data.com/city/New-Albany-Indiana.html#mapOSM?mapOSM[zl]=12&mapOSM[c1]=38.314889907836914&mapOSM[c2]=-85.82369613647461&mapOSM[s]=income3&mapOSM[fs]=false)
- Recommended Quantity: 10,000-20,000 flyers
- Distribution Strategy:
 - Target densely populated, lower-income areas
 - Bring flyers to parks, community events, and neighborhoods
 - Organize outreach events on Friday nights and Saturdays leading up to the revival
- Design Templates: [Dropbox Link](#)

YOUTUBE ADS

- We have no preference for youtube ads. You might want to choose similar videos and use a similar method, but we haven’t collected enough data here to have strong statistical based recommendations. This does bring people to the event too.
- For youtube, set it up to take them to the facebook page event link if they click on the ad. This is the only time we use a re-direct link. Don’t take them to your church website, even if you built a subpage for the event.

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HOW TO BOOST

Quick Note: ALWAYS post videos to your Church's timeline FIRST, then click the boost button. Do not use the "Create an Ad" button.

For Facebook promo videos, you are going to want to first post one of [our professional event promo videos](#) to your church timeline, then click the "boost" button. Do not tag or co-host anyone in these posts because that can interfere with boosting. (Instagram you can though. That only applies to Facebook).

I offer a sample of the text portion of such a post on the bottom of this email. The critical method is: Try to focus on the event itself and the spiritual experience - not the host church. We want this to look as "open to all" as possible before people get there.

Step 1: Go to the church page and **post the promo video to your timeline**. Once it is uploaded and processed (takes a few mins), you will see the post and be able to click "boost."

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The image shows a screenshot of a Facebook page for 'Braden Andersen & The Jesus Tent Revival'. The page has a dark theme and includes a profile picture, cover photo, and navigation tabs. The 'Intro' section on the left provides details about the organization, including its location in Fort Smith, AR, and contact information. The 'Featured' section displays two posts about upcoming revivals. The 'Posts' section shows a recent post from Braden Andersen & The Jesus Tent Revival, which is highlighted with a red circle around the 'Boost post' button. The post text reads: 'DON'T MISS THIS EVENT! The Jesus Tent Revival is sweeping the nation — and now it's coming to FORT SMITH! Thousands are being baptized and now the River Valley can experience this revival! Tag your friends, share this post, and be part of the movement! Don't miss this chance to worship with believers from all over the region and to experience these powerful services.' The post also includes a video thumbnail and a 'Boost post' button. A red circle is drawn around the 'Boost post' button, indicating a marketing action.

Braden Andersen & The Jesus Tent Revival
3.1K likes • 3.6K followers

Intro
Taking JESUS to the nation!
Acts 2:38
Edit bio

Page · Religious organization · Motivational speaker · Church
3700 Kelley Hwy, Fort Smith, AR, United States, Arkansas
+1 253-217-0009
ApostolicAndersen@gmail.com
upci.evangelist
evangelistbradenandersenupci
CustomerSuccess@revival.com
Promote Website
Always open

Photos
See all photos

Featured
Manage

Posts
List view
Grid view

Braden Andersen & The Jesus Tent Revival
Published by Braden C. Andersen
2m · 🌐

🔥 DON'T MISS THIS EVENT! 🔥
The Jesus Tent Revival is sweeping the nation — and now it's coming to FORT SMITH! 🌟
Thousands are being baptized and now the River Valley can experience this revival! Tag your friends, share this post, and be part of the movement! 🙌
Don't miss this chance to worship with believers from all over the region and to experience these powerful services.
3... See more

See insights and ads
Boost post

Like Comment Share

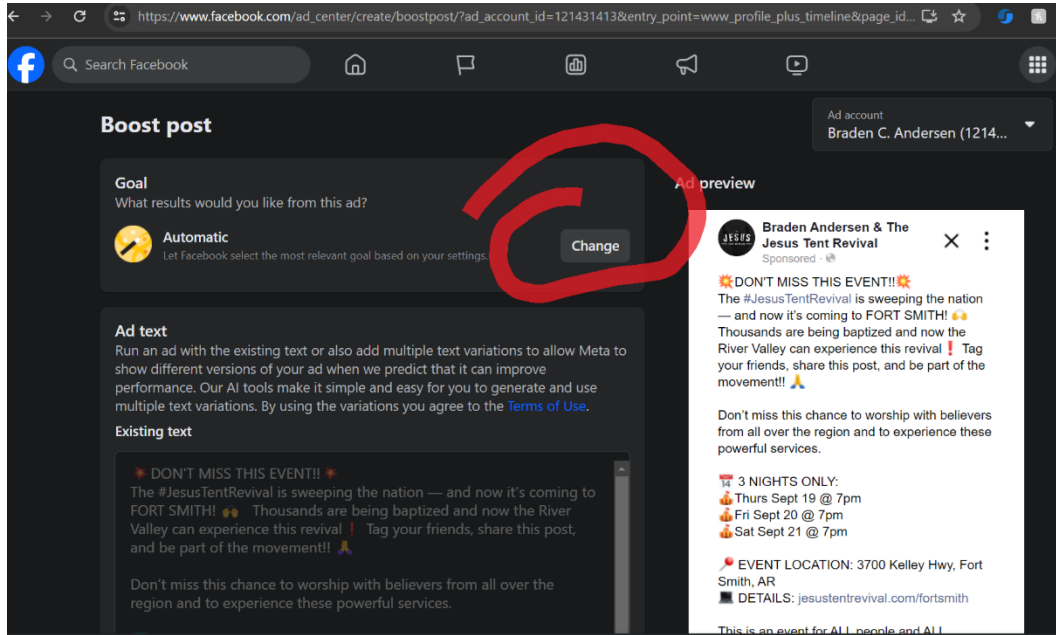
Comment as Braden Andersen & The Jesus Tent Revival · 🌐 · 12 · 10 · 10 · 10

Braden Andersen & The Jesus Tent Revival is at Mercy Church
Published by Braden C. Andersen
About an hour ago · 🌐 · 10 · 10 · 10 · 10

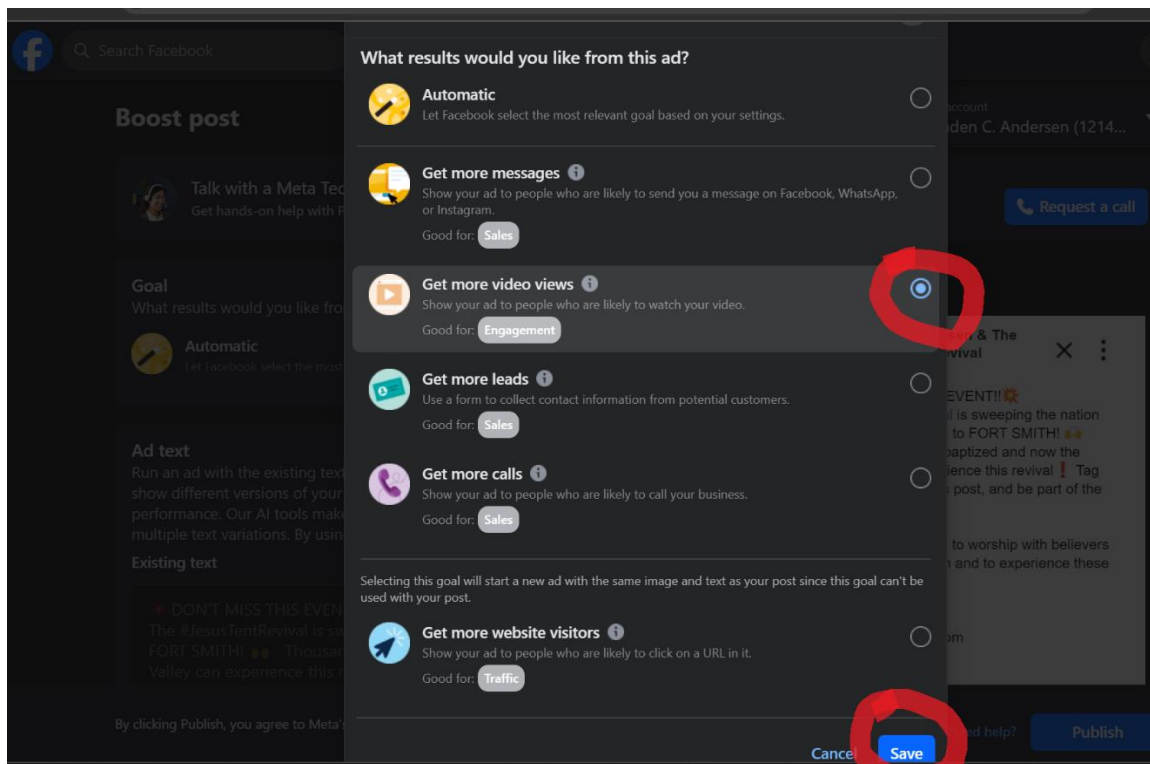
So thankful for all of those who encountered JESUS last week in Kokomo, Indiana. Pastor Bobby Carter and Mercy Church are absolutely amazing! If you live anywhere near Mercy Church, you

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Step 2: SWITCH THE CAMPAIGN GOAL TO EITHER VIDEO VIEWS OR MESSAGES.



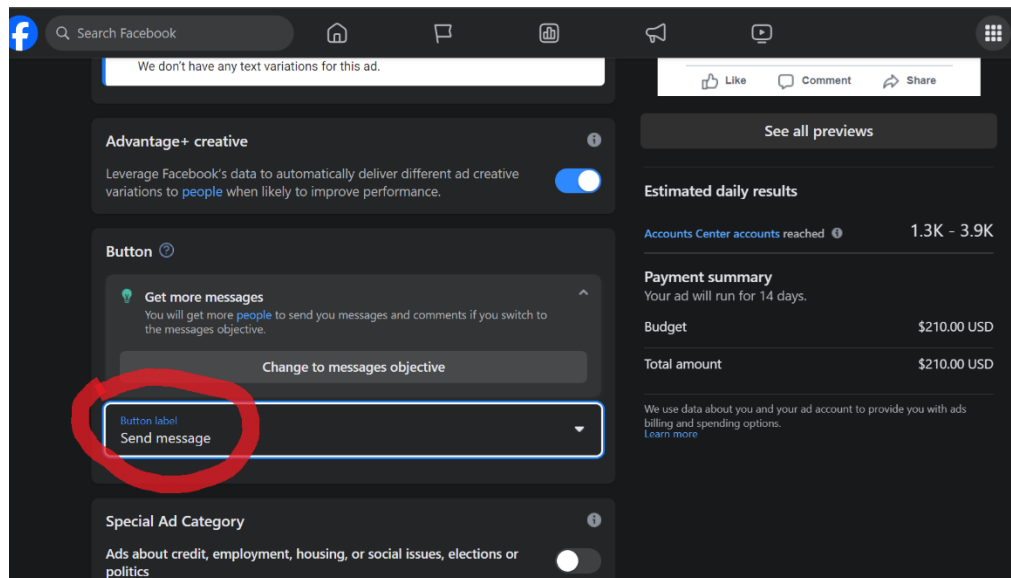
Step 3: For this example I used "Video Views". Usually, I use half my budget that way, and the other half, I will do a duplicate campaign to "get more messages."



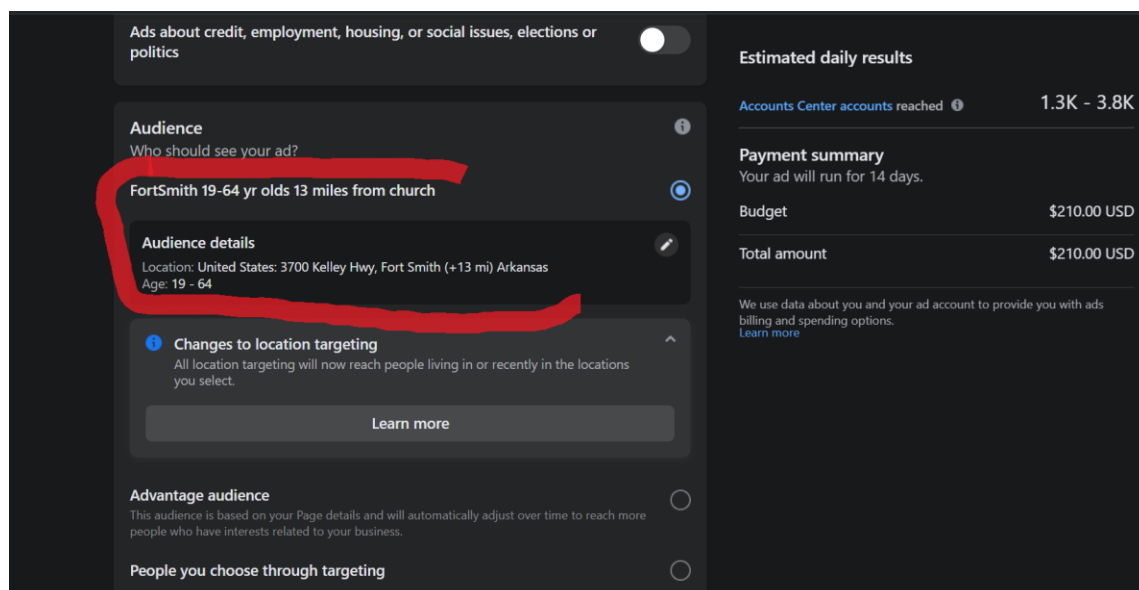
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Step 4: REGARDLESS OF WHAT YOU CHOOSE AS A CAMPAIGN GOAL - ALWAYS MAKE YOUR ACTION BUTTON IS: "SEND A MESSAGE."

((Never carry them off to an external link, make them sign up, or send them to a phone number that isn't attended and answered 24/7.))



Step 5: MAKE A CUSTOM AUDIENCE. Make a new custom audience. It needs to be 19-64 year olds. These should live within a reasonable commute from the church so center it the reach on the church address. Here I used 13 miles, but you can use 60. Then pick your budget and end it on the last day of the event.



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Step 6: Then pick your budget and end it on the last day of the event .

The screenshot shows the Facebook Ad setup interface. On the left, the 'Duration' section is set to 26 days, ending on Sep 21, 2024. The 'Budget' section shows an estimated reach of 10.2K - 29.5K Accounts Center accounts per day, with a budget slider set to \$00.00. A tip indicates that similar businesses typically spend \$104.00 to get 1222 video views. On the right, the 'Estimated daily results' show the same reach range. The 'Payment summary' indicates the ad will run for 26 days, with a budget of \$3,500.00 USD and a total amount of \$3,500.00 USD. At the bottom, the 'Placements' section has 'Recommended Advantage+ placements' turned on, with a note to maximize the budget across Facebook, Messenger, Instagram, and the Meta Audience Network.

Here is an example text you can use for posts related to this event. This might seem somewhat off the cuff, but it is actually very methodical to maximize views, engagement, attendees, and positive event perception:

💥SEBASTIAN COUNTY💥

The #JesusTentRevival is sweeping the nation — and now it's coming to FORT SMITH, AR! 🙌🏼 Thousands are being baptized and now the River Valley can experience this revival ! Tag your friends, share this post, and be part of the movement!! 🙏🏼

Don't miss this chance to worship with believers from all over the region and to experience these powerful services.

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3 NIGHTS ONLY:



Thurs Sept 19 @ 7pm



Fri Sept 20 @ 7pm



Sat Sept 21 @ 7pm



EVENT LOCATION: 3700 Kelley Hwy, Fort Smith, AR



DETAILS: jesustentrevival.com/events

This is an event for ALL people and ALL churches. It is entirely free, with no tickets or donations required. 🙌 🙌



YOU ARE INVITED - GET READY FOR A LIFE-CHANGING EXPERIENCE! 🔥

#TheJesusTentRevival #RevivalsHere #RevivalsNow #Worship #Miracles #Baptism
#FortSmith #Arkansas #RiverValley #BringAFriend #JesusTentRevival

Another example...



MARION COUNTY 🙌 🙌

We are so excited to announce that the national #JesusTentRevival is now coming to #Indianapolis #Indiana! Thousands have already been baptized and now our region will see this traveling revival!!

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Please SHARE this event and BRING A FRIEND! This event is for ALL churches and is entirely FREE. No tickets are required and no donations are needed!!



Event Dates: Aug 23-25 (Fri, Sat, & Sun nights at 7pm)



Event Location: 902 Fletcher Ave, Indianapolis, IN 46203 (Calvary Church)



More info: <https://jesustentrevival.com/events-1>

Message us with all of your contact info if you need a ride!

#TheJesusTentRevival

#Worship #Miracles #Baptism

#IndianapolisIndiana #BringAFriend

#JesusTentRevival

#FreeEvent

#AllChurchRevival

#RegionalAwakening

These events have been featured in newspapers, magazines, radio, and on TV - you don't want to miss it! Let's pray God will do something great!

Let me explain why we post in this manner exemplified above.

1. We lead immediately with the county name so people know the video and text applies to them and isn't somewhere across the globe.
2. We don't want to use my name, the name of the pastor or the name of the venue too much. We want to exclusively promote the experience. This is about Jesus, not us. Every single time a church has added their logo to the shirts, or their name to the posts, or my face to the fliers, they have reduced the effectiveness of the marketing. We have to avoid the urge to cover everything in our local branding before they even

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get to the event. If they wanted to come to our church, they'd already be going. But they WILL come to a community revival that centers on experiencing JESUS!

3. Spotlight this "national traveling revival" rather than it being another event entirely owned by a local church. People want to be part of a movement and big-picture revival (like Asbury). We want them to feel like they are missing out if they don't attend.
4. We want to use hashtags and city names so people accidentally find the post even when they aren't looking for it. It also cross-links to other prior event media and improves SEO on google.
5. We want to use keywords like "baptism" often to already get them thinking about being baptized.
6. We always include a sentence about it being a free event because the number one accusation from area atheists is that "all churches just want your money." By including that sentence, we eliminated 90% of negative comments.