



ANNUAL MARKETING PLAN

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2022
EDITION





PREFACE

Our world is changing at an increasing rate. Churches can no longer afford to not participate in the modern marketing techniques of our society. The purpose and goal of this document is to empower 50 churches in 2022 to adopt and assimilate marketing strategies already successfully deployed in the marketplace.

In order to achieve this vision, I am giving you a free generalized marketing plan and a one hour free consultation to get you started. Once you have a working understanding of marketing practices that work for your organization, you'll be able to train or hire the right future staff or consultant and continue to increase your ministry. God has given you the tools to reach millions of people; you only need to use them.

To schedule your free consultation email:

joshua@deusvultmarketing.com

To view examples of ad content and additional plans visit
www.deusvultmarketing.com



EXECUTIVE SUMMARY

This plan will lay out several avenues to leverage various marketing channels by completing the following objectives: increased brand awareness, live event exposure, and online content promotion.

The Small Business Administration recommends small businesses with revenue less than \$5 million to allocate between 7-8% of their total revenue to marketing. For the purposes of this plan, I will use around 5% of a \$3 million annual budget totaling \$156,648. It should be noted that the average success rates for campaigns vary significantly based on the campaign, but typically range around a 5-10% conversion rate, 10% being an outstanding and unusually effective campaign. It can be assumed that only 1 in 20 dollars will actually be effective; so whenever possible you should leverage peer-to-peer marketing in addition to your ongoing campaigns, utilizing your existing members by giving them incentives and assets to become brand ambassadors, having a 90% efficacy rate. Any of these strategies can be omitted depending on the funds available. This plan is for entry level marketing exploration, quality content creation will be critical for success and is not outlined in this plan.

This plan is to accomplish live experience and online campus promotional objectives. Depending on strengths and values of your organization, other marketing avenues could be pursued. Once marketing campaigns are completed, based on the incoming key performance indicators (KPI), a new evaluation will be necessary in order to eliminate weaker campaigns and strengthen high performing campaigns. Campaign results will vary based on demography and changing trends. Consistent marketing over a 3- to 5-year period will create significantly higher returns as opposed to single flash-marketing campaigns as a result of market saturation.



EXECUTIVE SUMMARY

Assuming your existing assimilation programs and services are effective, this marketing plan should have the key performance indicators defining success as:

- Minimum 157 new givers totaling \$1,000 each annually (bringing this campaign to revenue neutral)
- 5 million new impressions (impressions, meaning how many people have been exposed to your content and services)
- 5k new YouTube subscribers
- 20-60% increase in views or live attendance (dependent on current size of live experience, quality of content and services)

Once a base level of success is achieved and revenue is increased, inbound marketing techniques can be invested in with appropriate personnel and funding such as email drip campaigns. It should also be noted that if your product isn't able to sell itself, no amount of marketing will give you the results you are hoping for. Spend money and resources to develop your live or online experience to be a uniquely better product before you begin any significant marketing campaigns. You should be competitive by being culturally relevant.

Your live and online experiences should be visually stimulating and designed to attract your target demographic. If you're using language or content that does not communicate directly to your demographic, no amount of marketing will be reasonably effective. If your content is not entertaining, intriguing, or exciting, no amount of marketing will be reasonably effective.

Your product should sell itself.





YELP

To increase in-person live event promotions, my first recommendation is to maximize your footprint on Yelp. Valuable customers who are ready to consume or buy a product will search Yelp for an inside look at the experience and services provided, making them your most valuable and high-probability customer. If your primary product is an in-person live experience, then a Yelp and also Google Review should rank very high on your priorities. Yelp drastically limits what you're able to control on your page if you're not paying for a business account. There are two primary ways to increase your presence on Yelp as a church.

- Incentivize your customers to post a positive review by giving them free merchandise if they show they posted a review with pictures.
- Set up a business account and run ads, manage pictures and reviews through Yelp.

Annual cost breakdown of Yelp:

Page upgrades bundle: \$4/day or \$1,460 annually

- Add listing highlights
- Edit listing slideshow photos
- Hide competitor ads
- Add a call-to-action button

Yelp Connect: \$99/month or \$1,188 annually

(Allows you to post updates that are automatically promoted to potential customers)

Yelp Ads: \$250/month or \$3,000

Yelp ads are pay-per-click and set on a monthly budget anywhere between \$150 - \$750. You are only charged if someone clicks on your ad. Cost per month will fluctuate depending on your quality of product, quality of ad, and potential customers you are targeting within that month. Setting a higher budget does not always result in more clicks. It is likely that you will not spend the full amount of your budget if your church or Yelp page is not in high demand. Outside campaigns will drive this cost higher as they become more efficient and customers check your Yelp page for more information.

If you are seeing higher returns via Yelp, you should increase your ad budget.

TOTAL ANNUAL YELP COST: \$5,648



INSTAGRAM/FACEBOOK



If your focus is promoting live events in a specific location or general brand awareness, I would recommend using limited Instagram and Facebook ads. They have built-in event promotions that drive a higher rate of clicks and access to the information needed. Instagram and Facebook ads are attached and you have the option of promoting the same ad on both platforms.

You should begin your campaigns six weeks out in advance to create buzz, make sure your ad is approved and get maximum impressions. If your event is not in high demand or in an area with less potential customers, you will potentially not use all your monthly budget if you choose cost per click (CPC). There are two ways to promote CPC (average \$.20 - \$6.70) and cost per impression (CPM) (average \$.20 - \$2). For brand awareness, I recommend using CPM. For a specific event, I recommend both.

Using Facebook and Instagram promotions is typically most effectively used to reach your already existing base or customers that have already engaged with your brand. For high-volume events like Christmas, it is recommended to promote further out in advance to compete with the many other nonprofits marketing the same event. The more times someone sees an ad from your brand, the more likely they are to engage. You should never only promote one version of your ad. Create at least two versions of your ad and change your ad after a week of promotion, creating a higher likelihood the viewer will engage with your ad. If it's the same repeated ad, you will have a lower engagement rate. Create as many different versions of your ad as possible.

Typically, anything that looks like an "Ad" is viewed negatively on social media as invasive. Your ad should be entertaining and provide value to the viewer. Critical success and failure will depend on the correct "audiences" you target within Facebook Ads. Create several ad campaigns, one to target your already existing followers, one for friends of your existing followers, and various targeted interest groups and demographics separately. This will allow for a more effective reach using the Facebook/Instagram algorithm.



INSTAGRAM/FACEBOOK

Note: You should always create a Facebook event when using either platform to promote. The largest common mistake is not giving the viewer immediately the information that they're looking for, like location and times. Facebook events link automatically with your ad and give information. You must also have your website landing page be exclusively for the event while the campaign is in effect. You have seven seconds to sell the viewer once they've clicked on your ad. Do not waste time.



**CPM BUDGET
(ONGOING BRAND AWARENESS):
\$500/MONTH OR
\$6,000 ANNUALLY**

This should be videos and photos of your live experience and local missions storytelling, highlighting the work you've done in the community, i.e., homelessness, sex trafficking. Promoting the positive work you're doing in the community raises your public relations profile and attracts people who react emotionally to helping others and builds trust for future marketing efforts.

You should be connecting all giving promotions or announcements with community causes by celebrating what the members' donations are achieving. If you have a high quality live experience with high quality video and photos, focus on promoting this as well.



**CPM BUDGET
(LIVE EVENTS IMPRESSIONS):
\$10,000 PER EVENT OR
\$40,000 ANNUALLY**

Use actual footage of previous live events highlighting emotional and engaging visuals to entice viewers to want to experience what you have to offer. Create multiple versions of this ad. Do not just promote one single ad. Rotate versions at least weekly.



**CPC BUDGET
(FOUR LARGE EVENTS):
\$5,000 PER EVENT OR
\$20,000 ANNUALLY**

These should be high quality videos detailing the best actual footage of your events. Select the most attractive experiences and moments that will stop the scroll of someone on the internet or social media. Prioritize having your best camera ops capture video footage of your events for promotional materials to be used in the following years or months. If this is not in place, you will not have materials to use for your promotions.



Invest in a high quality camera that can capture 60 FPS in order to use slow-motion footage. This budget might not be used entirely. Just make sure to allocate at least \$5,000 in case you have \$5,000 worth of clicks.

TikTok

TikTok is an emerging and untapped platform that is not already saturated with advertisers like Instagram and Facebook. For example, I receive at least 10-20 sponsored posts from various churches around Christmas. It is also the primary social media platform for the emerging Generation Z, especially with females. This is the most effective area to target anyone under 30 years of age.

Content should be created uniquely. TikTok is performance based; so your ads should be creative and look like a typical TikTok video. Most of Generation Z are not interested in attending in-person church, but have shown an overwhelmingly high degree of willingness for online spiritual content from YouTube and TikTok. If your online model uses current YouTube strategies and trends, then TikTok will be an overwhelming success for your views and online discipleship to increase. For more on how to use YouTube correctly so the algorithm works for you and not against you contact joshua@deusvultmarketing.com.

NOTE: YouTube videos should be topical like, "How to Get God to Answer Your Prayers" or "Anxiety and Depression." Do not use clever sermon series titles that are not keyword search terms. Once you have quality YouTube content to promote, TikTok ads would greatly increase your YouTube traffic. Generation Z regularly uses YouTube often over cable television and streaming and is recommended for kids and youth marketing campaigns. You cannot expect Generation Z to come to you. You have to bring your church to them. Give them what they want, when they want, how they want it.

ANNUAL TIKTOK AD COST: \$20,000



GOOGLE/YOUTUBE

The number two search engine in the world is owned by the first: #1 Google, #2 Youtube. Using Google Ads will allow you access to several options for YouTube ads like skippable and non-skippable ads before and in video content. You have lots of options to target your audience.

For more information on a successful YouTube-specific marketing plan, visit deusvultmarketing.com.

Google Ads is the most effective when wanting to target interest groups looking for specific services provided or interests and keywords google searched. Reminder: Targeting people within a set area or location for services limits how many potential customers you have available. Google Ads can target locations, but I've found much greater success in broader online marketing, like your online campus, due to Google's national and worldwide reach. You can set it for CPC.

In order to use Google Ads, you'll need to be verified by Google. If you're leveraging the free Google Ad Grant for nonprofits (a free grant given to nonprofits allowing a Google Ad for your website up to \$10k per month from keyword searches associated with your organization), you'll need to create two separate Google Ad accounts. Google Ad Grant does not allow other spending campaigns. Once Google Ad Grant is set up, let it run and operate your campaigns on the other Google Ad commercial account. There is never a reason to not be enrolled in the Google Ad Grant for Nonprofits.

Once you hit over a specific amount of spending on Google Ads, the option to have a free Google Ad Support Agent is available. You should schedule regular weekly meetings to go over your campaigns together to maximize your campaign's efficiency. Targeting specific demographics can be complex and it is recommended to split out each Google Ad campaign target market within Google Ads individually. This will increase the effectiveness of your reach. You should always have a CPC ongoing brand awareness campaign running.

YOUTUBE SKIPPABLE AD: \$20,000

YOUTUBE NON-SKIPPABLE AD: \$5,000

GOOGLE ADS: \$20,000



TRADITIONAL OUTBOUND MARKETING

MAILERS

Christmas and Easter can be surprisingly effective events to market using mailers when it's local, but very dependent on the quality of your content and brand. You also gain brand recognition; however, it is far more expensive than standard digital marketing.

For example, you will receive a maximum 20k impressions from spending \$5,000 as opposed to spending \$5,000 on digital ads resulting in millions of impressions. This should be done in addition to your digital marketing campaign and only if you have the resources. The mailer should be very visually stimulating, evoking an emotion on the front and highlighting the experiences available with pictures on the back.

Odd-shaped mailers that stand out of a mail pile are critical. I don't recommend extensive use of mailers, but they can be an effective way to transition from traditional marketing while you try out new digital tactics.



20,000 units: \$5,000

Total for 4 events: \$20,000

NOTE: If your demographic is above 55 years of age, leveraging mailers might have more value. Using coupons like a free exclusive drink at your event will increase attendance. Purchase services that give you mailing lists of people who have moved into your target area. Build up brand awareness in your community by consistently sending out mailers to the same addresses. The more times your target demographic sees your brand the more likely they are to consider your promotion.





BULLETIN AND POSTER BILLBOARDS

Bulletin and poster-sized billboards are most effectively used for brand awareness, market saturation, and high-traffic events; however, for high-traffic events, billboards become a supporting marketing asset because most viewers are drivers who will not have the availability to search for your call to action link, but will view any other marketing promotions more favorably when they encounter them. Once your vinyl ad is created it is typically cheaper to repeat the ad.

When going for a billboard/poster board strategy, you should hyper focus on a small target area and oversaturate to create buzz. Using an intriguing and visually grabbing image that is seen several times over will drastically increase the viewer's interest and curiosity. Your landing webpage should be set up to receive all these impressions.

Unless a billboard is in an extremely prime location, I recommend using poster board size, which are far cheaper and still large enough to be seen, allowing for a blanket marketing saturation strategy. Pricing varies based on availability and demand of location. If your target area has bus bench ads or other similar opportunities these should be considered.

Single Bulletin Board 4-Week Campaign: \$5,000

4-7 Poster Boards 4-Week Campaign: \$5,000

Total for two separate 4-Week Campaigns: \$20,000 annually

Bulletin



Poster





CONCLUSION

It is extremely important to build into your first-time guest information collection process the question, “How did you hear about us?” This will be your primary data on what is working the most effectively for actual conversions.

Online data will show you who is clicking on your content and will be the quickest data you will have to react to. These tools are only half of the equation to success. The real magic of marketing is in your content creation, if your content isn’t creative or speaking to your audience well, your marketing efforts will be less effective or ineffective.

Your top priority should be finding and keeping high-level content creators.

After running this campaign you should reevaluate which marketing avenues are working and decide to eliminate underperforming campaigns due to your target demographic’s response. (Determine that your ad content is not the problem before you decide to stop a particular marketing platform.) This plan is a baseline plan created to highlight what works for your organization and demographic. You should move to a more focused and strategic marketing plan after you’ve received the data from this plan in order to inform your future marketing decisions.

VISIT

DEUSVULTMARKETING.COM

OR CONTACT:

JOSHUA@DEUSVULTMARKETING.COM

TO RECEIVE YOUR FREE 1 HOUR CONSULTATION



COST BREAKDOWN

Yelp Ads	\$5,648
CPM Budget (ongoing brand awareness)	\$6,000
Facebook/Insta CPM Budget (live events impressions)	\$40,000
Facebook/Insta CPC Budget (4 large events)	\$20,000
TikTok Ads	\$20,000
YouTube Skippable Ads	\$20,000
YouTube Non-Skippable Ads	\$5,000
Google Ads	\$20,000
Billboard Campaigns	\$20,000
Annual Total	\$156,648

The logo features the text "DEUS VULT" in a large, bold, white serif font. Below it, "MARKETING & CONSULTING" is written in a smaller, white, all-caps sans-serif font. The text is centered within a circular frame made of a rough, golden-brown brushstroke. The background is a solid dark grey or black.

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