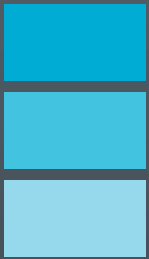


CEDARCREEKCHURCH

Communication Strategy Handbook



Audience Insights

WHO ARE WE TALKING TO?

Our target audience is young, vibrant, and sorting through the complexity of life.

Many have limited church experience, or were burned by the church in the past.

Some are searching for guidance or input on how to live life or raise their kids the "right" way. They value wisdom and mentorship. Others are simply looking for a place to belong.

Their most important values in choosing a faith community:

- Acceptance for Where I Am Now
- A Sense of Adventure and Excitement
- Guidance and Wisdom from Someone I Respect
- Space to Meet Real, Normal People

KYLIE



Age: 29

Gender: Female

Ethnicity: Mixed race background

Occupation: Nurse

She's fierce. Sarcastic. The loud one in the group. Infectious laugh. Enneagram 3. She wears the pants in the household. Wants to be a great mom, but frustrated she can't do everything she wants.

CARTER



Age: 25

Gender: Male

Ethnicity: White

Occupation: Something he doesn't like

He is a CrossFit fanatic and loves league sports. An adventure-seeker who loves the outdoors and hiking. He went to church as a kid - but now feels like church is just a bunch of rules of things he can't do.

WEAK TIES

STRONG TIES



ATTRACT

GET

KEEP

GROW

MULTIPLY



CONSUMER

CONTRIBUTOR

- They know us
- Marketing
- Reach
- Make people aware

- Assimilation Pt. 1
- New Attendance
- People attend service or event for first time

- Assimilation Pt. 2
- Attendance
- Retain and start people on engagement journey
- Mobile App Communities

- Attending GrowthTrack
- Joining Groups
- Engage people in growth model

- DreamTeam
- Develop leaders who multiply the mission

- Google
- Social
- Billboard
- TV
- Postcard
- YouTube

- Website
- Church Online
- Serve Day

- Mobile App
- TV PPP

Promotion

LEVEL 1

Big Invite

- Stand-alone Page
- Press Release
- Consider Level 2
- Paid Ads
- Invite Card
- Digital & Physical
- Home Page Ticker

EXAMPLES

Christmas
Easter
Halloween
Preach Off
At the Movies

LEVEL 2

Church-Wide Event

- Mobile App Prominence
- Lobby Signage
- Outdoor Signage
- Main Digital Signage
- Consider Level 3
- Google Event
- Optional Paid Ad
- Weekend Service
- Invite Page
- Promo and/or Recap Video

GROUPS DIRECTORY

Men's Event
Women's Event
Fusion Camp
Serve Day
Outreach Initiatives
Groups Launch

LEVEL 3

Ministry Information/Celebration

- Ministry Page
- Ministry App Page
- Social Media
- Postcard
- Upcoming Events
- Consider Level 4
- Need to Know Email
- Blog
- Ministry Digital Signage
- Text Keyword
- Ministry Email
- Photography Presence

Child Dedication
Second Saturday
Promotion Weekend
Santa Bowl

LEVEL 4

Campus Specific Events

- Campus Weekly Email
- Campus Social Group
- DreamTeam Huddle

GROUPS GATHERINGS

Groups
Second Saturday
Serving

LEVEL 5

Outside Event

- Social Post
- DreamTeam Huddle
- Staff Email
- Upcoming Events

Concert
Building Rental

LEVEL 6

Holiday

- Blog
- Email PS
- Social Posts

4th of July
Labor Day

LEVEL 7

CedarCreek Responds

- One Social Post
- Need to Know
- Send Off

Convoy of Hope

Primary Marketing Goal

Help people take next steps.

Secondary Marketing Goal

Collect valuable data.

Strategy

Questions to Ask:

Who am I trying to reach?

Who is the main communicator?

What are the next steps I am asking someone to take?

When should the plan start/end?

How are you measuring success (dashboard)?

Whose story am I sharing through this process/promotion?

PROCESS

1

Ministry Team will add items to the Ministry Calendar **10-12 months** out from each event.

2

Project Manager will review events on the ministry calendar **6 months out**.

3

Project Manager will initiate plan based on each calendar event.

4

Communications Team member will meet with [A] for each event on the calendar to gather important details for the event.

5

Communications Team will review details from meeting and develop final promotional plan.

6

Final plan to be communicated back to event [A].

SUPPORTING DOCUMENTS

MARKETING FOCUS: a Notebook in Teamwork that outlines the focus to be communicated each week of the year. The Marketing Focus will traditionally **be built 6 months out** and will be filled in with precise details for each week, the week before communications are live.

RED Too much
Not likely promoted

PURPLE Weak Communication
Email 3rd Item
Maybe 1 Social Story

YELLOW Secondary Communication
Email 2nd Item
Social Presence

GREEN Primary Communication
Email 1st Item
Social Posts

EVENT PROMO: A notebook in Teamwork that outlines all communication specifics for a particular event.

WEBSITE

A marketing tool to give potential and new attendees a feel for who we are as a church.

USER JOURNEY

1 = Potential Attendees

2 = New Attendees Who Recently Joined

QUESTIONS ANSWERED:

- 1** **Where is the church?**
Locations, Times, etc.
- 2** **What is the church like?**
Beliefs, Vision, Values, etc.
- 3** **What are the people like?**
- 4** **What do I need to know?**
Dress code, childcare, etc.

MOBILE APP

A growth tool to continuously increase new and existing attendees' engagement.

USER JOURNEY

2 = New Attendees Who Recently Joined

3 = Existing Attendees

QUESTIONS ANSWERED:

- 1** **How do I get more engaged?**
Baptism, Groups, Daily Spiritual Habits, etc.
- 2** **How do I get care or serve?**
Prayer requests, GrowthTrack, Give, etc.
- 3** **How do I access the latest communication?**
Event information, Weekend Messages, etc.