








SERVICE Programming + Digital Marketing

SOURCE	CAMPAIGN	ACCOUNTABLE
Pre-Service	6 Static Slides EXAMPLE: • Welcome • Adventure 3 • Adventure 1 • Adventure 4 • Adventure 2 • Adventure 5	Marna Ward
Post-Service	6 Static Slides + Call to Action EXAMPLE: • Thank You • Kids • GrowthTrack • Students • Give • Family Faith Plan	Marna Ward CALL TO ACTION: • 21 Days of Prayer • Baptism
	Student	Spencer Osborne
	Kids	Sarah Bucher
	Groups	Kelly Pagel
	Journey	Ben Bockert
	Welcome & Guest Services	Marketing
	Call to Action	Marketing
	CC TV	Service Program

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

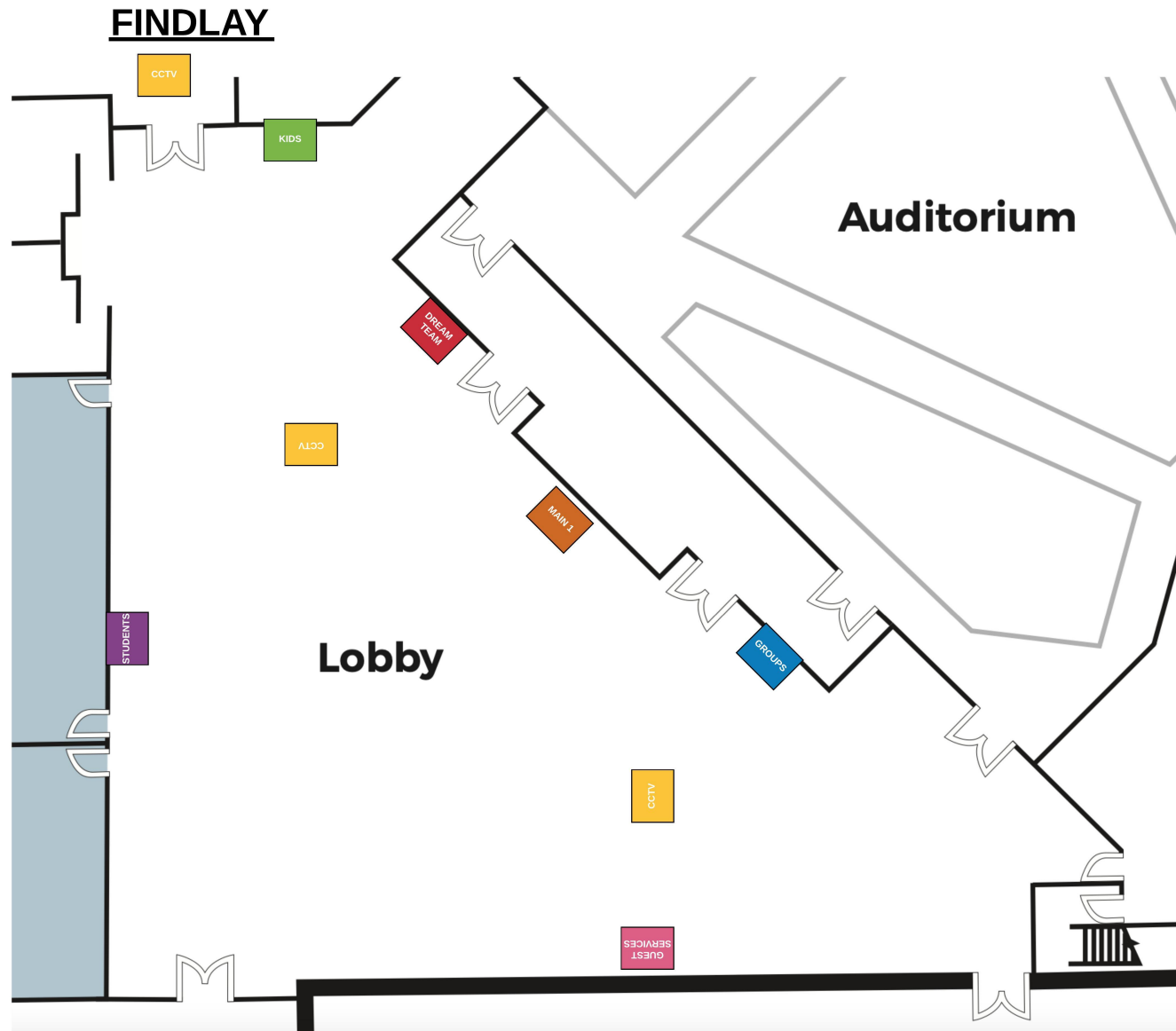
2 = New Attendees Who Recently Joined

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.

FINDLAY Digital Marketing Map



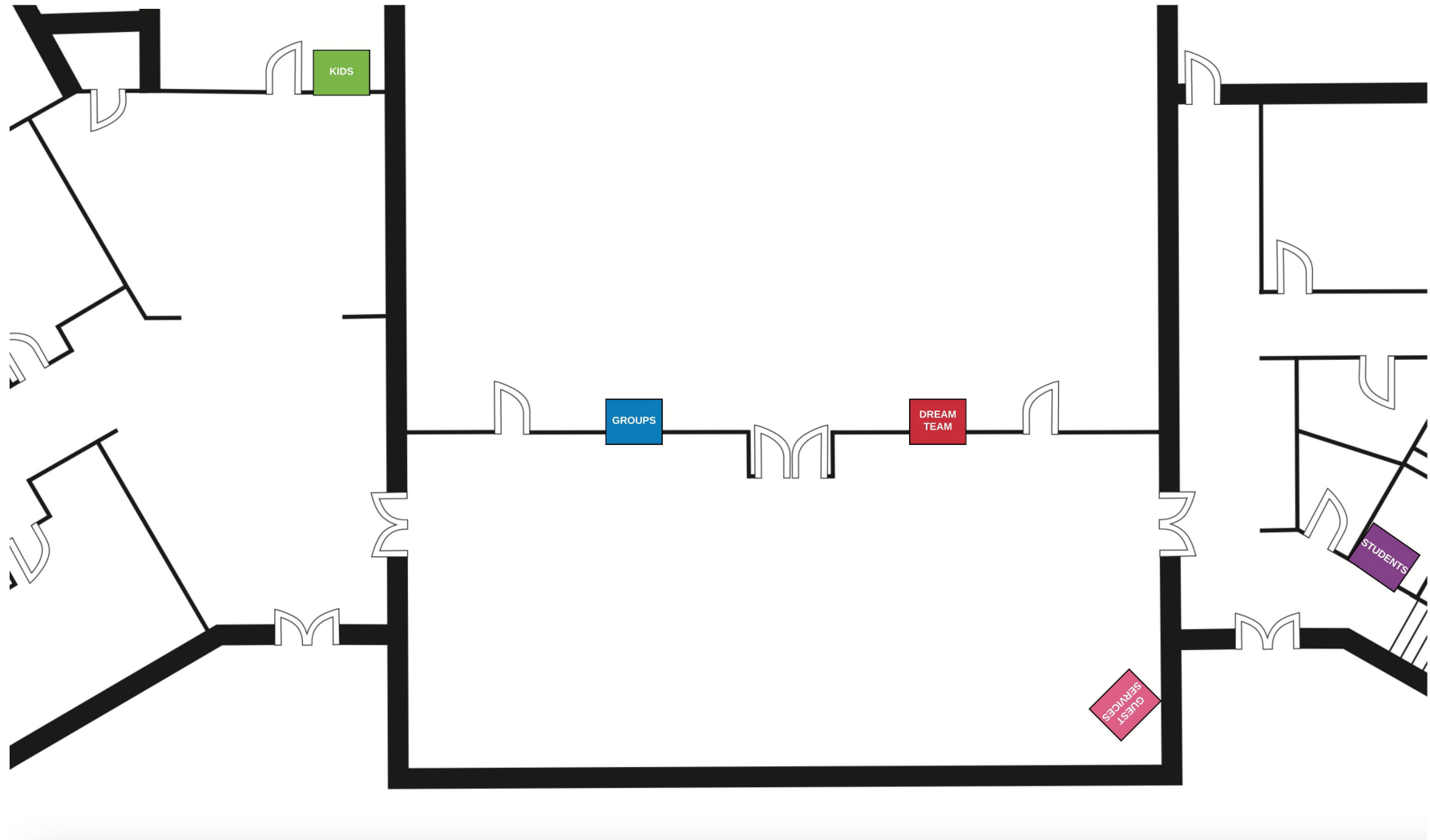
Considerations:

1. Move the CCTV's to make more sense

CCTV:

1. Main Entrance
2. Kids Waiting area

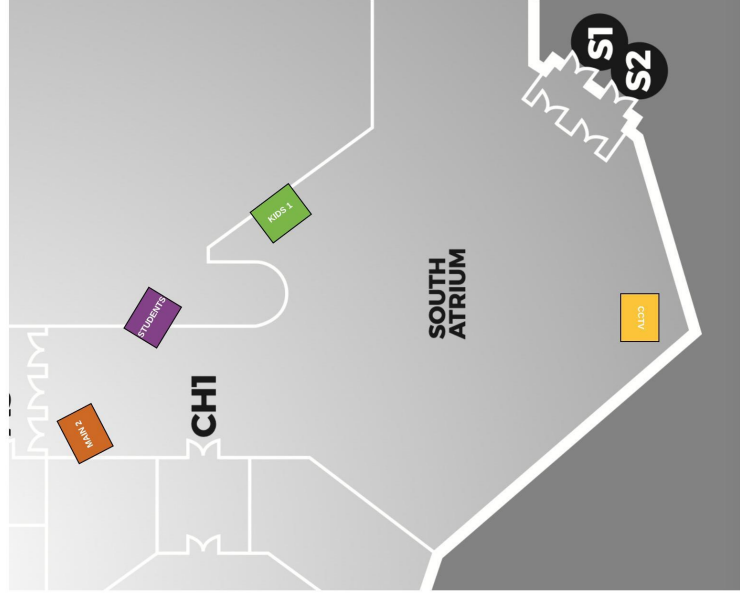
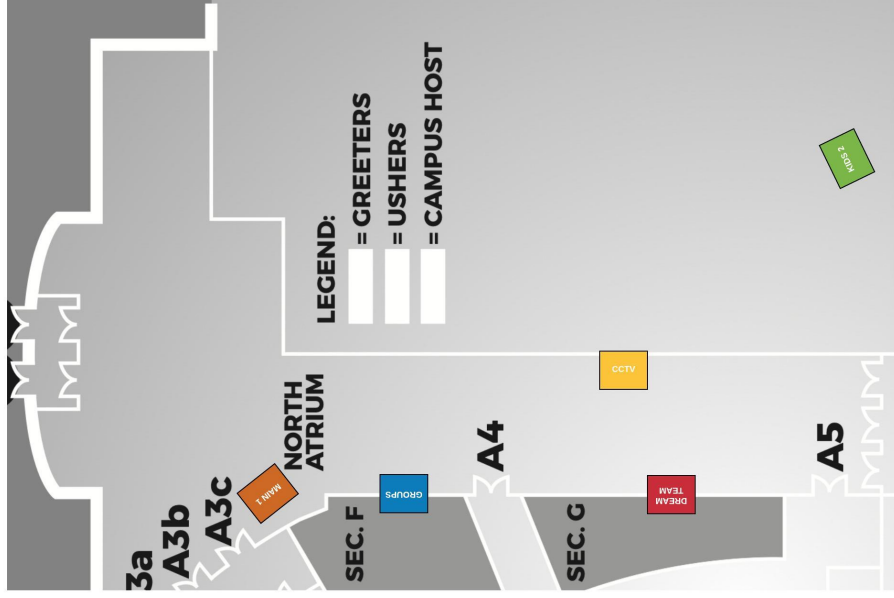
OREGON Digital Marketing Map



Considerations:

1. Add a TV opposite of Guest Services for CCTV

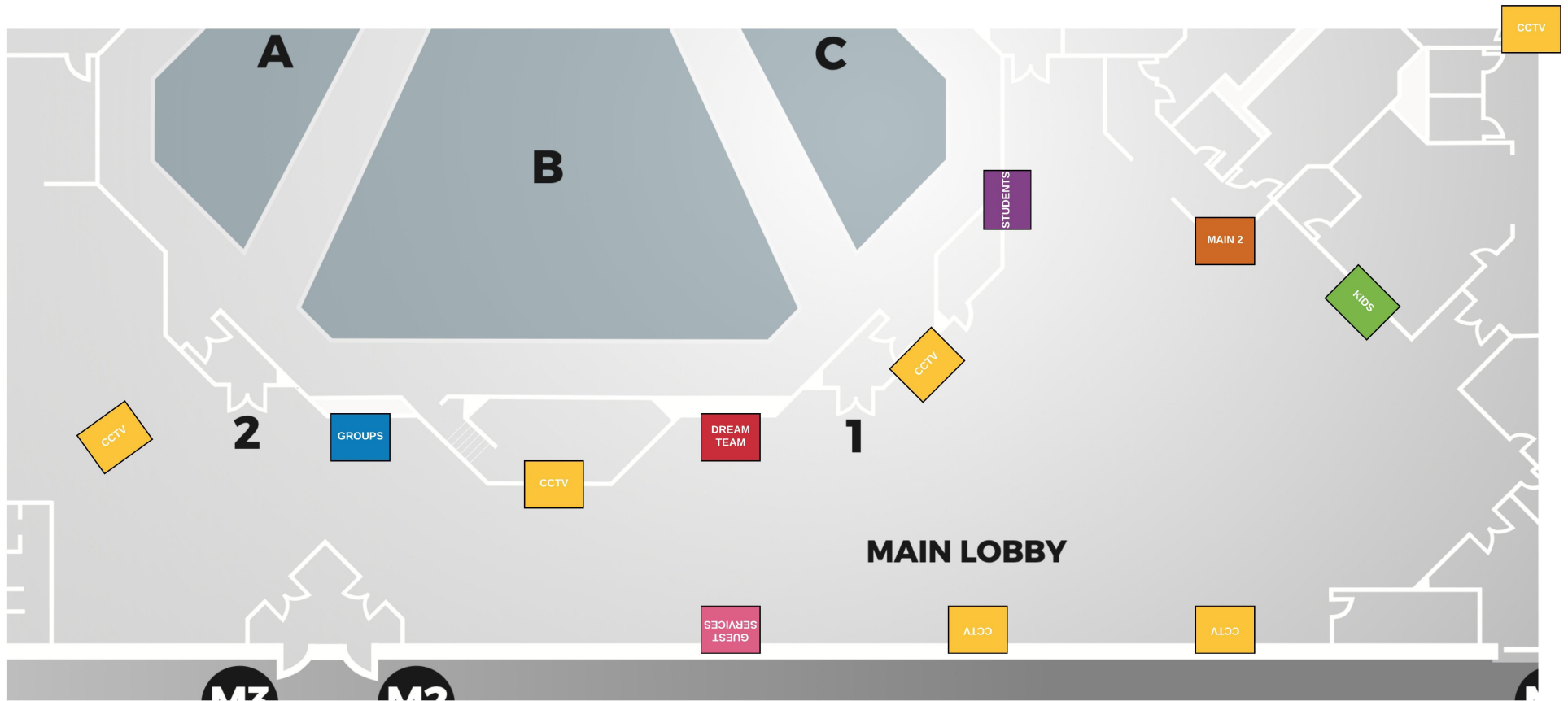
PERRYSBURG



CCTV:

1. South Atrium Sitting Area
2. Hallway Sitting Area

SOUTH TOLEDO Digital Marketing Map



Considerations:

1. Move Main 1 to 80"
2. Move Baptism to Main 1
3. Make Baptism CCTV

CCTV:

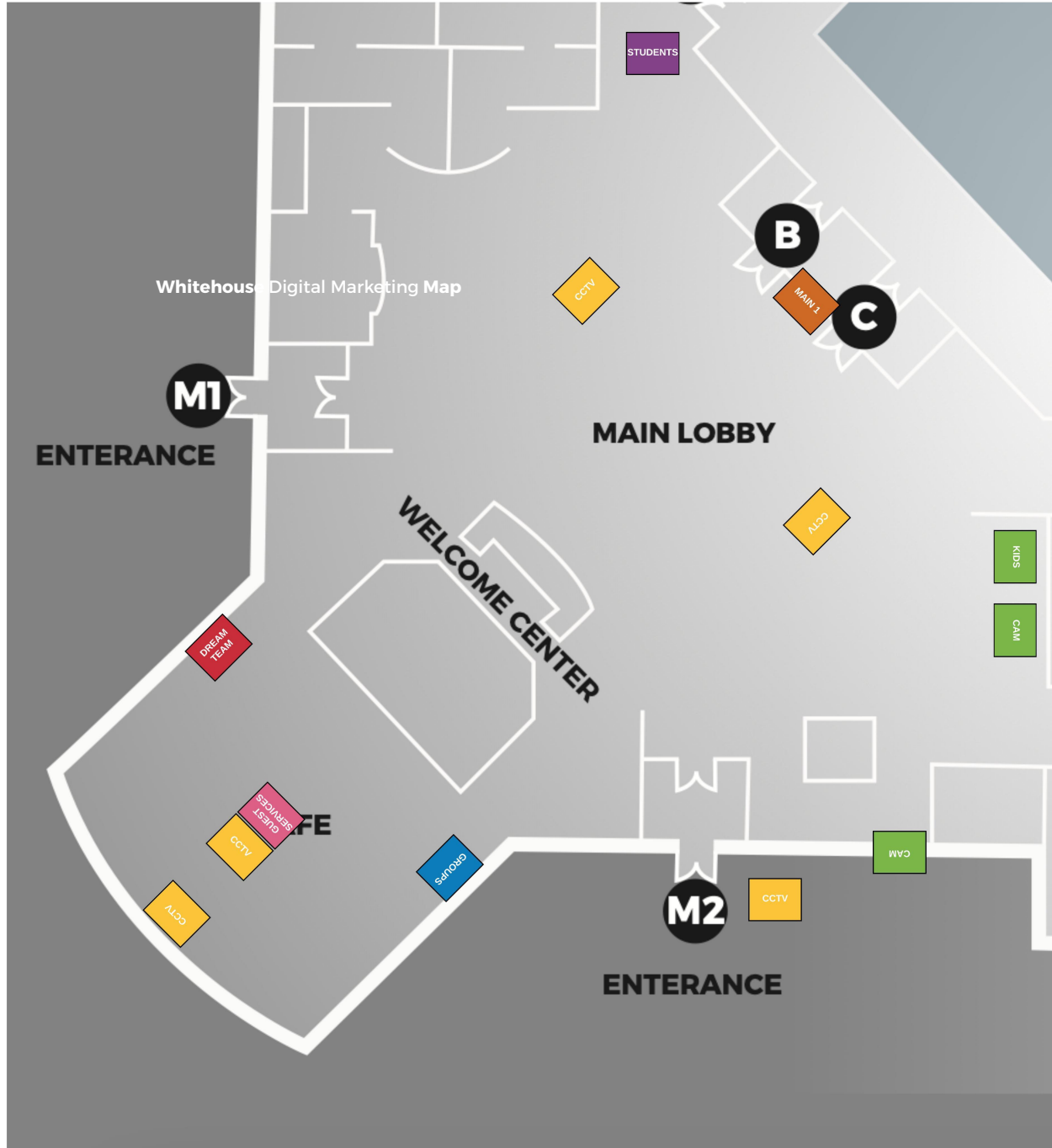
1. Fireplace Seating Area
2. Window Seating Area

WEST TOLEDO



CCTV:
1. Coffee Sitting Area

NOTE:
1. Main 1 is Guest Services above
2. Main 2 is Main 1 above



WHITEHOUSE

CCTV:

1. Window Seating Area

Considerations:

1. Remove 2 TV's on Lobby Pillars

