



Intro to Digital Marketing

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Cedar Grove Baptist Church



Slides and Book at cedargrovehs.org/digital

Feel free to ask questions during the presentation



Digital Marketing...

Is Extra Communication

Shows the World You Exist Digitally

Can be split into Social Media & Website



What is Social Media?

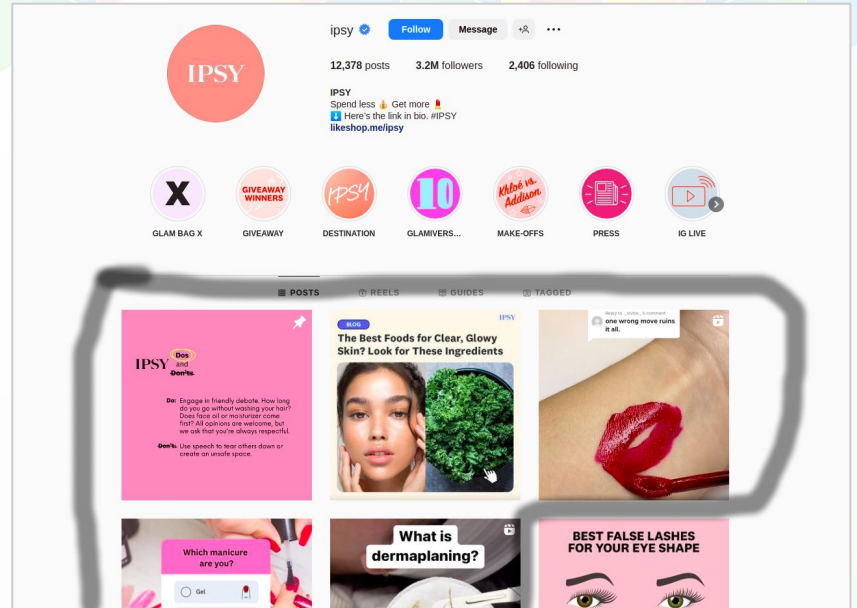
Platforms To Connect People Through Communication

Facebook, Instagram, Twitter, Youtube, Pinterest, Tiktok, etc.

Platform = single service with multiple access points (website, app, etc.)

1. Post Often

5 posts within 24 hours!



2. Entertaining & Understandable



A screenshot of a Facebook post from the Helias Catholic Robotics Club. The post includes a profile picture, the name 'Helias Catholic Robotics Club', and the text 'Just now · 🌐'. The main text reads: 'The team did a great job today! They programmed the robot to be driver controlled, including moving sideways using its Mecanum wheels.' Below the text is a photograph of three students in a workshop setting, focused on a robot on a table. The robot is a white, rectangular platform with four yellow Mecanum wheels. The students are wearing blue and yellow shirts. At the bottom of the post are icons for 'Like', 'Comment', and 'Share'.

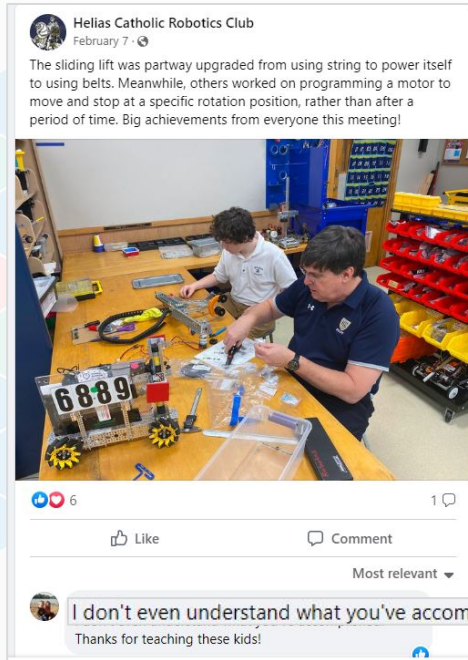
Great!



A screenshot of a Facebook post from the Helias Catholic Robotics Club. The post includes a profile picture, the name 'Helias Catholic Robotics Club', and the text 'Just now · 🌐'. The main text reads: 'The team did a great job today! They programmed the robot to be driver controlled, including moving sideways using its Mecanum wheels.' Below the text are icons for 'Like', 'Comment', and 'Share'. The image area where the robot photo would be is missing, leaving a blank space.

Just Good

2. Entertaining & Understandable



Helias Catholic Robotics Club
February 7 · 🌐

The sliding lift was partway upgraded from using string to power itself to using belts. Meanwhile, others worked on programming a motor to move and stop at a specific rotation position, rather than after a period of time. Big achievements from everyone this meeting!

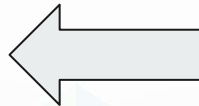
6889

6 1

Like Comment

Most relevant ▾

I don't even understand what you've accomplished.
Thanks for teaching these kids!



You Don't?? 🤔 🤯

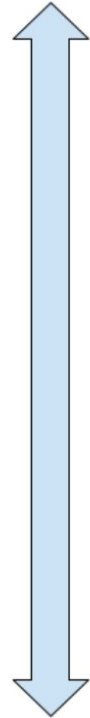
3. Use Pictures of People!



Most Engagement



Least Engagement



Yay! Pictures of People

 **First Baptist Church**
September 15, 2022 · 🌐


Don't forget the first Annex Work Night is tonight Starting at 6pm!
Hope to see you then!





ANNEX WORK DAYS
THURSDAY SEPTEMBER 15TH
&
THURSDAY SEPTEMBER 22ND
6 PM-9 PM


 Like  Comment

Album **VBS 2022: Spark Studios Final Night**




 **First Baptist Church**
August 6, 2022 · 🌐







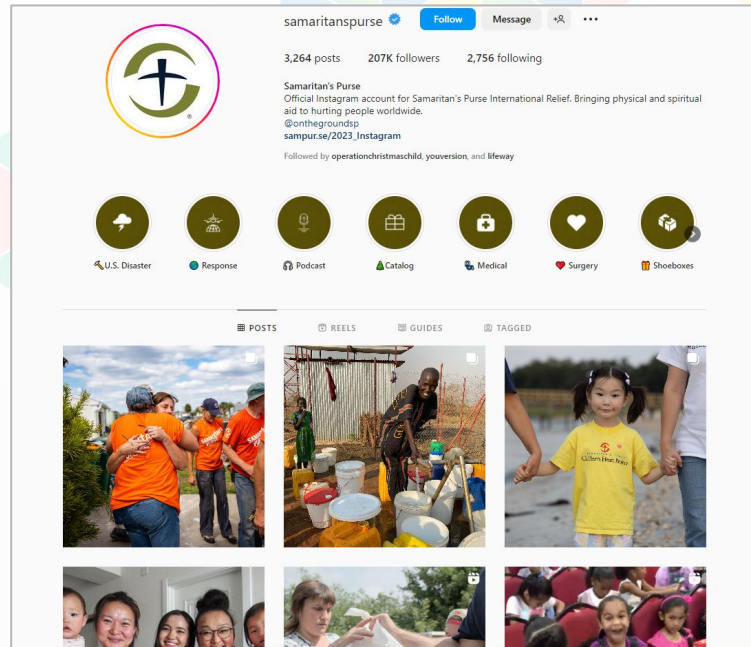


+112

  **12**  **3 shares**

 Like  Comment

Amazing SM Example : Samaritan's Purse



The screenshot shows the Instagram profile for Samaritan's Purse. At the top left is the profile picture, a circular logo with a green cross on a white background, surrounded by a multi-colored ring. To the right of the profile picture, the name "samaritanspurse" is displayed with a verified badge, followed by "Follow", "Message", and a menu icon. Below the name, the statistics "3,264 posts", "207K followers", and "2,756 following" are shown. The bio reads: "Samaritan's Purse Official Instagram account for Samaritan's Purse International Relief. Bringing physical and spiritual aid to hurting people worldwide. @onthegroundsp sampur.se/2023_Instagram". Below the bio, it says "Followed by operationchristmaschild, youversion, and lifeway". A row of seven circular icons represents different content types: U.S. Disaster (lightning bolt), Response (candle), Podcast (headphones), Catalog (shopping bag), Medical (ambulance), Surgery (heart), and Shoeboxes (shoeboxes). Below the icons are the labels: "U.S. Disaster", "Response", "Podcast", "Catalog", "Medical", "Surgery", and "Shoeboxes". At the bottom, there are tabs for "POSTS", "REELS", "GUIDES", and "TAGGED". The main content area shows a grid of six images: three people in orange shirts, a man working with supplies, a young girl in a yellow shirt, a group of people, a woman holding a baby, and a group of children.

Amazing SM Example 🌟: Samaritan's Purse



[Yemen Video](#) on Instagram

Or [view](#) on Instagram



Digital Marketer Qualities

Enthusiastic Cheer Leader

Resilient yet Flexible



Digital Marketer Qualities

Try Multiple Avenues

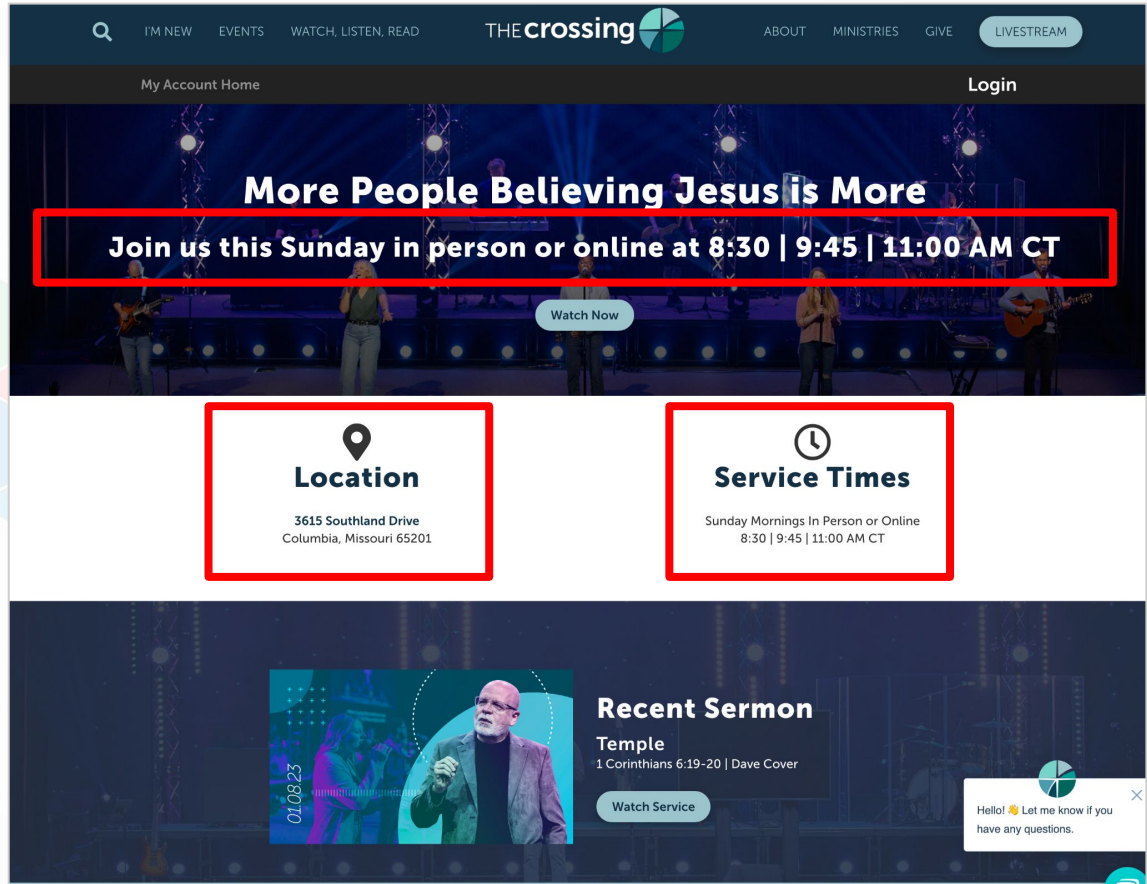
Keep a Cool Head

Don't Give Up

General Tips

1. Less steps for user is better

Times and location visible without scrolling



General Tips

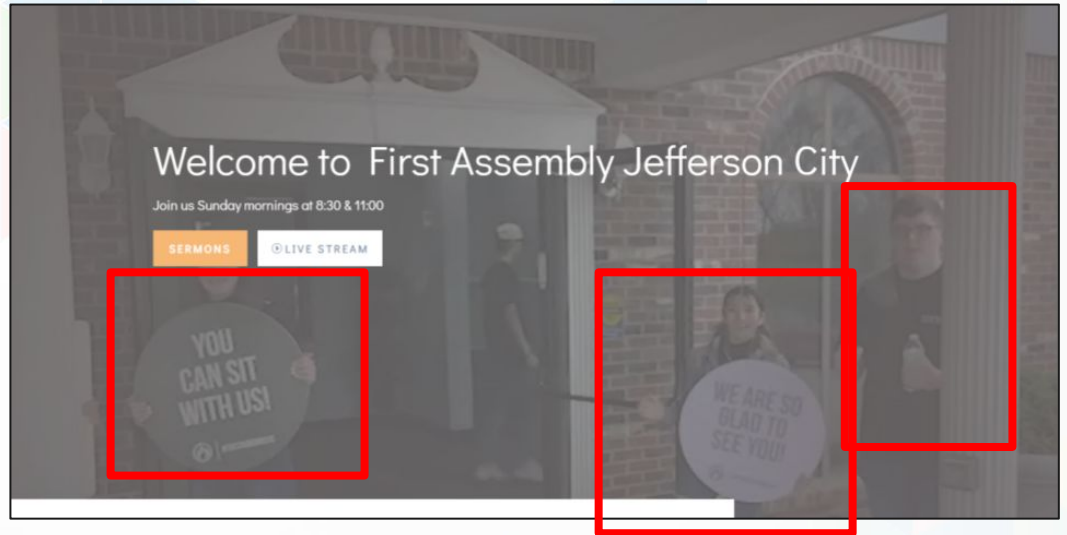
2. Everything must add up to be good

Physical Signage

Church Hospitality

Church Atmosphere

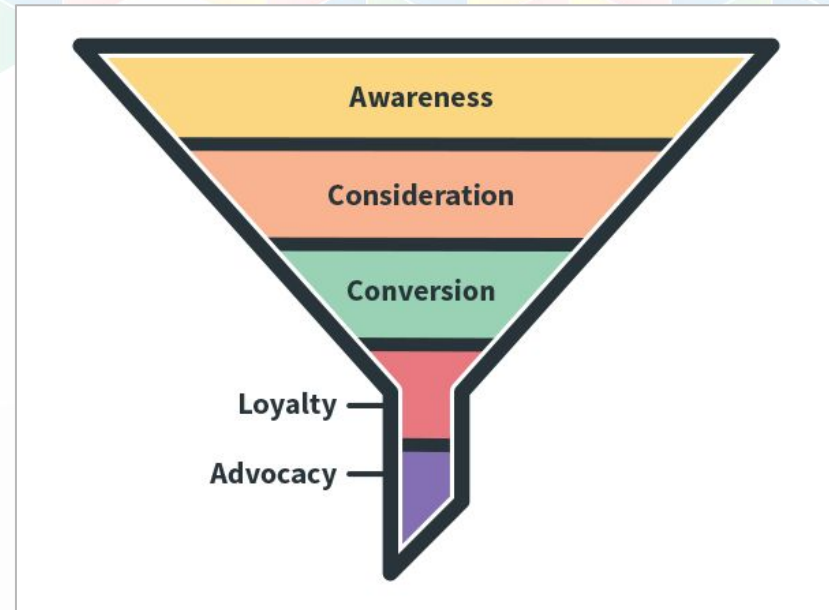
etc.



General Tips

3. Think like a marketer

A Marketing Funnel



Source: <https://sproutsocial.com/glossary/marketing-funnel/>



General Tips

4. Try often, fail often,
and vary your strategies



**THOMAS
A. EDISON**

(1847-1931)

WHEN YOU HAVE
EXHAUSTED ALL
POSSIBILITIES,
REMEMBER THIS

YOU HAVEN'T.

InspirationBoost.com



People

Autonomy is ok

Low-risk makes easy to roll out

Use your expertise but listen



People

Sometimes you must be direct

Pro tip: take many photos!

Why are Websites Important?



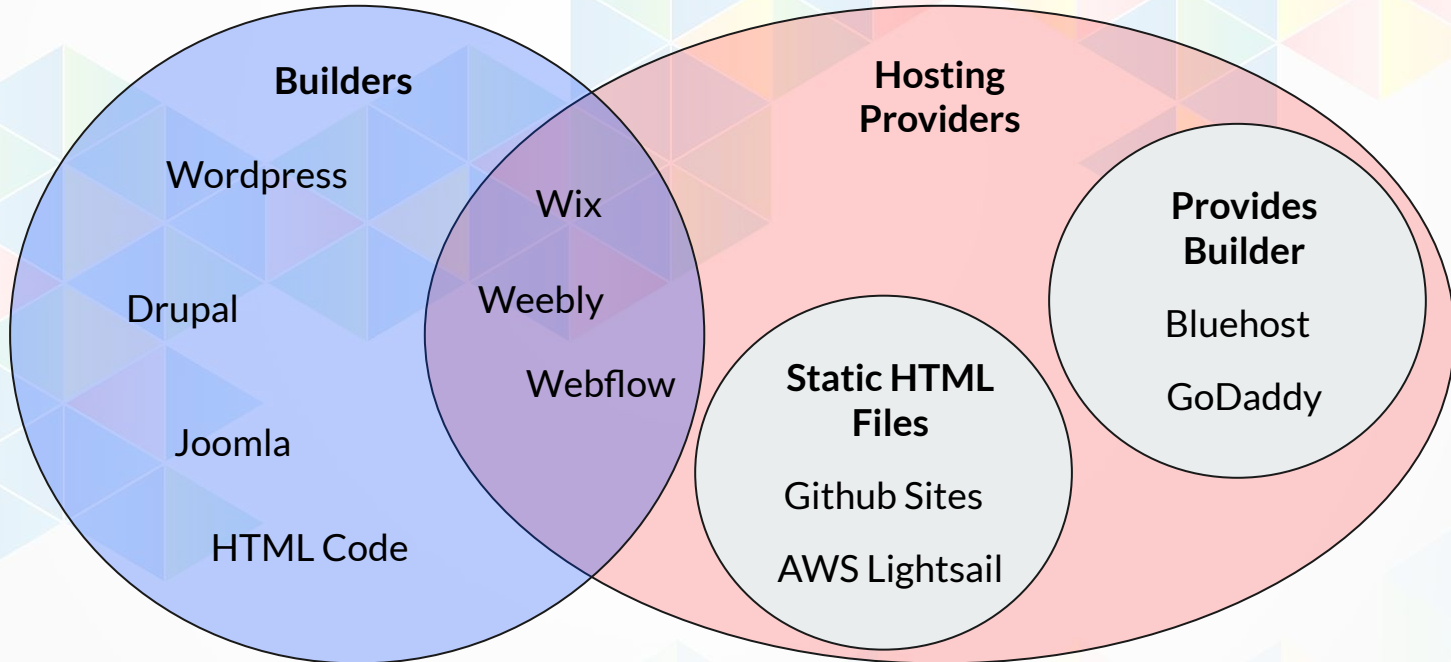
Good! 😊



Not Good 😞



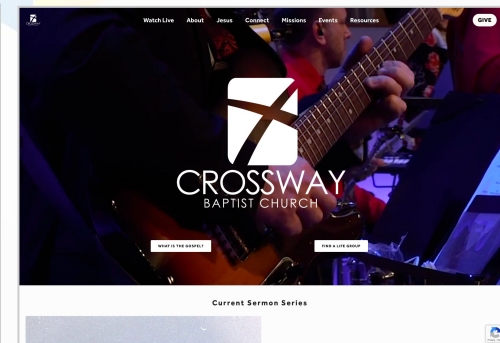
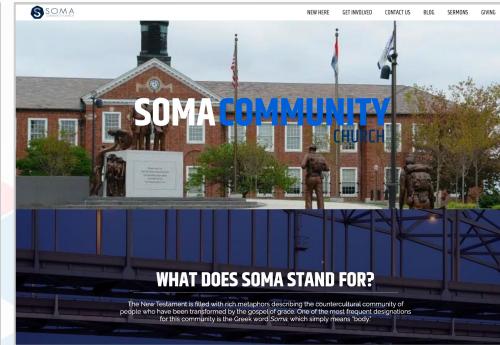
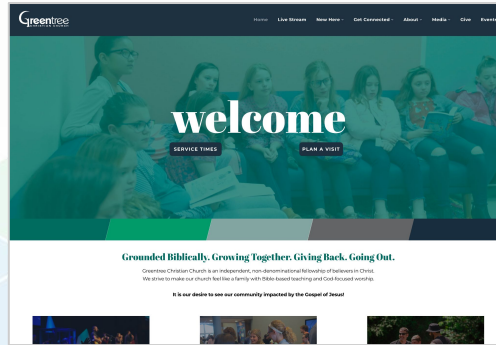
Websites Are Be Built And Hosted



Where to Start?

Do some research!

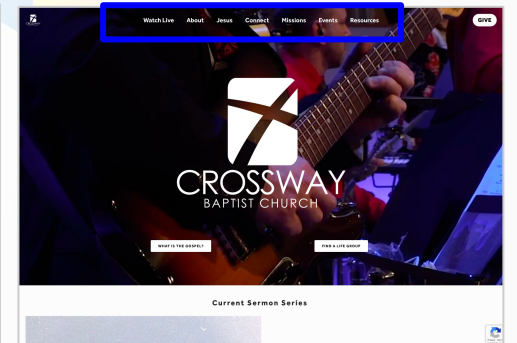
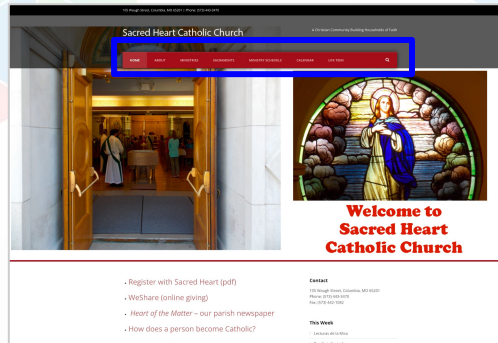
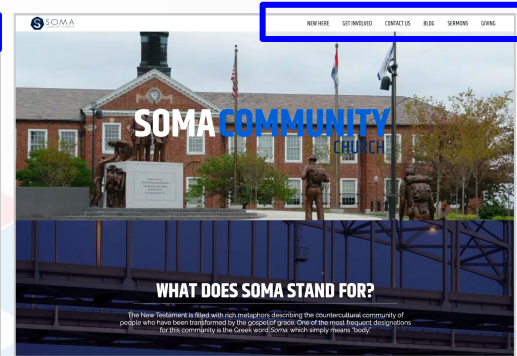
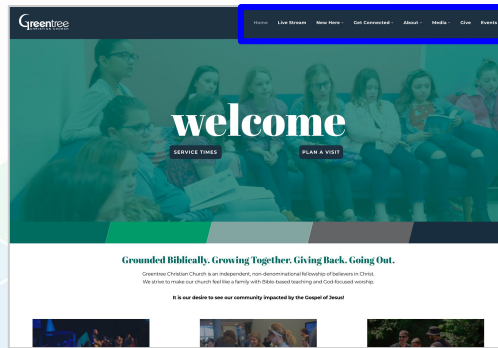
Impressive competition



Design: Navigation Bar

Between 3-7 items

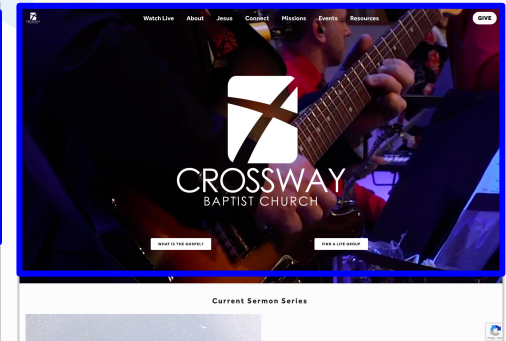
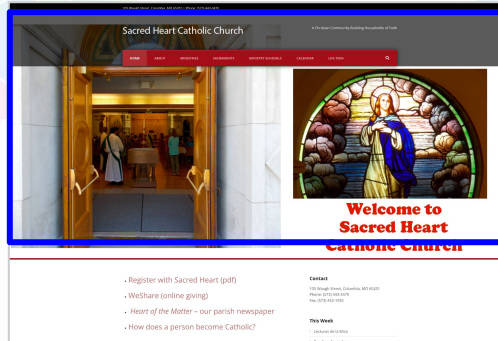
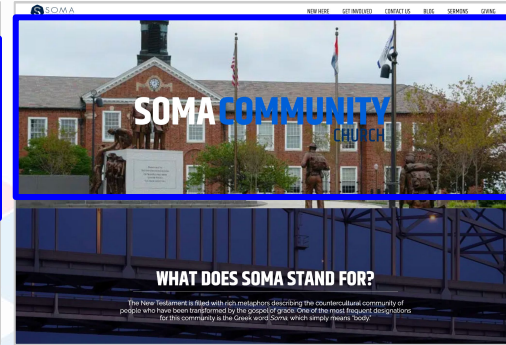
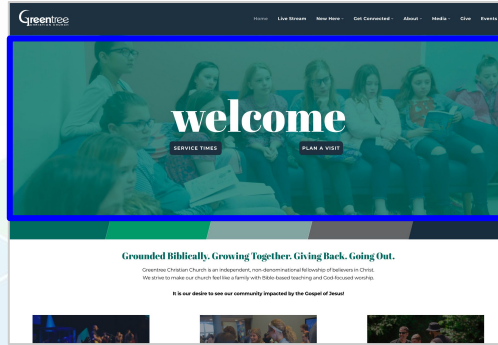
Text color seeable



Design: Body

Usually video or picture

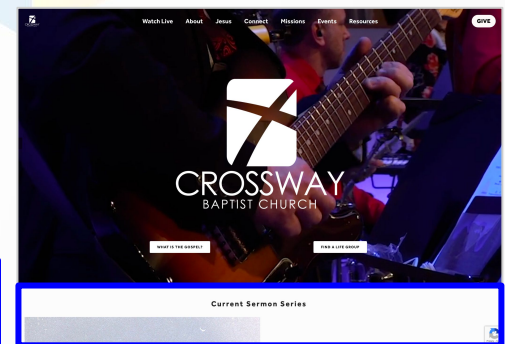
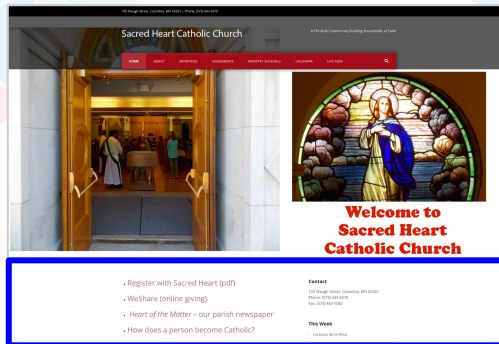
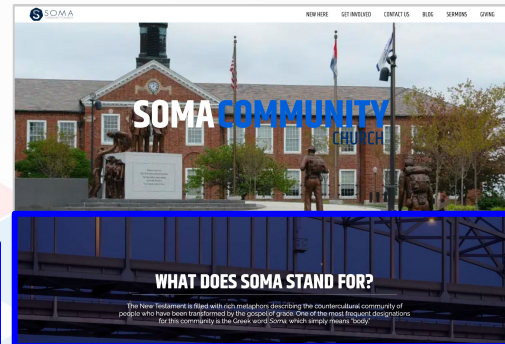
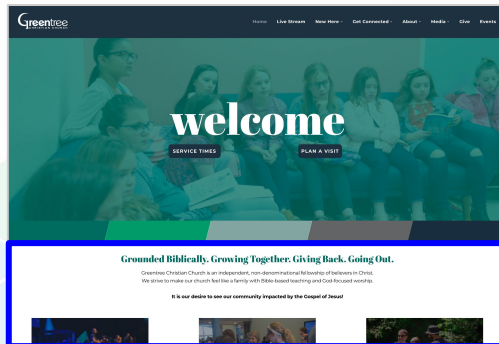
Movement is good



Design: Lower Body

Sermon watch, or info

Contact





Design: Other Pages

Names can be innovative



Mobile Optimize!

There could be surprises

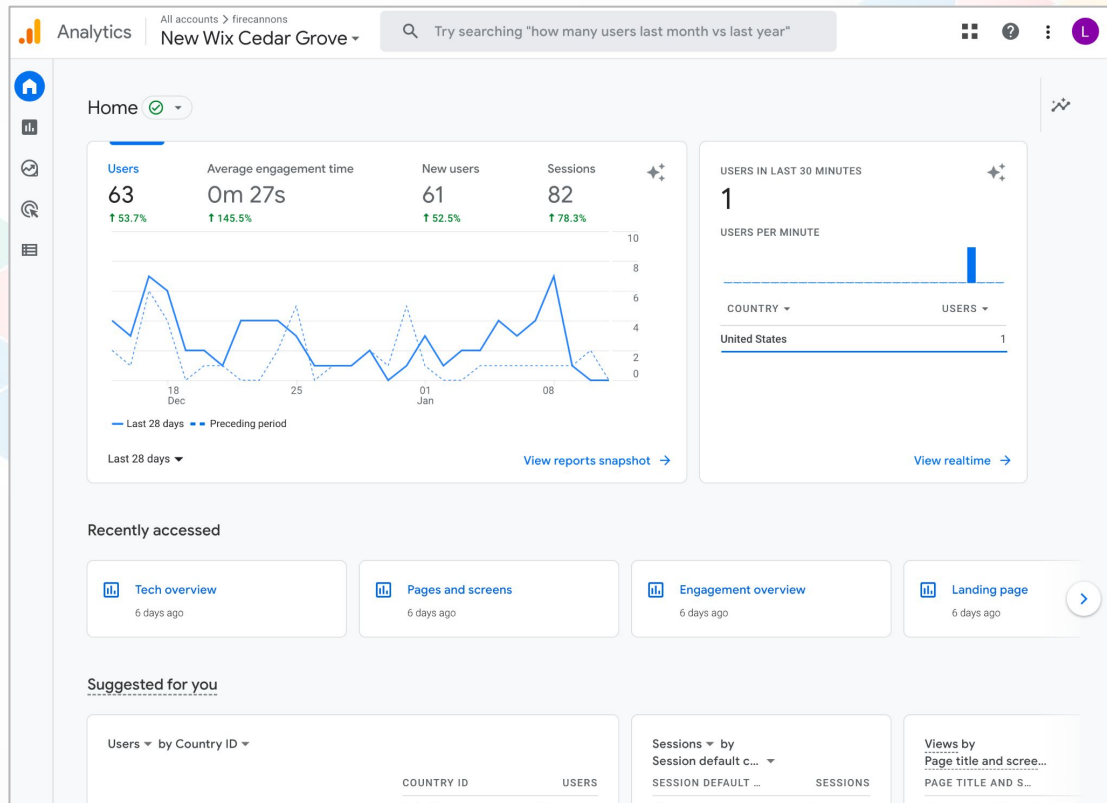


Source: evolve-systems.com

Analytics

See data about the site

Many different metrics



Google Business Profile

The image shows a Google search for "national heights baptist church". The search results include a video, staff information, a calendar, and next steps. A red box highlights the Google Business Profile card for National Heights Baptist Church, which displays a 4.6-star rating, 21 reviews, and contact information.

Search Results:

- National Heights Baptist Church**
National Heights Baptist Church – Love God ... - Springfield
Love God. Love People. Grow Together. · New Service Times - Sunday Mornings · Wednesdays at 6:30 · Prayer Meeting and Bible Study Youth Volume Ministries Stretching ...
- Video**
Church Office Hours: Monday-Thursday, 9:00 AM – 4:00 PM ...
- NHBC Staff**
NHBC Staff · Joshua Roberts · Brian Miller · Becky Chittenden ...
- Calendar**
Church Office Hours: Monday-Thursday, 9:00 AM – 4:00 PM ...
- Next Steps**
National Heights Baptist Church exists to help people like you ...
- More results from nationalheights.org »**
- Facebook**
National Heights Baptist Church | Springfield MO - Facebook
National Heights Baptist Church, Springfield, Missouri. 672 likes · 19 talking about this · 1886 were here. National Heights has a family of ministries...
★★★★★ Rating: 5 - 24 votes
- mysmarjobboard.com**
Jobs at National Heights Baptist Church | CareerFinder
National Heights Baptist Church (NHBC) in Springfield, MO has heritage of strong Bible study, serving our community, and supporting missions.

Google Business Profile Card (highlighted in red):

- National Heights Baptist Church**
- 4.6 ★★★★★ 21 Google reviews
- Church in Springfield, Missouri
- Address:** 3050 N National Ave, Springfield, MO 65803
- Phone:** (417) 833-4111
- Suggest an edit · Own this business?
- Add missing information
Add business hours
- Questions & answers
Be the first to ask a question
- Reviews from the web
5/5 Facebook · 24 votes
- Reviews
"Best place of worship"
★★★★★
"Great people here!"

SEO Tips and Tricks

Use website traffic estimators

Google “website traffic estimator”

Enter URL(s) Of The Page(s) That You Would Like To Check, One URL Per Line.
Limit 25 URL's per check.

fbcj.org
jcfumc.org
firstchristianjcmo.org
concordjic.org
cedargrovehs.org
fbcfultonmo.org
thecrossingchurch.com
crosswaybc.org
crescentcecella.org

[View SEMrush Stats](#)

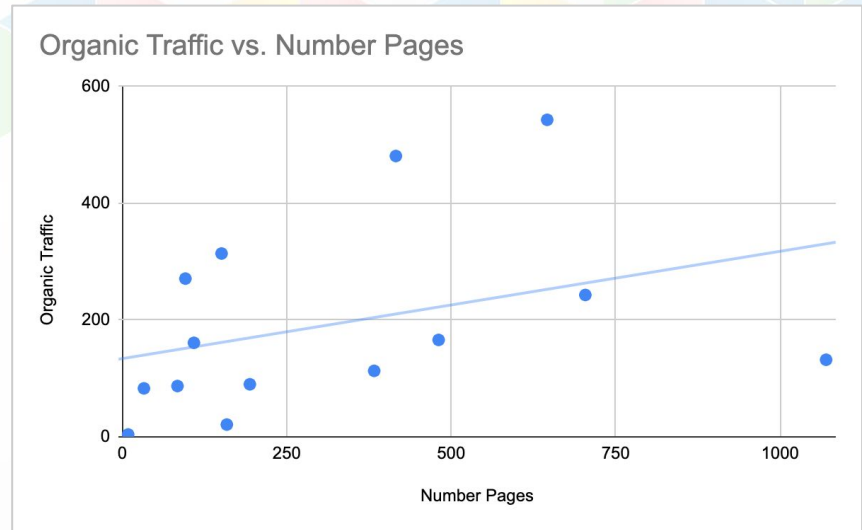
SEMrush Results

Domain	Rank	Organic Keywords	Organic Traffic	Organic Cost	Adwords Keywords	Adwords Traffic	Adwords Cost
fbcj.org	2338876	543	222	10	0	0	0
jcfumc.org	3892318	271	74	86	0	0	0
firstchristianjcmo.org	4069708	161	67	27	0	0	0
concordjic.org	1315239	638	621	495	0	0	0



SEO Findings

of Pages matter





Questions?

(slides and book at cedargrovehs.org/digital)

Useful Links:



Social Media

<https://missionalmarketing.com/social-media-for-churches-the-ultimate-guide>

<https://www.faithward.org/how-to-develop-an-effective-social-media-strategy-for-your-church>

<https://www.socialsermons.com>

<https://www.socialsermons.com>

Useful Links:



Websites

<https://www.awwwards.com> - website design competition

Want to estimate website traffic?

<https://www.thehoth.com/website-traffic>

<https://neilpatel.com/website-traffic-checker>

Useful Links:



SEO

<https://backlinko.com/hub/seo>