



Intro to Digital Marketing

By Lucas Winkelman

Cedar Grove Baptist Church



Slides and Book at cedargrovehs.org/digital

Feel free to ask questions during the presentation



Digital Marketing

Is Important

Is Extra Communication

Shows the World You Exist Digitally

Can be split into Social Media & Website



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.)

“Post Based” Social Media

A “feed” of posts that scrolls down forever

Facebook, Instagram, Twitter

Tiktok for Video

Have Professional and Personal Accounts



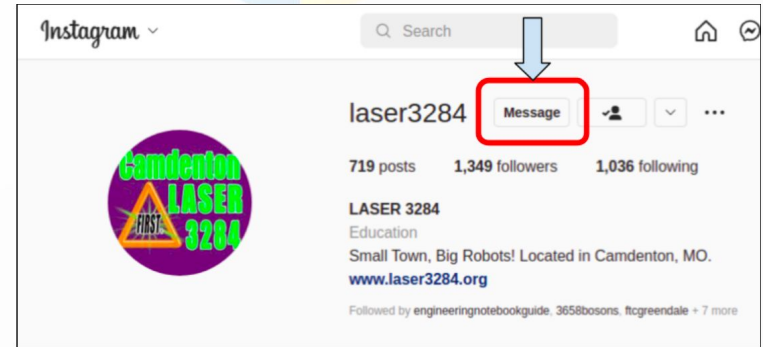
“Post Based” Social Media

Follow, Like other Accounts

First Posts by Those You Follow ...

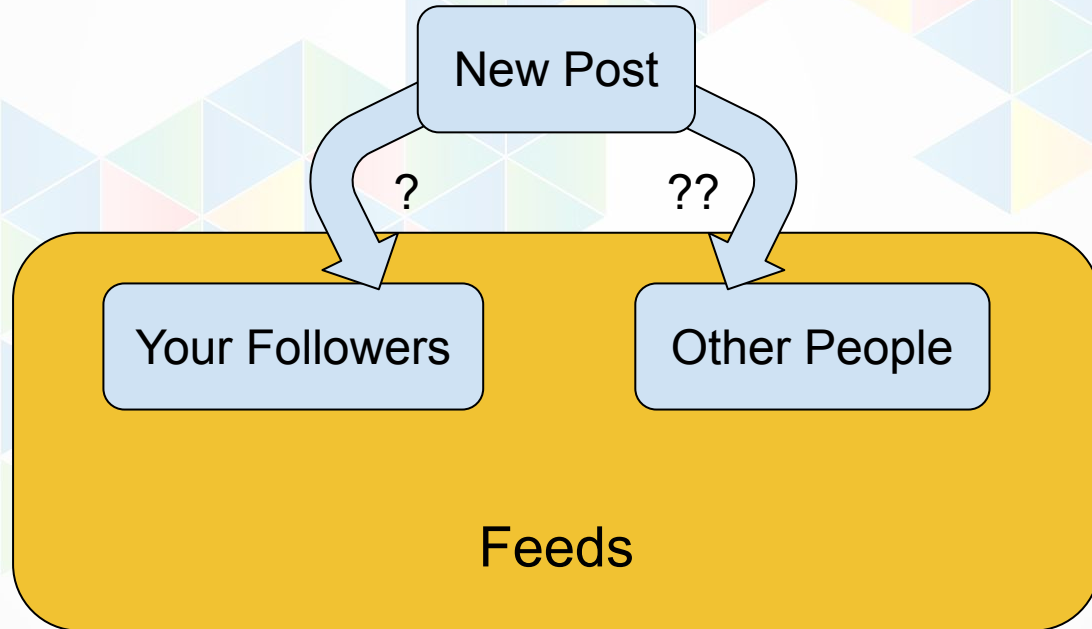
Then Possibly Other Posts

Controlled by Complex Algorithm





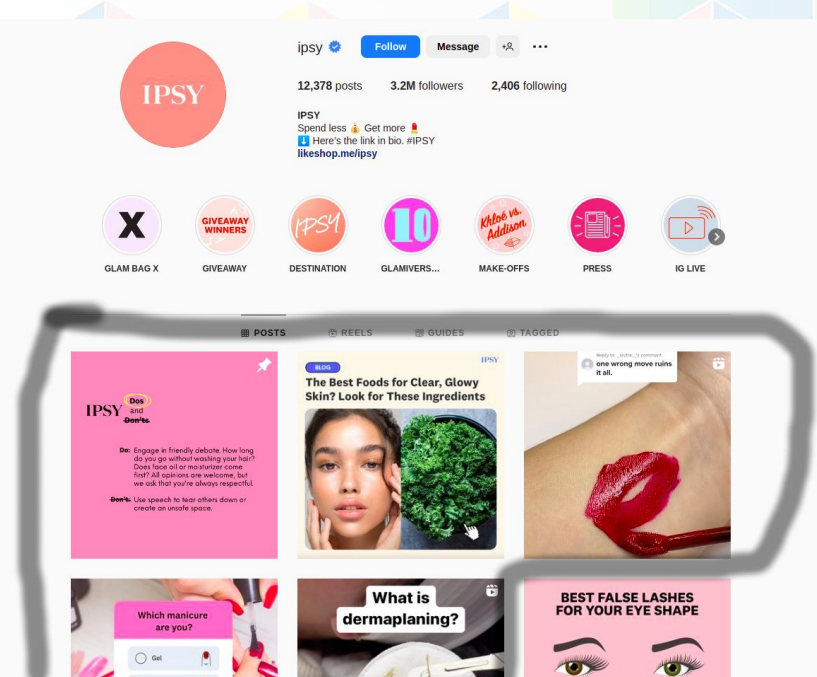
“Post Based” Social Media Cont.



Principles To Effective SM

1. Post Often!!!

The extreme: 5 posts within 24 hours



Post Ideas

But there's not enough activity ...

You can: Post about other topics

The 44 Social Media Post Ideas



Principles To Effective SM

2. Make Posts Entertaining, Exciting, and Interesting

Posts should be easy to understand

Keep post pictures low on text

People go onto social media to be entertained



Great!



Just Good

Principles To Effective SM

3. Use Pictures of People!



Most Engagement



Least Engagement



Principles To Effective SM



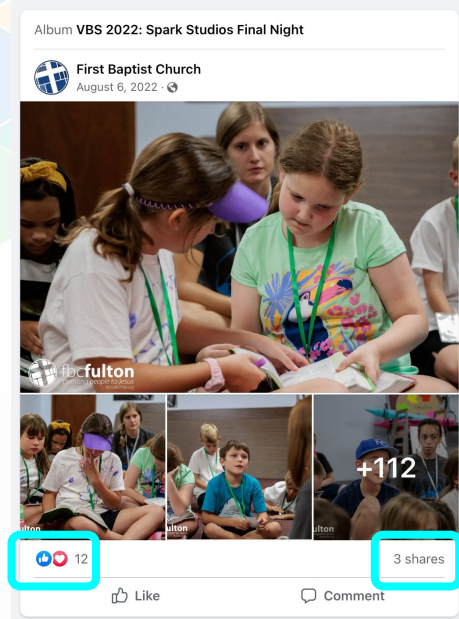
First Baptist Church
September 15, 2022 · 🌐

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 · 🌐



👍❤️ 12 🗨️ 3 shares

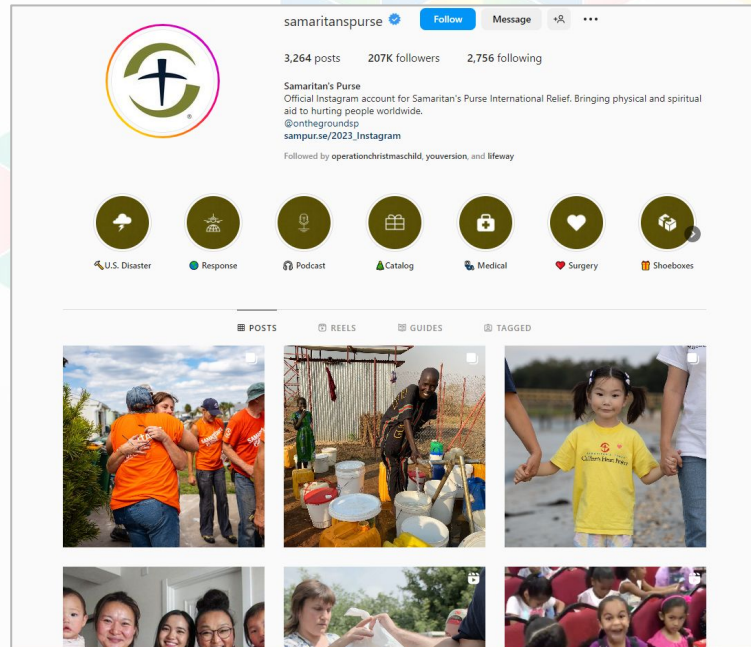
👍 Like 💬 Comment

A decorative background featuring a pattern of colorful triangles in shades of blue, green, yellow, and pink. A horizontal bar at the top left consists of a teal segment followed by an orange segment.

Principles To Effective SM

Check out unsplash.com

Amazing SM Example : Samaritan's Purse



Amazing SM Example 🌟: Samaritan's Purse



[Yemen Video](#) on Instagram

Or [view](#) on Instagram

Brady Shearer & Pro Church Tools





Digital Marketer Qualities

Cool Headed

Enthusiastic Cheer Leader

Make it Simple and Very understandable



Great example: Richland Baptist church

Posts often

Expresses simple biblical truths



Digital Marketer Qualities

Try Multiple Avenues

Success is Flexible

Don't Give Up



How to Success

Go with what works, and ...

Keep trying until you find something that works

Search for the 'best lane'

Industry and Details Matter

How to Success

Less steps is better

Times and location visible without scrolling

The screenshot shows the homepage of THEcrossing. The navigation bar includes a search icon, links for 'I'M NEW', 'EVENTS', 'WATCH, LISTEN, READ', 'THEcrossing' logo, 'ABOUT', 'MINISTRIES', 'GIVE', and a 'LIVESTREAM' button. Below the navigation, there are links for 'My Account Home' and 'Login'. The main banner features a church service scene with the headline 'More People Believing Jesus is More' and a call to action 'Join us this Sunday in person or online at 8:30 | 9:45 | 11:00 AM CT'. A 'Watch Now' button is positioned below the banner. Two white boxes with red borders highlight the 'Location' and 'Service Times' sections. The 'Location' box contains a location pin icon, the word 'Location', and the address '3615 Southland Drive, Columbia, Missouri 65201'. The 'Service Times' box contains a clock icon, the words 'Service Times', and the text 'Sunday Mornings In Person or Online 8:30 | 9:45 | 11:00 AM CT'. At the bottom, there is a 'Recent Sermon' section with a video thumbnail of a man speaking, the title 'Temple', the text '1 Corinthians 6:19-20 | Dave Cover', and a 'Watch Service' button. A small chat bubble in the bottom right corner says 'Hello! Let me know if you have any questions.'

THEcrossing

ABOUT MINISTRIES GIVE LIVESTREAM

My Account Home Login

More People Believing Jesus is More

Join us this Sunday in person or online at 8:30 | 9:45 | 11:00 AM CT

Watch Now

Location

3615 Southland Drive
Columbia, Missouri 65201

Service Times

Sunday Mornings In Person or Online
8:30 | 9:45 | 11:00 AM CT

Recent Sermon

Temple
1 Corinthians 6:19-20 | Dave Cover

Watch Service

Hello! Let me know if you have any questions.

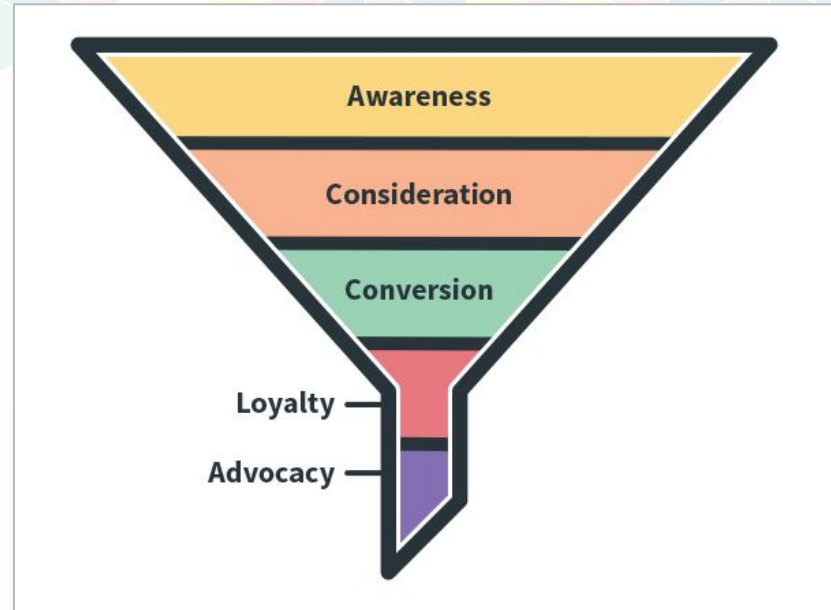
How to Success

In-person marketing also important

Your church should have good signage

People will need to be connected face to face

A Marketing Funnel



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



People

Autonomy is ok

Low-risk makes easy to roll out

Use your expertise but listen



People

Don't give up

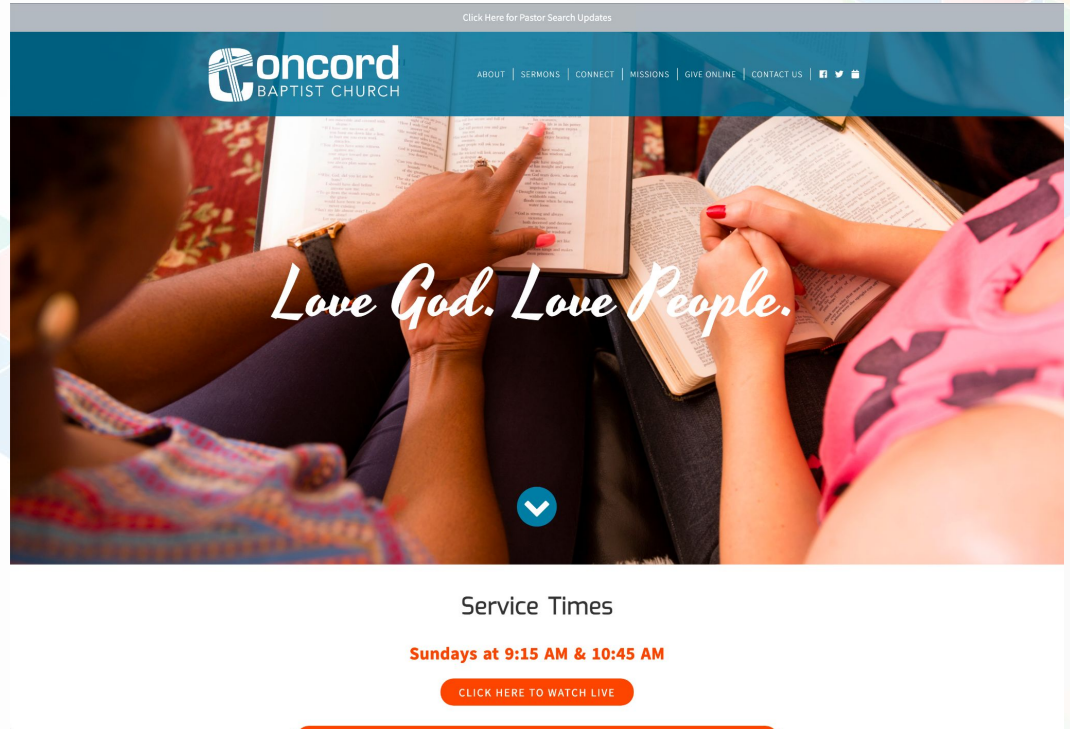
Sometimes you must be direct

Pro tip: take many photos!



Website

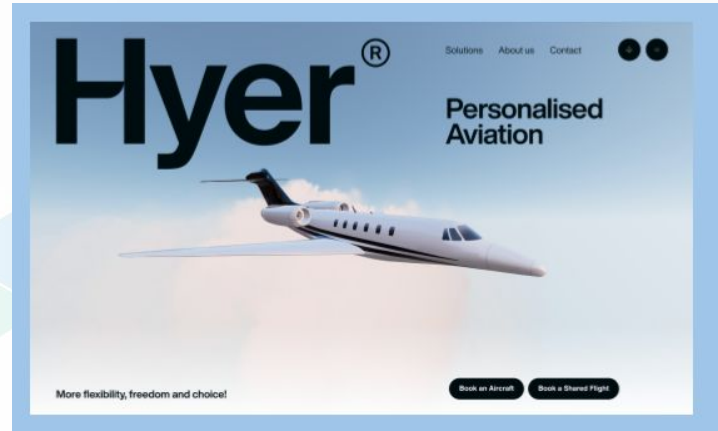
Pages under one domain





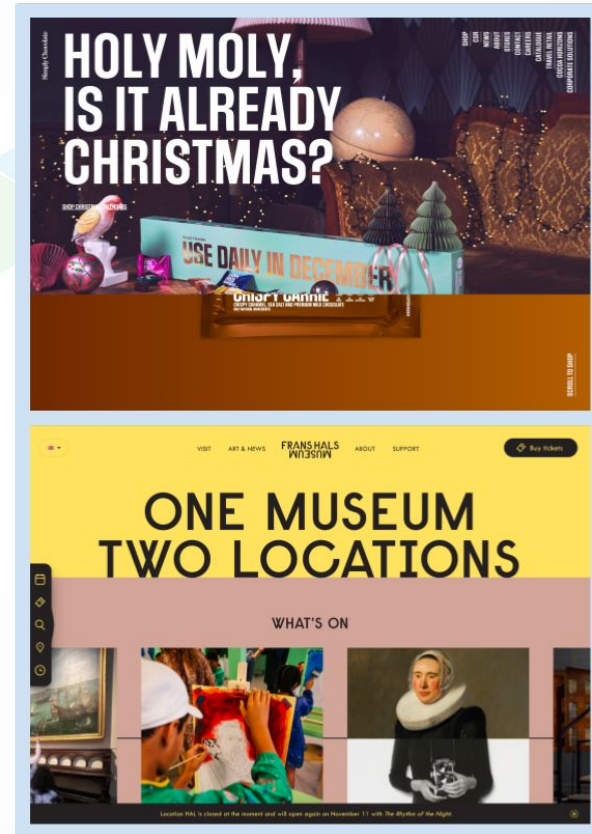
Website

Is Important!



Website

Conveys who you are





Website: How to Make

You must both build and host it

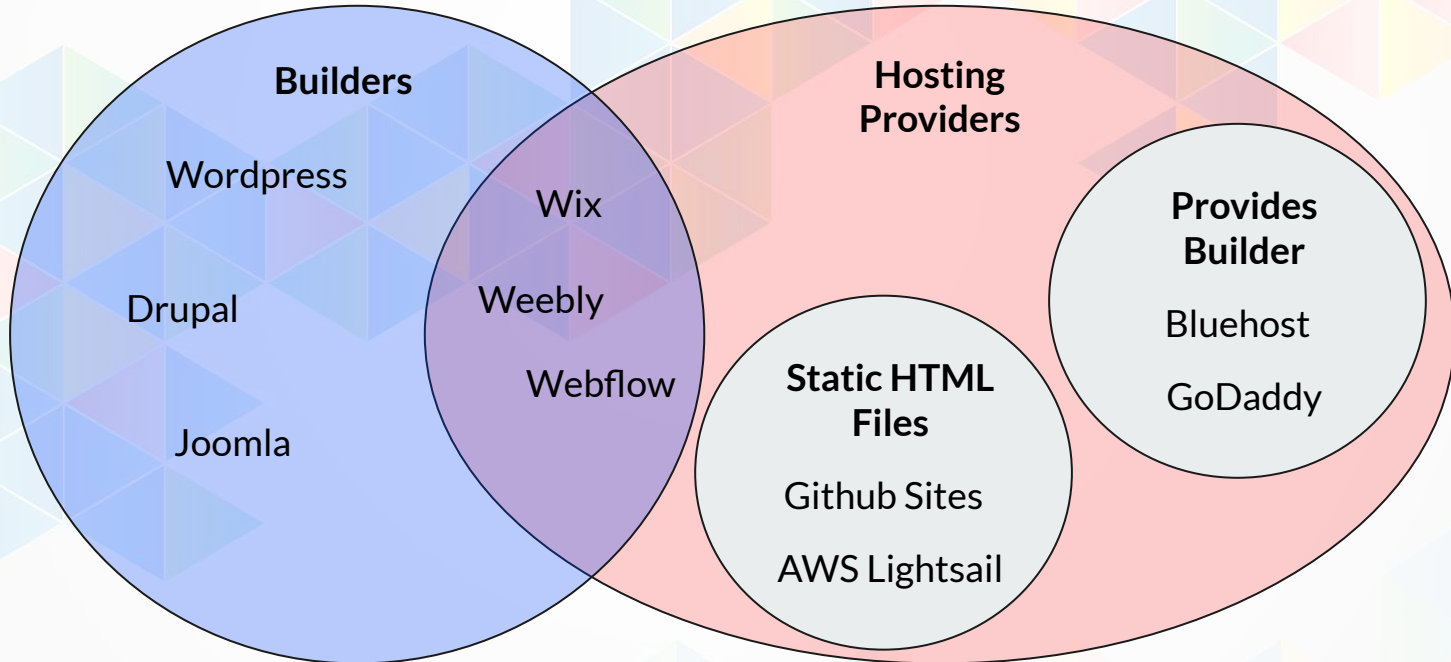
Builder + Host Services:

Wix, Weebly, Webflow, etc.

CMS: WordPress, Drupal, Joomla



Websites Are Be Built And Hosted





Website: How to Make

Wix, Weebly, Webflow - \$200 - \$500 yr

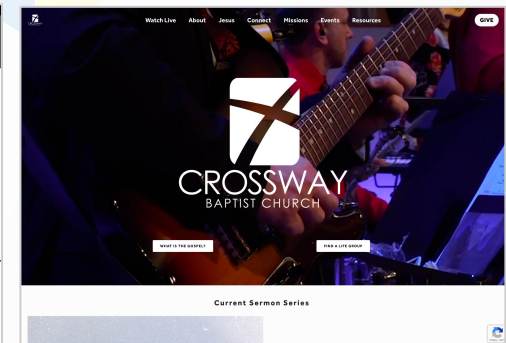
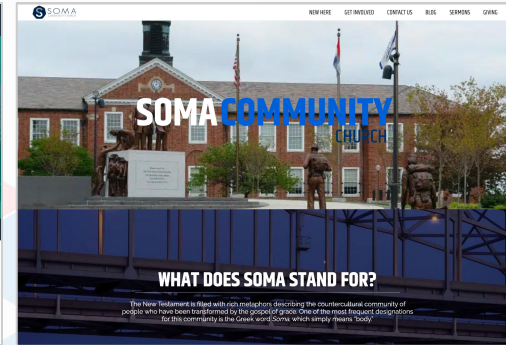
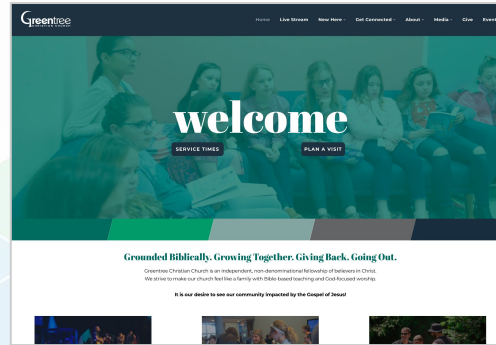
Hosted with free CMS builder, WordPress, Drupal, Joomla - \$50 - \$200

Made by professionals - \$1000 - \$10000 or beyond

Website: How to Make

Do some research!

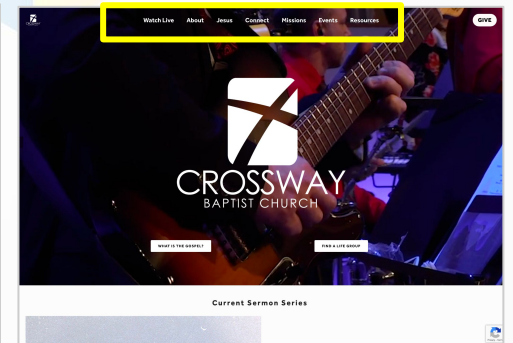
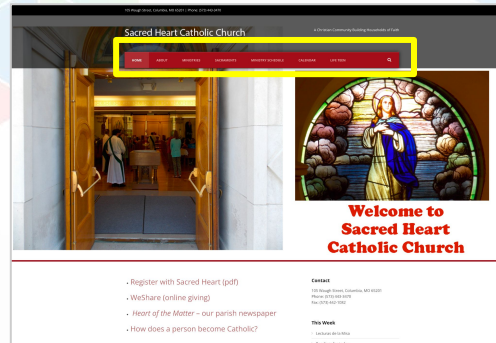
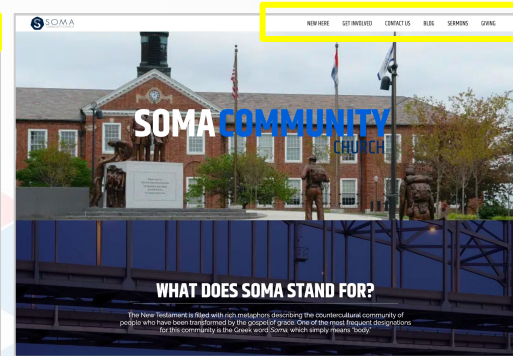
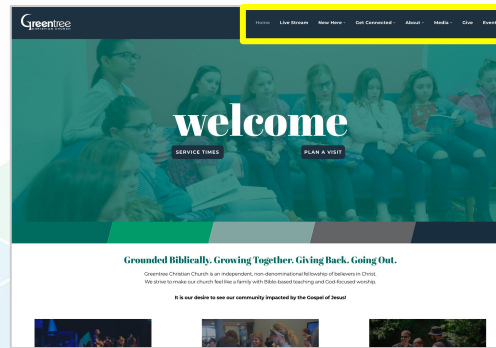
Impressive competition



Website Component: Navigation Bar

Between 3-7 items

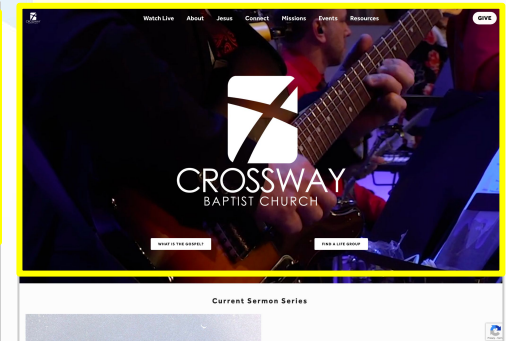
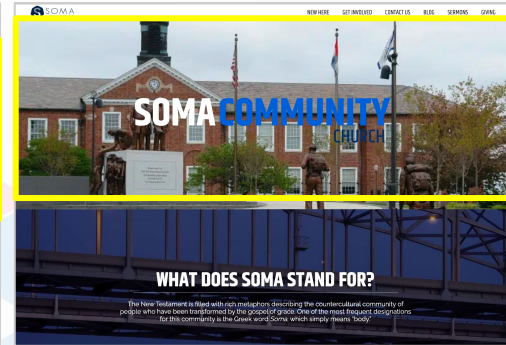
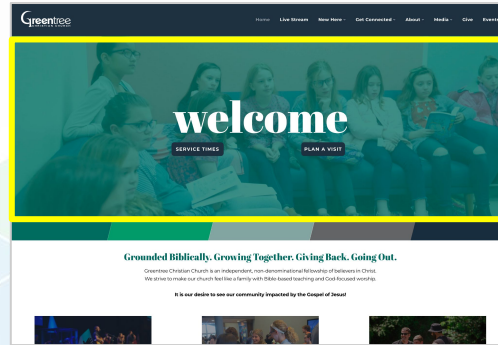
Text color seeable



Website Component: Body

Usually video or picture

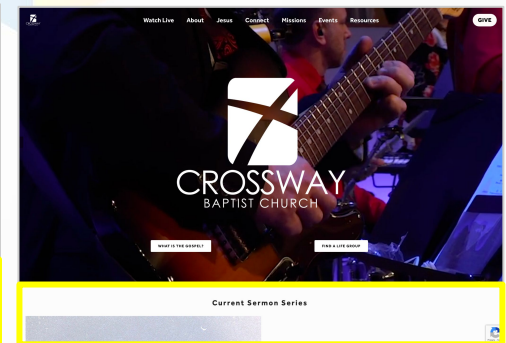
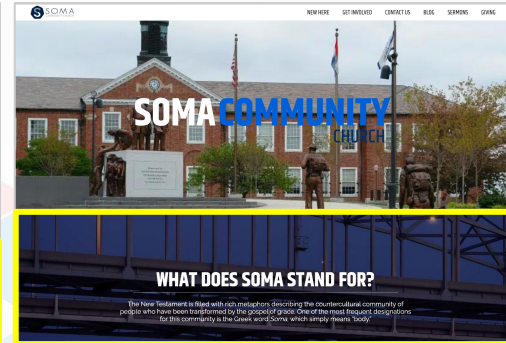
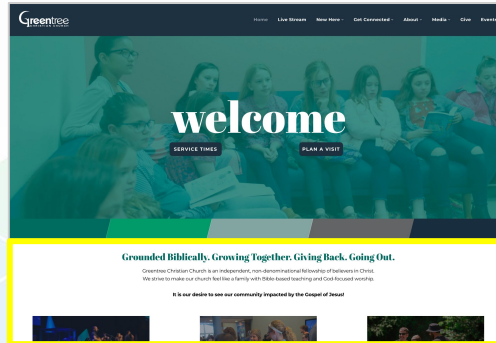
Movement is good



Website Component: Lower Body

Sermon watch, or info

Contact





Website Component: Footer

Less important

Much more relaxed

Can have anything

Subscribe to The Rock Church Newsletter!

Stay informed. Get updates and helpful content from The Rock Church of St. Louis.





Name *

First Name Last Name

Email *


Which Campus Would You Like To Receive Updates From?

- Brentwood
- Ballwin
- Seward
- South County

[FAQS](#) | [Mission Statement](#) | [Core Beliefs](#) | [Volunteer / Jobs](#) | [JIHC](#) | [Staff](#) | [Download Our App](#) | [Weddings](#) | [Contact](#)

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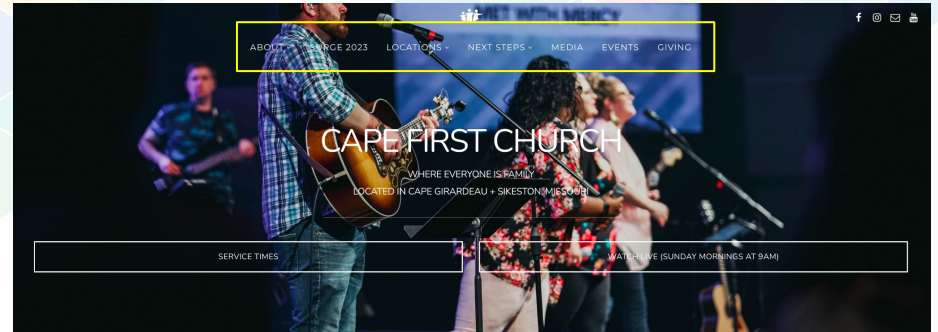


Website Component: Other Pages

Watch, About, Contact, Beliefs

Can be innovative

Use dropdowns for many pages



WELCOME ☺

Cape First Church is a church for all ages and backgrounds!
Our heart is to create spaces across the heartland where you can gather with others to Love God and Love People! We have two locations in Cape Girardeau and one in Sikeston - we hope to see you at one of our locations soon!

[LEARN MORE](#)

WANT TO LISTEN AGAIN?

Supernatural Pt. 1
Pastor Chad Fisher
February 28, 2022

SLIDED



In Depth Design: Fonts

Something is wrong with one of these...

Big Bricks

MISS FRITTY'S DAYCARE

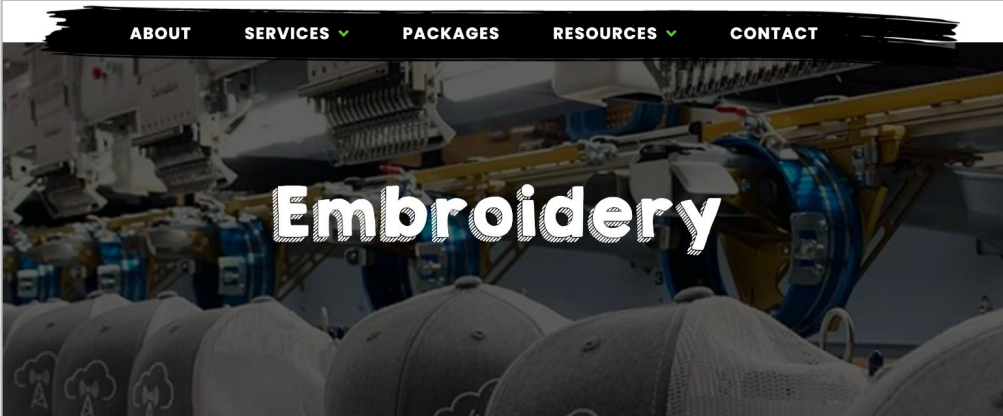
vs.

BIG BRICKS

Miss Fritty's Daycare



I Love This Font



ABOUT SERVICES ▾ PACKAGES RESOURCES ▾ CONTACT

Embroidery

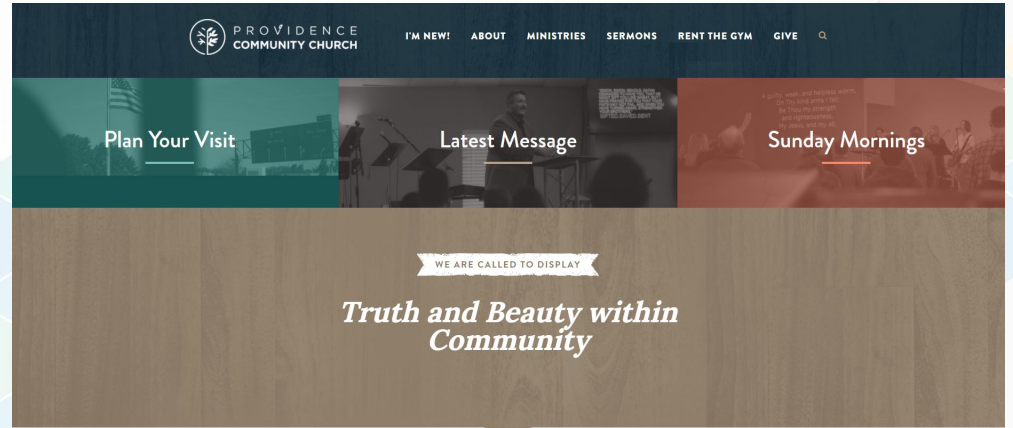
Make a bold statement with custom embroidered goods.

The image shows a website layout. At the top is a dark navigation bar with white text: 'ABOUT', 'SERVICES' with a dropdown arrow, 'PACKAGES', 'RESOURCES' with a dropdown arrow, and 'CONTACT'. Below the navigation is a large hero image of an industrial embroidery machine with several grey baseball caps in the foreground. The word 'Embroidery' is overlaid in a large, white, bold, sans-serif font. Below the image is a white text box containing the slogan 'Make a bold statement with custom embroidered goods.' in a bold, black, sans-serif font.



Page Design: Colors

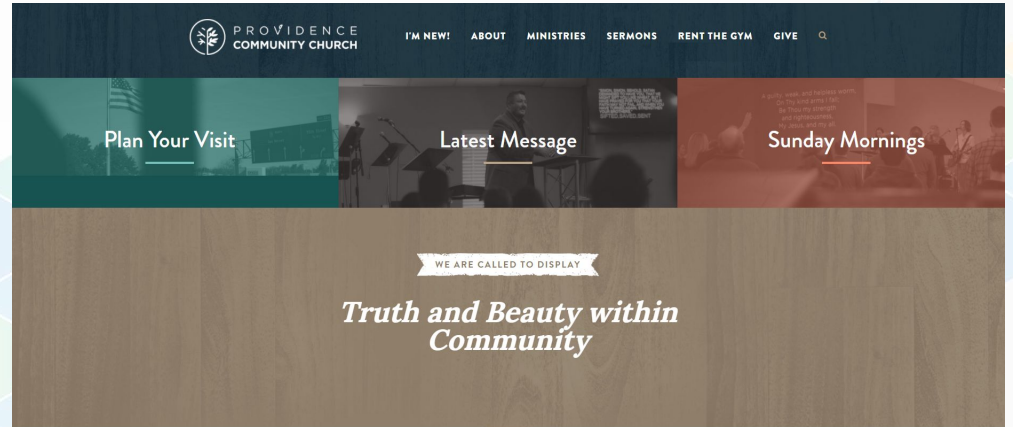
Usually theme colors





Page Design: Spacing

Should be enough space ...
but not too much



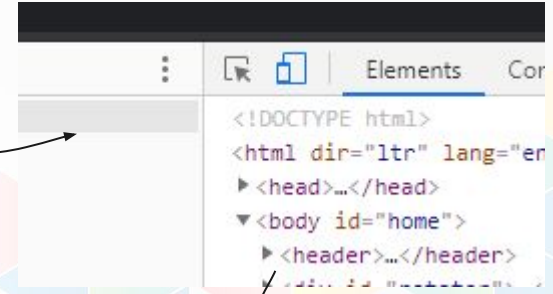


Mobile Optimize!

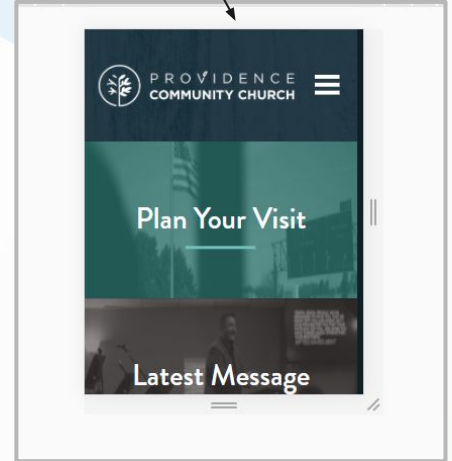
Check it on phone

There could be surprises

Emoji	Win+Period
Cut	Ctrl+X
Copy	Ctrl+C
Paste	Ctrl+V
Paste as plain text	Ctrl+Shift+V
Select all	Ctrl+A
Search Google for "4419264960003"	
Print...	Ctrl+P
Spellcheck	
Writing Direction	
Dial "4419264960003"	
Inspect	Ctrl+Shift+I



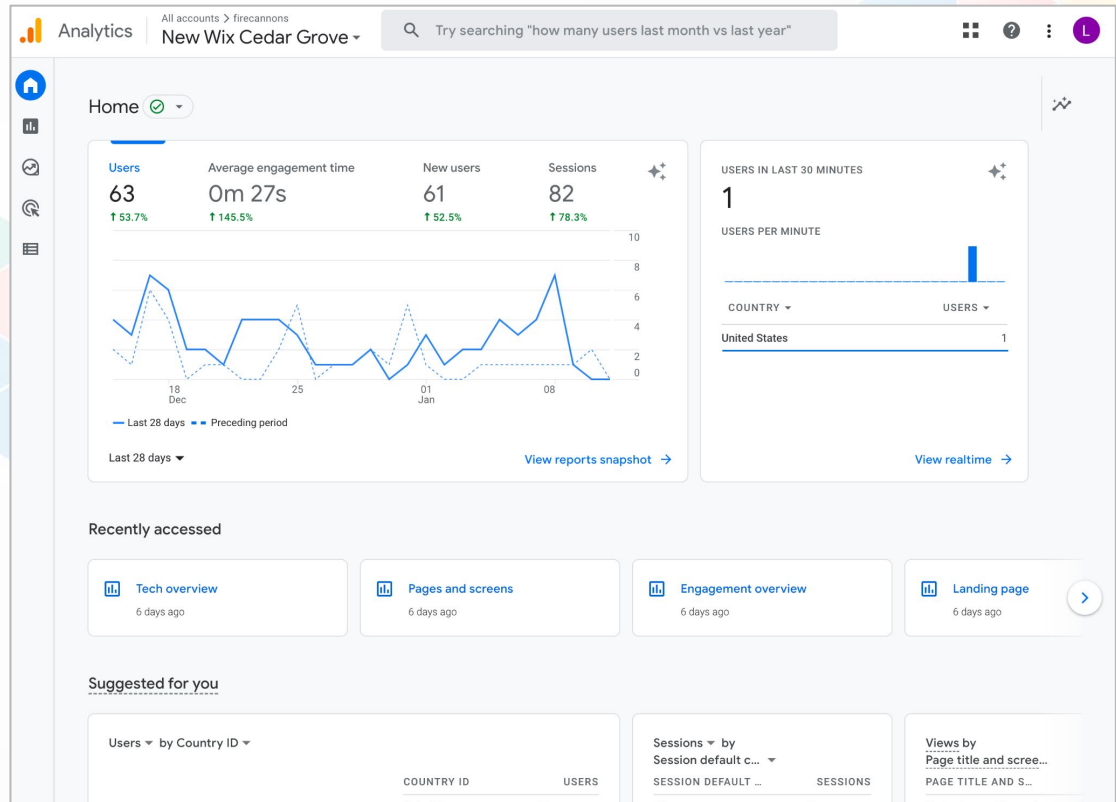
```
<!DOCTYPE html>
<html dir="ltr" lang="en" ...>
  <head>...</head>
  <body id="home">
    <header>...</header>
    ...
  </body>
</html>
```



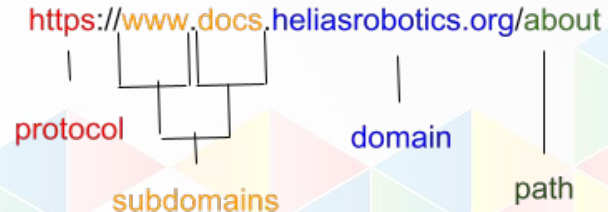
Analytics

See data about the site

Many different metric




Domain



Short, but not too short

 ridgecc.com

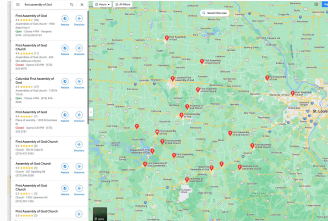
Can include location

 freshwaterjc.com

Should relate to your church

 camdenton1stassembly.com

 firstassembly.org





Domain

Buy the .org and .net if going big

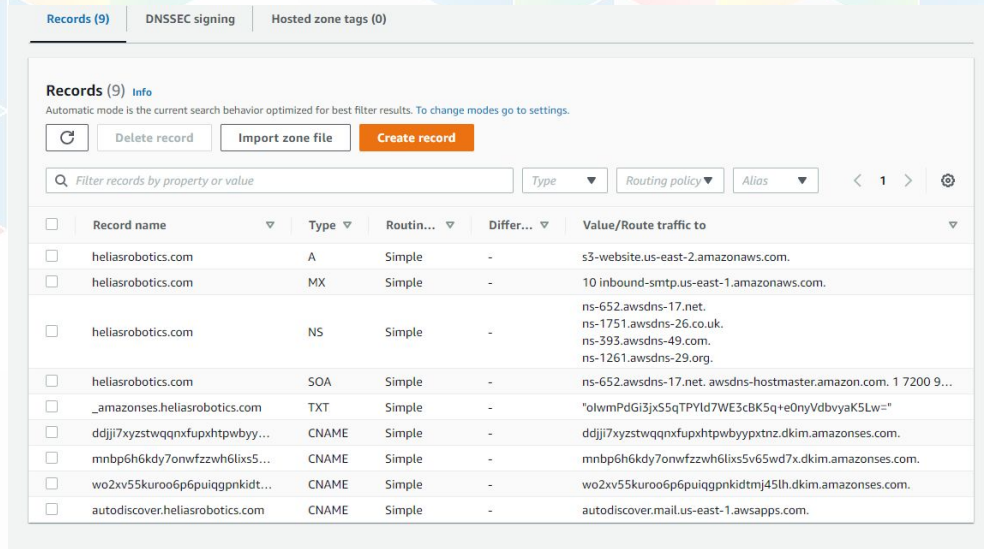
Not easily confused or typoed

Memorable is good

DNS Records

Rows in a table

Pointing, email addresses, etc.



The screenshot shows the AWS Route 53 console interface for managing DNS records. At the top, there are tabs for 'Records (9)', 'DNSSEC signing', and 'Hosted zone tags (0)'. Below the tabs, there's a section for 'Records (9) Info' with a refresh button, 'Delete record', 'Import zone file', and 'Create record' buttons. A search bar is present with the placeholder text 'Filter records by property or value'. Below the search bar, there are dropdown menus for 'Type', 'Routing policy', and 'Alias'. The main content is a table of DNS records with columns for 'Record name', 'Type', 'Routin...', 'Differ...', and 'Value/Route traffic to'. The table contains 9 records for the domain heliasrobotics.com, including A, MX, NS, SOA, and CNAME records.

<input type="checkbox"/>	Record name	Type	Routin...	Differ...	Value/Route traffic to
<input type="checkbox"/>	heliasrobotics.com	A	Simple	-	s3-website.us-east-2.amazonaws.com.
<input type="checkbox"/>	heliasrobotics.com	MX	Simple	-	10 inbound-smtp.us-east-1.amazonaws.com.
<input type="checkbox"/>	heliasrobotics.com	NS	Simple	-	ns-652.awsdns-17.net. ns-1751.awsdns-26.co.uk. ns-393.awsdns-49.com. ns-1261.awsdns-29.org.
<input type="checkbox"/>	heliasrobotics.com	SOA	Simple	-	ns-652.awsdns-17.net. awsdns-hostmaster.amazon.com. 1 7200 9...
<input type="checkbox"/>	_amazonses.heliasrobotics.com	TXT	Simple	-	"olwmPdGi3jxS5qTPYld7WE3cBK5q+e0NyVdbvyaK5Lw="
<input type="checkbox"/>	ddjji7xyzstwwqnxfulpxhtpwbby...	CNAME	Simple	-	ddjji7xyzstwwqnxfulpxhtpwbypxtnz.dkim.amazonses.com.
<input type="checkbox"/>	mnbp6h6kdy7onwfzwh6lix5...	CNAME	Simple	-	mnbp6h6kdy7onwfzwh6lix5v65wd7x.dkim.amazonses.com.
<input type="checkbox"/>	wo2xv55kuroo6p6puiggnkidt...	CNAME	Simple	-	wo2xv55kuroo6p6puiggnkidtmj45lh.dkim.amazonses.com.
<input type="checkbox"/>	autodiscover.heliasrobotics.com	CNAME	Simple	-	autodiscover.mail.us-east-1.awsapps.com.

DNS Records

Can be a struggle

A

Address Record points a domain or subdomain to an IP address. For example, you can use it for store.website.com and point it to where you have your store.

It usually takes a few hours for DNS/name server changes to propagate across the internet (up to 48 hours in rare cases).

Host Record	Points To	TTL
Host Record		
<input type="text" value="@"/>	<input type="checkbox"/>	
Points To		
<input type="text" value="162.241.216.77"/>	<input type="checkbox"/>	
TTL		
<input type="text" value="4 Hours (min)"/>		
4 Hours (min)		
8 Hours	0.1	4 Hours
12 Hours	241.216.77	4 Hours
1 Day		
7 Days (max)	241.216.77	4 Hours
autoconfig	162.241.216.77	4 Hours

Edit record

Record name [Info](#)

whatsnextconference.org

Keep blank to create a record for the root domain.

Record type [Info](#)

A – Routes traffic to an I... ▼

Alias

Value [Info](#)

Enter multiple values on separate lines.

TTL (seconds) [Info](#)

Recommended values: 60 to 172800 (two days)

Routing policy [Info](#)

Simple routing ▼



Search Engine Optimization (SEO)

Find useful items depending on text

How often and what position are you?

Google, Apple Maps, Yelp, Yahoo, Bing ...

Is a VERY deep subject

Google Business Profile

About 1,100,000 results (0.45 seconds)

<https://www.facebook.com/FIRSTDirectCurrent> :
Team 5893 Direct Current - Facebook

Team 5893 Direct Current. 38 likes. Direct Current, or 5893, is a FIRST Tech Challenge Robotics team located in Rolla, Missouri. To learn more about...

★★★★★ Rating: 5 · 1 vote

https://www.phelpscountyfocus.com/the_focus_insider :
Rolla robotics team wins South Super-Regional ...

Apr 11, 2018 — The Rolla Patriots and three other Rolla robotics FTC teams, Team 5893 Direct Current, Team 6168 Maniacal Mechanics, and Team 13132 Minor ...

<https://www.phelpscountyfocus.com/school> :
RTI Robotics Club going to State | School News

Apr 20, 2021 — Rolla Robotics, which includes four FIRST Technical Challenge teams - 4964 Rolla Patriots, 5893 Direct Current, 6168 Maniacal Mechanics and ...

https://rhs.rolla31.org/news/what_s_new/rolla_rob... :
Rolla Robotics Prints for Veterans - Rolla High School

Feb 23, 2022 — Based on the performance of the teams and the awards earned, Direct Current and the Maniacal Mechanics are advancing to State! The Missouri ...

<https://www.rhsecho.com/news/2021/05/21/rhs-ro...> :
RHS robotics team competes at State

<https://crosswaybc.org> :

Crossway Baptist Church - Springfield

We are a church that is all about Jesus. Our music, messages and ministries all focus on Jesus and stay centered on the gospel.

Sunday Morning Live

Watch our services live on Sundays at 9:30am and 11 ...

Staff

Meet Our Staff ; Eddie Bumpers. Senior Pastor ; Mark Mathes ...

Upcoming Events

Register HERE today. Friday, February 17 from 6:30-8:30 in ...

Messages

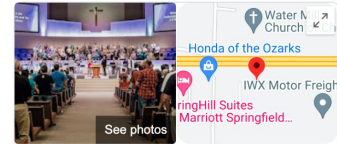
Crossway Baptist Church ... 1 Corinthians: Real Church ...

[More results from crosswaybc.org »](#)

<https://www.facebook.com/crosswaybc> :

Crossway Baptist Church | Springfield MO - Facebook

Crossway Baptist Church, Springfield, Missouri. 6399 likes · 419 talking about this · 16416 were here. At Crossway, we're a church that's all about...



Crossway Baptist Church

[Website](#) [Directions](#) [Save](#)

[Call](#)

4.8 ★★★★★ 174 Google reviews

Baptist church in Springfield, Missouri

Address: 2900 N Barnes Ave, Springfield, MO 65803

Hours: Closed · Opens 8:15AM Sun ▾

Phone: (417) 865-7311

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

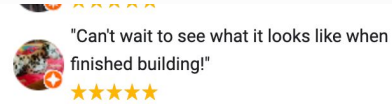
[Ask a question](#)

Google Business Profile

Keep Information up to Date

Drives localized traffic

Posts enhance it!



[View all Google reviews](#)

From The Lodges At Rolla

"Constructed in 2017, the Lodges at Rolla is a premium apartment complex in the Rolla market. Owned and operated by the Liberty Management Group, the breathtaking landscape of the gated community offers various state-of-the-art amenities that sets it... [More](#)

A screenshot of the Google Business Profile posts section for The Lodges At Rolla. The header shows the business name and a verified badge. Two posts are visible: one about pet-friendly apartments with a photo of a cat and dog, and another about scheduling a tour with a photo of an apartment interior. The posts include text descriptions and timestamps.

The Lodges At Rolla
on Google

LOOKING FOR PET-FRIENDLY APARTMENTS?
WE HAVE THEM!
We offer pet-friendly apartments! Small dogs, cats- all are welcome at the Lodges at Rolla! 🐾...
2 days ago

SCHEDULE A TOUR OF
We have the best apartments in Rolla! Schedule your tour on our website www.thelodges.com
6 days ago

Profiles



Google Business Profile

Write reviews

Questions & answers

[See all questions \(1\)](#)

Ask a question

Reviews from the web

4.8/5 [Facebook](#) · 17 votes

Reviews ⓘ

Write a review

Add a photo



"This is truly a **congregation** that has a **place** for the whole **family**."



"Great job with the **food voucher** program and the annual great give away"



"Very kind and helping **people**."



[View all Google reviews](#)



SEO General Strategy

Pages must build up each other's authority

Keyword: a search's text

Go after keywords that are well searched but also low competition

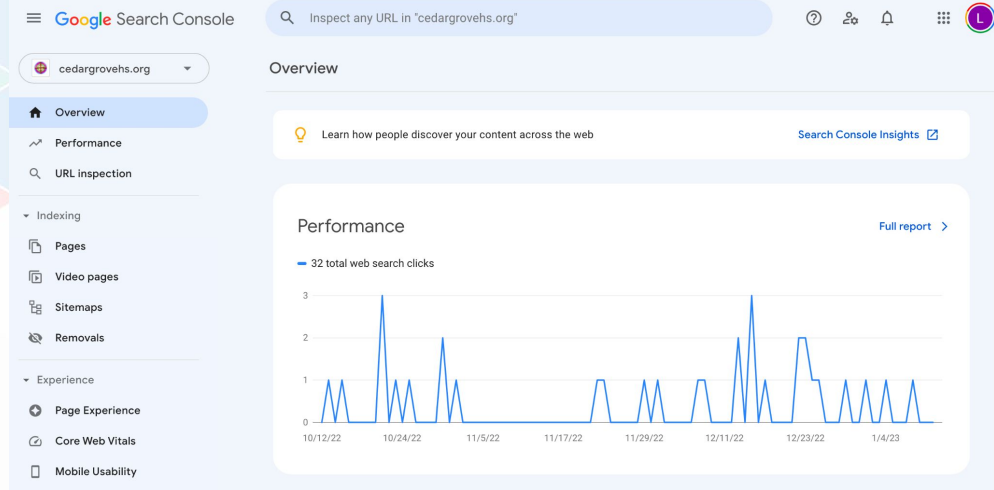


Google Search Console

Tell Google about URLs

Add Sitemap

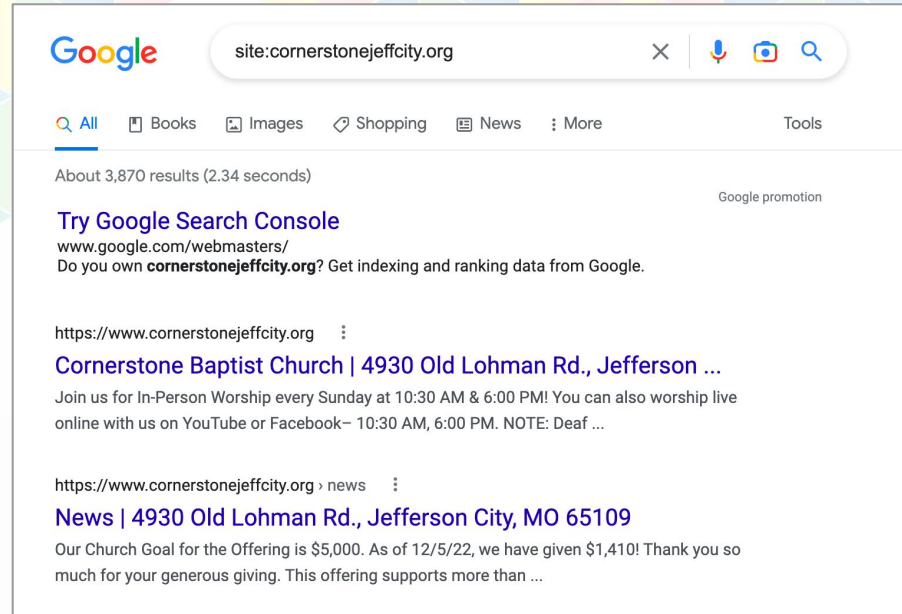
See Performance data





SEO Tips and Tricks

For number indexed pages type
site:domain name into Google



The screenshot shows a Google search interface with the search query 'site:cornerstonejeffcity.org' entered in the search bar. The search results show approximately 3,870 results found in 2.34 seconds. The first result is a promotion for Google Search Console, with the URL 'www.google.com/webmasters/' and a description: 'Do you own **cornerstonejeffcity.org**? Get indexing and ranking data from Google.'

The second result is for 'Cornerstone Baptist Church | 4930 Old Lohman Rd., Jefferson ...'. The URL is 'https://www.cornerstonejeffcity.org'. The description reads: 'Join us for In-Person Worship every Sunday at 10:30 AM & 6:00 PM! You can also worship live online with us on YouTube or Facebook- 10:30 AM, 6:00 PM. NOTE: Deaf ...'

The third result is for 'News | 4930 Old Lohman Rd., Jefferson City, MO 65109'. The URL is 'https://www.cornerstonejeffcity.org > news'. The description reads: 'Our Church Goal for the Offering is \$5,000. As of 12/5/22, we have given \$1,410! Thank you so much for your generous giving. This offering supports more than ...'

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
concordjc.org
cedargrovehs.org
fbcfultonmo.org
thecrossingchurch.com
crosswaybc.org
crescentcecella.org

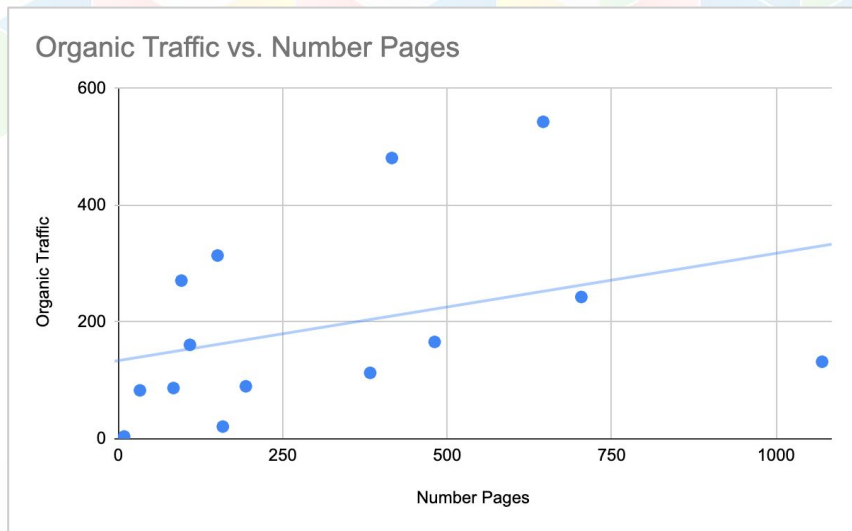
[View SEMrush Stats](#)

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
concordjc.org	1315239	638	621	495	0	0	0

SEO Findings

of Pages matter



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.prochurchtools.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>



Questions?

(slides and book at cedargrovehs.org/digital)