

Church
Growth Marketing
with Chris Mefford

Ten Things Every Church Marketer Gets Wrong



chrismefford



**6 out of 10 of
unchurched people are
likely to attend church if
they are just invited.
#BarnaResearch**



#1

**People don't buy a product.
They buy an identity.**

#2

**People buy emotionally first,
not analytically.**





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Jason Fried ✓

@jasonfried

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“Here’s what our product can do”
and “Here’s what you can do with
our product” sound similar, but the
are completely different approaches.

1,362 Retweets 1,380 Likes



32

1.4K

1.4K



best church uvp



All

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Did you mean: **best church app**

Top Churches In America | Church Revelance

<https://churchrelevance.com> › 2010/01/01 › top-churches-in-america ▼

Jan 1, 2010 - Knowing the **top churches** in each area of focus can help you study what they do, so you can incorporate them into your ministry.

Missing: ~~uvp~~ | Must include: **uvp**

People also ask

What is the largest church in America? ▼

How do I make a youtube channel for my church? ▼

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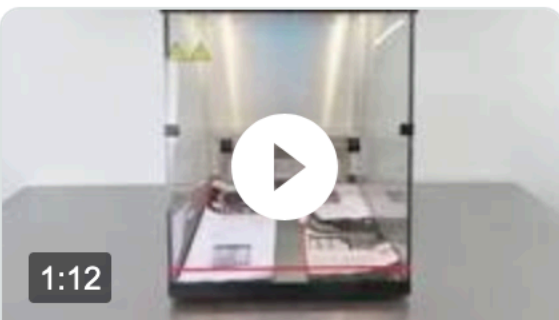
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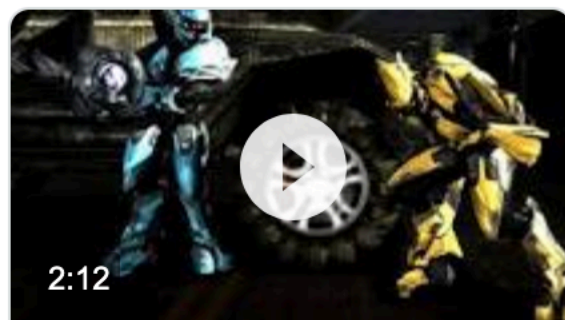
Videos



The Top 10 Most Beautiful Churches in the World



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25 Companies Who Absolutely Nailed Their Unique Value ...

<https://www.lean-labs.com> › [blog](#) › [25-companies-who-absoluteluy-nailed-...](#) ▼

Feb 18, 2019 - These 25 companies have absolutely nailed their **UVP** headline. Intuit. A great first example is one that reaches to a very large audience. MIXRANK. "Automate inside sales." The simplicity of the statement is what makes this a **good** example. LegalShield. ZenPayroll. Viggle. Gengo. SKILLSHARE. crowdbooster.

The 31 Best Value Proposition Examples You Wish You Had ...

<https://www.impactbnd.com> › [blog](#) › [value-proposition-examples](#) ▼

A truly great value proposition introduces you to prospective buyers and helps you make a strong first impression. Your value proposition should describe; how your product or service solves/improves problems, what benefits customers can expect, and why customers should buy from ...

7 of the Best Value Proposition Examples We've Ever Seen ...

<https://www.wordstream.com> › [blog](#) › [2016/04/27](#) › [value-proposition-exa...](#) ▼

Oct 24, 2019 - Your business's value proposition is arguably the most important element of your overall marketing messaging. A value proposition tells prospects why they should do business with you rather than your competitors, and makes the benefits of your products or services crystal clear ...

32 of the BEST Value Propositions (Plus How to Write Your ...

<https://optinmonster.com> › [32-value-propositions-that-are-impossible-to-re...](#) ▼

Oct 18, 2019 - Here are 32 of the **top** value propositions currently in use by leading ... uber-**uvp**. Product: Low-cost taxi service. Target market: People who ...

How to Create a Unique Value Proposition—with Examples ...

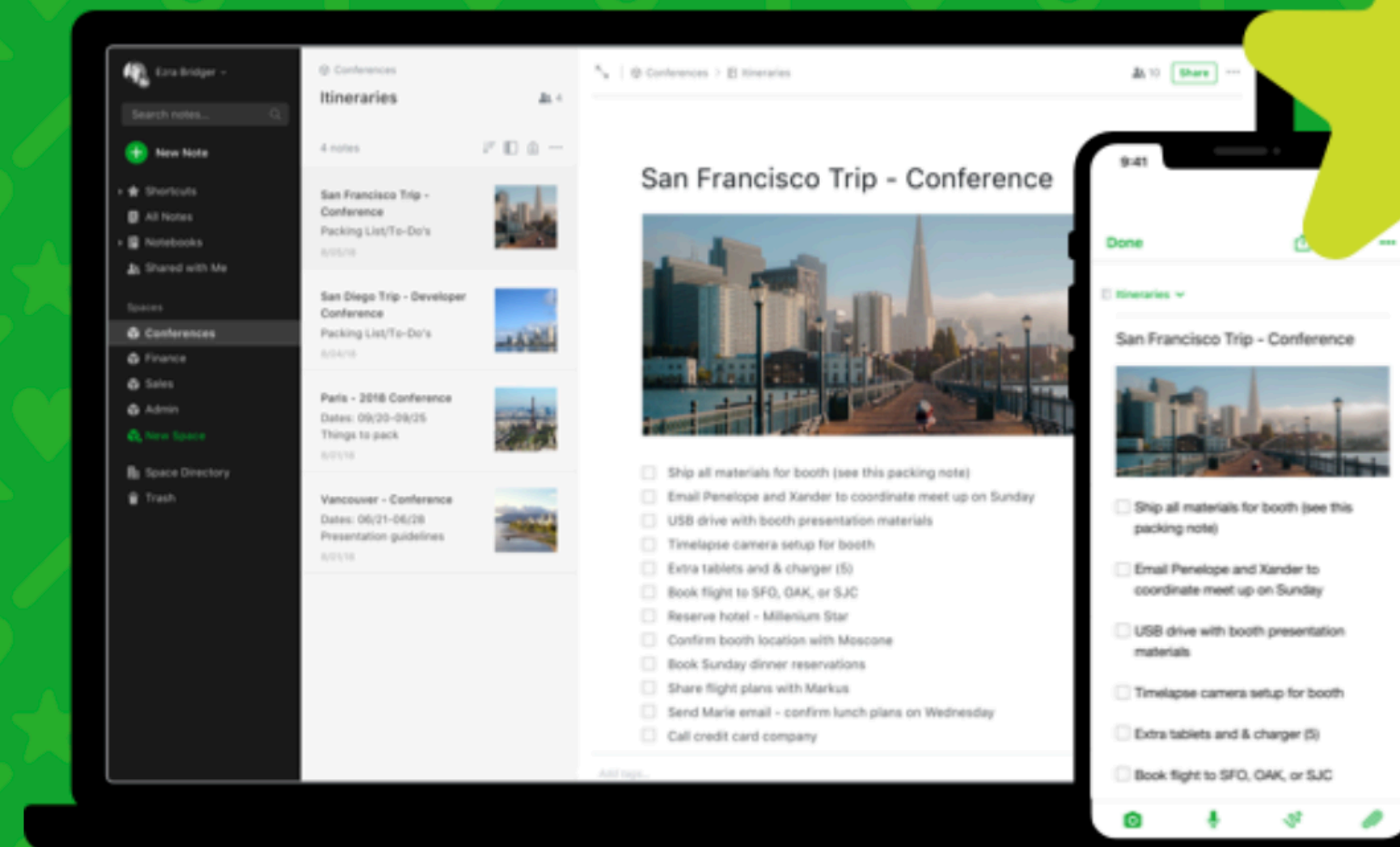
<https://conversionxl.com> › [All Things Data-Driven Marketing](#) ▼

May 16, 2019 - The less known your company is, the **better** your value proposition needs to be. When I ... The **best** value proposition is clear: What is it? It's been great to see examples of a **UVP** translated into website design. We've been ...

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THE DO SOMETHING CHURCH

Living out what we believe so we can show a dark
and desperate world the living hope of Jesus.

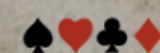
WHAT'S HAPPENING THIS WEEK

VISIT US | NEW HERE?



[CHURCH ONLINE](#)[MEDIA](#)[LOCATIONS](#)[GIVE](#)[WHO WE ARE](#)[WORSHIP](#)[LOG IN](#)[≡ MENU](#)

I DECLARE WAR



The hardest battles we fight can be the ones we wage against ourselves. It's time to take on your inner critic. Say I Declare War to the hidden struggles, negative thoughts, and anxieties that keep you from becoming who God created you to be.

[Visit Church Online](#)[Watch Series](#)

- **Great Worship Band**
- **Sunday School Programs**
- **A new building is the answer!**

- **Struggling to find purpose in your life?**
- **We need your help to make our city better!**
- **Our youth need mentoring, come help!**
- **Got questions? We're all ears and no mouth.**

#3

It's always about awareness.

- 1. To know about you.**
- 2. Understand what you have offer**
- 3. And to take action**

**No one can come to your awesome
church, hear your amazing worship band,
and listen to your fantastic sermons
*IF THEY DON'T KNOW YOU EXIST!***

“You are the salt of the earth. But remember that salt is useful when in association, but useless in isolation.”

Israelmore Ayivor

**When a great product meets a
great need, growth happens.**

**It's always about awareness.
Always.**

#4

Calls to Action

Without a doubt the number one mistake church marketing and communications teams make consistently is failing to use a call to action.

**Marketing is this simple:
get someone to respond.**

**How can you do this if you never
call them to action?**

Sunday Service is at 8/10/12

New Sermon Series Starts July 1

“Life’s Obstacles”

Plan to attend our new sermon series on July 1 at 8AM or 10AM to gain a better perspective on how to handle life's biggest obstacles.

Plan to attend our new sermon series on July 1 at 8AM or 10AM **to gain** a better perspective on how **to handle** life's biggest obstacles.

Strong Call to Action Words

ACCESS

BUILD

CLOSING

CONFUSED

DISCOVER

ENDS

EXCLUSIVE

FEATURED

FREE

GROW

HURRY

IMMEDIATELY

JOIN

NEED

NEW

NOW

ONLY

PROVEN

RESULTS

SAVE

SPECIAL

START

STOP

TODAY

TROUBLED

TRY

WHY



**People won't take action,
unless you challenge them
to take action.**

**If you want to walk on water you
have to get off the couch!**



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unchurched people are
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#5

**Social Media
Strategy Planning**



**“Alexander the metalworker did many harmful things
against me. The Lord will punish him for what he did.”
*2 Timothy 4:14***

**Focus on how to be social,
not how to do social.**

What's your brands personality?

What is your USP for Instagram?

<u>Category</u>	<u>Content & Details</u>
Who are you trying to get into your sphere of influence?	<ul style="list-style-type: none">• Southern California evangelical Christian individuals and families• Evangelical Christians in United States• Those curious to know more about Jesus/how to change their lives for the better
What are their pain points?	<p>“I don’t know where to go to worship in Southern California.”</p> <p>“I am overwhelmed with options of churches and online worship services.”</p> <p>“I wish I could find a way to help my community.”</p> <p>“I don’t know how to turn my life to God.”</p> <p>“Why am I bored with the Church, with the Bible, with worship?”</p> <p>“How do I get to know God better?”</p> <p>“How can I find hope?”</p>
Are they aware there's a problem?	Usually, but also don't feel empowered by so many options.
What is your intended result for them?	Follow, share, and ultimately come to worship, watch the online services
What's the ONE Instagram objective?	Establish himself as a distinct leader
Why should ANYONE follow you on Instagram?	Huge value in connection, community, inspiration, motivation

Instagram - Grid Layout

#	Content Themes:	Percentage:	Examples:
<u>01</u>	Inspiration	40–50%	<p>The big idea: Position yourself as inspirational, accessible</p> <ul style="list-style-type: none"> • Videos • Stories • Photos with quotes • BTS of family, close relationships
<u>02</u>	Motivation	30–40%	<p>The big idea: Church at large; those who are already following Jesus and those curious about God</p> <ul style="list-style-type: none"> • Scripture • Motivational quotes • Think “Would I share this?” “Would I repost?”
<u>03</u>	Community	20%	<p>The big idea: It takes a village</p> <ul style="list-style-type: none"> • 150 external ministries • beautification projects • Toys for Joy • Congregation at the church
<u>##</u>	<u>Extras</u>	Fill in when applicable	<p>The big idea: This is where you get to experiment and have fun</p> <ul style="list-style-type: none"> • Other Pastors/Ministries • Locations • Books, Online Events, Tours

Instagram - Grid Layout

1	2	1
3	1	2
1	2	1
3	1	2

**I just talked about social media and
never once showed you a single photo
of the pastor preaching or people
worshiping.**

**Social Media in the hands of an of
someone with strategy is a
powerful growth tool for a church.**

Proverbs 29:18

**“Where there is no vision,
the people perish”**