



# Church Marketing 101

**Ten Top Internet Ideas for Online Church Marketing  
to Increase Your Outreach on the Internet.**

## Top Ten Internet Ideas for Church Marketing and Outreach

by Erica Kononen

Four years ago, I was a wreck. I was an arrogant, self-involved person who proclaimed that she had no need for God. I did not see the value of reading the Bible or being in fellowship. Faith to me was nothing but psychological gibberish masked as religion. I believed that the only person I should have faith in was me.

Fast-forward to today. I am a changed person. I have become a person whose basic principles and beliefs are centered on the Bible. I am an active member of the church who often volunteers to make sure its activities go well. I sing in the choir, host Bible studies, share the Gospel and invite my family and friends to church.

So, what happened between now and then? Well, I literally and figuratively searched for God on the internet and was led from one website to another. Finally, all the information I collected in my head translated into spiritual grace moving in my life.

I believe that I was not the only one searching for God at that time. I am blessed that my search led me to my salvation. But, wouldn't it be a shame if there were someone like me in your area searching for your church but you could not be found?

This is why we are writing this – to make sure that your church is able to use the world wide web to upgrade your outreach on the internet and to help your congregation grow both spiritually, in number and in resources. To that effect, we've compiled this list of Top 10 Internet Ideas for Church Outreach and Online Marketing.

### **1. Launch a Outreach Blog to Expand Your Ministry and Find New Friends**

A blog is an online commentary that can be read by an infinite number of people at any given time. There are many people out there who follow a couple of blogs on subjects that are of their interest. Chances are you also read the blogs of your family, friends and mentors regularly.

To maintain a blog is an exceptional way to speak and minister to a diverse, often international audience. By writing down your current spiritual insights, excerpts from your sermons, or devotional thoughts, you can communicate powerful messages that would help your readers grow in their faith. Additionally, you also get a chance to interact with many people as they share their own reflections or their point of view in your blog's comments section.

Truly, a blog is a wonderful way to enlarge your online ministry and get to know the thoughts of people both within and outside your congregation. That being said, you must remember that there are over 50 million blogs out there. Your blog will easily get lost in cyberspace if you do not

use the proper techniques that guarantee that you reach your target audience. So, how can you leverage your blog to expand your outreach while also establishing new friends?

Unless you have plenty of time to search engine optimize (SEO) your blog, you should avail yourself of a premier blogging platform called [Compendium Blogware](#). It has costs associated with it, but it excels in so many ways beyond the free blog options available on the internet. The compended system is a premiere blogging service that helps you write keyword-rich blog content in a search-engine friendly manner. This powerful tool allows you to write one blog and then it populates (compends) your content across multiple "keyword" blogs, thereby saving you enormous time and effort. It also automatically search engine optimizes your blog (and each keyword blog), making them all friendly to Google, Yahoo and Bing. Plus, you can have as many users as you'd like on your blog system, meaning your staff, associates, youth pastor, deacons, elders can participate too.

The goal of this tool is to get your blog to display in the Top 10 search results on your target keywords so that people find you online in internet searches. When your blog shows up in a Google display of results, you get reader traffic that can become new ministry friends, new church visitors, etc. As your blog shows up in Google results, your blog truly becomes an outreach onto the internet, ministering to new people even as it encourages them to become ministry participants or church visitors. For examples, see:

[Dr. David Mains' blog](#) is a 20-Keyword compended blog rich in keywords and spiritual content.

Or examine the [Pathmaker Markering](#) blog to see a 50-Keyword compended blog system in action.

For more details, you can Google: **Premier Blogging System.**

**For a free demo: Call Pathmaker at 1-623-322-3334.**

## **2. Install an Interactive Prayer Wall for Expanding Your Prayer Ministry**

A prayer wall is an interactive site where people can write down their prayer requests or praise reports. Installing a prayer wall is a good way to both expand your outreach to the unchurched as well as to develop deeper fellowship among your members.

Good prayer walls are easy-to-use, interactive and have features which ensure that spam robots do not post unrelated matters. Through prayer walls, your church has the direct opportunity to reach out to souls who are clearly seeking prayer support, guidance and direction.

A prayer wall can also be used to ask your members and followers all over the world to pray for specific requests. Examples of these specific intentions include praying for the church leadership, seeking guidance about planting new churches or praying for missionary families.

You and your church leaders can also use this wall to see what matters concern your church greatly at any given moment and will enable you to strategically choose your next sermon or outreach series.

Prayer walls have great outreach possibilities if planned and executed well. Good examples of prayer walls include those of the [Gregory Dickow Ministries](#), [Presidential Prayer Team](#) and the [Jerusalem Prayer Team](#).

**For a free quote on a Prayer Wall for your church: Call Pathmaker at 1-623-322-3334.**

### **3. Search Engine Optimize Your Website so Prospective Churchgoers Can Find You**

I challenge you to open your web browser and type the following: churches in (name of your city). Did you find your church website on the first page of results? If not, ask yourself this question: If you were a new family who recently move into the community, and you were Google searching for churches in your area, would you have the patience to browse through each and every page of the 800,000 hits that showed up? Most likely your answer would be no.

In order to maximize your outreach, you must make sure that people know your church exists in the first place. One of the best ways to do that is to SEO your website. Having a website that is rarely visited by people outside your congregation is like owning a great book that you never got a chance to read just because you cannot find it.

An excellent way to ensure that your website shows up among the top results in web searches is by employing SEO techniques in your websites. These include modifying your site content and code to be optimized for your targeted, relevant search terms (aka Keywords). It also includes link building to establish your website firmly within local searches on the internet.

Since SEO requires some technical expertise, it would be good stewardship to invest in hiring experts like [Pathmaker Marketing](#) who can perform the necessary keyword research, copy and HTML code modifications, and submit your website to the search engines. The main takeaway here is if your website doesn't show up in a Google search for: churches in (name of your city), then how is anyone going to find you online? Get your church website search engine optimized so that you show up in the list of Top 10 results.

**For a free consultation in this regard, visit this [Pathmaker webpage](#).**

### **4. Expand your Teaching Ministry via Twitter**

After two weeks on Twitter, my friend's personal account has had over 100 followers. This means 100 people (whom are both friends and strangers) have been receiving updates about her activities, beliefs, thoughts and anything that she wants to inform her followers about.

Having a church social media account in sites like Twitter is an efficient use of your resources to reach out to your target audience. People who have personal accounts in these social network sites usually visit them at least once a day -- many have their "tweets" sent right to their cell phones. Instead of finding out whether their acquaintances have started dating or broken up, wouldn't it be more spiritually constructive if the about new spiritual insights you are having as a pastor?

The beauty of using social media marketing is that it takes minimal effort on your part to use their built-in features meant for virally spreading information. However, before signing on to just any social network, you should develop a strategy on what would be the most useful content to provide and how to leverage these opportunities wisely. Since Twitter opens up an international audience for you, of which most of your followers will not be able to visit your church, you need to develop an appropriate strategy to use this tool. One strategic way Pathmaker uses Twitter @PathmakerServes is that we autoflow our blog content into our Twitter networks. This way, since we are committed to creating fresh content on our blog, that content is also populated across the internet via Twitter every time we update our blog. The bulk of our content is developed on our blog, while Twitter posts allow us to drive interested traffic to our blogsite for further reading.

## **5. Enlarge Your Teaching Ministry with a Facebook Bible Study**

The beauty of the social networks online, of which Facebook is the largest, is the capacity to reach new people with the message of the Gospel of Jesus Christ. One of the best examples of how this can happen is the [Book of Romans Study Group](#). Get connected to that group just to see how a bible study leader can use a teaching curriculum to instruct a class of eager learners, comprised of part church attendees and part new comers from all around the world. You can also enlarge your church outreach and teaching ministry online using the tools resident in your Facebook account. Following this study class, led by e-learning professor, Vickie Isaac, will give you some insights into how you can pull this off for your church. If you need further help, don't hesitate to contact Pathmaker Marketing for assistance, and we'll be happy to train you in the ins and outs.

## **6. Launch an E-learning Module to Conduct Online Discipleship**

E-learning has often been considered the realm of the college and university marketplaces, but it's becoming increasingly cost-effective to establish your own e-learning center for people to take teaching material online. A good example of this kind of emphasis is found at [12DayRehab](#).

You may not be able to access their materials online, without a purchase, but you can see how this website ministry to Christians with drug or alcohol addictions is designed to take people through a online learning process that they can master at their own pace and leisure.

For a free demo on e-learning modules, call Pathmaker at 623-322-3334.

## **7. Develop an Electronic Welcome Series for Your Church Visitors**

Whenever you welcome someone new to your church, it is likely that you have a team ready to make sure the new person feels welcome. They serve him coffee, exchange sincere pleasantries and ask for his contact details. Your church does this to make sure that the newcomer comes back to your church and becomes a regular attendee and active participant.

Using the same analogy, your church website can strategically welcome and interact with your first-time and returning visitors by offering them something in exchange for their basic contact information. There are many ways to do this. For example, you can offer free Christian e-books, spiritual gifts tests, MP3 files of your best sermons, or install a prayer wall just like we mentioned before. In exchange, the website visitor would simply have to provide basic contact information: First Name and Email Address. Typically, once they have requested your special free offers, your system will have an triggered set of email messages that automatically go out at pre-established intervals: one week later, two weeks later, etc. Each autoresponder email message is designed to welcome the newcomer to a different aspect of your church or ministry, and of course, encourage them to get involved. Why not collect email addresses on church visitors in exchange for more information about your church, then place those emails into your electronic welcome series?

Some good real-time examples of this practice can be found here:

[Gregory Dickow Ministries](#) (Or, see [Sign up Now](#) box upper right on Home Page)

[Gregory Dickow Store](#)

[Jewish Voice Ministries](#)

By developing an incentive-based e-welcome series, you can be assured that you will remain in contact with people who have shown in interest in your ministry on your website. This may not yield instant results in increased church membership, but you are establishing relationships with newcomers, who as long as they remain on your email list, are indicating that their interest

remains. Plus, typical results show that for every 100 emails you acquire, 63% of those will also give you their full name and mailing address in exchange for a Welcome Kit from your ministry!

For a Free Demo on how this process works, contact Pathmaker at 623-322-3334.

## **8. Communicate About Your Ministry with Regular E-newsletters**

Sending regular and updated e-newsletters is more than just giving relevant information to your subscribers. It is also a signal that you have an active church that exerts effort to communicate with its members.

Oftentimes, churches fall short in reaching out to their members by overlooking simple and efficient solutions like sending out monthly, easy-to-read, interesting email updates or reports. You would be surprised at how many members (even the most active ones) would be thankful of being reminded of events that they have forgotten to pen down before or how they love reading about how your mercy ministry is doing.

E-newsletters are relatively easy to launch. You need to have a nicely designed template coded into HTML using no CSS. Then you need a email blasting system of which there are many. A simple one to start with which we use at Pathmaker is called [iContact](#). Once your design is done, coded and installed, your church secretary could probably swap out copy and pictures each month.

For examples, check [Hungry Souls](#) e-newsletters for are good samples. Or call us for more help and we'll be happy to install a system that your church secretary can supervise and maintain.

## **9. Begin Local Pay-per-click Advertising to Get More Sunday Visitors**

One good way to increase your internet presence is by launching a pay-per-click (PPC) advertising plan for your church. Having such a plan is a sure way of reaching out to people who have performed any online activity related to finding a spiritual home. To illustrate this, imagine that you are searching online about "family dinner ideas phoenix". To the right of the search results, you will see catchy advertisements related to the search subject. The advertisements might be about dinner recipes, local restaurants or dinner etiquette. Once you click on an ad, you will be led to the advertiser's website where you will get more information. This is how pay-per-click advertising will work for you. If someone searches for: "churches in Phoenix", your local PPC ad can display in the results and potentially get them to click on your ad which will bring the searcher to your church website where they can see service times, and get more information.

Pay-per-click advertising is a good use of resources because you only pay for the times that your church advertisement is clicked on. Click costs can vary but are often under 25 cents. Plus, when someone clicks on your ad, it means that he/she had genuine interest in what you are offering.

If you are able to capitalize on the pay-per-click advertising by having a reasonable budget and experts who can make sure that your ads have the right keywords, it is likely that searching souls would find their way to your church.

Several big search engines such as Google, Yahoo and Bing have this online advertising option. However, it takes know-how to craft good ads that appear in related searches frequently. Plus, you need landing pages that can convert your traffic into qualified leads, if you want to track results. Consider consulting with experts like [the Pathmaker Marketing Team](#) to learn more about this fruitful local advertising opportunity.

## **10. Create an Auto-responder Spiritual Campaign**

One successful example of this strategy is the Gregory Dickow's [From the Inside Out](#) program. Through his ministry's website, he was able to ask thousands of people to "fast from wrong thinking" with him for forty days. Between his pulpit, TV show, and the 40 subsequent inspirational emails that people received once each day, over 100,000 people were participating and committed to setting aside negative thoughts and putting on Biblical, right thinking in regard to their everyday lives.

Since then, he has used the auto-responder process to launch two more successful fast from wrong thinking campaigns, and thousands more people have taken part.

For a free demo on how to install a Spiritual Campaign with Autoresponders, contact [Pathmaker](#) at 623-322-3334.

## **BONUS IDEA #11. Send out a Monthly E-Appeal**

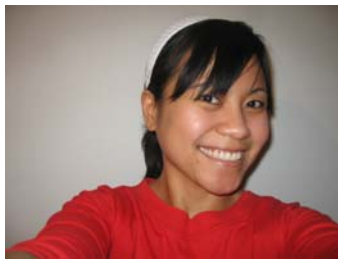
A friend of mine once received a genuinely well-written email about a Christian orphanage in need of money so that they can send a few kids to school. My friend, so touched by the story, sent some money and was extremely happy to know that she has helped her fellow Christians in need.

There is a multitude of possibilities to reach possible donors, supporters and beneficiaries through the World Wide Web. With the advent of online paying systems, it is very easy to give and receive financial help.

Your church should grab this opportunity because there are many people out there who are willing to support various Christian causes through online giving. As long as you have a strategic e-fundraising campaign, your resources will continuously grow. Thus, it will contribute to the fulfillment your mission to share God's glory and enlarge His territory. [Pathmaker Marketing](#) has solid experience in assisting non-profits and churches raise funds via the Internet. One recent email campaign in June 2009 yielded over \$30,000 in gifts from 375 donors. a 14-monht campaign for another client raised \$192,000 in gifts through the email fundraising channel. We have a proven track record of increasing our clients' funds multiple times over in proportion to what it costs our clients. For more details on this subject, visit this [Pathmaker webpage](#).

Schedule a meeting with [the Pathmaker Marketing Team](#) to discuss and learn more about how you can make your church outreach on the internet grow even larger. This small chat may mean saving more lost souls like mine was.

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Born of Filipino descent, Erica Kononen has been developing her expertise in non-profit management and fundraising. Over the last eight years, she has done various projects related to marketing, branding and sales in organizations like Winrock International, AIESEC in Finland and Helsinki Business College.

Her role as Pathmaker Marketing's Ministry Development Associate allows her to use her skills and passion for sales to help Christian organizations increase their members and financial resources. Her former rebellion against Christianity and her converted love for it, has made it her personal mission to make sure that churches reach as many people as possible.

Erica currently lives in Finland with her husband Heikki, where they both enjoy having easy access to the best berries in the world.