

HOW TO DEVELOP A

# CONTENT MARKETING STRATEGY

FOR YOUR CHURCH

**THE UNSTUCKGROUP<sup>®</sup>**

POWERED BY

**TONYMORGAN** *live*

At the **core** of it all,  
your **content strategy** is your “**why**”.

It defines who you are going after, why you are after them and your heart behind why you want to reach them.

With research showing that people are regularly [attending church less and less](#), it is our job to go where they are and reach them beyond the sanctuary. This can seem difficult, but paired with today's technology, social media and a little effort, these 6 steps will help your church reach your audience in an entirely new way.

# THE 6 STEPS:

## 1) KNOW YOUR GOAL

To help get the juices flowing, ponder a few questions like these:

- **What** do you want people to know about your church?
- **Why** do you want to produce this content marketing plan?
- **What** are you trying to communicate?

Once you have established your content goal, ensure it aligns with your organizational goals so you have a cohesive message, a consistent brand and a happy leadership team.

## 2) KNOW WHO YOU ARE TRYING TO REACH

At [The Unstuck Group](#), we consistently discuss the importance of defining a target audience and making leadership decisions based on that segment. It is a crucial part of our strategic planning process, and it also is key when planning a content marketing strategy.

**Who are you wanting to reach with your content?** The church body? People within the community? People of a certain age group, or stage of life? Whoever the target audience may be, it is important to clearly define these parameters to produce content of relevance and importance to the people within that group.

## 3) ESTABLISH CONSISTENT BRANDING

In the business world, brand recognition is one of the key ingredients to growth. The more people are familiar with your brand, the more likely they are to trust you and what you say. Believe it or not, **churches are the same way**. We want our defined target audience to recognize, be familiar with and trust our brand, thus trusting the content we provide.

Statistics are showing that the average person is on social media for [more than 2 hours a day](#). The more present you are on those platforms, the greater likelihood there is for developing brand recognition and trust with your audience.

## 4) CHOOSE YOUR METHOD/PLATFORM

The availability of content platforms are increasing by the day. Whether you feel that your audience would respond best to blog posts, social media posts, an eBook, or podcasts, there is freedom for experimentation and trial-and-error.

We would suggest you start with social media to launch your internet presence beyond your website. If you are already there, explore launching a blog or producing a podcast. The list of options is long, and the ultimate goal is to make your content available on many different platforms and in many different formats.

## 5) BUILD A CONTENT CALENDAR

Trust us: this is not as scary as it sounds. To prove to you how easy this can be, here are a few short steps to help you get a grasp on the best way to get this started.

### 1. Generate Ideas

It requires a lot of working and active brains to run a healthy church. Within that, the creativity is vast. Talk to your various ministry teams. Have content brainstorming meetings. Think about the questions your audience is trying to answer. What do they need most? What information are they searching for?

### 2. Plan Your Frequency

How often do you want to share new content? Create a spreadsheet that include days, dates and who the champion of each project will be. This creates organization and peace of mind.

### 3. Decide Your Platform

Social media, blog, website, podcast, etc. The list is nearly limitless.

### 4. Plug it in

Put it into the content calendar. By planning out a few weeks in advance, it will ensure that projects are getting done and things are less likely to slip through the cracks.

## 6) Publish Your Content

Give it a go!

To have a successful content strategy, fill your content with outsider language and an inviting, inclusive tone. As you are trying to meet your community and your congregation in their daily lives, the content should be filled with encouragement, relatability, purpose and love.

Let's talk about the hard questions and create an atmosphere of vulnerability that fulfills what people desire in a way that a Google search can't. This is why churches need to create content. This is why churches need a content marketing strategy.

We're cheering for you.

## ABOUT THE UNSTUCK GROUP

The Unstuck Group helps churches get unstuck by providing consulting and leadership coaching experiences designed to focus vision, strategy and action. Our core services include ministry health assessments, strategic planning, and staffing and structure reviews. Learn more by visiting [TheUnstuckGroup.com](https://TheUnstuckGroup.com).

