



2020 EASTER ESSENTIALS

STRATEGIC CHURCH MARKETING PLAYBOOK

THE EASTER CHURCH MARKETING GUIDE

Easter is coming and we want to help you go...



FROM THIS



TO THIS

Not sure where to start? This guide will show you what to update on social media, how to create paid ads to target visitors, how to build a beautiful, informative Easter landing page, and how to use digital and printed invites.

START PROMOTING EASTER NOW ON SOCIAL MEDIA

Easter promotion starts NOW! People only show up at church **once every six weeks**. They are most likely only see one **out of 20** of your social media posts, and need to hear a marketing message as many as **7 times in order to take action**. This means we've got to start getting the word out now.

If you've created an Easter graphic, plaster those babies everywhere! Make it a consistent image that people see multiple times and remember. The more people are reminded that your church cares and wants to see them on Sunday on social media, the more likely that they'll make it to your building.

SOCIAL MEDIA ITEMS TO UPDATE

- Update your church's Facebook and Twitter cover photo to a graphic inviting visitors to join
- Upload a looping video on Facebook that shows what a Sunday experience looks like
- Launch an Instagram campaign to count down until Easter

USE FACEBOOK ADS

Facebook is one of the most powerful communication tools of the 21st century to attract visitors to your church. Everyone is there; your mom, your cousin's hairstylist, your kid's soccer coach, and most of the people in your community. Facebook boasts a whopping [214 million users in the United States](#)— one of the largest digital neighborhoods. It's the perfect place to start meeting your church's neighbors.

Ads spread awareness of your church and invite people to participate. For as little as \$1 you can reach your neighbors with the good news of the Gospel right from their couch, lunch break, or as the first thing they see before getting out of bed.

Create a Facebook ad that targets people within a 10-mile radius of your church and invite them to Easter Sunday or your Easter pageant. Optimize your ad by using the [click-link feature](#) to lead users off Facebook and to a landing page on your website featuring the Easter event.

A SOLID EASTER FACEBOOK AD SHOULD HAVE THREE COMPONENTS:

1. Visually enticing Easter graphic
2. Conversational language inviting users to participate
3. Clear call-to-action or click-link to your website page

For those of you who are seasoned veterans of the Easter and Christmas paid ads, could your church be missing out on opportunities to connect with your neighbors if you're only running ads during Easter & Christmas? Are we just perpetuating the lie that those are the only Sundays that matter? Consider investing more budget in social ads each week of the year. The ROI could look like an increased summer attendance.

ONGOING FB ADS STRATEGY FOR CHURCHES

- **Branding & Delight**
 - Spend 20% of your ad budget on building ads that promote your brand and foster feelings of goodwill by delighting people. This could look like ads to celebrate your neighbors or encouragement for your community.
- **Educate, Demonstrate, and Inform**
 - Spend 50% on making your neighbors aware of the value your church can bring them. Educate them about what you provide (purpose in serving opportunities or community found in groups), demonstrate how people engage and are changed, and inform of events and basic info.
- **Retarget & Invite**
 - Retarget the people who have engaged with your content and invite them to church, to participate in community or groups, or another event gathering.

OPTIMIZE YOUR WEBSITE FOR EASTER

About a month before Easter, you should start adding Easter elements to your webpage. If you have a big Easter service or pageant, you put a lot of time into preparing for the event and you want as many visitors as possible to attend.

EASTER-THEMED GRAPHICS

Just like you'd use pictures of baby Jesus during Christmas, you should use Easter graphics for your website. The right visuals help get your point across and give a more polished appearance.

MOBILE-FRIENDLY DESIGN

With over 50% of internet users viewing the web on their mobile phones and tablets, it's vitally important for a church to have the ability to tailor their site to these visitors, especially when you have new visitors on Easter. If your church doesn't have a responsive website (a site that automatically responds and adapts to the device the visitor is using), we seriously recommend that you get one now. If new visitors go to your site and it looks terrible on their mobile device, they won't be able to get the information they need.

BUILD AN EASTER LANDING PAGE

Creating an Easter event on your website's calendar is good, but creating a landing page is better. In digital

marketing, [a landing page is a standalone web page](#), created specifically for the purposes of a marketing or advertising campaign. It's where a visitor "lands" when they have clicked on a Facebook Ad or similar. Use our tips below to brainstorm your landing page.

HERE ARE 13 TIPS TO HELP PROSPECTS MAKE THE DECISION TO JOIN:

1. Create a unique URL for your landing page. Example: yourURL.com/easter
2. Ensure the headline & graphic of your Easter landing page matches the ads visitors clicked to land on the page.
3. Your Easter landing page should be designed with a single Call to Action (CTA) in mind. For example, "Join Us!"
4. Keep important content [above the fold](#) like service times, your church address with a link to directions, and even a campus map graphic.
5. Use a video from your pastor or ministry leaders to invite prospective visitors to Easter services. It's proven to [increase conversion by 80%](#).
6. Use stories of people in your church that show real life change for authenticity.
7. Creatively tell the story of Easter and why the good news matters to your visitor. Studies show most Americans consider Easter to be a religious holiday, but [fewer identify the resurrection of Jesus](#) as the underlying meaning.

8. Tell people what to expect by placing FAQs describing the atmosphere, flow of service, dress code, and child and youth activities.
9. Reduce parents' stress by providing the option to register kids online before attending.
10. Highlight other events happening before and after Easter as a soft call to action.
11. Don't forget about members! Place a sign up form for members to volunteer to serve during the Easter activities. For more information about volunteers, check out our Easter Volunteer Guide.
12. Get your members involved in outreach by creating a social media graphics that they can use to invite friends and family.
13. Set up a redirect during the week of Easter so that if a user goes to your website, they are automatically directed to your Easter landing page.

OUTREACH SOLUTION: POSTCARDS AND INVITES

The final marketing pieces are mailers and invites. You must ask your church members to help because your own marketing efforts will only get you so far. Many people who attend church for the first time come with a friend who invited them, so your strategy will include a mix of you doing the work and providing your congregation with the resources they need to do their own outreach.

COMMUNITY MAILER

Some people say that paper invites are obsolete in the digital world we live in, but we disagree. Direct mail creates awareness of your church and shows people that you're interested enough to spend money trying to reach them. The only downside is that direct mail can be expensive. If you live in a town with 5,000 homes, you could spend nearly \$1,000. If you have the budget, this is a great way to get people in your community who wouldn't have otherwise known about your service or pageant to check it out.

THE FLYER SHOULD INCLUDE:

- Service date
- Service times
- Event Address
- Parking info
- A welcoming message
- Dress code
- Website to your landing page

In order to measure the success of the campaign, write on the flyer, "bring this flyer to the service for a free gift." You can give away mugs, shirts, or an Easter basket with church swag and information. You'll measure the response by the number of flyers turned in, but keep in mind, not everyone will remember to bring it.

PAPER INVITES

These invites can be similar to the ones you mail out, but they'll have space for a church member to write a welcoming message to their friend. Members can hand these out to their friends to invite them to the service. You should put two cards in each person's church bulletin and have more available in case people want to invite additional friends.

DIGITAL INVITES

This is a digital card or link to an online invitation. These are less expensive than paper invites, so this is a great option for a church on a budget. Your members can download the graphic and email it to their friends who want more details. If you can only implement one of the invite strategies, this is the easiest one to do.

Now that you've read this guide, you should be all set to market your Easter service.

The key is to start NOW. Easter is right around the corner!