

YOUR 5 STEP CHURCH MARKETING FUNNEL

Marketing your church today can feel confusing and complex. In a world that's increasingly filled with noise, it's never been more important to stand out from the hundreds of other messages your community hears every day.

The words we use matter. People are searching for answers to the problems they are facing. The way we communicate will either pique their interest or fall flat.

Whether communicating with first-time guests or trusted church family, we know your church is compelled to offer valuable content that leads to changed lives.

A strategy many churches commonly overlook is the use of marketing funnels. It's a **proven process to build trust** with your target audience.

This resource is designed to slide one more trusted instrument into your communication toolbox.

Ryan Wakefield co-founded Church Marketing University where he has empowered thousands of churches to see new visitors each week through practical courses, kits, and coaching.

As a StoryBrand Certified Guide, Evan Cox serves churches, nonprofits, and businesses with compelling marketing strategy, copywriting, and websites. He also serves on staff at an international nonprofit and is passionate about making a difference through his local church.

We firmly believe that good marketing changes everything. That's exactly why we came together to resource church leaders in the trenches just like you with marketing tools that work.

We're rooting for you,

Ryan Wakefield



Ryan Wakefield
Co-Founder, Church Marketing University

Evan Cox



Evan Cox
StoryBrand Certified Guide, Evan Cox Consulting

STEP 01

CREATE A COMPELLING ONE-LINER

Defining a One-Liner: A concise statement you can use to clearly explain what you offer to anyone interested in knowing more about your church.

As church leaders, it's important to be able to clearly articulate what you offer the community (beyond just salvation). Even though salvation is an ultimate goal, it's not necessarily relevant to a brand new guest or busy young family.

Check out a few of these examples. Then, create one for your church.

EXAMPLE 01

Many families struggle to talk about faith together (**PROBLEM**), but at *church name* we guide your loved ones to start conversations (**SOLUTION**) that lead to deeper faith and connection (**SUCCESSFUL RESULT**).

EXAMPLE 02

Most elementary students are bored with big people church (**PROBLEM**). At *church name* Kids we make faith interactive and fun in the presence of peers (**SOLUTION**) so they grasp how much Jesus loves them and learn to love church (**SUCCESSFUL RESULT**).



PRO TIP

Avoid being too clever or cute. You simply don't have enough space in a one-liner to be clever, cute, and clear. If it's not clear, you risk people not caring.

I recommend this formula to build your one-liner:

- 1 State a Problem
- +
- 2 Offer a Solution
- +
- 3 Successful Result
- = **One-Liner**



CREATING YOUR ONE-LINER

PROBLEM

SOLUTION

SUCCESSFUL RESULT

+

+

ONE-LINER

=

Brainstorm on next page.

BRAINSTORM

CREATE A COMPELLING ONE-LINER

PROBLEM: How do people answer when asked why they chose your church?

SOLUTION: What do you offer the community?

SUCCESSFUL RESULT: What does their life look like now that they found what you offer the community?

YOUR ONE LINER =

STEP # 2

BUILD A CLEAR WEBSITE DESIGNED WITH YOUR READER IN MIND

It's tempting to build a fancy website that has tons of bells and whistles. And honestly, there's nothing wrong with that if it's clear and calls your online readers to

action. If your website doesn't pass those two grunt tests, you risk not grabbing their attention. Remind them that you exist to solve a problem they're facing.



PRO TIP

Scan through your current homepage and count how many of your photos include smiling people. If people aren't smiling, guests won't be convinced your church is a fun place.

Oh, and ditch the stock photos if you can. Use photography that includes church family. It builds trust and communicates authenticity.



TOOLS & RESOURCES

WordPress

Squarespace

[The Ultimate Guide to Church Web Builders](#)

[The Church Marketing University Website Solution](#)



HOW TO GET STARTED

There's an endless amount of things you could include on your church's website. Check your site for a few of the most important ones:

- ☐ Make a great first impression at the top of your website's header. *(You don't get a second chance to make a first impression.)*
- ☐ Find ways to tangibly show how your church will make their life better.
- ☐ Make everything about your reader, not you.
- ☐ Offer two kinds of Calls to Action
 - Direct Call to Action *(i.e. Plan A Visit, etc.)*
 - Transitional Call to Action *(i.e. create free resources that offer value in exchange for an email.)*
- ☐ Have a target audience. This allows you to build your site and craft compelling words that connect directly to the person you are trying to reach.

BRAINSTORM

BUILD A CLEAR WEBSITE DESIGNED WITH YOUR READER IN MIND

What is the first impression our website currently makes?

What is the first impression we want our website to make?

How can we showcase what it's like to be part of the church through our website?

What sections of our website need to be rewritten to focus on the reader instead of about us?

What is our Direct Call to Action?

What free resource can we offer in exchange for an email?

Who are we trying to reach through our website?

STEP #3

OFFER FREE VALUE THROUGH A LEAD GENERATING ASSET

Defining Lead Generation: The practice of offering something of value to someone in exchange for their contact information.

When a new guest or family checks out your church, there's often a variety of factors that lead them to that decision. One thing is clear, it was not random or an accident. Before they ever show up in your lobby, most have stalked your social media accounts, website, or even grilled the friend

who invited them. Being a first time visitor feels awkward. Our job as church leaders is to go on a journey with guests that builds trust within the context of relationship.

A Lead Generator, most often in the form of a valuable PDF, is an easy alternative for anyone who's interested in finding out more about your church, but is not quite ready to join you in person yet.



PRO TIP

If your lead generator is a PDF, go above and beyond to have it professionally designed with your logo, colors, fonts, and other branding elements. This PDF may be one of the first impressions someone gets of your church, and you want it to be good. Everything communicates. What do you want your first impression to be?



TOOLS & RESOURCES

Adobe Suite

Canva (*This is free for nonprofits!*)



HOW TO GET STARTED

- ☐ Provide tremendous value for FREE.
The more valuable it is, the better!
- ☐ Make it easy to read. Be clear, not just clever.
- ☐ Position your lead generating asset in a prominent place on your website.
- ☐ Offer your lead generator in exchange for their email address.
- ☐ Use your church management system or other email automation software to kick off a series of emails that continue to offer value to the recipient.

BRAINSTORM

OFFER FREE VALUE THROUGH A LEAD GENERATING ASSET

IDEAS:

- Plan A Visit- This is an easy avenue to solve a problem for first-time guests by easing the stress of checking out your church.
- Record a podcast? Offer an opportunity to sign up for show notes and information on future updates.
- Pre-Registration for Kids- Exchanging an email for a smoother check-in experience is an absolute value add for parents.

LEAD GENERATING PDF TITLE EXAMPLES

- 10 Tips For Having Meaningful Conversations About Faith With Your Kids
- The Ultimate List of Kids Eat Free Restaurants in Your City.
- 7 Ways To Crush Hosting Your First Life Group

Is there a burning question you often answer for visitors?

Does your church family need guidance in a specific area from a doctrinal perspective?
(ie, hospitality, giving, parenthood, retirement)

Brainstorm:

STEP # 4

INCREASE TRUST THROUGH A NURTURE EMAIL CAMPAIGN

Trust is built within the context of relationships, and those take time. This means even after someone resonates with your one-liner, has checked out your website, and downloaded your amazing PDF, there's still work to be done. That's where your nurture email sequence comes in.

Defining Nurture Email Campaigns:

A series of emails designed to continue adding value and building trust with your reader.

**PRO TIP**

Once this sequence is active, monitor the analytics. Seeing how readers interact with your emails will inform your decision-making. Take this opportunity to better understand what matters most to your target audience.

**TOOLS & RESOURCES**
[SendFox](#)
[Drip](#)
[Convertkit](#)
[Mailchimp](#)
[Active Campaign](#)
[Mailerlite](#)
**HOW TO GET STARTED**

- ☐ Create 4-5 emails that introduce someone to your church community in creative ways.
- ☐ Use an email software program to automate the delivery of these emails.
- ☐ Add insane amounts of value by answering questions you know your readers are already asking.

BRAINSTORM

INCREASE TRUST THROUGH A NURTURE EMAIL CAMPAIGN

IDEAS:

- Offer a clear and simple overview of what your church believes and why that's relevant to the reader.
- Give a virtual tour of your building or property.
- Showcase the hobbies and interests of your team or congregation.
- Record a series of short videos with your pastor at his or her home, at a park, or even behind the scenes at the office.

What are 4-5 emails that will introduce someone to your church community in creative ways?

What questions can you answer that you know your readers are already asking?

Which email software program do you plan to use to automate the delivery of these emails?

STEP # 5

CALL YOUR READER TO ACTION THROUGH AN ENGAGEMENT EMAIL CAMPAIGN

Write your nurture emails in tandem with an engagement email campaign that asks your reader to do something. The beauty of this approach is that your marketing funnel has offered immense value in a clear and easy to consume format. This means that when you do ask for something, it's meaningful.

Defining Engagement Email Campaigns:

Series of emails designed to ask your readers to take action.

IDEAS:

- Register for a life group.
- Sign up for baptism.
- Give back with us at this upcoming outreach.
- Become a first impressions team member.
- Join us for our next welcome party.



PRO TIP

In this email sequence, and every other part of your marketing efforts, resist making it about you. Instead, position your church as the guide introducing guests and church family to Jesus.



TOOLS & RESOURCES

[Grammarly](#)

[The Hemingway App](#)



HOW TO GET STARTED

- ☐ This collection of emails should all be designed to ask for a commitment from your reader.
- ☐ Highlight stories of life change that remind the recipient of the problems you solve for them.
- ☐ Overcome objections you know your target audience faces when deciding to commit.
- ☐ Offer a paradigm shift that causes a reader to re-evaluate how they've viewed your church or even their faith.
- ☐ Once the reader takes action, be sure to have them removed from the remainder of the emails in your sequences via your preferred software.

BRAINSTORM

CALL YOUR READER TO ACTION THROUGH
AN ENGAGEMENT EMAIL CAMPAIGN

What are a few stories of life change that remind the recipient of the problems you solve for them?

What are a few objections you know your target audience faces when deciding to commit?

Think of a paradigm shift that causes a reader to re-evaluate how they've viewed your church or even their faith.

RESOURCES TO ENHANCE YOUR CHURCH MARKETING FUNNEL

Resources below may include affiliate links that further our ability to serve churches just like yours.



BOOKS

[Building a Storybrand](#)

[Marketing Made Simple](#)

[Less Chaos Less Noise](#)

[A Pep Talk For Church Communicators](#)

[Rethink Communication](#)

[Copy That Sells](#)

[The Comeback Effect](#)

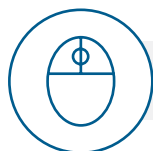
[Be Known For Something](#)



LEAD GENERATING ASSET TOOLS

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Canva *This is free for nonprofits!*



EMAIL TOOLS

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[Mailerlite](#)



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