Church Communications
Strategy Training Course
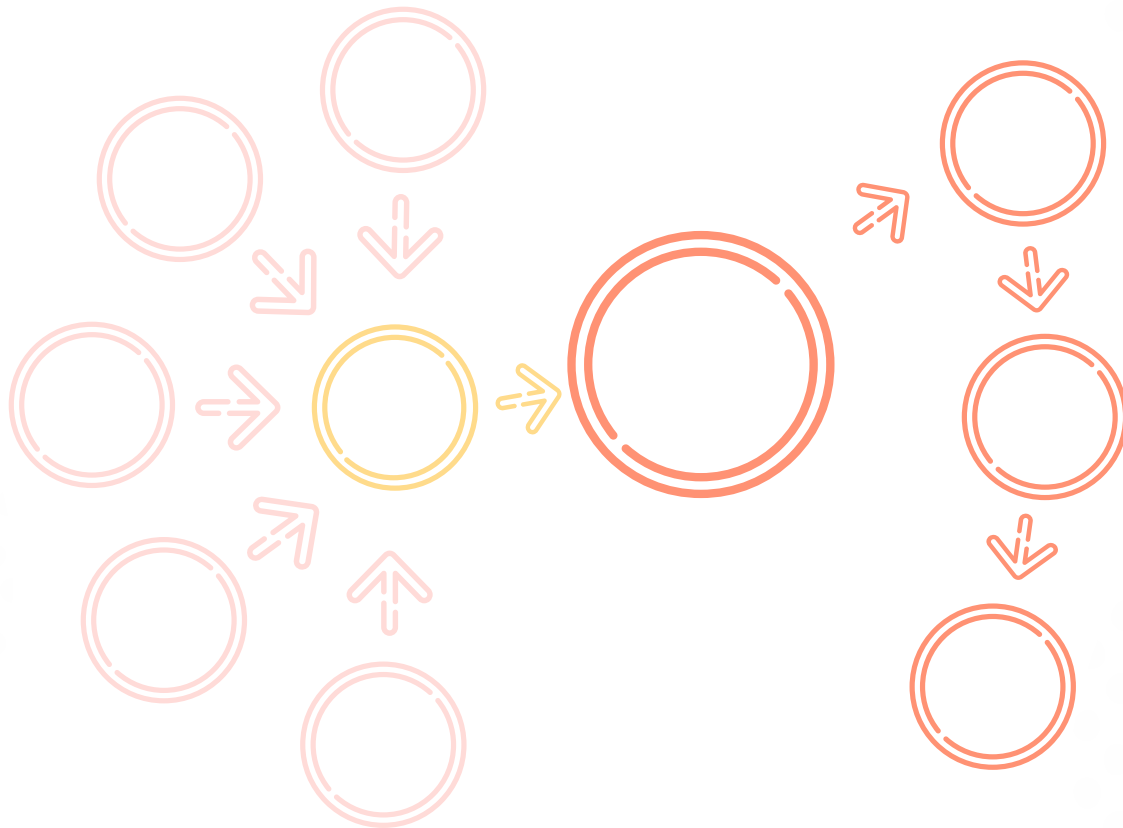
Campaigns Worksheet
How to Schedule Your Communications

CTS *Concordia Technology Solutions*

Sample Campaign Template

When building a campaign, idenitfy the primary action, then think of communication tactics that can lead your audience to take that action and follow-up tactics that support that action.

Initial

The actions that you take initially should be in the Outposts and capture your audience's attention or pique their interest. These should point them to a place where they can learn what value is available for them.

Focal Point

This is where you share or describe the value, and in most cases, where the conversion occurs. If the value is in content, this would be in your Media Empire, otherwise it will be in your Home Base.
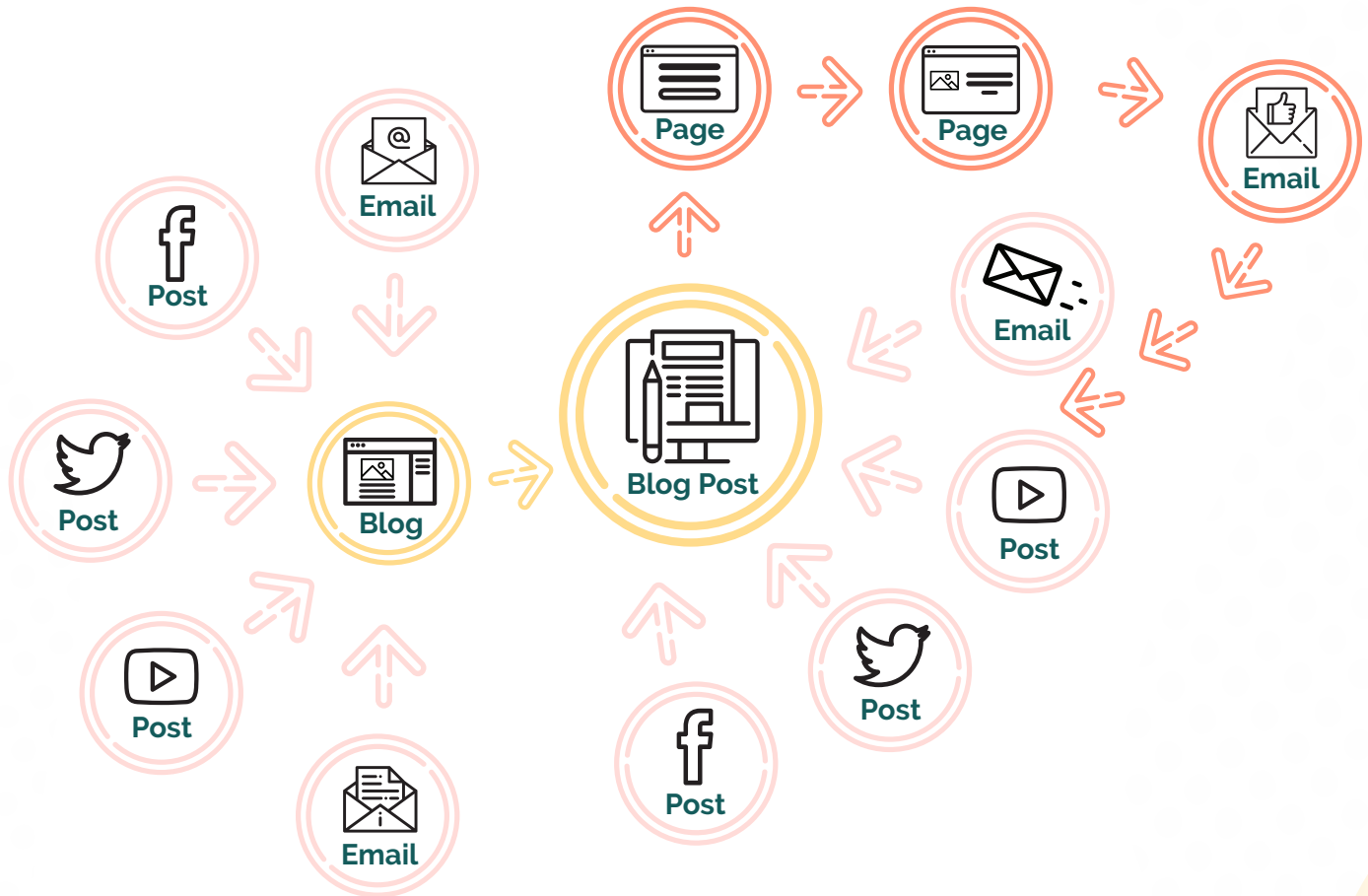
Follow-Up

Don't stop communicating at the conversion, but continue the conversation as it will lead to future conversion in the Journey Map.

Campaign: Sign Up for Pastor's Sermon Blog

The goal of this campaign is to have users subscribe to the pastor's sermon blog. In this campaign, all elements revolve around and point toward a specific blog post.

Initial

Unsubscribed users receive two emails (an initial email and, later, a reminder email) that prompt them to visit the pastor's blog. They also see social media posts that point them toward the blog.

Weekly Blog Post

Each blog post contains a call-to-action (CTA) to subscribe to the blog. This CTA takes users to a landing page, where they fill out a form. After they submit the form, they are taken to a thank-you page and receive a thank-you email.

Reccurring

Each time a new blog post goes live, subscribers receive an email pointing them to the specific post. They also see social media messages directing them to the post.

Campaign: Download Bible Study Course Materials

The goal of this campaign is to have users download the materials from a Bible study. In this campaign, all elements revolve around the landing page, where users fill out a form to receive those materials.
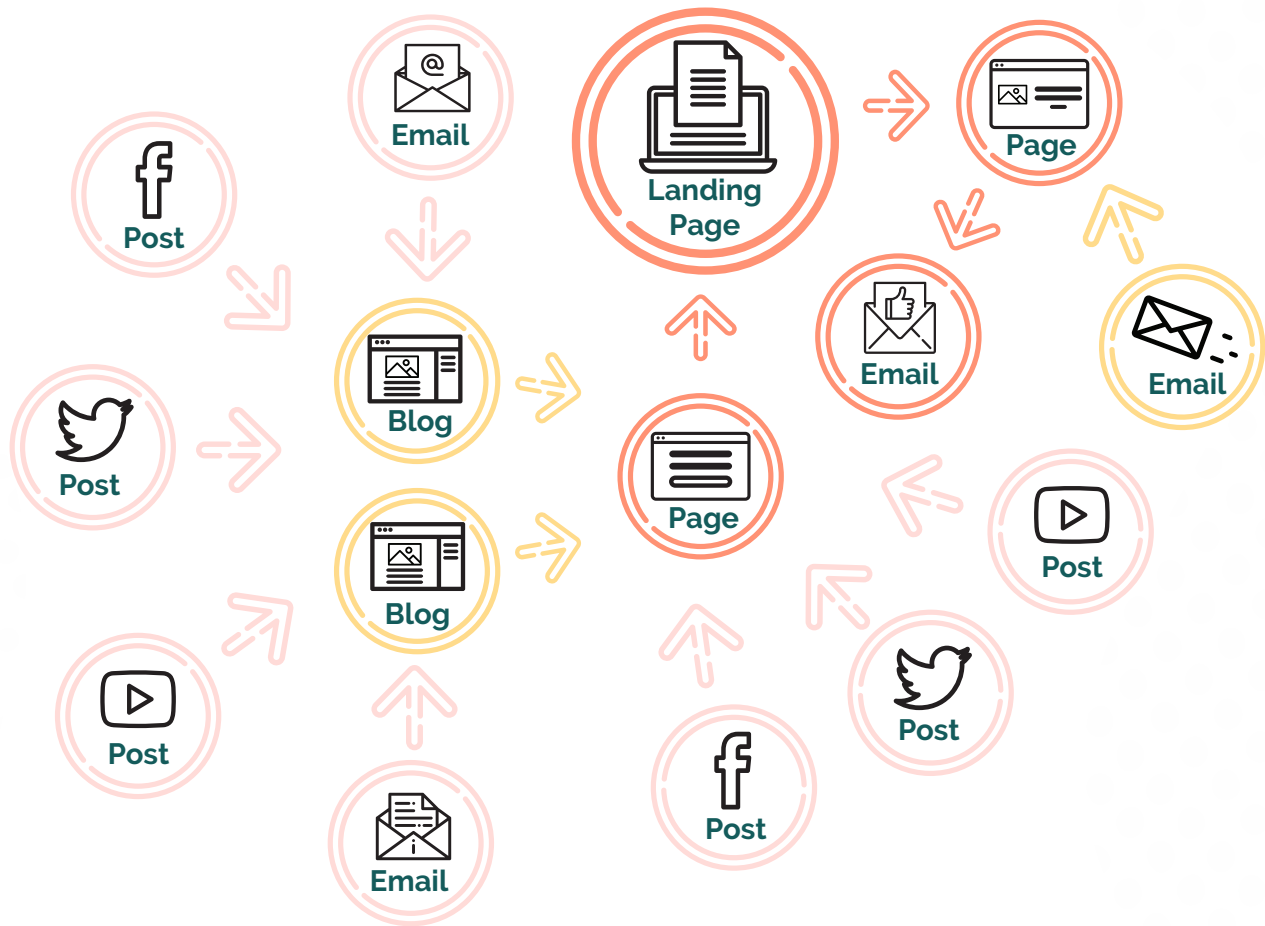
Initial

Users receive two emails (an initial email and, later, a reminder email) that prompt them to learn about the Bible study. They also see social media posts about it. These elements all point to a web page that describes the Bible study and materials.

Landing Page

The informational page contains a CTA that directs users to a landing page, where they fill out a form to request the materials. When they submit the form, they are taken to a thank-you page with a CTA to download a PDF. Users also receive a thank-you email.

Reccurring

Each week, subscribers receive an email notifying them that new materials are available. This email directs users to a new landing page, where they fill out a new form, are directed to a thank-you page with the PDF, and receive a thank-you email.

Campaign: Register for Event

The goal of this campaign is to have users register for an event. In this campaign, all elements revolve around the landing page, where users sign up to attend the event.
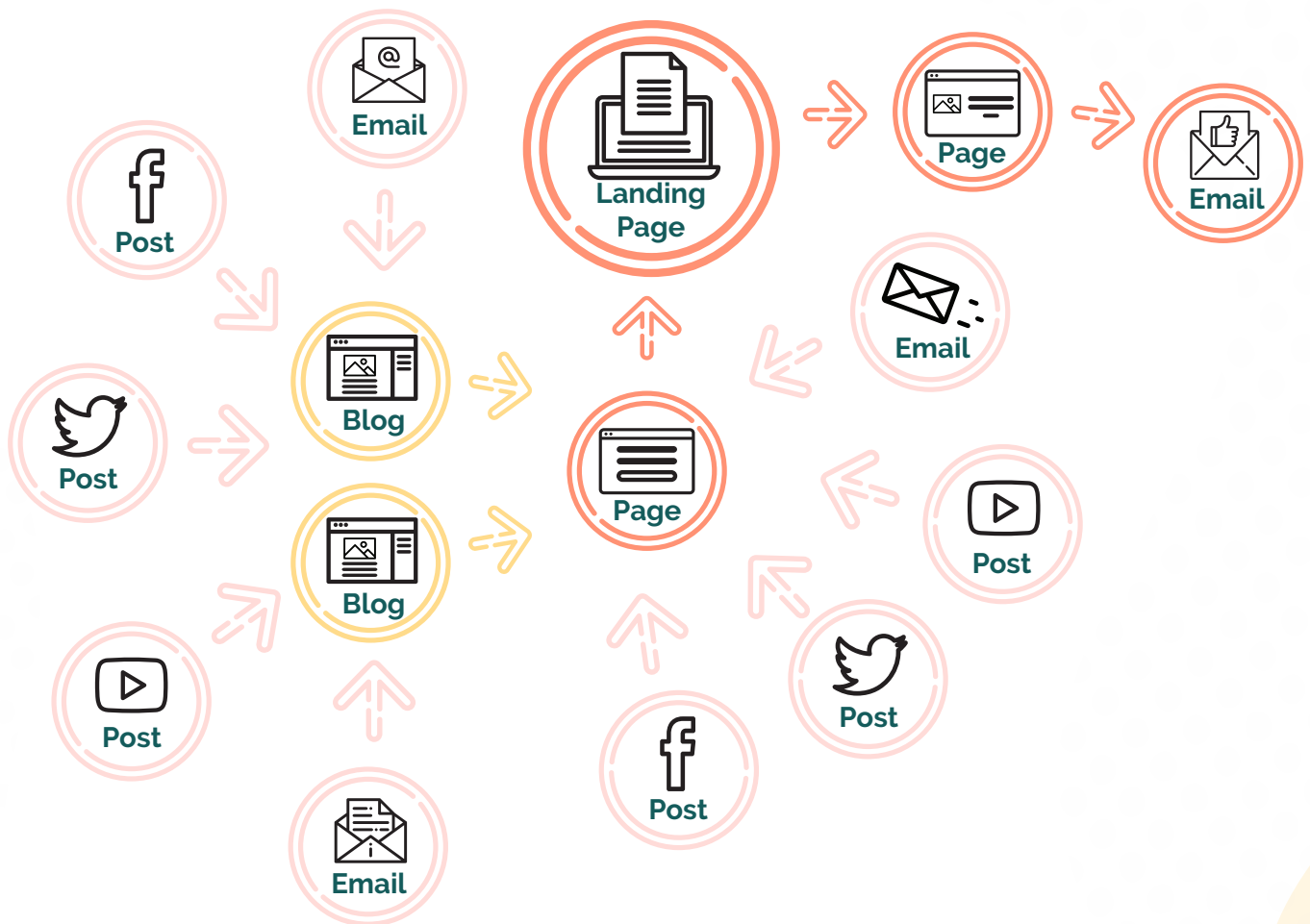
Initial
Before the event, users see social messages directing them to a related blog post. They also receive an email directing them to the same. The post links to a page about the event. A week before the event, this process is repeated with a new message.

Event Landing Page
The informational page contains a CTA that directs users to a landing page, where they fill out a form to register for the event. When they submit the form, they are taken to a thank-you page and receive a thank-you email.

Post-Registration
As the event nears, users who have registered receive an email reminding them about the event and providing any additional details not needed before registration.

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