

PROMOTIONAL STRATEGY

+ EACH LEVEL ALLOWS FOR NEW OPTIONAL METHODS & MAY ALSO UTILIZE THE METHODS FROM PREVIOUS LEVELS

SMALL GROUP	CHURCH-WIDE	PUBLIC
Free Market Small Groups	Message Series, Special Services	Special Events
<ul style="list-style-type: none"> • WORD OF MOUTH • WEBSITE LISTING • HERITAGE APP LISTING • SMALL GROUP GUIDE • SOCIAL MEDIA • • • • • • • • • • 	<ul style="list-style-type: none"> • SLIDESHOW • FACEBOOK AD • EXTERIOR SIGNAGE • INTERIOR SIGNAGE • RESTROOM CALENDARS • THEMED MUSIC • PRINT & DIGITAL MEDIA • CROWD INVITE TOOLS • CREATIVE STAGE • PROMO • • • • • 	<ul style="list-style-type: none"> • RADIO • NEWSPAPER • TABLE TENTS • TELEVISION • MINISTRY PARTNERS • CHAMBER OF COMMERCE • COMMUNITY BANNERS • • • • • • • •

SUNDAY SERVICE PROMOS

For retention purposes, we try to deliver no more than 4 promos per Sunday, and preferably less. Promotional options are discussed and filtered by the Staff, and the Lead Pastor makes the final call on what to include. Considerations must:

PROMOTE OR CONNECT THE MAJORITY OF THE LISTENERS TO THE VISION OF THE CHURCH AND/OR MESSAGE

1st Sunday of Month	2nd Sunday of Month	3rd Sunday of Month	4th Sunday of Month
<ol style="list-style-type: none"> 1. Growth Track 1 2. Story of Changed Life 3. Baptism Sunday 4. 	<ol style="list-style-type: none"> 1. Growth Track 2 2. Small Group Testimony 3. Baptism Story 4. 	<ol style="list-style-type: none"> 1. Growth Track 3 2. Serving Testimony 3. Student Encounter 4. 	<ol style="list-style-type: none"> 1. Growth Track 4 2. Team Life Openings 3. Next Message Series 4.

OTHER RECURRING PROMOS

Special Events, Prayer Room, Connection Card, Ways to Give, Website, App, Social Media

