



FIVE WAYS TO *market like Jesus*



KNOW YOUR AUDIENCE

And no, it isn't everyone. :)
Remember, the more specific you get, the more people you can reach.



SOLVE PROBLEMS

Your work solves people's deep problems — figure out what those are and focus on them!



MARKET TO FEELINGS

Ask yourself: Am I promoting *what's* happening or *why* it's happening? Facts tell, stories sell. (Think of the parables!)



GET PERSONAL

Market to the one sheep, not the whole herd. And remember, personalization doesn't mean more work - use automation!!



HEAVEN-BENT JOURNEY

We're called to journey with people, both spiritually and in our marketing. Don't view a single promotion in a vacuum - it's all part of a journey. Remember the Rule of Seven!



questions to ask before starting
a campaign





What do I want
to tell them?



What do I want them to
do with that information?



What do they
want to hear?

LIKE
free stuff?



Free templates: New
staff comms checklist,
catechist promo,
evangelization flyers



Free Catholic
marketing course:
Marketing God's Way

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Want to grow your church while
getting back to the ministry God
actually called you to, faster? Contact
me for information about church
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MARKETING

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