



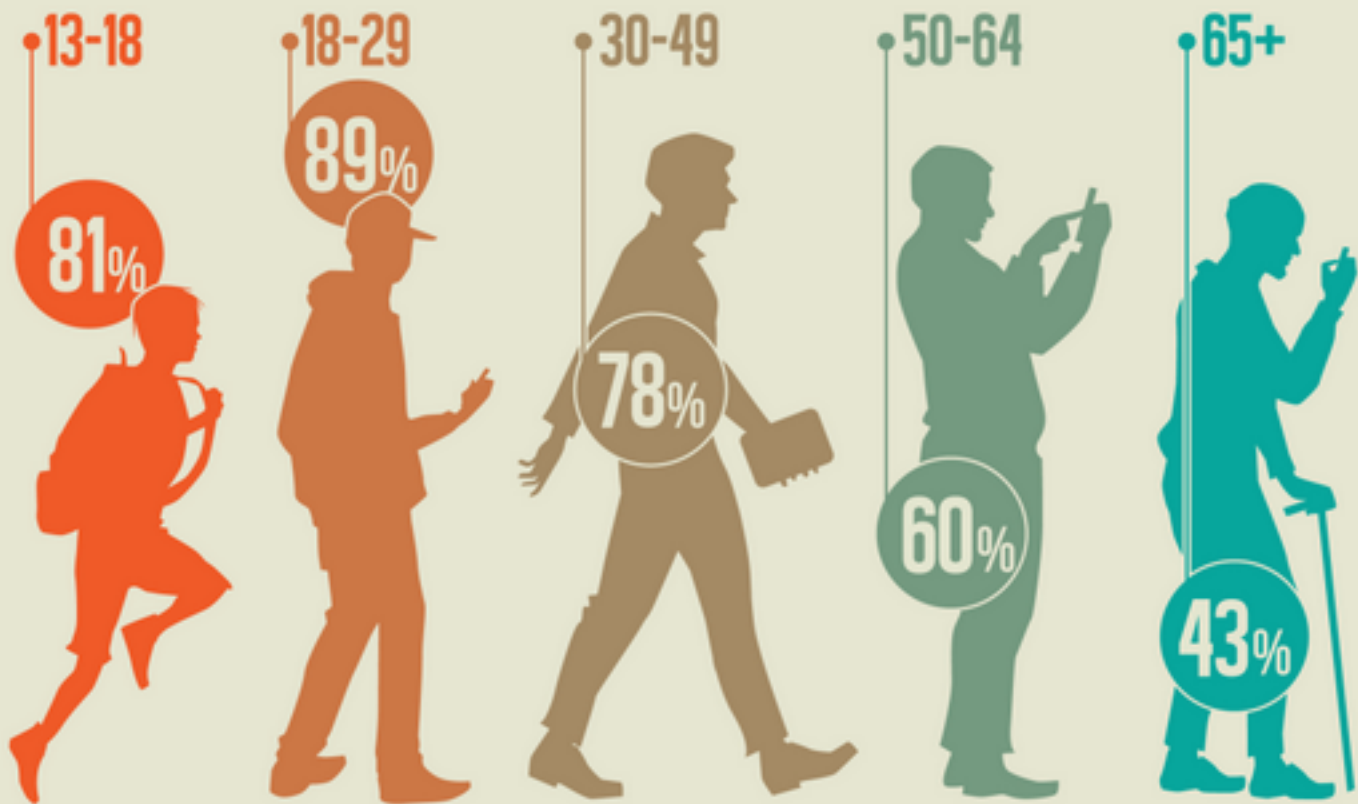
LifeChangersNY.org + ItsTheNewLife.org

Digital Marketing

Is your church positioned to engage?

Pastor Darius Woodley
Executive Min. Ty Sharpe

AGE BREAKDOWN (OF SOCIAL MEDIA USERS)





**1.15
Billion+**
total users

facebook

751 Million users access Facebook from mobile with 7,000 different devices

There are over 10 Million Facebook apps so far

23% of Facebook user's check their account more than 5 times a day

74% of marketers believe Facebook is important for their lead generation strategy

350 Million photos are uploaded every day

75% of possible engagement a post gets in its first 5 hours

There are over 288 million monthly active users

28% of Retweets are due to inclusion of "please RT!"

Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account

500
Million+
total users

twitter 



**500
Million+**
total users

Google+

Over 343 Million active users on Google+

Platform has over 67% male users

80% users login at least once a week to Google+ and 60% users login everyday

The +1 button is served more than 5 billion times per day

40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities

Animated GIFs are still the most engaging type of post

More than 69% of users are female

Only 6% of users have connected their Facebook accounts

Food is the top category on Pinterest with 57% discussing about food-related content

80% of total Pinterest's pins are repins

'Nordstorm' is the most popular brand on Pinterest with more than 4.4 Million followers

Garlic Cheesy Bread is the most repinned Pinterest Pin

70
Million+
total users

Pinterest



More Stats

There are over 1 billion unique monthly visitors on YouTube

4.2 billion people use mobile device to access social media sites

Social media generates almost double the marketing leads of trade show, telemarketing, daily mail, or PPC

Women check out a brand's social page more often than men

More than 23% of marketers are investing in blogging and social media

Around 46% of web users turn to social media for making purchase

60% consumer says the integration of social media makes them more likely to share product and services.



Why is this important?

- Would you like to increase your outreach?
- Would you like more interaction beyond the four walls between you and your members?
- Would you like to measure the impact from your evangelism?
- Would you like more people be aware of your existence in their community?



Fear Factors

- Security
- How much is this going to cost?
- We don't have enough content
- I don't have any time
- Who's going to manage this?
- How can I keep up with it?
- It's the young people thing
- I have a small church
- Is this a fad?
- Is it user friendly?
- It's too secular

The blueprint for digital marketing success

Listen

Map the
landscape

Plan

Build the
foundation

Engage

Participate in
and ignite
conversations

Measure

Report on metrics
and Key
Performance
Indicators

Each step enables greater results





What are your goals for digital marketing?

- **Enhance reputation**

- What experience do you want your visitors to have?
- What are you offering to make them want to return?

- **Is your website & SM a ministry tool?**

- They should allow a two way interaction between members and the organization
- Visitors should be able find the information they need in to learn more about your ministry



What are your goals for digital marketing?

- **What are your benchmarks to determine the effectiveness of your digital outreach?**
- Your goals will decide what you should do, and what you should measure
- Ex: Physical guests at your location and new likes on your Facebook page

Don't push - PULL

- Focus your media on helping others
 - Answer questions
 - Add value
 - Have real conversations

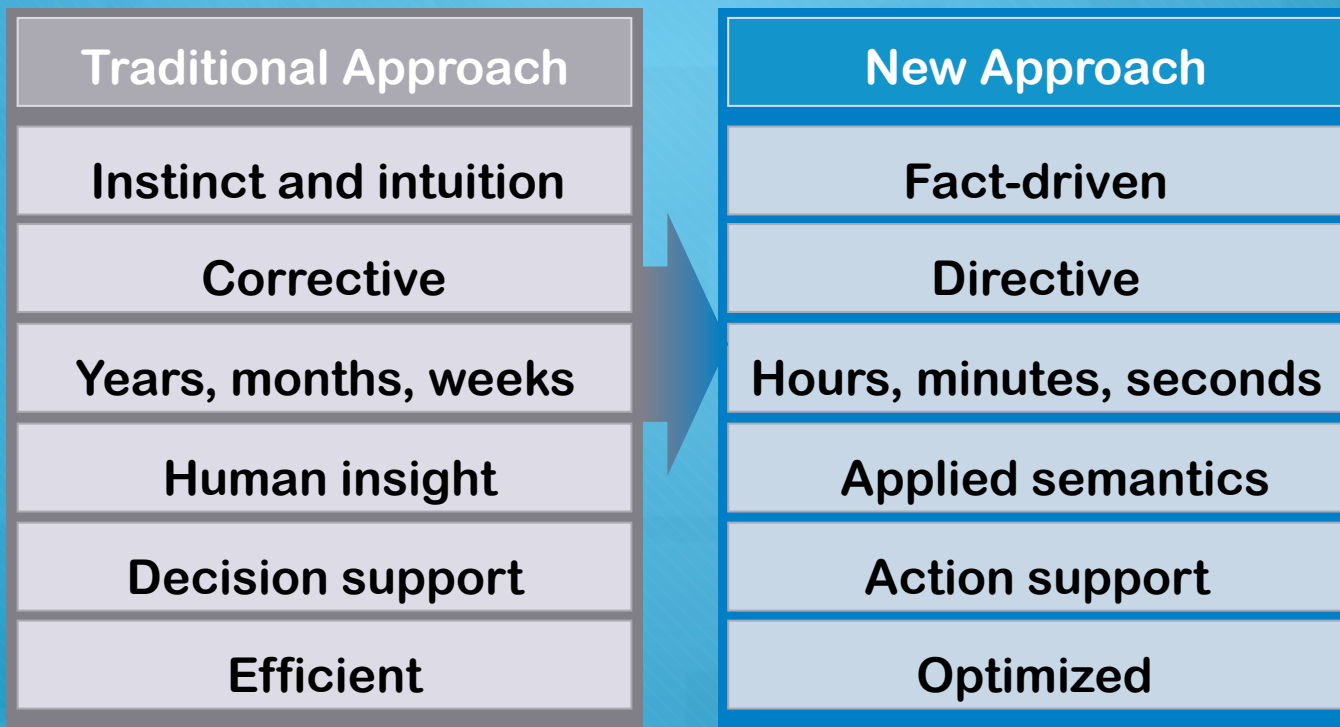




What should you measuring?

- **Participation in the community**
 - How many have shared and/or referred your ministry
- **New members attracted from digital marketing**
 - Tracking codes count the Web site visitors
 - Measure unique and return visitors
 - Effectiveness of portal page
 - # of page views
 - Length of stay on site

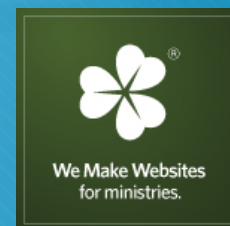
Readjust your ministry approach



Tools for the 3.0 Ministry



MailChimp.



WORDPRESS

Google Analytics

Elance





Live Streaming

Who's doing it well?

WATCH US LIVE 

search...

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[DONATIONS](#)
[SHOP ONLINE](#)

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BISHOP DAVID G. EVANS

VISION THE CONTINUES
[PRAYER WALL](#)

Welcome to the Bethany Baptist Church online experience.
It is my prayer that as you journey through our ministry pages, you

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Thanks for joining me for #Scandal: The Biblical View!!
#scandalabc #gladiator @kerrywashington
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Who's doing it well?


SHARE:    SERVICE LIVE CLICK TO WATCH!

Saddleback Sites ▾ Blog Center Sign In / Sign Up ▾

 saddleback church // ONE FAMILY. MANY LOCATIONS.

Media, blogs, and more...

ABOUT LOCATIONS NEWS & EVENTS CARE & HELP RESOURCES MEDIA GIVING



DECEMBER 20-25

SMALL GROUPS

Join a small group to grow closer to Christ and other believers. [Learn More](#)

NEW TO SADDLEBACK?

Be a part of what God is doing at Saddleback Church. [Learn More](#)

LOCATIONS & SERVICES

Online Campus

Daily: [Click here for times.](#)

Corona

Sunday: 9:00, 11:00 a.m. and 5:00 p.m.

Huntington Beach

Sunday: 8:30, 10:00 a.m., and 11:45 a.m.






Irvine

Sunday: 8:15, 9:45, 11:30 a.m.

Laguna Woods

Sunday: 9:00 and 11:00a.m., Clubhouse 5



FOLLOW US

 Saddleback Church
 Like 79,838   

WHAT'S HAPPENING


Small Groups Party with Pastor Rick

2 days ago | [Saddleback Church](#)


 You're invited to a special party with Pastor Rick! On Sunday, December 15, Pastor  2

LIKE THE MESSAGE?


Who's doing it well?



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[LEARN MORE](#)[WATCH A SERMON](#)[PLAN A VISIT](#)[GET INVOLVED](#)[GIVE ONLINE](#)[GET IN TOUCH](#)

Outreach, we work in partnership with non-profit organizations locally, nationally, & globally to feed the hungry, fight homelessness, empower children and families, respond to the needs of people in crisis, rescue victims of injustice, and lead a generation into a greater life of generosity and service. When you give to Elevation Church, 12% of your giving goes directly to support these partnerships.

[LEARN MORE ABOUT OUTREACH](#)





[LEARN MORE](#)[WATCH A SERMON](#)

[ABOUT](#)

Our Beliefs
The 4Gs
The Code
Pastor Steven
Elevation Worship

[MEDIA](#)

This Week's Sermon
Sermon Archive
Sermons to Go
Elevation Store

[GIVING](#)

Give Online
Outreach
Annual Report

[CONTACT](#)

@ElevationChurch: "If you want to change the direction of your life, change the declaration of your lips."
#TBT #NowPlaying
<http://t.co/7N0YwFLKWh>



Sharable Content

[Elevation Church Baptism Video](http://vimeo.com/73148422)

<http://vimeo.com/73148422>



MailChimp Email Newsletter



MailChimp

Design Alliance

An Open Letter to the Alliance

As you know, designing for email is not celebrated work, and it suffers a poor reputation for a multitude of reasons. Most notably, the tools required for email design are archaic. Many of the great advancements that have been made with web standards have not been adopted by email providers. And considering all the ways email has been historically abused, it's easy to see why there's a lack of interest—even disdain—for email design.

We've gathered to change that perception. Email remains the king of communication, and it's not going to disappear anytime soon. By demonstrating what's possible with email design, we'll convince other designers of its usefulness and power. After all, there's something deeply rewarding about mastering ancient techniques. A man who can catch a fly with chopsticks can accomplish anything.

Take heart, designers. The journey will be long, but our cause is just.

Godspeed,

Fredrick von Chimpenheimer, IV
Founder, MailChimp Design Alliance

Upcoming Events

MAY 17 Bocce League at Ormsby's
May 17, 7-10pm

MAY 27 Happy Hour at Octane
May 27, 5-7pm

About the Design Alliance

The MailChimp Design Alliance is a fictional league of designers that would be really impressive, you know, if it were real.

-  Follow on Facebook
-  [Follow on Twitter](#)
-  Forward to a friend

You signed up for this list when you registered for the MailChimp Email Summit.

[Update Subscription Preferences](#) [Unsubscribe](#)

Our mailing address is 512 Means Street, Suite 404, Atlanta, GA 30318.

buffer Settings My Buffer Goodies Referrals Account Sign out

Add a Tweet to your Buffer

I've always felt it was not up to anyone else to make me give my best. -A. Olajuwon

83/140

Suggest me a Tweet Tweet now Add to Buffer

3 @loyaltytoday

Add from Browser

Install

Pending Analytics

Today

8:08 PM Can it be true darling? [PIC] <http://bit.ly/ej04HK> By @marketingm8

Tomorrow

8:53 AM "Efficiency is doing things right; effectiveness is doing the right things." - Peter Drucker

12:09 PM "If everyone is thinking alike, then somebody isn't thinking." George Patton <http://on.fb.me/mSJlx1>

Mentions

amaaanda
May 20, 9:20pm via TweetDeck
GAHI // RT @eastofprov: Someone help identify this beast spider? <http://bit.ly/Lxrdm>

davef85
May 20, 9:05pm via Twitter for Mac
@eastofprov Ewww, it's kind of big.
Show Conversation

amaaanda
May 19, 4:10pm via Twitter for iPhone
@eastofprov straight from the peanut gallery.
<http://t.co/Du4J22C>
1 retweets

mequoda
May 19, 3:32pm via TweetDeck
How to Conduct an Interview: Questions and Strategies from @eastofprov | @visualpost
<http://bit.ly/k7MJ8e>
1 retweets

bruceKgarber
May 19, 4:00pm via TweetDeck
@JeffGutter @BostonTweeUp @AkedaLebeda @eastofprov @AnnKingman @amaaanda Add #NEMM to your planner TODAY!
<http://snemm.eventbrite.com/>

UnencumberedF
May 13, 10:16pm via Twitter for Android
@eastofprov now you're speakin my language...how's it goin up in RT?

TyTyWorks
Apr 19, 2:22pm via HootSuite
@buzzfarmers help me "grow" ha! #wordplay

eastofprov
Apr 08, 2:54pm via Twitter for iPhone
@jvanrijn I do have a list for my vidbusiness and work with companies on their em with @buzzfarmers
Show Conversation

amaaanda
Mar 31, 1:01pm via TweetDeck
Making @DavesCoffeeBar our @buzzfarmers HQ today. Loading up on coffees and giant raspberry muffins!

MediaTip
Mar 08, 2:25pm via twitterfeed
RT @mekncl: @buzzfarmers these guys are fun (and good) #socialmedia: @buzzfarmers these guys are fun (and good) #socialmedia @MediaTip

mekncl
Mar 08, 1:56pm via Web
@buzzfarmers these guys are fun (and good) #socialmedia

Patrick Hughes responded to this

MissyWard
Feb 03, 11:33am via TweetDeck
Thank you @buzzfarmers for your generous donation to my @AMGB @avomwalks fundraising account! <http://www.walkforbooties>

claygriffiths
Jan 18, 7:14pm via TweetDeck
@buzzfarmers @jvanrijn @AkedaLebeda

bjeanpierre
May 20, 10:55am via TweetDeck
Follow these Local Businesses | @getnetsense @NEMMultimedia @CubanRevolution @visualpost @PrezCEO @designprov @RIBloodCenter
1 retweets

PrezCEO
May 20, 10:55am via TweetDeck
Follow these Local Businesses | @getnetsense @NEMMultimedia @CubanRevolution @visualpost @PrezCEO @designprov @RIBloodCenter

mequoda
May 19, 3:32pm via TweetDeck
How to Conduct an Interview: Questions and Strategies from @eastofprov | @visualpost
<http://bit.ly/k7MJ8e>
1 retweets

bjeanpierre
May 13, 5:15pm via TweetDeck
Follow these Local Businesses | @getnetsense @NEMMultimedia @CubanRevolution @visualpost @PrezCEO @designprov @RIBloodCenter
1 retweets

PrezCEO
May 13, 5:15pm via TweetDeck
Follow these Local Businesses | @getnetsense @NEMMultimedia @CubanRevolution @visualpost @PrezCEO @designprov @RIBloodCenter
1 retweets

bjeanpierre

Content Management





How can you execute across your church?

- **Educate:** Make sure your S/M team understands how to effectively utilize it.
- **Policies:** Clearly spell out what is allowed and what is not
- **Shareable Content:** Create content that is available on “www.YourChurch.org” site as well as S/M outlets so that members have a chance to spread the message.
- **Evangelism:** Encourage your members to participation online and explain why this is important.



Q & A

There are no questions too small to answer