



*After a quick scan of his Facebook, Twitter, Tumblr,  
Pinterest and Instagram here is what I know*



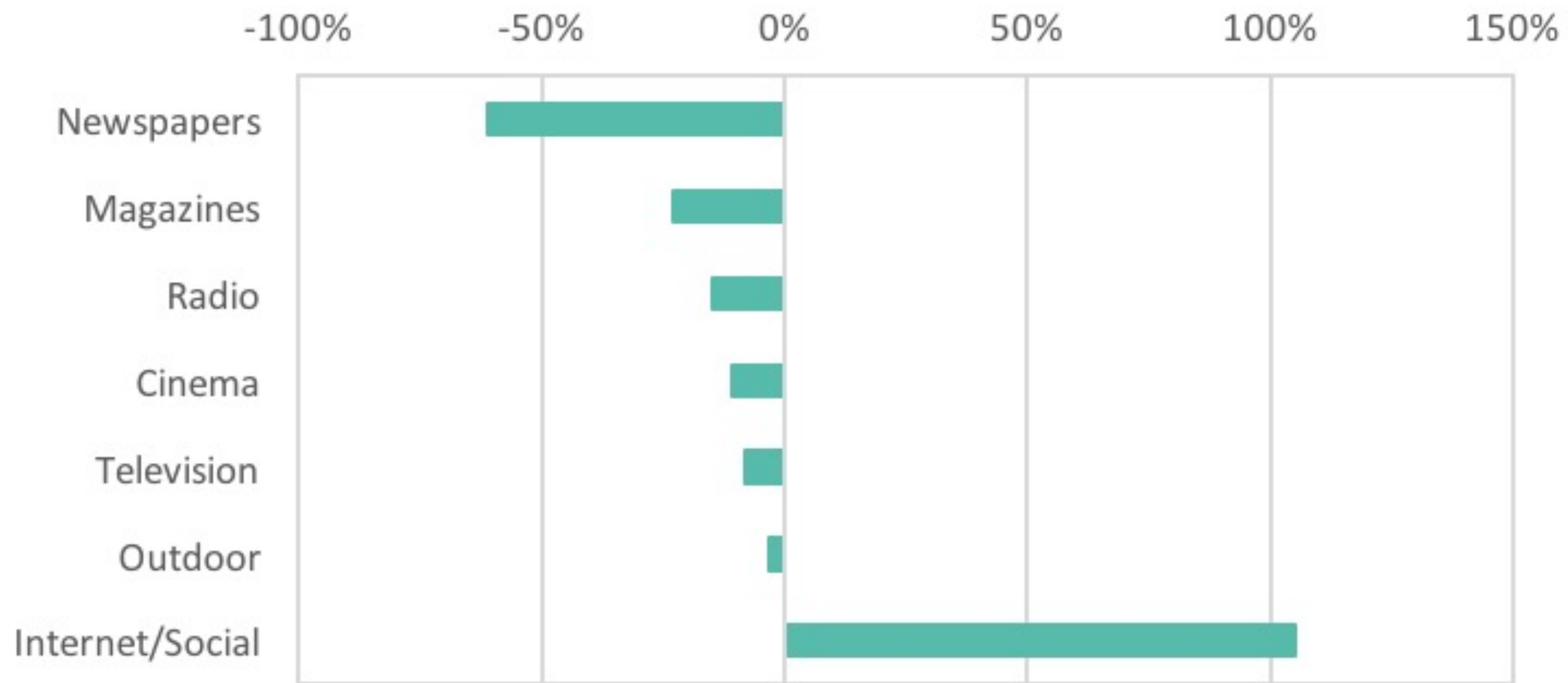


# Offline vs. Online

More and more, the offline world  
(AKA the “real world”)  
is adjusting to, and mirroring, the increasingly  
dominant online world – from tone of voice to  
product development to business processes to  
interpersonal relationships and daily interactions.

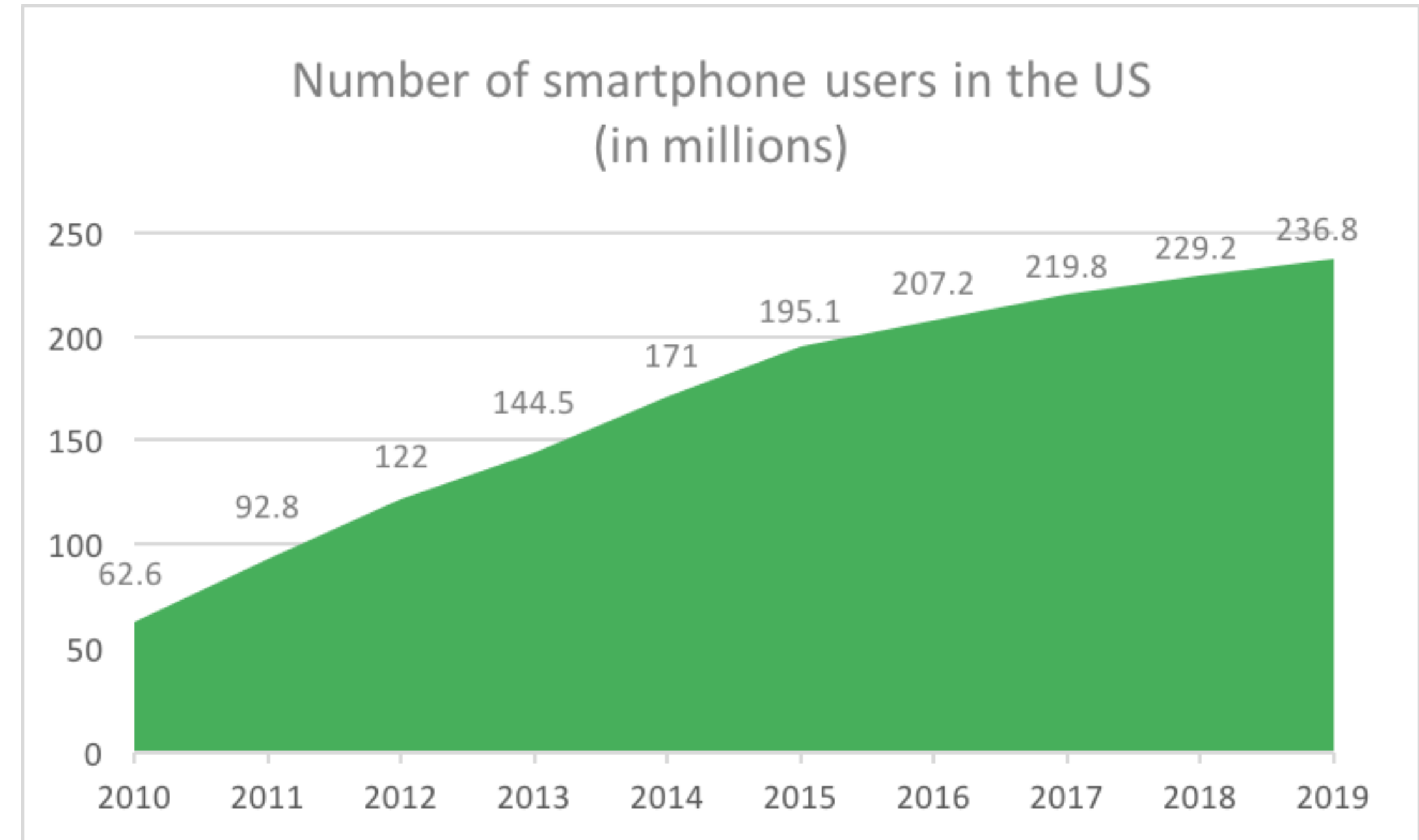
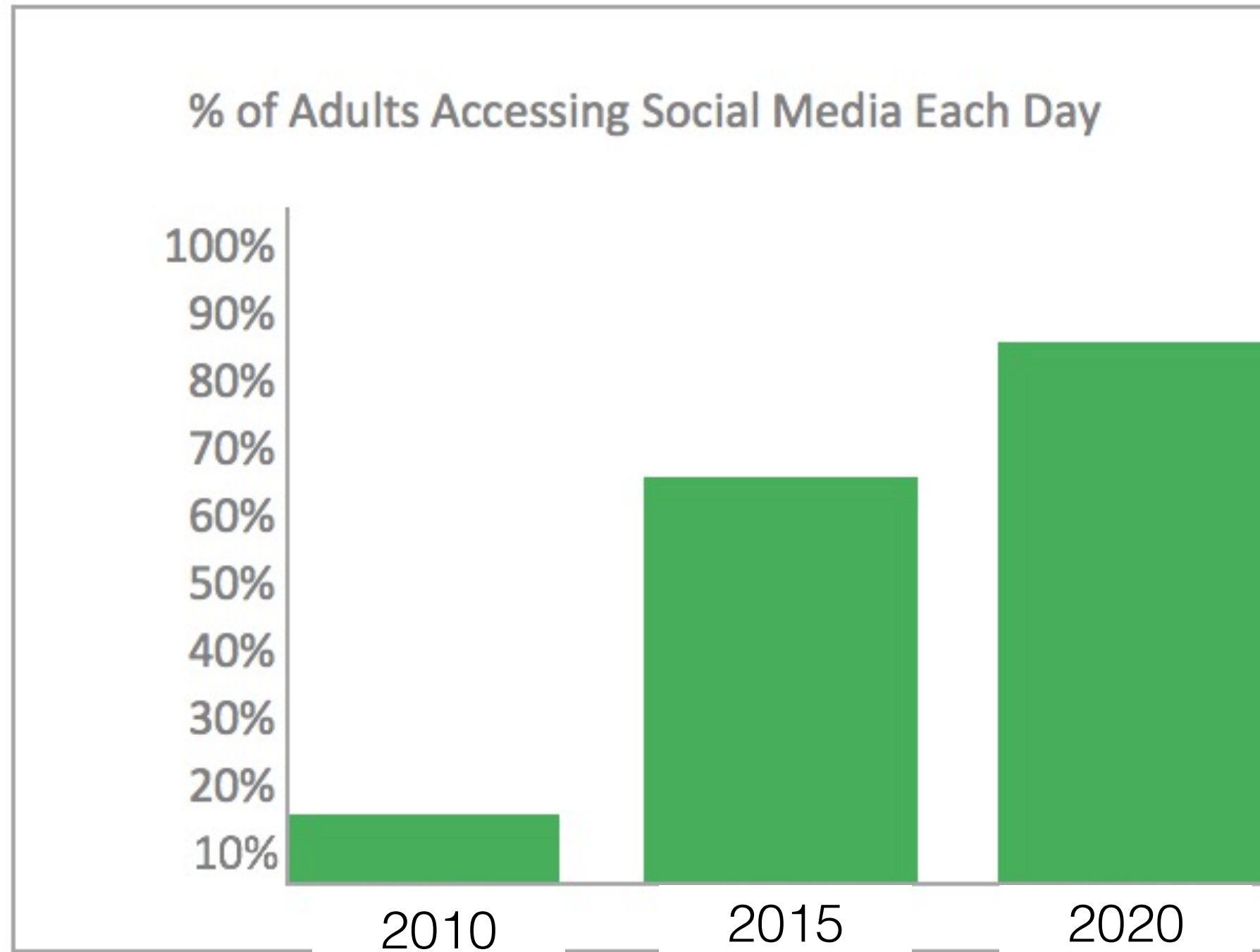
# What a difference a few years make

Change in Average Daily Media Consumption  
(2015 – 2020)





# Digital Media continues to dominate









@saveourbucks





**UNBREAKABLE**  
**KIMMY SCHMIDT**





# THE AGENDA

1 Understand  
Your Environment

2 Understand  
Your Competition

3 Understand  
Your Buyers

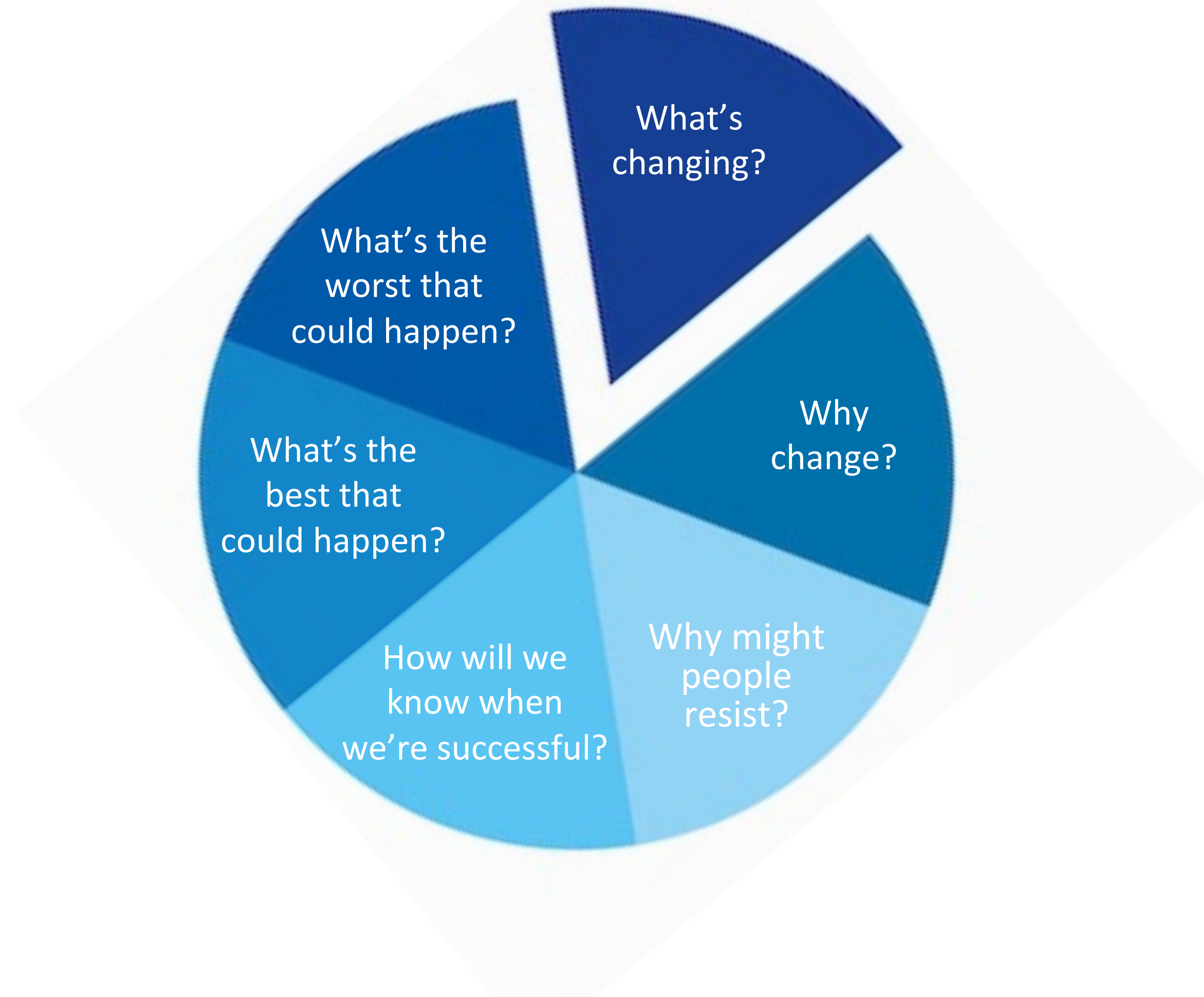
4 Understand the  
Digital Channels

5 Understand the  
Metrics & Goals

6 Inspiration  
Actions



# BEFORE WE GET STARTED








Understand  
Your  
Environment





It's worthwhile to analyze the state of your industry – whether as a prospective new entrant or as an existing player in the game.

Porter's Five Forces Analysis considers – as the name suggests – five different criteria and how high the power, threat, or rivalry is in each area.



## Competitive Rivalry:



How high is the level of direct competition in your industry? What other religious or service-based organizations offer the same that you do in your location? Consider current and future threats.



## Threat of New Entrants:



This area explores how difficult it is to start a religious org or launch a service that could compete with yours. It also looks at barriers to entry – whether those are resource-based, financial, or imposed by government restrictions.



## Threat of Substitution:



For this criteria, think of the alternatives to your product or service. Keep in mind, these are not direct substitutes.



## Buyer Power:



Buyer power looks at whether your market is a buyer's market or a seller's market from your company's perspective. If your "product" is at the mercy external factors (latest news cycle), buyer power is high.

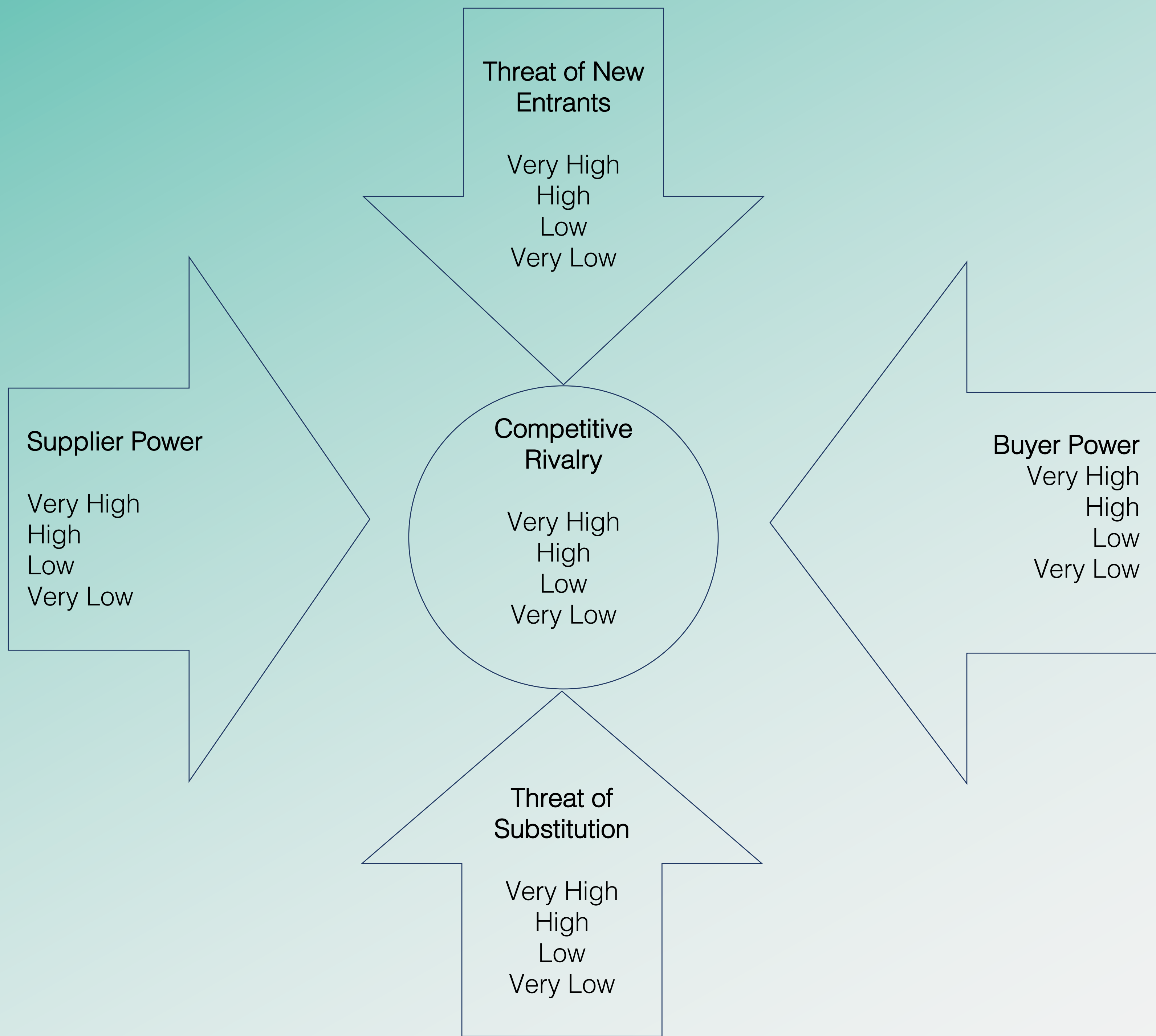


Supplier Power  
(hierarchy of church structure):

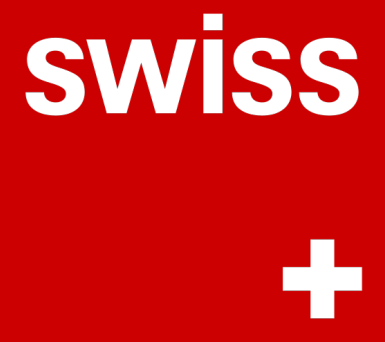


Lastly, supplier power considered how much suppliers influence the business.



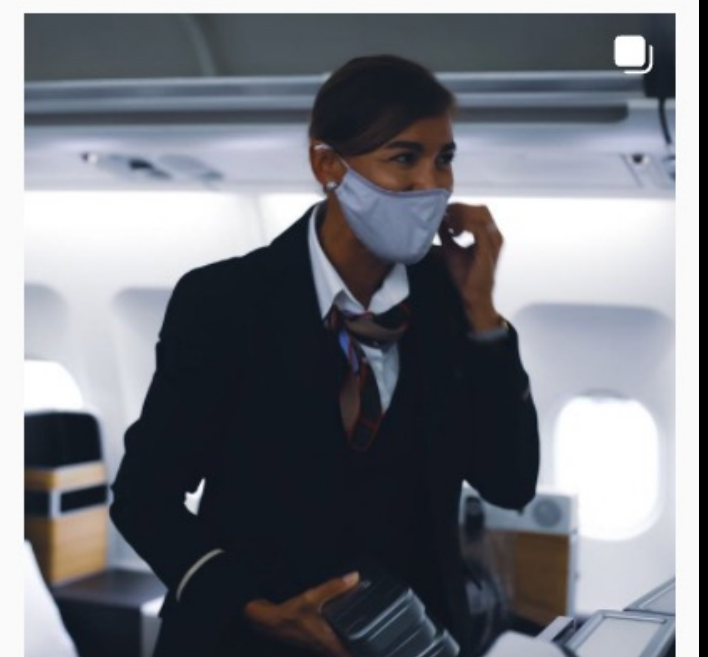
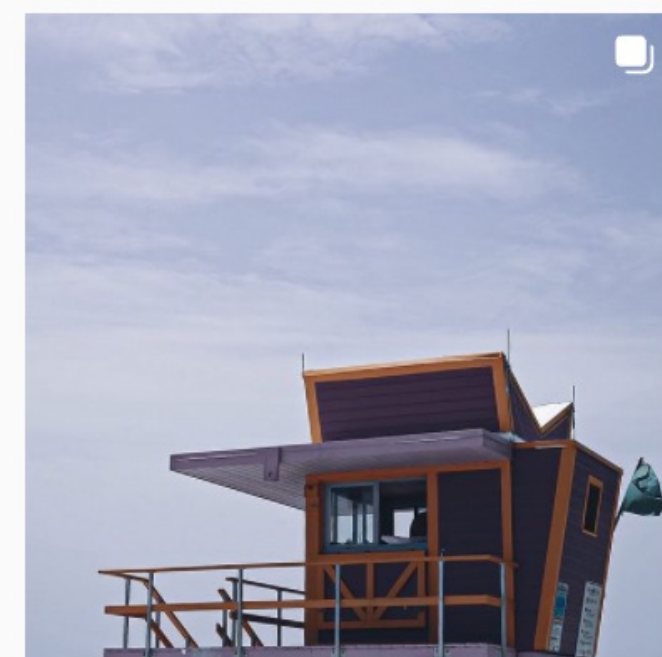
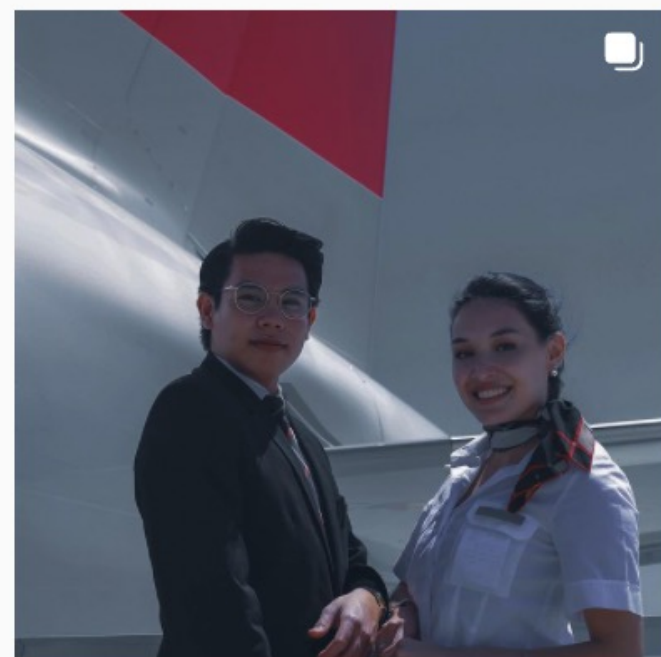
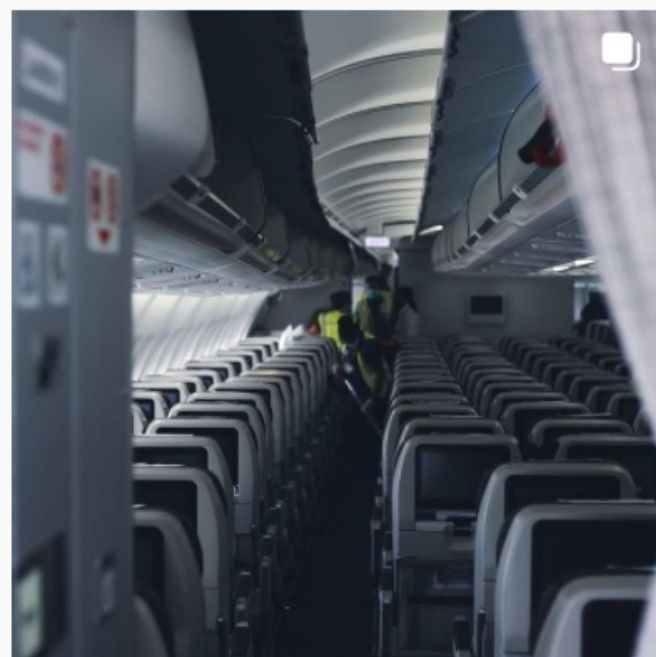
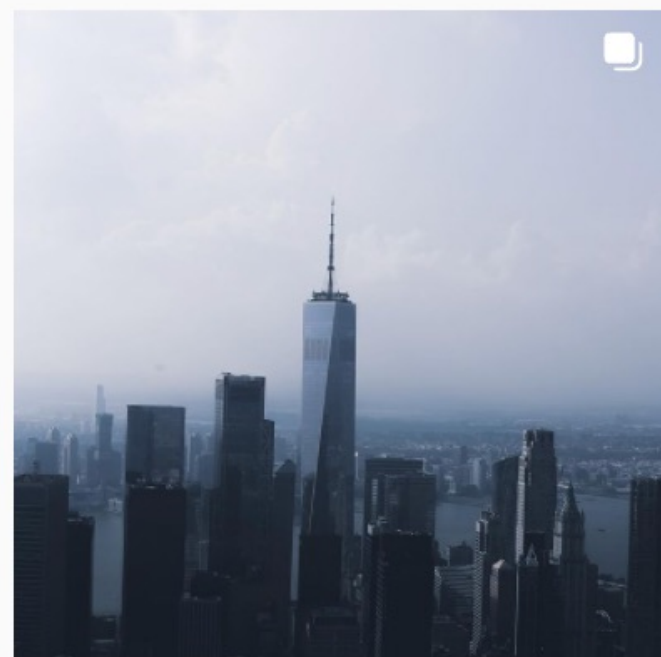
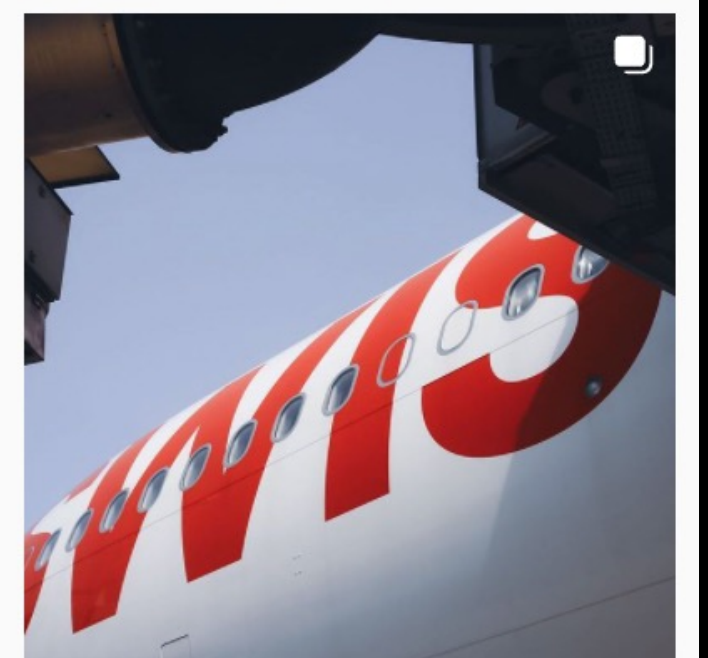
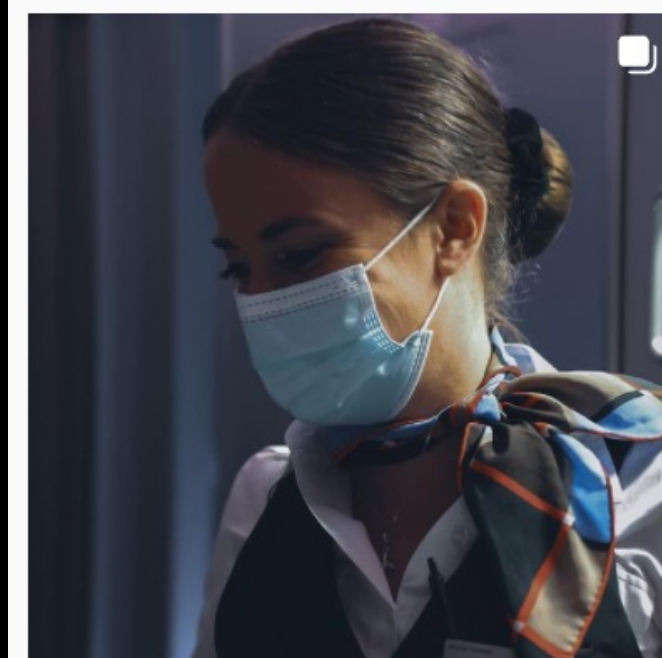
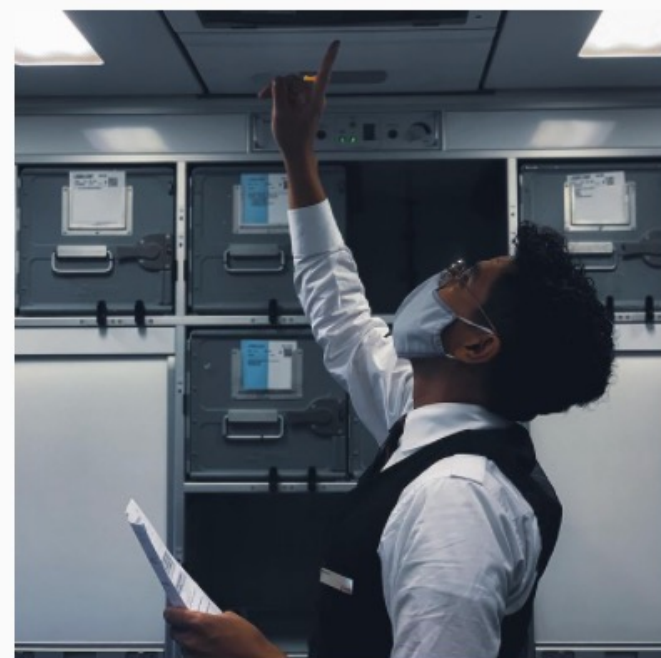
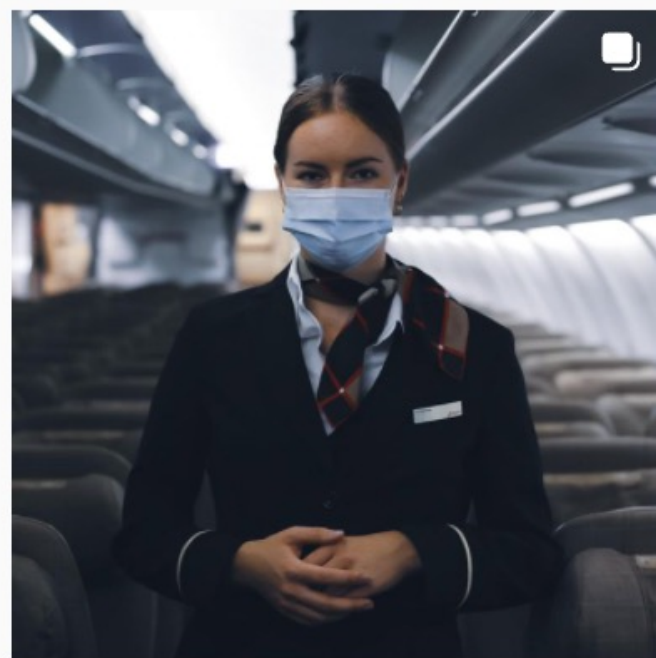
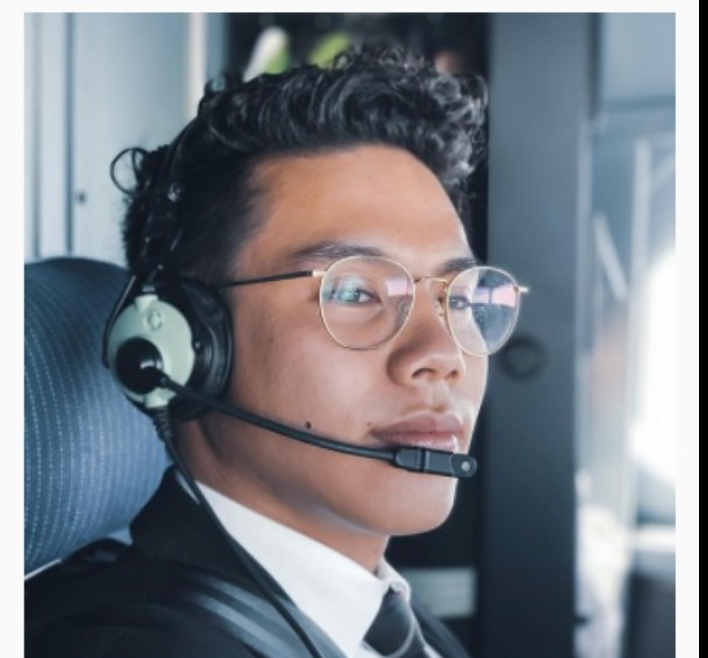
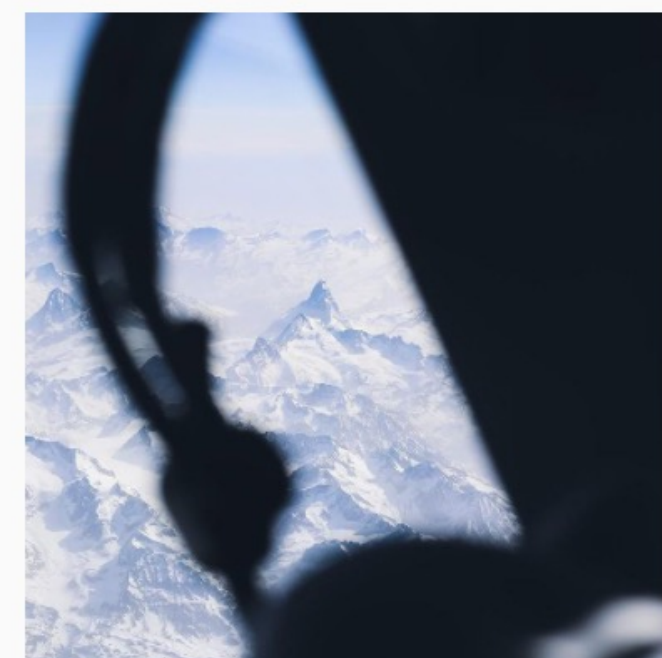
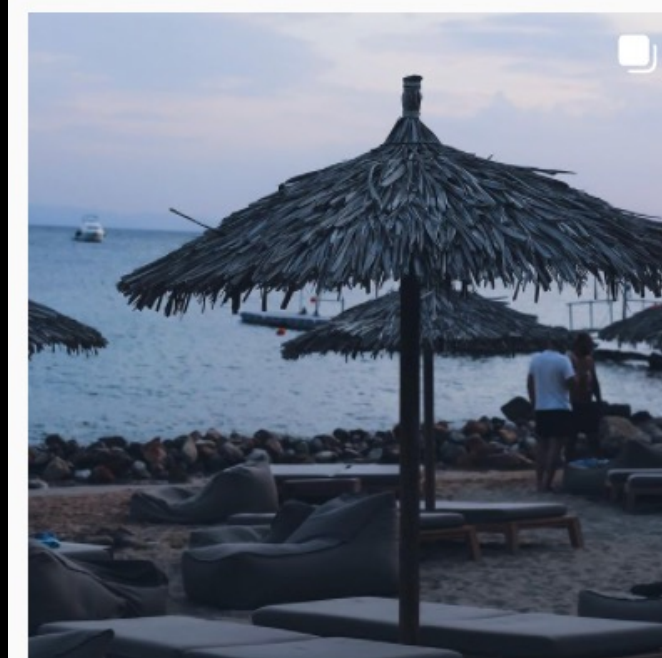
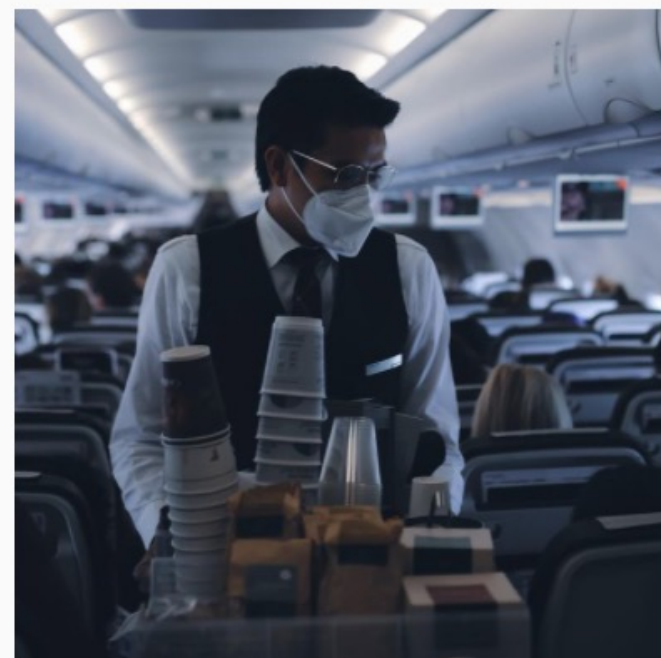
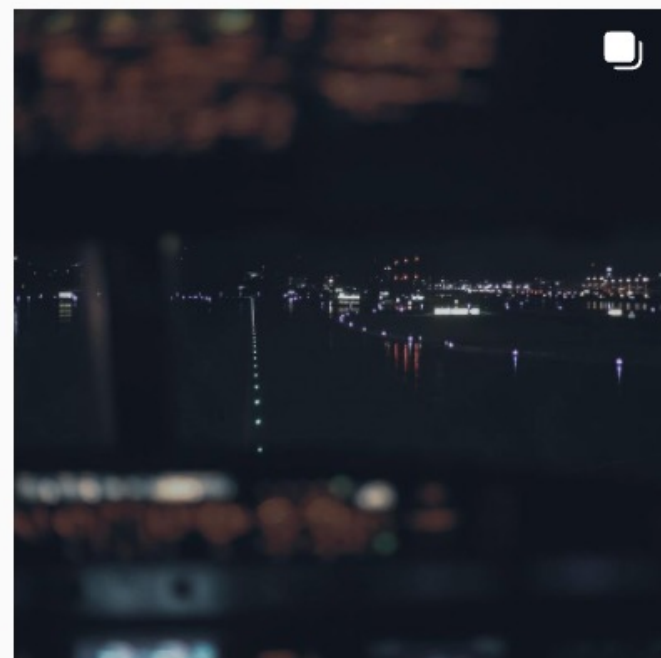




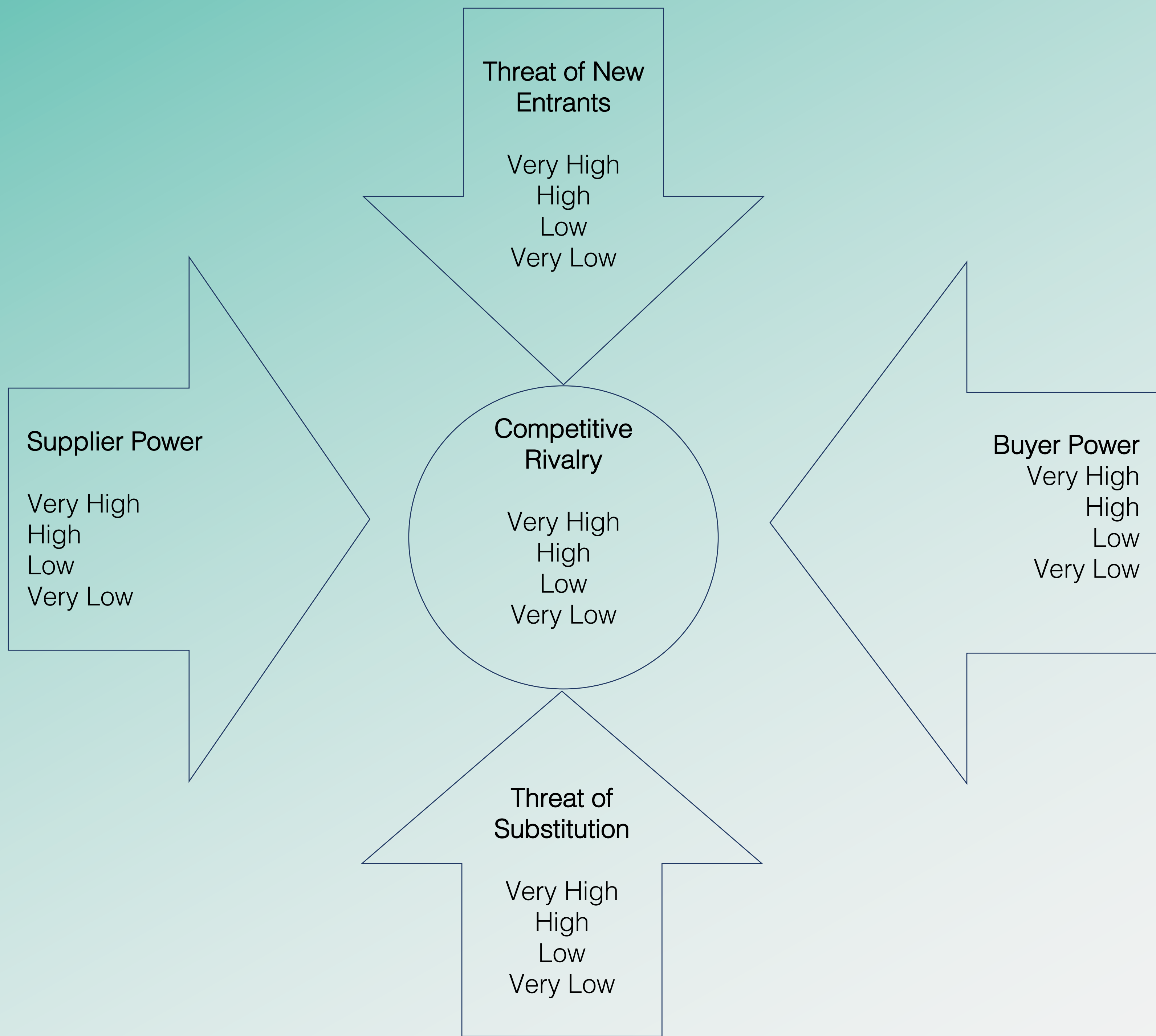


Swiss  
International  
Air Lines



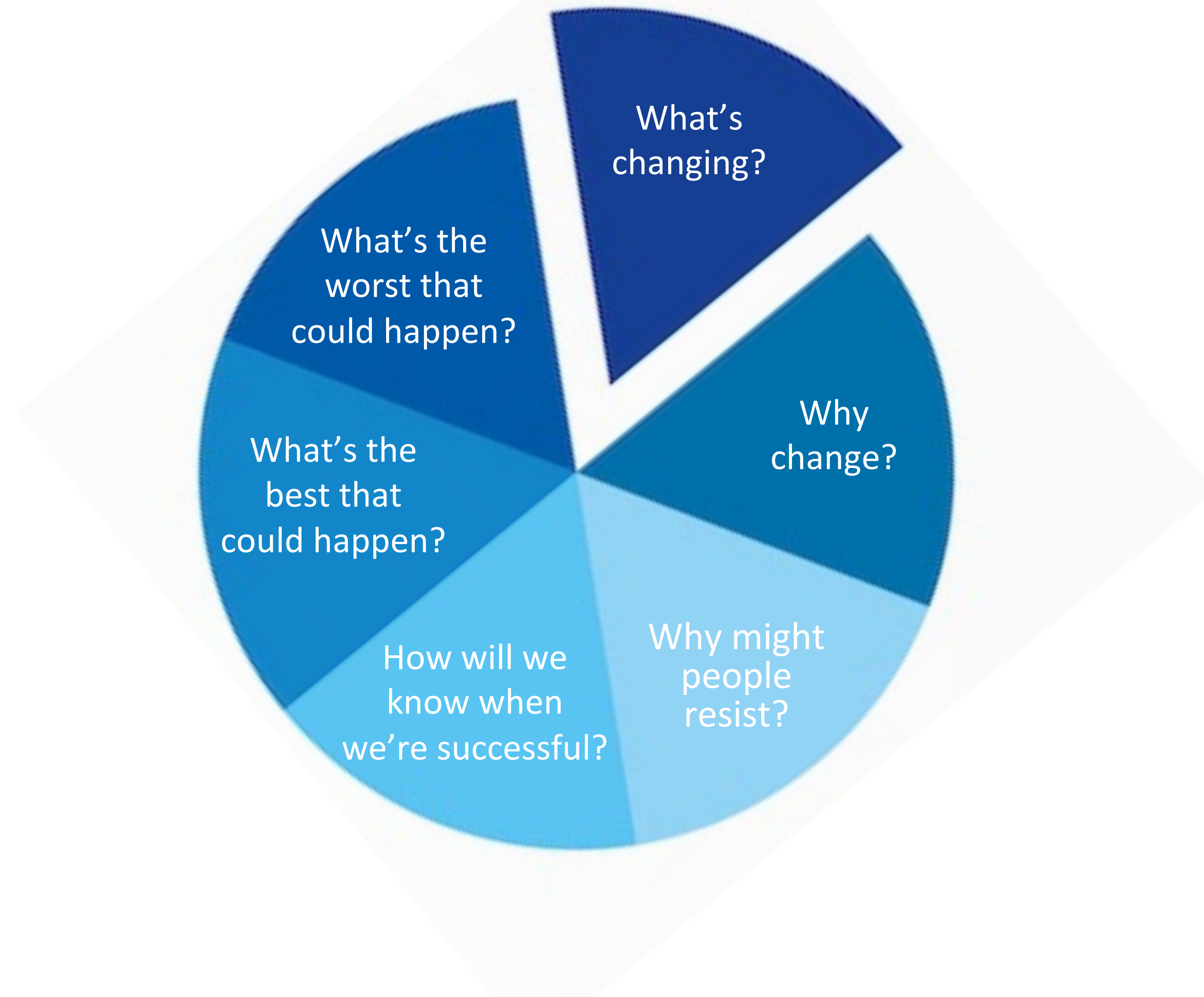








# NOW, HOW DOES THIS IMPACT YOU?







# Understand Your Competition



**GREAT NEWS!**







Understand  
Your  
Audience





To be perfectly honest: this takes time and effort!

You will better understand:

- Target market insights
- What matters to someone who does / will attend your church
- The demand for your services
- The potential price points
- Perception on competition
- How your church is perceived by others



# AUDIENCE PERSONA

## What Is a Buyer Persona?



A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.



# AUDIENCE PERSONA

## Why Use a Buyer Persona?

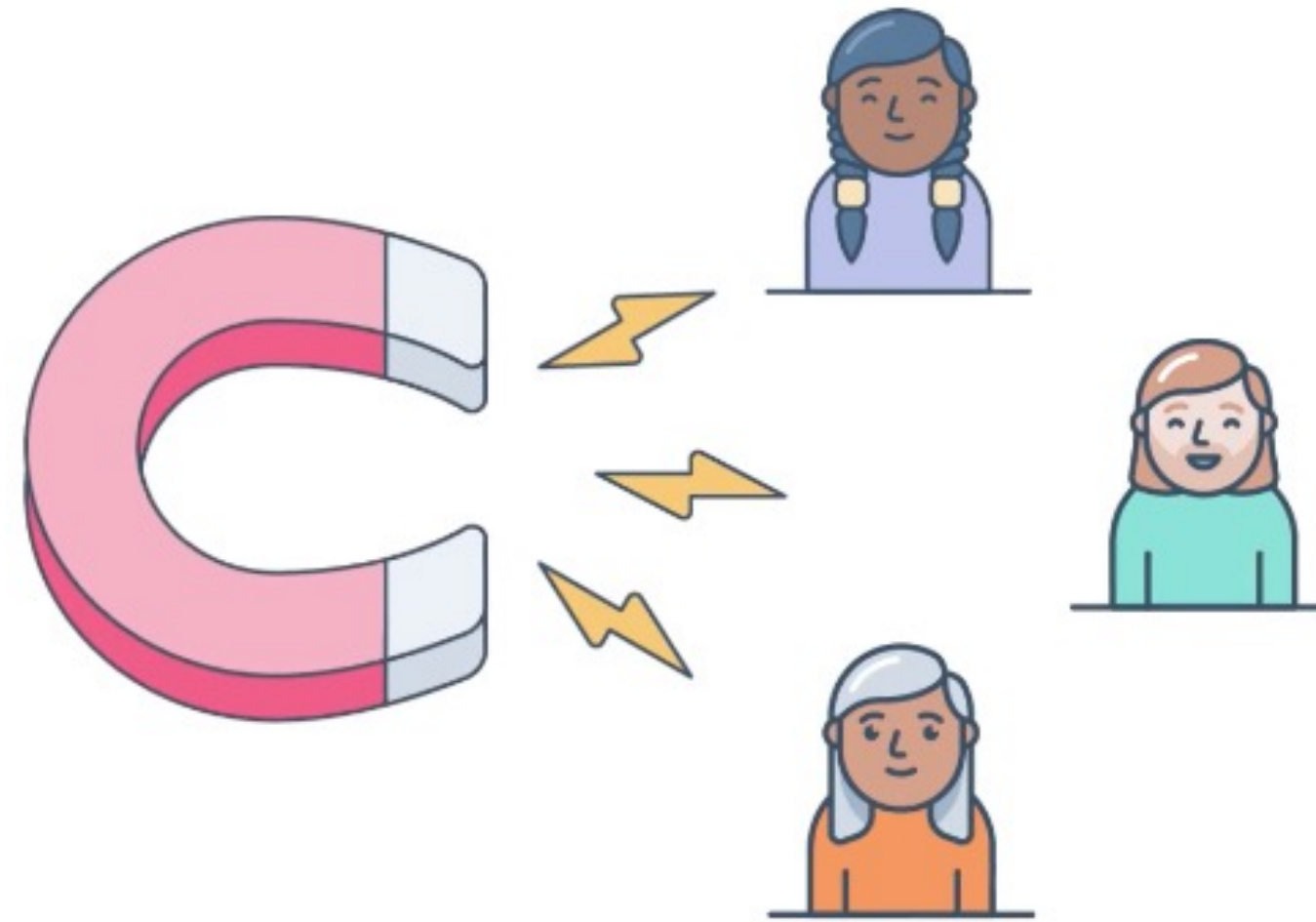


Buyer personas provide structure and context for your company, making it easier to map out content, allocate your team's time and resources, and achieve alignment across your organization.



# AUDIENCE PERSONA

## How Should I Use a Persona?



Learning about your ideal customer -- their challenges, their goals, their demographic traits, and so on -- helps you set a strategy aimed at attracting the most valuable visitors, leads, and customers to your business.



# Audience Persona

Their Name

Their Occupation/Title

Their Age or Location

Write up a brief synopsis of this persona and why they may be a good fit to be a parishioner.



[www.hubspot.com/make-my-persona](http://www.hubspot.com/make-my-persona)



# DIPLOMATS AND CONSULATE STAFF

## WILLIAM, 54



My staff, colleagues and I never truly know what tomorrow will bring. But, no matter what our business calls for—relocation, training and development programs, consulting, temporary duty, etc. – the one constant is that we need somewhere comfortable and secure to live.

*“ I have special duties at my job and I have special requirements for where I live. Convenience is important but, more so, I need safety and security. ”*



# EXPLORING OPTIONS

---

## EMOTIONAL STATE

My colleagues and I might not know exactly what our future holds but we are committed to doing our jobs to the very best of our abilities. To achieve that goal, we need somewhere to live that has flexible options for life outside of work. Most of all, we need to know our living situation is safe and secure.

---

## QUESTIONS

- How does the apartment community ensure safety and privacy?
- What is the proximity to the UN, major embassies and diplomatic missions?
- Is there a multi-lingual staff at the apartment building?

---

## ACTIONS

Talk with as many colleagues as possible for word-of-mouth recommendations. Online research is important but is supplemental to trusted associates and their experiences.





**The Parish Community  
of Saint Helen**

[Start Here](#) ▾

[Worshipping God](#) ▾

[Serving Others](#) ▾

[Making Disciples](#) ▾

[Give](#) ▾

[About](#) ▾



# Welcome

We're glad you're here!

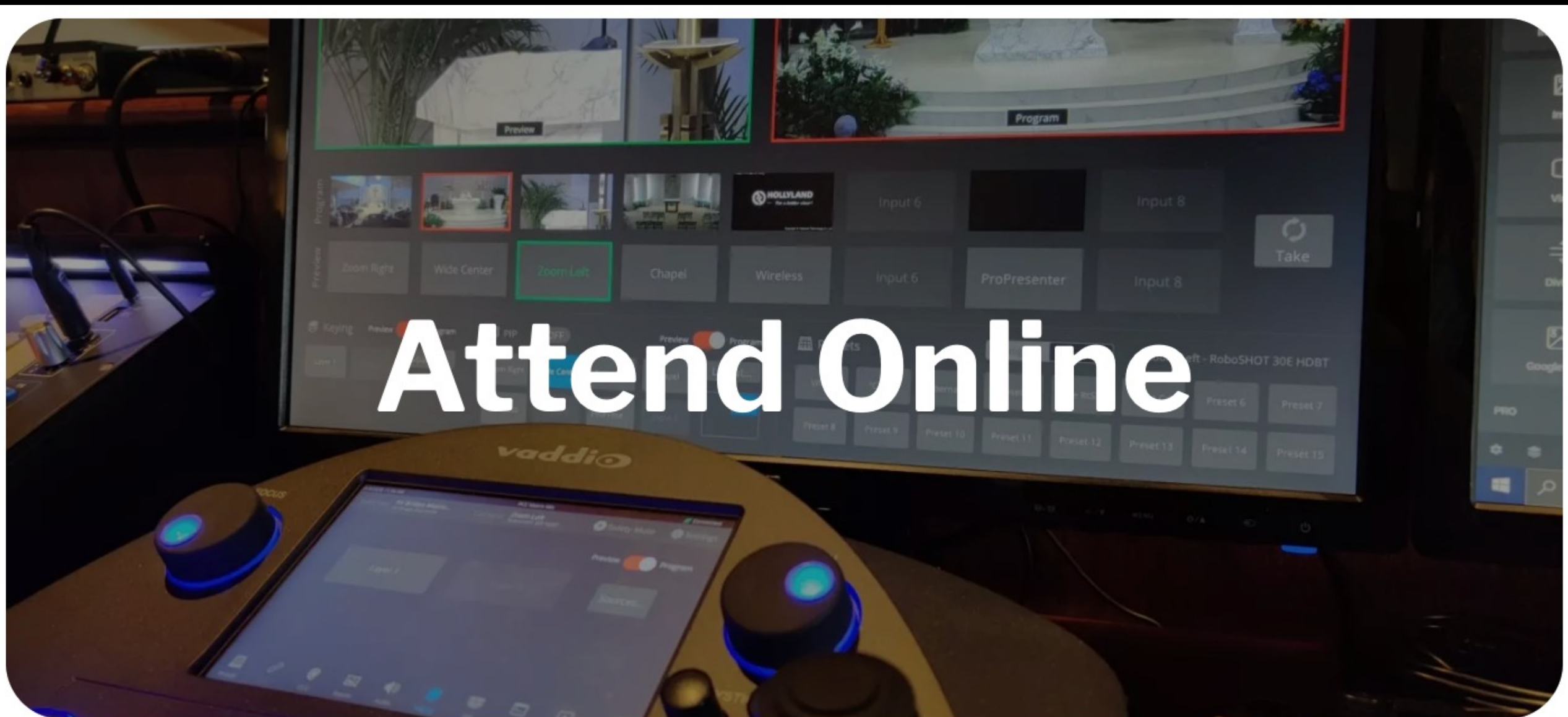
[Mass Cards](#)

[Religious Ed Registration](#)

[Called and Gifted](#)

[Sharing Christ](#)





## I'm New

Whether this is your first time visiting church, or your first time in a long time, we're glad you're here!

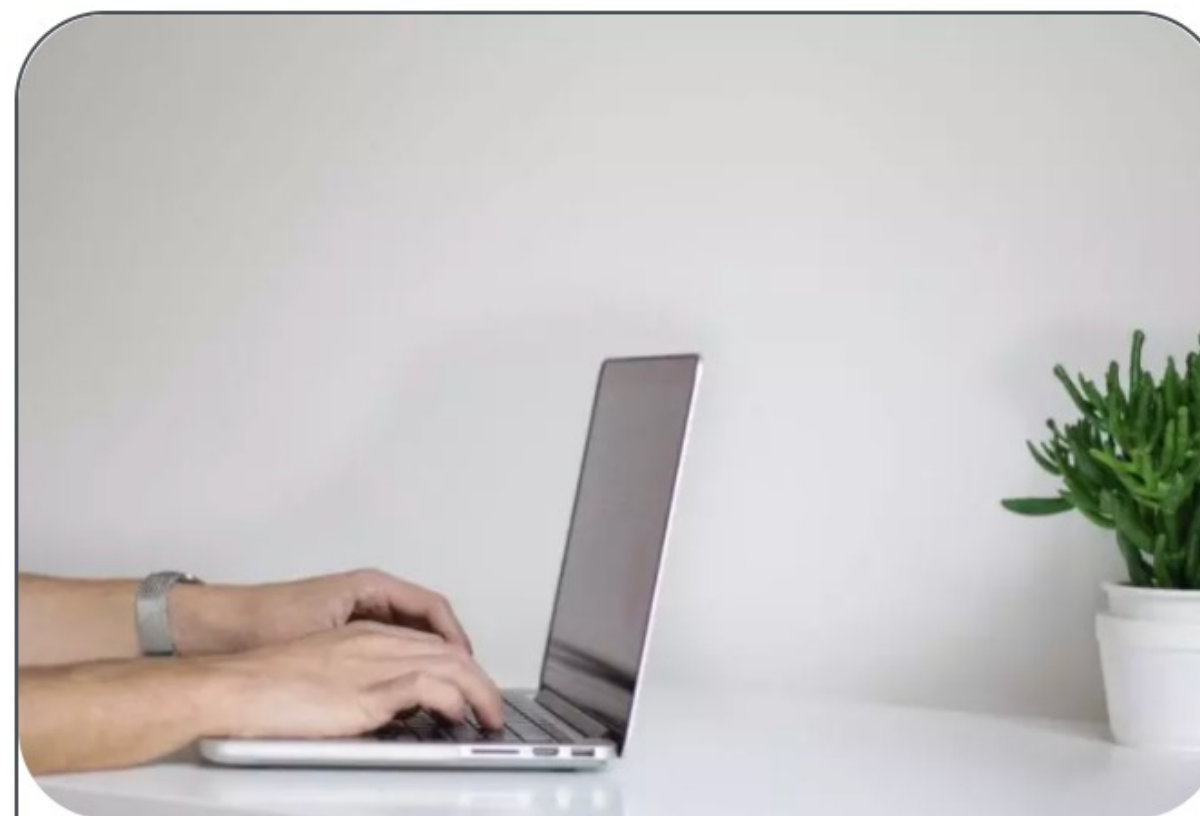
[Connect With Us](#)



## Small Groups

Learn more, join a virtual small group, or hop into one of our "not so small" group Zoom sessions.

[Learn More](#)



## Get Connected

Are you registered in Touchpoint? Access all our parish has to offer at the touch of a button.

[Sign Up](#)



## Giving

Your giving enables the Parish Community of Saint Helen continue its mission every day.

[Register](#)







**Message Series**



**Religious Education**



**Youth Ministry**

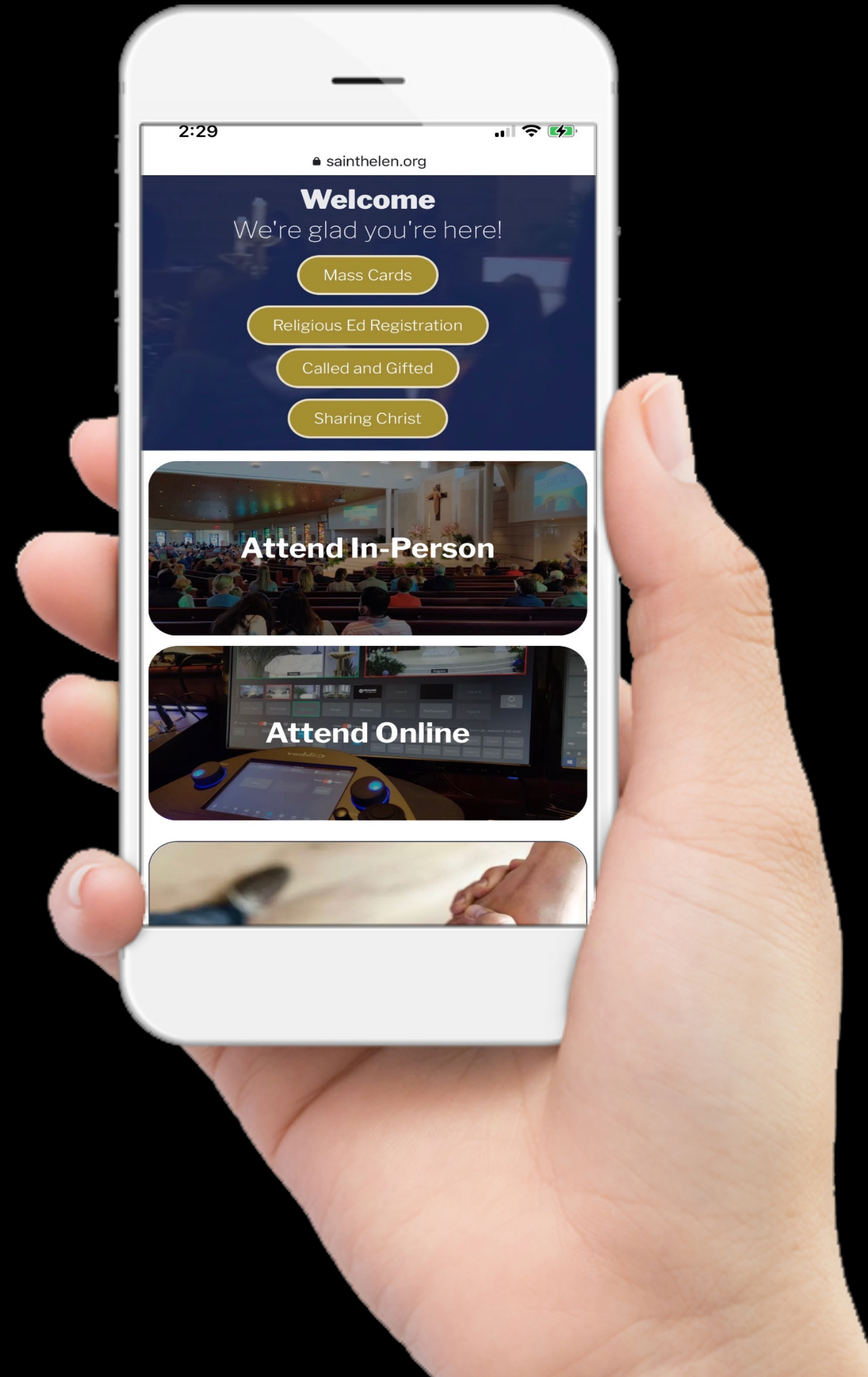


**Cornerstone**



**The Year of Saint Joseph**









# Understand Your Channels





# THE WINCHESTER MYSTERY HOUSE







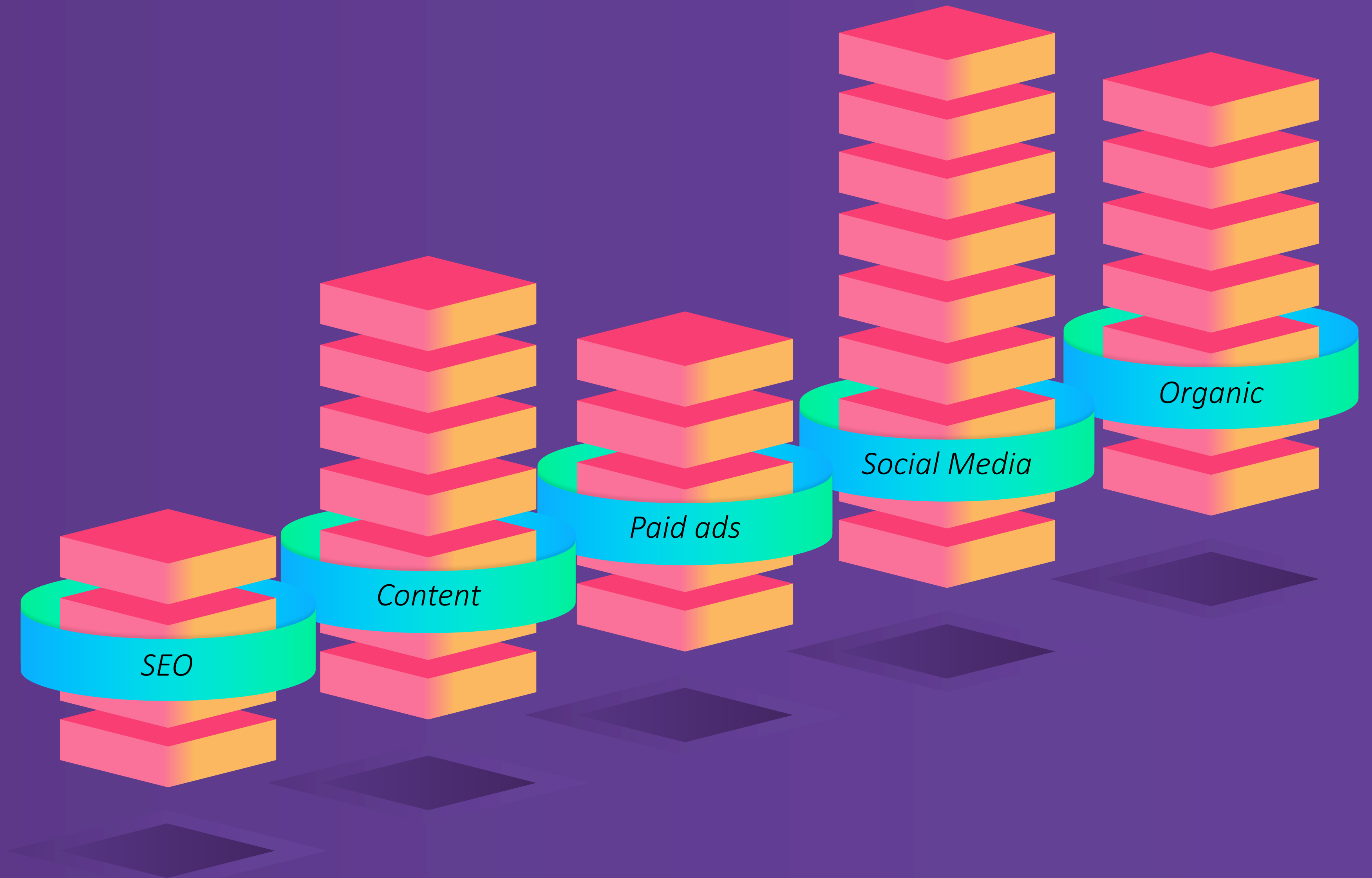




# Digital Marketing Channels

Most orgs need a combination of these channels to build your effective growth strategy.

We like to break it down to Organic & Paid Channels for further clarity on showing effectiveness of these campaigns.





# ORGANIC GROWTH

Organic growth channels brings in slow growth to your church but is the most valuable and trusted source, especially when you are looking to build a quality lead pipeline.



Service	What it means	Growth Metrics	Resources Needed
On-page Optimization	Making your website & landing pages SEO - friendly & mobile friendly	<ul style="list-style-type: none"> <li>•Increase traffic</li> <li>•Decrease Bounce Rate</li> </ul>	<ul style="list-style-type: none"> <li>•Designer</li> <li>•HTML Developer</li> <li>•SEO Strategist</li> </ul>
Keyword SEO	Showing up in search results for high volume search keywords on Google	<ul style="list-style-type: none"> <li>•Increase Traffic</li> <li>•Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>•SEO Strategist</li> <li>•SEO Team</li> </ul>
Content Marketing	Creating high quality content for blogs, social posts, emails and ads on your blog	<ul style="list-style-type: none"> <li>•Increase Traffic</li> <li>•Increase subscriptions</li> </ul>	<ul style="list-style-type: none"> <li>•Content Writer</li> <li>•SEO Strategist</li> <li>•Designer</li> </ul>
Inbound Marketing	Nurturing Leads to conversion to retention via marketing automation, funnel optimization and retargeting	<ul style="list-style-type: none"> <li>•Boost ROI</li> <li>•Decrease CPA's</li> <li>•Increase Revenue</li> <li>•Decrease Sales Cycle</li> </ul>	<ul style="list-style-type: none"> <li>•Inbound Marketing Expert</li> <li>•MarTech Expert</li> <li>•Content Writer</li> <li>•Designer</li> </ul>
Social Media Marketing	Promote your content via social media platforms to increase presence and reach new audience groups	<ul style="list-style-type: none"> <li>•Build Social Proof</li> <li>•Reach New Audience</li> <li>•Build Brand</li> </ul>	<ul style="list-style-type: none"> <li>•Content Writer</li> <li>•Social Media Manager</li> <li>•Designer</li> </ul>
Guest Posts & Backlinks	Write for other high DA websites and get backlinks to your website	<ul style="list-style-type: none"> <li>•Increase organic presence</li> <li>•Increase DA</li> </ul>	<ul style="list-style-type: none"> <li>•Content Writer</li> <li>•SEO Strategist</li> </ul>
Email Marketing	Cold Email Outreach	<ul style="list-style-type: none"> <li>•Lead Generation</li> </ul>	<ul style="list-style-type: none"> <li>•Content Writer</li> <li>•Digital Marketer</li> </ul>



# PAID GROWTH

This is the fastest source for lead generation and sales for any organization. It is the backbone of growth for all orgs to start seeing marketing growth.




Service	What it means	Growth Metrics	Resources Needed
Paid Social	Running ads on Facebook, Instagram, Pinterest, Quora, LinkedIn	<ul style="list-style-type: none"> <li>•Increase traffic</li> <li>•Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>•Designer</li> <li>•HTML Developer</li> <li>•PPC Strategist</li> </ul>
Display Advertising	Banner ads on high DA websites via google or platforms like taboola	<ul style="list-style-type: none"> <li>•Increase Traffic</li> <li>•Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>•Designer</li> <li>•HTML Developer</li> <li>•PPC Strategist</li> </ul>
Search Advertising	Keyword search on google and bing	<ul style="list-style-type: none"> <li>•Increase Traffic</li> <li>•Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>•Designer</li> <li>•HTML Developer</li> <li>•PPC Strategist</li> </ul>
Remarketing	Retargeting leads via email, push and social ads to get them to convert	<ul style="list-style-type: none"> <li>•Boost ROI</li> <li>•Decrease CPA's</li> <li>•Build High Quality Sales Pipeline</li> </ul>	<ul style="list-style-type: none"> <li>•Inbound Marketing Expert</li> <li>•MarTech Expert</li> <li>•Content Writer</li> <li>•Designer</li> </ul>
Paid links & PR	Promote your content via paid sources and media	<ul style="list-style-type: none"> <li>•Build Social Proof</li> <li>•Increase Traffic</li> </ul>	<ul style="list-style-type: none"> <li>•Content Writer</li> <li>•Social Media Manager</li> </ul>
Influencer Marketing	Product endorsement by industry influencers	<ul style="list-style-type: none"> <li>•Build Brand</li> <li>•Build Social Proof</li> <li>•Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>•Content Writer</li> <li>•Social Media Manager</li> </ul>





Understand  
Your  
Metrics



A decorative header at the top of the slide consists of five horizontal bars of different colors: orange, teal, red, green, and brown.

You can take full three-day seminars on metrics and analytics. And I have. But that's because it's my job.

But here's an inside secret: the only metrics that matter are “How did we get them?” and “How do we keep them?”



Build Report

Twitter Engagement

Barista Profiles

Facebook Pages

Audience Growth Report

Group Report

 Internal Reports +

 Cross-Channel +

 Twitter +

 Facebook +

 Instagram +

 LinkedIn Pages +

 Customize Branding

## Sprout Coffee Twitter Engagement

cancel

SAVE

Engagement Overview for May 2017

### Twitter Activity Overview

 **3,431,458**  
TOTAL IMPRESSIONS

 **1,326,173**  
TOTAL ENGAGEMENTS

#### Customize

 Chart ☒

 Metrics Table ☐

 Growth Stat ☒

SAVE

### Your Content & Engagement Habits

SENT MESSAGE CONTENT



**677**

PLAIN TEXT

**184**

PAGE LINKS

**61**

PHOTO LINKS

YOUR TWEETS



**90%**

CONVERSATION

**10%**

UPDATES



**35%**

NEW CONTACTS

**65%**

EXISTING CONTACTS

### Add Widgets

 Twitter

Overview

Audience Growth

Posts & Conversations

Your Content & Engagement Habits

Audience Engagement

Top Tweets

Audience Demographics

Stats by Profile

 Facebook

 Instagram

 LinkedIn

 Groups



Instagram Business Profiles

Overview

Demographics

Profiles

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

172,209

57%

Engagements

2,414

71.9%

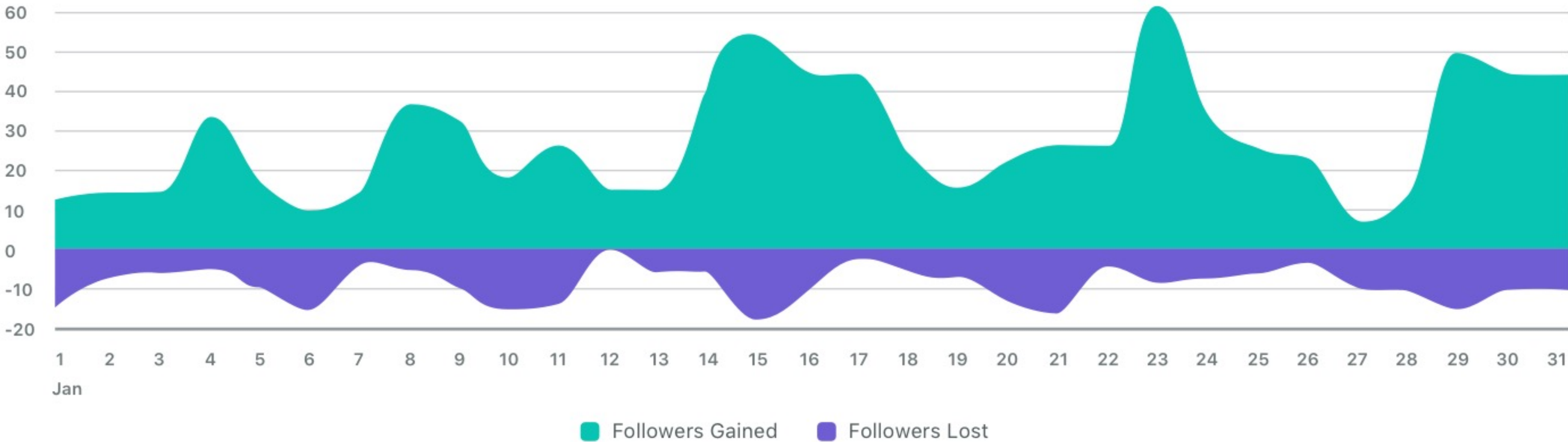
Message Link Clicks

98

46.3%

Instagram Audience Growth

See how your audience grew during the reporting period.



Audience Metrics

Totals

% Change

Followers

15,623

3.9%

Net Follower Growth

587

37.8%





## Sprout Coffee

1/1/19 - 1/31/19 vs 12/1/18 - 12/31/18



Export



Filter



Performance

Conversation

Demographics

Themes

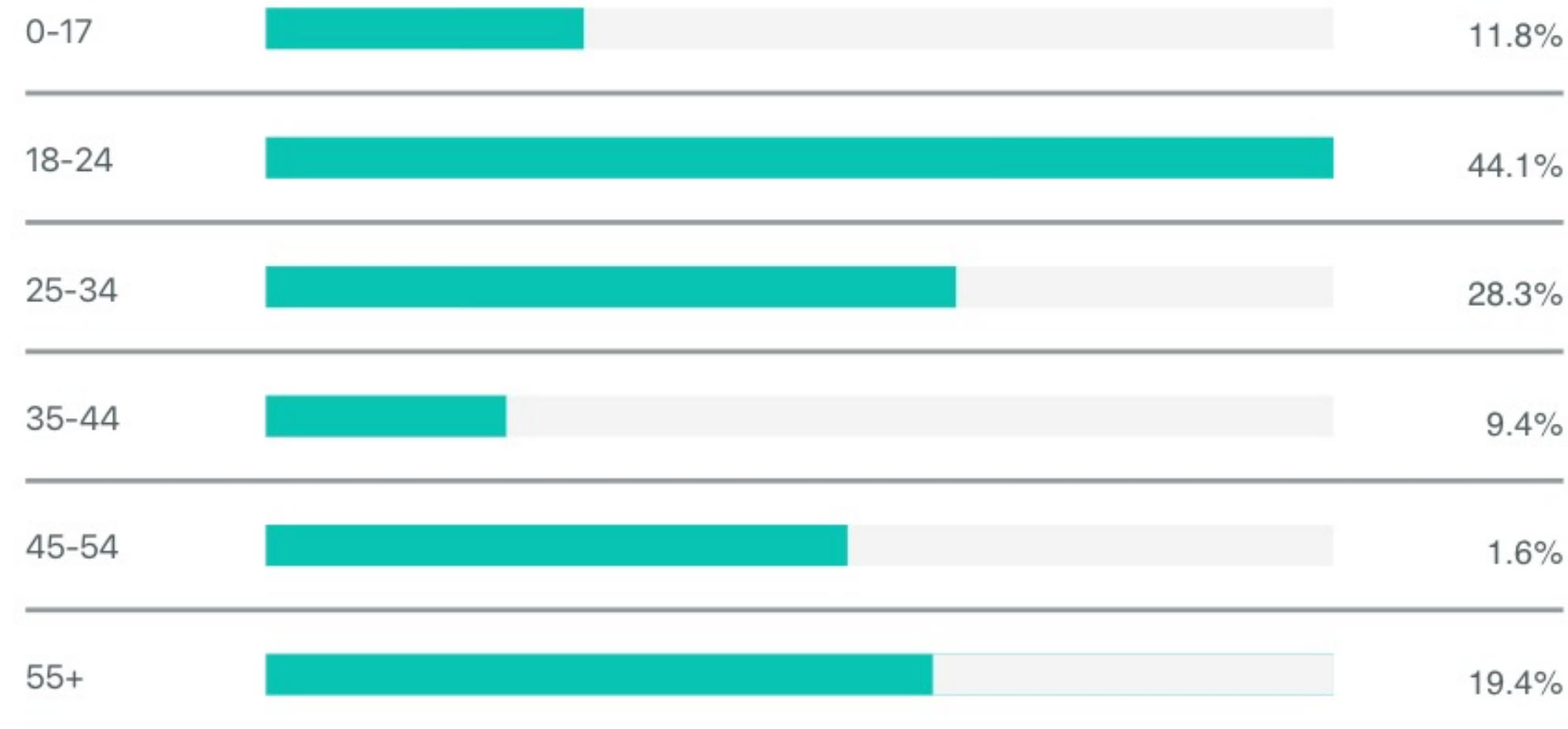
Messages

### Age and Gender Breakdown

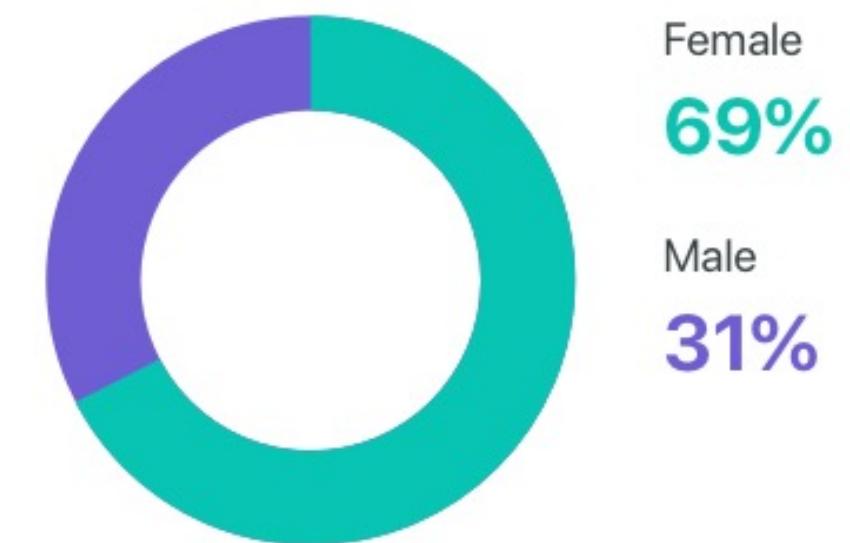
Better understand who is participating in conversations about this Topic.

#### Authors by Age

0.37% of authors (127 out of 34,635) specified their age.



#### Authors by Gender



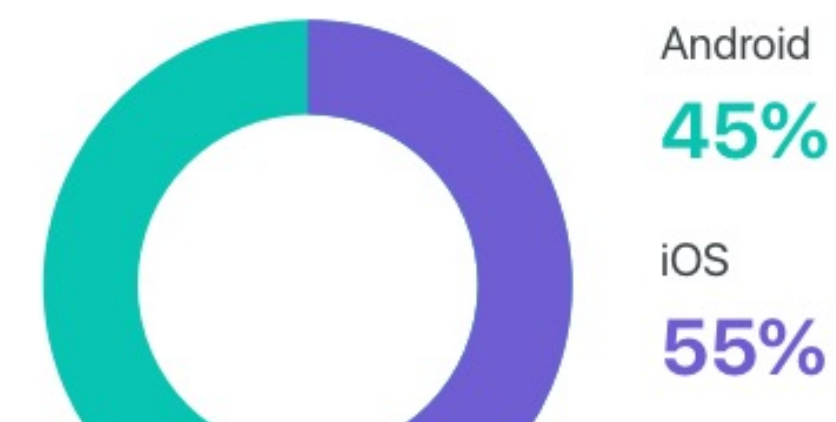
### Device Demographics

Analyze the types of devices used to participate in conversations about this Topic.

#### Technology Breakdown



#### Mobile Breakdown





🔍 Search reports &amp; help

## Content Drilldown

May 1, 2016 - May 31, 2016

[Customize](#) [Email](#) [Export](#) [Add to Dashboard](#) [Shortcut](#) All Users  
100.00% Pageviews + Add Segment

## Explorer

Pageviews VS. [Select a metric](#)[Day](#) [Week](#) [Month](#)  

● Pageviews

500

250








May 8

May 15

May 22

May 29

Primary Dimension: [Page path level 1](#) [Page](#)Secondary dimension [Sort Type: Default](#) [advanced](#)    

Page path level 1 ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	7,934 % of Total: 100.00% (7,934)	5,688 % of Total: 100.00% (5,688)	00:00:49 Avg for View: 00:00:49 (0.00%)	46.07% Avg for View: 46.07% (0.00%)	23.42% Avg for View: 23.42% (0.00%)
1.  <a href="#">/product-category/</a>	2,322 (29.27%)	1,656 (29.11%)	00:00:33	56.45%	15.29%
2.  <a href="#">/product/</a>	1,517 (19.12%)	1,315 (23.12%)	00:00:50	66.67%	17.47%
3.  <a href="#">/</a>	1,439 (18.14%)	1,094 (19.23%)	00:01:01	44.99%	43.78%
4.  <a href="#">/cart/</a>	683 (8.61%)	185 (3.25%)	00:00:33	50.00%	8.05%
5.  <a href="#">/shop/</a>	458 (5.77%)	311 (5.47%)	00:00:29	48.39%	26.42%
6.  <a href="#">/ref/</a>	419 (5.28%)	338 (5.94%)	00:01:51	36.75%	36.28%
7.  <a href="#">/affiliates/</a>	212 (2.67%)	144 (2.53%)	00:01:26	50.00%	36.79%

- AdWords
- Search Console **BETA**
- Social
- Campaigns
  - All Campaigns
  - Paid Keywords
  - Organic Keywords
  - Cost Analysis



## Behavior

- Overview
- Behavior Flow
- Site Content
  - All Pages
  - Content Drilldown
  - Landing Pages
  - Exit Pages

- Site Speed
- Site Search
- Events
- Publisher
- Experiments
- In-Page Analytics



## Conversions



Find reports & more

## Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

All Sessions  
100.00%

+ Add Segment

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Behavior

Overview

Behavior Flow

▸ Site Content

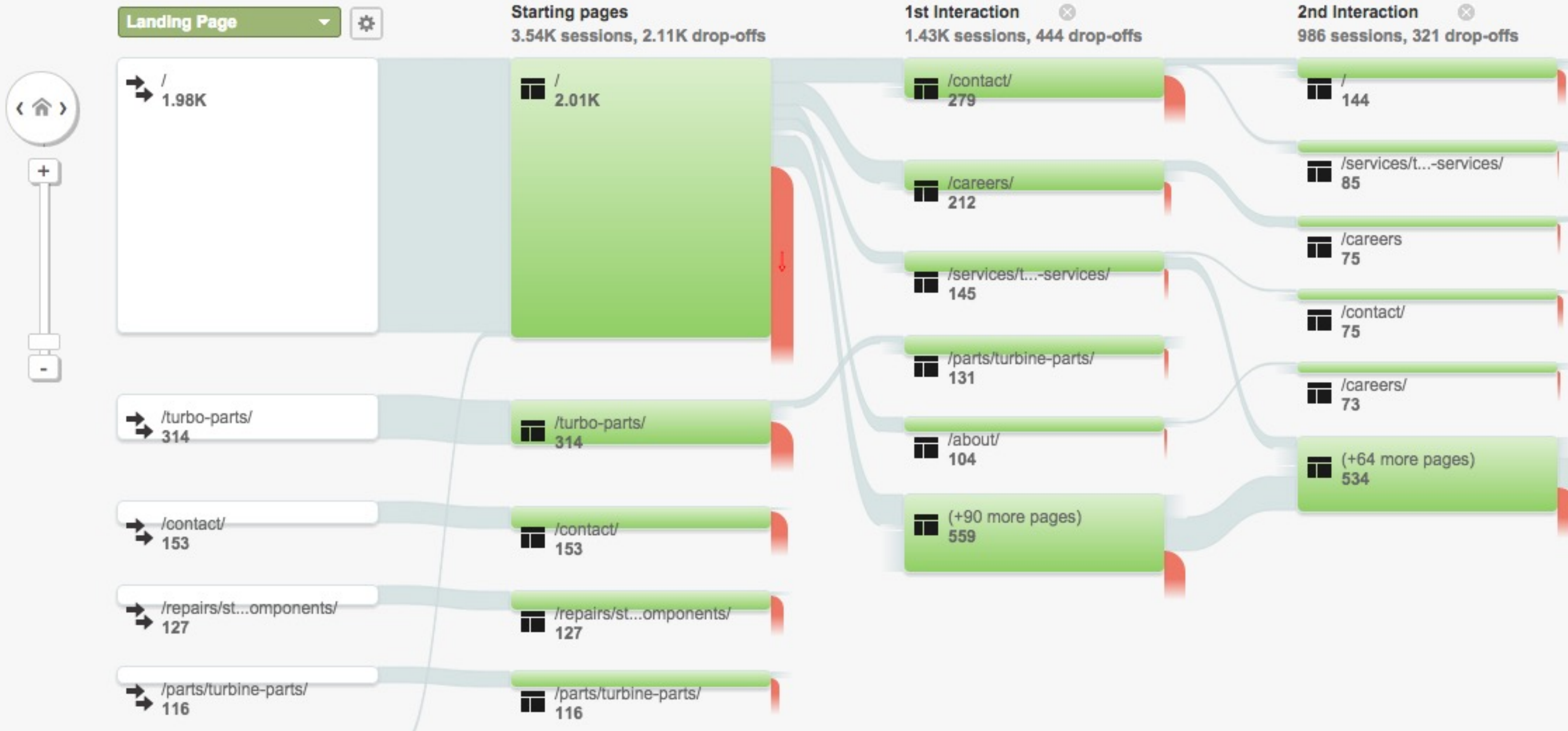
▸ Site Speed

▸ Site Search

▸ Events

▸ AdSense

Experiments





A hand is holding a white smartphone. The screen of the phone displays the text 'LET'S' in a bold, black, sans-serif font. Below the text is a large, black-outlined icon of a right-pointing arrow. Inside the arrow, the word 'GO' is written in a bold, black, sans-serif font. The background of the slide features large, overlapping, semi-transparent shapes in shades of yellow and light green.

**LET'S**



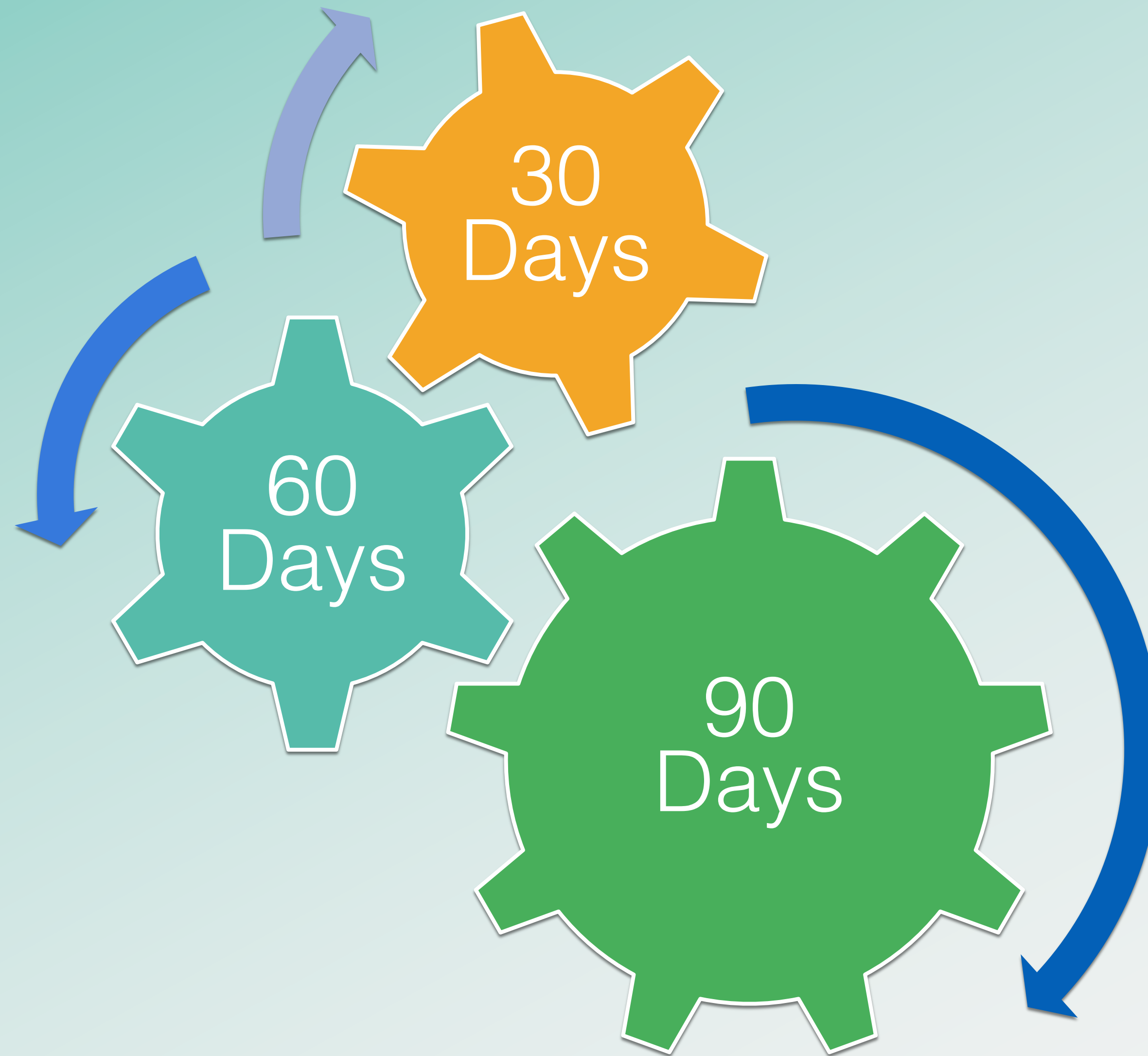
**Inspiration  
Actions**



1. Build your unique positioning & messaging
2. Build your buyer personas.
3. Identify your business goals & marketing goals
4. Prepare the list of digital marketing tools you'll need.
5. Evaluate your existing digital channels that work for you
6. Audit and plan your owned media campaigns.
7. Analyzing your digital marketing strategy's past success and failures
8. Identify Your Means (& Stick to Your Budget)
9. Measure and monitor the performance of your digital marketing strategy and to change elements where needed.
10. Setup Inbound Marketing
11. Understand the Digital Sales Funnel
12. Focus on Blogging
13. Focus on Mobile Optimization & SEO Friendly Content



**WHAT IS YOUR  
PERSONAL  
COMMITMENT  
IN THE NEXT:**





# DRUMMOND<sup>ST</sup>

## STRATEGY

James Runkle  
Owner and Principal  
@drummond\_st



**James.runkle@drummondst.com**



**201.381.1385**