

The Communications Plan

Marketing - Part II



What is Marketing?

It is not evil.
Really.



Definition

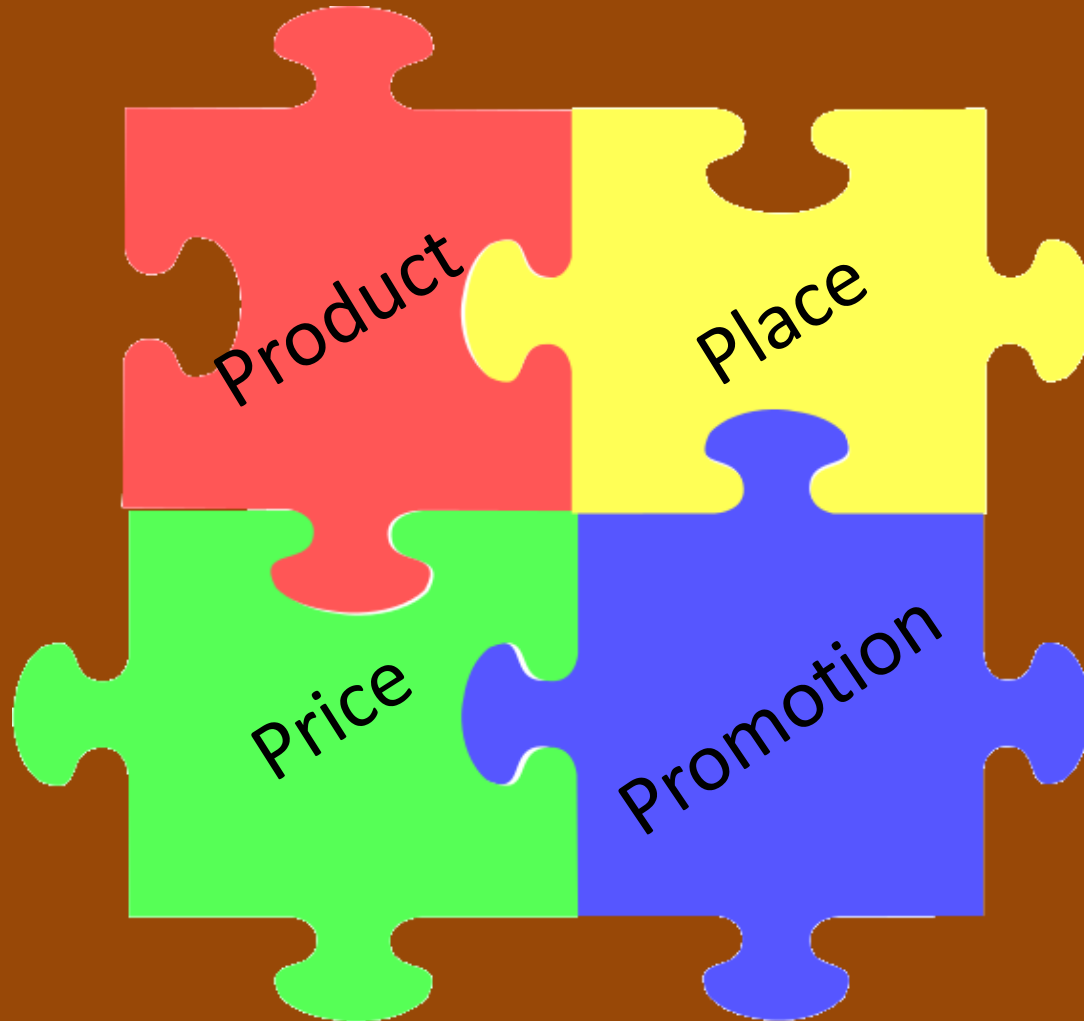
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. – American Marketing Association

The performance of both business and ministry activities that impact the church's target audience with the intention of ministering to and fulfilling their spiritual, social, emotional, or physical needs and thereby satisfy the ministry goals of the church. – George Barna

The process of making the church effective in its witness to its community in both word and deed. – Dana Cadman



The 4 P's



Product

- Our product is Relationships
 - With Jesus
 - With other Christians
 - Not the Sunday service or ministries



Product

- Research
 - Who wants it?
 - What are other organizations offering instead?
 - How is our offering better and distinctive?
- Development
 - Primary research – Survey Monkey and voting
 - Secondary research – www.Census.gov and magazines
 - Marketing research team – provides and asks



Place (distribution)

- Our church building should not be our only place of ministry; that would be attractional. It can be a facilitator.
- To be missional, we must take our relationship with Jesus and other Christians into the community. To do that, ministries and people must be equipped.
- www.Youtube.com/EPChurch80 – Tunica and E.A.C.H.



Price

- The price to us is our Commitment - TIES
 - Temporal
 - Intellectual
 - Emotional
 - Sometimes financial
- The price to others is their time and perceptions/fears – What do people know/think about your church?



Wrap-up



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- Join the conversation on EPC Community - EPC.SocialGo.com
- Download the slides at www.EPC.org / CEC / EPC-Communicators

