**Marketing Strategy 101**

**Module 1**

**Purpose of Marketing**

1. **What did God speak during your prayer time?**
2. **What could marketing accomplish this year? What is God asking you to do (VISION)?**
3. **Why is your Chi Alpha doing Marketing? How will you accomplish what God is asking you to do (MISSION)?**
4. **What are your core convictions that you will convey in *every* piece of media? What key things will keep you focused on accomplishing what God has asked you to do (CORE VALUES)?**

**Target Audience**

1. **What are the characteristics of your potential audience?**
2. **What are the main objections to joining Chi Alpha or a life with Jesus that your audience may have?**
3. **What are the main needs your audience has?**
4. **How do your five stages of awareness breakdown specific to your campus and audience breakdown?**

* Stage 1:
* Stage 2:
* Stage 3:
* Stage 4:
* Stage 5:

1. **Go through each stage from question five and think about where you can reach this stage or group of people (online, locations they hang out, hobbies).**

* Stage 1:
* Stage 2:
* Stage 3:
* Stage 4:
* Stage 5:

1. **What are specific ideas or buzzwords you will use for reaching each stage of awareness?**

**Execution**

1. **Circle the platforms and communication channels that you think would be worth it for your team to focus on.**

* Instagram
* Facebook
* TikTok
* Twitter
* Website revamp
* Facebook advertising
* Branding of physical materials such as a contact table

**Module 2**

**Social Media and Ministry**

1. **How are you going to use social media to complete your marketing mission/vision?**

**Internal and External Audits**

1. **Internal Audit**

* **How are the aesthetics of your accounts and/or what needs to be improved?**
  + **Is there consistency in graphics, colors, fonts?**
  + **How is your graphic quality?**
* **Are the social media pages set up correctly (website URL, full bio and description, contact information filled out, logo updated)?**
* **Based on your current posts, what do you think someone would say your current social media goal is?**
  + **Does it seem like you are being just a billboard with information?**
* **What has been the best performing content (look at likes, comments and engagement)?**
* **What has been the worst performing content?**
* **What are your frequently using the same hashtags? What are they? How many people are following those hashtag pages?**

1. **Current Followers**

* **How is the audience engagement with your content?** 
  + **Are people commenting? Are there interactions and discussion?**
* **How is your engagement with the audience?** 
  + **Are you responding to comments and messages?**
  + **Are you commenting and engaging in the content of your audience? Are you keeping the social in social media?**
* **Look through your followers and write down some key observations** 
  + **What is the demographic of your followers? Male vs. female breakdown? Students in the ministry vs. outside of the ministry? How many alumni vs. current students follow you?**
* **Pick some of your followers and look at their accounts.**
  + **What type of accounts are they following? What are some hashtags they are using? What type of content do they like and post?**

1. **External Audit**

* **What other accounts do you like (use the video for ideas)?**
* **What are other accounts most successful content?** 
  + **What types of content lead to the most engagement (videos, graphics with texts, testimonies)?**
* **What about other account’s aesthetics do you notice and like?**
* **What would you guess their purpose of their media is?**
* **What are their captions like? Can you tell that they have a clear voice?**
* **What hashtags are other Chi Alphas using?**
* **What do you want to incorporate in your social media accounts based off of what you have seen from others?**

**Branding**

1. **How are you going to create your own brand? Will you do it yourself or will you outsource this task?**
2. **What types of colors represent your ministry (fun and vibrant or hipster muted)? What fonts reflect your ministry (formal serif or fun and modern sans serif fonts)?**
3. **What types of adjectives do you want to use and do not want to use in your descriptions and posts in order to reflect your font? Stay away from general adjectives like “awesome” and sculpt these around your core values and mission.**
4. **Describe in two to three sentences the voice of your brand. If your brand was a person, describe who they are and what they are about.**

**Platforms**

1. **What platform(s) is/are my students on?**
2. **What tools does it/do they utilize that we can use to market and engage with our students?**

**Content Calendar**

1. **What and when are your events that are important to students in your ministry? Put those in the downloadable blank content calendar template.**
2. **What categories do you need to make sure you are covering to accomplish your mission, vision, and are reaching students at each stage of awareness? Input these in the “key” section of the content calendar template.**
3. **How are you going to manage planning ahead for posts as well as internal requests for new posts?**

**Content Collection**

1. **Make a list of events and moments that you want pictures of in order to capture who your ministry is.**
2. **Make a plan of how you are going to get these photos/videos (who is your content team?) and what technology you will use.**
3. **How will you store and organize your collected pieces of media?**

**Helpful Software**

1. **What software(s) are you going to use for creating visuals? What are you going to use for scheduling posts?**

**Engagement**

1. **What motifs can you show and use throughout your social media that relate to your ministry identity?**
2. **Out of the Instagram story tools, which ones do you want to try on your own social media(questionnaires, scale, quizzes, memes, resharables)?**

**Resource: Do’s and Don’ts- A Panel Discussion**

**20. What are some do’s and don’ts that you want to incorporate into your social media?**

**Module 3**

**Website**

1. **Do you currently have a website? If so- what from the video can you take away with what you want to include on your website? How will you create or “revamp” your website?**
2. **List a few websites that you like that you want to emulate**
3. **Where are you going to include your contact form and where will you organize these contacts?**
4. **How can you improve your website to be more in line with your marketing mission and vision?**