

Marketing Strategy 101

Module 1

Purpose of Marketing

1. What did God speak during your prayer time?

We kept getting words such as authenticity, invitational, and hospitable. We need to meet student's brokenness with hospitality. Marketing and social media can act as the bridge between non-believers and our ministry.

2. What could marketing accomplish this year? What is God asking you to do (VISION)?

We want to actively invite students into a community where the authenticity of Jesus and truth is experienced in every interaction. We are the mediators and invitation givers between a secular university and an authentic Kingdom community. We want to actively present all aspects of Jesus in gospel-centered media that meets tangible and spiritual needs.

3. Why is your Chi Alpha doing marketing? How will you accomplish what God is asking you to do (MISSION)?

- Find students (outside of our ministry)
- Fight for students (on the fringe students and small groups)
- Feed students
- Unified brand
- Helping students find us
 - Increasing awareness of our ministry and Jesus
- Create digital community when we can't have physical community

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)?

- Authenticity
- Relational

- Invitational
- Honoring

Target Audience

5. What are the characteristics of your potential audience?

- Non-believers
 - Indifferent towards Christianity
 - Atheists
 - “Spiritual” but not settled on absolute truth
 - Other religious beliefs
- Lukewarm Christians
 - Grew up Christian but faith is not their own
 - “Religious” but does not personally know Jesus
 - Picks and chooses to follow parts of God and the Bible
- Babes in Christ
 - Believe and are hungry for more
 - Seeking community they have never had
 - Solid devotional life but has never lived out responsibility
- Mature Believers
 - Students currently in ministry
 - Small group leaders
 - Students on mission

6. What are the main objections to joining Chi Alpha or a life with Jesus that your audience may have?

- Likes other ministries better
- Science/evolution lover
- Misconceptions
 - Political issues cloud perspective of religion
- Priorities
 - School/academic priority
 - Socializing priority
- Grew up in the church but now hates it
- Indifferent to a savior/ uncomfortable with religion

7. What are the main needs your audience has?

- They need to belong
- They need to feel important

- Community and genuine relationship
- Absolute truth
- Gen Z:
 - Wants to be looked at as a good person
 - Want to help
 - Must be productive
 - Want something tangible
 - Travel and exploration and adventure
- Homesickness/anxiety/mental health support
- The need to have *fun* in college

8. How do your five stages of awareness breakdown specific to your campus and audience breakdown?

- Stage 1: Unaware/Unwanting- Anti-Christian
 - Religion haters (science, political topics, hurt by religion)
 - Uncomfortable no need for religion
- Stage 2: Problem aware- Unknowing, Lukewarm, or Questioning
 - Semi-interested but different priorities (school and social)
 - Skeptics but interested
 - Open with no idea about the gospel
 - Completely broken people going through hardship
- Stage 3: Solution aware- Saved but babes in Christ, milk drinkers. Wants Christianity, looking for growth.
 - Youth group kid
 - Saved in college, committed to Gospel, don't know where to go
- Stage 4: Discipleship Development
 - Small group leaders
 - Aspiring
- Stage 5: Living on Mission

9. 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: Facebook and Instagram, STEM Majors, specific political association advocates

- Stage 2: Parties, Facebook and Instagram, freshman dorms, often in isolation, showing up at the outskirts of large groups/events, eager to join a community
- Stage 3: Local churches, Instagram, faith and belief fairs, contact table approachers, somewhat bought into your ministry, in your small groups, goes to some events
- Stage 4: In your ministry, small group leaders, hanging around your staff, hard core church attender but is not involved in campus ministry
- Stage 5: Student leaders, CMITs, staff who need encouragement, eager to participate on mission trips

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



Execution

11. 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