

How to Grow Your Church for a Buck and a Minute a Day

Using Facebook Advertising for Evangelism

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Why You Should Care?

- 68% of Americans Use Facebook
 - Higher among 25-40 year olds
- Facebook knows a lot about us (for good an bad)
- Marketing is never wrong when Jesus is the message.
- One new tithing member could cover the cost of your annual marketing budget
- Your time is precious, and so is the future of your church

God met me more than halfway, he freed me
from my anxious fears.

Look at him; give him your warmest smile.
Never hide your feelings from him.

When I was desperate, I called out, and God
got me out of a tight spot.

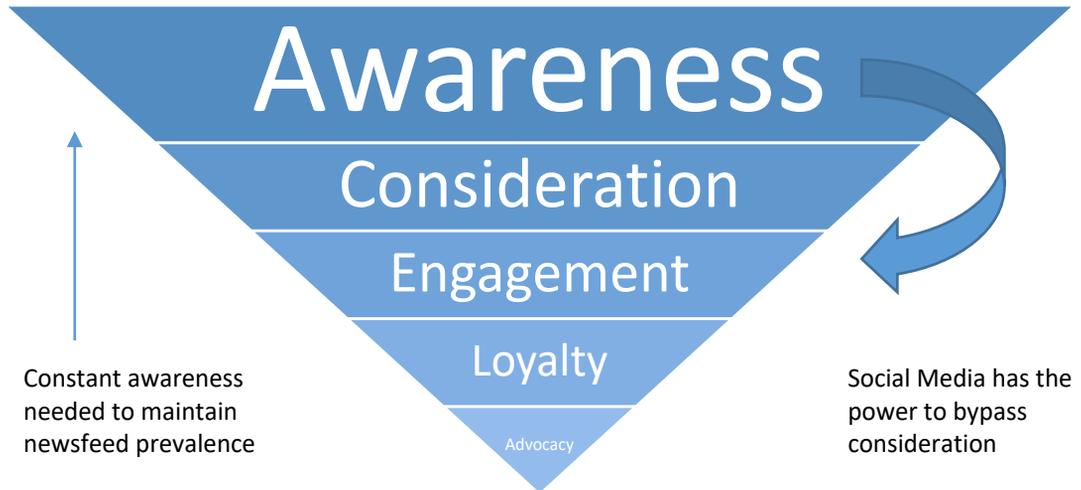
God's angel sets up a circle of protection
around us while we pray.

Open your mouth and taste, open your eyes
and see - how good God is. Blessed are you
who run to him.

Psalms 34:4-8 (The Message)

Marketing Basics

Typical Sales Funnel



Target Markets for Evangelism



Preparation

You need roughly 100 likes before your evangelism ads will be truly effective

1. Have a Facebook page
2. Collect all your congregants emails
3. Add their emails to your contacts (like in Gmail)
4. Use “Find Friends” to let Facebook import your contacts
5. Invite all your church friends to like your church Facebook page
 - a. Have a “like” drive
 - b. Put “Like Us on Facebook” everywhere
 - c. Invite congregants to do it during announcement
 - d. Invite congregants to invite their friends



Demographic Cheat Sheet

Transplants

Behaviors

- New Mover
- Recent Homebuyer

Demographics

- Recently Moved
- New Job
- First Time Homebuyer

Location

- New Developments or Growing Areas

Marginalized

Languages

- Languages spoken

Demographic

- Income Level
- Both “Relationship Status Single” and “Parent”

Location

- Low Income Housing Areas

Seekers

(Life Change)

Demographic

- New Parents
- New Mom
- New Dad
- New Relationship

Relationship Status

- Divorced
- Separated

Life Event

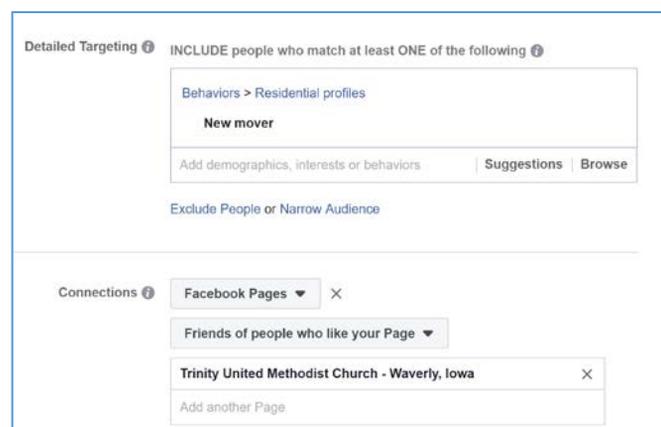
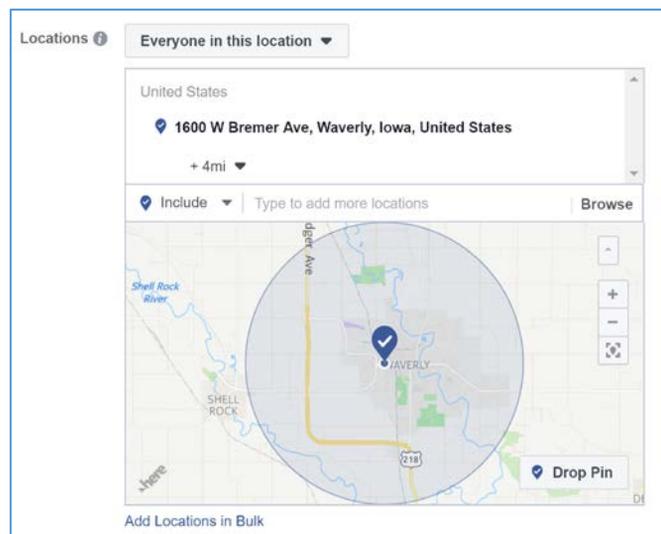
- Newlywed
- Newly Engaged

Actual Categories and terms currently found in Facebook ad targeting.

Ad Targeting

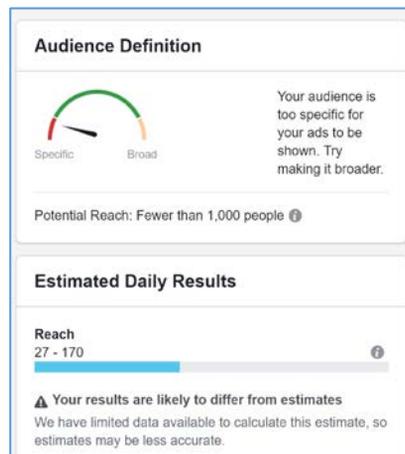
These match up with actual settings in the Facebook ad manager

- Most of your ads will be geared towards “Awareness”
- Budget: Even a dollar a day will be effective
- Location
 - Within 1 mile of an address is the smallest target Facebook will allow.
 - Add multiple small points instead of one large circumference.
 - Will help you get around “your audience is too small”



Ad Targeting (Con't)

- If you can't find good target information, can you exclude what they are not instead?
- Be sure to include the unique interests that your church may share with your target audience. For example, Progressive or Conservative Christianity if you swing one way or the other.
- Despite what Facebook suggests, it's hard to over-target an audience. If they say your audience might not be approved, submit it anyway.
- Place your ad then experiment and refine
 - A/B Testing
- Measure traffic to your site and ask people how they learned about you when they visited.
- Connections: You may have more long-term success by limiting to targeting to "Friends of people who like your Facebook page" since they'll have a natural connection to the church.



Sample Transplants Ad



Trinity United Methodist Church - Waverly, Iowa
Sponsored · 🌐

Welcome to your new church home.

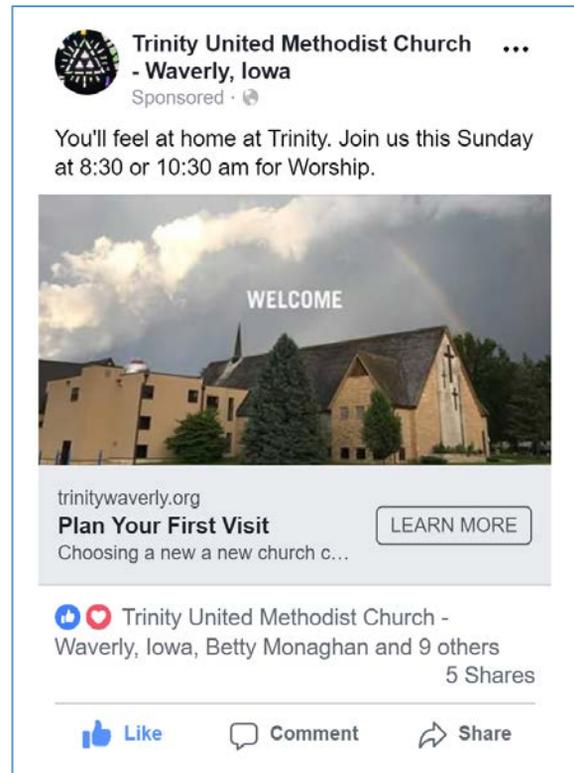


Plan your first visit to Trinity

You are invited to join us for worship this Sunday. Find out more about what to expect your first time at Trinity. Hint: blue jeans and fussy kids are welcome!

TRINITYWAVERLY.ORG [Learn More](#)

Like Comment Share



Trinity United Methodist Church - Waverly, Iowa
Sponsored · 🌐

You'll feel at home at Trinity. Join us this Sunday at 8:30 or 10:30 am for Worship.



trinitywaverly.org

Plan Your First Visit [LEARN MORE](#)

Choosing a new a new church c...

Trinity United Methodist Church - Waverly, Iowa, Betty Monaghan and 9 others
5 Shares

Like Comment Share

- Choose an image they can relate to. Smiling people that look like them is good. Helping hands and growing fauna are also popular imagery that has proven effective. In the sample ad we literally used a sign of welcome, but there are other metaphors that are welcoming.
 - < 20% text area or your ad will be rejected.
 - Buildings are good if it's visible from a major road already
- Copy
 - You attitude: Phrase using "you" or "your" instead of we and us. Have seen "I" attitude making a comeback.
 - Include a call to action. "Visit us this Sunday"
 - Find a simple way to express that you'll meet the needs of your target market.
- Include your website and your website and call to action button.
- If you sending the person to your website, consider making a custom landing page just for them.

The Plan

- Figure out how this will fit into your larger marketing strategy, if you have one, or start here.
- Find \$365-1000 to get you through the first year (far less than the benefit of one new tithing family)
- Budget 5-10 hours a week until the engine is in place, then 7 minutes a week checking up on it.
- Experiment and tweak constantly.
- Make mistakes (learnings).

