

SPRING 2015

MARKETING CAMPAIGN





INVITE TOOLS

Church isn't new. Easter isn't new. People assume they know what we're all about. Selling them on a great Easter service doesn't do much to get people through the doors.

Rather than ask attendees to pass out cards with service times and brand graphics like we've done in the past, we've shifted our strategy to empower Eagle Brookers to share their stories of transformation. By sharing what they've found at church and in God, personal connections are formed and an authentic, less salesy, more compelling invitation can be made.

Campus pastor and staff participation and enthusiasm is truly crucial to the success of this invite initiative. **Invite tools will be available beginning the weekend of March 14/15.**



FRONT



BACK

WAYS TO USE INVITE CARDS:

- Fill out the front and take a selfie to post to social media with #foundatchurch.
- Fill out the front and hand it to a coworker or friend, then have a short conversation with them.
- Fill out the front and give it to someone you've never met in an elevator or in the Target checkout lane.
- Fill out the front and leave it at a gas station, a coffee shop, or on someone's windshield.

CAMPUS-LEVEL COMMUNICATION & EXECUTION

The Central Creative team will provide campuses with tools to help communicate about this exciting new invite initiative, and support at the campus level in whatever individual needs arise.

CAMPUS PASTORS WILL RECEIVE:

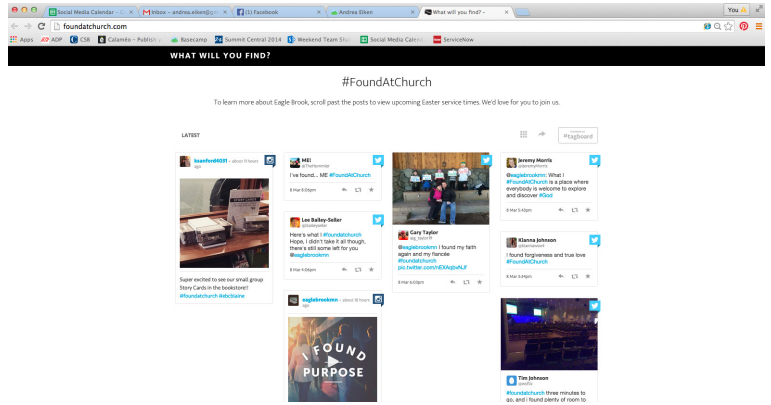
- Suggested language for CP spots
- Supply of invite tools (Source from your Serving Pastor)
- Sidescreen images illustrating ways to use invite tools to help attendees think of creative ideas for how to invite their friends, family and coworkers.

CAMPUS SERVING PASTORS WILL RECEIVE:

- Supply of invite tools
- Freedom to choose how to distribute the cards
- Freedom to decide where to make them available and how to call attention to them at your campus.

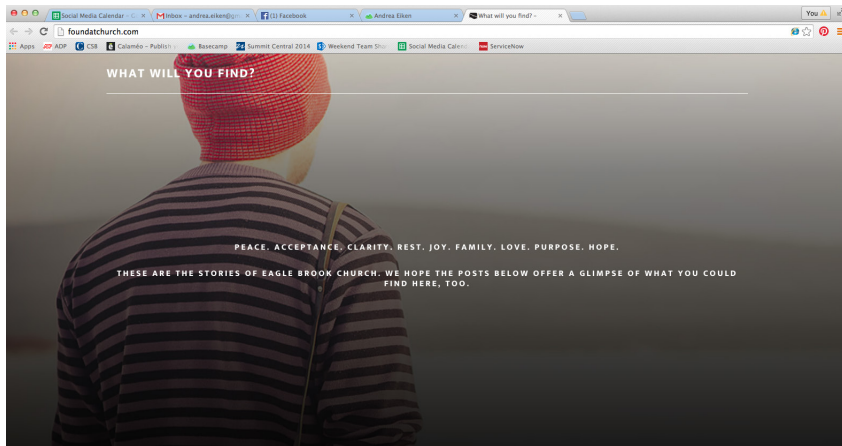
ONLINE PRESENCE

#FOUNDATCHURCH



Current EBC attenders will be encouraged by their campus pastors to Instagram and Tweet what they've found at church using #FOUNDATCHURCH. This hashtag will automatically generate content on foundatchurch.com. EBC attenders are empowered to invite their networks, tell their story, be as personal as they want to be, and help us spread Jesus' message of hope and new life. This creates great connectivity with the external ad campaign and allows truth, transformation and story to do the talking about who we are and who He is.

FOUNDATCHURCH.COM



FOUNDATCHURCH.COM generates content from attenders who Instagram or Tweet about what they've found at church with #foundatchurch. In addition to #foundatchurch-generated content, Easter service times are listed by campus as well as Eagle Brook contact information.



58%

Search the web as a direct result of seeing an ad.



26%

visited a WEBSITE that was advertised



39%

TALKED about a product advertised



33%

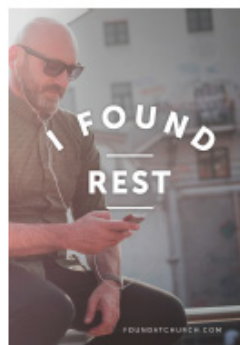
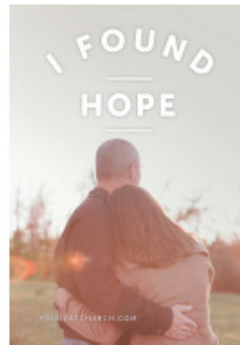
ATTENDED an event advertised

EXTERNAL STRATEGY

AUDIENCE: The somewhat-churched, the open-to-church, the desperate seekers, the two-timers (Easter and Christmas), the casual churchgoers. Anyone who is a little bit familiar with Christianity and what this time of year means.

DEMOGRAPHIC: 25-55 years old. Male and female. culturally diverse. Tech-savvy. Baby Busters (1965-1980), Gen X (1975-1985), Gen Y/Millennials (1978-1990). Suburban and first-ring urban commuters. Public transit users.

METHOD: Focus on public transportation advertising opportunities. Engage current attenders in all-church, "I Found _____" invitation initiative that aligns with external ads and will continue past the Easter season. Website at foundatchurch.com generates content from attender social media engagement with #foundatchurch. External ads promote foundatchurch.com.



BUS TAILS & INTERIOR ADS



50 bus tails and 130 interior ads will be displayed on Metro Transit buses for the four weeks leading up to Easter and one week after.

By targeting suburban and first-ring urban commuters who utilize public transit, we have the unique ability to specifically speak to people who live near our campuses without using direct mail which has historically proven to have a very poor ROI, or digital billboards, which are very expensive with very low impressions.

Buses with EBC advertisements are specifically assigned to run through our campus communities, through both Minneapolis and St. Paul downtowns, back to suburban park-and-rides and neighborhood stops. Riders become familiar with the ads as they see them repeatedly for five weeks on their buses. Pedestrians, many of whom are suburban car-commuters, become familiar with the ads as buses pass by downtown.



Those waiting at bus shelters will become familiar with the poster ads, connecting them visually with the bus tails and the interior bus ads.

"Whether you're looking to target a pedestrian audience exposed to buses, or a rail/subway-friendly audience, [transit media] can bring your message to the masses in a powerful way. Transit displays make an impact on an increasingly youthful and difficult to engage demographic."

outfrontmedia.com

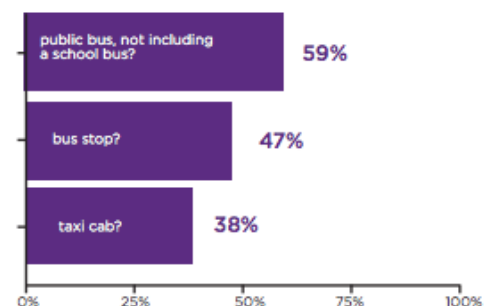
Ten EBC transit shelter ads will rotate throughout downtown Minneapolis over the course of the four weeks leading up to Easter.



TRANSIT SHELTER POSTER ADS

Buses & Shelters get attention!**

At any time in the past 7 days have you noticed a...(total)





ANALYTICS & RESULTS

FACEBOOK ADS:

Total reach: 10,263
Total website clicks: 179
Facebook likes increased by 142,
giving us 17,654 total likes.

POST BREAKDOWN:

Acceptance: 85 clicks
Family: 50 clicks
Love: 26 clicks
Clarity: 6 clicks
Hope: 6 clicks
Peace: 6 clicks

INSTAGRAM:

Followers increased by 56, giving us a
total of 3,768.

TWITTER:

We gained 62 Twitter followers.
RTs—152,
Favorites—276.

*Twitter engagement was way up during the final
week of #foundatchurch. Total impressions were
30,725 (up 375%) and our total engagement was
1,555 (up 527%).

GOOGLE ANALYTICS // foundatchurch.com

Unique Visits: 2,211
Unique Users: 1,505
Total Page Views: 6,749
New visitors: 68.7%
Returning Visitors: 31.3%

SOURCE OF VISIT:

Direct visits: 835
From eaglebrookchurch.com: 527
Facebook: 449 (301 mobile)

EASTER WEEKEND ATTENDANCE

~43,000+ people (including children)
42 services across six locations

QUESTIONS?
ASK:

MIKE HADLEY
or
MELISSA THERRIEN