

3

# Growing Your Reach

through Digital Marketing



# Andre Echevarria

Digital Marketing Team

*Cru Digital Products and Services*



# CORE ESSENTIALS

Slides Done?

- 1. Prerequisite (Acts)
- 2. How to have a BP
- 3. Basic Bible Study
- 4. KBP Basics
- 5. Communicating the Story
- 6. Satisfied
- 7. Elements of Discipleship
- 8. Leading a small group
- 9. Eternal Perspective
- 10. Cultural Diversity/Ethnicity
- 11. Relationships in the Body/Conflict
- 12. Growth Model



Title  
Learning Outcomes



Why  
KC

Experience  
How KC

# Understanding The Channel Opportunity

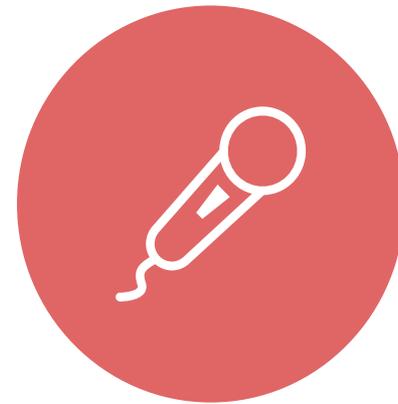
There are 3 primary categories of channels (methods) to increase user awareness and acquisition:



Owned Media



Paid Media



Earned Media

# Channel Examples



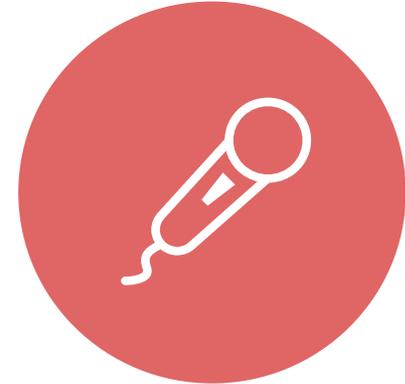
Examples of  
Channels We Can Own

- Content Promotion  
On Your Website
- Blogging / Articles
- Promotional Emails
- Print Marketing



Examples of Channels  
We Can Advertise On

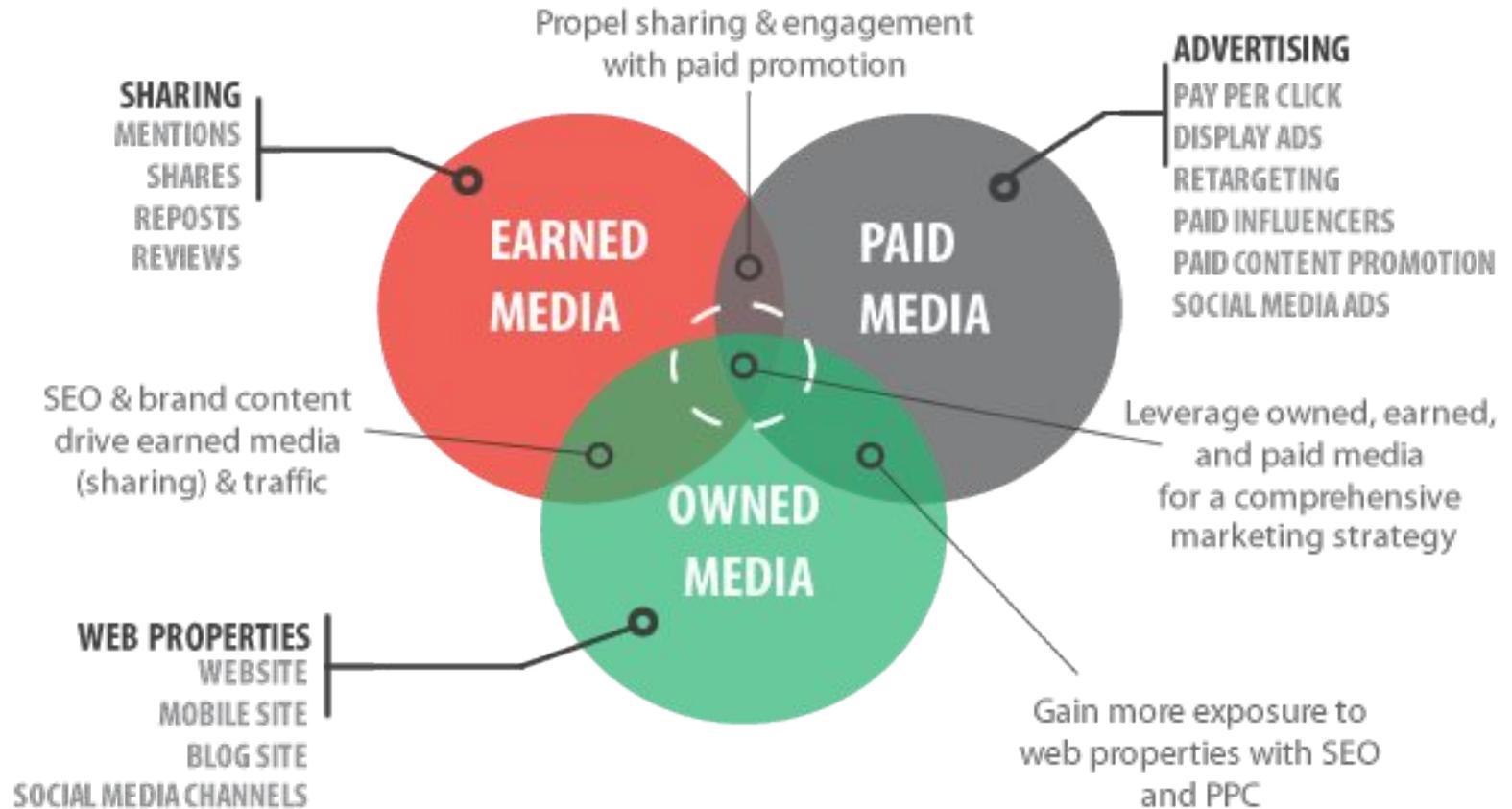
- Search Engine Ads
- Paid Ads
- Boosted Posts
- Sponsored Content
- Promotions with Partners



Examples of  
Channels We Can Earn

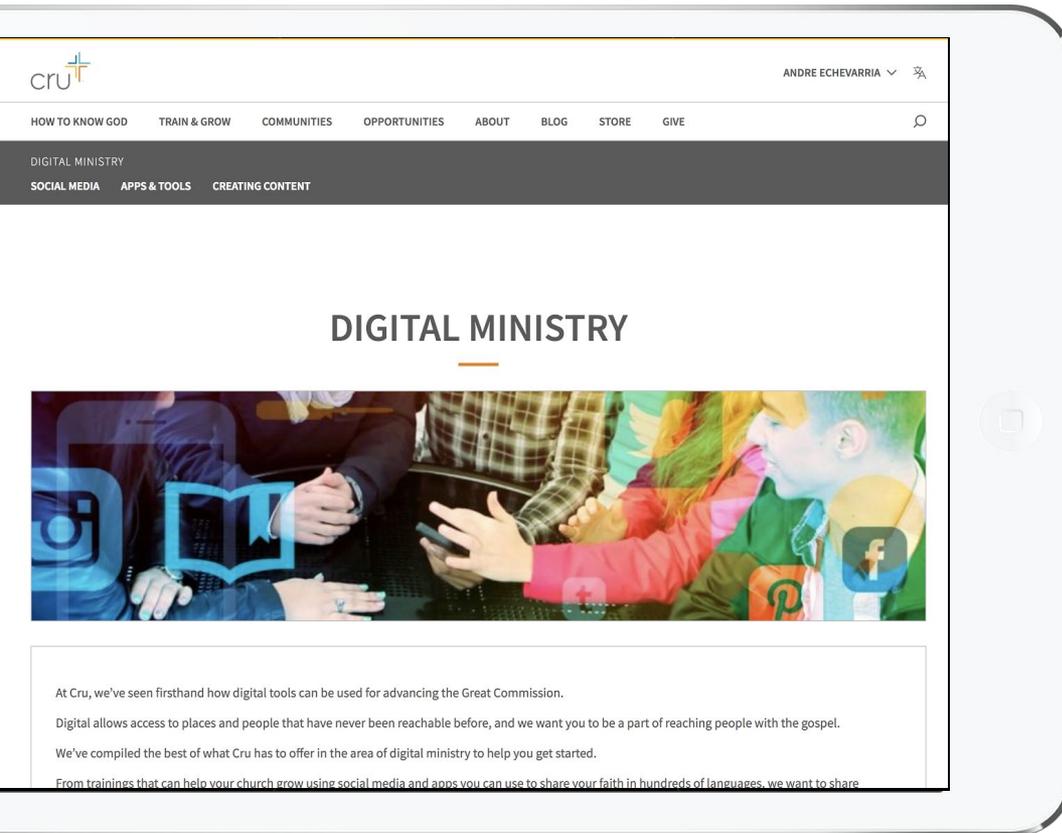
- Facebook
- Twitter
- LinkedIn
- Youtube
- Instagram

# Digital Marketing Trifecta



# Helpful Resources

[cru.org/digitalministry](https://cru.org/digitalministry)



## Cru.org Digital Ministry Page

We've compiled the best of what Cru has to offer in digital ministry to help you get started.

### What you'll find:



Ready-to-use content

Training Videos



Digital Outreach

Apps and Tools



Content Creation Tips

Videography How-To's

**Need More?**

Email us:

**[marketinghelp@cru.org](mailto:marketinghelp@cru.org)**

