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Growing Your Reach
through Digital Marketing



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Thinking About Content Strategy

Building a Content Strategy

Your strategizing process isn't complete unless you account for content.

Channel	Audience	Description	Best Touch Points	Role it Plays	Benefit	Challenges
Owned 	Familiar	A touch point we control	<ul style="list-style-type: none"> • Products • Mobile • Websites • Emails • CRM 	<ul style="list-style-type: none"> • Inform • Educate • Invite • Engage • Retain 	<ul style="list-style-type: none"> • Full Control • Low Cost • Longevity • Versatility 	<ul style="list-style-type: none"> • Resource Heavy • Time to Scale • Trust
Paid 	New	External place where we can target our ideal users	<ul style="list-style-type: none"> • TV / Radio • Print • Display Ads • Search Engines • Sponsors 	<ul style="list-style-type: none"> • Build Brand Awareness • Drive Traffic to Owned Media 	<ul style="list-style-type: none"> • Scale • Reach • Target Ideal Prospects 	<ul style="list-style-type: none"> • Investment Heavy • Crowded Space • Lack of Trust
Earned 	Familiar	External place where users engage and discuss	<ul style="list-style-type: none"> • Social Media • Blogs / Articles • Viral Campaigns • Non-Paid Press 	<ul style="list-style-type: none"> • Listen • Respond • Cultivate • Inspire 	<ul style="list-style-type: none"> • Low Cost • Authentic • Collaborative • Far Reaching • Emotional 	<ul style="list-style-type: none"> • Measurement Heavy • No Control • Can Be Negative

Building a Content Strategy

Worksheet

Here is a worksheet you can fill out for strategy formulation.

Channel	Main Strategy?	Best Resources?	Desired Outcomes?	Success Metrics?
Owned 	<i>Example: Send Out Emails</i>	<i>Example: Latest Email Series</i>	<i>Example: Subscribe to Latest Email Series</i>	<i>Example: Emails Opens</i>
Paid 	<i>Example: Target Audience Monthly On Social Media</i>	<i>Example: Post Quizzes And Contests</i>	<i>Example: Share The Contest With At Least 3 Friends</i>	<i>Example: Completions And Shares</i>
Earned 	<i>Example: Ask Our Followers To Share Videos</i>	<i>Example: Latest Video Series</i>	<i>Example: Share The Video With At Least 3 Friends</i>	<i>Example: Video Views And Shares</i>

Helpful Resources

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:

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