

6

Growing Your Reach through Digital Marketing



Andre Echevarria

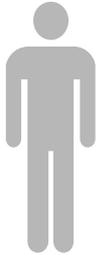
Digital Marketing Team
Cru Digital Products and Services



Building a User Journey

The User Journey

Worksheet



List the ideal person you want to target:

- _____
- _____
- _____
- _____



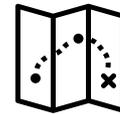
Where will you target them?

1. _____
2. _____
3. _____
4. _____
5. _____



How will you get their attention?

1. _____
2. _____
3. _____
4. _____
5. _____



What steps do you want them to take?

1. _____
2. _____
3. _____
4. _____
5. _____



How will you guide their experience?

1. _____
2. _____
3. _____
4. _____
5. _____

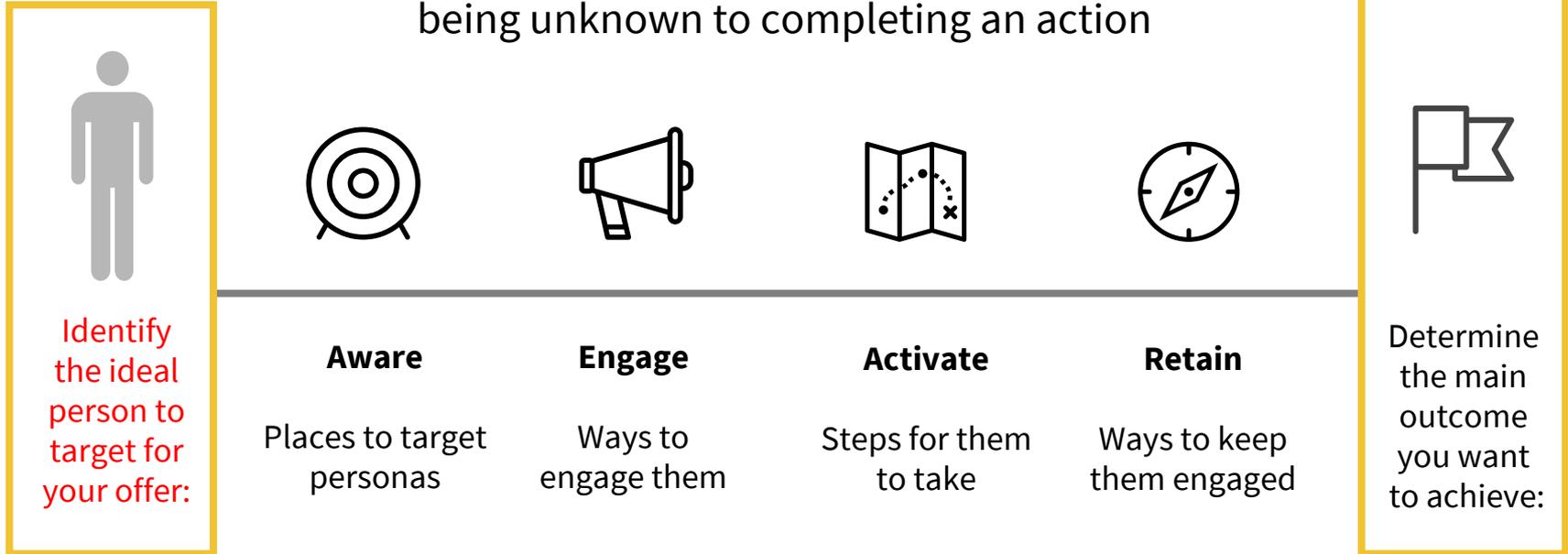


List what outcomes you would like to see:

- _____
- _____
- _____
- _____

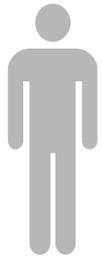
The User Journey

Simply, this outlines steps users take from being unknown to completing an action



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Identify the ideal person to target for your offer:

- Age
- Gender
- Interests
- Goals
- Needs



Aware

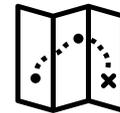
Places to target personas

1. Social media
2. Face-to-Face
3. Message apps
4. Online groups
5. Conferences
6. Websites



Engage

Ways to engage them



Activate

Steps for them to take



Retain

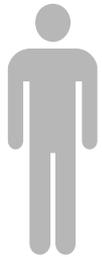
Ways to keep them engaged



Determine the main outcome you want to achieve:

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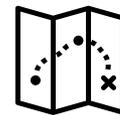
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Engage

Ways to engage them

1. Social posts
2. Via email
3. With ads
4. With events
5. In print/flyers
6. Posting blogs



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Steps for them to take



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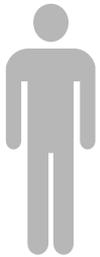
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Activate

Steps for them to take

1. View posts
2. Watch a video
3. Attend events
4. Download
5. Social share
6. Sign up



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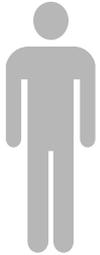
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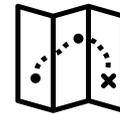
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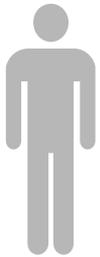
1. Contests
2. Polls
3. Surveys
4. Invites
5. Resources
6. User content



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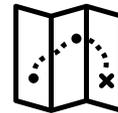
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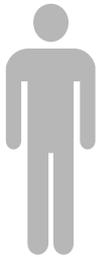


Determine the main outcome you want to achieve:

- Signups
- Attendees
- Consumers
- Shares
- Views

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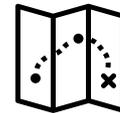
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Helpful Resources

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:

marketinghelp@cru.org

