

# THINK SESSION 2014

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## WHAT I DO AND HOW I GOT HERE

- WLC-Architects
- Freelance - Begin Business
- Corporate America
- Apostolic Assembly
- Sightbox Studios

## WHAT IS MARKETING?

The process of communicating the value of a product or service. It chooses target markets through target analysis and understanding of consumer behavior.

Before you can learn to market correctly you must understand the components that make marketing successful.

Focus on church/youth ministry. The market has shifted and churches are no longer behind in this area. (Church must have an updated website - if not updated, you are doomed.)

## MARKETING ELEMENTS THAT SHOULD MATTER TO YOU

- Marketing - I'm a great singer
- Advertising - I'm a great singer, I'm a great singer, I'm a great singer
- PR - Trust me, he's a great singer
- Branding - (roles reversed) I understand you're a great singer

*"What others say about you is more powerful than what you say about you."*

- The importance of a powerful brand...it increases traffic, gives leverage, influence and power
- A powerful brand can soar above a negative review (Yelp example)
- God is not second-rate - neither should our brands and presentations / God is first class
- Some lives depend on you/your church having a strong brand
- Strong brands are neglected in the youth/church area
- It will help you grow - you will grow - count on it
- People want to be associated with a powerful brand

## WHAT IS A BRAND?

Brand = idea or concept you own in someones mind.

Just Do It = Nike

Coffee = Starbucks

Laptop/ipad/iphone = Apple

15 minutes = Geico

You're in Good Hands with = Allstate

Vendor story on Apostolic Assembly

Python - powerful brand building

Question / What do you think of your youth ministry / church?

## HOW TO BUILD A STRONG YOUTH / CHURCH BRAND

### **Narrow The Focus**

Amex 27% to 17% market share because they tried to EXPAND  
Mega-church focused on narrowing target market and experienced explosive growth  
High School vs. College & Career -- it must be clear and your entire team should be aware  
Narrow it down, and go after it.  
Not everyone is interested in what you're saying and doing.

### **Publicity**

There is competition / You need something to stand-out  
Competing with bigger churches who do it better will keep you in the background - a great brand leads from the front.  
How? By being first in a category.  
Band-Aid first adhesive // CNN first cable news network // ESPN first sports network  
Examples: 24 hour non-stop sermon / Sexpirement / swimming across river  
Us: Service on Mondays, service standing up, start at 9pm  
Get people talking -- good or bad, just talking (be wise)

### **Advertise**

Once you've generated some publicity you defend your position with advertisement  
This is when creativity should thrive (creativity thrives most when things are organized)  
You're the leader when you're first. People prefer the leader versus the generic. (You want to be remembered)  
Defend your position. If more people enter your market share, stay-put the market is expanding and you're still the leader.  
Churches: Just keep doing it better and with excellence  
Why Does McDonalds and other strong brands continue to advertise? (With the exception of new products)  
If you're the leader you have influence. You set trends. That's priceless.

### **Own A Word**

It's a key to building your brand and not being forgotten  
Kleenex (Scott Tissue)  
Jello (gelatin dessert)  
Scotch (tape)  
Own a word in your prospects mind that nobody else owns

### **Shift**

Sometimes you need to create a new category and do things different  
Create a new category and claim ownership  
Research your field and outside of your field  
(Examples: Leaders only services, youth services, THINK, Illustrated sermon, online network)

### **Quality**

One of the most important elements in building a brand  
Quality or the perception of quality resides in peoples mind  
Package what you do well (Josh Alvarez example)  
What is the experience like? Starting on-time? Setup, creativity?  
Consistency (frequently violated) — canceling, getting it done - if your people perceive lack of consistency or quality they'll stop believing — you cannot back up what you don't fully believe in. (That's why people don't invite friends)

Building a powerful brand is not done overnight, it's built being consistent (Dave Ramsey example)  
When it's done...marketing is a breeze.

## SOCIAL MEDIA

*Best type of advertisement is  
a message from a friend.*

*-Mark Z*

- What not to do
- How to do it right and not be annoying

Understand the different medias and the mistake of trying to master them all. Each has its own characteristic. FB for visual posts w/ content, Twitter powered by links, INSTAGRAM imagery, Tumblr caters to a young, laid back audience etc.

### **Basics:**

Think before you post, you can never take it back

Dedicated person (who can spell correctly)

Attract, Convert, Close, Delight

Twitter: 3pm is best time for a retweet / Tues, Wed, Thurs, Sat and Sundays are best days to tweet  
(12 tweets per day is safe)

FB: Saturdays are best and 9pm is best time to share (1 post per day)

### **Best Practices:**

Engage/Interact (especially with influencers)

Must be a friend, don't be too cool to follow-back

Show behind the scenes

Create shareable stuff that people can connect to (Dove Campaign)

Target and post to your target market (Consider how you can provide a moment of positivity and productivity — inspirational posts are liked because they are positive)

Socialize with like minded brands (Kit Kat and Oreo)

Turn great ideas social (JetBlue April fools)

Share your expertise (Lowes - Vine) If you do something well, share it with others

Always add value with great content, make it worth talking about (find an issue)

- Don't put JOIN US with a pic of man with his hands up
- Avoid posting same image over and over...that's not marketing that's poor advertising
- When sharing an event/activity avoid just putting Youth Service with time and place...give user a reason why they can't miss the event.
- Stay current, and post wisely (If something is happening globally - interact with it)
- Don't be dishonest
- When marketing an event build a storyboard of posts - takes work and time but allows the event to peak. (Don't peak too soon)

Be wise and socialize.

If you have any questions feel free to ask.

Thanks for your time everyone, it's been a pleasure.

**My links:** [sightbox.me](http://sightbox.me) / [fountainoftruth.com](http://fountainoftruth.com) / [wearetheremnant.org](http://wearetheremnant.org)