




Digital  
Outreach  
Strategies



to help your church  
go where people  
in your community  
are gathered.





THERE IS A PLACE THAT UP TO 90%  
OF THE PEOPLE IN YOUR  
COMMUNITY ARE GATHERED  
EACH DAY.

What are you doing to reach them there?

**At D373** we know you want to be a church that is great at effectively communicating to people outside your walls. In order to do that you need digital outreach strategies and processes your team can use all year long. The problem is most churches don't have the team or the resources to create these digital plans, which leaves them feeling like they can't reach people where they are gathering.

**We believe churches that have a winning digital outreach strategy are the ones that are more effectively reaching their communities for the Gospel.**

We understand your teams are often balancing far too many plates and struggle to keep up with all the responsibilities that are in front of them.

This is why we work with churches all over the country to create digital strategies and equip staff and volunteers to successfully implement these strategies.

Our services include social media strategy and management, web site development, guest services evaluation and design, graphic design, and staff coaching.



# WORKING WITH US YOU WILL...

## INCREASE

YOUR DIGITAL PRESENCE  
OUTSIDE THE WALLS OF YOUR CHURCH.

## GROW

YOUR CHURCH'S INFLUENCE  
AND REPUTATION IN THE COMMUNITY.

## EQUIP

YOUR STAFF AND VOLUNTEERS  
TO BECOME SOCIAL MEDIA NINJAS.

## REACH

EXPONENTIALLY MORE PEOPLE  
WITH YOUR CHURCH'S MESSAGE.

## PARTNER

WITH A PERSONAL DIGITAL SPECIALIST  
WHO WILL HELP YOUR CHURCH  
ENGAGE YOUR COMMUNITY  
AND FIRST TIME GUESTS.



“

*We are a medium sized church that had 'out-grown' our processes. While we have always had a heart to reach further into the community, we did not know how to do it effectively. The D373 team stepped in to help us find our 'voice.' From a new website, to a social media strategy, to just helping us implement 'best practices' for communicating, D373 has been invaluable. They saved us years of work and learning things the hard way. More importantly, they have joined us in our mission to make disciples for the Glory of God. D373 is not a vendor or even a partner. They are an extension of our team.*

**DARREN WOLFE**

Administrative Pastor  
Melbourne, FL



# our main goal

is to strengthen your church's digital presence in the community.

## social media

Social Media work is the foundation of everything we do. Because of that, we include it in all of our packages. Here's how we do it:

### SOCIAL MEDIA MARKETING PLAN

We meet with your team, study your demographics and goals, and use a comprehensive approach to marketing and branding your church. We then look over your annual calendar and build a plan to accomplish those goals through your digital presence.

### SOCIAL MEDIA MANAGEMENT

We post on your social media accounts (Facebook and Instagram) using our "8 bucket" strategy. You will be assigned a member of our social media team that will create posts each week to accomplish this strategy. Our Artists will create Social Media graphics and our Specialists will work with you to create and manage your social media strategy. Our focus is on the people who are not there yet.

### UPDATES EACH WEEK

Each week you will receive an update from your Social Media Specialist to go over the schedule. You will also receive analytics from the previous month's social media activity each month.

### BUILD YOUR DIGITAL MISSIONARY TEAM

Depending on the package that you choose, our team will either come to you to do a Social Media Seminar onsite with your staff and leadership team or we will do the seminar digitally through Zoom or Facebook Live. We help your team better understand how to leverage social media to brand the church, and how your team can become Digital Missionaries! We then pull these attendees into a private FB Group where our Specialist can communicate with them each week. They become the social media foot soldiers for the church. This seminar has been a game-changer for our church clients, with some seeing as much as 900% growth in engagement after the seminar.

Social Media Packages start at \$1399 per month



# THE 8 BUCKETS OF SOCIAL MEDIA

- 1 REACH AND ENGAGEMENT** Designed to create engagement and conversation from your church page, so more people outside of your church can see content you are creating.
- 2 PASTOR** Introduces your Pastor to the community by utilizing quotes and stories. The goal is when people give you a first visit they feel like they know and trust your Pastor.
- 3 DIGITAL MISSIONARIES** We build a team for your church that becomes a powerful force you can use long after our partnership ends. They are an army of volunteers passionate about your church and social media.
- 4 MINISTRIES** Highlighting a different ministry of your church every month allows the community to get a "sneak peek" inside the walls before they ever set foot on campus.
- 5 INSPIRATION/STORIES** It's important to create content that inspires even the non-believer and gives them hope. Telling stories of life change also inspires and encourages the people who are not yet attending your church.
- 6 EVENTS** Focusing on events that are specifically directed at people outside your church walls will always be a need. When everything is important, nothing is important on social media. Don't allow your social platforms to become bulletin boards for all events, rather use them to make the BIG events even bigger.
- 7 SUNDAY PROMO** Making sure your service times are highly visible on all of your social platforms is incredibly important. Also, this gives your people shareable content that doesn't sound so "invitey," providing effective and intriguing tools for them to use.
- 8 COMMUNITY** Engaging, as the church, with social pages of businesses, organizations, restaurants, etc. to build trust within your community. This creates a buzz in your city about who you are as a church.



# our plans

Our Essential package is social media only. If there are other services you need, look over the “options” list and choose the things you feel are the biggest needs for your church. The biggest savings overall is the Pro package combined with a web redesign. Please don’t hesitate to contact us with any questions!

## essential

Starting at **\$1399** per month  
(with annual contract)

- **MARKETING PLAN**

We look at your church year and guide you through building a plan to accomplish your goals through your digital presence.

- **SOCIAL MEDIA MANAGEMENT**

We use our “8 bucket” strategy to manage your social platforms (Facebook and Instagram). You will be assigned a Specialist that will work with you each week to develop posts and graphics custom to your church. You will approve everything that we do.

- **BUILD YOUR DIGITAL MISSIONARY TEAM**

We do a Social Media Seminar with your staff and volunteers to train them to be social media ninjas for your church that stay in place long after our partnership!

## premiere

Starting at **\$2199** per month  
(with annual contract)

- **EVERYTHING IN THE ESSENTIAL PLAN PLUS:**

- **2 ITEMS FROM the options**  
(savings of \$3600 annually)

## pro

Starting at **\$2799** per month  
(with annual contract)

- **EVERYTHING IN THE ESSENTIAL PLAN PLUS:**

- **MONTHLY VIDEO MEETING WITH THE D373 TEAM**

- **ALL ITEMS FROM the options**  
(savings of \$8400 annually)

Best Value!

## web bundles

Save up to **\$10,000** annually  
by bundling a web redesign with either our  
premiere or pro package!

# options

### A. SERIES MARKETING

- Design and marketing of all message series
- Available for help in naming series as needed
- Creation of series graphics
- Creation of graphics package that includes graphics for screen, invitation cards, banners, and social media, along with the source files for anything additional you would need to create
- Creation and printing of all deliverables (invite cards, window clings, etc)\*
- Suggestions on Facebook ad campaign for series
- Creation of a 20 second series graphic bumper available for \$99 per series

### B. EVENT MARKETING

- Marketing of Christmas, Easter, and one other churchwide event (Fall Festival, VBS, etc)
- Utilization of our 10-week strategy
- Creation of event graphics
- Creation and printing of all deliverables (invite cards, window clings, etc)\*
- Creation of Facebook ad campaigns for events\*

### C. ANALYSIS

- Communication survey of your staff and leadership
- External analysis of your web site through the eyes of a guest
- Mystery Guest visit of your church to evaluate the first time guest experience
- Evaluation of your Guest Services structure
- Written report with findings and suggestions
- Video conference with your staff to discuss the report and our suggestions

### D. FIRST TOUCH PIECES

- Creation of a view book magazine (12-16 pages) designed to give a compelling overview of the church and ministries to a guest
- Oversee printing of the view book\*
- Create written stories of life change of people from your congregation for the view book
- Work with your team to oversee creation of Guest bags or gifts
- Work with your team to help create a functional Guest Services area

\*Note: church pays for social ads and printing, but we offer our wholesale printing prices.

# web design

Our goal is to help you tell the story of your church from the time someone opens your web site. Our process will guide your team through visual appearance, functionality, site organization, content and user engagement. We have found depending on the complexity of the site it takes 2-3 months from beginning to launch.

Packages start at \$5000 and vary in price based on the size of the church and the number of features and pages desired. Most of the sites we design fall into the \$7000-\$8000 range. One of our web developers will meet with you to determine what you need and we will provide a custom estimate.

The price includes migration of pages from your current site, but it does not include migration of media. We can train someone to do it, or can price it separately. The price also includes video training of your staff on management of the site after launch.

Note: if you purchase a web site along with either our premiere or pro packages, there is a discount of up to 25% for the site creation. The web site must be added at the beginning of the contract, and the cost can be divided into monthly payments if needed.

Web design starting at **\$5000**





# WE WOULD MAKE A GREAT TEAM!

**BUT YOU DON'T HAVE TO TAKE OUR WORD FOR IT!**

“ We partnered with D373 a few months ago and they have exceeded our expectations!

*The help they have provided in graphic design, social media management, and simple advice has been excellent and beneficial. Our social media engagement alone is up more than 600%! From the beginning, our relationship has been very comfortable and feels like we are all part of one team. I would overwhelmingly give them 5 stars.*

**Ed Kendrick - Pastor**  
Winter Haven, FL

“ From the first time we spoke with Design373 to some of the busiest weeks in ministry, we noticed a desire for partnership in ministry. In each season of ministry we walked through with D373, we were impressed with their ability to flexibly innovate, meet deadlines, and suggest ways to reach the people outside the walls of the church. Design373 has helped us focus our efforts outside the walls which has been a game changer.

**Brad Jett - Worship Pastor**  
West Monroe, LA

“ The team at D373 is so great to work with. Before we started working with them I was overwhelmed by everything on my plate, so our social media was often the first thing to get overlooked. Now our social media is on fire with D373 managing it! D373 also helps to save us from ourselves by holding us accountable to deadlines and keeping us thinking further ahead. We love D373!

**Amanda Levy - Communications Specialist**  
Melbourne, FL

“ D373 gets us! They took time to know our ministry, our community, and our unique culture. The relationships we've developed frame everything from our branding to our website and social media. They aren't some distant company, they're true friends.

**Paul Strozier - Lead Pastor**  
Anderson, IN

“ D373 took our church to the next level in marketing and social media. They went above and beyond to make sure we had what we need. D3 quickly became a part of our family and not only worked alongside us, but prayed for our services, events and projects. I have no doubt that the growth we are experiencing today is the Lord working through Design373 to help us reach our community and city with the love of Jesus Christ.

**Chris Mason - Worship Pastor**  
Arnold, MO

“ The D373 team is always there to help. They understand the issues a church encounters and quickly bring proven knowledge and ideas to solve those problems.

**Greg Perrine - Executive Director**  
Ponte Vedra, FL

“ Our church was provided very professional services from Design373. They totally revamped our website and did a marvelous job in helping us reach out to our community through marketing and social media platforms. Even if you have a media team in place, they will work closely side by side with your team and make a big difference in your community outreach! The scope of work they provided was more than I could ever imagine for the price. We would highly recommend Design373 for your church. You will be surprised at the phenomenal results you will receive.

**Greg Crane - Worship Pastor**  
Hendersonville, TN



CONTACT US AT [DESIGN373.COM](https://design373.com) OR  
GIVE US A CALL - 941.773.2109

Digital Outreach Strategies to help your church go  
where people in your community are gathered.

**CHECK OUT MORE OF OUR WORK AT [DESIGN373.COM](https://design373.com)**



# LET'S TALK

Contact us today for  
more information!



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