

DIGITAL MINISTRY STRATEGY GUIDELINE

FREE DOWNLOAD



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Digital Ministry Strategy Guideline

Understanding Digital Strategy

What is a Digital Strategy?

A digital strategy is a strategic plan used to enhance your organization's performance or achieve specific goals via various digital platforms.

To create a successful digital strategy, you require a functional team comprising of information technology (IT) professionals, marketing experts, and executive leaders. This plan specifies your organization's direction to create an edge with technology and the methods to achieve this objective.

These changes may include transforming current ministry models because modern technology allows for it. Your strategy enables you to leverage various innovations to support your unique ministry goals. Some of the digital platforms you could utilize today as tactics for your digital strategy include mobile apps, websites, search engines, advertising and social media pages, email, and digital partnerships with other organizations.

Digital Tactics

There are different digital tactics that you can utilize to achieve your digital strategy goals. Deciding on the best one to use for your ministry can be somewhat overwhelming. When choosing the ultimate digital tactics, you need to understand your message, ministry, and demographics. Below, you will find some of the main types of digital tactics in your pool of options.

Search Engine Optimization (SEO)

SEO is a tactic to help your website or content rank higher on search engines such as Google, Yahoo, and Bing. There are two tactics used in SEO:



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- On-page SEO – happens on your website
- Off-page SEO – happens off your website

On-page SEO and off-page SEO make your website more user-friendly and trustworthy. To boost your site's SEO traffic, utilize relevant keywords. These are terms that people often use when searching for products and services your ministry offers. Here are some worthwhile SEO tips:

- Content indexing – Add text transcripts for video and audio content and alt text for images; this allows search engines to read your site content.
- Have a good link structure – Search engines must “crawl” your site to find content on your website.
- Keywords and critical targeting – Ensure there is proper placement of keywords. Write quality content and make sure to use keywords in the headers and on the crawl-able pages.

Pay-Per-Click (PPC)

Pay-per-click is paid advertising on search engines. PPC increases search traffic to online organizations. In simpler terms, PPC ads are what you see when browsing the web. You'll also find them on mobile apps and in YouTube videos. Fortunately, this digital strategy allows you to choose your audience. Your advertisements could be visible to users in a specific geographic area or worldwide.

Social Media Strategy

Social media strategy is utilizing social media platforms to promote your services or ministry. It enables you to engage with new members and existing members. Examples of these platforms are:

- Facebook
- Instagram



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- Twitter
- YouTube

Using targeting campaigns will increase your following on social media, helping you grow through this platform. For example, Facebook collects data about your interests and likes and demographic data like your age. This information is always available to Facebook users, who can use the information to create targeted campaigns on the selected feed to promote your services.

Use tools such as Google analytics, return on investment (ROI), and customer response rate to measure your success. Remember that for a successful social media strategy, a data-driven plan and creative thinking will be useful.

Content Strategy

Content strategy is a digital strategy used to engage and attract users. It entails creating videos, articles, and podcasts with relevant and valuable data. To improve your content strategy, deliver the right content at each messaging stage, which includes the following:

- Awareness stage – focuses on your user's top concerns and the best content for this stage is blog posts, articles, and videos.
- Consideration stage – Educate readers by describing your services. The best content for this stage is how-to videos and articles.
- Closing stage – This stage is all about stating the benefits of what your ministry offers. The best content for this stage is event videos, research reports, and case studies.

In addition, post videos and blogs to build a loyal user base. It is all about listening to your users' needs and offering them precisely what they are searching for. If your content is exceptional, your traffic will doubtlessly increase.



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Preparing a Powerful Digital Ministry Strategy

Regardless of whether you've just established your online ministry or have been operating it for a while, an effective digital strategy is critical. You need it to widen your ministry's reach. But how can you develop the perfect digital plan to guarantee the success of your ministry? Check out these excellent guidelines to help you do so.

Determine the Story Behind Your Ministry

Users are exposed to thousands of services each day and they are only attracted to those that leave a strong impression. In order to gain the attention of a user, your story must matter to them. The story behind your ministry must lead to a promise – a promise to solve their problem (and your message offers a solution to that problem). A compelling story about your ministry will allow you to stand out. Clearly articulating your story will also tell users what they can expect from your ministry.

Set Your Digital Ministry Goals

A strategy is a plan that helps you outline one or more objectives and achieve these stated objectives. Your ministry will determine the goals you want to achieve. For example, let's say you plan an event. Your goal could be to:

- Raise awareness; let more people know about your event.
- Generate more interest.
- Look for ways to get interaction.

Once you define your goals, the next step is to figure out how your digital ministry can help achieve them. A digital strategy allows you to have an idea of what to do to reach your ministry goals.



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Set What Key Performance Indicators to Measure

You now know the goals you want to achieve through your digital strategy; the next step is to determine which key performance indicators to measure. For instance, if your digital strategy goal is to generate 60% leads through different online channels, you need to measure your conversions and know what digital tools to use. These tools help you work efficiently and implement your digital strategy.

Evaluate Your Existing Strategy

Although analyzing your current digital strategy can be time-consuming, it is important. Consider these three digital channels and find out if they are bringing in the desired results.

- Owned media – These are digital assets that you own, like blogs, websites, and social media profiles.
- Earned media – These are exposures you have gained through word of mouth like PR or guests posts.
- Paid media – These are channels you have paid to create awareness.

In identifying your current assets with the desired results, you will be able to determine which ones to let go.

Identify Your Target Audience

Knowing your target audience makes it easy for you to identify the content that would resonate with them and the best online channels to use. To do this, start with the demographics of your targeted users. Examples include the age, location and gender of most of your users.

Learn from Others

Noticing what other congregations are doing is an excellent way to learn what to do. Studying other ministries let you gain insight into how much engagement you should expect from your campaigns. In addition, studying them helps you identify the tactics that helped them succeed,



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learn from their mistakes, and discover new ways on how to use different online ministry channels. There is always a chance that whatever worked for them could work for you too, and also, whatever didn't work for them, could inspire you with innovative ideas.

Develop a User Journey Map

A user journey map is the next tool an organization needs to understand the ways users interact with the ministry online. A user journey map will give key role players a picture of the potential interactions the organization may have with users and how they should respond in such contexts. Like the task of determining user personas, developing your user journey map will take some research to understand how your users think and behave.

When creating a user journey map, ask yourself the following questions:

- 1) Where does a user first meet or interact with your ministry (online or offline)?
- 2) What are the key points that a user prioritizes when he or she makes a decision?
- 3) What are the potential distraction points and what are the potential things that would make the user withdraw and choose a different offer instead?

The details captured in the journey map largely depend on the extent to which the organization understands the habits and attitudes of the targeted audience. A deeper understanding of the target audience leads to a detailed map. As such, it is advisable to gather as much information as possible about the target audience before going forth to create the user journey map. The more details on the user journey map equates to a much more effective digital strategy.

Select Your Digital Channels

The channels you decide to use will depend on your target audience and the current stage in the user journey. While many organizations are tempted to think they should have a presence on all social media or digital channels, this is not the case. It is crucial to determine where your target audience is present. For example, while TikTok might work for some brands, your ministry may have better success on Facebook or Instagram because these channels are where your audience is. This takes some research.



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Run Your Campaigns

Digital campaigns may include: social media campaigns, pay-per-click campaigns, advertising, email communication, and influence strategies. Regardless of which campaign you prefer, it is best to simply run it, otherwise you will not have results to monitor.

Analyze and Monitor Your Results

Evaluating your results is an essential step in building a digital strategy. It is all about whether the above steps have helped you achieve what you want. It is necessary to analyze all of your campaign results so that you are able to gauge whether you are doing a fantastic job or you need to improve something.

Evaluate and Adjust Your Strategy

Once your strategy is underway, you'll want to evaluate its performance on a monthly basis. This will help you determine what is working in your strategy and what isn't. Has your content attracted new subscribers? Did your campaign result in increased interaction? The most common metrics that determine whether your digital strategy is effective include:

- Overall traffic to your website
- New vs. returning traffic
- Mobile traffic
- Traffic sources
- Average time spent per visit

It is important to determine whether the digital platform has achieved the desired outcomes. If the objectives have not been met, organizations should re-evaluate their digital strategies to determine the necessary action to improve the performance. Another advantage of measuring the digital platform is that it helps in making more effective campaign decisions. Organizations would be able to see the areas that contributed to success as well as those that require improvement. For example, in a situation where the



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digital platform registers poor performance, the organization would be able to know what led to failures and craft the next approach to address the challenges.

Contact Us

Do not hesitate to contact us if you need more information or want to discuss your digital ministry strategy. If you have any questions, run into problems or anything at all, feel free to reach out.



Or book a FREE ONLINE consultation

