



CHRISTIAN DIGITAL OUTREACH

Designed to expand your reach and optimise outcomes from your digital outreach and community connection.



WHAT IS FAITH-FOCUSED DIGITAL OUTREACH?

It's not just what it looks like and feels like. Ministry outreach is how it serves your calling.



WHAT IS DIGITAL MINISTRY OUTREACH?

Digital ministry outreach connects your message with seekers, grows your community, and makes it easy for people to discover your faith-based organization.



WHY DO YOU NEED DIGITAL OUTREACH?

Building your online presence will give you powerful tools to reach new families, fill event seats, and connect with people who need your ministry most.



WHEN TO START DIGITAL OUTREACH

If you want to grow beyond your current reach and impact. Factors to consider range from stagnant attendance to wanting to attract more families to your community.



BENEFITS OF FAITH-BASED DIGITAL OUTREACH

- **Serves your calling:** connects your ministry's heart with those who need it most. Leading to improvement of key ministry drivers:
- **Builds recognition:** Optimises targeting to increase genuine connection.
- **Aligns with your values:** Ensures your outreach supports your faith objectives.



WHY CHURCH WEB STUDIO?

Our faith-driven and focused approach comes from over six decades of combined digital marketing and ministry experience. With a solid background in Christian values, we combine strategic skills, creativity, empathy and understanding to build outreach for impactful ministry outcomes.



CHURCH
WEB STUDIO

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CAMPAIGN SETUP: FROM \$50/HOUR

Overview:

- Account audit
 - Keyword research
 - Campaign structure
 - Ad group creation
 - Ad copywriting
 - Landing page optimization
 - Conversion tracking
 - Budget planning
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ONGOING MANAGEMENT: FROM \$40/HOUR

Overview:

- Bid management
 - Keyword monitoring
 - A/B testing
 - Quality score optimization
 - Negative keyword management
 - Competition analysis
 - Landing page tracking
 - ROI reporting
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1 MONTH RETAINER: \$900

Overview:

- Weekly reports
- Budget management
- Campaign optimization
- Opportunity identification
- Competitor tracking
- A/B testing
- Strategy adjustments
- Monthly review
- Ongoing consultation



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