



FaithVenture Media

# The Steps to Getting 10 More Visitors per Week to your Church



# INTRODUCTION

In Seminary, they probably taught you a lot of Spiritual ways to grow your Church, and that's great. There are a lot of ways, including prayer and fasting, that God uses to grow the Church.

This method you're about to learn is the digital method to grow your congregation. It should be used along with the Spiritual methods you were taught in Seminary.

Unfortunately, they don't teach this in Seminary (like they don't teach you in high school how to do your taxes, yet you still have to get your taxes done, right?).

What you're going to learn is how to grow your Church if your city has at least 50,000 people in it. If your Church is in the country, this method will definitely still work, just not in the scale that it will for Pastors in cities with at least 50,000 people in them.

What you're going to learn can (and should be) shared with other Pastors. Just share with them the link where you got this from.

# Steps to getting 10+ visitors per week

## Set up your Church website

Make sure it has SSL security, is mobile friendly, and has no more than 7, max 8, menu buttons at the top.

## Create your social media pages

Here's the ones we suggest: Facebook page, Twitter, Instagram, LinkedIn, Google Business Profile, and also a YouTube channel.

## Create your posts and post them

Use Canva, Crello, or RelayThat (or even Pablo by Buffer) to create your posts (most of those have free versions). Use Publer to post your posts based on a schedule (and also to recycle your posts that aren't time-sensitive on a semi-regular basis).

## Set up automations in your Church Management System

Automation doesn't replace staff, but rather, it helps your staff by giving you less to do.

## Set up your advertising

Get your free \$10,000/month of Google Ad spend, set up Facebook advertising, perhaps even use LinkedIn ads. If you have a great tech team, also try YouTube Ads.

## Automate your Review Requests

Create a system to request reviews from your Church members as well as people that visit your Church. This saves you time as well as builds up your Church's online presence.

# Set Up Your Church Website

"One of the most important tools that a Church should have to promote itself (and to help its members to grow spiritually) is a good Church website."

*-[Using Technology for Your Church](#) by Jeremy G. Woods*

## Web Designer options:

Wix, Weebly (recommended for beginners), Divi (on WordPress - highly recommended), Elementor (on WordPress, one of the easier to use on WordPress), SquareSpace, Duda, etc.

(Another option is to pay a web design agency, [like us](#), to design your website for you)

## Website design tips:

- Make sure to use a form builder that gives you access to more than 5 forms - most free ones only give you 5 free forms, but if you use a Church Management System (we can provide you one with unlimited users and unlimited staff and unlimited forms and automation), they should also give you enough forms for your website.
- Don't have more than 7, max 8, menu buttons on your website (but you can have sub-menu buttons below each one as a drop-down).
- Don't fill up your home page (or any page) with too much information.
- If you use Divi (a highly recommended tool - that's the tool we use to design clients' sites now), you can make websites show certain sections of the site at certain times of the day or of the week (or automate when a section of the site appears or disappears).
- Be sure to add online giving to your site. We're partnering with [GivingFire](#) because we like their pricing structure for smaller Churches. There are a lot of other ones as well, but GivingFire has a great offering.
- Have one main person collect all the information for the website from each department/ministry of your Church (for better communication), and have that person communicate with your web designer.
- Update your website fairly regularly (at least once a week). Also, add a blog on the site that you regularly update as well.
- Add a member's only section of your site for things you want only your members to see.
- Add your Church's live stream to your website.
- Make sure the text and images are very professionally done so that you don't turn away visitors.

# Set Up Automations in your Church Management System

"Within the last century, today's technology has not only come into existence but has also become prevalent in many people's lives."

*-Using Technology for Your Church by Jeremy G. Woods*

## Why use a Church Management System (ChMS):

Just like a website is your Church members' and visitors' central place for information, a Church Management System is your Church staff's central place to go for your Church's information and processes.

It helps you keep everything in one place (and good ChMS systems also have a version (hopefully not costing you extra) that you can use while on the go on your mobile devices).

## Why automate your Church's processes:

Your Church is probably very busy, as most Churches are. You won't have time to manually send emails to every Church visitor, remind people of meetings scheduled (if you use an online scheduler), etc. It's then important to use a ChMS that helps your Church automate such processes. This is one of the things we offer our clients, a branded ChMS and portal that can be automated and can be used with unlimited staff, members, and visitors to automate the main processes that you do on a daily basis (even if it's just an automated task reminder to make sure you give someone a call soon after they visit your Church).

## What else to look for in a ChMS system:

- LMS (Learning Management System) - being able to create courses to help further your members' and visitors' Spiritual growth
- Automation outside of the ChMS system (connection with Zapier, for instance)
- Forms that work within the ChMS system
- File storage
- Secure file transfer
- e-Signature Capabilities (to sign documents and contracts)
- Booking system to allow members to book an appointment with a staff member
- System onboarding flows
- Portal that members and guests can sign into

# Create your social media pages

## Choose which platforms to be on:

The suggestion we have are the following platforms: Facebook, Twitter, Instagram, and LinkedIn (as well as posting on your Google Business Profile regularly as well). Optional are TikTok and Pinterest. TikTok can get bad at times, so just be careful on it, but it's still good to use to reach the younger generations who are already on there.

## Creating the cover images:

- Use something like Canva (which is actually free for non-profits, perhaps even for Churches).
- Use templates in Canva (or Crello, or wherever you design your graphics). Find one that matches the platform you're designing for. You can design for one platform and then resize it for other platforms.
- When you post them on the platforms, Facebook will post it in the page feed. You can delete it on the Facebook feed (so that it's not showing there but still on the cover image).

## Improving the page:

- Make sure you fill out as much information you can while setting up the platforms. For Facebook, you can go to settings -> page settings -> General (and Page Info) to add more to your Facebook page.
- The other platforms are more straightforward on what info you can add.

## Creating posts:

- Soon, we will also teach you what to do when creating posts (using Canva as an example).

# Set Up Your Advertising

## Google Ads:

- Sign up for [TechSoup](#)
- When you're accepted, sign up for [Google for Nonprofits](#) through TechSoup
- Sign up through Google for Nonprofits for the [Google Ad Grant](#) once you're accepted to Google for Nonprofits
- Use your free \$10,000/month in Google Ads advertising (if you're accepted)
- [Learn more about creating your Google Ads](#) using this course from Google
- Only search ads can be created for the free \$10,000/month ads (not display ads that you see on websites sometimes)
- They have more training and tell you more about the requirements (including keeping a certain click-through rate to be able to keep using the Google Ad Grant) - they also should have training as well on how to optimize the ad to keep the click-through rate higher

## Facebook Ads:

- Sign up for [Meta Business Suite](#)
- Learn (for free from Facebook) about [what works in creating ads](#)
- Create ads using the method on the next page for creating graphics (and use the Facebook Ads course to help with the ad)

# Create your posts and post them

## Create your posts using Canva:

- Sign up for [Canva for Nonprofits](#) (if your Church is a 501C3 in the US), use the free version, or pay for Canva (~\$13/month per user)
- Choose the type of post (or ad) you're creating and start typing that in the search bar on Canva's internal homepage
- Hint: most platforms are ok with square images, so we tend to use a custom size of 1000px X 1000px
- Use templates that you see and like or start with a blank canvas
- Customize the template for what you need
- Familiarize yourself with all the features (you can even make videos and use soundtracks that they have)
- If you don't like their images for your use, you can use Pixabay, Pexels, or Unsplash for royalty-free images and videos
- The audio inside of Canva is great, but Pixabay also has great free, royalty-free audio you can use inside of videos
- Download your image, video, or gif (or whatever you created) and use it inside of your posting platform (see below)

## Post your posts:

- Use a tool like [Publer.io](#) (yes, this is an affiliate link, but I'd still recommend it anyway)
- Set up your account (and social media accounts inside it)
- Schedule your posts (if you need help, check their help section)
- If you have any of them that aren't time-based posts, you can also schedule them to be recycled (reused during the year) - this way, you can post more often without having to do all that work
  - I would recommend that you don't post it within less than 2 or 3 months
- Use the EEIIRY Method, that we [mention in this video](#), to help decide your Church's posting schedule



# Automate your Review Requests

## Set up your review platform:

For part of this, you'll need a platform that helps you collect reviews. We recommend [WOMBOT.io](#), but you can use other platforms such as [Vocal References](#). Follow their instructions on how to set up their platform.

## Add a review request to your digital Connection Card:

- In the Church Management System we can offer you, the forms allow a redirect (plus several other great options that help with this that we can tell you about)
- Use that redirect for your review page (set up with Vocal References if you want) or you can even redirect it to your direct Google Maps review request popup (follow the directions here to get your Church's review request link: <https://support.google.com/business/answer/7035772?hl=en>)

## Send a review request by email:

- WOMBOT.io has a way you can send an email requesting a review. You don't want to abuse this, but it's there as an option.

## Send a form

- If you want testimonials, but not necessarily reviews, the Church Management System we offer you has a new way to send a form that your members or guests can fill out. Since you can customize your forms pretty much any way you want, there can be a form automatically sent out to them to collect a testimonial (and, again, you can redirect that form to a Google Maps review request)

## Ask for a review of your Church through your website's chat

- A creative way to get a review is also based on their relationship with you if you're using a chat function on the website. Get [Tawk.to](#) (yes, we're partners with them, so it also is an affiliate link, but we highly recommend them) and either use the chat yourself (it's free) or pay to have them manage your chat for you. While using the chat software, ask at the end for a review (using a link perhaps), assuming that you're sure that they know your Church well enough to give a review or testimonial. This is just another way to get reviews

## Why we don't recommend Facebook reviews anymore

Facebook used to have a number-based rating system (in fact, old reviews still keep the rating system), but now they don't. Getting reviews there is important, but not as much anymore because it doesn't change your ratings in Facebook now.

# BOOK A CONSULTATION

If you'd like to learn more about how we can help coach you through this (or even implement it ourselves in your Church), book a consultation below.

[Book your Consultation](#)