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Growing Your Reach

through Digital Marketing

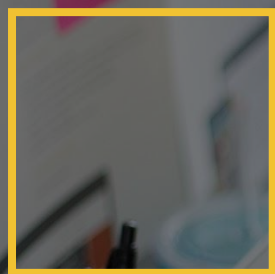


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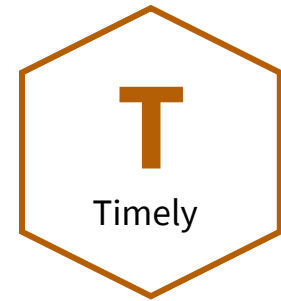
Marketing:

The Right Offering,
Communicated The Right Way,
To The Right People,
At The Right Time.



Setting SMART Goals

Setting Goals



- What is my digital objective?
- How many people do we want to reach through our digital channels?
- What milestones are important to us? (ie: conversions, social media followers, downloads, signups)

Setting Goals



Questions

What do I want to accomplish and why is it important?

Your Answers



How will I know that I have accomplished my goals?



Can this be accomplished as a whole or in smaller parts?



Is the goal too difficult or too easy to reach?



What date do I want to accomplish this by?

Setting Goals



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Identify the intent of students and capture their contact info for proper follow up



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Goal 2 - Find candidates for College Bound (x)
Goal 3 - Expose students to Cru - Build Trust (x)



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Can measure based on Goal 1, 2, 3



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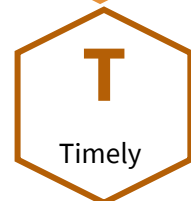
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What date do I want to accomplish this by?

October 1, 2018

Setting Goals



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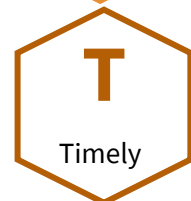
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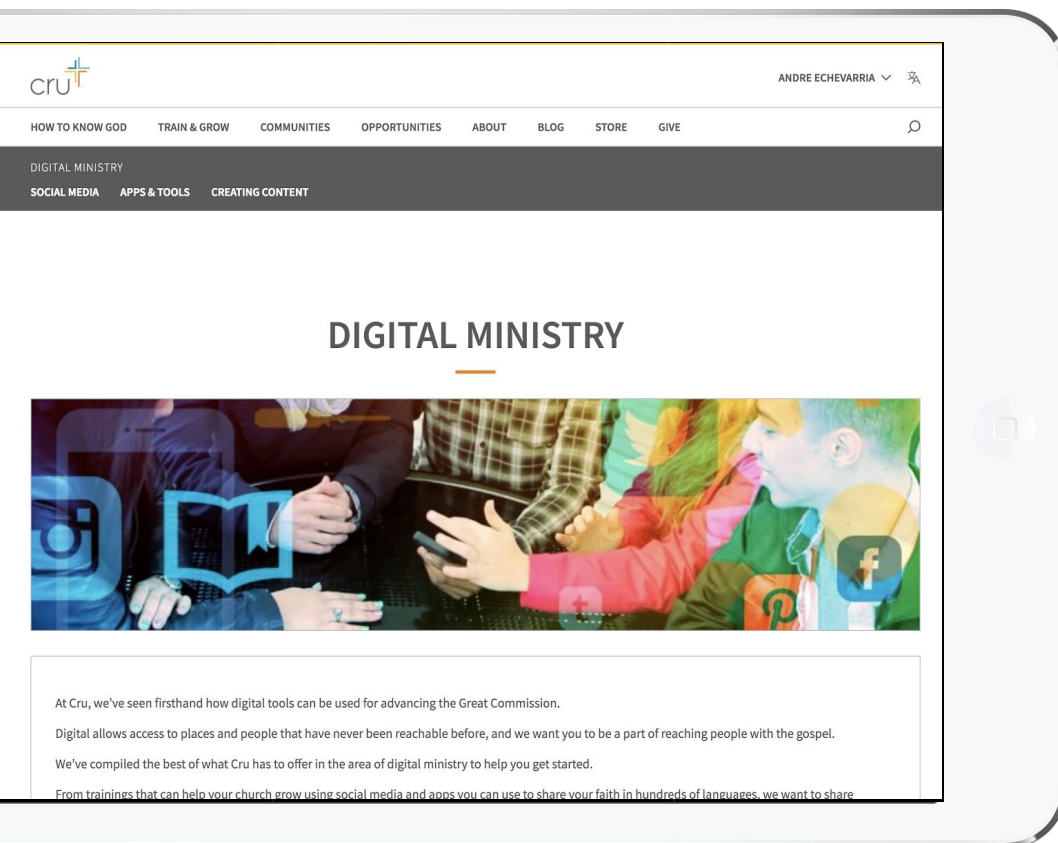


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Helpful Resources

cru.org/digitalministry



Cru.org Digital Ministry Page

We've compiled the best of what Cru has to offer in digital ministry to help you get started.

What you'll find:



Ready-to-use content

Training Videos



Digital Outreach

Apps and Tools

Content Creation Tips



Videography How-To's

MARKETING

Need More?

Email us:
marketinghelp@cru.org

