

3

Growing Your Reach

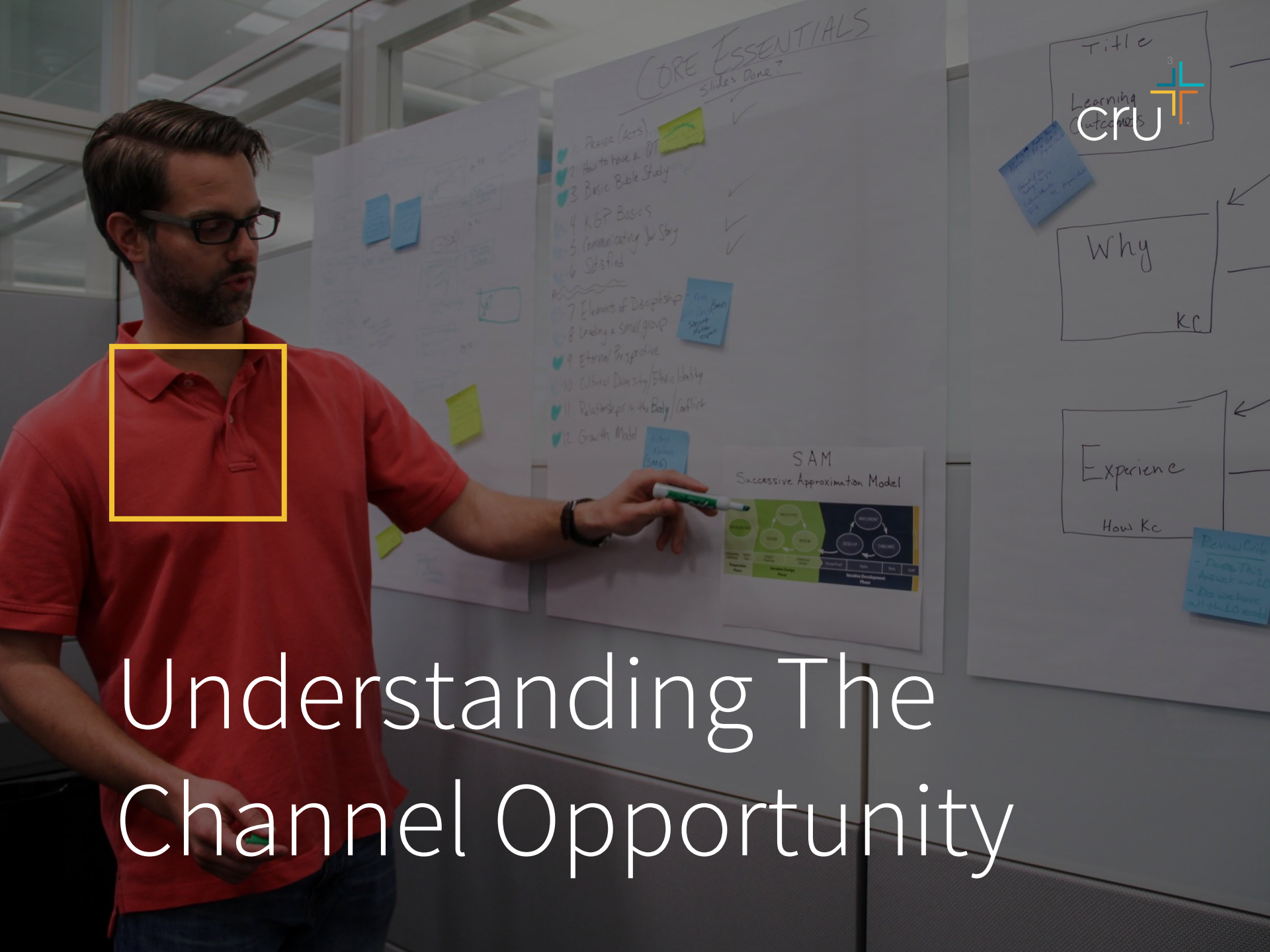
through Digital Marketing



Andre Echevarria

Digital Marketing Team

Cru Digital Products and Services



Understanding The Channel Opportunity

There are 3 primary categories of channels (methods) to increase user awareness and acquisition:



Owned Media



Paid Media



Earned Media

Channel Examples



Examples of
Channels We Can Own

- Content Promotion
On Your Website
- Blogging / Articles
- Promotional Emails
- Print Marketing



Examples of Channels
We Can Advertise On

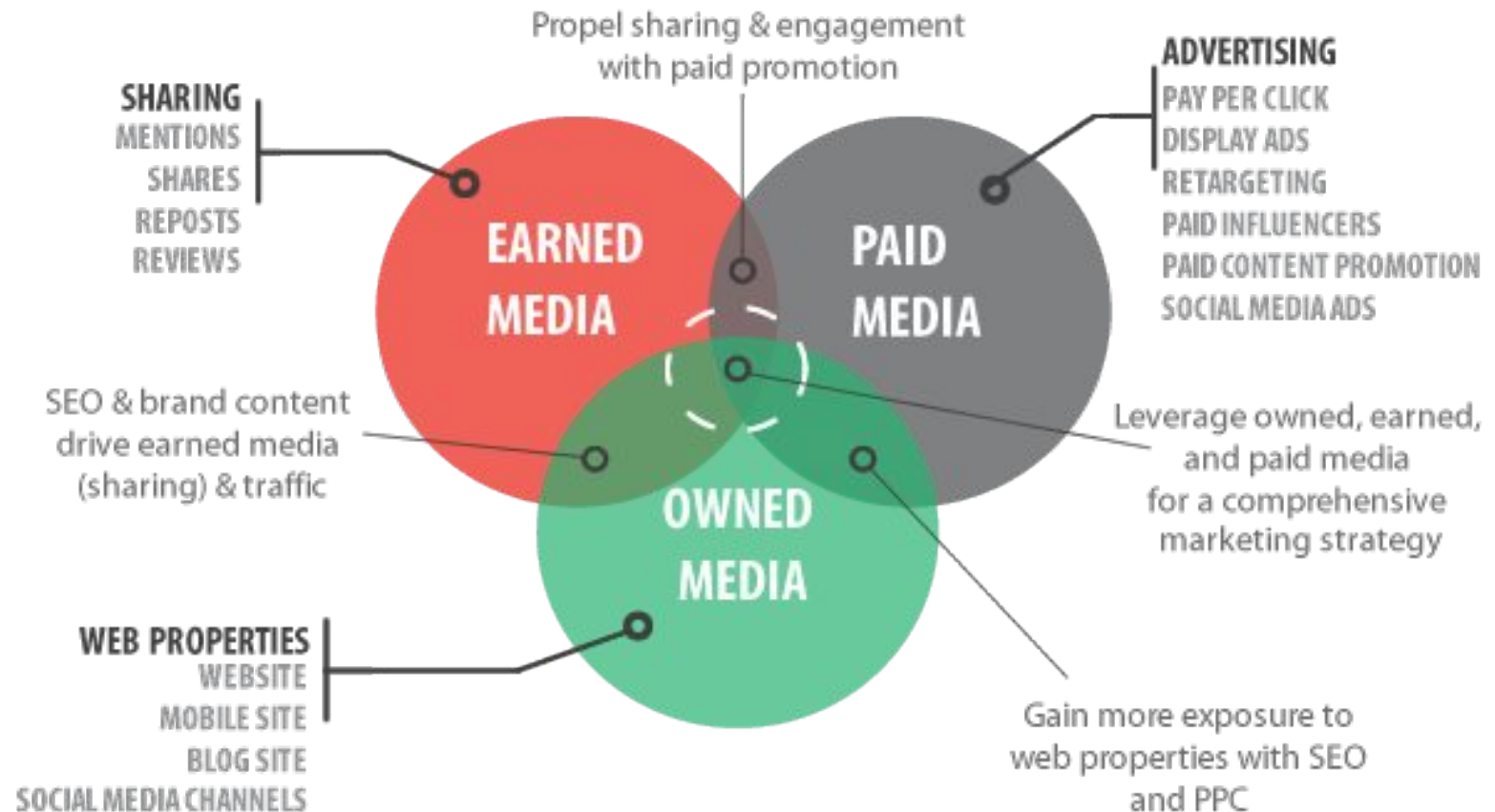
- Search Engine Ads
- Paid Ads
- Boosted Posts
- Sponsored Content
- Promotions with Partners



Examples of
Channels We Can Earn

- Facebook
- Twitter
- LinkedIn
- Youtube
- Instagram

Digital Marketing Trifecta



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

