

6

Growing Your Reach

through Digital Marketing



Andre Echevarria

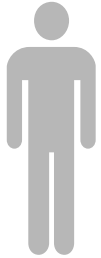
Digital Marketing Team
Cru Digital Products and Services



Building a User Journey

The User Journey

Worksheet



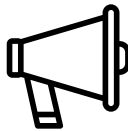
List the ideal person you want to target:

- _____
- _____
- _____
- _____



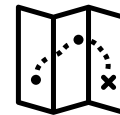
Where will you target them?

1. _____
2. _____
3. _____
4. _____
5. _____



How will you get their attention?

1. _____
2. _____
3. _____
4. _____
5. _____



What steps do you want them to take?

1. _____
2. _____
3. _____
4. _____
5. _____



How will you guide their experience?

1. _____
2. _____
3. _____
4. _____
5. _____

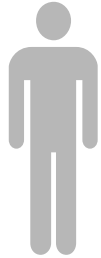


List what outcomes you would like to see:

- _____
- _____
- _____
- _____

The User Journey

Simply, this outlines steps users take from being unknown to completing an action



Identify the ideal person to target for your offer:



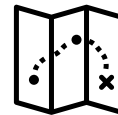
Aware

Places to target personas



Engage

Ways to engage them



Activate

Steps for them to take



Retain

Ways to keep them engaged



Determine the main outcome you want to achieve:

- Age
- Gender
- Interests
- Goals
- Needs

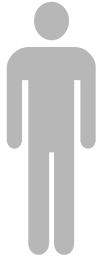
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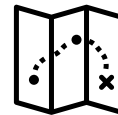
1. Social media
2. Face-to-Face
3. Message apps
4. Online groups
5. Conferences
6. Websites



Engage

Ways to engage them

1. Social posts
2. Via email
3. With ads
4. With events
5. In print/flyers
6. Posting blogs



Activate

Steps for them to take



Retain

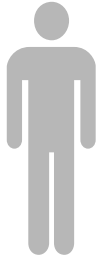
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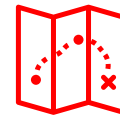
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Activate

Steps for them to take

1. View posts
2. Watch a video
3. Attend events
4. Download
5. Social share
6. Sign up



Retain

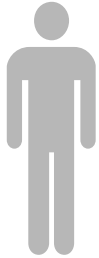
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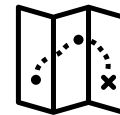
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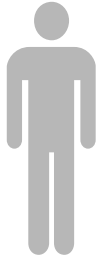
1. Contests
2. Polls
3. Surveys
4. Invites
5. Resources
6. User content



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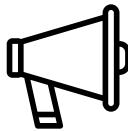
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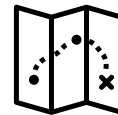
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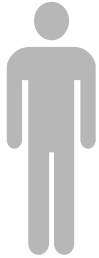
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- Signups
- Attendees
- Consumers
- Shares
- Views

MARKETING

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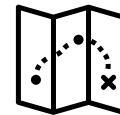
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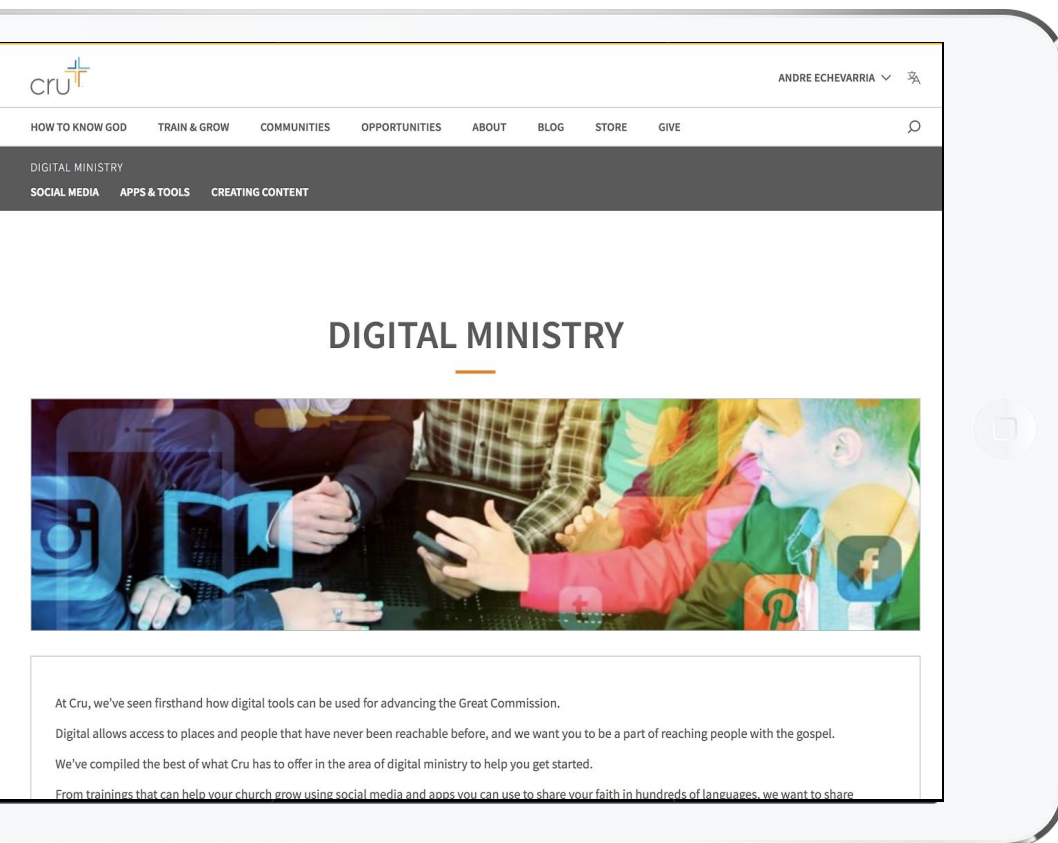


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Helpful Resources

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

