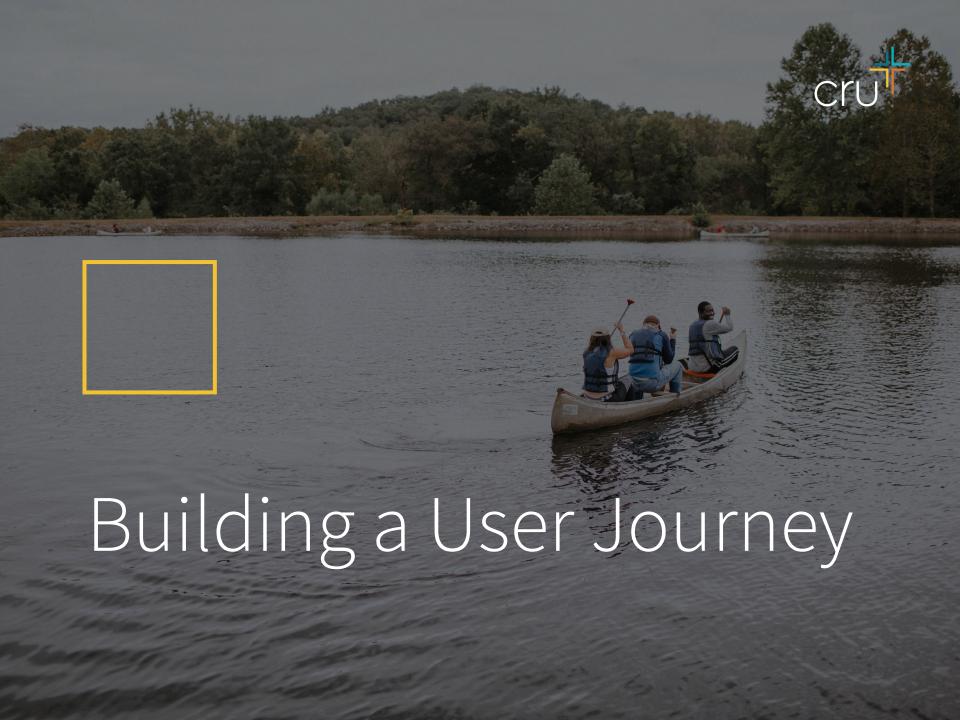




Andre Echevarria

Digital Marketing Team
Cru Digital Products and Services



Worksheet



List the ideal person you want to target:



Where will

you target

them?



How will you

get their

attention?



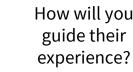
What steps

do you want

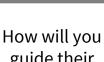
them to

take?











List what outcomes you would like to see:

Identify the ideal person to target for Simply, this outlines steps users take from being unknown to completing an action









your offer:

Places to target personas

Aware

Ways to engage them

Engage

Steps for them to take

Activate

Ways to keep them engaged

Retain

- Age
- Gender
- **Interests**
- Goals
- **Needs**

Identify

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



Aware

personas







Retain

the ideal person to target for your offer:

Places to target

Ways to engage them

Engage

Activate

Steps for them Ways to keep to take them engaged

Determine the main outcome you want to achieve:

1. Social media

Age

2. Face-to-Face

Gender

3. Message apps

Interests

4. Online groups

Goals

5. Conferences

Needs

6. Websites

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







Activate

Steps for them

to take



Identify the ideal person to target for your offer:

Engage Aware

> Ways to engage them

1. Social posts

2. Face-to-Face

5. Conferences

1. Social media

Places to target

personas

2. Via email

Gender

Age

3. With ads 3. Message apps

Interests

4. Online groups

Goals

Needs

4. With events

5. In print/flyers

6. Websites

6. Posting blogs

Retain

Ways to keep them engaged

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









Retain

Ways to keep

them engaged



Identify the ideal person to target for your offer:

Engage Aware

Ways to

1. Social posts

2. Face-to-Face

1. Social media

Places to target

personas

3. Message apps

5. Conferences

6. Websites

Interests 4. Online groups

Goals

Age

Gender

Needs

engage them

2. Via email

3. With ads

4. With events

5. In print/flyers

6. Posting blogs

Activate

Steps for them to take

1. View posts

2. Watch a video

3. Attend events

4. Download

5. Social share

6. Sign up

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











Identify the ideal person to target for your offer:

erson to rget for ur offer:
Age Gender

•	Gender
•	Interests
•	Goals

Needs

Places to target personas

Aware

1. Social media

2. Face-to-Face3. Message apps

4. Online groups

5. Conferences

6. Websites

Ways to engage them

Engage

1. Social posts

2. Via email

3. With ads

4. With events

5. In print/flyers

6. Posting blogs

Activate Retain

Steps for them Ways to keep to take them engaged

1. View posts 1. Contests

2. Watch a video 2. Polls

3. Attend events 3. Surveys

4. Download 4. Invites

5. Social share 5. Resources

6. Sign up 6. User content

Determine the main outcome you want

to achieve:

Identify the ideal

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



Aware



Engage



Activate



Retain



t	person to carget for our offer:	Places to target personas	Ways to engage them	Steps for them to take	Ways to keep them engaged
		1. Social media	1. Social posts	1. View posts	1. Contests
•	Age	2. Face-to-Face	2. Via email	2. Watch a video	2. Polls
	Gender	3. Message apps	3. With ads	3. Attend events	3. Surveys
	Interests	4. Online groups	4. With events	4. Download	4. Invites
	Goals	5. Conferences	5. In print/flyers	5. Social share	5. Resources
•	Needs	6. Websites	6. Posting blogs	6. Sign up	6. User content



- Signups
- **Attendees**
- Consumers
- **Shares**
- **Views**

Identify the ide person target your off

- Age
- Gend
- Inter
- Goal
- Need

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











leal	Aware	Engage	Activate	Retain	
n to t for offer:	Places to target personas	Ways to engage them	Steps for them to take	Ways to keep them engaged	
	1. Social media	1. Social posts	1. View posts	1. Contests	
!	2. Face-to-Face	2. Via email	2. Watch a video	2. Polls	,
nder	3. Message apps	3. With ads	3. Attend events	3. Surveys	,
erests	4. Online groups	4. With events	4. Download	4. Invites	,
als	5. Conferences	5. In print/flyers	5. Social share	5. Resources	
eds	6. Websites	6. Posting blogs	6. Sign up	6. User content	



- Signups
- **Attendees**
- Consumers
- **Shares**
- Views

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

Need More?

Email us:

marketinghelp@cru.org

