



Community Church Weekly Marketing Update Review & Next Steps 27-MAR-17

- **Community Church Team Meeting – Tuesday, March 28, 2017 at 4:00pm**
 - **GoToMeeting Invitation Sent – Rich, George, Aaron (Gayle)**
- **Community Church Tampa Website**
 - **MODX Training Conducted – GoToMeeting**
Thursday, March 23 at 3:00pm
 - Placed Sermon Series Graphic on website per Gayle **3-20-17**
 - Sermon Graphic's new placement completed during meeting
- **Community Church Tampa Website**
 - SEO - George researched comprehensive list - key ranking factors
 - Google Webmaster Tools – **analysis to identify** opportunities / issues
- **Community Church Tampa Social Media Graphics 3-22-17**
 - Slider from Website on Social Media Profile Pages – check
 - **Community Facebook Post** Jimmy Vellis - Testimony from Gayle

- **Google My Business Updates – 3-21-17 – check**
 - **Profile Complete Online**
 - **Addition of Profile Photo to be added by Paul 3-27-17**



- **LinkedIn Profile Page – Graphics Team schedule for Monday, 3-27.**
 - **Next Steps:** Community Church to provide email the account will be associated with.
- **“T4C Mission and Plan” & “What We Believe”**
 - **Next Steps:** Need Feedback – (3-22) Kirk reviewing. Decision to be made whether to provide the full doctrinal statement via request to Community or add to Website as a PDF download.
- **Four Week Facebook Ad Campaign**
 - Surrounding Tampa Zip Codes upon website launch
 - **Next Steps: Week 1 Ad Campaign Begin Easter Promotion**
 - Community Church to inform DLB of Events / Special Presentations on Easter to promote.
 - Develop Easter Post Messaging – Invite to Easter Service
 - Use post card design (per Gayle) for Facebook posts to promote Easter at Community Church – **week of 3-27.**

- **Community Church Video Shoot – April Key Deliverable**

- Contacted Professional Photographer – not available Easter Sunday. Will check with another vendor for this day. 3-27-17

Next Steps:

- **Community Church to provide feedback to create shot list. What events will be happening on Easter Sunday?**
- **DLB to develop shot list following input from Community Church**

- **Easter Promotion Post Card**

- Revised Design for printing emailed from Katelyn to Gayle 3-29-17.

- **Online Giving:**

- Aaron creating Work Group. DLB team member will be part of this collaborative group.

Next Steps:

(3-23-17) Aaron to provide DLB with a time for the conference call that coordinates with his other Work Group's Members

Goal: integrate church management software (Seraphim) and an outside accounting firm + merchant vendor – SunTrust.

- **Corrugated “H” Directional Signage – Ordered**

Next Steps:

- Renee to follow up with Rich about estimate sent and feedback from Aaron.
- Aaron requested reprint at no cost 3-14-17. Rich to follow up.