

# Yellowbox: Church Launch Best Practices.

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## COOKIE CUTTERS ARE FOR BAKERS —NOT CHURCH PLANTERS

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It's easy to get sucked into using the ~most~ popular mailer idea that worked really well for so-and-so in such-and-such state. There are Facebook groups and resource pages filled with examples of what have worked and what haven't when it comes to church launch marketing.

It's healthy to be inspired and challenged by someone else's ideas, to learn from their success and mistakes. However, we want to challenge you to think for yourself. What unique voice is God giving you in your community? You've been uniquely called to a specific area to reach a key group of people. Don't settle for cookie cutter when you have been given a responsibility that requires more.

## PRACTICE SAFE DESIGN, AND USE A CONCEPT

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There are several deliverables you'll need to consider as a church planter.

- Launch mailer
- Social campaign
- Series concept
- Door hangers
- Invite cards
- Online videos

One of the most common mistakes we've seen when it comes to church launch creative is a fragmented approach to designing these deliverables. We recommend approaching these elements from one creative angle. We call this a creative concept—or perhaps a BIG IDEA.

Instead of confusing your audience with disconnected messaging and design, start with a strong concept and creative design, and then create your launch deliverables using that concept.

Kill two birds with one stone and make this concept your launch series! Instead of just a one off marketing campaign, this can help your resources go further AND creates a solid expectation for your audience.

## DIRECTION MATTERS

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When it comes to a successful launch, we've found that using one of three directions (or a balanced combination) works best.

Your launch concept needs to be:

### BOLD      HUMOROUS      CONTROVERSIAL

A BOLD statement like "DREAM AGAIN" or "WHAT ON EARTH AM I HERE FOR?" has worked well historically. Perhaps though, your culture requires a more HUMOROUS design to accompany your bold statement. Or maybe, you want to go with a more CONTROVERSIAL concept like "The Perfect Church".

Whatever direction you lean, the primary focus would be to help make the biggest marketing investment (aka, your mailer) the most effective. On average, someone receiving the mailer would give the design less than 6 seconds to decide if it's worth taking a second look at before they toss it in the trash with the coupon booklet.

## DESIGN ALSO MATTERS

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A great direction and concept will fail to launch without quality design. While design taste is certainly subjective, there are universal standards that define good and bad design.

While your friend who dabbled in design—and also simultaneously served as youth pastor / worship leader / ten other things at your former church may give you a great deal, you will need a professional for this job. Budget for this and make it an important aspect of your launch plan. Good news is? Design is something we do here at Yellowbox!

## BLITZ YOUR AUDIENCE—INTELLIGENTLY

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The best way we've found to help launch churches with a marketing campaign is to help them set a budget that includes the most cost effective and rewardable outlets for their area.

For example, a targeted social campaign that raises awareness and appeals to hearts and minds with felt need content can go a long way. But what if that campaign also matched the concept of a mailer AND an online video paired with a boots-on-the-ground invite campaign and neighborhood outreach? This mix of both traditional and digital marketing should be the standard all churches invest in. An audience exposed to multiple touchpoints is more likely to connect and attend.