



3 ways to help people find your church this Easter

PRESENTED BY



Miles Barrow
Ministry Consultant



Shay Carlucci
Ministry Consultant

Webinar recording will be shared via email tomorrow!

- 1 3 WAYS TO HELP PEOPLE FIND YOUR CHURCH**
- 2 LAST-MINUTE ENGAGEMENT TIPS**
- 3 LIVE Q&A**

Add your questions to the Q&A section below!

**3 ways to help people find
your church this Easter**

1

Build a discoverable online presence

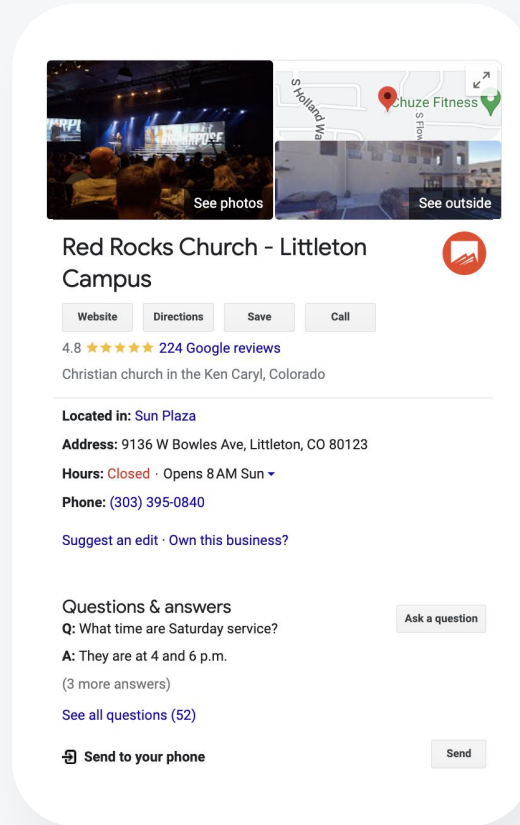
How discoverable is your church?

People are searching for churches online before they attend in-person, especially around Easter and Christmas.

Websites are your front door.

Optimize your Google Business Profile

- Completely fill out and verify your Google Business Profile—and don't forget to add photos!
- Include keywords (“non-denominational Christian church in Littleton, CO”)
- Ask your members and staff for reviews
- Also submit your church to Yelp and directories!



Red Rocks Church - Littleton Campus

Website Directions Save Call

4.8 ★★★★★ 224 Google reviews

Christian church in the Ken Caryl, Colorado

Located in: [Sun Plaza](#)

Address: 9136 W Bowles Ave, Littleton, CO 80123

Hours: Closed · Opens 8 AM Sun ▾

Phone: (303) 395-0840

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

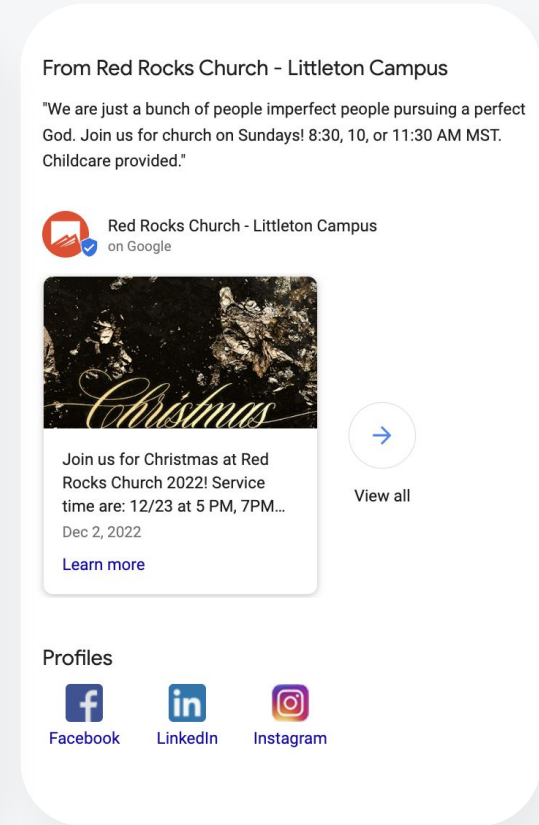
Q: What time are Saturday service?

A: They are at 4 and 6 p.m.

(3 more answers)

[See all questions \(52\)](#)

Send to your phone Send



From Red Rocks Church - Littleton Campus

"We are just a bunch of people imperfect people pursuing a perfect God. Join us for church on Sundays! 8:30, 10, or 11:30 AM MST. Childcare provided."

Red Rocks Church - Littleton Campus on Google

Join us for Christmas at Red Rocks Church 2022! Service time are: 12/23 at 5 PM, 7PM... Dec 2, 2022

[Learn more](#)

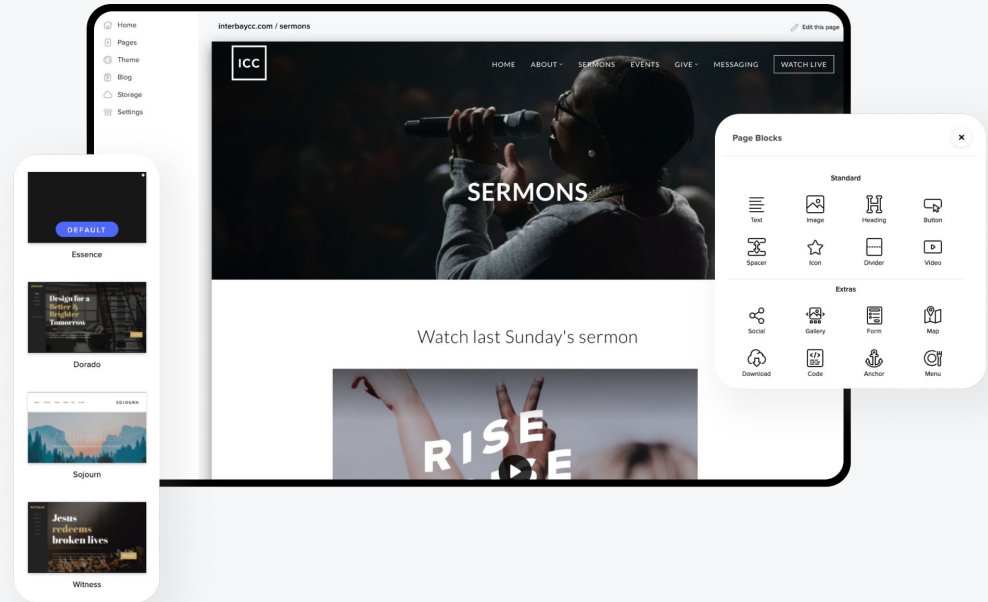
View all

Profiles

Facebook LinkedIn Instagram

Boost your website SEO

- Identify search keywords you want to rank for on Google and start adding them to your website
- Build your website on an “SEO-boosted” platform
- Websites on the Subsplash Platform make your church more discoverable with **built-in blogging tools** and standalone, **search-optimized pages for every single media item**, created for you automatically



2

Embrace a hybrid strategy

**Do you know how people are
finding & getting connected to
your church?**

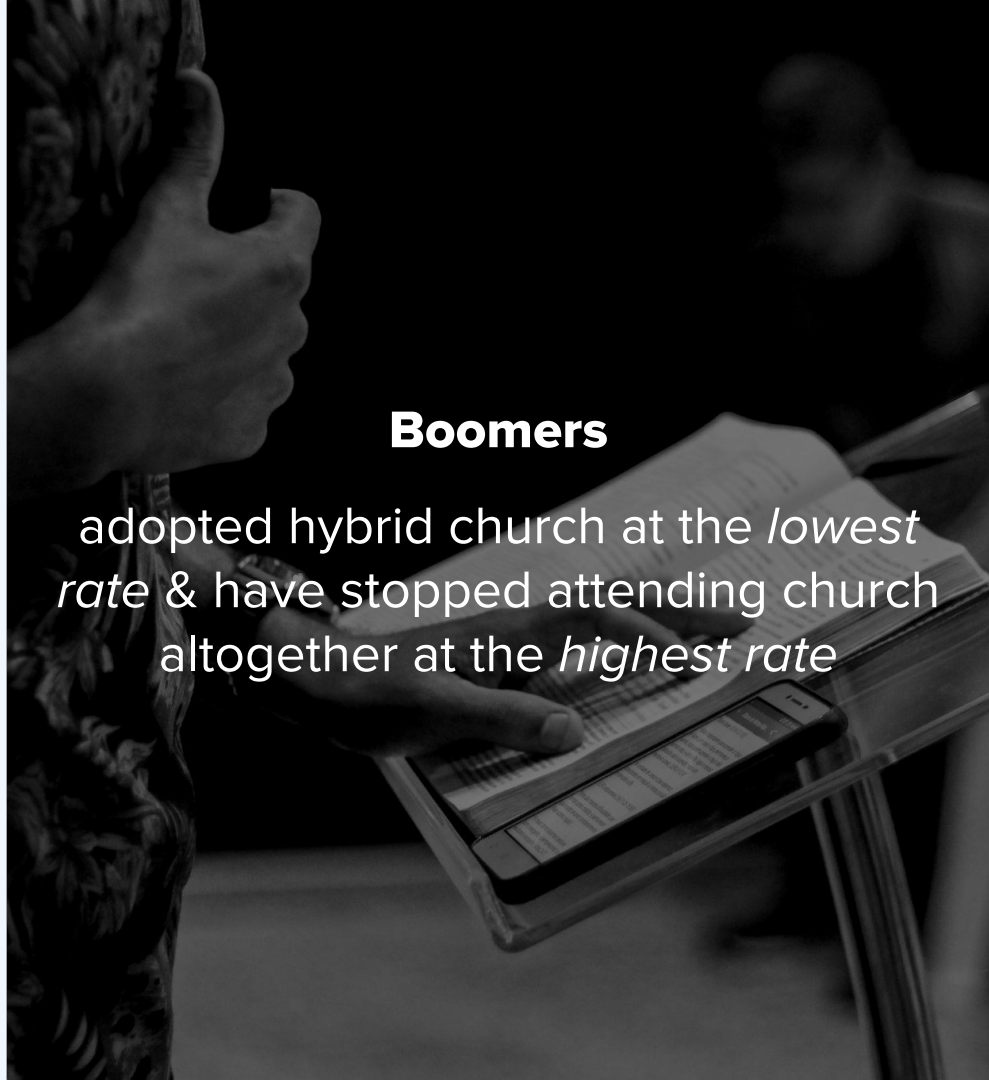
Millennials

are the *largest segment* of people visiting new churches & adopted hybrid church at the *highest rate*

(Private study)

Boomers

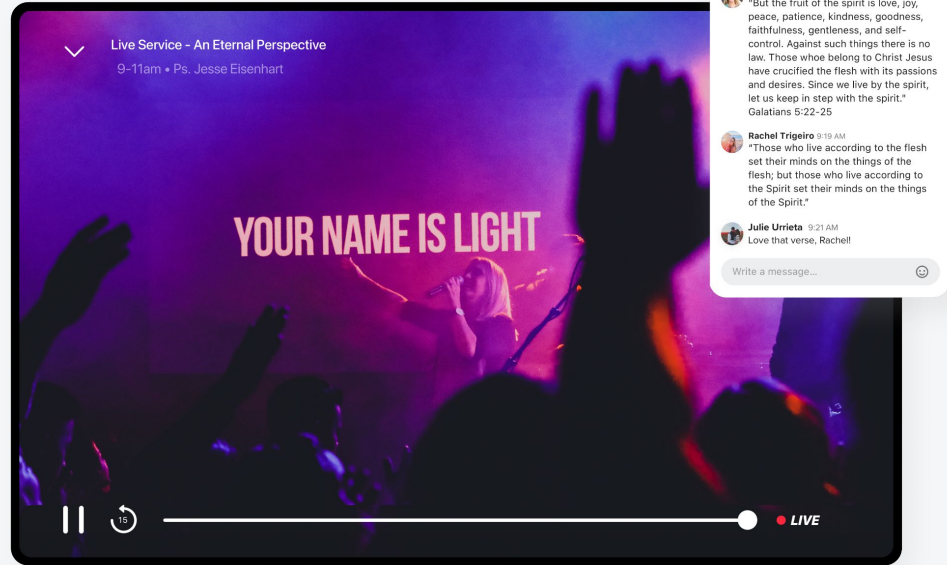
adopted hybrid church at the *lowest rate* & have stopped attending church altogether at the *highest rate*



Online discovery > hybrid engagement > ongoing attendance

Use the right tools for the right jobs

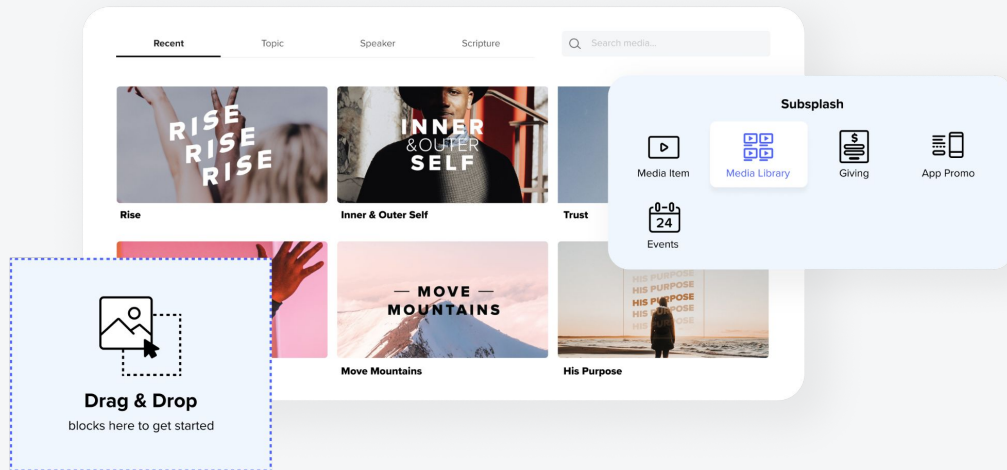
- Stream your sermons to YouTube and Facebook to reach new people
- However, your content shouldn't live exclusively on channels you don't own (and that are full of distractions)
- Maximize your reach and resources through syndication to every channel: app, website, social media



The magic of the connected platform

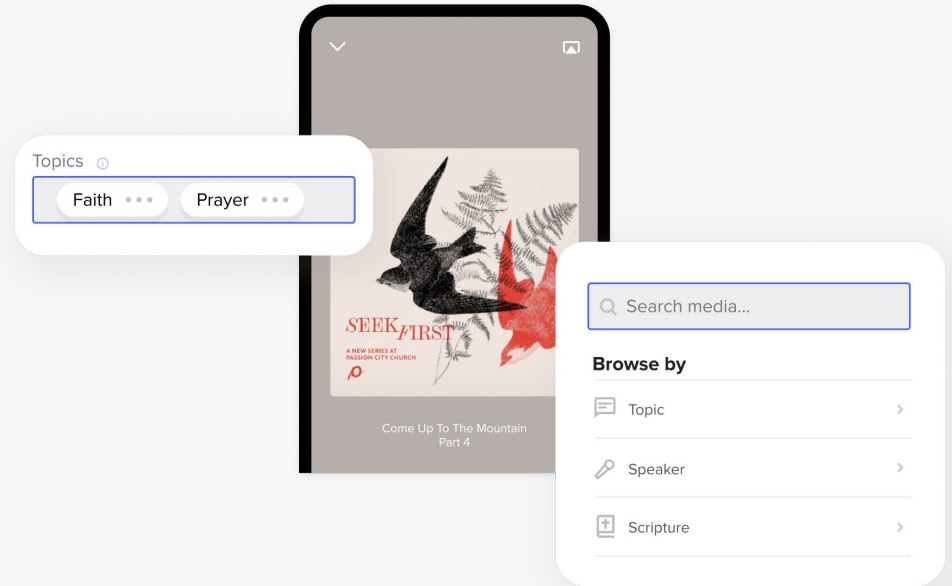
While expanding your reach, websites on the Subsplash Platform also saves your team valuable time and resources because...

- Your website is seamlessly integrated with your media library (upload your media once and publish everywhere)
- Giving, Groups & Messaging are easily plugged into your app *and* website
- There's still time to get started before Easter and add live streaming to your website!



Help people find the content they're searching for

- Use relevant hashtags on YouTube and Facebook, and include links to your website and app
- On the Subsplash Platform, *you* (not YouTube) create the suggested content through media tagging



3

**Equip your community to
invite people to Easter**

POLL

**What's the most important
component of your outreach plan?**

A black and white photograph of a church congregation. The people are shown from the chest up, with their hands raised in prayer. The lighting is dramatic, with strong highlights and deep shadows, creating a solemn and reverent atmosphere. The focus is on the people in the foreground, with those in the background slightly blurred.

35%

of unchurched people say they would
attend a worship service if they were
invited by someone they knew

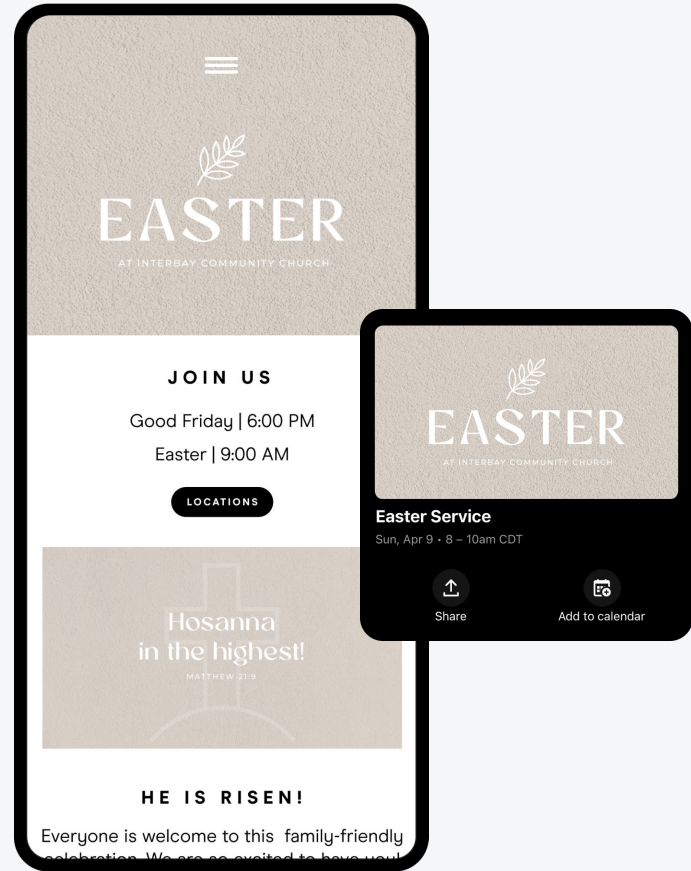
(Lifeway Research)

**Mobilize your people to make this
your most impactful Easter yet!**

How to equip your people

- Make your “Easter hub” easy to remember and share (check out interbaycc.com/easter)
- Create highly visual, shareable digital invites to post on social media, or share via text and email
- The Subsplash Platform makes media items, events, and apps easy to share

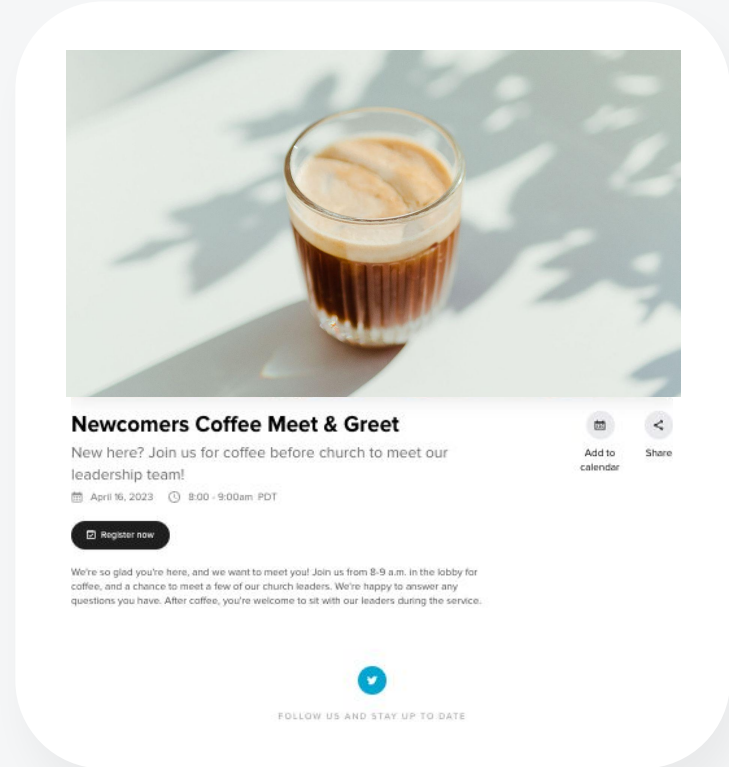
Visit subsplash.com/easterkit to get your free Easter Media Kit!



**3 last-minute tips for
follow-up & engagement**

Use QR codes & short links

- Have clear next steps for the new people visiting your church on Easter: Do you want them to attend an event? Fill out a form? Download your app?
- Create QR codes or short links for your app, upcoming events, or forms (digital connect cards)
- Display the QR codes or short links on your pre- and post-Easter service slides, or include them in any printed materials



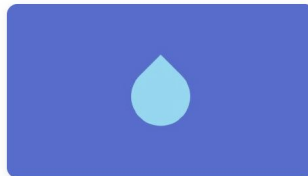
Promote groups & messaging on your website and app

- If you have group messaging on your app or website, create an “I’m New” group that’s open for anyone to join
- Encourage people to join the newcomers group by prompting them to download your app or go to your website
- Once people join the group, you can invite them to events, share group announcements, and more!



Small Groups

146 members



Bible Study

Small Group • 86 members



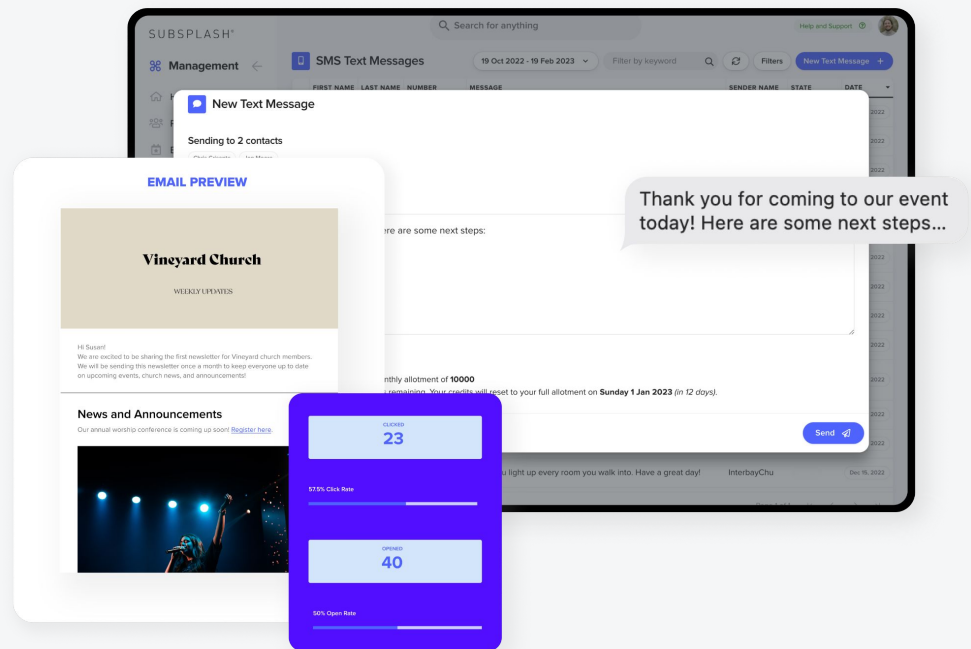
I'm New

New Member • 87 members



Stay connected with email & text messages

- Be sure to collect email addresses and phone numbers on your forms
- Following your Easter service, send follow up emails or texts to your newcomers with a clear call to action
- On the Subsplash Platform, email addresses are captured automatically when someone creates a profile through digital giving, an app login, or an event signup



Subsplash One



APPS



GIVING



WEBSITES



PEOPLE



GROUPS



CHILD CHECK IN



MEDIA



EVENTS



LIVE STREAMING



MESSAGING



VOLUNTEERS



TV APPS



THE CHURCH APP™



EMAIL + SMS



PUSH NOTIFICATIONS



FORMS + NOTES



BIBLE



AND MORE

SUBSPASH*



Grow & engage your church in 2023

Save \$500 on tools to grow your church this Easter! Now through March 31, 2023.

SUBPLASH.COM/EASTER23

Join us in giving

Set up a one-time or repeating gift

\$10

\$50

\$100

Search media...

Browse by

Topic

Speaker



Prayer request

Hey all, I leave for our missions trip to Mexico next week. Please keep me and the team in your prayers!



Sam Anders

sam.anders@gmail.com
(500) 600-7000

[View giving profile](#)



QUESTIONS?

Click **Q&A** below to ask us anything about the all-in-one solution we're building for your ministry!



Miles Barrow
Ministry Consultant



Shay Carlucci
Ministry Consultant



Grow & engage your church in 2023

Save \$500 on tools to grow your church this Easter! Now through March 31, 2023.

SUBSPASH.COM/EASTER23

Join us in giving

Set up a one-time or repeating gift

\$10

\$50

\$100

Search media...

Browse by

Topic

Speaker



Prayer request

Hey all, I leave for our missions trip to Mexico next week. Please keep me and the team in your prayers!



Sam Anders

sam.anders@gmail.com
(500) 600-7000

[View giving profile](#)





SUBSPASH®