



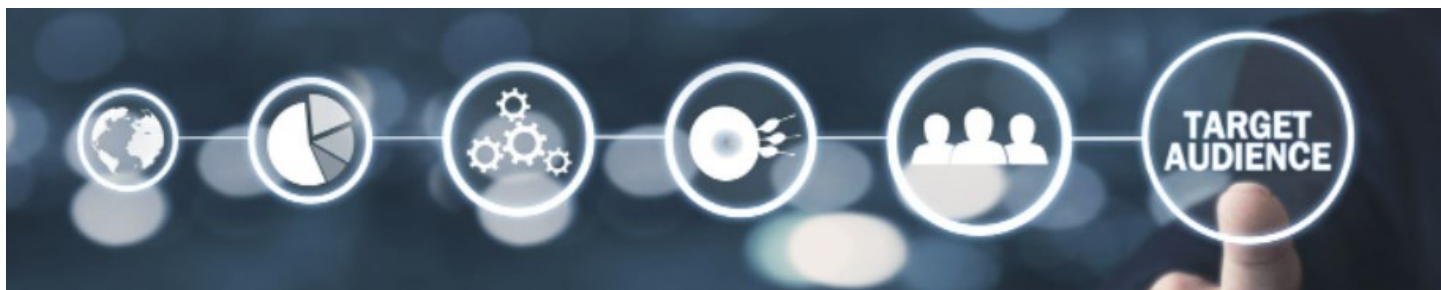
Digital Missions Content Evangelism Guide

Create for Impact

Please use this worksheet as a guide to help you prepare your creative ideas for content evangelism.

Jamie Domm | JDIM.digital

UNDERSTANDING & DEFINING YOUR TARGET AUDIENCE:



When you develop content based on the felt needs of a clearly defined target audience, your ministry has the greatest potential for meaningful impact. As Christians, we naturally want to reach everyone, but each individual ministry *can't be for everyone*. *Because if you try to reach everyone all the time, you'll end up reaching no one*. Therefore, your ministry should have a defined target audience that it's aiming to reach with content that will improve their lives. So how do you CREATE FOR IMPACT? Start from an audience-focused perspective and develop a clear picture of who you are talking to.

This section is designed to give you a framework for successfully defining your target audience and determining what content and/or messages would be the most relevant means to minister to them.

When defining your target audience, you'll want to consider the demographics, religious views, core values, lifestyle, interests, felt needs, challenges, and concerns.

Begin by filling in the following surface-level demographic information on your audience:

Location:	
Age:	
Gender:	
Ethnicity/Language:	
General Interests:	

Once you've determined the surface-level characteristics of your target audience, work down to a deeper level which will help shape your messaging and the kind of content you'll create. Aim to create deep connections by identifying with their core values, needs, and common experiences. By understanding what your target audience finds important, you can leverage this knowledge to create relevant content that can be a bridge to faith.

Take a moment to answer the follow deep-level characteristics for your audience:

- What does your audience need or what challenges are they dealing with?

- What does your audience value or care about?

- What lived experiences does your target audience share that may be impact the content and messaging you create?

- What motivates their actions and makes them who they are?

CONTENT DEVELOPMENT & DISTRIBUTION:

To create a relevant ministry, you need to be able to clearly define the pain points or felt needs of your target audience. People become loyal to a brand when it helps them solve problems or addresses their felt needs. Additionally, the number one reason people share content is that they feel it will improve the lives of others. It's an essential part of any digital mission to share and create content that will uplift, help, address a felt need, and/or improve the lives of people around the world.

Identifying Pain Points



Pain Point

A pain point or felt need is a specific problem that your target audience is experiencing. In other words, you can simply think of pain points as problems or challenges.

Pain points can be grouped into several broader categories. Here are the four main types of pain points:



Financial Pain Points

Difficulty managing money to satisfy the demands or expectations of their current life situation and feels a need to improve stewardship of financial resources.



Productivity Pain Points

When the target audience feels like they are wasting too much time and feel that there is a need to use their time more efficiently to get more out of life, their relationships, Bible study, work, or improve their health.



Emotional Pain Points

Emotional pain happens when people have a low self-esteem, self-love or self-confidence or challenges dealing with traumatic lived experiences, social pressures, and expectations.



Support Pain Points

This happens when there is no support at critical stages of the audience's spiritual journey or life changes.

Now try to define the pain points of your audience. Please answer the following questions:

- **What problem(s) will your ministry solve for your intended target audience and why should they come to you for answers?** In other words, why is your ministry's content relevant to them, and how can you convince them that your ministry can help resolve their pain points?

- **How will your ministry improve the lives of your intended target audience?**

Content development.



Always remember: empathy first. When developing your ministry's content, put yourself in your target audience's place and seek to understand their needs and/or experiences. Figure out what their barriers to faith are and try to diminish or address them through the content you create, services your ministry provides, and the community your ministry will build.

During your content planning, ask:

- What questions might my audience have that my ministry can answer?

- What questions could they have about our church or beliefs?

- What questions might they have about God?

- What would encourage them to attend a church or reach out to a Christian to better understand Jesus, salvation, or the Bible?

- What issues are they facing?

- What could encourage or help them in hard times?

- What are their barriers to faith or barriers to entry in a church?

Our goal as content evangelists is to reveal who God really is—forgiving, loving, kind, and caring.

Don't just create content for content's sake.

Consider: How will your target audience's attitude and perceptions of God or themselves change because of your ministry?



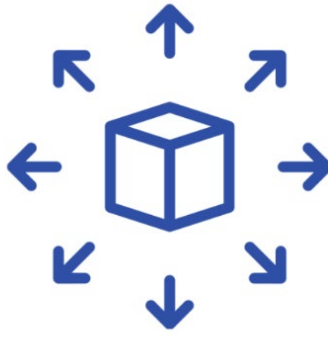
Packaging Your Content

Now that you have a sense of what topics would be the most relevant to your ministry's target audience, choose 3 that will address a felt need, improve their life, and/or answer a question they may have. They should be potential content areas that your ministry plans to cover. **List them below:**

One powerful technique is to create content related to top Google searches for topics relevant to your target audience. You can get top search data from any search engine, YouTube, and other social media trend tracking sites. Try it. Start typing in a question and let the search engine auto-finish. The top results represent the most popular search queries. In other words, you will see what large numbers of people are searching for online. It gives you a sneak peek into their needs, worries, and nagging questions, as well as helps you determine the best way to frame your message.

Go to Google (or YouTube) and use the autofill to help craft your content titles for the 3 topics you chose previously. Make a list of key phrases you find. Choose the strongest or best match and phrase your topic title to exactly match the language used in the search autofill.

List your results below for each topic:



Distribution

Creating audience-focused content is just the foundation of creating for impact. To reach people with our messages of hope and wholeness, your content must be available on the platforms where your audience spends their time and be presented in the media formats your chosen audience likes to consume. Therefore, each target audience will require specific media formats and distribution methods.

So how do you choose the best distribution methods? We recommend the following three steps:

1. Define the target audience.

You need to have a good understanding of what your audience wants and how they want to engage with it.

2. Identify potential marketing intermediaries.

There are only two ways to reach a target audience:

Directly – you communicate directly to your audience through your brand’s social media channels, email marketing, text messaging, etc.

Indirectly – or you can communicate indirectly to the target audience through marketing intermediaries (middlemen) who serve as distribution channels to enable producers to indirectly market their content to audiences. Marketing intermediaries include channels like radio stations, TV networks, digital advertisers, paid social media influencers as well as large retailers.

3. Define the distribution or media format.

The nature of your ministry (brand) and the preferences of your audience will determine the type of distribution method you choose. A diverse and flexible distribution method is essential if you want your ministry to perform well. For example, if you’re planning on launching a video series that discusses topics important to collegiate Christian youths, you’d want to release the video series on YouTube and iTunes as a podcast as well as consider developing video shorts to promote the brand on TikTok.

The **primary distribution format** is the main media type and/or channel you choose to reach your target audience with your ministry. Ministries usually benefit from having multiple distribution methods that work together to promote the brand. Additional distribution formats are called **secondary distribution formats**.

Now please consider the distribution formats for your ministry.

- **How does your target audience like to consume information or what kind of media do they prefer?** Media format examples may include but are not limited to: video, podcasting, images, text snippets, live chat, games, reading, etc.

- **What are your audience's preferred platforms/channels for engaging with media?** Examples may include but are not limited to: Apple TV, iTunes, YouTube, apps, TikTok, Twitter, Instagram, Facebook, Podcasts, etc.

Based on this information, please answer the following questions:

- What is the best **primary distribution format** to reach your target audience with your content?
- What are the best **secondary distribution formats** for your ministry?

Armed with a deep understanding of what the felt needs are for your target audience, you can now meet them where they are in their spiritual journey by developing content that specifically addresses their felt needs and is positioned to be found on the platforms where they spend their time.

MISSION & BRANDING



It's important to think about the mission of your ministry and how it needs to be communicated to its intended audience.

Defining Your Mission/Purpose

Now it's time to define your purpose for creating your ministry. Once you understand your mission or purpose for carrying out ministry in digital spaces, you can then shape your brand and promotional strategy around relevant goals.

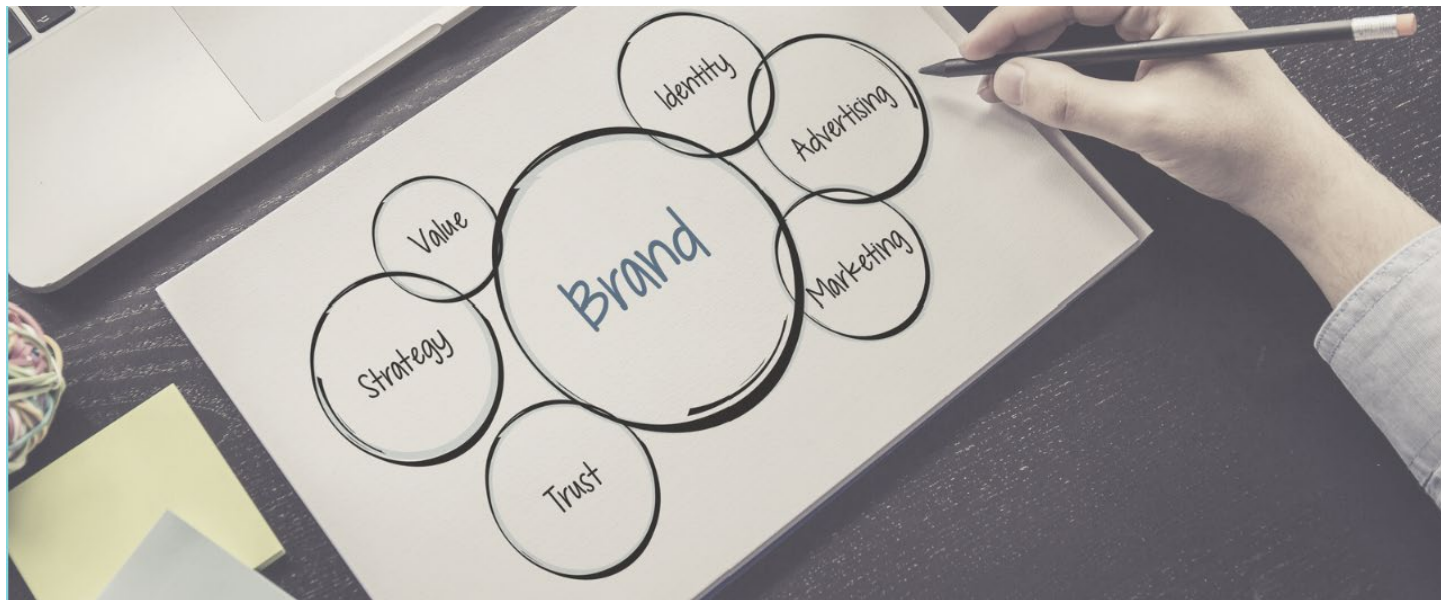
Please answer the following questions:

- What's the mission (or purpose) of your ministry?

- Why do you believe the mission is needed/necessary?

- How will it improve the lives of your intended audience?

BRANDING



Branding is the process of revealing a holistic picture of a ministry or product to an audience by curating a perception, experience, and essence. Brands are communicated, not just created. *A great brand evokes an emotional response, and it makes people care about and trust your brand.*

The **brand story** communicates what you do, why you do it, and how you do it. A great brand story gives a brand roots, grounding it and anchoring it while giving it wings, and letting it soar.

A good brand story must be inspiring, shared with others, and re-told.

The audience may forget what you say, but they will not forget how you made them feel (which is important because emotions drive action more than logic). Maya Angelou

You'll also want to develop a clear **brand promise** (what your ministry has to offer) and make sure all aspects of your ministry deliver on that promise. A brand promise tells your target audience why they should take the time to engage with your content and what they can expect from you.

If the brand doesn't have a good story or set expectations through a brand promise, it will be difficult for people to know what to expect, trust your ministry, and share it with others.

To properly develop your brand, you need to be able to answer the following questions:

- What do you want your ministry to be remembered for? (This is your brand)

- What is your ministry's brand story? In other words, what is it, why is this ministry important, and how does it work?

- What is the message you want to communicate to your audience, and what do you never want them to forget?

- How would you define your brand promise? In other words, what can your audience expect from your ministry?

- What emotion(s) do you want to evoke in your audience every time they interact with your brand?

Here are some additional questions you may find helpful to consider when developing your ministry's brand story

- Why is this brand needed in society today?

- How will the ministry fulfill the mission of the Church?

- What will the ministry do for the salvation of people?

- How will the ministry contribute to the growth of the Church?

- How will the brand integrate with the ongoing and planned initiatives and strategies of the Church?

SETTING GOALS AND DEFINING SUCCESS



It's time to set goals based on your desired mission outcomes. Once you know what you are trying to achieve, you can set benchmarks for measuring ministry performance to make sure your ministry is fulfilling its purpose.

Some examples of possible mission outcomes or goals.

- The number of people who visited a church, *have been baptized and* have stayed more than five years.
- Training and equipping missionaries to share Bible truths and God's love within their sphere of influence, online, in person, and around the world.
- Training frontline workers to support innovative ministries online and in person through available tools and technologies.
- Increase fan base and drive traffic to your website, podcast, or YouTube channel.
- Increase event attendance & participation.
- Increase community awareness around a specific cause.
- Encourage disciples to share your content.
- Increase or create meaningful engagements online, on social media, through an app, or through chat.
- Reach target groups with meaningful content that will address a felt need.
- Improve the lives of others.
- Communicate core Christian values to the "unchurched".
- Create connection and foster relationships among non-Christians.
- Define what it means to be a Christian, becoming a resource to the community.

What are the desired *outcomes* of your ministry?

Key Performance Indicators (KPIs)



To understand if your ministry is successfully fulfilling its mission, it's important to determine the best performance indicators for your goals and understand how to measure success of your ministry.

A **Key Performance Indicator** is a measurable value that demonstrates how effectively a brand is achieving key business objectives. Organizations use KPIs at multiple levels to evaluate their success at reaching targets.

Here are some different types of metrics:

- **Reach metrics:** number of people who see your content and their demographic data
- **Engagement metrics:** interactions and interest in your brand and content
- **Acquisition metrics:** changes in engagement over time or “relationships developed”
- **Conversion metrics:** actions, sales, registrations, resource requests, and other results
- **Retention metrics:** happy “customers” and brand evangelists

Some examples of key performance indicators for ministries could include, but are not limited to:

- **Reach metrics:** reach/impressions/views for your content in general or from a specific age group, location, or people group. Also, traffic to the website/channel in general or from a specific channel, platform, or location.
- **Engagement metrics:** quantity of followers, likes, shares, comments, or messages
- **Acquisition metrics:** empowerment of social media ambassadors and the resulting activity, number of questions submitted, number of times an app has been downloaded, active online Bible studies, Bible study requests, or active (ongoing) conversations
- **Conversion metrics:** number of volunteers, registration numbers, event attendance, donations, visits to your ministry's physical location, quantity of purchases, baptisms, one-on-one meetings, as well as book, Bible study, and resource requests
- **Retention metrics:** testimonials, repeated visitors to your physical location, positive impressions shared, people sharing their experience with their online friends/followers, meeting felt needs, developing a presence in the community, increased community involvement in your ministry, number of long-term Church members gained.

It's important to implement measures for success. Identify the metrics that are the most important for your goals and decide how to track them.

The main idea is to set measurable goals for quantitative impact within a set period of time.

What will be *the key performance indicators* for monitoring the performance of your ministry on each of its distribution formats? Please be specific and include timeframes.

If you can complete this worksheet, you are ready to get started with your digital ministry.