

# Digital Ministry Coaching

Attract, Connect, Serve

Connect: Week 9

## Agenda

- Welcome & housekeeping
- [Start Recording]
- Review Homework
  - a. Claim Your Business Listing
    - i) The amount of data Google collects is astounding. Regarding location, if your members
    - ii) Google Local Guides allows anyone to check-in at places--like your church--and share pictures and/or reviews.
      - (1) You can upload your own photos to start, but you do not have any control over what other people share.
      - (2) You can't remove old images that have been uploaded, but by adding new content, you can push the old pictures to the bottom of the search page.
  - Online Nurture, Engagement and Analytics
    - a. Emails That Engage
      - i) For prospective members, remind them who you are and that you're available if they need anything. With your calls-to-action, start with little asks--such as submit a prayer request or listen to your podcast--and once a month, go for the big ask which is to join you at Sunday mass.
      - ii) When nurturing current members, you still want to engage them outside of mass. You may have members that come to church, but don't participate in the preschool or aren't involved with church events. Be sure to educate these members about all the opportunities Grace Lutheran has to offer and how they can grow their relationship with the church community.
    - b. Engagement Analytics (Constant Contact) - We'll touch on this in week 10!

## Homework

1. Write three (3) email messages to begin your nurturing campaign. Keep them short and sweet--no more than 300 words.

- a. Review [Engaging Emails](#) for additional tips and examples

## Where do you get help?

- Join us on Facebook - <https://www.facebook.com/groups/712956465502081/>
- Where to get help? - [team@faithgrowth.com](mailto:team@faithgrowth.com)
- Weekly Coaching Calls - Krista will send the link every week meeting