Jared Latigo

digital marketing consultant

"I have become all things to all people, so that I may by every possible means save some. Now I do all this because of the gospel, so I may become a partner in its benefits."

1 Corinthians 9:22b-23

Why Build a Digital Ministry?

In America alone, more than half of people don't consider themselves practicing Christians. That means there is a very large amount of people who are either spiritually lost or stagnant. That also means you have a very large audience to reach and digital is a very good way to do it. However, When it comes to digital ministry, it's few and far between that a church actually has one. The main question that comes up when we discuss this topic is "What is it and why do we need it?"

To answer the first part of that, I'll keep it simple. Your digital ministry is really social media and all it has to offer. And it offers A LOT! Imagine being able to get the Gospel into someone's hand any time of the day. Or multiple times a day, from multiple people, all with the same message. That's social media for you.

The second part is even easier. Your congregation and the lost are there. And if I'm not mistaken, Jesus commissioned us as Christians to take the Gospel into all the world. So WHY we need to have a digital ministry is a really easy answer. We need to have it so we are using "every possible means" to reach the lost and spread the saving message of Jesus Christ!

It's Not Complicated

Setting up a digital ministry is not difficult but it can be a trainwreck if not executed properly. You do not have to invest in expensive new platforms, you just need to know how to best use the ones that are available. The best part about how I approach this is that you won't need other outside re-

sources. I can train you and your congregation on how to set this up and properly maintain it.

I have been involved in digital marketing for 20 years and ministry about half that. I've written for some of the world's largest leadership publications like Michael Hyatt, 48 Days and Success. I also ran a podcast and worked on brands like Stetson, TCU and Pier 1 Imports. But I can think of no better message to equip people to spread than that of Jesus Christ. Realizing that, I felt God calling me to setup a digital ministry in my own church. He has taught me all I need to know to bring real world experience into the church so we can finally begin to effectively spread the Gospel online. My goal is train you on what I know and give you the resources you need to succeed in this.

My Promise

I will provide a comprehensive plan for digital communication and social media by training your staff and volunteers. Digital ministry will become a very important part of your outreach to your members and the community but it does not have to be expensive or cumbersome. You already have the people to do this. I simply offer the guidance and direction to get you where you know you need to go.

The following pages are three packages to help your church build it's own digital ministry. Let's discuss which works for you and get your church spreading the Gospel beyond your own walls!

Digital Ministry Start-up Packages

Explanation of item details

- Kick-off meeting to establish what we will be doing and what we will need to get started. This will lay out the plan and vision as well as give you actionable steps toward the training I will provide.

- Training sessions - These will include the digital team members you have put together via invitation. We will establish who and what we have to work with as far as talents and skills and formulate a plan based on that. Each session is 2 hours.

- A social media calendar for your team to follow as a guideline for creating content

- Assistance establishing a look for your social graphics

- Setup of closed Facebook group to use for digital team content flow and communications

- Setup of church logo and header images for 3 social networks.

- Setup of online giving (processing and ongoing fees not included)

- Setup of Mailchimp for email marketing and church communications

- Setup of basic email marketing template in Mailchimp

- Integration of Mailchimp on your church website if applicable or supported

- New website setup to handle email integration, podcast capabilities, sermon video, blog/news, Instagram integration, forms and more. This is a templated website with minimal customizations such as logo, colors and images.

- Training on management of website and how to update as needed

- Various high-quality images for startup of website

AL-A-CARTE

You may purchase the following training/consulting sessions on any of the following topics:

- Overall marketing plan
- Social media usage and planning
- Email marketing plan and tactics including list building
- Website analysis or direction for redesign
- How to set up your digital ministry team
- Communications assessment and plan
- Podcast setup
- Rebranding and connecting with people online

If you wish to purchase any of the above, please contact me for details. Each training varies in time and cost according to your needs. These are one-off trainings.

Next Steps

1. **Choose a package on the next page.**
2. **Contact me at jared@jaredlatigo.com or 817-797-3237.**
3. **Start building your digital ministry now!**

	BRONZE	SILVER	GOLD
Unlimited email support	✓	✓	✓
Unlimited phone support	✓	✓	✓
Unlimited access to video library	✓	✓	✓
1 in-person kick-off meeting	✓	✓	✓
2 in-person training sessions	✓		
3 in-person training sessions		✓	
5 in-person training sessions			✓
Social media calendar	✓	✓	✓
Assistance establishing graphics	✓	✓	✓
Facebook communication group setup	✓	✓	✓
Setup social media graphics	✓	✓	✓
Setup online giving		✓	✓
Email marketing program setup		✓	✓
Design of email marketing template		✓	✓
New website platform			✓
Website management training			✓
Start-up graphics for website			✓
INVESTMENT	**$1500**	**$3000**	**$8000**

OWNERSHIP

Documents, training, videos, recordings, etc., are all owned by myself, Jared Latigo. Any distribution of these materials without my written consent is illegal. I encourage sharing of the idea, process and results only.

TRAVEL OTHER EXPENSES

Any expenses incurred including travel will be billed accordingly.

Website package will entail some monthly fees for hosting. This will be discussed if needed. Fees will be paid by the client.