

## **7 Essential Elements of Highly Effective Marketing Communications**

Communicating what you do as a ministry is critical, yet many organizations struggle to create effective communication. If this is a challenge for you, then you won't want to miss this unique interactive workshop. Drawing from years of experience in the market place and working with ministries, Keith Ogorek will share seven essential elements of all effective marketing communication campaigns. These time-tested principles are things you can apply no matter the size of your staff or length of your ministry

So whether you need to keep your constituency better informed, are thinking about a capital campaign, raising support for individuals or communicating a new strategic opportunity, this seminar will give you principles you can apply the moment you go home. You are also encouraged to bring the current communication you are using so we can explore how to apply the principles covered in the seminar to immediately improve what you have now.

God has called you to a particular ministry so let's make sure others know very clearly what that is and how they can support you to have an even greater impact for the Kingdom.

**Keith Ogorek**, president of the Author Learning Center, brings a unique perspective to communications, having worked simultaneously in ministry and the marketplace for virtually his whole career. Using his previous experience as a marketing and communications professional in bank marketing, at a global ad agency, and at the world's leading self-publishing company, he has worked with a number of ministries to vastly improve their communication and development efforts by crafting a message that is compelling, differentiating, and true. In addition to pursuing excellence in the marketplace, Keith is passionate about men's discipleship and has led multiple men's groups through a two-year discipleship process at his local church. His book *A Clear View*, which addresses how a person's worldview is formed, is now used in select high schools and at a Biblical Institute in Italy. When his schedule allows, Keith speaks at conferences on the topic of marketing communications for ministries, as well as at men's retreats and family camps.

### **I. Effective communication is the foundation for all relationships**

#### A. Communication is a matter of stewardship

1. Message

2. Media

### **II. Marketing communication is making and keeping a promise**

#### A. All relationships are sustained based on this interaction

1. Compelling, differentiating, and true

2. Features and benefits

**III. Intrinsic motivations that drive decisions**

- A. Solve a problem
- B. Reach a goal
- C. Achieve an aspiration

**IV. Apply the take-away**

- A. What would be lost if your ministry ceased to exist?
- B. Align with your mission and vision

**V. Use images and captions**

- A. Genesis 2:9
- B. Do not just describe what I can see

**VI. Create focal points**

- A. Everything can't be important
- B. Use different shapes to create interest

**VII. Make your call to action clear**

- A. What is the one thing you want me to do?

B. Don't be afraid to ask

1. Belief

2. Claim

3. Action

**VIII. Test and measure against goals**

A. What do you expect from your efforts?

B. Failure is not a loss

C. Mathew 25:14-25