



The Be Known For Something Communication Process is essential! During the ongoing retainer, we customize content from this list ensuring sustainability/scalability as your church becomes known for something relevant and needed.

Initial Meeting

Establishing where the church's communication is currently and understanding expectations so we can establish a structure to meet church goals.

Audit/Assessments (Current/Expectations)

- Communication Overview - What's your Role?
- Ministries Survey
- Comm Team/Volunteer
- Leadership Management
- Communication Tools
- Communication Goals & Process
- Personal Goals and Alignment

Communication Structure

The foundation of getting everything you're juggling completed in a timely and efficient manner. Every ministry can't have the loudest voice but they all need a communication strategy so they're heard.

- Team Requirements and Expectations
- Centralized v Decentralized
- Writers v Designers v Videographers
- The Flavors of Creative People

Communication Organization

- Communication Planning
- Communication Calendar
- Message Tiering
- Transactional Strategy
- Communication Request Process
- Branding Files Structure
- Image Gallery Structure
- Digital Assets Structure

Church Branding

After the branding investment with a great thread that engages, let's ensure you're using it efficiently.

- Branding Style Guide
- Thread Framework
- CRITICAL: New Brand Launch
- Thread Integration
- Thread Glasses

Mission/Vision/Values

Every church needs a mission/vision/values to stay on track. But it must play well with your thread.

- What's the role of M/V/V?
- Thread v M/V/V
- Communicating them

Internal Audience

Effective Communication engages/informs the congregation. A challenge in our noisy world with low attention-spans! Let's customize a solution.

- Ever-Changing Personas
- Internal Communication

Online v In-Person services

- Differences and Requirements

Relationship Funnel (Journey)

- Moving People to Decisions
- Guest Services

Giving Moment

- Generosity is a choice

Sermon Organization

- Keywords, Assets, Management

External Audience

Effective Communication (re)connects with your community. A challenge in a world that doesn't understand why church is beneficial.

- Outreach Focus
- Content
- Tools/Channels

BKFS Communication Process

Possible Retainer Topics, *continued*

Content

The heart of communication provides content that establishes a thread and engages an audience. If your content is broken, your church will decline.

Thread Narrative and Empathy Map
Understanding Image Resolution
Digital Requirements: Speed to Content
Keyword Planning

Channels

Understanding the highways for communication (limitations and requirements) so your church can use every one that makes sense for your team!

Print Hub v Digital Hub

Word-of-mouth Outreach/Promotion

Essential Tools Required

Advertising

Design and Content
Digital v Direct Mail v Traditional

Social Media

Channels
Attracting Followers
Achieving Engagement
Templates
Posts
Frequency
Keywords and Hashtags

Tools

The best workers understand their tools so the best work can be done. It's not about paying a lot or having the most tools; it's about buying the right ones and enjoying free tools that do the job!

Essentials v Freebies

Print Materials

Needs
Reduction
Suppliers

Website

Content Management System
Analytics (Google)
Sitemap (Organization)
Theme
UI/UX
Web Content
SEO
Functionality/Plug-ins
Landing Pages
Process

Emails

Templates
List Management
Segmentation
Frequency/Timing
Content Development
Proofing/Editing
Campaigns

App

Strategy
Process
Content

Swag

Signage

Internal
External
Suppliers

Effective Retainers

To work efficiently, we establish expectations based on your schedule, leadership expectations, and what processes you need coaching on.

We look forward to an ongoing coaching relationship that allows you to be effective in your role, the church to be known for something relevant and needed, and ultimately more will hear about Jesus.

Retainers can be stopped with 30-day notice (after initial minimal contract). Retainer success is based upon responsiveness and initiative of client. Monthly retainer payments are not contingent on expectations or delivery.