



EPISODE 020

10 STEPS TO A SUCCESSFUL PHYGITAL EASTER

10 STEPS TO A SUCCESSFUL PHYGITAL EASTER

CLARITY

1. Define the WIN
2. Clearly Define NEXT STEPS

STRATEGY

3. Drive towards MOTHER'S DAY
4. Build MOMENTUM - Free T-Shirt Weekend

OFFLINE VS ONLINE

5. Outdoor attraction for KIDS/FAMILIES
6. Offline Marketing - FLYERS, MAILERS, ETC
7. Online Marketing - ONLINE CONTENT, ADS

UNIUE ENGAGEMENT FOR EASTER

8. First SERVE- Serve, 48 hours of prayer, opening all campuses
9. CALLING EVERYONE in your database, personal calls.
10. DIGITAL Strategy - Stations of the cross on Good Friday,
Virtual Service