



Tips for Advertising Your Circuit Convocation

1. Create a publicity team and define roles
 - a. Writer
 - b. Art/designer
 - c. Social media manager
 - d. Community organizer
 - e. Photographer/videographer
2. Create a publicity timeline
 - a. Schedule your marketing pre-event through post-event
3. Set promotional budget
 - a. Printing bids
 - b. Professional needs (artwork, video, photography, etc)
4. Know your target audience
 - a. Who in the community benefits, who does it serve?
5. Focus on branding
 - a. Keep message clear, short, and succinct
 - b. Consider how to utilize congregation logos and other branding assets
 - c. Use professional-looking images (photos, artwork)
 - d. Include contact information on all pieces (phone, website, email)
6. Advertise through available resources
 - a. Pitch event to local news outlets
 - i. Include viewer benefits
 - b. Advertise in local newspapers
 - i. Display ads and press releases
 - c. Use message boards online and post in area businesses and agencies
 - d. Use online resources
 - i. Social media
 - ii. Website
 - iii. Make shareable artwork, videos, sound clips
 - e. Word of mouth invitations
 - f. Be sure to advertise early and often
 - g. Provide a call to action (RSVP, free tickets, offer incentives)
7. Seek out possible sponsorships and partners in the community
8. Execute, evaluate, and adjust publicity plan as needed.