



## ACTION STEP 3: MARKETING PLAN APPROVAL & IMPLEMENTATION

### Overview

It's time to begin using the strong plan you've developed!

It's your church's roadmap both now and into the future to organize, guide and monitor/track your efforts to connect and communicate with your target audience and community.

The Marketing Plan Team has worked hard! And God is going to bless these efforts!

### Process

The process for implementing **YOUR MARKETING PLAN** will depend on your church's unique organization and culture. The steps are outlined below. You need to decide who will carry out those steps based on leadership, decision making and staff/laity roles and responsibilities.

#### **Approval/Endorsement**

**YOUR MARKETING PLAN** needs to be approved and official endorsed by church leaders. This process will affirm the Marketing Plan Team's "labor of love" and ensure that the plan is valued and implemented.

#### **Accountable Responsibility**

Each person responsible for implementing the plan needs to hear from his/her staff or volunteer "supervisor" that the plan is important and necessary for the church to make an impact. If applicable, accountability for implementation should be included as part of staff members' job descriptions and annual reviews.

#### **Communication**

The success of **YOUR MARKETING PLAN** begins with the lead Pastor endorsing it. He/she in association with the marketing coordinator should present it to the congregation. He/she should also share enthusiasm about the plan and anticipation for the impact it will make with the entire congregation.

#### **Implement**

Use **YOUR MARKETING PLAN** as a working document. Continually visit the timelines/measurements, evaluating and adapting for ongoing success. (See **Step 5: Evaluation** for more information about evaluation.)