

Zion Baptist Church Multimedia | Marketing

Information Guide

ADMINISTRATIVE

STEP 1: PERMISSION for EVENT:

All ZBC events requesting advertisement services shall be first approved by the Pastor/Church office. The ministry representative should contact the church office (757.397.1671) or email: churchoffice@zionbaptistva.com and request permission for the event. Depending on the event, the ministry/organization may need to request a meeting appointment with the Pastor to discuss the event in person or via phone call.

STEP 2: DATE/FACILITY USE Authorization:

After approval for hosting the event, the ministry must complete **a facility request form** to confirm the availability of the church location site . (225 Hatton St. or 528 Green St.) Please see the form from the church website (forms/applications) also included here. <https://zionbaptistva.com/index.php/facility-use-request> If no facility is needed, STEP 2 can be omitted.

STEP 3: MARKETING REQUEST

Completion of the Marketing Request form ensures all parties, (both marketing & multimedia teams) are notified via email at the same time. After receiving the Pastor/church office approval for the proposed event, and confirmation of the facility use/date availability, (*ex: steps 1 & 2), the ministry must then complete a request to MARKET the Event. Obtain the **Marketing request form** from the church website. <https://zionbaptistva.com/marketing-request-form>

Note: ZBC Marketing/Multimedia will only advertise an event AFTER the ministry/organization has received approved permission from the church office. No event shall be circulated via public or church advertisement through any other resources, without the expressed approval of the Church office/Pastor.

STEP 4: SUBMITTED EVENT FLYERS

Currently, event flyers must be sent separate from the Marketing Request since flyers cannot be attached to the actual Online Marketing Request. Draft Flyers must be sent to zbc.marketing@zionbaptistva.com for initial review/approval. All flyers created for ZBC events must be professional with ZION brand quality. ZBC Marketing will conduct the initial review of the flyer and provide feedback recommendations of any info that may be beneficial/required on the flyer. Please consider the additional timeframes for returning

the flyer, if changes are needed. **Early Advertisement** of your event is Always encouraged, providing ample time for public viewing, resulting in greater participation.

FLYER INFO: The Flyer must contain clear, precise information about the event, inclusive of: Church Logo, Event name, who the audience is, Date, Time, Location, Cost, (if applicable), POC/email, deadline for event tickets (*if applicable), how to/deadline for sign up, and any other detail that provides more clarification of the event. If applicable, all financial details of allocating funds (event cost) must be coordinated with the ZBC finance (zbc.finance@zionbaptistva.com) team and be finalized PRIOR to event advertisement.

ZBC MARKETING RESOURCES :

Please submit all requests no later than **TWO (2) WEEKS** prior to the **Event.**

Any event submitted later than a 2-week advanced notice is subjected to Denial.

The following listing is the current services/resources that ZBC marketing provides for advertisement of approved church activities/events. You are able to select these options on the Marketing Request Form.

- a) **CHURCH WEBSITE** ; includes advertisement of your event flyer on the church's website. If there is an existing flyer/advertisement created for the church's JUMBO Screen presentation, the same flyer must be used for the church website. (<https://zionbaptistva.com>)
- b) **JUMBO SCREEN**/ This resource involves placement of your event for projection on the church's jumbo screen during announcements on Sunday Church services at 11:00 a.m. worship. The event will be scheduled to run weekly until the event is over.
- c) **EMAIL**; This is a free Marketing Resource and highly recommended. Email can be circulated to ZBC membership and other outside guests/friends registered within the church's communication database. (Trumpia) from the official church email address.
- d) **BLAST TEXT**: (\$) Although Email is preferred, this resource involves advertising/ notification via a direct text message sent directly to a cellular phone, notifying recipients of an upcoming event. No Blast Texts are permitted for in-house ministries/committee's events/meetings. The event should be a church-sponsored event inviting the general public, and not for internal ministry purposes since this

- resource incurs a financial cost. The church is allotted a yearly budget to assist in covering the financial cost of this advertising resource. There is a Ceiling CAP on the use of the resource since its use is dependent on the amount of funding the ZBC Finance ministry allocates per year. This service is generally reserved for CHURCH sponsored activities, not ministries.
- e) **ROBO CALL - (\$\$)** automated cell dial to membership cell number with an automated message. The event should be a church-sponsored event inviting the general public, and not for internal membership use, unless the issue is a direct request from the church office requiring immediate notification to all members. (inclimate weather, cancellation of services, and other matters as determined by the church office. Any exceptions to these guidelines should be first approved by the Pastor.
- f) **SOCIAL MEDIA:** ZBC Marketing utilizes the following FREE Social Media Platforms for your advertisement needs. You may select a single or multiple platforms to advertise your event. •FACEBOOK (@ZBCPortsmouth) •TWITTER – (ZBCPortsmouth) •INSTAGRAM (ZBCPortsmouth)
- g) **WORD OF MOUTH” – (forwarding/posting flyer)** Asking ministry members to post their own organizational event on their personal social media platforms, and forwarding event flyers from their personal email accounts is among **the most efficient way to market an event!** Sending to Family and Friends! Please encourage your ministry/organization to also use their “personal resources” to boost advertisement of the event in conjunction with the church. We promise you will see positive results!

For questions or more information on this information guide, please email:
zbc.marketing@zionbaptistva.com or zbc.multimedia@zionbaptistva.com