

Easter 2013 - Communications Plan

	In-Service	Web & Social Media	Printing & Signage	Notes
February 17				• Series art completed
February 24 SOFT LAUNCH	<ul style="list-style-type: none"> • Begin feature on announcement loop 	<ul style="list-style-type: none"> • WestRidge.com/Easter published • Service times posted on social media 	<ul style="list-style-type: none"> • Signage and invite cards sent to printer 	
March 3	<ul style="list-style-type: none"> • Stage announcement 	<ul style="list-style-type: none"> • 1-2 Social media posts 		<ul style="list-style-type: none"> • Video promo completed and uploaded to Vimeo/Dropbox
March 10 MARKETING BLITZ	<ul style="list-style-type: none"> • Video Promo • Interview with vision for Easter with Senior Pastor 	<ul style="list-style-type: none"> • 3 Social media posts <ul style="list-style-type: none"> • Share video of interview with Senior Pastor • Promo Video • Service Times Graphic 	<ul style="list-style-type: none"> • Road banners at entrance • Indoor signs in atrium • Invite cards available at Help Center & Cafe • Begin feature on back of worship guide 	
March 17	<ul style="list-style-type: none"> • Video Promo • Stage Announcement 	<ul style="list-style-type: none"> • 3 Social media posts 	<ul style="list-style-type: none"> • Invite cards passed out <ul style="list-style-type: none"> • Kids ministry passes out 3D Easter cards to kids 	
March 24	<ul style="list-style-type: none"> • Video Promo • Pre-Service: Kids 3D Easter Promo Video • Stage Announcement 	<ul style="list-style-type: none"> • 4-5 Social media posts 	<ul style="list-style-type: none"> • Invite cards passed out <ul style="list-style-type: none"> • Kids ministry passes out 3D Easter cards to kids 	<ul style="list-style-type: none"> • Send Easter email
March 29-31 EASTER SERVICES	<ul style="list-style-type: none"> • Announcement Video: Church app and preview of next week 	<ul style="list-style-type: none"> • Home page focus on Easter and first-time guests • Share photos of worship experience on social media 	<ul style="list-style-type: none"> • Easter Worship Guide: Back focused on connecting first time guests 	<ul style="list-style-type: none"> • Photographers/videographers capture services