



US MARKETING PHILOSOPHY



EncounterLife Pillars

Our pillars drive our goals. They stand on our brand, culture, vision, values, and content. To provide a unified front, and to guard against information siloing, it is imperative that we know, in-depth, both our market and our brand. We are marketing an experience, and attempting to change a culture with this 2019 Marketing overview.

- EncounterLife**
 - Brand Awareness/Vision Casting
 - Outreach Tools/Engagement Campaigns
 - Discipleship Tools (for the Church)
 - Prayer Tools
- Encounter.com**
 - Discovering Jesus (including church finder)
 - Discipleship Tools (for nonbeliever)
- Encounter Outreach App**
 - App Conversion
 - Feature Updates
- Citywide Initiatives**
 - ELXP
 - We Love Colorado
- Strategic Initiatives**
 - Partnership Events
 - Native
 - Spanish
 - Jewish
 - African American

- Denominations**
 - Partner Campaigns
 - Small Group
- EncounterLife Youth**
 - Brand Awareness
 - Pastor Tools
- Live the Vow**
 - Youth Resources
 - Youth Networking
- Mass Mobilization**

1 Goals/Scope Assessment

Identify The Big Picture

Articulate who you are and what you want to achieve. Identify timeline and commitments, people, time, and cost?

2 Market Research

Target Audience/Personas/Competition

Find out who your market is. Research. Develop personas to identify needs, problems, wants. Focus on who matters and why.

3 Story and Values

Identifying your Story, Culture, and Values

Create propositions, pitches, philosophy, vision and mission statements to tell and share your story. Create a culture/shift a culture.

4 Strategy & Channels

Where and How We Will Market

Discover and focus on the most effective ways to inform, engage, inspire, equip, and nurture your market and customers.



*Data drives marketing.
Research fuels creativity.
Analysis results in quality products.*

6 Analyze/Optimize

Study. Improve.

Analyze markets, products, results and optimize what works. Gauge ROI. Improve results. Improve products. Improve.

5 Implementation

The Tactical Plan

Make a plan to determine who does what, when, and how. Implement tools, best practices, and creative processes.

Don't trust your gut, you're not the market.

- Paxton Gray, 97th Floor

