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Church Marketing Manual for the Digital Age (2nd Ed)

By Bryan Foster

Great Developments Pty. Ltd. Paperback. Condition: New. 304 pages. Dimensions: 10.0in. x 7.9in. x 0.9in. This Church marketing manual contains a proven approach for the Church marketing personnel in the 21st century. The manual will particularly help the beginner, yet also contains an array of strategies for various levels of church marketing needs. It is based on successful Catholic church marketing experiences of the author and can easily be adapted to other church circumstances. There are an outstanding number of successful strategies, samples and examples written in an easy to read, summarized point format covering all major Church marketing topics. The format accentuates the positive methods needed in a highly digitalized world using successful contemporary and traditional Church marketing methods applicable for the digital age - each is explored in detail. This manual highlights a Church marketing plan and numerous strategies needed at the Church-face. The author was able to see first-hand what was needed and to respond to these needs with numerous innovative and successful digital and other contemporary strategies. A major digital section for marketing Churches in the electronic age is explored through 80 pages and 70 screenshots of actual internet webpages. This text will both inform and challenge...



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