



THE ULTIMATE
FACEBOOK ADS
GUIDE FOR
CHURCHES

Proven strategies to reach more people and
create more impact in your community.

About The Author

Steve is a communications professional with over 25 years of experience in the marketplace and as a Communications Director in a church.

His main passion and focus is to help overstretched, under-trained and under-resourced church leaders communicate the gospel with their wider community.

During Steve's ten years on church staff as a Communications Director, he grew his church's social media platforms from a few hundred followers to over one hundred and thirty thousands followers across the globe.

Along side growing the church's social media footprint, Steve envisioned and grew their online church to over 2,500 attenders every Sunday from over 120 different countries.

He developed his own social media strategy and Facebook ads strategy to achieve this goal.

Now he wants to help you reach more people and create more impact for the gospel too.

Are you ready?



What Others Say

Steven has years of experience leveraging social media to reach people for the gospel.

I love how his blog shares his expertise with others, so more churches can have an impact.

Kenny Jahng,
Church Comms Strategist
New York

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Facebook is the most powerful outreach tool of my lifetime. But Facebook has no problem taking your money. Steve will help you navigate the intricacies of the Facebook Ads platform to help your church reach people where their attention already exists. –

Brady Shearer,
CEO
Pro Church Tools
Canada

.....

Steve pushed us to think in new ways about how to leverage our online experience. He understood the tools available to widen our audience, and how to create an engaging experience from the moment guests arrive. As a result, we continue to dream differently about ways to reach more people online with the hope of Jesus.

Jeff Brodie
Lead Pastor
Connexus Church
Canada

Why I wrote this book

There's been a lot of hype about social media and how churches can use it to reach their communities.

There has also been some really bad advice put out there. Especially when it comes to Facebook and Facebook ads.

Almost all churches I know have tight budgets for communications departments and the precious money that is spent can be blown for all the wrong reasons.

But if used well, Facebook ads are an incredible opportunity for your church. Right now at the time I'm writing this it is simply the most powerful and cost effective way to put your message in front of your intended audience.

If you consider that where I'm from in Australia an average small ad for the local free newspaper costs around \$400. Most newspapers will tell you that their circulation is high. But the issue is that you are competing with a thousand other ads in that newspaper. And if that wasn't bad enough, most people don't even read those newspapers any more. Never mind looking at your ad buried deep down on the inside pages.

In contrast, you can tell a compelling story and put it in front of your intended audiences news-feed for as little as five dollars a day. If your message is compelling and your audience selection is right, at this time there is no more powerful way in terms of mass communication to help someone take a next step towards faith.



The Biggest Mistake I See Churches And Ministries Make Using Facebook Adverts

Recently I've been a part of a few conversations on Facebook and it appears that more church communications people starting to use Facebook Ads. Much of the conversation has gone along the lines of "I've spent \$X much and I'm not sure if it's been a success." or "No one has engaged with my ad".

Those kinds of comments aren't surprising to me. Facebook Adverts Manager is a very sophisticated advertising placement system. It is extraordinarily powerful. For both of those reasons, you can succeed or fail very quickly. Spending lots of precious dollars along the way.

Essentially you need to understand you are, or will be using the most powerful advertising and messaging platform in the world right now. But it doesn't mean that you will succeed.

If you are going to use it you need to work through some advertising 101 basics.

1. What is your message? What do you want to say? What problem are you solving? What tone of voice do you want to use?
2. Who is the right audience for this message?
3. How do you want them to respond to your message?

Once you can answer those questions you ready to start using Facebook Ads.

In mainstream advertising (I used to work in the industry) every good brief starts with answering these questions (or more depending on the level of sophistication). Then the creative development is done. During that process, the agency would contact someone called a 'media buyer'. Their job is to put your ad in the right channels for the budget that you have. They would create a plan and your ad would be placed in those channels.

Facebook Adverts Manager is essentially an online version of this. It is buying different kinds of ads and placing it front of people on Facebook (& Instagram). It can be fun using a powerful tool, but do your homework up-front before you pull the trigger and book a Facebook advert.

Get this bit wrong and you will still spend your budget. But you will waste it.

You can put the:

- best ad in front of the right audience and get *great results*.
- best ad in front of the *wrong audience* and get bad results.
- *worst ad* in front of the right audience and get bad results.
- worst ad in front of the wrong audience and get bad results.

There are just ***so many more ways to fail*** than to succeed.

Homework

Describe your audience you are trying to reach.

Where are they located?

Would they understand your ad if they have never been to a church before?

Think of someone you know who doesn't attend your church, who you think your ad is for. Show them a draft of your ad. Ask for honest feedback.

More Mistakes I See

Often a church's or a ministry's social media presence is left to a media person. For a variety of reasons. It could be that the leaders don't really get social media and think that the media team are the closest fit.

Or like many ministries, there just isn't enough budget for specialist staff.

I was asked by a great ministry to have a look at their social media presence and I could tell immediately that it was being run by a media centric person.

Why?

All the videos were in 16:9 letterbox format. Bit.ly links were used all the time. Tip: people will not click on links that they can't see where it will take them. Bit.ly is great for tracking, but you will definitely get less clicks.

Don't get me wrong. Media people are amazing. They know how deliver a Sunday. Social is just different. Especially when it comes to video. And it can massively impact your results.

Eight Compelling Social Video Statistics That Will Make You Rethink Video

If you didn't know it already we are living in a 'video first' social media world. More and more content is video based on platforms like Facebook and Instagram.

If you want to reach more people and create more impact for your church then you need to understand that all social media platforms are moving towards this idea that video is their primary content post option.



For example, Mark Zuckerberg said “Ten years ago, most of what we shared and consumed online was text. Now it’s photos, and soon most of it will be video. We see a world that is video first with video at the heart of all our apps and services.” – Mark Zuckerberg

If churches are going to use social video effectively then we need to understand how our audience will watch or interact. Here are some of the compelling statistics:

1) 85% of Facebook Video is watched with the sound off.

Did you know that Facebook video has a magic caption tool which will add captions automatically to your video? Go in and make any minor adjustments to the captions before your post goes live as with different accents give you some incorrect captions.

2) 52% of your audience prefer pre-recorded video content, while 48% prefer live video content.

They don’t mind much if it isn’t live. Just as long as it is engaging. The only caveat is that live video will naturally reach more people at the moment as it isn’t throttled back by Facebook.

3) 39% of your audience are more likely to finish videos with subtitles.

Want more engagement and interaction? This relates to point one as well. Subtitles is just a super smart move to make.

4) Consumers are most likely to:

“Like” Behind-the-Scenes Videos,

“Like and Share” Funny videos

“Share” Educational Videos

“Like and Share” emotional videos.

Simply pushing your video announcements onto social won’t work.



5) 73% of your audience are deciding in less than 30 seconds if they will watch to the end of the video (43% decide in less than 15 seconds!).

You have to really capture their attention in the first 15 seconds. Media people. No countdown graphics!

6) Only 39% of Marketers are creating Square and/or vertical videos.

As we live in a mobile and video first world. Square video stands out and is clearly the way forward to reach more people. Just on a practical level. The square videos are bigger on a smartphone screen than your 16:9 video. It will make your audience stop. It's not to say that 16:9 doesn't work. Just that there is an opportunity here.

7) 84% of your audience is watching on a mobile device

Relating back to point 6, anything that will help you get noticed is good. Also when people are on their mobile they are much more likely to quickly scan through their feed. Getting that initial attention and hover is so important. Subtly doesn't work.

8) 56% of your audience primarily watches video in the evening. And another 38% later at night.

Your audience generally has more time in the evening to watch video. So scheduling becomes especially important. If you create a long video and post it in the morning you are less likely to be seen.

How To Get More Visitors To Your Church With Facebook Ads

Facebook Adverts can be a very powerful advertising tool to get more visitors to your church.

There is one tactic that I know that very experienced marketers use that I want to share with you. I believe you'll get more visitors if you use this strategy.

Especially for special events such as:

- Christmas
- Easter
- Mothers or Fathers Day
- Independence Day
- Anzac Day
- Thanksgiving
- Parenting or marriage courses
- Alpha courses

I'm going to use the parenting course for young children as an example.

Leadership tip: Before we dive into today's step-by-step strategy, a strategic move your church could make is to have a parenting sermon series running in the last few weeks of the course. Provide invite cards in the course to those that attend.

Your best presenter from children's leader could do a short invite spot in the last few weeks at the parenting course.

You could also provide your newcomers lunch/course towards the end of the sermon series too.

Okay. Lets dive back into the Facebook ads strategy.

Step one: Write an invite script.

Use the classic advertising outline.

Example Problem. Highlight common problems facing parents of younger children that you know will be covered in this course.

Example Solution: “In this 6-week course we’ll be helping you overcome these issues and give you strategies...”

Call to action: “Click on the learn more button to find out more”

The video shouldn’t be any more than 60-120 seconds long. Time the script by speaking it out.

Step two: Create your invitational video

1. Choose your best speaker in your church. Preferably a female.
2. Get them to speak in a home environment that feels like home that a young child lives in.
3. At the start of the video make sure they use their arms which subconsciously will help someone scrolling through a timeline feed to stop.
4. Once the video has been shot, transcribe the video and upload the transcription file when you upload the video ad. This will also help get attention when scrolling through their feed.

(Note if you don’t have video, you can create a picture post. Look at the bottom of this post for a quick example I created).

Step three: Create your registration page

Ensure your booking and registration system is set up on your church website with all the details. Ensure you use plain English and no churchy words as this is will be read by many people who have never been to church before.

Get someone who has never used your registration system to test the system to make sure it makes sense to a visitor.

Step four: Upload your video to Facebook and schedule post

Insert a question like: 'Need up-skilling in parenting your young children?'

Text: Our 6 week course provides practical strategies to help you overcome issues in parenting. Click on the link to learn more.
[insert link]

Scheduling tip: post for either early evening once parents with younger children will have put them to bed for the night

Step five: Write an email to your parents of children and youth

We are going to use a special hack which will help you reach more people organically and also help with the advertising later one.

You are going to leverage the power of your database to get all parents to share the posts with their friends once it goes live.

Scheduling tip: Schedule the email to go out about 2 hours after the post has gone live. That way any natural organic traffic you may already have got isn't lost.

Your email to parents could read something like this:

Subject Line: Help Your Friends Become Better Parents

..... email

Dear [first name],

On [insert date] we are kicking off a course that we think will be REALLY useful for your friends or family members who may have younger children.

It may be useful for you too!

Are they struggling with [insert the common problems you talked about in the ad].

This 6 week course will help them [insert the solution that you talked about in the script].

Not only will they learn some great parenting skills, but they will also connect with us as a church. This is a great opportunity for us as a church community. Who knows where God will take them!

Could you watch the video then share it with your Facebook friends tonight please?

Watch the video now here [insert link].

Once you share it can I ask you to pray for the friends who you think it will be useful for?

Blessings

Your Pastors Name

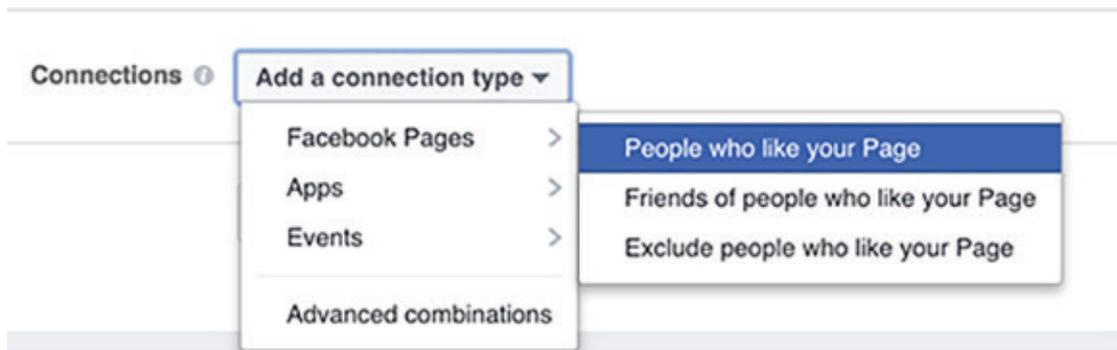
.....

Communications tip: Create invite postcards that can be handed out at your children’s ministry for people to use to invite their friends along to the course.

Step six: Set up your Facebook ads

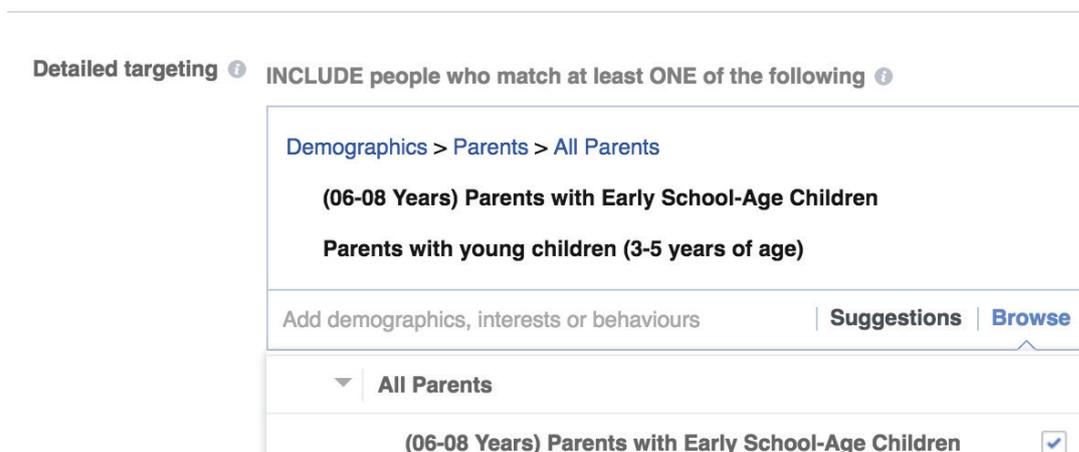
Advert one

Week 1-2: Choose to promote the video again to your existing Facebook page audience for one week. You can do this for as little as \$6 per day. In adverts manager you can select your connection type to focus on your existing page.



Advert two

Weeks 1-3: Promote the video again to people in your area who are have young children in the age group of your course. Make sure that you only advertise to 15-30 minutes driving time maximum.



Choose the approximate age group in your adverts manager. Mainly mums make the decision to sign up couples to courses so you can narrow the targeting down to females if you need to focus more.

Choose common parenting life stages in the detailed targeting area

Only choose Facebook feed on desktop as people are more likely to sign up from a desktop in the evening, rather than when on the go. Don't use partner networks, right column ads etc as they are notoriously less effective.

● **Edit placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device types	Desktop only ▼	
Platforms	Facebook	<input checked="" type="checkbox"/>
	Feeds	<input checked="" type="checkbox"/>
	Instant Articles	Ineligible
	In-stream videos	Ineligible
	Right column	<input type="checkbox"/>
	Suggested videos	Ineligible
	Instagram	Ineligible
	Feed	Ineligible
	Stories	Ineligible
	Audience Network	Ineligible
	Messenger	<input type="checkbox"/>

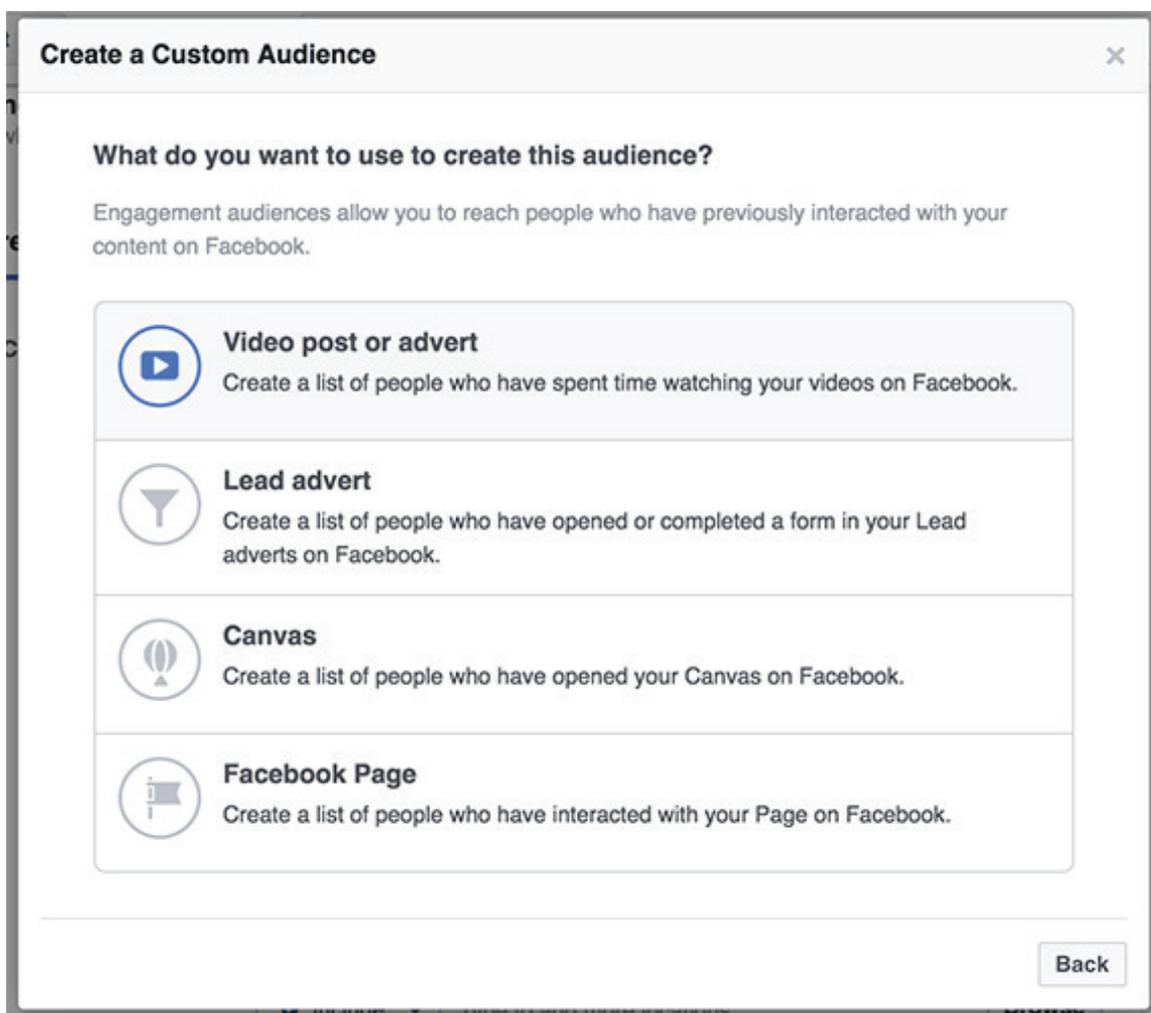
All these selections are designed to make your budget stretch further.

Budget \$140.00

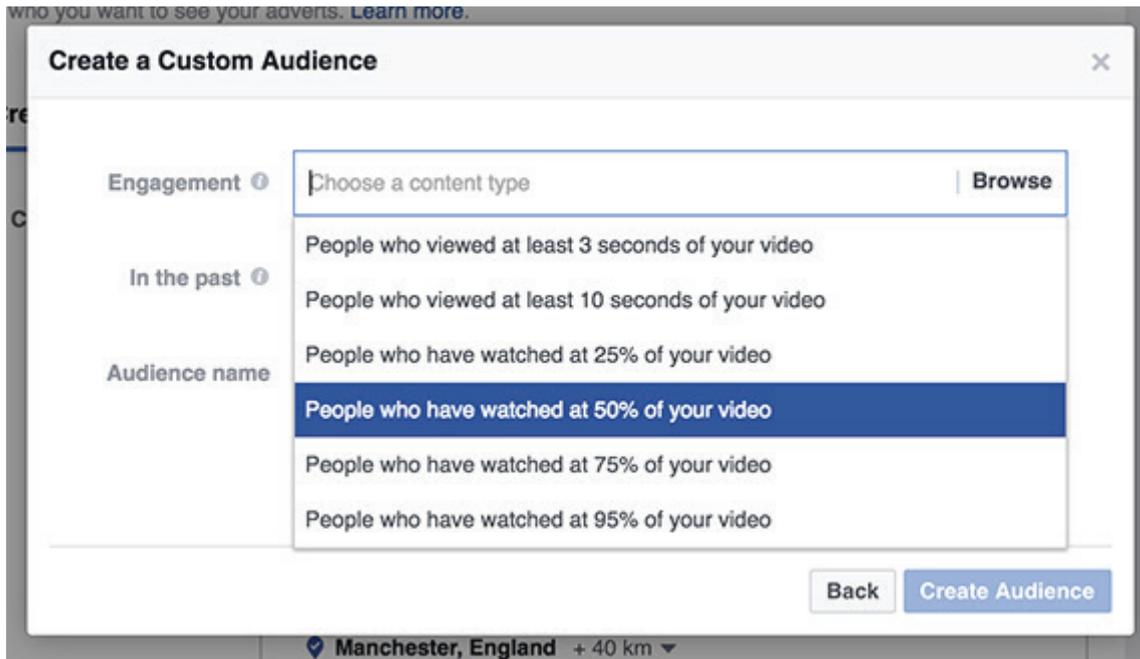
Advert number 3

Week 3-4: You are going to use the same post again.

This time you are going to create a custom audience based on people who have watched the video for 50% of the video. This is such a smart strategic move, because they have watched the video or part of the video you know that they are interested in the course.

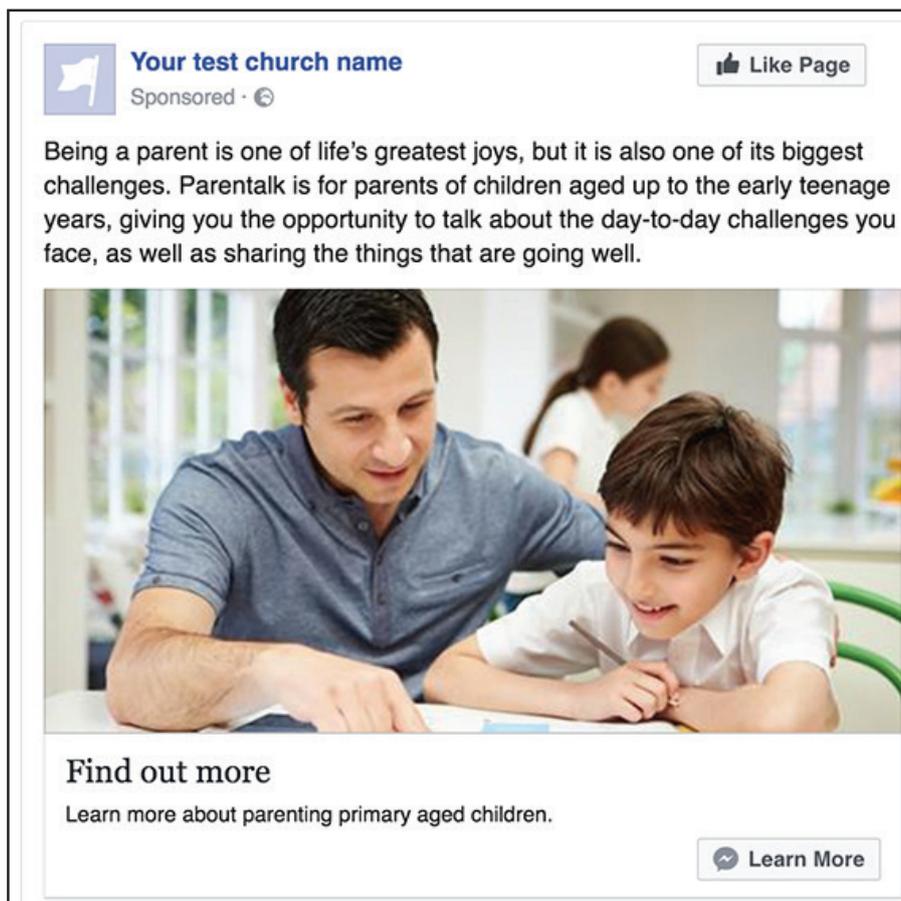


You can then go on to select the video.



Because they are a warm lead consider increasing your budget spend here. This is the most likely place you will get registrations to your course.

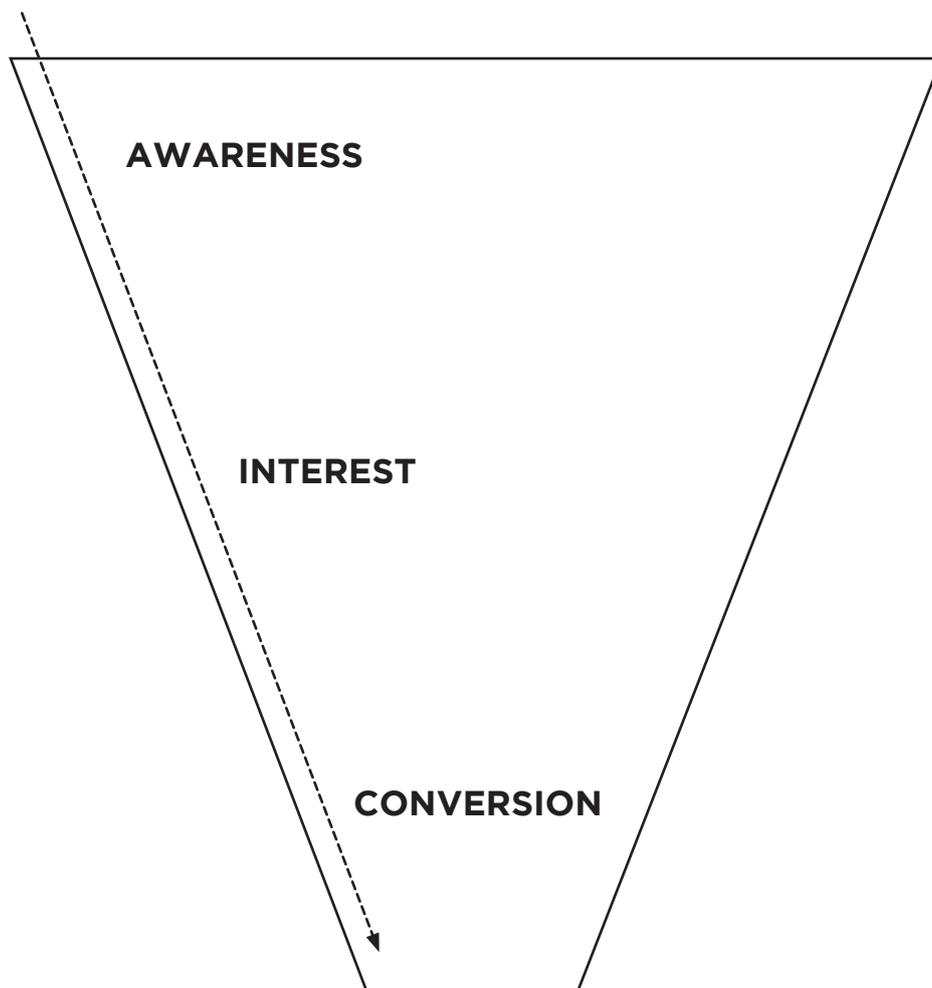
Alternatively if you don't use video, try a standard picture post. It may look something like this.



Again, add in a budget around \$140.00

This ad strategy is called a retargeting ad strategy. Facebook is a brilliant retargeting advertising platform. Retargeting is when Facebook tracks your audience's interactions and participation with your website or posts of any kind.

All of the ads are designed to move people down your marketing funnel from awareness to interest and then to conversion (signing up or attending).





The point of this ebook

I've shown you a few examples of how you can create ads. But the point I want you to get is that you can create many different kinds of ads. Not just 'attend an event' style ads.

If your church is on mission and you have great stories to tell about God at work, the good work your church is doing in the community go tell them on Facebook.

Facebook is simply an incredible vehicle to get those good news out into the community space.

And there is no gatekeeper like a news editor who can stop your story from getting out there.

There is one more thing I want you to do.

Read the next and final page. Then take action.

Your Turn

I could keep writing for many more pages. But the truth is I'm writing this early before my family wakes up on my holiday break and I only have a short amount of time and now have to get back to my family!

So now its over to you. If you feel confident you can dive in and have a go with Facebook ads. I'd love to see screenshots of any examples. Just email me steve@stevefogg.com

I can't wait to see what happens.

For some of you may want some more in-depth training and coaching. It may be because you've never used Facebook ads before, or it may be that you want to upskill your knowledge to confidently create Facebook ads for your ministry or church that reach more people and create more impact.

I've created 'The Facebook Ads Course For Churches'. A course designed especially for those of you serving in ministries or churches.

This course is full of actionable steps, not generic high level thinking. You'll learn from my 10 years of experience in leveraging Facebook advertising for my church.

[**Click Here To Learn More About
The Facebook Ads Course**](#)