Maranatha
baptist church of jacksonville

Marantha Baptist Church

Building Community Beyond Sunday

Integrated Marketing & Community Awareness Campaign

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Campaign Purpose

Develop a strategic awareness and engagement initiative designed to:

- Increase community visibility
- Strengthen engagement with local residents
- Connect with military families
- Expand outreach opportunities
- Position the church as a trusted community resource

Strategic Focus

Awareness → Engagement → Participation → Advocacy



About Marantha Baptist Church

Faith. Family. Community.

Maranatha Baptist Church serves Jacksonville and surrounding communities through worship services, family ministries, youth programs, discipleship opportunities, missions, and community outreach.

Key Ministries:

- Worship Services
- Children's Ministry
- Youth Ministry
- Adult Bible Studies
- Missions Programs
- Community Outreach
- Military Family Support

Primary Service Area:

- Jacksonville
- Camp Lejeune
- Onslow County



Jacksonville Community Overview

Jacksonville is home to a large military population and experiences frequent relocation of families associated with Camp Lejeune.

Community Characteristics:

- Family-oriented population
- Significant military presence
- Continuous influx of new residents
- Diverse age demographics
- Strong community values

Community Needs:

- Connection
- Belonging
- Family support
- Volunteer opportunities
- Community engagement

Strategic Opportunity:

Position Maranatha Baptist Church as a welcoming community resource that helps residents connect, engage, and build meaningful relationships.

Situational Analysis

Current Environment:

Community organizations increasingly compete for attention across digital and traditional channels.

Residents receive information through:

- Social media
- Streaming platforms
- Local events
- Schools
- Community organizations
- Civic groups

Marketing Challenge:

Many residents may be unaware of available ministries, programs, outreach initiatives, and volunteer opportunities.

Strategic Need:

Develop a consistent and integrated communications strategy that increases visibility and engagement.

Communications Audit

Strengths, Weaknesses, and Opportunities

Website Assessment

Current Strengths:

- Clear ministry information
- Service schedules
- Contact information

Growth Opportunities:

- First-time visitor experience
- Event registration
- Testimonials
- Volunteer opportunities
- Resource center

Social Media Assessment

Current Strengths:

- Existing digital presence
- Event promotion capabilities

Growth Opportunities:

- Consistent content calendar
- Community storytelling
- Short-form video content
- Volunteer spotlights
- Ministry showcases

SWOT Analysis

Strengths

- Established community presence
- Strong family ministries
- Military family connection
- Dedicated volunteers
- Community reputation

Weaknesses

- Limited marketing resources
- Inconsistent digital storytelling
- Limited awareness outside existing audience

Opportunities

- Growing Jacksonville population
- Military family engagement
- Community partnerships
- Digital marketing expansion
- Video storytelling

Threats

- Digital content saturation
- Competition for attention
- Declining participation trends across organizations

Audience Segmentation

Military Families

Seeking stability, belonging, and family support.

Young Adults

Seeking relationships, purpose, and community involvement.

Community Volunteers

Seeking meaningful service opportunities.

Families with Children

Seeking safe environments, activities, and family engagement.

Seniors

Seeking connection, fellowship, and community support.

Persona Spotlight

Military Mom Megan

Age: 32

Recently relocated to Jacksonville

Goals

- Build friendships
- Find activities for children
- Create a support network

Challenges

- Frequent moves
- Limited local connections

Preferred Channels

- Facebook
- Instagram
- Community groups
- Local events

Persona Spotlight

Young Professional Jacob

Age: 27

New to area for work.

Goals

- Build meaningful relationships
- Volunteer
- Become involved locally

Challenges

- Social isolation
- New environment

Preferred Channels

- Facebook
- Instagram
- Community groups
- Local events

Persona Spotlight

Family-Focused Sarah

Age: 38

Mother of three.

Goals

- Children's activities
- Family engagement
- Positive community environment

Challenges

- Busy schedules
- Finding trusted organizations

Preferred Channels

- Facebook
- Email newsletters
- School partnerships



Brand Positioning

Positioning Statement:

For Jacksonville residents seeking connection, support, and opportunities to engage with their community, Maranatha Baptist Church provides a welcoming environment where individuals and families can build relationships, serve others, and experience meaningful community involvement.

Strategic Objectives

Awareness Objective

Target a 40% increase in community awareness indicators.

Digital Objective

Target a 35% increase in website traffic.

Volunteer Objective

Target a 20% increase in volunteer inquiries.

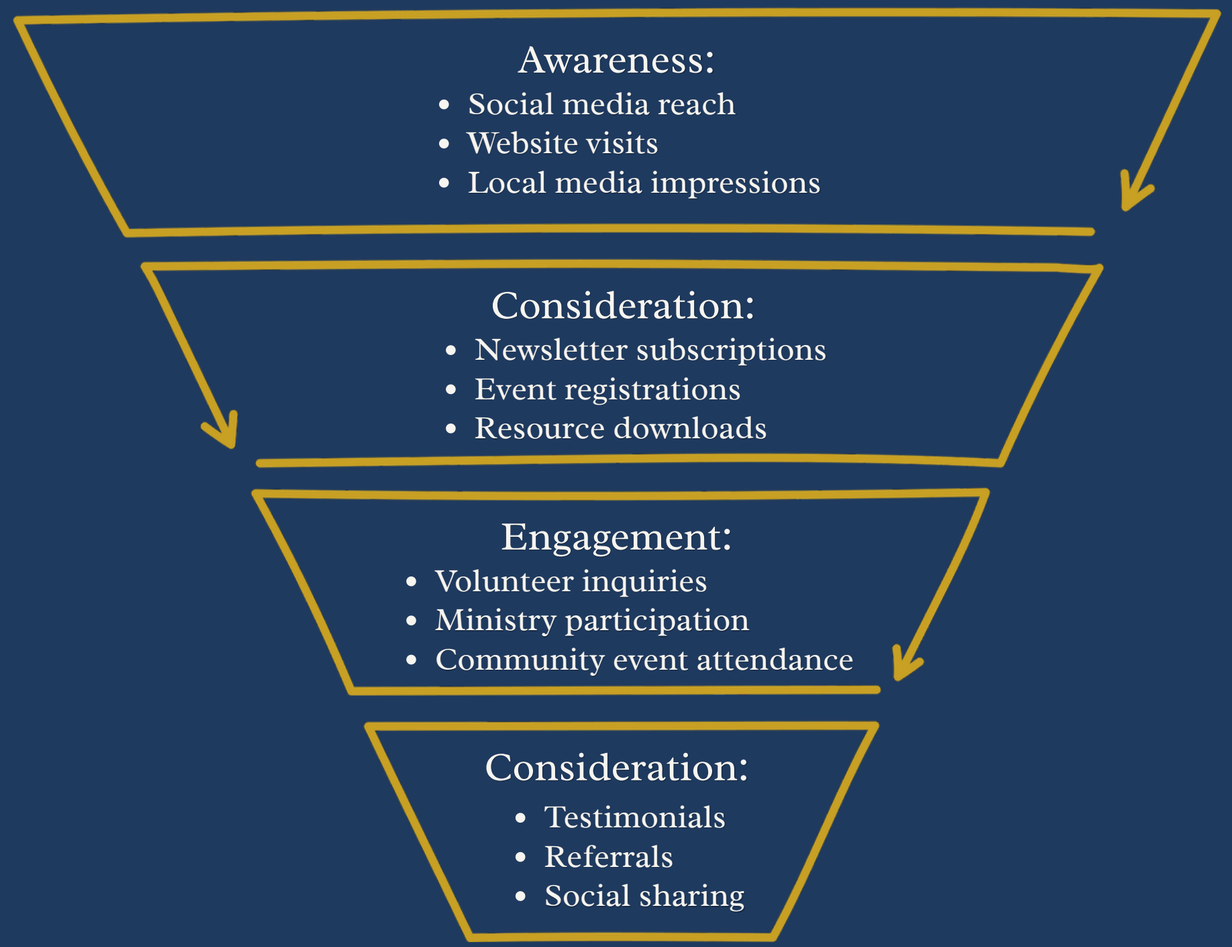
Engagement Objective

Target a 50% increase in social media engagement.

Participation Objection

Target a 30% increase in community event attendance.

Community Awareness Funnel





Campaign Theme:

Faith. Family. Community.

Core Messaging:

A welcoming place where individuals and families can connect, grow, and make a positive impact within the community.

Integrated Marketing Strategy

1

Pillar One: Awareness

Increase visibility throughout Jacksonville and Camp Lejeune.

2

Pillar Three: Community Impact

Showcase outreach, volunteerism, and service.

3

Pillar Two: Engagement

Create meaningful opportunities for interaction.

Content Marketing Strategy

Engaging Narratives for Connection

80% Valued-Based Content

- Community stories
- Volunteer spotlights
- Family resources
- Outreach activities
- Ministry highlights

20% Promotional Content

- Events
- Programs
- Services

Faces of Maranatha: Connecting Through Storytelling

Monthly spotlight series featuring:



Volunteers



Military Families



Youth Participants



Community Outreach Stories

Purpose: Build trust through authentic story telling.

Social Media Strategy

Amplifying Our Message Online

Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Inspiration & Encouragement	Volunteer Spotlight	Ministry Feature	Community Impact Story	Event Promotion	Community Highlights

Video Marketing Strategy

Capturing Stories Visually

Welcome to Marantha

First-time visitor experience.

Meet Our Community

Member stories and Testimonies.

Community Impact Stories

Volunteer and outreach initiatives.

Ministry Spotlight Series

Monthly program highlights.

Public Relations Strategy

Building Credibility and Reach

Earned Media Opportunities

- Community service projects
- Food drives
- Military appreciation initiatives
- Holiday outreach programs
- Volunteer recognition

Media Outreach

- Local newspapers
- Community publications
- Radio stations
- Online event calendars



Engaging Families at Community Events



Objectives:

- Increase awareness
- Foster relationships
- Connect with military families
- Encourage community participation



Activies:

- Family entertainment
- Food trucks
- Children's activities
- Community resource booths

Email Marketing Strategy

Direct Connection and Nurturing

Monthly Community Newsletter:

Content Include:

- Community stories
- Upcoming events
- Volunteer opportunities
- Family resources
- Ministry updates

Goal: Strengthen ongoing engagment and communication.

Website Optimization

Enhancing Your Digital Presence

Recommended Enhancements:

- First Time Visitor Hub
- Volunteer Interest Form
- Event Registration Portal
- Military Family Resource Page
- Community Testimonials
- Impact Stories

Proposed Budget Allocation

Initiavite	Annual Budget
Social Media Advertising	$5,000
Community Events	$4,500
Video Production	$3,000
Print Materials	$2,000
Public Relations	$1,500
Contingency	$2,000
Total Proposed Budget	$18,000

KPI Dashboard

Awareness Metrics:

- Website sessions
- Social reach
- Media mentions

Engagment Metrics:

- Social engagement rate
- Newsletter subscriptions
- Volunteer inquiries

Participation Metrics:

- Event attendance
- Ministry participation
- Community partnerships

Implementation Timeline

Q1 Planning

- Research
- Planning
- Communications Audit

Q2 Launch

- Campaign Launch
- Content Development

Q3 Engagement

- Community Events
- Public Relations Initatives

Q4 Evaluation

- Performance Evaluation
- Optimization

Conclusion & Strategic Vision

Building Connections for Lasting Impact

Vision:

Position Maranatha Baptist Church as a recognized community resource where faith, family, service, and connection strengthen Jacksonville and surrounding communities.

Campaign Theme:

Faith. Family. Community.

Tagline:

Building Community Beyond Sunday

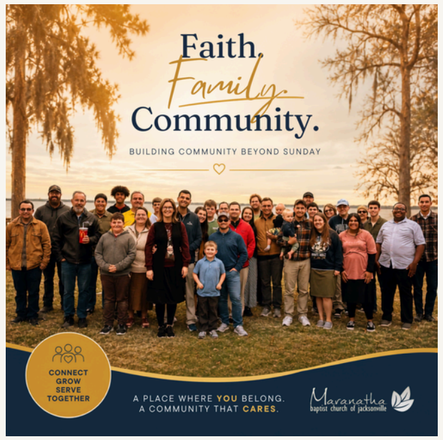
Appendix: Social Media Mockups

Facebook Ad

Ad creative and targeting overview for engagement



Appendix: Instagram Carousel Mockup

















Appendix: Email Newsletter Mockup

Newsletter

Engaging layout with community highlights.



Event Flyer Design

Event Flyer

Captivating design with essential event details.

