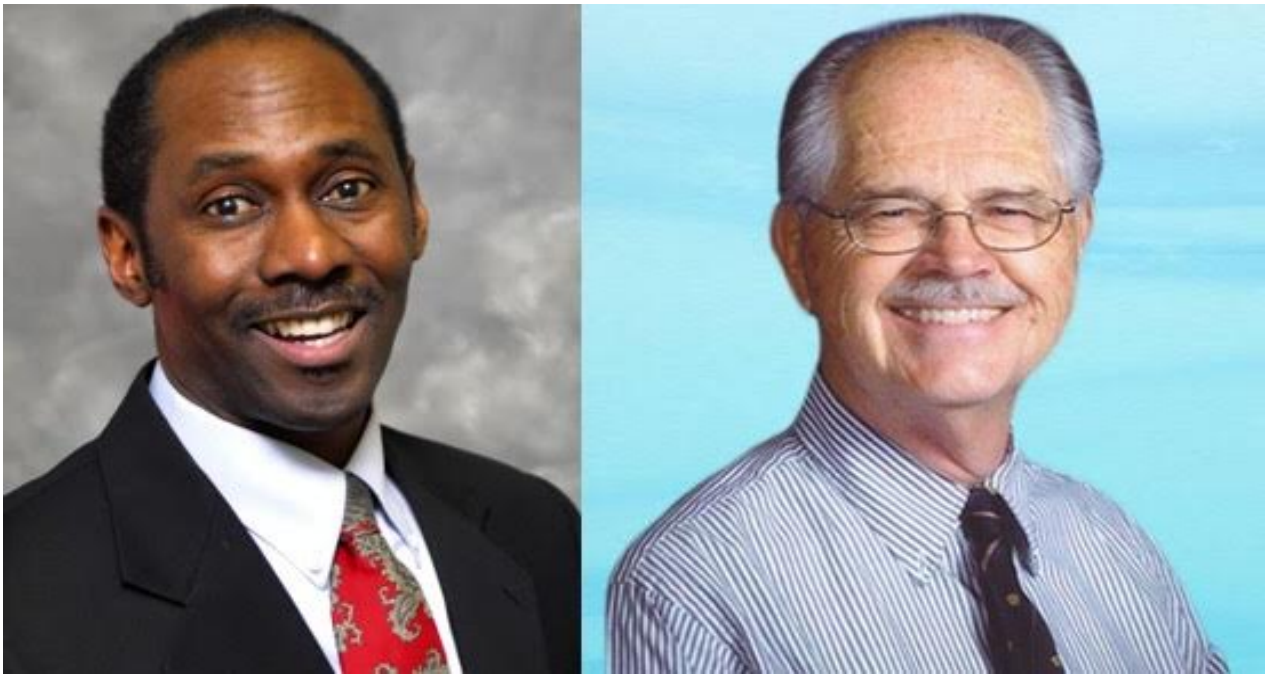

Online Marketing Consultants Collaborate To Form Easter Program Promotion Package

March 17, 2017

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David Holland of Orange, California, and another online marketing consultant of Silver Spring, Maryland, share a common interest. As Christians, these two consultants longed to see churches use online means to minister more effectively.

"These folks are looking for a variety of worship programs, children's ministry, and youth programs just to name a few opportunities," says David Holland.

Holland, who also has a background in ministry, says that he savors the joy he would realize should churches decide to get beyond podcasting and live streaming and deploy advanced engagement tools that will allow seekers to gain insights into a church's offerings at their pace, while being nurtured.

Chris Daley, the other consultant, states that people of faith need to be more intentional in leveraging online tools and strategies to minister to these seekers. In a quick research in several cities in the United States, they found the startling stats of 1,000 to 10,000 seekers who are looking online for a church home.

Daley refers to the collaboration as, "A high tech approach that can complement a high touch presence."

"Most farmers are using tractors and drones instead of machetes to prepare the soil, plant the seeds, and reap the harvest. A similar tool upgrade can be used to share the Good News," says Holland.

Daley says that just like in most Lenten seasons, many churches are preparing special sermons and programs for the Easter weekend. Most will be busy among themselves and miss an opportunity to invite the discouraged or the ignorant of the great news that Jesus Christ has risen from the dead. Holland and Daley are combining their efforts to offer ten (10) churches access to a suite of online tools to proclaim their Easter program. The details of this program can be found at their resurrection proclamation package .

The package will allow these churches to use video to announce their Easter program. It will include a news release to give national announcement, display ads and social media covers to take them where seekers are hanging out, and an electronic sign up system to allow each church to get feedback from the seekers in a comfortable way, while earning their trust.

"Imagine renewing and resurrecting the faith of many in your community," points out Holland.

The two have set a deadline of March 27 for churches to indicate their interest. Holland and Daley are guaranteeing that the participating churches will indeed experience the miracle of faith marketing.

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