



**FACEBOOK
ADVERTS
FOR
CHURCHES**

www.digiterati-academy.com

Facebook's News Feed Algorithm

DIGITERATI
Academy



2013



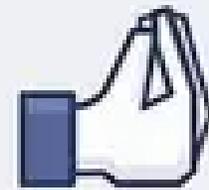
Build your audience
and brand organically

2014



Build your audience
and brand with a "boost"

2015



Pay to Play

Facebook Ads is an opportunity for your posts to be seen by more people with targeting precision



Facebook Ads can be used in....



Two ways to create a Facebook and Instagram Advert



Watch Now on YouTube
Or listen on Spotify &
Apple Podcasts

20
Engagements

[Boost Post](#)

Friends

 Ads Manager

 See more

Your shortcuts

Various targeting options for adverts

- By age range
- By gender
- By location
- By pages they like
- Any interests an individual has
- Any hobbies an individual has
- If they like your page currently or not
- Device used to access Facebook
- ...and lots more!



Campaign objectives for adverts

[Create New Campaign](#) Use existing campaign ×

Choose a campaign objective
[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	



Call to action buttons for adverts

- No Button
- Apply Now
- Book Now
- Contact Us
- Donate Now
- Download
- Get Offer
- Get Offer
- Get Showtimes
- Learn More
- Listen Now
- Send Message
- Request Time
- See Menu
- Shop Now
- Sign Up
- Subscribe
- Watch More

REDISCOVERCHURCH.COM

What do you think?

Learn More



**FACEBOOK
ADVERT
EXAMPLES**

1) To invite people to your Alpha Online Courses

 **Rediscover Church Exeter**
Posted by Jason Ham
20 January at 11:58 · 🌐

Is there anyone out there? 🌐

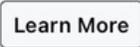
You are invited to Alpha Online! A free 6 week course exploring the big questions of life, faith and meaning. Take part from the comfort of your own home.

Find out more  www.rediscoverchurch.com/alpha



Is God Real?

Join an Adventure 

REDISCOVERCHURCH.COM
What do you think? 

2) To reach your community with engagement opportunities

 **Rediscover Church Exeter** Sponsored ·  

Our Food Hub is open this Thursday and if we can support you through this difficult season - it would be an honour to help. [...see more](#)

ARE YOU IN NEED OF FOOD?

FOOD HUB

We want to help yourself or family.
Come along and pick up items for free.

This Thursday, 11am - 2pm (drop in)
Rediscover Church, Northernhay Street, Exeter, EX4 3ER

  20 1 comment 22 shares

3) Invite your church and community to your services

Top tip - show faces of people in your congregation

 **Rediscover Church Exeter** ⋮
Posted by Jason Ham
20 January at 12:21 · 🌐

You're Not Alone.

Join us this Sunday 10.30am LIVE online and discover Community, Hope and Peace from a God who cares for you.

Watch LIVE on Facebook & YouTube.



LIVE.REDISCOVERCHURCH.COM
Find Community in Lockdown Watch More

👍 Like 💬 Comment ➦ Share

👍❤️😬 16

 **St Matt's Church Exeter** ⋮
3 mins · 🌐

Bored? Frustrated? Worried? Our live streams are full of inspiring content we think will help you. Creating a new normal isn't easy, but we'd love to be part of your new Sunday routine. There are loads of ways to join us as we rebuild our lives in this time. Our Sunday's are full of inspiration, singing, kids time and connection. Everyone is welcome.



LIFE MADE NEW

Welcome Home. 

sunday 11am

📺 YouTube stmatsexeter.org

 **Rediscover Church Exeter** ⋮
Posted by Jason Ham
Wednesday at 11:07 · 🌐

Worship with us at home! 🏠

Join us LIVE online this Sunday as we come together for an amazing morning discovering the hope and life in Jesus.

Why not invite a friend to tune in this week?



LIVE.REDISCOVERCHURCH.COM
9.30am & 11.30am
Watch LIVE this Sunday Learn More

👍 Like 💬 Comment ➦ Share

👍❤️ 23

4) Communicate to your church core messages/themes

 **Rediscover Church Exeter** ...
Sponsored · 🌐

#PrayForParis.

After the tragic events over recent ...see more



 Nita Pugh and 28 others 2 shares

5) Invite your church and community to events



CHRISTMAS ISN'T CANCELLED!

SOUTH WEST CAROLS

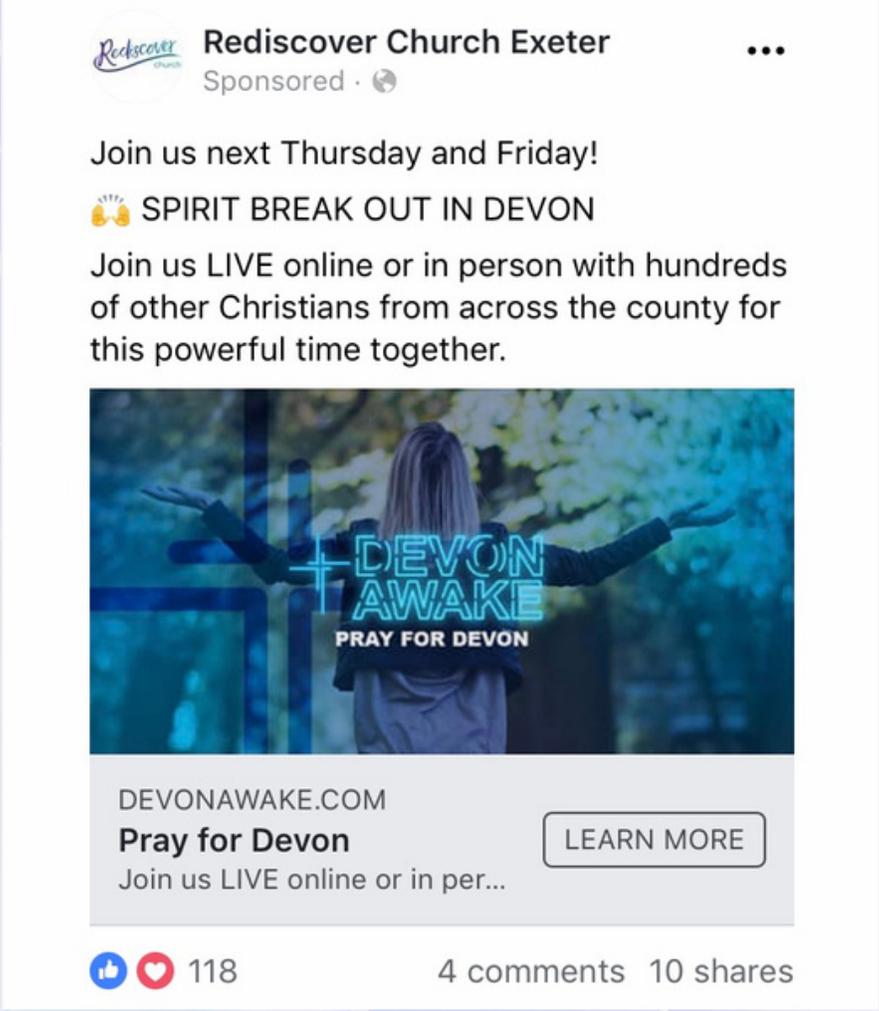
JOIN US FOR THIS HUGE FESTIVE EVENT

LIVE AT WWW.SOUTHWESTCAROLS.COM
AND ON FACEBOOK AND YOUTUBE

5TH & 6TH DECEMBER, 7PM

SOUTHWESTCAROLS.COM
South West Carols
The Biggest Festive Carols & Nativity Event...

[Learn More](#)



Rediscover Church Exeter
Sponsored · 🌐

Join us next Thursday and Friday!
🙌 SPIRIT BREAK OUT IN DEVON

Join us LIVE online or in person with hundreds of other Christians from across the county for this powerful time together.



DEVONAWAKE.COM
Pray for Devon
Join us LIVE online or in per...

[LEARN MORE](#)

👍❤️ 118 4 comments 10 shares

6) Get your church or community to 'do' something

 **Tearfund** 
Sponsored · 

Coronavirus has kept us apart, but faith can bring us together. Connect with a friend for our free Lent devotional.



FORM ON FACEBOOK
Get your free Lent devotional
Reflections, prayers and poems

[Sign Up](#)

7) Get your posts seen by more people

 Rediscover Church Exeter was live.
Published by Restream.io · 7 February at 10:19 · 🌐

7th February | Sunday Service
Join us LIVE now at Rediscover Church Online!
Come and join us for Church @ Home. ... [See more](#)



32:10 / 1:19:18

1,905 People reached 427 Engagements [Boost Post](#)

   29 120 comments 10 shares

[Like](#) [Comment](#) [Share](#)

What makes a great Facebook advert?

STOP THE SCROLL!

- Smart on a small budget and increase what works
- Clear imagery - not busy or fussy
- Show faces when inviting people to your church
- Break stereotypes e.g. challenge perceptions
- Copy to be clear & personable (no Christianise)
- Strong call to action - what's the next step?
- Try out adverts/copy with friends also A/B test
- Be creative and experiment with ideas

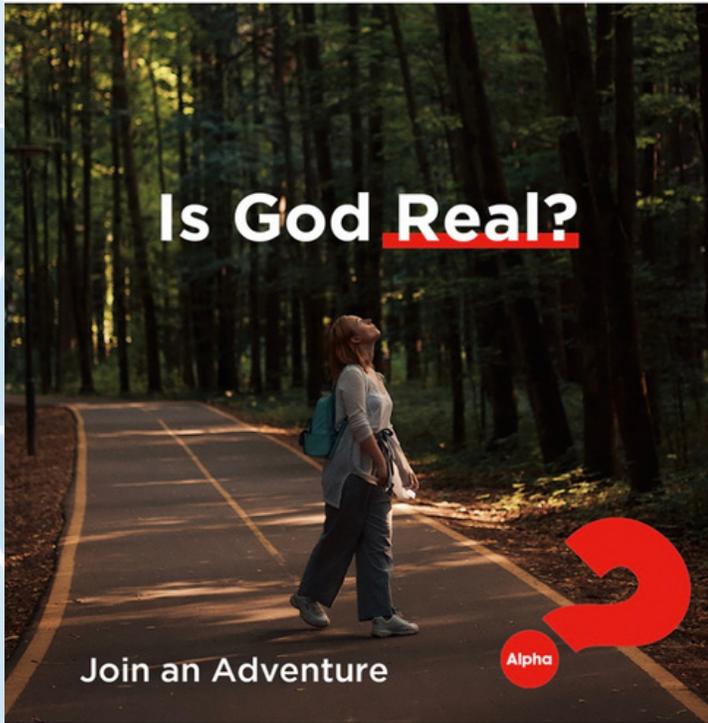
Create a consistent branding in your campaigns

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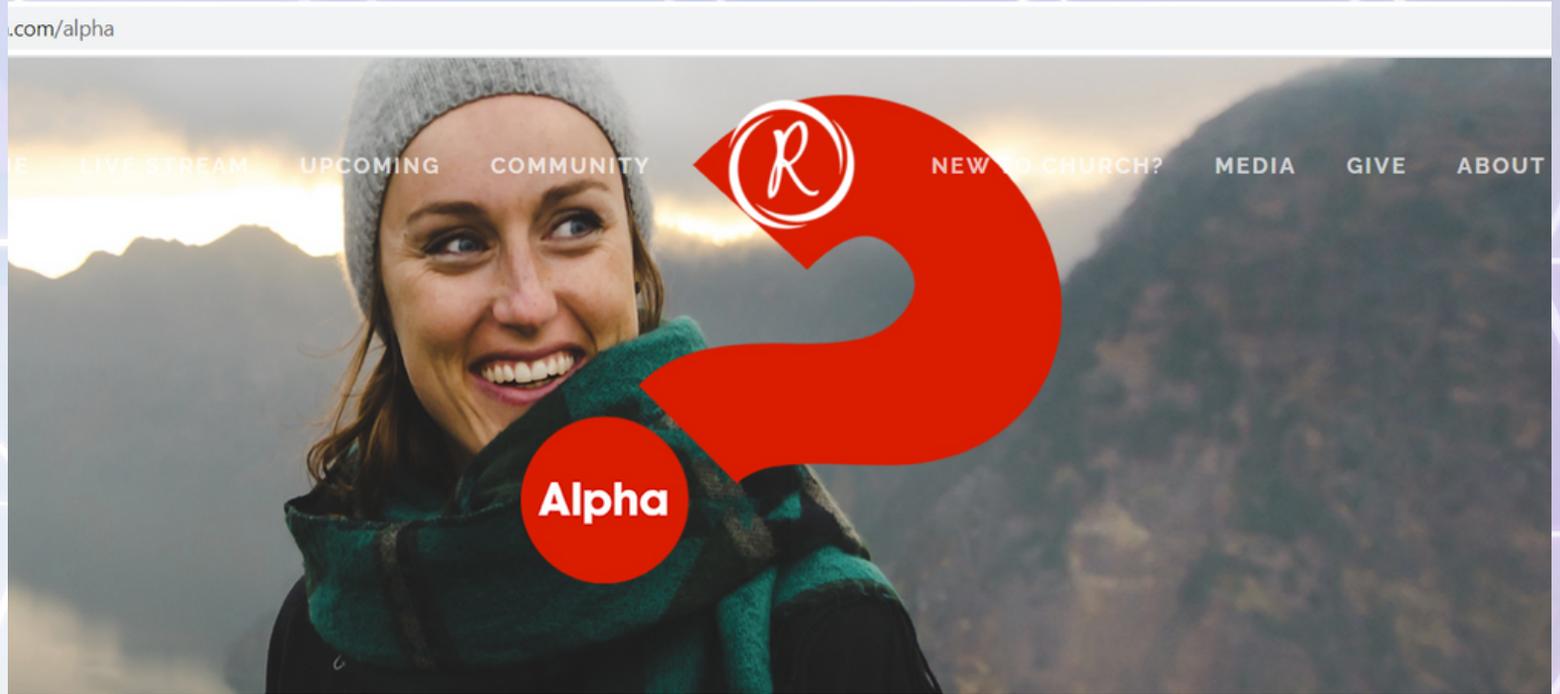
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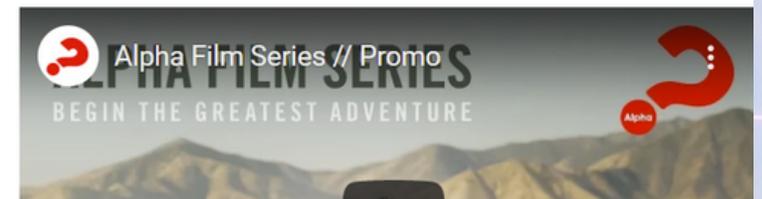
LIVE STREAM UPCOMING COMMUNITY NEW TO CHURCH? MEDIA GIVE ABOUT



EXPLORE LIFE, FAITH AND MEANING

ALPHA COURSE ONLINE

Alpha is a series of 6 interactive online sessions that explore the basics of the Christian faith.



Alpha Film Series // Promo
ALPHA FILM SERIES
BEGIN THE GREATEST ADVENTURE 