

How to Get 1,000+ New Church Visitors For Free



By Adam Highfill

CEO, Church Marketing Revival

If you're a bit like us, you know growing a church is hard work.

The sleepless nights, struggling to build a strong team, and wondering if you're ever going to break through that glass ceiling. We've been there.

After years of experience, we've found a simple, step-by-step framework we've used to help churches across the U.S. and Europe grow - some from 150 people to over 1,100 in just a few years. If you're open-minded enough, we'd love to teach you too.

In this guide, you will get the inside scoop on one online strategy we used to get 1,000+ potential church visitors during 12 months without spending a penny. It's simple and you can implement it within just a few days, even if you aren't very tech savvy.

I hope you find it helpful,
Adam Highfill

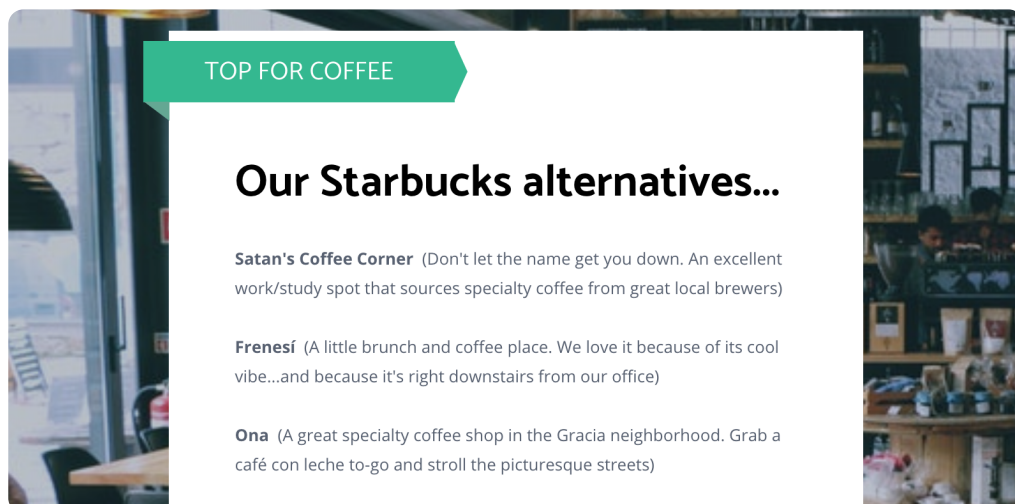


Step 1

Create a value-added lead generator

A lead generator is a value-added piece of content you offer for free online in exchange for information. This information is super valuable because it lets us communicate directly with those who opt in and invite them to join us on a Sunday. But in order for someone to give up their personal information for this content, it needs to have (1) a catchy title (2) relevant information that offers real value (3) a visual, easy-to-read design. I recommend creating a lead generator that appeals to the specific interests of people in your local area, or is hyper-focused on your target audience. For example, we've use the "Best of Barcelona Cheat Sheet" - a list of our 5 favorite thing to do in the city. And for a very family-oriented church, "7 Awesome Bedtime Activities Your Family Will Love".

Take Action: Brainstorm ideas and use a free service like ATTRACT.IO to create a beautiful lead generator.





Step 2

Set up this content with your Email Service Provider

When someone opts-in online for your lead generator, we need to be able to capture their information and direct them to the content. To do this, we need to set up our Email Service Provider (such as MailChimp).

Inside your ESP, create a new landing page for your lead generator and a new form (pictured below) so when you start driving people to the content, they can find it and opt-in. There you will be able to customize the design and setup the forms to automatically redirect to the content once they provide their information.

Take Action: If you don't have an ESP, open a free account with MailChimp.com and start creating your landing page and forms.

The screenshot displays a landing page builder interface. On the left, a preview of a landing page is shown with a blue header containing the text "7 Awesome Bedtime Activities Your Family Will Love". Below the header is a form with fields for "Email", "First Name", and "Last Name", and a blue button labeled "Get My Free Copy >>". The interface includes tabs for "Desktop" and "Mobile" views. On the right, a "Design" panel is open, showing settings for "Format" (Modal, Slide, Fixed), "Pop-up settings" (Display: After 5 seconds), "Image alignment" (None, Top, Right, Left), "Field labels", and "Font" (Arial). At the bottom right, there are "View Code" and "Publish" buttons.



Step 3

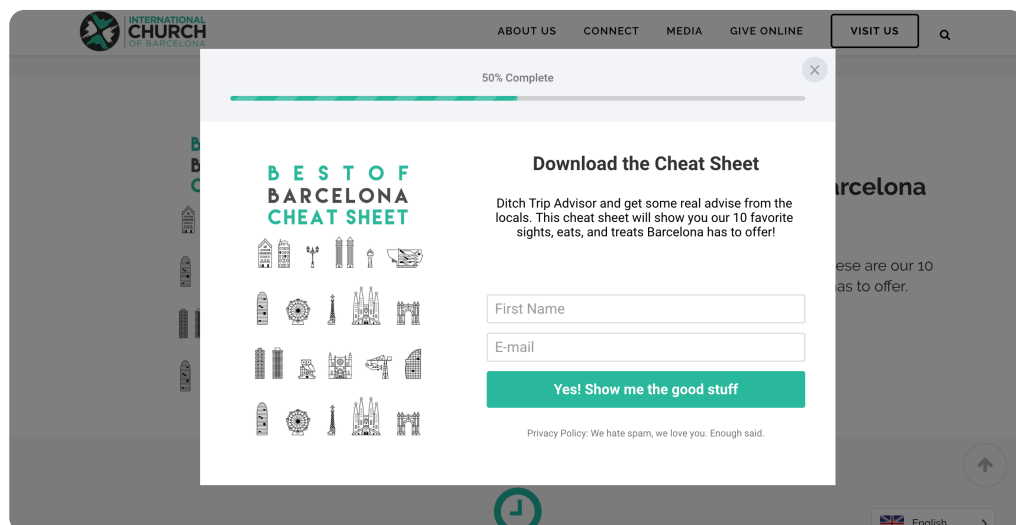
Promote your lead generator through various channels

Now that you have created your landing page and other opt-in forms, you need to implement them on your site and start spreading the word!

On your website: Dedicate a section of the homepage to spotlight the lead generator and include a big, bold call-to-action button to opt-in. Also use an exit-intent pop up to draw attention to the content.

On social media: Post a link to the landing page and ask people to share the post so many of their friends will see. Also use stories and video posts to drive traffic to your content .

Through other PR: Reach out to local businesses, organizations, and media outlets in your community. They often love to share valuable resources that are relevant to their local audience.





Step 4

Implement an automated follow-up sequence

Now is the most important step of the process: communicating directly with potential visitors. To do this, we need to set up a series of automatic emails to that will be sent out when someone opts-in for the content. You can do this quickly and easily inside your ESP. Here are 3 basic emails you should send as part of your effective follow up sequence:

1. Conversation starter (Immediately): Say thank you for downloading, send download link, ask a simple personal question related to the topic.
CTA: Reply

2. Problem/Solution (1 day later): Short testimonial video from someone in the congregation that tells a personal story and a bit more about the values of your church. CTA: Watch the video


3. ASK (2 days later): Call them to come on Sunday. Offer them (and the kids) a special gift if they let you know in advance they are coming.
CTA: Visit Us

Lead Generator Auto Sequence

[Edit Workflow Settings](#)

Workflow recipe
Welcome Message

List name
College (1 subscriber)

 Trigger: Immediately after subscribers join your list - [Edit](#)



Here's your free copy! Edited 11 seconds ago by you

Design Email 

Schedule: Every day, all day · [Edit](#)

Filter by segment or tag: None · [Edit](#)

Post-send action: None · [Edit](#)



Step 5

Engage positive responses with personal touch

Whenever someone replies to an email or takes the action that you wanted them to take, don't be shy about sending a personal response. I find it helpful to have an administrative assistant or ministry coordinator connect with the personal individual to make a personal invitation or answer any possible questions. Be sure to make them feel like they've just made a new friend.

Here is an example reply: "Hey Ashley, great to hear from you. Yes, our Sunday service times are at 10:30 and 12:30 and we have childcare at both. If you let me know what time you will be coming and how many people are in your family, I'll make sure the kids get pre-registered and have David (our frontlines coordinator) waiting to greet you with a special gift!"





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