

How to Create a Digital Proclamation Campaign

Introduction

Chosen People Ministries, formerly the American Board of Mission to the Jews, was founded 123 years ago. Throughout our history, our missionaries have utilized many different types of outreach. Rabbi Leopold Cohn, our founder, touched the lives of Jewish people through ESL courses, street evangelism, street preaching, signboards on his horse and buggy, Shabbat services, medical clinics, and more.

Through the years, Chosen People Ministries has tried to stay up-to-date on the most modern communication techniques in order to get the message of Yeshua out to Jewish people everywhere. In our archives we have original radio programs done on wax cones that we have converted to digital files, as well as evangelistic 8 and 16-millimeter films, VHS materials, and cassettes.

Our ministry was one of the first to place full-page evangelistic ads in major newspapers and to use secular television to air various evangelistic specials, including a half hour Messianic Passover by Eliezer Urbach who led the Denver Branch of the ABMJ for many years. In fact, the Jewish community protested once so fiercely that TV Guide pulled our ads and many of the stations that were going to air the programs refused.

We certainly need to continue being innovative for Yeshua and I know many of you have tried to adapt your methods to the times in which we live.

Until the digital era, sponsored street campaigns of one sort or another were the approach for many of us. Chosen People Ministries has done this for instance through our STEP outreach, Shalom Brooklyn, and many other campaigns over the years. We know that the focus of a campaign is to go into a community with a lot of Jewish people and to do something in the midst of highly trafficked areas to reach those we usually do not meet. Some of us here today have handed out a lot of Gospel tracts throughout the years. Mitch Glaser tells me that sometimes when he sees a tract his wrist immediately gets sore, and I am sure many of you can relate!

After a campaign, we all have followed up on contacts we received, and understand the challenges of trying to get someone on the phone to meet for a Bible study or to attend some type of evangelistic meeting.

We know that our proclamation is only the first step of our longer-term ministry to those who are willing to hear more. It is like panning for gold. We reach a lot of people, and as we sift through the contacts, we usually find a few who want to know more and some eventually receive the Lord.

The proclamation of Yeshua is the starting point, and at Chosen People Ministries we still like handing out tracts, or sitting at book tables on campuses or in front of the Kings Highway subway station in the heart of Jewish Brooklyn. However, we have recently been experimenting with new ways to proclaim the Gospel that have allowed us to meet many Jewish people willing to hear about the Lord.

Today, the marketplace or town center is online. It has not replaced the streets – it has only added a new digital highway where there are vast opportunities for us to meet people and share the Lord. My boss, Mitch says that in all his years of doing public ministry he has never seen as many contacts respond to receiving the offer of Gospel information. He is always amazed at how many Jewish contacts we receive – believers and those yet to believe. We have seen more than a 1,000 in Israel and almost 10,000 Jewish people just this year in the U.S. There have been hundreds in Canada, France, Argentina, and Australia. These individuals have responded to videos, Facebook ads offering our *Isaiah 53 Explained* book, and opportunities to sign a petition or pray for the Jewish people.

We are still looking for new ways to follow up, as it is similar, but perhaps a little better, than following up with the street contacts we receive during the year and every summer through our outreach efforts in New York City. But, as I said, proclamation is a good beginning as it allows you to engage people in their spiritual search.

It is how I, a Jewish woman, came to know the saving truth of Yeshua. It was not through a paid ad, but someone did share the Gospel with me through a digital landscape. Like millions of others, my brother and I would spend countless hours playing online video games. It was on the Internet, as a broken and lost young lady, where I heard the Gospel message in an impactful way - a way that drove me to visit a Calvary Chapel where I repented of my sins, ask Yeshua into my life and entered into the body. There are millions upon millions of other people searching daily online, and you too can reach them with the message of salvation.

So, how do you get started in sharing the Gospel with Jewish people through the use of digital media and online campaigning?

Phase I: Planning and Setup

Creativity in Evangelism

The best evangelistic campaigns are not necessarily evangelistic – be creative!

Explanation: Consider this example. Jewish people tend to be concerned with causes, and understanding this opens up a door to new ways of engaging the wider Jewish community. Although at times a straightforward evangelistic appeal, like our *Isaiah 53 Explained* book draws in the curiosity of the unbeliever, it is not always the best digital evangelistic strategy.

When you invite Jewish people to partner with you in a cause for which you are advocating, such as countering antisemitism, it creates a bridge for a relationship to begin. Ethically, this cannot be a bait and switch – advocacy work you stand by needs to be something your ministry is authentically advocating. Thus, you must follow through on petitions, or whatever method you have decided to use to engage with on a particular cause. Then if you want to communicate the Gospel to those Jewish people who have joined you, do so sensitively and honestly while continuing in your advocacy work alongside your new Jewish friend.

Establish Your Message

Digital campaigning can be intimidating, especially for those who technologically have no idea where to begin. Without minimizing the importance of solid technical expertise, the message you want to share is fundamentally more important than your infrastructure. Deciding on your message before you choose the means by which you are going to disseminate your message should be the first order of operation. Without the message, technology is just ones and zeros. Therefore, what is it that you are sharing with your audience?

Explanation: At Chosen People Ministries, we have tested the binary waters from evangelistic testimony videos to petitions sent to Congress. However, we would not engage our audiences well without a defined understanding of our message. An excellent source of inspiration for discovering your message is simply your mission statement. What is your mission? What is the purpose of any message you share with the world? Whatever the answer is, that is what ought to drive what you convey.

Illustration:

Mission Statement: *Chosen People Ministries exists to pray for, evangelize, disciple, and serve Jewish people everywhere and to help fellow believers do the same.*

A breakdown of various message types and how they are achieving our mission statement

- To pray for
 - Prayer Declarations
 - Petitions
 - Articles with a call to action such as supporting Jewish Missions
- Evangelize
 - Free Offers
 - Testimonies
 - Online Events
 - Continual social media presence
- Disciple
 - Free Offers
 - Videos
 - Online Book Websites
 - Lessons
 - Online Event streaming
- Serve Jewish people everywhere
 - Videos
 - Advocacy Work
 - Book Offers
- Help fellow believers do the same
 - Seminary Website
 - Online Lessons
 - Journals
 - Videos

Most Campaigns Need a Website

The purpose of a campaign is to create an ad that will trigger an action by an individual. Where is this action going to take place?

Explanation: Choosing a landing point is fundamental, and although a ministries' main website grows brand awareness, it may not be the best venue for evangelistic digital campaigns. Therefore, consider creating a website that will not alienate unbelievers. With two websites, you can still have a cross-cultural relationship from a believer's standpoint, but from the vantage point of the unbeliever, it will create an environment that is not invasive. For instance, we have our main website that is geared towards believers, and three other sites that provide a comfortable platform for unbelievers (Isaiah53, I Found Shalom, everystateforisrael.com).

Who is Your Audience?

Determine whom your message is speaking to. Who is your intended audience?

Explanation: Your mission statement is a great place to recognize who your audience is.

When reading our statement, we can see that *the Jewish people* who have yet to know Yeshua as their Messiah and *the believing body* are the two primary audiences that we can define.

These two broad groups allow us to understand how to formulate our objectives when building out what are called *target audiences* within the various marketing outlets. As you can see in this illustration, we can start to break down some goals within the different groups. Then, we can thoughtfully create our *target audiences*, which we build for particular end goals.

Illustration:

Mission Statement: *Chosen People Ministries exists to pray for, evangelize, disciple and serve Jewish people everywhere and to help fellow believers do the same.*

- The Jewish People
 - Objective
 - Evangelism
 - Build and Foster Relationship
 - Disciple
- The Believing Body
 - Objective
 - Name and Donor Acquisition
 - Promote a desire for Jewish Ministry
 - Reach young adults for trips or ministry involvement
 - Equipping the church to share the Gospel with Jewish people

Choosing the Best Marketing Outlet is Invaluable

In the 90s a big banner on your website was considered digital advertisement, and although it still is, the online landscape has evolved. With the rise of social networking, understanding the various platforms is essential to picking out the best marketing outlet for a particular campaign.

Explanation: Your message will help you determine the means of how you will advertise. However, before you can know what platform is best, you will want to understand the function of the various online marketing tools.

Another important point in determining which platform you will use is to know where your audience is. Is your demographic primarily on Facebook? Instagram? Snapchat?

Illustrated are a few of the major platforms in the world of digital campaigning and how millions of users (and companies) are using them.

Illustration:

Social Media

- Facebook as of 1/1/17 has 1.86 billion users monthly
 - It is an online social networking service where individuals post photos and videos, and as of recently, share live streaming videos.
 - Businesses can create all sorts of campaign ads, intimate social relationships through posts and comments, and build brand awareness.
 - It is the most sophisticated ad platform because of their ability to create custom audiences based on customer data versus built-in target groups.
- Twitter as of 10/27/16 has 317 million users monthly
 - It is an online social networking service that enables users to send and read short 140-character messages called "tweets."
 - Businesses typically use Twitter for real-time updates. Think of Twitter as a news source for companies.
- Instagram as of 12/15/16 has 600 million users monthly
 - It is a photo and video based microblog operated solely on mobile devices, and Facebook acquired them back in 2016.
 - This has helped businesses to easily create photo, video or carousel ads along with hashtags to an audience that is there for a creative experience.
- YouTube as of 3/20/16 has 1 billion users and 4 billion views per day
 - Roughly 100 hours of videos are uploaded every minute, and 700 videos are shared each minute on Twitter
 - Businesses create what are called Pre-Rolls that are typically no longer than 30-second ads that play before a featured video.
- Snapchat as of 2/27/17 has 150 million users daily
 - It is a temporary story telling mobile application that is based on sending images, videos, and chats. There is a memories feature that allows individuals to keep their creations. But overall, it has become a widely used pass time that has moved beyond the enjoyment of our children.

- Businesses have been able to create appealing video ads through Snapchat, and according to the company “10 billion videos with an average of 25-30 minutes a day are viewed.”

Direct Referrals

- You have Google Adwords, which translate a user’s browser search (you know as “Google Search”). You can create an ad that is based off of keywords that will get your message in front of people as they browse the web.
- Retargeting, which is a fishing mechanism for drawing people back to your website after they have already landed on a different site, is a neat little tool.
- Lastly, linking your website from someone else’s is typically free and a great way of building awareness.

Stats provided by:

<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>

<https://www.snapchat.com/ads>

Create a System For Follow-Up

Explanation: One of the key elements of running an effective campaign is to guarantee that a system for follow-up has been set up before you begin. After the names you have acquired have poured in, that is not the time to start thinking about a cultivation strategy.

In this illustration, we have a few of the examples we use as immediate follow-up methods.

Illustration:

- We have an automotive digital welcome stream that sends e-mails based on how people responded to our campaigns.
- We have staff that call and check in with a new name that came in through a campaign.
- Surveys are a good way to gauge the impact a campaign had or to encourage more involvement as we foster new relationships.

Tracking Campaign Performance

Develop a system for tracking the campaign before you start the campaign.

Explanation: From your website to the platform utilized for marketing, each means has a tracking mechanism for measuring results. Seeing names acquired is exciting, but knowing the most efficient way a particular message engages people is not only practical but financially wise. Tracking will also enable follow-up to be more effective. It allows you to understand how each name was acquired all the way down to the particular campaign someone came in through.

In this illustration, I have listed some of the tracking terminologies as well as their function.

- Conversion tracking
 - Facebook tracking pixels is a powerful tool. We use it to measure not only the number of conversions we get with any given campaign but how much each name cost us.
- Referral tracking
 - You can place a piece of code on your website that allows you to measure closely the action a visitor took if they arrived via a campaign or organically. This is called UTM session tracking.
 - Next Google Analytic tracking is also a powerful tool.
 - It can provide a broad scope for monitoring sessions per day, and those sessions can be broken down to how many were from a particular campaign
 - It can provide a more granular view into the behavior of your visitor. For example, it will show you each page a person visited as they went through your website before they performed an action.
- Name acquisition tracking
 - Tracking the names acquired is something I find to be of utmost importance. You want to know how a name was obtained, from what campaign and who they are. For this reason, with each campaign that we run, we create a unique identifier. This way when names are entered into our in-house database system, we can pull reports that are measured against the various tracking tools we use. It creates a check and balance flow of data.

Establish a Working Budget

My father always told me “it takes money to make money,” and although our primary objective is evangelism, if we want to be effective digitally we have to open our pockets. Therefore, formulating a working budget is important.

Explanation: Each campaign should be considered a project. And, like any project, we always think about how much will be allocated for spending.

Let us say, for example, \$10,000 was designated for the Isaiah 53 Free Book offer for a fiscal year. Once we know what our budget is, we can slowly start to test our target audiences with our message.

Do not spend your whole budget at once. Until you get acquainted with how your target audiences react to your various messages, you want to start low. For instance, each target audience is assigned to what Facebook calls “adsets.” In this illustration, I have attached only \$5 dollars a day per each group, so I can carefully understand how they respond. Starting low will guide you with wisdom in how to spend your budget.

Performance

Following the topic of budget, performance requires us to determine the length, strength, and intensity of a campaign.

Explanation:

Unless you have the budget to keep a campaign ongoing, creating a stop date will help you remain within your budget.

Think of a campaign like the stock market. If you have an invested interest, you will want to watch how it performs carefully. As you learn the behavior of a campaign, you begin to know how to strengthen your message and intensify the allocation of money to a particular target audience.

Phase II: Training and Creating

Training

Be sure you understand the nature of the online advertising you plan to use: the parameters, costs, and types of ads you can run. It might be important to hire a consultant that can help guide you as you learn.

Explanation:

As you are learning about online marketing, it is highly recommended that you obtain training before you jump in.

Each platform has a website where you can learn about their guidelines and receive training through tutorials on how to use their tools. There are also plenty of resources like the book *Ministry in the Digital Age* by Dr. Dave Bourgeois.

An investment that we have found to be cost-effective in the long run has been the hiring of a digital marketing consultant. Consultants have mentored us, and they have guided us through their experiences. They have been an excellent sounding board before launching our campaigns.

Copy and Creative

In the marketing world, “copy” refers to the text of the ad, and “creative” refers to an image used in an ad. Now you can comprehend when I say, “You want to create a compelling copy with an intriguing creative for the campaign ad.”

Explanation:

The copy and creative should be geared towards appealing to your audience. It can take time to get the copy just right, and you want to grab the attention of your audience with a well-designed high resolution creative. Learning what works versus what does not work is another reason why consultants can benefit you during this process. If you are not grabbing your intended audience by what you are saying, and your image looks like spam then you are wasting your money. Whether you have a consultant or not, testing your copy and creative is crucial.

For instance, an example of how to determine which copy and creative works best is through what is called A/B testing. A and B both are the same campaign, but with different copy and possibly different creative approaches assigned to its ad set. The winner after an allotted time then becomes the main ad.

Some pointers to remember are:

- Create a beautiful, high-resolution image that appeals to the eye.
- Create clean and classy ads, so they don't look like spam.
- Research your audience. If your target group is Baby Boomers, then study what appeals to them, although there are always exceptions, each generation has their bent.

What Is the Action You Want Someone to Take?

Focus on the act of “conversion” – what do you want people to do and how do you want them to do it?

Explanation: When we run an ad, we always want to run it with an action in mind. From signing a petition to getting a free book offer, there is always a landing page on our website where our audience is called to complete something. When they perform that action, it is known as a conversion.

Illustration:

Different types of conversions on a website:

- Purchase
- Register
- Donate
- Digital Signature
- Subscribe
- Retrieve a free offer

Data Collection

Decide on what information you want people to provide you. The data you collect is critical if you want to know something specific within your audience. Then you can confidently communicate with each new name that is acquired.

Explanation: One of our primary goals is evangelism, but many of our campaigns reach both believers and unbelievers. Therefore, we had to create a collection process that would allow us to know specific details about each person.

Knowing someone's faith as well as if someone is Jewish are two important pieces of data that we have mandated for retrieval on every landing page that has a campaign action. Knowing this information has allowed us to engage with our audience in a manner that is respectful. We do not communicate with an unbelieving Jewish person the same way we would a believer. Therefore, picking the right questions to help you define your audience is going to make a difference in how you can cultivate those long-term relationships.

People Love Free Things

Consider offering something to your audience, and even if you cannot afford to send free books, there is always the digital download approach.

Explanation: One of the ways we have been able to obtain real and accurate names and addresses have been through offering physical items. If building a mailing list is not on your radar, but increasing your e-blasting list is, digital downloads work best when collecting e-mails. Digital downloads can be anything that you have produced that is of excellent quality such as a digital version of a book, teaching videos, and lessons.

There are a couple of important things to consider. When collecting addresses, trust me you will want to have an address validator in place. And, when providing a digital

version of a book to download, make sure to supply Kindle, E-Book Reader, and PDF formats.

Phase III: Cultivation and Growth

Long-Term Cultivation

Consider developing a long-term digital nurturing system for your target audiences.

Explanation: Cultivating a relationship with the names you collect is important. An excellent way to do this is through creating digital streams that foster those relationships.

As you become familiar with your audience, this process can become easier through automation, but in the beginning, you want to make sure to establish a consistency of monthly communication.

For example, our believing audience receives a monthly e-Newsletter that has ministry news, a word from the president, events, mission trips, holiday offers, and more. Our unbelieving audience might receive a monthly e-Newsletter that has updates on causes, surveys, free book offers, and more.

A Word of Wisdom

It is not wise to use your campaigns to promote conversion of faith, fundraising, and the actual application for ministry work.

Explanation: What I mean by this is, you do not want to ask nonbelievers to make quick faith decisions through an ad. Nor do you want to ask believers to make quick decisions regarding finances, volunteer work, or involvement with your ministry. These types of decisions should be nurtured by the second phase of digital communication.

Expand With New Websites

And lastly, as you get comfortable with digital evangelism remember to be creative and consider developing other, more thematic sites. Remember, though, no one will go to your website unless you draw them to it. So, these sites should be created with the intent of achieving your mission statement through clear messages given through digital campaigns.

Conclusion

I hope this has been helpful and that you are encouraged. May I close with a couple of quick anecdotes?

Our staff in Israel writes,

I had a conversation with Gefen* who lives in Ashdod. After she ordered *Isaiah 53 Explained* I contacted her by phone and she told me that she recently came to believe that Jesus is the Messiah! We are working to connect Gefen with a local congregation so that she can grow in her faith.

Sarah* is a religious woman and both of her children attend religious school. Sarah shared that she does not want her children to only understand the Bible in one particular way. Instead, she wants to expose them to other interpretations such as the belief in Jesus as Messiah! Please pray for Sarah that she will become more open hearted to the Gospel.

And one more from Greg Savitt, one of our staff members in Florida,

Greg writes,

I spoke to a large group of more than 200 prisoners recently and my text was Isaiah 53, which I call the Most Dangerous Chapter in the Bible. After the service a Jewish inmate who from an Orthodox background came up to me letting me know he read Isaiah 53 Explained almost 5 years ago and that God used this book and chapter to lead him to the Messiah Jesus. These men might be behind bars, but prison cannot keep Yeshua from touching their hearts, forgiving their sins, and giving them the gift of new life.

I cannot tell you how thrilled I was to read this great testimony. This brother now joins dozens who have come to know the Lord through reading the book, which they received through responding to a Facebook ad and we believe that we have just begun!

The following resources are NOT everything you need to get started or to understand digital media. However, I have provided some resources to start your learning and understanding of the digital world along with some infrastructure items. If you have questions, please feel free to send me an e-mail at adresner@chosenpeople.com. I will respond as quickly as I am able.

Short and quick online classes

- <https://www.lynda.com>

Social Media and Privacy

- Use social media business tools
 - For instance: business.facebook.com instead of a regular Facebook page
- *To save time*, use services such as Hootsuite so you can post and manage Twitter, Facebook, and Instagram with one location.
- Privacy wisdom: <https://blog.hootsuite.com/social-media-security-for-business/>

Creative

When you don't have a graphic artist, you can purchase licenses from resources like the following services. They have clean and appealing images.

- <https://www.shutterstock.com/>
- <https://stock.adobe.com/>

Copy (I didn't read this article, but it is from Google, so I trust the source)

- <https://support.google.com/adwords/answer/1704392?hl=en>

Tracking

UTM

- <https://blog.bufferapp.com/utm-guide>
- You can also have a programmer create UTM sessions via cookies, which can capture the UTM values in your website's *form*(database) application, such as Gravity Forms. Creating the session tracker should be straightforward for any experienced programmer

Facebook Pixels

- <https://www.facebook.com/business/a/facebook-pixel>

Retargeting

- <https://www.adroll.com/>

Google Adwords

- https://adwords.google.com/home/#?modal_active=none

Some website resources

- Hosting options
 - <https://www.bluehost.com/>
 - <http://www.hostgator.com/>
 - <http://olm.net/>
- Hosting Types

- Dedicated Server is best if you have an in-house IT staff member
- VPS is a good option if you don't do a lot of transactions on your website, otherwise Dedicated is better
- If you cannot afford an IT employee, regular hosting plans are a wise choice.
- Server management
 - Make sure your server is PCI compliant
 - Make sure your server, not just your website, has a firewall, virus and malware scan that runs consistently
 - A server scanner for file changes is essential too
 - <http://patchman.co/>

Create a website

I suggest Wordpress because it is flexible and easy to use. You do not have to know how to program, yet a programmer can do so much with it without causing a dependency on the coder.

<https://wordpress.com/>

Theme

- Mobile Responsive
- Look for themes created by larger developers such as Envato. You want responsive tech support and a theme that will have longevity for system updates.

Manage multiple Wordpress websites with one login:

<https://orion.managewp.com/login>

- Uptime
- Backups
- Optimization
- Keeping website themes and plugins up to date
- SEO

Security for a Wordpress internet site:

<https://wordpress.org/plugins/wordfence/>