



# Christmas Marketing Package



## Symposia Labs

Symposia Labs is an established digital marketing agency with expertise in making an impact for churches. This custom Christmas package is designed to make the planning and execution of a Christmas marketing campaign simple for you in addition to generating great attendance for your event.

## Conversations

- Conversation 1: A session with Anne Chanski and Tim Haines:
  - Define attendance goals
  - Define target audience for the campaign.
  - Answer outstanding questions about church and community demographics
  - Finalize specific list of deliverables from Symposia and confirm cost
  - Lay out checklists for the church employees/ministry team
- Conversation 2: A creative meeting
  - Provide art direction/creative direction for Christmas artwork
- (Optional) Conversation 3: Marketing next steps to connect new attendees to your church.

## Deliverables

- **Execution calendar** with deliverable dates from Symposia and your team's responsibilities
  - Includes a social media calendar for your scheduler
- **Digital graphics package(s) - See graphics list below**
  - Option 1: We make it all - you give us specifics of the things you need for your promo and event - we produce it all.
  - Option 2: We make most of it - you receive fonts, source files for your in-house graphics team to create additional materials as needed



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## Timeline

Your digital marketing campaign will be more successful with appropriate lead time. We recommend a 4-6 week marketing campaign beginning mid November.

## Graphics List

### Content: What, when, why

- Instagram story
- Instagram GIF (animated)
- Instagram square
- Slide: 16:9 or 4:3
- Slide for other sized screen as needed
- You Version Image

### \*Potential\* printed materials:

- Program
- Poster
- Invite cards

### Content: Simple graphic - name/logo

- Facebook cover photo (640x360)
- Slide: 16:9 or 4:3
- Slide for other sized screen as needed
- Email header (1183x435)
- You Version image
- Optional: exterior digital sign
- Blank slides/background slides (size varies)

### Content (varies):

- Creative for social media graphics
- Email blast

## Interested in learning more?

Let's get in touch! Grab a spot on Tim's online calendar and let's chat.

[calendly.com/timothyhaines](https://calendly.com/timothyhaines)