

# Advertising In An Online World

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## Advertising Plan for Interdenominational Chapel in Greenville

As Senior Vice President for Marketing at Enhanced Analytics, Inc., I would not begin by dividing the chapel's budget evenly among digital, print, and radio. Equal division looks fair on a spreadsheet, but the channels do not perform the same task. Interdenominational Chapel in Greenville (ICG) needs local awareness, trust, first-time visits, and continued participation. The plan should therefore combine measurable digital advertising with community media and direct local outreach, then adjust spending according to evidence. (American Marketing Association)

The first-year budget of \$12,000 is modest. That is not necessarily a disadvantage. A limited budget forces the organization to define the audience and the desired action. ICG should not buy impressions simply to say that it advertised. Every campaign should ask people to do something specific: visit a service, attend a community event, register for a program, request information, or watch a short introduction to the chapel.

Before paid promotion begins, ICG also needs a clear website or landing page. It should show service times, location, parking information, children's arrangements, accessibility, beliefs, contact details, and what a first-time visitor can expect. Advertising cannot solve confusion after the click. If the digital destination is unclear, the budget will purchase traffic rather than relationships.

## Advertising Options Available

### Local Search Advertising

Google Search ads are useful when someone already has an intention, such as searching for a church, a family activity, community support, or a place of worship in Greenville. Google allows advertisers to select geographic areas and radius targets, although its help documentation correctly describes location targeting as a best-effort system based on several signals. ICG should therefore review the actual locations of clicks and exclude irrelevant areas rather than assuming every impression is perfectly local. (Google Ads Help; Meta for Business)

Search campaigns should use narrow groups of keywords and matching landing pages. An advertisement for a community food drive should lead to the event page, not the homepage. An advertisement for Sunday services should show the time and address immediately. Call extensions

and location assets can reduce friction for people using mobile phones.

## Facebook and Instagram

Meta platforms can create awareness among people who are not actively searching. The creative material matters more than a generic invitation. Short videos showing the chapel's atmosphere, volunteers, music, or community work will communicate more than stock photography. Location should remain a firm boundary, while age and interest settings should not become so narrow that the campaign excludes people who may genuinely be interested.

Meta's campaign system asks advertisers to select an objective, such as traffic, engagement, leads, or another action. ICG should choose the objective that matches the campaign. A video-view campaign may be appropriate when introducing the chapel. A lead campaign may suit event registration. Engagement alone should not be treated as success if it does not produce attendance or useful conversation.

## YouTube and Short Video

YouTube can support awareness through brief, geographically targeted video. The chapel does not need expensive television production. A sincere 20- or 30-second message from a pastor, member, or community volunteer may be more believable than an elaborate commercial. Longer videos can remain on the chapel's channel for people who want to understand its work before attending.

Video should include captions. Many users watch without sound, and captions also improve accessibility. The first seconds need to explain why the message matters because viewers can leave quickly.

## Radio

HIS Radio remains relevant to the intended faith-oriented audience and lists coverage in Greenville. Radio can create familiarity through repeated exposure, especially around a specific event or seasonal message. It is less useful when purchased as a few isolated spots with no clear call to action. I would negotiate a short concentrated schedule rather than spread a small amount across many weeks. (HIS Radio)

The chapel should ask whether sponsorship, community calendars, interviews, or event partnerships are available in addition to standard commercials. These formats may provide more context and credibility. Radio response can be measured with a unique event URL, text keyword, or question on the registration form.

## Local News and Print

The Post and Courier's Greenville coverage and other local publications may be useful when the chapel has a newsworthy community program, not only a paid advertisement. Earned media should never be guaranteed, but a clear media release about a public service, cultural event, or local partnership can reach readers without using much of the budget.

Paid print can work for an older local audience or a carefully chosen community issue. However, large general advertisements are expensive and difficult to measure. I would test small placements tied to a specific date rather than make print a fixed percentage every year.

## Direct Mail

USPS Every Door Direct Mail allows local organizations to select delivery routes without buying an individual address list. This makes it suitable for neighborhoods near the chapel. A postcard can be effective for an opening, holiday event, children's program, or community service. It should not be crowded with every ministry and belief statement. One message, one date, and one clear next step are enough. (United States Postal Service)

Direct mail can also reach households that digital campaigns miss. A trackable web address or QR code can connect the physical piece to online registration. The chapel should test one or two routes first and compare response before expanding.

## Email, Partnerships, and Member Referrals

Email is not a substitute for advertising to new audiences, but it is one of the best tools for turning a first contact into continued participation. The chapel should collect addresses only with permission and send useful information rather than constant appeals. A short welcome sequence can answer common questions and introduce upcoming programs.

Partnerships with schools, nonprofits, neighborhood groups, and local businesses may create stronger trust than advertising alone. The chapel can support a community need and invite participation without turning service into a sales tactic. Members can also share events through their own networks, but they need accurate and easy-to-use materials.

## Three-Year Budget Strategy

| Channel or Activity | Year 1: \$12,000 | Year 2: \$18,000 | Year 3: \$30,000 |
|---------------------|------------------|------------------|------------------|
|---------------------|------------------|------------------|------------------|

|                                                |         |         |         |
|------------------------------------------------|---------|---------|---------|
| Google Search and Maps                         | \$3,000 | \$4,500 | \$7,000 |
| Facebook, Instagram, and video                 | \$2,400 | \$4,000 | \$7,000 |
| Website, landing pages, creative, and tracking | \$2,000 | \$2,500 | \$4,000 |
| Radio and local media tests                    | \$1,600 | \$2,500 | \$4,000 |
| Direct mail and neighborhood outreach          | \$1,500 | \$2,500 | \$4,000 |
| Community events and partnership materials     | \$1,000 | \$1,300 | \$2,500 |
| Testing reserve                                | \$500   | \$700   | \$1,500 |

## Year 1: Learn What Creates a Visit

The first year should build the foundation and test several channels without pretending that the first plan is final. The \$3,000 search budget should run in controlled campaigns around services and selected events. Social spending should introduce the chapel through real people and local activity. The website and measurement allocation is significant because poor tracking would make later budget increases guesswork.

Radio and direct mail should be used in short test periods. The chapel should record how new visitors heard about it, but a single self-reported answer should not be the only evidence. Website analytics, unique registration links, call tracking where appropriate, email sign-ups, and attendance records can be considered together.

## Year 2: Concentrate on Proven Messages

The second-year budget increases to \$18,000. It should not simply increase every Year 1 campaign by 50 percent. The chapel should discontinue weak messages and strengthen the two or three combinations that produced meaningful response. For example, if search advertising produced first-time visits but broad social advertising produced only low-value engagement, social creative should be changed before more money is added.

Year 2 should also improve follow-up. A visitor who attends once may need information about groups, volunteering, or upcoming events. Marketing performance includes retention and community

participation, not only initial attendance.

## Year 3: Build a Local Communication System

At \$30,000, the third-year budget can support sustained campaigns and better production, but scale should remain disciplined. The larger digital allocation can cover search, video, retargeting with appropriate privacy controls, and seasonal campaigns. Local media and direct mail can support larger community events.

By this point, ICG should have enough data to forecast likely response by campaign type. It should know which neighborhoods engage, which events attract first-time visitors, which landing pages work, and how many people remain involved after several months. The organization can then decide whether future growth should come from more advertising or from improving the experience after people arrive.

## Measurement and Ethical Notes

The balanced scorecard remains useful because one number cannot describe the chapel's purpose. Financial efficiency matters, but so do community reach, visitor experience, volunteer participation, learning, and internal capacity. The main measures should include cost per inquiry, cost per first visit, event registrations, attendance from each campaign, email opt-ins, repeat attendance, and participation in community programs.

ICG should protect privacy. It should not upload member or visitor data into advertising systems without a lawful basis and clear expectations. Sensitive information about religion deserves particular care. Tracking should be proportionate to the decision it supports.

Advertising should also reflect the chapel accurately. Marketing that promises instant belonging but provides no welcome process will disappoint people. Images should not suggest a level of diversity, activity, or accessibility that does not exist. The strongest campaign will be one in which the public message and the actual experience agree.

## Recommendation

I recommend a measured local strategy led by search, social video, a strong website, and community partnerships, supported by carefully tested radio, print, and direct mail. The original proposal to devote half the budget to online media was directionally sensible, but a fixed 50/25/25 division would ignore performance. The budget should follow objectives and evidence. (Kaplan)

ICG's advantage is not its advertising power. It is the possibility of creating a meaningful local relationship. Paid media can introduce that relationship, but the chapel's people, programs, and

consistency must complete it.

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