



Marketing Case Study – Farnworth Baptist Church – A community with a passion for serving others and with big ideas for growth

“10 years ago, the church had 15 members, now it has 150 members, I want our church to grow to 1500 members and I can’t do that without Professional Marketing”

That was what Rev John Bradbury – minister at Farnworth Baptist Church said when we first visited this vibrant, community focussed church in Greater Manchester.

The church certainly has big ideas for growth and so the first job was to work with John and the team to develop a good strong brand identity that was not only suitable for use on the web site, literature and clothing, but also truly reflected the churches mission for communicating kingdom values, partnership working and a heart for the local community.



Once the logo was done, we set about the task of developing a range of literature pieces and pop up banners that would help to reinforce the core mission and vision of the church in a way that was engaging and informative

As well as running the traditional church services, which attract and involve people from all ages, backgrounds and cultures, Farnworth Baptist Church also have their own a coffee shop, a TLG school for children who have been excluded from mainstream school, and a Food bank in partnership with Kearsley.

They also have a range of other services under the banner of “the Jeremiah Project” promising “a hope and a future”. These community related services include ESOL classes, general advice and guidance as well as money advice and a work club for job seekers.



So, we came up with artwork, designs and copy for handy brochures for both the church as a whole and the Jeremiah project, ready to give out to all those wanting more information about the church and its work.



To complement these, we designed a welcome leaflet for the leaders to give out on a Sunday, along with a matching stationery pack including appointment cards.



There was also a need to convey the mission and key messaging of the church, not only to the congregation and visitors attending on a Sunday, but also to any outside organisations who need to see a clear, visual message about the work, mission and values of the church as well as key indicators and statistics about its impact into the local community.

Here, some big, bold messaging on a couple of pull-up banners did the trick, with everything consistently repeating the strong branding and mission of the church.

Then, of course, it was time to focus on the web site. With over 500 new web sites created worldwide almost every day, it was important for the church to have a web site that was engaging and informative, but also with a modern and up to date look that was also easy to update and modify when required.

.... So there we have it. Branding, useful literature and a new web site. This project involved input from a couple of specialist providers, but everything was managed by Roger Bauckham at Nexgen Marketing who provided direction, guidance and professional marketing advice for the duration of the work, acting as a "marketing friend" to John and the other leaders in the Farnworth Baptist team



“Roger’s work has been invaluable in helping us to get to a point of having a full range of literature, a solid and recognisable brand and a new web site that clearly communicates our mission to help others, spread the gospel and demonstrate Kingdom values – I would highly recommend Roger and his associates to any church looking to improve their marketing and communications” Rev John Bradbury – minister at Farnworth Baptist Church



Case Study – by Roger Bauckham
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