



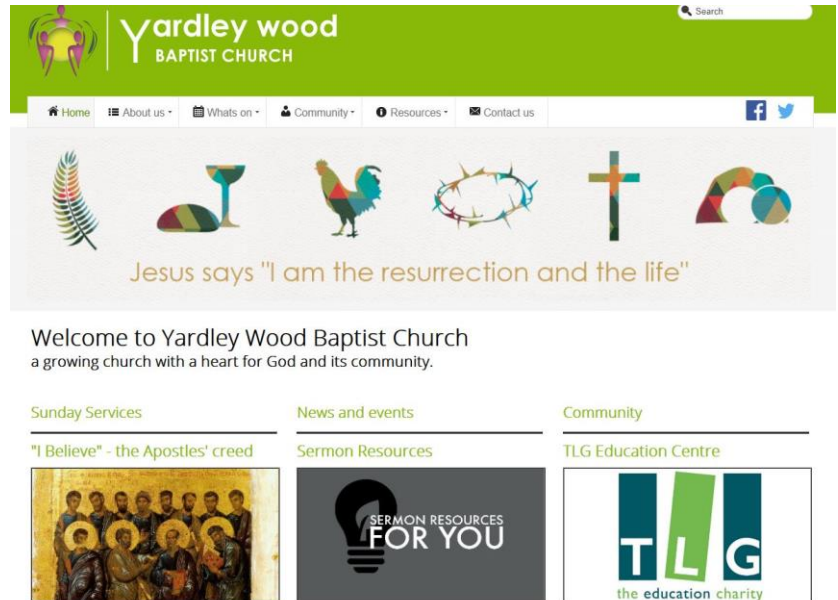
Marketing Case Study - Looking good on a small budget – Web site and visual marketing at Yardley Wood Baptist Church

Yardley Wood Baptist Church is a growing community of people with a heart for providing support to those most in need.

Like a lot of churches, their first web site was created a while ago and so looked quite old fashioned and certainly wasn't being kept up to date - meaning that if anyone did visit the site, then, their first impression would not be a good one, perhaps even putting them off from visiting the church at all!

.... So, working with the church leadership, we engaged a web developer who had experience of working with churches, then we helped create key messages in line with what the church wanted to say, and gave suggestions as to how the site could look –

Once the site was up and running, we made sure that there was someone in the church who could keep it up to date.



It helped that the Minister (*who had recently started at the church*), had already had a new and updated logo created, so we had a good strong brand to work with ...

....The web site has now been live for a few years, and is a place where the leaders can tell people about what's going on week by week at the church, inform others about its social action projects, publicise details of sermons along with podcasts, and so on ...



Next, we started to look at the church reception area, and posed the question "what first impression does the foyer give to a new visitor to the church? Does this look like a modern, forward looking organisation - or just another old-fashioned and dreary church reception area?"

The YWBC leadership team had previously created some key message statements about the churches work

with the community and its heart for helping others with projects like Foodbank and a TLG

Education centre. So, with the help of one of the younger church members, we directed some photography, which, when combined with key phrases from the messaging, gave some great content for four framed posters that were installed in the foyer area.

We also had a pull - up banner made – displaying a simple welcome phrase and reflecting the churches’ branding and logo.

Finally, to complete the modern, contemporary look that the church wanted, we had some new outside signage installed.



All of the above work was created on a small budget... a few hundred pounds for the web site, some photography and design skills provided on a voluntary basis and posters and pull-ups purchased from a local Social Enterprise – something which was clearly in line with the churches social mission.....

Here’s what Rev Trevor Neill, Minister at Yardley Wood had to say about the result

“Roger offered important and valuable insights to our church and helped it to develop its communication strategy. Our website and social media presence, along with the redesign of our foyer now better reflects our brand and values. He brings a wealth of private-sector experience and combines this with a passion for social justice and helping churches to fully realise their potential. Roger always offers his advice with warmth and an obvious concern for individual people as well as the projects they’re part of”

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