

CREATIVE TOOLS TO GROW



To excel you have to be willing to learn
To grow you have to be willing to change

By leveraging the power of technology you can expand your organizational influence and impact your community

Google My Business

Don't skip this. Super important & FREE

Create an account and manage your profile on Google Maps. Ask your friends and connections to leave you a review.

(www.business.google.com)

Page Speed Test

The average load time of the top-ranking websites is under three seconds. 57% of people leave a page that takes longer than 3s to load.

How fast is your site? (tools.pingdom.com)

Marketing Research

- [Know Your Community Report](#): a detailed demographic and psychographic report of your community. (USA Centric)
- Website Trends: www.similarweb.com
- Research from Buffer: www.buffer.com
- Take FREE social media courses and learn new skills at www.hubspot.com
- Stay up to date with social media news and trends at www.socialmediatoday.com
- Download the Social Media Marketing Industry Report and learn new skills at www.socialmediaexaminer.com

Advertising

Targeted online advertising allows you to inexpensively connect with your audience.

- [Facebook](#)
- [Instagram](#)
- [Google Ads](#)

Video Creation

Social video gets over 1200% more shares than text and image content combined.

- Magisto.com
- Animoto.com
- Biteable.com
- WeVideo.com
- [DaVinci Resolve](#) (Powerful FREE Editor)

Graphics Creation

You don't have to be a designer or have expensive software. Use inexpensive online tools to create amazing graphics quickly.

- Canva.com
- Over.app
- Spark.adobe.com

Instagram & Facebook Story Creation

- www.unfold.com
- [StoryChic](#) (mobile app)
- [StorySwag](#) (iOS app)
- [Canva Stories](#) (mobile app)
- [Unfold](#) (mobile app)

Website Creators

Your website is the front door to your church. People WILL look you up online BEFORE visiting in person. What will they see?

- Squarespace.com
- Wix.com
- Weebly.com
- Wordpress.com
- [Nucleus](#) (by [ProChurch Tools](#))

Video Techniques, How-tos & Ideas by YouTubers

- [Tom Buck](#)
- [Think Media](#) (Christian)
- [Dave Adamson](#) (Christian)
- [Justin Brown](#)
- [Peter McKinnon](#)
- [Matti Haapoja](#)
- [Parker Walbeck](#)

Teleprompters

- [Teleprompt.me](#) (Chrome Only)
- [PromptSmart](#) (Mobile App)
- [Mobile Teleprompter Kit](#) (\$99)

Design Resources

Sometimes you have to invest to in good resources and tools. Most of the following sites have associated fees but the production quality makes the cost worth it.

- [Church Motion Graphics](#)
- [Sunday Social](#)
- [ShareFaith](#)
- [Visual Church Media](#)
- [Igniter Media](#)
- [Pixel Preacher](#)
- [Creative Market Templates](#)
- [Graphic River Templates](#)

Royalty-Free (RF) Media

To avoid legal issues it is very important to make sure that you have the rights to the media you distribute.

Photos

- [International Missions Board](#)
- [TheStocks.im](#) ([UnSplash](#), [Pexels](#) & much more!)

Music

- [Facebook](#) (Free music from Facebook)
- [YouTube](#) (Free music from YouTube)
- [SoundStripe](#)
- [Epidemic Sound](#)

Video

- [Videoblocks.com](#)



DESIGN & PRODUCTION RESOURCES

Social Media, Marketing, Production Training and Ideas for

- [ProChurch Tools with Brady Shearer](#) (website)
- [Phil Cooke](#) (podcast)
- [Churchfront with Jake Gosselin](#) (YouTube)
- [Social Media Church](#) (podcast)
- [Think Media Marketing](#) (podcast)
- [The Science of Social Media](#) (podcast)
- [Social Media Marketing](#) (podcast)
- [Outreach.com](#) (Great ideas for design)

Church Website & Social Ideas

Each of these church websites link to their social media accounts (usually icons at the bottom of their site). Though we might be motivated by different goals, the principles of marketing and design work universally.

- [Vous Church](#)
- [Zoe Church](#)
- [Life Church](#)
- [Hope City](#)
- [Elevation Church](#)
- [Transformation Church](#)
- [Church of the Highlands](#)
- [Fresh Life Church](#)

THE DIFFERENCE BETWEEN A GREAT LEADER AND A TERRIBLE LEADER IS LEARNING