



CHURCH  
CHANGER

## LEADER GUIDE: EPISODE #1 3 DIGITAL CHURCH HACKS FOR 2022

### AN INTRODUCTION TO CHURCH CHANGER:

It's time to rip the lid off your leadership and push past organizational pain points holding you and your church back. **Church Changer** is designed to equip church leaders with practical tools, proven strategies, and best practices to help you reach more people for Christ and shatter growth barriers in your ministry. Listen today, and put key takeaways into practice tomorrow! We're here to collaborate with you and cheerlead for you. Join Co-hosts Pastor Tim Lucas and Lauren Bercarich, along with special guests, as they outline a clear path forward so you can increase your impact, and let's have some fun in the process! New episodes drop the first Tuesday of each month.

Follow us @ChurchChanger on Instagram for weekly inspiration, tips, and updates

### EPISODE NOTES:

#### Overview:

While many of us are experiencing growing pains as we push toward hybrid church, in order to stay relevant, a hybrid ministry model will need to be a reality. But, before you can become a truly hybrid church, you have to invest in your digital footprint. Let's start there.

Let us first encourage you to AUDIT your digital properties. Take the time to examine everything you **"own"** online - like your website and your mobile app. And examine everything you **"rent"** online, such as space on YouTube, Facebook, and Instagram.

**"Here's why this audit is so important - what you are communicating about your church in the digital space is either hurting you or helping you."**

- **Lauren Bercarich**

For instance, if your website looks outdated, isn't mobile friendly, and offers a poor user experience, you might as well tell young people "we're out of touch!" So, if you find that your website or any of the digital properties you audit, is lacking... It's time to prioritize a reboot in 2022. Once, you create something you're proud of, then it's time for digital hack #1.



CHURCHCHANGER.COM/PODCAST

## Hack #1: Host a blog on your website and reverse engineer your content

We know, blogging is not a revolutionary idea (in fact, blogging first became popular in the early 2000s), but it's still very relevant today. A blog is a great tool for SEO and bringing new people to your website. The trick is to create a blog focused on what people want to read about, not what you want to talk about. Here's how to do that. Research the questions people are asking Google that relate to faith and then create content to answer those questions. Here are several examples of [Liquid Church blogs](#) based on questions / searches people ask the internet:

- [Why Do Christians Celebrate Easter?](#)
- [What Miracles Did Jesus Perform?](#)
- [How To Become A Christian](#)
- [10 Bible Verses About Pursuing Peace](#)
- [Establishing Routines That Work For Your Family](#)

Why do you want to answer real questions and address real concerns people are asking Google? Because you want to show up in the search results! Compelling blog content can drive new visitors to your website. Not only will they find the answer to their question, they will find your church and potentially find Jesus in the process!

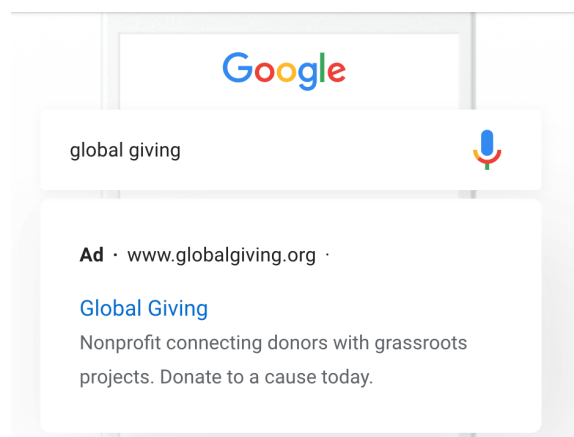
If creating optimized blog content as highlighted above feels overwhelming, here's a great entry point into blogging. Post a 600-800 word summary of the sermon each week. This is especially straightforward if your teaching pastor uses a script. This is a manageable task that a staff member or volunteer can take on. So, consider getting your feet wet with a weekly sermon summary and branch out from there.

## Hack #2: Start advertising on Google for FREE

This hack is tied to your digital marketing strategy. When we talk about promotion, marketing, or advertising, the common hurdle most churches face is their budget. We know your budget is limited! So, you must spend those dollars wisely. That's why "free" is so valuable!

We want to encourage you to apply for a [Google Ad Grant specifically for nonprofits](#). Once your application is approved, Google will give you \$10,000 per month in free money to advertise on the Google search results page. That's \$120,000 of free advertising a year!

Have you noticed that anytime you type something into the Google search bar, your results turn up ads at the top of the page? This is what we're talking about... It looks something like the image here.





You can create Google Ads to promote your Sunday services, Church Online, and special events you're hosting like a Marriage Night or an Easter Egg Hunt, But, let's go one step further and show you where hack #1 and #2 collide!

Because, if you create an awesome blog post, you can then also create Google ads to drive traffic to that blog post. Remember, the idea is to invest time to create quality content that answers the questions people are asking. Then, create Google Ads around those blog posts to drive even more traffic to your website. Two of our most successful Google Ads of all time at Liquid Church pushed people to blogs we had created about healing and anxiety. Those blogs have had thousands of views!

### \*\*\*Bonus Recommendation

In our episode we promised you a bonus recommendation: At Liquid Church, we have an incredible vendor that partners with us on our Google Ads. So, if you want someone to take the wheel, secure this grant for you and manage it monthly, they can do that for you. There is no financial incentive to our recommendation... We simply offer up this information because it's been a HUGE win for us as a church, and we want to give you as much practical information as possible.

[We recommend Click Nonprofit for your Google Ad Grant Management.](#) Click the link provided to check out their website and even sign-up for a **free consultation!** They also have an easy-to-understand "map" on their website of what the Google Ad Grant is and how to get yours!

### Hack #3: Rename your videos on YouTube

Most churches already have a YouTube page, but they're not putting their best foot forward or following best practices. (BTW - YouTube has a free "[Creator Academy](#)" that shares step-by-step advice on how to get started and how to be successful. It's a fantastic resource!) What we see is that most churches are uploading their sermons to YouTube, but the video titles and descriptions are not designed to be searchable. Remember, YouTube can't search the content of your video upload, only the text that accompanies your video. YouTube is actually the second largest search engine in the world, behind Google, so you need to think about what people would actually type into the search bar.



**"We all love our clever series and sermon titles. For your congregation, call the message whatever you want, but on YouTube, CLEAR eats CLEVER for lunch every time!"**

**- Tim Lucas**

Here are some practical examples of what renaming your sermon titles looks like... pulled from Tim's own sermons!

- "Declaration of Dependence" RENAMED as "[Finding Happiness In Hard Times](#)"
- "Good Grief" RENAMED as "[How To Deal With Grief And Loss](#)"
- "Soul Ties" RENAMED as "[What The Bible Says About Sex](#)"

If you're wondering what the best practices are for writing YouTube titles and descriptions for uploads, remember to visit the [Creator Academy](#). Also, as part of our rhythms at Liquid Church, we fill out a template document each week so our uploads are optimized from the start. Here are links to a couple of those templates. Feel free to copy this and make it your own.

- [YouTube Title & Description Template](#) (Finding Happiness In Hard Times)
- [YouTube Title & Description Template](#) (What The Bible Says About Sex)

## **Churches Making Waves: Crossroads Church**

As part of the Church Changer podcast, each month we want to spotlight churches "making waves" and doing great work. It's not just about giving them a shout-out, but about pointing you in the right direction. For anyone working in ministry, it's a great idea to see how others are excelling to discover some key takeaways that would work for you and your church.

This episode, we're spotlighting [Crossroads Church](#) based in Cincinnati, OH. That's because they are crushing it when it comes to crafting relevant and optimized blog content. They just call them "articles," but it's clear they are tackling questions that will appeal to non-believers and Christians alike. They have personal essays and testimonies that are real and vulnerable. They tackle sensitive topics like sex, depression, and race. And you can tell that they strive for excellence in their writing and their overall media output. You can even search their content by popular topics... like Marriage, Faith, Mental Health, and Adventure, making it super easy to see related content. Here are a few sample articles to inspire you:

- [Be A Better Husband By Bedtime](#)
- [Infertility Is Not A Curse](#)
- [5 Coping Skills For Depression](#)
- [Does God Still Perform Miraculous Healings?](#)



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## Follow / Contact The Church Changer Team

- Email us at [Info@ChurchChanger.com](mailto:Info@ChurchChanger.com)
- Follow us on Instagram @ChurchChangers
- Check out our website at ChurchChanger.com

Plus... if you enjoyed our first episode, we'd love it if you'd leave us a review wherever you listen to podcasts!

## DISCUSSION QUESTIONS

Continue the conversation! Here are some questions to ask yourself and your team to help your church thrive. We hope Church Changer will inspire you to put into practice what we discuss each month!

- 1. Do you need to audit your digital properties (e.g., website, app, social media channels)? Is what you're communicating in the digital space helping you or hurting you?**

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- 2. Is it time for your church to start a blog? Who can you identify, a staffer or volunteer, than can spearhead this effort?**

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**3. How can your church take advantage of the Google Ad Grant For Nonprofits? If you already secured this grant, are you maximizing it by spending the full \$10k each month? How are your ads performing?**

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**4. Is your church putting its best foot forward on YouTube, leveraging searchable video titles and descriptions? Using our template, can you commit to crafting titles and descriptions that adhere to best practices in 2022?**

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**5. What is holding you back in the digital space right now? Can you prioritize the challenges that need to be most urgently addressed? (Ex: We need a website overhaul, we need to launch a YouTube Channel, etc.)**

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**We are rooting for you! May 2022 be the year you shatter growth barriers in your ministry!**

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