

Plan to Collaborate with Communications and Marketing

First, we'd sit down and define the project's goals. Does the site just list resources, or should it include things like search filters, event calendars, or discussion forums? Communications would help define how content is structured (eg should resources be grouped by topic, audience, or urgency?), while I'd focus on how that translates into a functional site. The marketing person would weigh in on SEO (what keywords congregations are actually searching for) and outreach strategies (eg should we have shareable graphics for churches to post?). If they plan to run social media ads, we might design landing pages that match the ad messaging.

I'd break development into phases, likely starting with a prototype. Communications would draft sample content (eg how resource descriptions should be worded), while marketing would check if those descriptions match what people actually search for. If marketing is planning a launch campaign with newsletters or partner organizations, we'd ensure there's a signup feature or a way to track conversions. If we realize mid-project that congregations need a way to submit resources, we'd adjust before launch rather than after.

Transparency is key. I'd set up a shared project board (maybe on Jira) so everyone can track progress, and we'd use Microsoft Teams or weekly check-ins to stay aligned. Marketing would handle promotion—maybe running Facebook/Instagram/Tik Tok ads, setting up an email campaign, or coordinating with congregation networks to spread the word. Communications would ensure messaging is consistent, whether it's in blog posts, press releases, or social media captions. After launch, we'd track metrics like site traffic and user engagement, tweaking both the content strategy and any technical aspects based on what's working.

By working together this way, we make sure the website isn't just well-built but actually reaches and serves the people it's meant for. It's not just about launching a site—it's about making it a useful, findable tool for congregations.