

Edit Campaign Brief

Add New Campaign Brief

Screen Options

A Cool Event

Permalink: <https://www.metropolitanbible.church/brief/70015/>

Edit

Publishing

Preview Changes

Add Media

Add Form

Paragraph

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Word count: 0

Last edited by Morgan Highley on November 24, 2025 at 11:52 pm

Published on: Nov 24, 2025 @ 23:49

Edit

Premium SEO analysis:

Not available

Readability analysis:

Good

Move to Trash

Update

Archive Date

Archive Date

mm/dd/yyyy

Brief Status & Workflow

Service Levels

Add

Separate tags with commas

Choose from the most used tags

No tags found.

Ministries

All Ministries

Most Used

☒ Metro Kids

☐ Adult Family Groups & Bible Studies

☐ Church Leadership

☐ Fellowship

☐ Men's Ministry

☐ Metro Students


☐ Music & Worship



+ Add New Ministry

Share Brief

Shareable Link:

<https://www.metropolitanbible.church/>

-  Dashboard


WPMU DEV
-  Posts
-  Campaign Briefs











All Campaigns

Add New Campaign Brief

Service Levels

Ministries

Dashboard
-  Media

Forms
-  Pages
-  Comments
-  Projects
-  Ivory Search
-  Appearance
-  Plugins
-  Users
-  Future
-  Tools
-  Settings
- Yoast SEO

GSpeech

Prayer Engine

Series Engine


Divi Torque

Smush Pro

D

Divi

Forminator Pro

 Collapse Menu

e.g., March 15-17, 2025 or June 10, 2025

Dates for promotion

November 28 - 29, 2025

e.g., February 1 - March 14, 2025

File path

Google Drive or server path to campaign assets

Live stream? (if so, where?)

e.g., YouTube, Facebook Live, Church Website

Copy Link

Anyone with this link can view the brief. Comments require a name/email.

Yoast internal linking



Page 2: Messaging Strategy



Context / History

Never been done before

Background information about this campaign

Target Audience(s)

Kids

Who are we trying to reach?

Single persuasive idea

Be cool

One-sentence purpose/reason for this campaign

Key facts

Nobody has every seen anything this cool before

What is this event? What does it accomplish? Any uniqueness?

Pre-roll copy

Event Name - Brief description. Learn more at URL/slug.

Approved additional copy

More details. How it works. Schedule.

Goals

Everyone thinks it was cool

What would need to happen for this event to be considered successful?

Page 3: Inspiration for Concepting

Scriptures

Scripture references used as a guide for this project

Emotion or energy

What feeling should this campaign convey?

Styles or graphic elements

Design direction, colors, typography, etc.

Visuals (links or descriptions)

Paste links to images, videos, or describe concepts that could serve as inspiration

Page 4: Channel Plan

Plan which channels to use for promoting this campaign. Add or remove rows as needed.

Channel	Frequency	Ideas	
metropolitanbible.church			x
Bulletin - Print			x
Bulletin - Digital			x
Service Pre-roll			x
Magnify News			x
Metropolitan Facebook			x

- Dashboard

WPMU DEV

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Collapse Menu

Channel	Frequency	Ideas	
Metropolitan Instagram			<div></div>
Family Group Announcer			<div></div>
Homepage Takeover			<div></div>
Church Text/CCA Push N			<div></div>
<div>+ Add Channel</div>			

Custom Fields

Yoast SEO Premium

Revisions

Morgan Highley, 1 minute ago [\(November 24, 2025 @ 23:52:26\)](#) [Autosave]

Morgan Highley, 4 minutes ago [\(November 24, 2025 @ 23:49:40\)](#)

Morgan Highley, 4 minutes ago [\(November 24, 2025 @ 23:49:16\)](#)

Comments

Add Comment

No comments yet.