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Marketing-Mix

Market-Fit Summary

1. The Main Problem

- Many faith-based organizations struggle to secure consistent donations and maintain donor engagement.
- Leaders, pastors, and marketing teams feel the pressure to maintain steady funding.

2. Who's Involved?

- **Daily Problem Solvers:** Fundraising managers, outreach coordinators, pastors, and content creators who work directly with donors.
- **Budget Holders:** Executive Directors, Senior Pastors, Finance Directors, and church boards, determine how funds are allocated for tools and platforms.
- **Decision Makers:** Top leaders (like CEOs or Executive Pastors) have the final say on purchases.
- **Solution Seekers:** Marketing and development professionals seek new tools to enhance donations and engagement.

3. The Market Size (TAM)

- The “Total Addressable Market” (TAM) for **digital giving and donor engagement** tools in the U.S. is approximately \$2 billion per year, potentially rising to \$3–4 billion if more organizations are included.

4. What Types of Organizations Face This Problem?

- **Industry:** Churches, Christian nonprofits, ministries, and faith-based media.
- **Location:** Mostly in the U.S., especially in the South and Midwest.
- **Size:** Usually 5–200 employees, with \$500K–\$20M in annual donations.
- **Tech Level:** Moderate—open to digital tools but often need easy-to-use solutions.

5. What Tools Do They Use?

- **Donor Management:** Tools like Tithe.ly, Pushpay, Planning Center Giving, etc.
- **Communication:** Email tools like Mailchimp or HubSpot.
- **Content:** Social media, YouTube, podcasts.
- **Websites:** Often built on WordPress or Squarespace.

6. When Are They Ready to Buy?

- When they're growing, launching new campaigns, hiring new leaders, winning grants, or switching to digital tools.
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Digital Outreach

❖ **48,800 companies** have been identified as US Churches, Christian nonprofits, ministries, and faith-based media

❖ Of these, **11,362 companies** have 50 to 1,000 employees and annual revenues between \$ 1 million and \$25 million.

❖ **9,723** of those companies have yet to be reached out to by us.

(1,919 are already on Hubspot - We had tried to contact 1,639, and only 240 were successfully connected with a lead. companies to reach out.)

Instagram Outreach

We send Instagram DMs to prospects via the official PRAY Instagram account to invite them to discovery meetings.

ABM Campaigns

AI-powered signal-based outreach sequences drive prospecting and engagement.

Inbound Marketing

Organic Form Submission

We display a form on our website inviting visitors to book a meeting with our sales team.

Paid Form Submission

We advertise on Meta, LinkedIn, and Google to promote meetings with ICPs showing buy intent by submitting a form.

Event Marketing

We promote our brand and products by sponsoring and hosting in-person events. These engagements create direct connections with our audience through memorable experiences.

Event Marketing Tiers:

 Live Events Sponsorship	 Retreats Hosting	 Giveaways and Gifts
We sponsor In-person events to increase brand awareness and establish relationships with ICPs through event sponsorships.	We host in-person retreats to foster relationships with prospects and engage key customers, thereby enhancing retention and driving upselling.	We give branded special gifts to demonstrate care and build relationships with prospects.

Best Practices

- **Objectives:** Set clear, measurable goals to guide your strategy and define success.
- **Promotion:** Leverage multiple channels to reach your target audience and maximize attendance.
- **Experience:** Design interactive and valuable sessions that create memorable brand interactions.
- **Follow-up:** Execute a timely and personalized outreach plan to nurture new leads.

Measuring Success

Measuring event success requires tracking key performance indicators that align with your initial goals.

- **Leads:** The number of qualified prospects generated from the event.
- **Engagement:** Attendee interaction levels and overall satisfaction.
- **ROI:** The total revenue generated compared to event expenses.

Strategic Analysis for each event:

1. **Strategic Fit:** Why this event aligns with your target audiences (ministries, Christian brands, believers)

2. **Audience Alignment:** How event ICPs match your ideal customers
 3. **Sponsorship Recommendations:** Priority tiers and rationale
 4. **Speaking Recommendations:** Proposed topics showcasing AI content, analytics, and global reach
 5. **Booth Experience Plan:** Interactive demos (AI sermon generator, prayer personalization, analytics dashboards)
 6. **Networking Plan:** Targeted activities for church leaders and brand advertisers
 7. **Digital Promotion Plan:** Pre-event, during-event, and post-event tactics
 8. **Content Partnership Ideas:** Podcast co-production, session recording sponsorships
 9. **Expected ROI Indicators:** Lead generation potential based on attendance and audience quality
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PLG Acquisition - StandBy

Paid PLG flow

We aim to validate a product-led growth (PLG) hypothesis by creating a tech-driven purchasing process through paid advertising.

Email PLG flow

We redirect disqualified prospects who contacted us for a tech-driven purchasing process to lower price tiers.

Marketing Strategy:

- Live Events
 - EVENT TEMPLATE
 - 1/6-8 → Dunham Summit
 - 1/26-28 → Agency Black Ops Summit
 - 2/17-20 → NRB
 - March Event 1 / TBD
 - 4/28-30 → Outcomes Conference
 - Done
 - 2025 Dunham Summit
 - 2025 NRB Conference
 - 2025 Mega Metro, AZ
 - 2025 Mega Metro, FL
 - 2025 March Pastor Retreat
 - 2025 SBC Pastors Conference
 - 2025 BCI Conference
 - 2025 June Pastor Retreat
 - 2025 The Behavioral Health Tech Conference
 - 2025 XP Gathering
 - 2025 Dunham Pastors Golf Retreat

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- [Inbound Marketing](#)
 - [Sales-Led Paid Ad Strategy](#)
 - [Content Strategy WIP](#)
- [Instagram Outreach](#)
 - [Instagram Outreach - AE Quick Guide](#)
- [PRAYStudio PLG Subscriptions](#)
 - [PLG Communication Goals](#)
- [High-Performing Email Marketing Campaigns: A 2026 Checklist for Setup, Targeting, Messaging, Timing, and Performance](#)