

Tips To A Great Website That Lasts

- Track your marketing – know what’s working.
- Is it still working? Just because it worked in the past, doesn’t mean it’s still working.
- In-house or outsource? Resource before you outsource, and get in touch with your inner analyst.
- Buy equipment if it makes sense – do the cost analysis. Will you be able to use it over and over again?
- Utilize every free thing you can get your hand on!
- Don’t reinvent the wheel.
- Don’t put all your eggs in one basket – don’t spend your whole budget in one place
- Do microsites...and keep them – these will drive additional traffic to your church site.
- Put your website address on all your print materials – if people like your message, they need to know how to find you.
- Think long-term exposure
- Use ALL of your budget – if you don’t it’s a missed opportunity. You won’t get as much next year either.

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