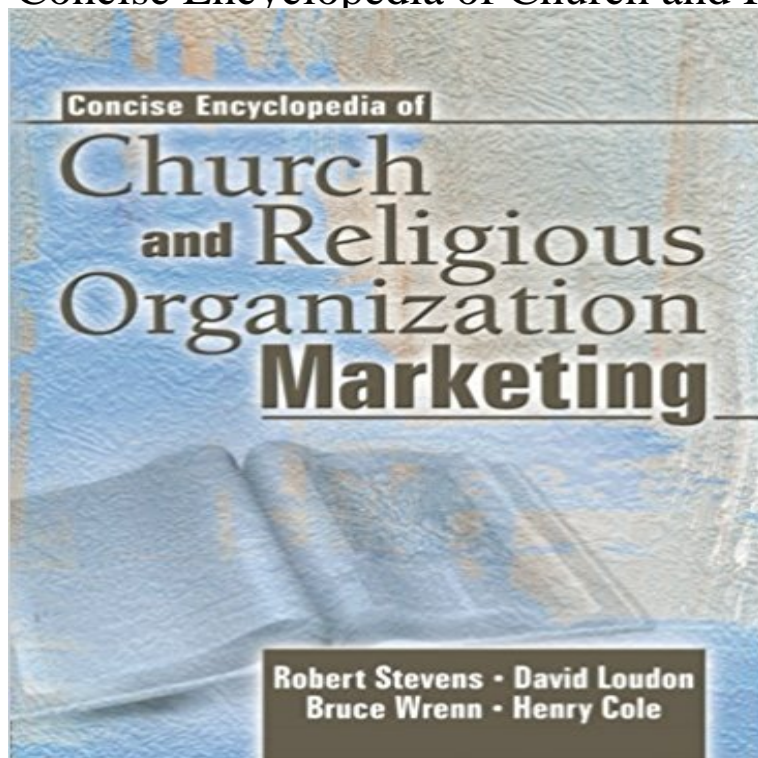


# Concise Encyclopedia of Church and Religious Organization Marketing



Discover the marketing basics to draw new members and more funds to your church! Though more and more religious organizations increasingly attempt to use marketing techniques to improve response, little literature exists to explain crucial concepts, terms, and strategies. The Concise Encyclopedia of Church and Religious Organization Marketing fills this gap by providing novice marketers with basic theories and terms in easy-to-understand language. This A-to-Z reference presents the essential concepts and techniques, such as benefits to constituents, target markets, market research, and advertising, all with plain and concise explanations to apply to your situation, all aimed to effectively increase the numbers and resources of your faith-based organization. As people become increasingly inundated with advertising and given more choices, the need for a religious organization to cut through this informational clutter to present its own positive features to the right audience becomes vital. From social cause marketing to measuring attitudes of respondents and constituent analysis, the Concise Encyclopedia of Church and Religious Organization Marketing details the tools needed to measure and increase positive response to allow your organization to effectively compete in today's world. Numerous figures and tables clearly illustrate more complex concepts and terms to make comprehension fast and easy. An appendix has been included that provides a complete review of the early and contemporary literature applicable to marketing and religion as well as the origins of religious organizational marketing. The Concise Encyclopedia of Church and Religious Organization Marketing clarifies foundational marketing concepts and terms as they relate to church and religious organizations. Entries include: benefits brand equity cause-related

marketing communication methods  
competition competitive advantage  
constituent analysis and behavior  
controlling marketing activities data  
collection and analysis demographics  
quantitative research directive marketing  
focus groups geodemographics marketing  
planning and research new program  
development performance evaluation and  
control publicity SWOT analysis Strengths,  
Weaknesses, Opportunities, and Threats of  
an organization target audience and so  
much more! The Concise Encyclopedia of  
Church and Religious Organization  
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marketing beginners looking for the basic  
knowledge needed to market their church  
or organization, as well as being a quick  
bookshelf reference for more experienced  
religious marketers.

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