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HELPING YOUR BUSINESS GROW ONLINE

Bullet Proof Marketing to Grow Your Mission

November 2025



Marketing Made Simple:

5 Easy-to-follow Steps

- 1 Story-tailored content that clarifies your message
- 2 One-liner message that conveys value to your target audience
- 3 Create a StoryBranded website
- 4 Create an effective lead generator
- 5 Create a sales funnel

1

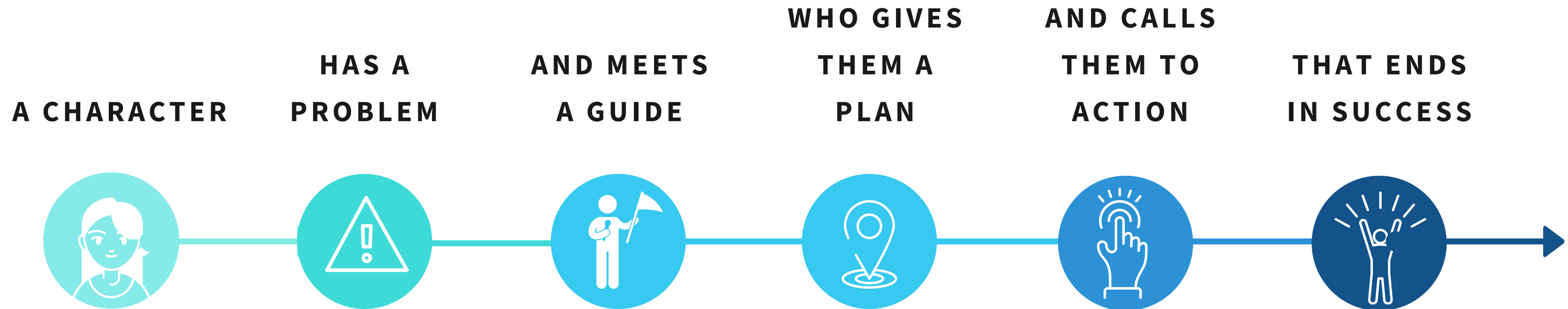
Storytelling Invites People to Listen



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GENERAL IDEA OF STORY

Every classic story follows a similar format:



WHEN YOUR MARKETING ISN'T CLEAR..



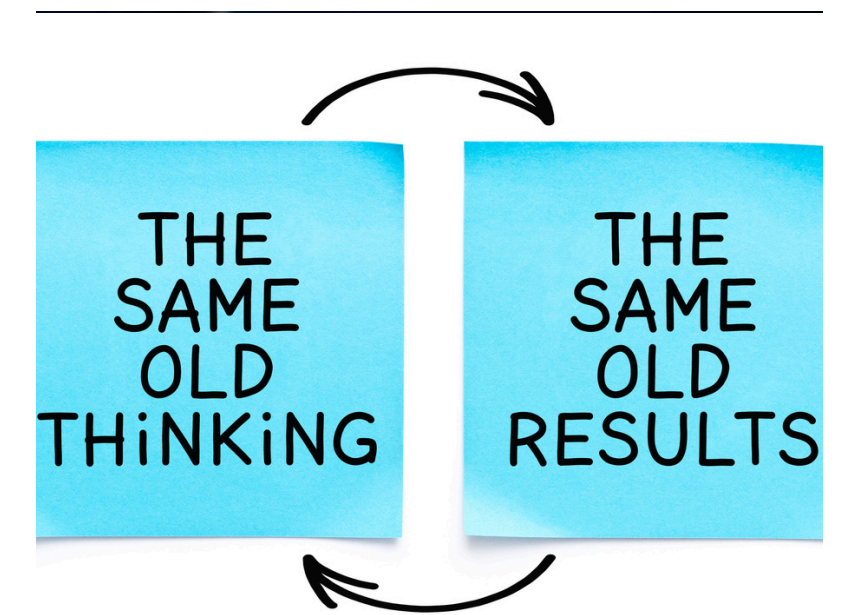
**LACK OF
INTEREST ON
YOUR WEBSITE**



**NOBODY CLICKS
ON YOUR EMAILS**



**YOUR CAMPAIGNS
FALL FLAT**



**STRUGGLE TO
STAND OUT IN
THE MARKET**

2

Create a One-liner That Communicates Your Value

What is a one-liner?

- longer than a tagline but shorter than a descriptive paragraph
- a 2- or 3-sentence elevator pitch of your mission organization



A SIMPLE, CLEAR, AND MEMORABLE WAY TO TELL TARGET AUDIENCE WHAT YOU DO AND, MORE IMPORTANTLY, HOW “WHAT YOU DO” BENEFITS THEM!

- 1 The **problem**: The main problem or pain point of your target audience
- 2 The **solution**: Talk about YOUR solution to their problem
- 3 The **reward**: The results they will experience if they given to the movement or cause

Examples



*Welcome to Hope Missions International
— Empowering Through Compassion
Since 1998.*



*You Can Help Bring Clean Water and the Hope of
Christ to Families Still Waiting for Both.*

*Every \$40 provides a family with safe water, prayer
support, and a local church connection — you can
change their story today.*

1

- *Talks about the organization, not the audience*
- *No clear problem or transformation*
- *Sounds generic and vague*
- *Doesn't show what's in it for the reader or why they should care now*

2

- ✓ *The reader is the hero — not the organization*
- ✓ *States the problem clearly (families still waiting for clean water and hope)*
- ✓ *Invites the audience into a mission with meaning*
- ✓ *Shows tangible impact and transformation*
- ✓ *Emotion + clarity + action*

3

StoryBrand Your Website to Effectively Generate Leads



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**VISITORS ARE THE HERO AND
NOT THE BRAND OR ORGANIZATION**



CREATE CONTENT AND DESIGN
BASED ON WHAT THE VISITOR
WANTS

**IDENTIFY THE PROBLEM YOU ARE
SOLVING IN YOUR MINISTRY**



COMMUNICATE THEIR PROBLEM
CLEARLY TO INVITE THEM INTO A
DISCUSSION

**GUIDE THE VISITOR TO THE
SOLUTION YOUR ORGNIZATION IS
SOLVING**



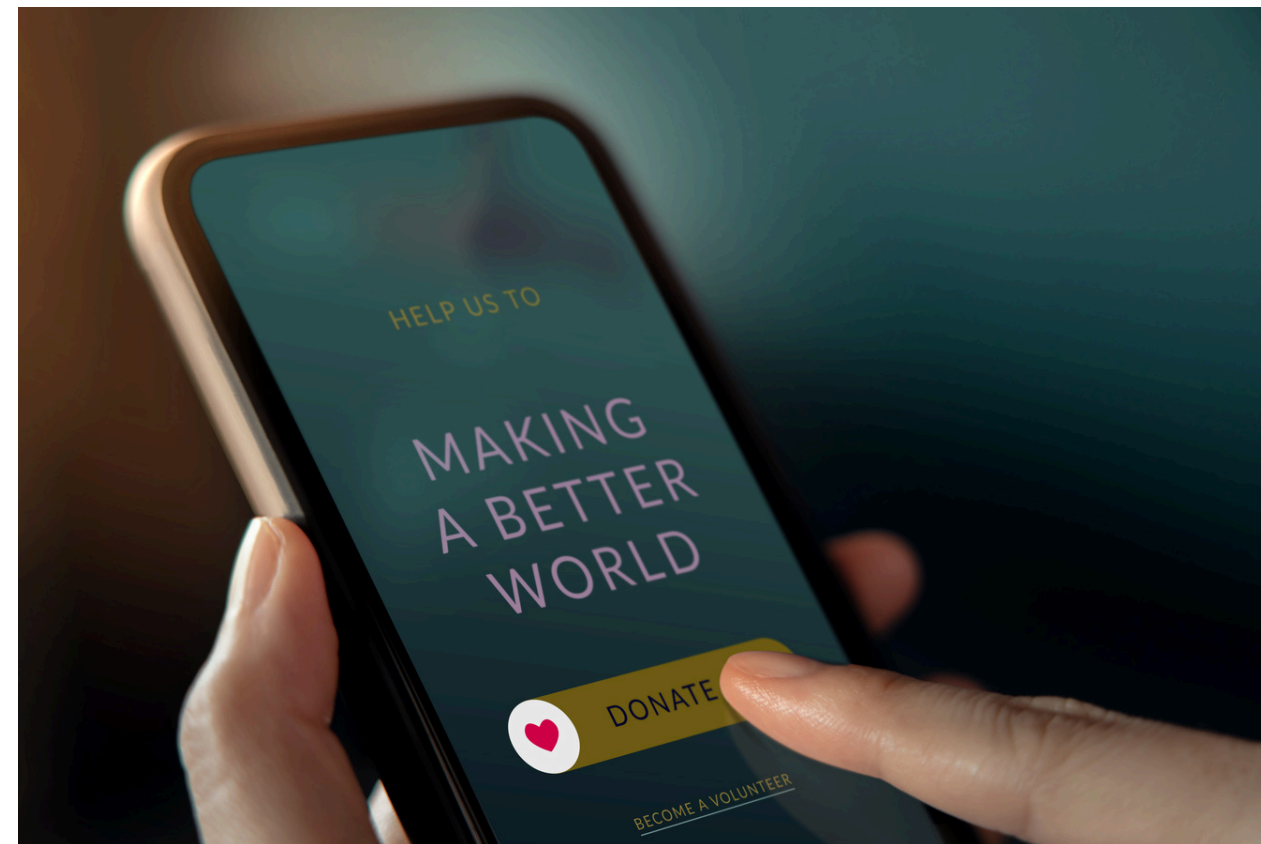
SHOW EMPATHY AND AUTHORITY.

**PROVIDE A PLAN FOR SUCCESS OR
ANSWER TO THE PROBLEM**



USE A SIMPLE, 3-STEP PLAN THAT
MAKES IT EASY FOR VISITORS TO
SAY "YES" RIGHT AWAY.

INVITE AND BE CONFIDENT TO CALL VISITORS TO ACTION



MAKE IT CLEAR WHAT YOU WANT VISITORS TO DO & REPEAT THROUGHOUT WEBSITE

TELL VISITORS THE STAKES OF NOT PARTNERING WITH YOU



REMIND THE HERO OF WHAT HAPPENS IF THEY FAIL; IF THEY DON'T CHOOSE YOU AS THEIR GUIDE

SHOW WHAT LIFE WILL LOOK LIKE AFTER THEY PARTNER WITH YOUR ORGANIZATION



PAINT A CLEAR VISION OF THE FUTURE. USE WORDS AND PICTURES.

TELL YOUR VALUE PROPOSITION

VALUE PROPOSITION TEMPLATE (STORYBRAND STYLE)

HEADLINE (ONE SENTENCE):

WE HELP [WHO YOU SERVE] OVERCOME [PROBLEM] BY [SOLUTION], SO THEY CAN [RESULT/TRANSFORMATION].

EXPANDED EXAMPLE:

AT LIVING WATERS MISSION, WE HELP RURAL FAMILIES WITHOUT CLEAN WATER BY BUILDING SUSTAINABLE WELLS THROUGH LOCAL CHURCHES, SO THEY CAN LIVE HEALTHY LIVES AND EXPERIENCE THE HOPE OF CHRIST.

4

Effective Lead-Generator

=

Faster Conversion

What is a Lead Generator?



You offer a piece of valuable content in exchange for an email address.



Then, with a series of emails, you can build a relationship with your target audiences.



Allows them to see your authority and your empathy for their struggles.



Raising the fund will become a lot easier.

SAMPLES OF EFFECTIVE LEAD GENERATORS



CASE STUDIES



QUICK TIPS



TEMPLATES



CHECKLIST

GET READY FOR GIVETUESDAY!

Download Your Free
GiveTuesday
Marketing Kit!

GI  **ING**
TUESDAY

Boost your campaign this GiveTuesday with our essentials.



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5

Sales Funnels Allow Your Organization to Grow Faster

What is a Marketing Funnel?

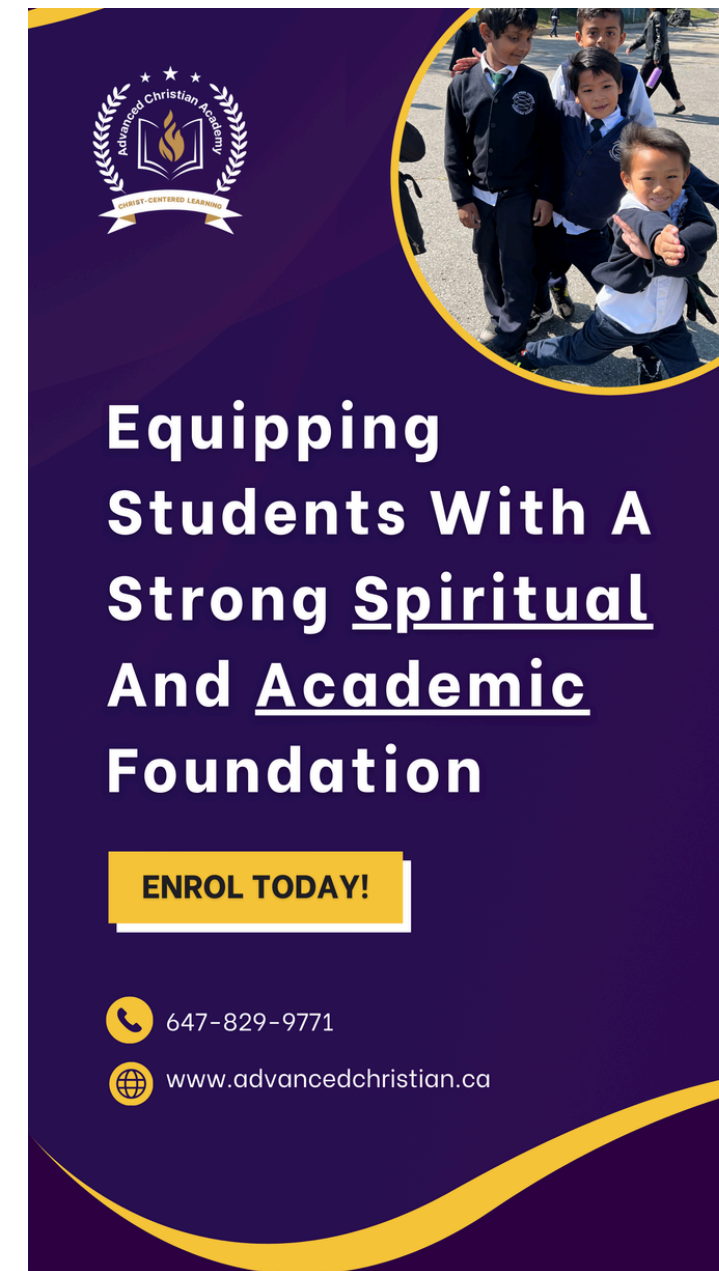


The journey potential customers go through on the way to become your donor or partner.

Starts with **awareness** and start seeing results in **action**

SIMPLE AND EASY MARKETING FUNNEL STRUCTURE THAT WILL GROW YOUR ORGANIZATION ORGANICALLY

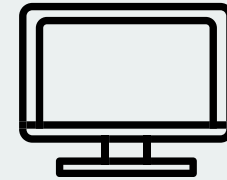
- 1 Landing page with a clear header
- 2 Lead generator to give value
- 3 Email nurture campaign





Thank you!

Contact us if there are any questions.



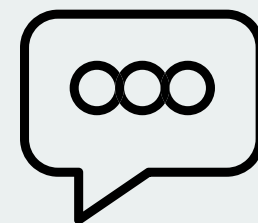
Website

digitalconsultants.ca



Phone

416-885-2809



Email

info@digitalconsultants.ca

