



Key facts

Client

Religious Denomination

Congregation Size

250,000+

Business challenge

Looking to move forward, increasing congregation size and exposure, with a particular emphasis on the youth of society

Solution

Using our marketing consultation services to find out how the 25 most senior Bishops within the organisation want to move forward and see themselves currently

Results

Despite initial scepticism on the role of marketing within religion, our approach to consultation was well received, removing any uncertainty and allowing for the continuation of the project

Interest areas

- *Marketing Consultation*
- *Web Presence*
- *Charities / Non Profit*

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Premier's marketing consultation services benefit major religious movement

Using successful consultation techniques Premier enlightens religious denomination to the possibilities of marketing

Customer overview

A Christian Denomination based within the United Kingdom, with a current congregation base of over 250,000 people spanning 1750 parishes. The Church has embarked on a major programme of revitalisation that will be overseen by a panel of 25 senior Bishops.

Business need

The Director of Communications for the client, after working with Premier at a previous organisation, looked to scope out our expertise to assist in moving the religion forward. There was a unanimous acknowledgement that the Church needed greater exposure, especially to the youth of society, to increase congregation sizes.

Solution

The Church were interested in developing their online and offline presence, but Premier felt it prudent to conduct a consultation with the client in order to discuss where they currently see themselves and what they hope to achieve. At the annual conference of the 25 most senior Bishops within the Church, Premier used a keynote presentation to discuss the principles of our marketing approach and how we could reach out to their target demographic, therefore increasing congregation and donation sizes.

Using break-out group sessions we were able to gain a better understanding of their organisation and gauge the opinion of many of the Bishops. With each individual having their own opinion it was beneficial to work in smaller group sessions to manifest a joint initiative to realise a unified goal. We analysed the pros and cons of their previous attempts at marketing, finding that they often lacked the consistency and follow through required to succeed.

Initially there was some scepticism expressed by some of the clergy, that as they were not a business that marketing had no place in the church. Working through the night with those who were against our participation we were able to enlighten them to the benefits of our involvement.

Results

During this first stage of the project we managed to gain a clearer idea of how the client wanted to position themselves and move forward. Using our marketing consultation services, the church were able to appreciate how marketing could allow them to progress and achieve their requirements.

The findings from this consultation allowed us to provide the client with a clear and easily realisable strategy. This would give them a unified approach to a productive future, allowing them to successfully pass their message to their target audience using an appropriate medium. Premier's work with this particular client, during stage one, has allowed for the continuation of this project, scheduled for March 2007.

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