CHURCH MARKETING

Lexi-Heiman

ingoducing

Hi, there! My name is Lexi Heiman, and I am passionate about supporting your ministry's digital presence! In many cases, your ministry's digital presence is the first (and possibly the only) experience prospects will have with your church. Let's work together to make it representative of who you are!



MINISTER ENCE

I've been blessed to serve in a variety of roles in a number of different ministries! Check it out!

O BEAUTIFUL SAVIOR, CINCINNATI

I grew up at Beautiful Savior Lutheran Church in Cincinnati, Ohio. While in college, I worked as the Pastoral Administrative Assistant and Events Director for Beautiful Savior, and I absolutely loved it!

02 MICHIGAN LUTHERAN SEMINARY

I attended high school at Michigan Lutheran Seminary in Saginaw, Michigan. Theater was my passion, and I also served as class president for all four years. Go Cards!

03 MARTIN LUTHER COLLEGE

I attended Martin Luther College in New Ulm, Minnesota, and graduated at the top of my class with a degree in Early Childhood Education. To God be the glory!

O4 SALEM

I taught 4K at Salem Lutheran School in Milwaukee, Wisconsin, for two years before my husband, Xander, received his vicar assignment from Wisconsin Lutheran Seminary.

05 BEAUTIFUL SAVIOR, COLLEGE STATION

This past May, my husband received his vicar assignment to Beautiful Savior in College Station, Texas! We will be moving in mid-August!

markling SKILLS

I've experienced church marketing from all angles--as an educator, as an office administrator, and as a consumer! Check out my portfolio to see more!















SERMON EDITING



EMAIL MARKETING



EVENT PROMOTION



I have experience in a variety of platforms to best meet the needs of your ministry!







facebook



Instagram







Take a peek at some of my portfolio work from Grace Ungemach's 6-week Training Course! I completed all my portfolio work for Salem Lutheran Church in Milwaukee, Wisconsin.



Social Media

Create a cohesive and consistent social media presence!

Canall Marketing
Share important information with stakeholders and reach out to prospects!

Sermon Editing

Streamline the process to view your ministry's sermons online!



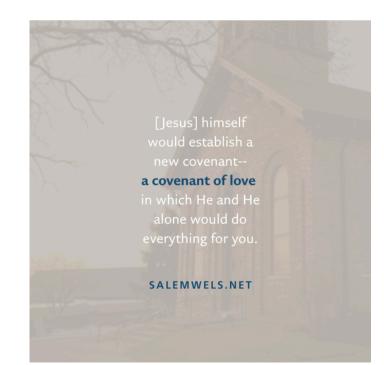
Salem Lutheran Church is one of the oldest congregations in the Wisconsin Evangelical Lutheran Synod (WELS)! Social media posts incorporate the classic elements of the landmark church as well as a cohesive design for brand unity!

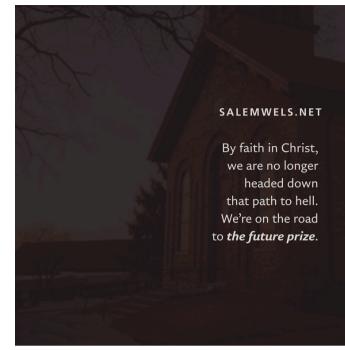


[Jesus] was coming into town to fulfill that final leg of salvation--to pay for all of your sins and mine for all time and eternity--so that we can rejoice in the house of the Lord forever.

He and only He alone could do this.

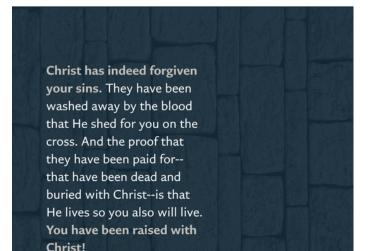
SALEMWELS.NET





We can embrace the
true righteousness that is ours
in Christ. Not a righteousness that is
based on our own actions. Not a
righteousness that is based on our own
image. Not a righteousness that's based
on our own righteous path.

SALEMWELS.NET



Christ's ressure
is your resurred
and that shapes how
every single moment

SALEMWELS.

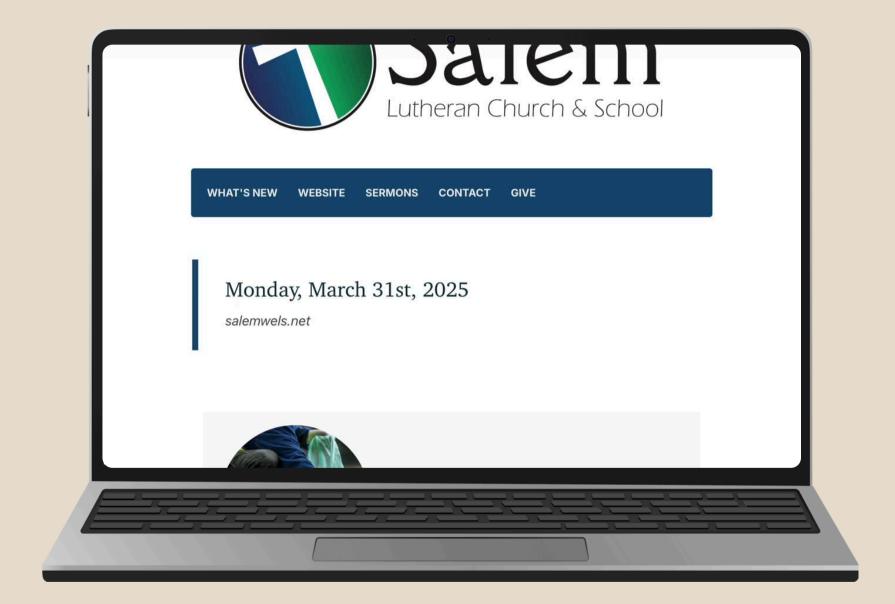


By faith in Ch we are no longer down that path We're on the to *the future* p

SALEMWELS

CMAI MARKETING

The Weekly Church Newsletter streamlines information by highlighting five featured items with quick links to other important items such as the church calendar, prayer lists, and offerings.



CMAI MARKETING

The Weekly Lead Magnet invites prospects to worship in a noninvasive way. The email provides information or activities to subscribers (i.e. a weekly devotional, a kids activity, or conversation cards). For Salem's lead magnet, subscribers receive a list of three activities happening in the community each week! They also receive an invitation to worship at the bottom of the email.



EDITING

Sermon editing includes an introduction and closing page for viewers on Youtube and Spotify. It also includes "bite-size" clips for Instagram Reels or Youtube Shorts!



additional PROJECTS

I'd love to help you brainstorm and plan your next event! Together, we will create a media campaign, run ads, and attract attention to your event!

Easter Egg Hunt

Salem's annual Easter Egg Hunt is a family-friendly outreach event designed to welcome community Salem's annual Easter Egg Hunt is a family-friendly outreach event designed to welcome community members and prospective guests to Salem Lutheran Church in a warm, non-intimidating environment.

Through a lighthearted Easter end hunt and a brief devotion—the event introduces attended to the members and prospective guests to Salem Lutheran Church in a warm, non-intimidating environmen. Through a lighthearted Easter egg hunt and a brief devotion, the event introduces attendees to the heart of our church family and the message of Christ. As a bonus, children leave with a bag full of

This event is fairly low-maintenance in that eggs simply need to be purchased, filled, and hidden on the property. The "real marie" occurs in advertising the event socking to reach as many individuals as This event is fairly low-maintenance in that eggs simply need to be purchased, filled, and hidden on the property. The "real magic" occurs in advertising the event, seeking to reach as many individuals as possible via social media posts, flyers for school families, slides on campus TVs, announcements in church and school newsletters, and a Facebook Events.

LONG RANGE PREP: March 15th, 2025 (4 WEEKS OUT)

- ☐ Write blurb(s) for social media + newsletters
- Create graphics
- ☐ Flyer (8.5" x 11")
- Poster (11" x 17")
- Powerpoint Slide (1920px x 1080px)
- Social Post(s) (1080px x 1080px) Social Post(s) (1920px x 1080px)
- Facebook Event Banner (1920px x 1080px)
- Create landing page or dedicated portion of Events page on church website Create sign up on church website for a "Remind Me" email
- MID RANGE PREP: March 29th, 2025 (2 WEEKS OUT)

- Start ramping up internal communication:
- Add blurb to weekly church and school newsletter with:
- Volunteer ask to pick up and fill Easter eggs
- ☐ Encouragement to invite friends/spread the word ☐ Encouragement to invite menus/spread the word
 ☐ Add blurb/graphics to service folder and worship announcements

Start Meta ads (Facebook and/or Instagram) Start YouTube Ads TE PREP: April 5th, 2025 (1 WEEK OUT TO DAY OF)

spend as able (recycle unused YouTube budget into Meta) le day-before and day-of email reminder to entire applicable list

tailing behind-the-scenes prep acebook page

am stories

Start ramping up external communication: Make weekly social media posts Post in neighborhood or community groups

Start paid advertisments: ☐ Boost Facebook Event

ion" on Facebook Event

day-of detailing behind-the-scenes prep and setup

ebook page

n" on Facebook Event

'uring event: "It's not too late to join us for...!"

-taker for during the event

KDOWN: ~\$250.00

Instagram): \$125.00 Event: \$75.00

GRAPHICS

These graphics are intentionally kept simple--you will not find a detailed description or an address. The goal is to funnel interested viewers to the church website. On the website, prospects will be able to view more detailed information, sign up for a "remind me" email, and learn more about Salem! Salem's branded colors and fonts, preserving aesthetic unity on the





Let's make your ministry's digital presence aligned with your mission!

CONTACT ME

marketingbylexiheiman@gmail.com