

CHURCH MARKETING

Lexi Heiman

2 0 2 5



introducing **ME**

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!



Hey! I'm Lexi!



ministry **EXPERIENCE**

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

01 BEAUTIFUL SAVIOR

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

04 SALEM

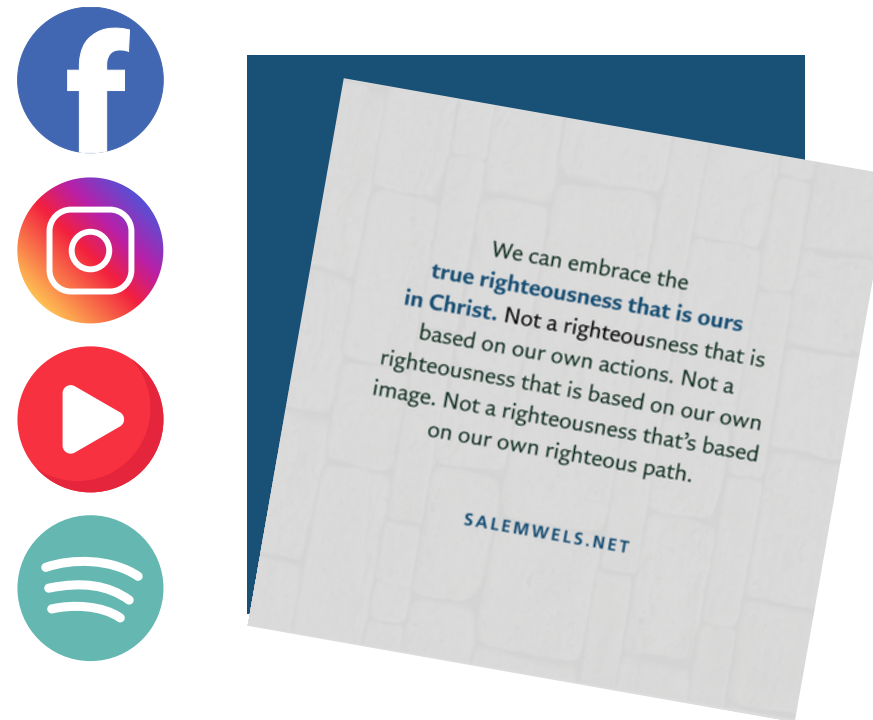
I taught 4K at Salem Lutheran School in Milwaukee, Wisconsin, for two years before my husband, Xander, received his vicar assignment from Wisconsin Lutheran Seminary.

05 TBD

My husband receives his vicar assignment on May 21st, 2025! We will be moving to his assignment location in August.

marketing 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!



SOCIAL MEDIA



SERMON EDITING



EMAIL MARKETING



EVENT PROMOTION

work **EXPERIENCE**

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



marketing PORTFOLIO

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.



01

Social Media

Create a cohesive and consistent social media presence!

02

Email Marketing

Share important information with stakeholders and reach out to prospects!

03

Sermon Editing

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

social MEDIA

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!

This faith has nothing to do
with that ugly past.
This faith is ***in Christ,
from Christ.***

SALEMWELS.NET

[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

[Jesus] himself
would establish a
new covenant--
a covenant of love
in which He and He
alone would do
everything for you.

SALEMWELS.NET

SALEMWELS.NET

He would **shower
you with each
and every
blessing:**
forgiveness of
sins, new life, and
salvation.

Christ's resurrection
is **your resurrection,**
and that shapes how we live
every single moment of our lives.

SALEMWELS.NET

Christ has indeed forgiven
your sins. They have been
washed away by the blood
that He shed for you on the
cross. And the proof that
they have been paid for--
that have been dead and
buried with Christ--is that
He lives so you also will live.
**You have been raised with
Christ!**

We can embrace
**true righteousness that is
in Christ.** Not a righteousness
based on our own acts or
righteousness that is based
on our own image. Not a righteousness
on our own righteousness.

SALEMWELS.NET

Christ has indeed forgiven
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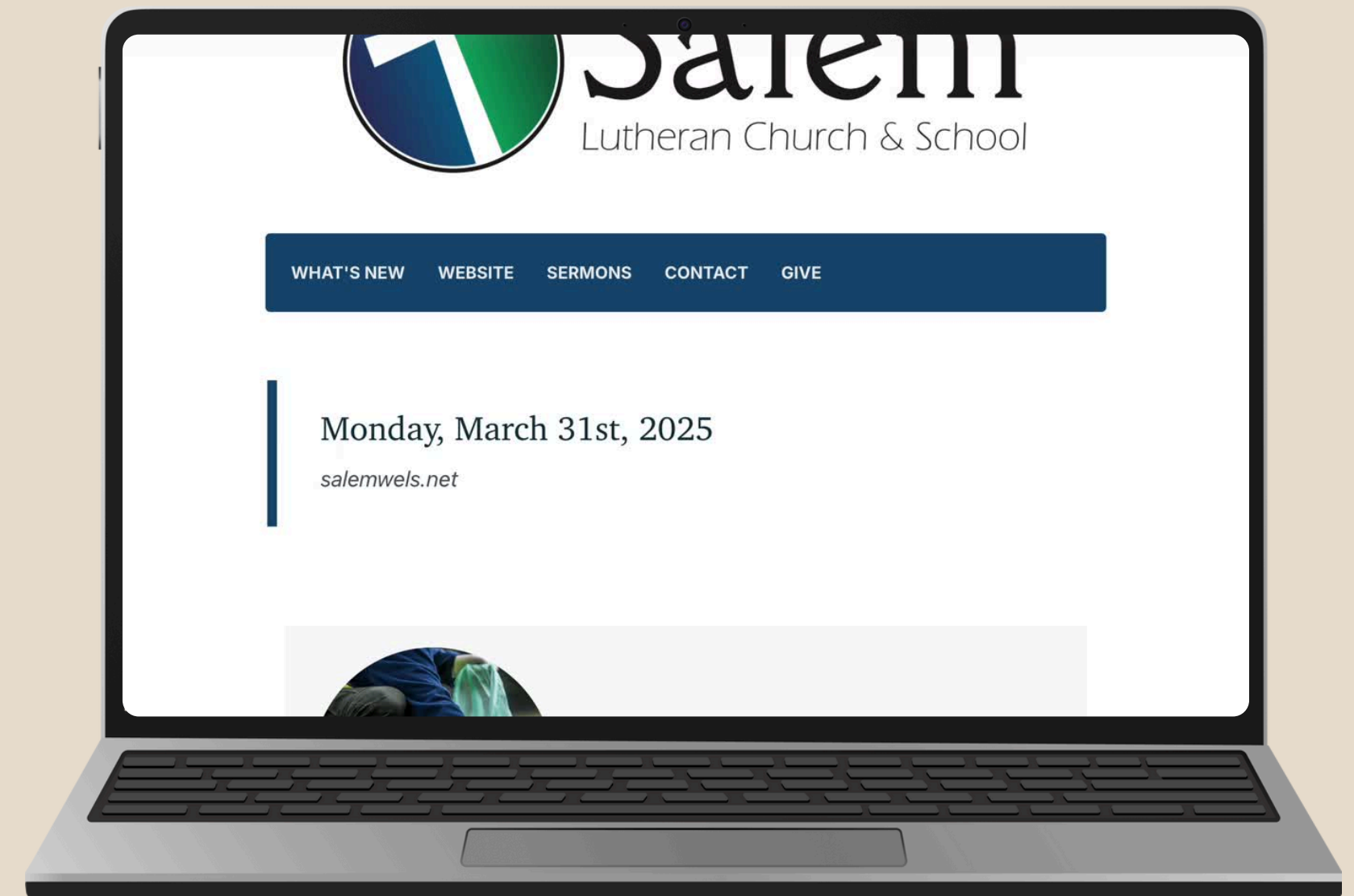
SALEMWELS.NET

By faith in Christ,
we are no longer
down that path to
We're on the road
to **the future promise!**

SALEMWELS.NET

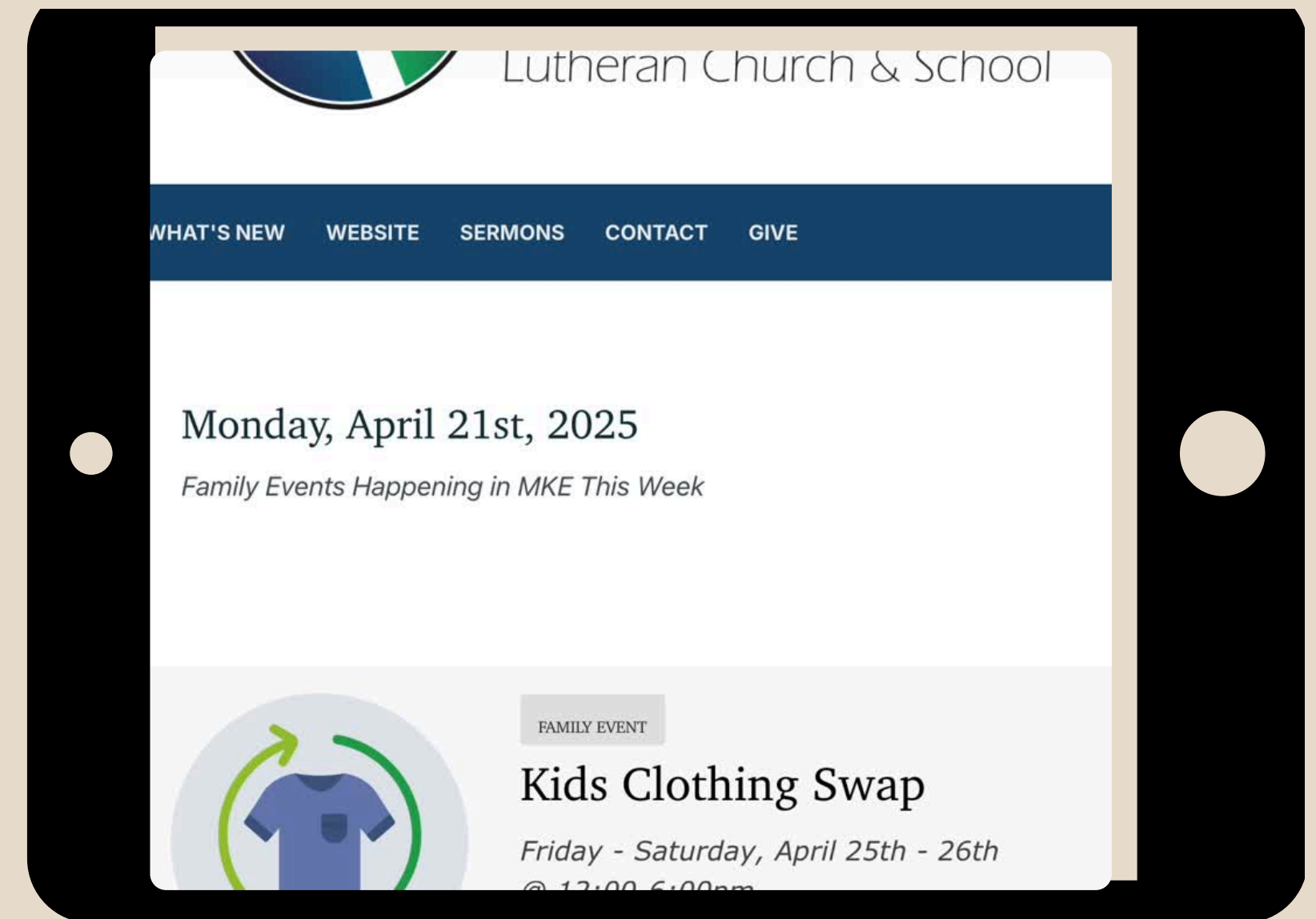
Email MARKETING

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.



Email 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.



Sermon **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 run ads, create a media campaign, and attract attention to your event!



Vacation Bible
School



Special Services



Sports Camps



Food Drives

i'd love to work
WITH YOU

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

CONTACT ME

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