

Alpha Launch Communications Strategy

Overview

Target Audience:

People in the local community who are spiritually searching, have no strong faith connection or are curious about faith.

Goals:

1. Increase awareness of Alpha
2. Encourage sign-ups
3. Foster a sense of belonging among participants

Core Message:

“Explore life’s big questions in a relaxed, open, and friendly environment.”

Tagline:

“Alpha: Explore Life’s Big Questions in a Welcoming Space.”

Messaging

Social Media Posts:

- “Searching for meaning or connection? Alpha is for you. No pressure, no judgment. Just open conversations. Sign up today!”
- “What’s the purpose of life? Come to Alpha and explore life’s big questions in a friendly, open environment. Everyone is welcome!”

Testimonial Posts:

Share real or fictional testimonies (as short reels) of people who have experienced Alpha and found meaning or community.

Digital Media Strategy

Channels/Platforms:

1. **Parish Website:**
Create a dedicated page for Alpha with details, testimonials, and an easy sign-up form.

2. **Social Media (Facebook, Instagram):**

Regular posts, event invites, and boosted ads targeting local communities within a specific radius.

3. **Email Marketing:**

Send invitation emails to parishioners, encouraging them to invite friends, family, and neighbours.

4. **WhatsApp:**

Parishioners can share personal invites via messaging apps like WhatsApp, allowing them to invite friends to sign up.

5. **Google Ads:**

Set up local Google Ads with search terms and keywords such as:

- **Alpha course near me**
- **Alpha series events**
- **Explore Christianity resources**
- **Is God real? Alpha course**
- **Who is Jesus? Alpha series**

6. **YouTube/Video:**

Create a short, engaging video inviting the local community to join Alpha, emphasising that it's for those searching for meaning and connection.

Timeline & Key Actions

Timeline	Key Actions
6 Weeks Before Launch	<ul style="list-style-type: none">- Update the website, launch the Alpha page with a sign-up form.- Tease social media posts about Alpha (“big questions”).- Email parishioners with details and shareable resources.
4 Weeks Before Launch	<ul style="list-style-type: none">- Launch boosted social media ads targeting a local radius.- Send follow-up email encouraging personal invites.- Begin weekly video testimonials on social media.
2 Weeks Before Launch	<ul style="list-style-type: none">- Create urgency: “Only a few spots left for Alpha! Sign up now!”- Continue ads/social posts focused on testimonials.- Increase email marketing with a sign-up link.
Launch Week	<ul style="list-style-type: none">- “Alpha starts this week! There’s still time to join.”- Daily social media reminders and countdowns.- Post behind-the-scenes videos for excitement.
Post-Launch (Ongoing)	<ul style="list-style-type: none">- Weekly social media updates and session reminders.- Share participant feedback to build momentum for the next series.

Timeline & Key Actions: Print Media Strategy

A print media kit may include postcards, posters, flyers, and outdoor banners, each featuring cohesive artwork and messaging.

Examples:



Timeline	Key Actions
6 Weeks Before Launch	<ul style="list-style-type: none"> - Design posters, flyers, postcards, and bulletin inserts. - Distribute posters/flyers in local businesses, cafes, and community centres. - Provide parishioners with postcards to invite others. - Begin including Alpha inserts in the parish bulletin.
4 Weeks Before Launch	<ul style="list-style-type: none"> - Set up an Alpha banner outside the church with sign-up details. - Continue distributing flyers at church events, schools, and local spaces. - Run weekly bulletin series about Alpha (testimonials/FAQs).
2 Weeks Before Launch	<ul style="list-style-type: none"> - Distribute remaining postcards/flyers, focusing on personal invitations. - Keep bulletin inserts fresh, and highlight new aspects of Alpha. - Announce after Mass, that the Alpha team available for questions.

Metrics & Follow-Up

Track Sign-Ups:

Use digital tools to monitor sign-ups from different platforms (social media, website, email).

Engage Throughout:

Keep in touch with those who sign up through regular reminder emails and messages, creating a sense of anticipation before the first session.

Post-Alpha Series:

Share success stories and testimonials after the series to build momentum for the next one, and nurture relationships with participants to integrate them further into parish life. (What next?)