

2018 SECTION ONE

# YOUTH LEADERSHIP SUMMIT

MARCH 3, 2018



## Establishing Your **Digital Location**

Bro. Jeremy Gove

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**Digital Location**



**Physical Location**



**Spiritual Location**  
*(THE GOAL)*

# Six Things Your **Digital Location** Will Never Replace



Your (Physical) Place of Worship



The Power of Prayer



The Practice of Fasting



The Presence of the Lord



The Precepts of Truth



The Principle of Personal, Intentional Relationship





**Digital Location**



**Physical Location**

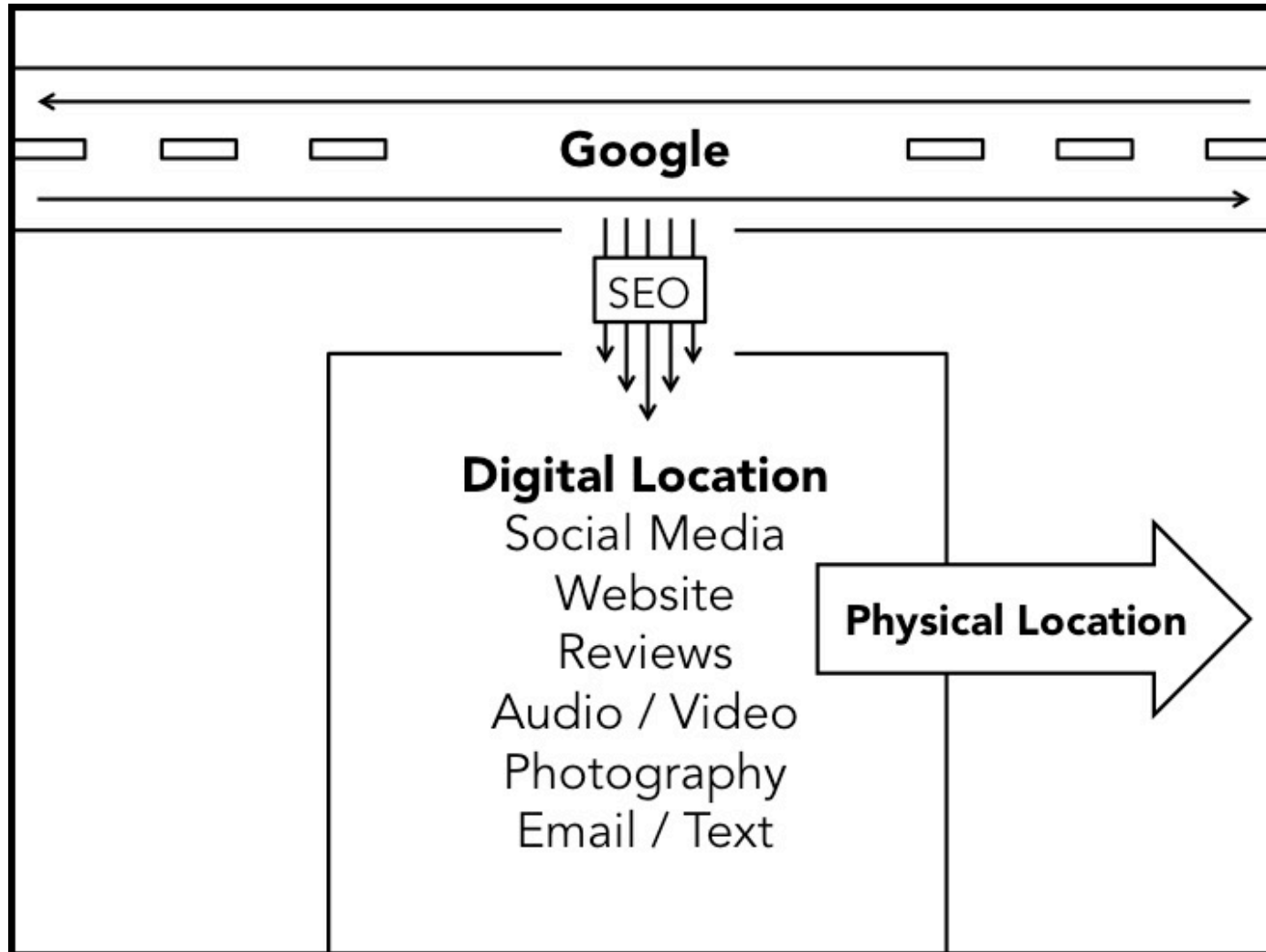


**Spiritual Location**

**(THE GOAL)**

**Funnel**





# Your Digital Location

“I looked you up on Google because I saw your billboards and building signage driving by. I stalked you on social media and saw that a friend attended. I reached out to her for feedback and decided to try it out based on her enthusiastic response.”

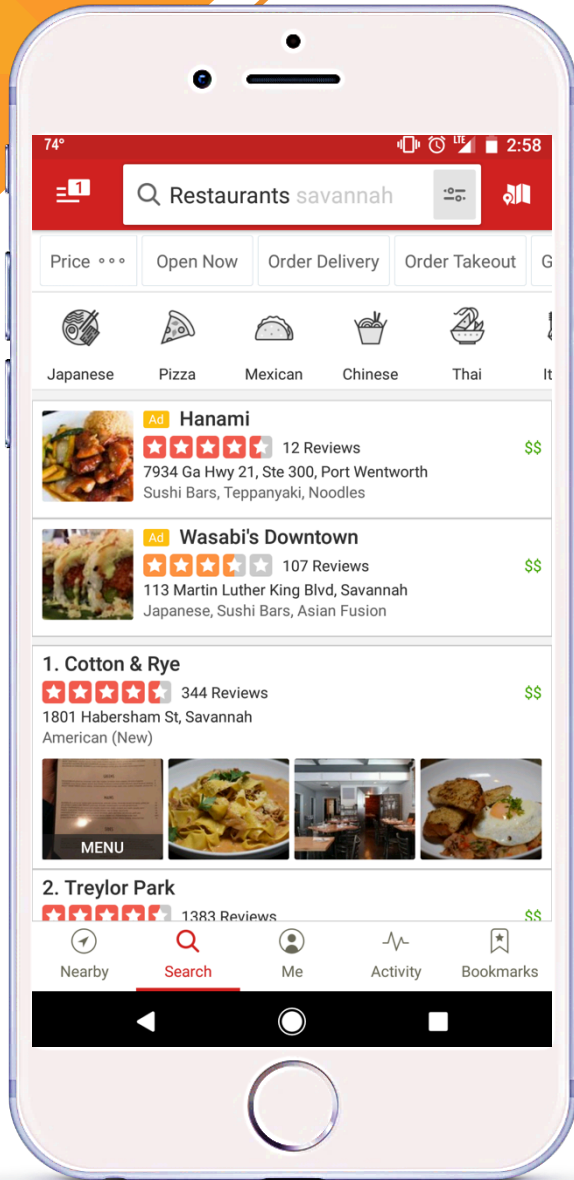
- Quote courtesy of Ryan Wakefield,  
*Church Marketing University*  
(slightly edited for clarity)

# The Amazon-Yelp Effect

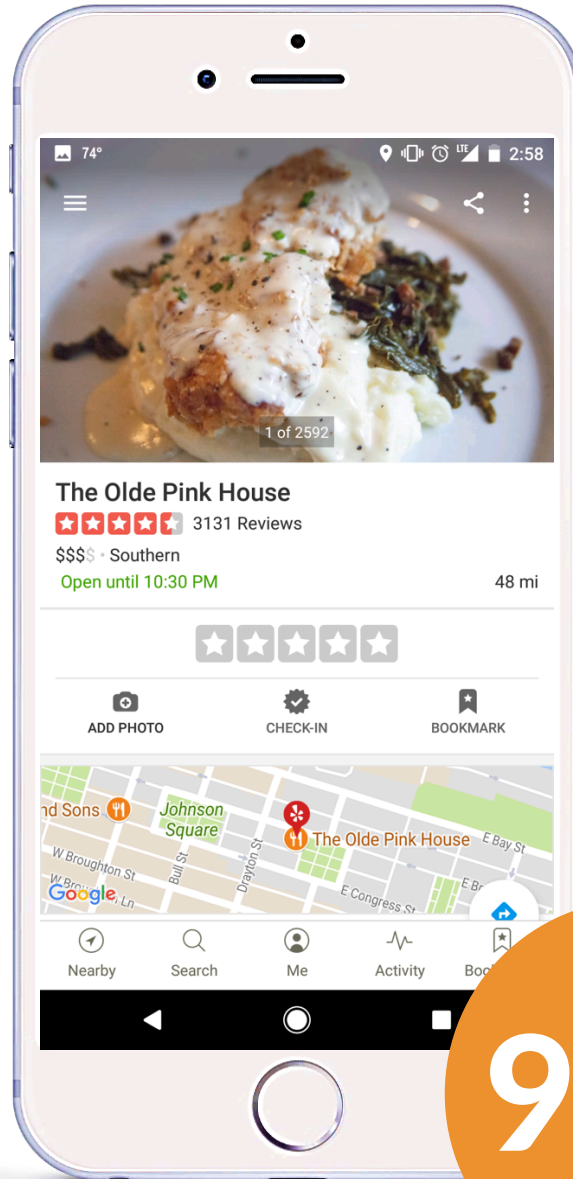
## Two Questions:

1. Where in the process do they enter the physical building?
2. How many impressions led to their visit?

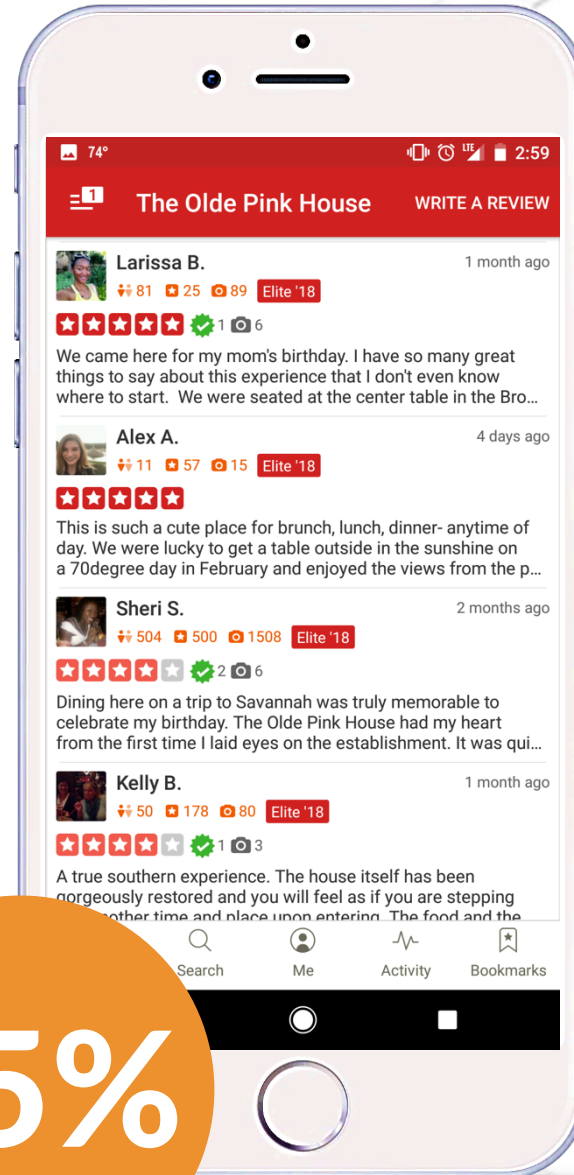




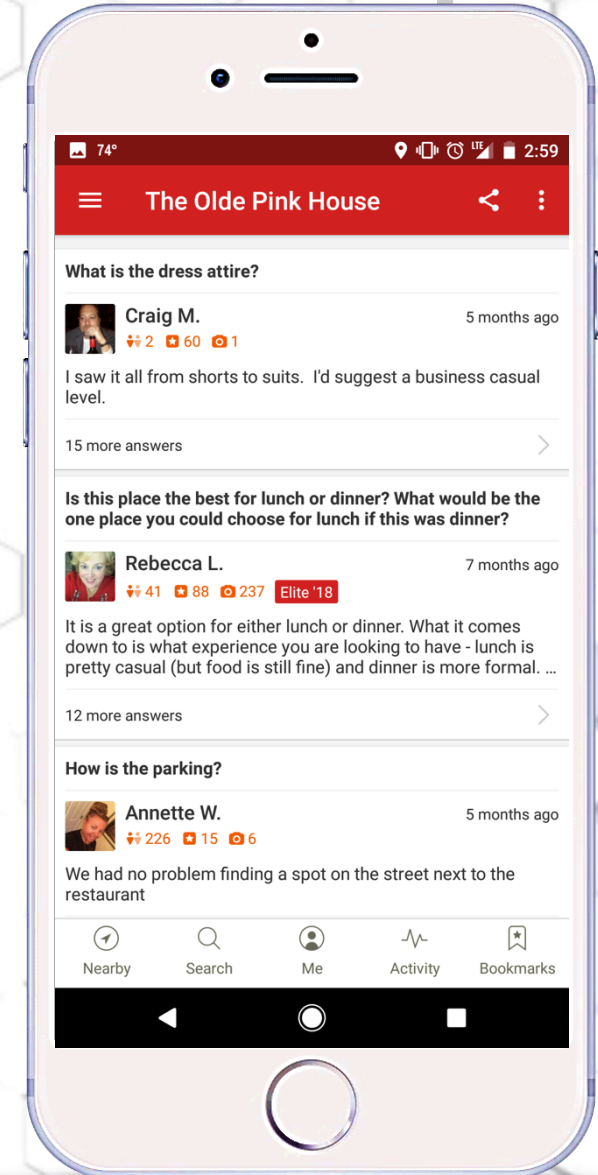
General Search



Restaurant Page

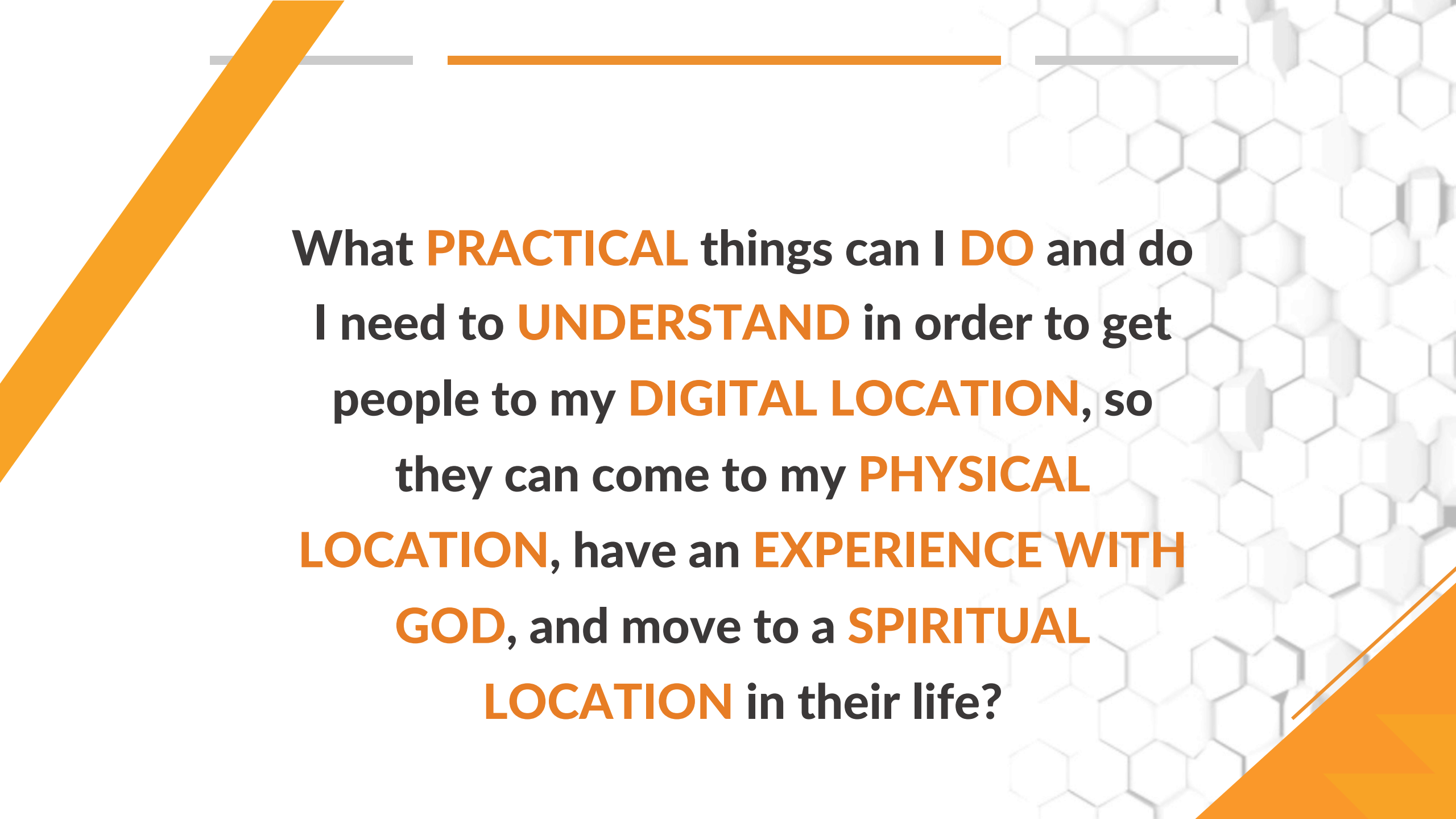


Reviews



FAQs

95%

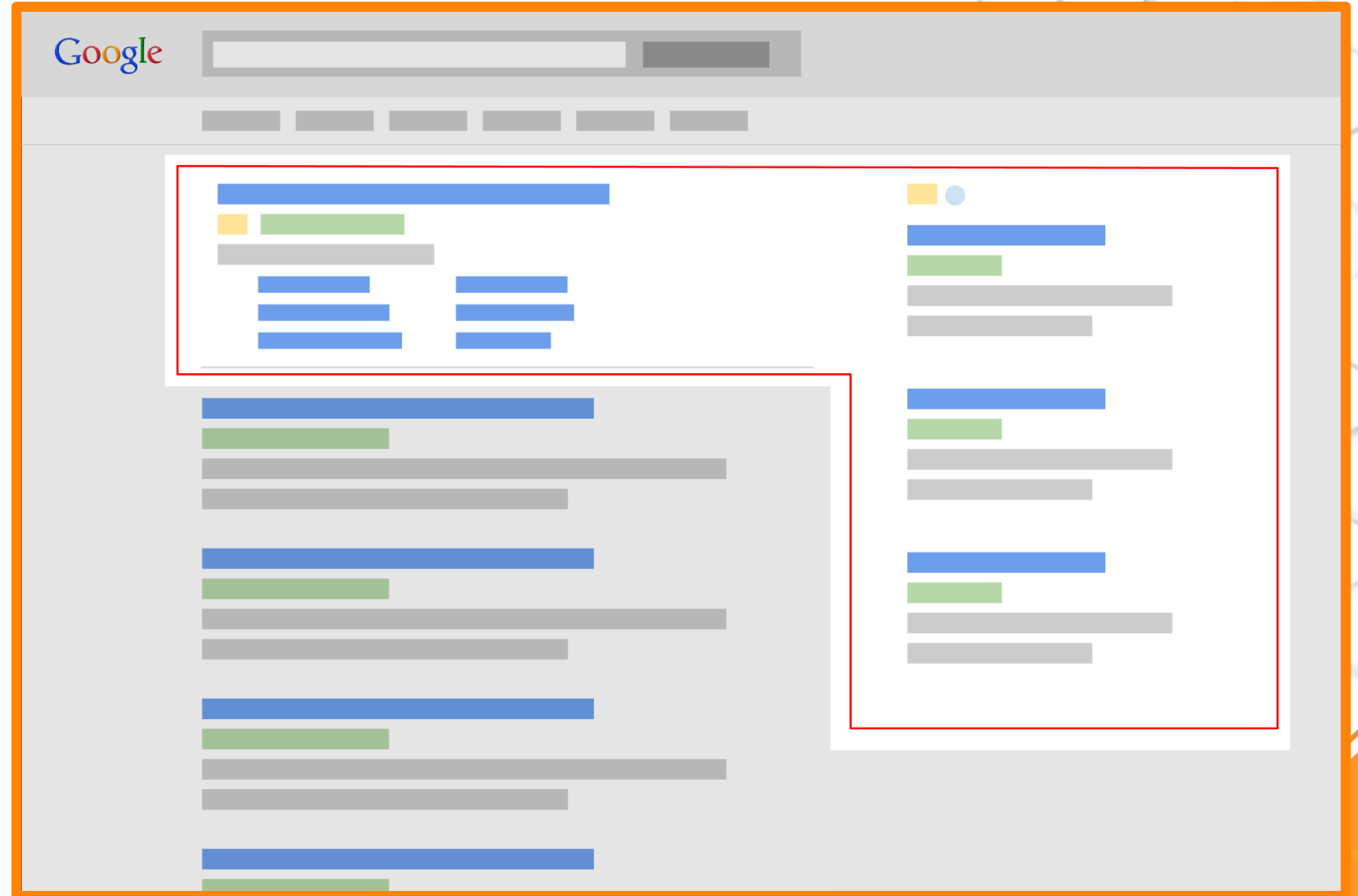


What **PRACTICAL** things can I **DO** and do I need to **UNDERSTAND** in order to get people to my **DIGITAL LOCATION**, so they can come to my **PHYSICAL LOCATION**, have an **EXPERIENCE WITH GOD**, and move to a **SPIRITUAL LOCATION** in their life?



**90-93%**  
of people don't  
go past the  
first page of  
Google results.

*The average Google  
search yields 10 results  
per page*





Truth tabernacle blackshear, ga



All Maps Images News Shopping More Settings Tools

About 2,530 results (0.35 seconds)

### Truth Tabernacle U P C - Blackshear, Georgia - Pentecostal Church ...

<https://www.facebook.com> > Places > Blackshear, Georgia > Pentecostal Church

Phone, (912) 449-6451 · Address, 429 Gordon St; Blackshear, Georgia 31516.

### Truth Tabernacle Upc - Blackshear, GA - Church in Blackshear, Georgia

<https://www.manta.com> > ... > Religious Organizations > Churches

Get information, directions, products, services, phone numbers, and reviews on Truth Tabernacle Upc in Blackshear, GA. Discover more Religious Organizations companies in Blackshear on Manta.com.

### Truth Tabernacle (@TruthTabernacle) | Twitter

<https://twitter.com/truthtabernacle>

The latest Tweets from Truth Tabernacle (@TruthTabernacle). A United Pentecostal Church established in 1975 by founding and current pastor, Rev. C. H. Jury. Join us and connect with God and with others in worship. Blackshear, GA.

### Truth Tabernacle United Pentecostal Church in Blackshear, GA ...

<https://www.whitepages.com/business/GA/Blackshear/truth-tabernacle.../b-1b4x4v2>

View contact info, business hours, full address for Truth Tabernacle United Pentecostal Church in Blackshear, GA 912-449-3004. Whitepages is the most trusted online directory.

### Truth-Tabernacle-United-Pentecostal-Church in Blackshear, GA ...

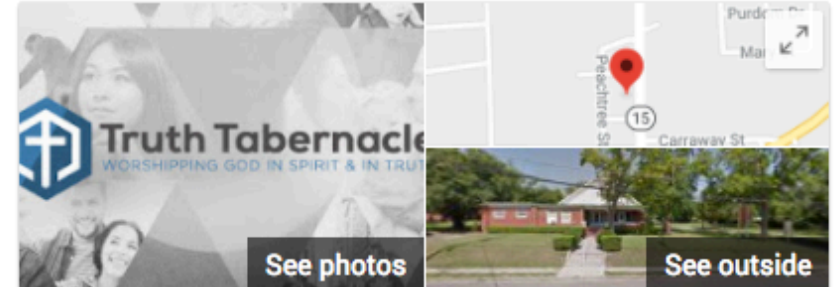
<https://www.whitepages.com/.../GA/Blackshear/Truth-Tabernacle-United-Pentecostal-...>

View contact info, business hours, full address for Truth-Tabernacle-United-Pentecostal-Church in Blackshear, GA. Whitepages is the most trusted online directory.

### Truth Tabernacle U P C 429 Gordon St, Blackshear, GA 31516 - YP.com

<https://www.yellowpages.com/blackshear-ga/mip/truth-tabernacle-u-p-c-6828028>

Get reviews, hours, directions, coupons and more for Truth Tabernacle U P C at 429 Gordon St



## Truth Tabernacle

Website

Directions

5.0 ★★★★★ 3 Google reviews

Church in Blackshear, Georgia

Address: 429 Gordon St, Blackshear, GA 31516

Phone: (912) 337-4631

[Suggest an edit](#)

### Questions & answers

Be the first to ask a question

[Ask a question](#)

### Reviews

[Write a review](#)

[Add a photo](#)



"Great place to worship!"



"A wonderful church full of friendly, loving people."



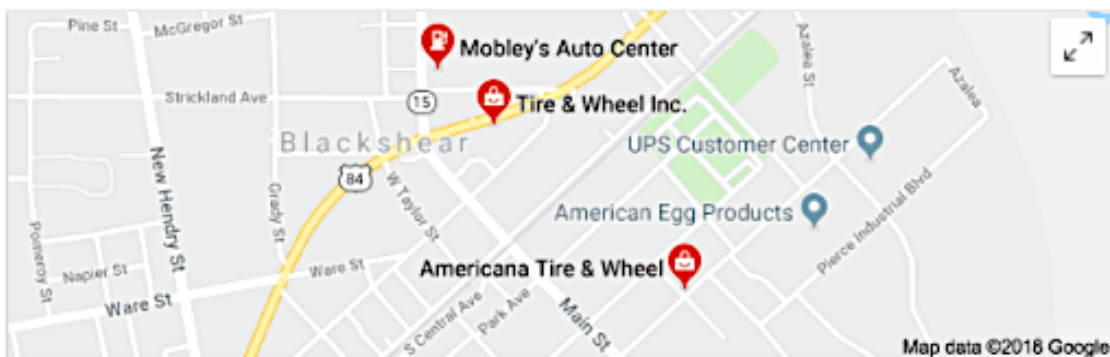


tires blackshear, ga



All Maps Shopping Images News More Settings Tools

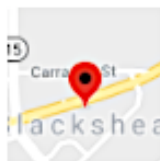
About 81,000 results (0.59 seconds)



Rating Hours

**Tire & Wheel Inc.**  
4.8 ★★★★★ (4) · Tire Shop  
3599 GA-38 · (912) 449-6164

**4 Reviews**  
**4.8 / 5 Stars**



**Americana Tire & Wheel**  
3.3 ★★★★★ (3) · Tire Shop  
614 Memory St · (912) 449-4414  
Closed · Opens 7:30AM Tue

**3 Reviews**  
**3.3 / 5 Stars**



**Mobley's Auto Center**  
No reviews · Auto Repair Shop  
418 Gordon St · (912) 449-4571  
Closed · Opens 7AM Tue

**No Reviews**  
**No Stars**




## The Power of a Good Review

Google prides itself on giving the best, most relevant response to the question an end-user has asked.

# First United Pentecostal Church

1735 Grove Point Rd, Savannah, GA

 [Edit your review](#)


5.0  9 reviews

Sort by: Most helpful ▾



**Jeremy Gove**

9 reviews

 4 months ago - [Edit](#)

Very thankful for this church and its excellent leadership! Incredible, heart-felt worship. They welcome everyone like family. You can really feel the love of God!





# The Pentecostals of Brunswick

Home

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Posts

Community

👍 Liked ▾

📡 Following ▾

➦ Share



## Reviews

4.9 ★ ★ ★ ★ ★ 52 Reviews



Tell people what you think



Ruth Mills

★★★★★ · April 9, 2017

This church is the place to be! My kids absolutely loved the kids program. The music and preaching are absolutely wonderful. The people are very friendly and show God's love. If you want to experience the Power of Pentecost, this is the church.



Naomi Jackson

★★★★★ · March 30, 2016



# Assignment #1

This week, get 6, five-star FB reviews of your church.

- **Note #1:** You Must Have an Active Facebook Page.
- **Note #2:** Allow Reviews.
- **Note #3:** Don't Go Rogue.
- **Note #4:** Don't Aim For a "One-Hit Wonder."

## Assignment #2

By the end of the month, get 6, five-star Google reviews.

- **Note #1:** You Must Have an Active Google (gmail) Account.
- **Note #2:** Claim Your Church: *mybusiness.google.com*
- **Note #3:** Don't Go Rogue.
- **Note #4:** Give People Directions (next slide)
- **Note #5:** Don't Aim For a "One-Hit Wonder."

# Get Google Reviews

How to leave a Google Review:

- **Step 1:** You Must Have an Active Google (gmail) Account.
- **Step 2:** Google “[Your Church Name], [Your City], Georgia.”
- **Step 3:** Your church will appear on the right.
- **Step 4:** Log into Google (gmail) Account.
- **Step 5:** Leave a review (5 Stars & Comment)



# Build Momentum

How do you continue to build reviews?

## 1. Create a Culture of Positive Feedback

- Use Review Language
  - *“We love 5-star reviews.”*
  - *“Reviews have helped others find God by finding our church.”*
- View reviews as a testimony.
- Share them and use them to encourage your team.

**Discussion:**  
*What makes a testimonial so powerful?*

# Build Momentum

How do you continue to build reviews?

## 2. Incorporate Reviews into Your System

- New Members Class.
- Business card-sized reminder in Guest Packet.
  - *“Thank you for visiting with us. Don’t forget to check-in on Facebook and leave us a review!”*
- Reminder to “Check-In” on Welcome Slide.

# Negative Reviews

- You WILL (inevitably) HAVE negative reviews.
  - It may be something you've done wrong.
  - Bitter person who hates the church overall (Trolls)
- Less Than 5 Reviews = More Damage.
  - Ex. Advanced Calculus test
  - 2 questions vs 20 questions.



# Negative Reviews

- View negative reviews as an opportunity.
  - Studies show, a few negative reviews builds credibility.
  - People tend to be wary of “too good to be true.”
- Handling negative reviews well builds credibility.
  - Ex. Trip Advisor
  - Amazon = 1-star reviews are better than none.

# Dealing with **Negative Reviews**

- **Step 1: View This as an Opportunity**
- **Step 2: Take a Timeout**
- **Step 3: Show Empathy**
- **Step 4: Be Genuine and Upbeat**
- **Step 5: Show a Solution is Coming**
- **Step 6: Go Private Soon**
- **Step 7: Encourage an Update**

# Review response flowchart.

## When your business gets a **CRITICAL REVIEW**...

...and the user has raised a legitimate concern.

**Respond publicly.**

Take the time to address their concerns and, if necessary, explain any changes you will make or offer to make amends and invite them to come back.

...and it reads like a rant or it's false.

**Respond publicly or privately.**

We always recommend private messaging first. If a public comment is necessary, politely present your side of the story. Potential customers can read these comments, so being civil is the best strategy.

...and there is a simple misunderstanding.

**Respond publicly.**

In your response, clearly state your business' policies and clarify any inaccuracies.

## When your business gets a **POSITIVE REVIEW**...

...and you have something to add to the user's review.

**Respond publicly.**

Public comments are a way for business owners to add color to a user's review. Use this opportunity to deliver a human thank you and let them know you care.

...and you can't add to the user's review.

**Respond privately.**

Simply thank the user via private message.

## Other References for Dealing with Negativity:

1. "Hug Your Haters - Jay Baer
2. "How to Win Friends and Influence People" - Dale Carnegie



# Dealing with **Negative Reviews**

## **Special Note:**

Only “ban” a person if it is clear that they are going on multiple church pages and leaving hateful messages, like a militant atheist. If they’re grossly misguided, you can also hide negative comments before all-out banning someone. (*Ex: [www.jeremygove.com](http://www.jeremygove.com)*)

# Google Alerts

- The best way to find negative reviews.

## Google Alert Setup

- **Step 1:** Go to [www.google.com/alerts](http://www.google.com/alerts)
- **Step 2:** Sign in (you'll need a Google account)
- **Step 3:** Enter the terms you want Google Alert to track
  - (Ex. "Truth Tabernacle" Blackshear)
- **Step 4:** Hit the "Enter" key

# Google Alerts

## Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

My alerts (11)



"Evans County"



"FoxFire Media"



"Jeremy Gove"



"Sarah Gove"



"Truth Tabernacle" Blackshear

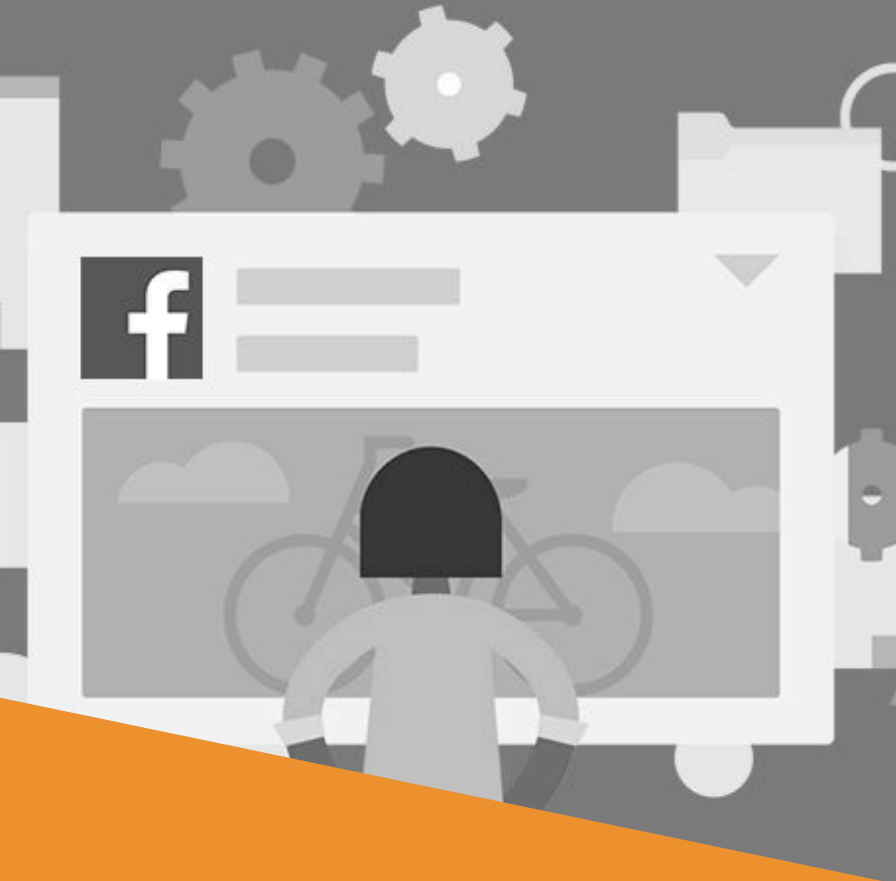


evanscounty.org



foxfiremedia.org





# | Proper Facebook Engagement

*How to leverage Facebook the right way.*

# Facebook Zero

- **January 11, 2018:** Major change to Facebook announced.
  - FB suffered a \$3B Loss after the announcement.
    - The change is here to stay.
  - Change was to their algorithm.
  - **The Facebook Algorithm:** *The formula, back-end software, and processes that control how Facebook runs*



# Facebook Zero



- Facebook is shifting its focus
  - More about conversations & relationships
  - More focused on individuals
  - Facebook Groups > Facebook Pages
  - Again, Individual Profile Posts > Page Posts
  - Pages that don't adapt, engagement will drop = 0
- Why? Time on Platform (ToP)

- Facebook measures success by ToP.
  - Make money by keeping people on their platform.
- ***If your page is helping people stay on the platform longer, Facebook will tend to rank your content higher and push it out to more people.***



## Time on Platform (ToP)

- By “playing the game” Facebook will send you more traffic.
  - How do you increase ToP & get a boost from Facebook?
- **3 Primary Ways:**
  - **Way 1: Engagement**
  - **Way 2: Two-Way Conversations**
  - **Way 3: Quality Content**
- ***The Goal? STOP THE SCROLL!***