

Big Change, Small Groups Social Media Ads

Notes:

- The video questions are good, but in the pastor section, none of them are actually covered in the book, I don't think. (ex: selecting small group leaders) So, it will be very important to make sure your bonuses deliver on that content so that it doesn't look like a bait-and-switch. This is the tricky part of writing for two audiences.
 - For the first ad, I focused solely on the book content and think it's ok to include a video, but don't make that the first thing people see or focus on. In that instance, I'd go with the "How do I convince..." question. I tried to write the second ones more nuanced to pertain both to the video and the book/landing page.
- Some of the content is a little mix and match, as long as you stay within character counts. For example, I don't know if you'll actually be able to use any of the "optional text on image" I provided, but if you like that better than the headline I wrote for that one, you might be able to use it instead.

FOCUSED ON MINISTRY LEADERS: (3)

Optional text on image: Practical Advice For Small Group Leaders

Headline: Equip Your Small Group Leaders

Text above image: Need help training your Small Group Leaders?

Newsfeed link description: This new book makes leading a small group less intimidating.

CTA: Learn More

Suggested paired video: how do I convince

Optional text on image: Recruit Small Group Leaders The Right Way

Headline: Find and Keep Small Group Leaders

Text above image: Not making the impact you'd hoped for with your small groups?

Newsfeed link description: Recruiting Small Group Leaders is only the first step. Our new book equips them for what comes next.

CTA: Learn More

Suggested paired video: enlisting the right small group leaders

Optional text on image: What makes for a good Small Group Leader?

Headline: Make a Good Small Group Leader Great

Text above image: This new book makes leading a small group less overwhelming and more doable in just four steps.

Newsfeed link description: Get the resource that will transform your small group strategy and the adults leading it.

CTA: Learn More

Suggested paired video: characteristics of a good small group leader

FOCUSED ON LAY LEADERS: (3)

Optional text on image: Don't be anxious. Be equipped.

Headline: A New Resource For Small Group Leaders

Text above image: Leading a small group doesn't have to be scary.

Newsfeed link description: You don't have to know all the answers. You just need to do these four things.

CTA: Learn More

Suggested paired video: What if they ask me something I don't know?

Optional text on image: Make a Big Impact in Your Small Group

Headline: Learn Small Group Leader Best Practices

Text above image: Every adult small group leader should know this.

Newsfeed link description: This new book helps good small group leaders become great.

CTA: Learn More

Suggested paired video: most important things to grow a group

Optional text on image: Help! I'm not prepared to be a Small Group Leader!

Headline: Lead a Small Group With Confidence

Text above image: Got the Small Group Leader blues?

Newsfeed link description: If your church didn't prepare you for the reality of leading an adult small group, try this.

CTA: Learn More

Suggested paired video: my church didn't prepare me