



# Concise Encyclopedia of Church and Religious Organization Marketing

*Robert E Stevens, David L Loudon, Henry Cole, Bruce Wrenn*

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Discover the marketing basics to draw new members—and more funds—to your church!

Though more and more religious organizations increasingly attempt to use marketing techniques to improve response, little literature exists to explain crucial concepts, terms, and strategies. The Concise Encyclopedia of Church and Religious Organization Marketing fills this gap by providing novice marketers with basic theories and terms in easy-to-understand language. This A-to-Z reference presents the essential concepts and techniques, such as benefits to constituents, target markets, market research, and advertising, all with plain and concise explanations to apply to your situation, all aimed to effectively increase the numbers and resources of your faith-based organization.

As people become increasingly inundated with advertising and given more choices, the need for a religious organization to cut through this informational clutter to present its own positive features to the right audience becomes vital. From social cause marketing to measuring attitudes of respondents and constituent analysis, the Concise Encyclopedia of Church and Religious Organization Marketing details the tools needed to measure and increase positive response to allow your organization to effectively compete in today's world. Numerous figures and tables clearly illustrate more complex concepts and terms to make comprehension fast and easy. An appendix has been included that provides a complete review of the early and contemporary literature applicable to marketing and religion as well as the origins of religious organizational marketing.

The Concise Encyclopedia of Church and Religious Organization Marketing clarifies foundational marketing concepts and terms as they relate to church and religious organizations. Entries include:

- benefits
- brand equity
- cause-related marketing
- communication methods
- competition
- competitive advantage
- constituent analysis and behavior
- controlling marketing activities
- data collection and analysis
- demographics
- quantitative research
- directive marketing
- focus groups
- geodemographics
- marketing planning and research
- new program development
- performance evaluation and control
- publicity
- SWOT analysis—Strengths, Weaknesses, Opportunities, and Threats of an organization

- target audience
- and so much more!

The Concise Encyclopedia of Church and Religious Organization Marketing is the perfect source for marketing beginners looking for the basic knowledge needed to market their church or organization, as well as being a quick bookshelf reference for more experienced religious marketers.

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