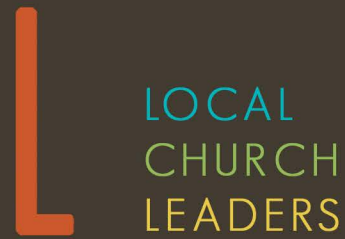


MARKETING TO YOUNG ADULTS

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I was recently talking with my 33-year-old dentist and his 29-year-old wife about their career in dentistry. They have lived in the United States for less than ten years. They have been doctors for the past three years. In the last two years, they have opened three successful dentistry practices. My first question to them was, “How did you market?” Their answers were simple: The Internet, word of mouth, and personal relationships. While my dentist and the church are obviously selling two very different things, his methodology is very interesting to me.

First, we know that we can do nothing without Christ. We can’t send out enough mailers or design a trendy enough logo to build the church. Only Jesus can build the church and draw souls unto Him. And that is the bottom line.

Yet while Jesus builds the church, we are still responsible to spread the gospel in our community, so that they will hear the message of Christ and be transformed by His Spirit. And in the first-world country of the United States in the year 2017, that involves a degree of marketing.

Luke 14:23 says, “And the lord said unto the servant, Go out into the highways and hedges, and compel them to come in, that my house may be filled.”

Compel. What does this mean? The dictionary defines the word compel as “to force or drive, especially to a course of action.” In considering marketing to millennials, how can we compel them to come?

1. Personal relationships. There is no greater influence than that of relationship. Share your faith to those with whom you have already built trust. Perhaps you could create promotional materials to hand out to your friends and family that advertise your service times and guide people to your website and social media accounts so they can learn more about your church and young adult ministry. Which leads us to our second point...
2. The Internet. Most millennials will do some good old fashioned Internet stalking before they take one step toward your building. With that, create social media accounts for your young adult ministry with as much information as possible. Post pictures to help communicate the vision and culture of your church and Hyphen ministry. Your Internet presence is most often the first impression someone will experience of your church—it could almost be considered as their very first visit.
3. Word of mouth. We all know that the greatest soulwinners in our churches are those that are new to their faith. They will talk to anyone and everyone about their experience and what God has done in their life. Someone’s personal recommendation carries more weight than on-trend social media accounts, a five-star Google rating, and 1000+ likes on your Facebook page. Spread the word to everyone you know!

There is no right or wrong way to market, or to compel them to come. Scripture just tells us to go out into the highways and hedges and compel them, so that the house can be filled.

While there are many ways to market to young adults, I have found my dentist’s method to be effective. Oh, and our conversation about his business model took place at his home, when he invited my husband and I for dinner (personal relationship). And before we ever knew his marketing model, we had already spread the word about his business to countless people! I’d say his methodology is pretty effective.