

## **Definition:**

### ***"Marketing is the Management of Perception"***

As a church, marketing is the ability to adjust and control how people perceive Providence:

***" We help define their connection with us"***

***" This impacts their decision toward Christ"***

The marketing ministry is not just about promotion:

***" How do people perceive Providence today?"***

***" What is our vision of how we would like to be perceived"***

***" How do we make adjustments to make them match?"***

## **Biblical foundations for Marketing**

- There are over 30 references to Jesus perceiving people's perceptions
- He changed his ministry direction and communication to reach people
- Matthew 16:8-9

***But Jesus, being aware of it, said to them, "O you of little faith, why do you reason among yourselves because you have brought no bread? Do you not yet understand, or remember the five loaves of the five thousand and how many baskets you took up?"***

- The perception was that Jesus was limited because of something his disciples had done.
- He reminded them of his past miracles

**HE MANAGED THEIR PERCEPTIONS TO FURTHER HIS MINISTRY!**

# **Marketing Is Not New to Providence!**

- **We are marketing all the time at Providence**
- **In how we treat and respond to people**
- **In the appearance of our church**
- **In how we appear in the press**
- **In how we meet needs**
- **Or in how we fall short in any of these areas and more...**



**Providence Baptist Church**

Reaching our City for Christ through His Word  
Magnify Mission Ministry Maturity Membership

**Team:** Administration  
**Elder:** Waymon Crump  
**Leader:** Eric Pryor  
**Meeting:** 4th Saturday

---

### *Our Mission...*

To manage the perception of Providence Baptist Church to bring the light, grace, mercy, love and kindness of Jesus Christ to all who come to know us.

*For though I am free from all men, I have made myself a servant to all, that I might win the more.*

**1 Corinthians 9:19**

## MARKETING MINISTRY

*What we do...*

Website Development  
Event Management  
Photography  
Graphic Design  
Electronic Commerce  
Search Engine Optimization  
Copywriting  
Press Relations  
Promotional Videos  
Media Buys  
Internal Consulting

---

We support our Pastor, church and ministries by helping to manage perception so we can fulfill The Great Commission.

If you are interested in joining us, please e-mail ministry leader Eric Pryor at [epryor@providencebaptistchurch.org](mailto:epryor@providencebaptistchurch.org) or call the church office at 216.991.5315.



## Providence Baptist Church

Reaching our City for Christ through His Word

Magnify Mission Ministry Maturity Membership

Rodney Maiden, Senior Pastor  
12712 Kinsman Road, Cleveland, Ohio 44120  
216.991.5315 (office) | 216.991.1283 (FAX)  
[info@providencebaptistchurch.org](mailto:info@providencebaptistchurch.org)

*What Do You Perceive?*

