



Church Planting Road Map





Why VisitorReach?

There are many marketing and outreach companies, but few have a specific plan catered to the uniqueness of planting a church. VisitorReach is the premiere solution for church plant growth, offering a proven, three-phase strategy tailored to the unique stages of a church plant.

1

Leadership that Understand Church Planting

Our team comprises experienced pastors and church leaders who have personally started churches or supported church plants.

2

Advanced Conversational Outreach

Our strategy is to help you connect with individuals. Our innovative approach transforms traditional advertising into personalized SMS conversations, enabling authentic engagement with local seekers. We don't measure our success by "Likes" but by "Engagements."

3

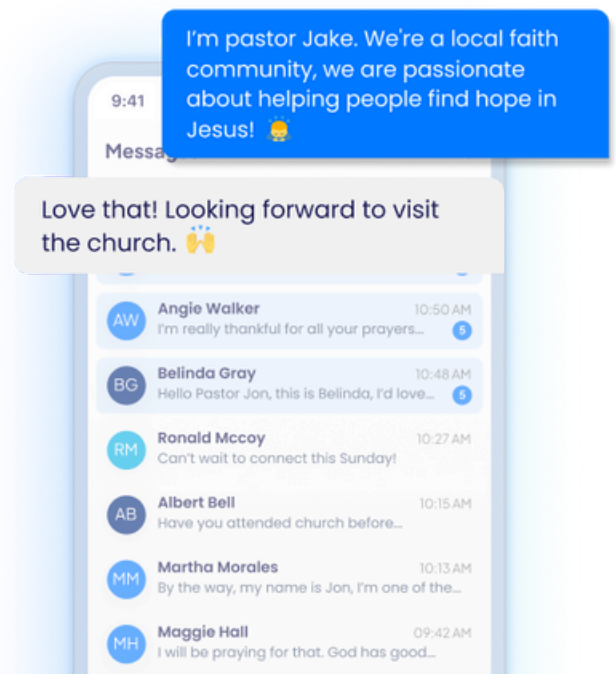
Comprehensive Digital Optimization

We enhance your church's online presence across search engines, voice searches, map services, social media, and leverage 40 local directories, ensuring seekers can easily find and connect with you.

4

Personalized Advertising Campaigns

Craft personalized advertisements that reflect your church's unique identity, effectively reaching individuals seeking spiritual guidance in your area. We help adapt your ad content and focus change as your church progresses through the different launch phases.



5

Intelligent Follow-Up System

Utilizing NurturePoint Journeys™, we facilitate ongoing, personalized communication with visitors, guiding them from initial contact to active participation in your church community. Our cutting-edge technology serves as a primary communication tool eliminating the need to subscribe to other texting services.

6

User-Friendly Mobile App

Streamline communication, managing multiple conversations with multiple groups easily and efficiently, ensuring no one falls through the cracks. Our automated NurturePoints™, QuickReplies and AI Conversational Assistant also ensure that your communication properly reflects the culture you are trying to build.

7

Commitment to Innovation

We continually integrate the latest technological advancements into our platform, ensuring your church remains at the forefront of digital outreach and engagement no matter where a church is in their journey.

Ultimately, VisitorReach doesn't just provide a service—we partner with you to ensure every stage of your church launch journey is supported.



Getting Started with VisitorReach

The Church Planter is ready to get started with VisitorReach, once they have landed in the area where they will plant their church and have the following things in place:

- Church Brand Guide completed - Logo files and Brand Colors
- Church Website created
- Church Social accounts created (FB & IG) - Learn how in our [knowledge base](#)
- Google Business profile created - Learn how in our [knowledge base](#)

Church Plant Stages

The VisitorReach Church Plant Plan is built around **three distinct Stages of growth and connection—Pre-Launch, Launch, and Post-Launch.**

Recognizing the specific goals and dynamics of each stage allows for the development of custom-tailored marketing and communication strategies that maximize effectiveness.

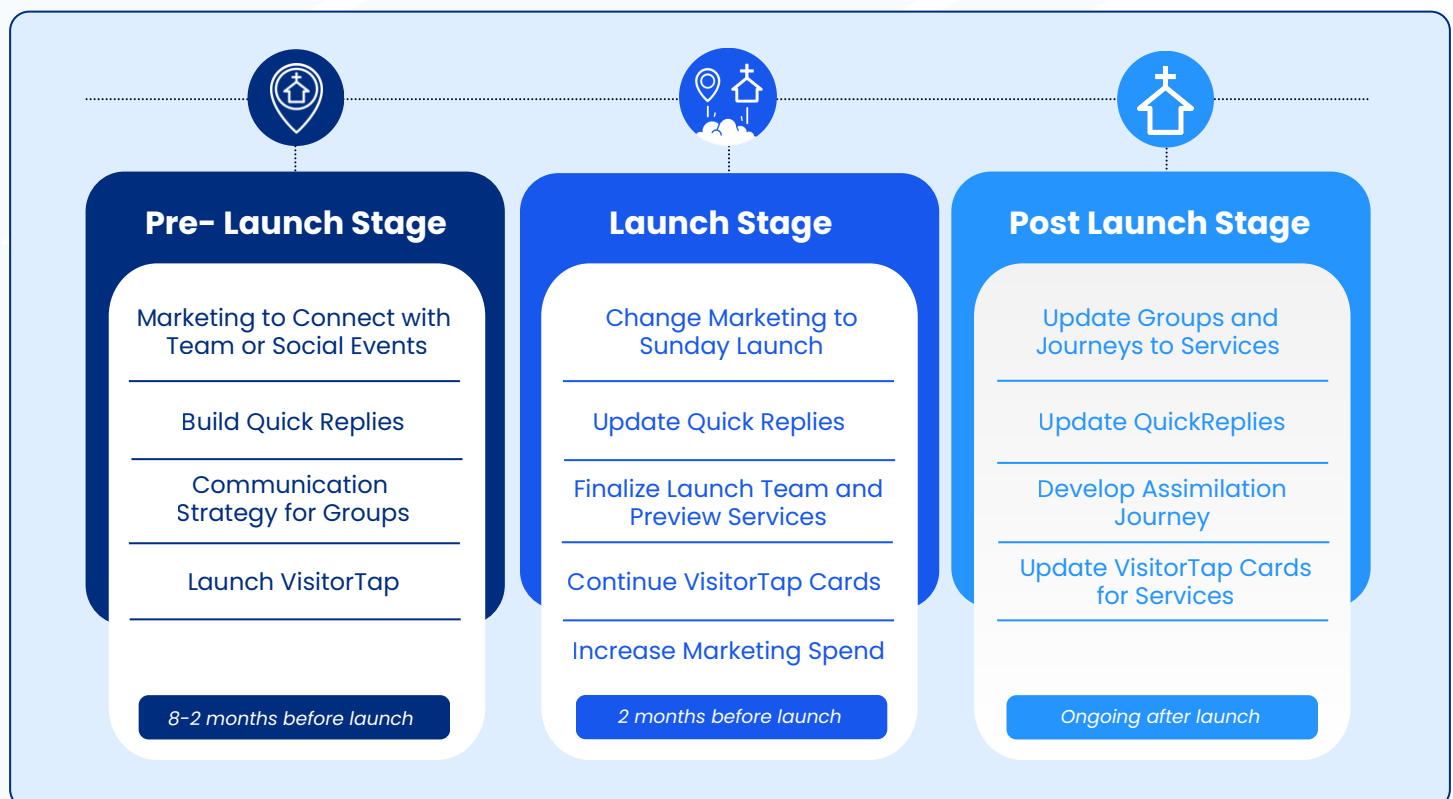
By aligning messaging and outreach efforts with the priorities of each stage, church planters can create meaningful connections, build momentum, and establish a strong foundation for long-term growth and impact.

The VisitorReach team assists Church Plants in each stage by:

- Developing personalized marketing campaigns,
- Streamlining your communication strategy,
- Equipping you with the VisitorReach app, and
- Resourcing with VisitorTap products



All to assist Pastors with the tools they need to build personal relationships and lay the groundwork for a thriving church community.





PRE-LAUNCH STAGE

8 -2 months before launch

Key Focus

Helping Church Plant Team build relationships and establish connections within your new community. Every new contact is a vital part of the journey and should not be overlooked.

Online Marketing

Every great church plant starts with meaningful connection. VisitorReach builds personalized campaigns that help you invite people into something fresh and life-giving — right from the start.

1

Ad Campaigns: Whether you're hosting preview services, interest gatherings, or just grabbing coffee, we design ads that fit your strategy and meet people where they are.

2

Website: We support your website with two key tools – Google Ads that target your local area and direct seekers to your landing page with relevant messages, and a Website Widget that captures visitor info 24/7, automatically starting personalized follow-up through your dashboard.

How VisitorReach Supports Your Interest Meetings

Strategic gatherings are hosted to share the vision, identify potential team members, and strengthen the emerging church community.

Develop a communication strategy using your VisitorReach app or VisitorTap at Interest Meetings and social events.

1

The VisitorReach App enables you to create specialized communication plans for each event you host, and for where each person is on their journey to becoming a part of your church family.

At each gathering, we recommend you include a Call-To-Action. Ask people to assess the commitment level to the church:

- I am ALL in – I want to be a part of the Launch Team.
- I am interested – Keep inviting me to upcoming events.
- I am considering my involvement – Invite me to the Launch Sunday.
- I am not interested – Please keep me posted about the church journey.
- Please remove me from your list.

Based on their response, you can drop them into our recommended groups and develop a specific communication strategy based on their response.

2

Utilize VisitorTap cards and bracelets to be used at gatherings to quickly and easily get responses and contact information from attendees to develop relationships and further extend your outreach potential.

VisitorReach Tools

- Church Planting Questionnaire
- Six Basic Journeys – *Engage, Commit, Follow-up, Attend, Commit, Launch Team*
- Unlimited Customized Groups and Journeys
- Automated Nurturepoints
- Quick Replies for Interest Meetings and Events

Pre-Launch Costs

- One Year Agreement
- \$1,500 Set Up Fee
- 100 free VisitorTap Products
- \$1095 Monthly Subscription Fee – *All Inclusive*



LAUNCH STAGE

*Launch Date and Church Location Finalized.
Begin 2 months before launch Sunday.*

Key Focus

Increase and execute comprehensive outreach and marketing campaigns in support of your church's Launch Sunday

Online Marketing

1

Church Service Invites: As launch day approaches, the focus shifts — from building connections to inviting people into a weekend service and connecting them to a church family. Studies continue to show that if you engage with people 12-15 times before your Launch Service you have a much greater chance they will connect with your church. VisitorReach strengthens this moment by increasing your touch points through strategic NurturePoints and QuickReplies.

Communications are designed to build trust, spark conversations, and make every invitation personal.

2

QR Codes: VisitorReach-generated QR codes can be included in your direct mail pieces, allowing individuals to instantly connect by being added directly into the VisitorReach app.

3

Digital Optimization: We enhance your church's online presence across search engines, voice searches, map services, social media, and leverage 40 local directories, ensuring seekers can easily find and connect with you.

How VisitorReach Supports Church Launch

VisitorReach simplifies your life by providing a platform that allows for all your outreach and communication to land in one system:

1

Key tools such as QR codes for flyers, direct mail or touch cards along with paid ads, website widgets, and VisitorTap™ products are all utilized to streamline collecting people's information and facilitate immediate follow-up all through the VisitorReach platform.

2

VisitorTap greatly enhances your ability to gather names and initiate a strategic communication and assimilation plan, ensuring every attendee feels valued and engaged.

3

VisitorReach App becomes a key communication tool for staying in touch with all of your leaders and teams as you begin to run practice preview services and getting ready for Launch Sunday.

4

VisitorReach empowers you to implement a robust communication strategy using unlimited Groups and Journeys to re-engage those whom you have been in contact with over the past months.

These Groups and Journeys can be custom-tailored by you, using our VisitorReach Dashboard.

VisitorReach Tools

- Six Basic Journeys – *Engage, Commit, Follow-up, Attend, Commit, Launch Team*
- QR Code Generator for flyers, direct mail and touch cards
- Automated Nurturepoints
- Quick Replies for Launch Sunday

Launch Phase Costs

Pre-Launch set-up fees cover the transition to Launch Phase. Plans can be upgraded to increase ad spend. Need more VisitorTap cards? They're just \$200 for every additional 100 cards – *simple, predictable, and built to grow with you.*



POST LAUNCH STAGE

Ongoing after launch Sunday.

Key Focus

Maintaining and increasing personal, ongoing connections with all contacts is critical to retention and growth.

How VisitorReach Helps Churches Grow

The first few weeks after your launch are critical. You must work hard to create consistent, personal communication with all that have attended *and with those who missed the launch and are still in your VisitorReach App*.

VisitorReach platform makes it easy to quickly change your communication strategy using unlimited Groups, Journeys and QuickReplies to engage those that attended Launch Sunday and those that might have missed it. Custom communication templates tailored to these groups allow for targeted follow-ups.

From this point forward, the VisitorReach platform—including the App, Dashboard, and VisitorTap™—becomes an indispensable toolkit for maintaining momentum, fostering deeper relationships, and driving long-term engagement and discipleship. These tools ensure the front door remains open while effectively closing the back door, creating sustainable growth and lasting impact.

Online Marketing

1

Post-Launch: As your church moves beyond launch, VisitorReach helps transition your pre-launch strategy into a strong, post-launch marketing campaign. Photos and highlights from your launch event become a key part of this next phase.

2

Capture What Matters: Every image tells a story. Make each one count by following our [Church Photography Best Practices](#) in the Knowledge Base, and let your visuals become a powerful part of your ongoing outreach.

VisitorReach Tools

- Four Basic Journeys – *Engage, Commit, Follow-up, Assimilate*
- All pre-launch – *launch Journeys removed. Existing names merged to Assimilate*
- Unlimited Customized Groups and Journeys
- Nurturepoints
- Quick Replies for church services and events
- VisitorTap

Launch Phase Costs

Maintain your current VisitorReach plan or move up plans to increase ad spend, text message quota and accommodate your growing community.

Explore how VisitorReach can support your church plant.

With a heart for the local church and a commitment to walk with you every step of the way, VisitorReach is your trusted partner who empowers you to plant a church that doesn't just launch but lasts.



[Schedule a Quick 15-minute Call](#)