



Biblical Marketing For Christian Businesses - Is it possible?

Yes, you can definitely use marketing examples from the Bible to promote your Christian business in a way that honors God, especially by focusing on values such as integrity, honesty, service, and compassion. Here are a few biblical principles and examples you can incorporate into your marketing:

1. Honest /Integrity (Proverbs 11:1)

Verse: "The Lord detests dishonest scales, but accurate weights find favor with him."

Application: Emphasizing your commitment to honesty and transparency in all transactions is critical. In your marketing, you can highlight your fair pricing, honesty and commitment to providing the best possible service to your customers. A tagline could be: "Integrity and Service – Honoring God in Every Transaction."

2. Serving Others (Mark 10:45)

Verse: "For even the Son of Man did not come to be served, but to serve, and to give His life as a ransom for many."

Application: This verse emphasizes the heart of servant leadership. As a Christian business, you can focus on customer service as a reflection of your faith. You could position your company as one that serves its customers with care, always striving to meet their needs and going the extra mile. You can promote this service-driven mentality by highlighting your commitment to helping people find the right product/service, not just making a sale.

3. Building Trust and Relationships (Proverbs 27:17)

Verse: "As iron sharpens iron, so one person sharpens another."

Application: Trust is foundational in business, and this verse highlights the importance of relationships. In your marketing, you can emphasize the long-term relationships you build with customers, as well as referrals and testimonials from loyal buyers. Trust-building strategies could include offering extended warranties, flexible financing, or customer satisfaction guarantees.

4. Giving Back to the Community (Acts 20:35)

Verse: "In everything I did, I showed you that by this kind of hard work we must help the weak, remembering the words the Lord Jesus himself said: 'It is more blessed to give than to receive.'"

Application: You can promote your company's involvement in charitable activities, showing that you not only care about business success but also about giving back to the community. Whether it's sponsoring local events, supporting causes, or offering special discounts for church members, using this biblical principle can reflect your dealership's commitment to the community and God's work.

5. Providing Value (Luke 6:38)

Verse: "Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you."

Application: In your marketing, emphasize the value customers will receive when purchasing from your company. Whether it's a great deal, added benefits or a focus on long-term customer satisfaction, you're offering "more than expected" as a reflection of your commitment to excellence and generosity.

6. Providing Hope and a Future (Jeremiah 29:11)

Verse: "For I know the plans I have for you, declares the Lord, plans for welfare and not for evil, to give you a future and a hope."

Application: When marketing, you can help customers envision a better future with their purchase.



Example Tagline for a Christian Company:

"Passionate about Customer Service, Guided by Faith – Your Trusted Christian Business"

In summary, you can certainly draw inspiration from biblical principles to promote your company in a way that honors God. Emphasize values like honesty, trust, service, and community, which not only attract customers but also reflect your Christian faith.

Here are some suggestions for implementing the marketing applications such as AdMessenger, Christian radio, and Christian TV advertising, while still aligning with the biblical principles of honesty, integrity, and service to others:



Matthew 5:16 (NIV)

¹⁶ In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.

CHRISTIAN BUSINESS LEADERS

1. AdMessenger (Mobile Advertising)

Biblical Application: Highlight the importance of reaching people where they are, much like Jesus met people in their daily lives and needs. AdMessenger taps into this principle by bringing the message directly to your target audience's mobile devices.

Implementation Strategies:

- **Targeted Campaigns:** Use hyperlocal targeting to ensure you're reaching Christians who live near your company enhancing the likelihood of converting leads into sales.
- **Ad Content:** Create ads that focus on your company's commitment to integrity and service. Use clear and concise messaging, like "Honest, Deals Trustworthy Service" to ensure that the core values of your business are front and center.

2. Christian Radio Advertising

Biblical Application: In the same way that the apostles spread the Gospel through word-of-mouth and storytelling, radio advertising allows your message to spread through storytelling and personal connection.

Implementation Strategies:

- **Storytelling:** Create radio ads that share short, relatable stories about customers who found more than just a product at your company—they found an experience grounded in Christian values. Focus on how your company has built a reputation for honesty, trust, and giving back to the community.
- **Call to Action:** End each radio spot with a compelling call to action, such as “Come visit [Your Company's Name], where you can experience a process rooted in faith and trust.”

CONTEMPORARY CHRISTIAN FORMAT IS THRIVING:

Nielsen data indicates that the Contemporary Christian radio format is the fastest-growing format in America, experiencing a 49% positive share change over the past decade.



+ 49%
positive

3. Christian TV Advertising

Biblical Application: Just as Jesus used visual parables (e.g., the mustard seed or the lost sheep) to communicate profound truths, TV ads allow you to visually showcase your dealership's values and offerings, creating a powerful connection with potential customers.

Implementation Strategies:

Video Testimonials: Use customer testimonials or testimonials from community leaders to speak to your company's commitment to honesty and service.

Family-Oriented Messaging: Feature scenes that demonstrate how your company serves Christian families.

**BARNA GROUP STUDY
FOUND THAT**

43% OF ADULTS
WATCHED



**SOME FORM OF CHRISTIAN
PROGRAMMING ON TELEVISION
IN THE PAST MONTH**

Promotional IDEAS

- **AdMessenger:** "Faithful Service, Honest Deals—Get a Special Discount Just for You!"
- **Christian Radio:** "At [Your Company Name], we believe in giving you more than just a great product—we offer peace of mind and honest service. Tune in and hear how we're transforming the buying experience!"
- **Christian TV:** "Looking for a company that values honesty and integrity? Visit [Your Company Name] today and find out why our customers trust us. Real people, real service, driven by faith."

By integrating these advertising methods with biblical values, you not only create more visibility for your company but also make a meaningful impact on your audience, reinforcing your business as one that operates by faith-driven principles.

For more information contact:

Don Koehler donkoehler@acrstrategies.com

Or go to - www.acrstrategies.com