

Victory Over Trauma Conference Marketing Plan

Overview

The **Victory Over Trauma Conference** is a faith-centered, trauma-informed gathering designed to bring healing, restoration, and hope to individuals, families, and communities impacted by trauma. Rooted in biblical truth and supported by evidence-based practices, the conference equips attendees with practical tools for emotional healing while pointing them to the redemptive power of God.

This executive summary outlines the strategic marketing efforts that will be used to promote the conference and ensure broad community reach, strong attendance, and measurable impact. Sponsor support plays a vital role in amplifying this message of healing and transformation.

Marketing Objectives

- Increase awareness of the Victory Over Trauma Conference within faith-based and community audiences
- Drive conference registrations and early commitments
- Position the conference as a trusted, Christ-centered resource for trauma recovery
- Extend the message of hope beyond the event through media exposure

Target Audience

- Individuals and families impacted by trauma and PTSD
- Church congregations and faith leaders
- Mental health professionals serving faith communities
- Veterans, first responders, caregivers, and community advocates

Core Message

The Victory Over Trauma Conference declares that healing is possible through the integration of faith and evidence-based care. The conference emphasizes that trauma does not define identity and that restoration is attainable through knowledge, community, and the power of God.

Key Marketing Strategies

1. Paid Radio Advertising

Paid radio advertisements will be placed on Christian, gospel, and community-focused radio stations to reach listeners seeking faith-based encouragement and resources.

- 30–60 second ads highlighting healing, hope, and restoration
- Scheduled during high-listenership times
- Call-to-action directing listeners to register

2. Social Media Advertising & Digital Outreach

Strategic digital campaigns will engage audiences across social media platforms through paid ads and organic content.

- Platforms include Facebook, Instagram, YouTube, and TikTok
- Content features scripture-based encouragement, speaker highlights, and testimonials

- Targeted ads focused on faith, mental health, and personal growth

3. Podcast Guest Appearances

Conference leadership and speakers will appear as guests on faith-based and mental health podcasts to share insight on trauma recovery and the mission of Victory Over Trauma.

- Conversations centered on faith, healing, and resilience
- Direct promotion of conference registration

4. Billboard Advertising

A high-visibility billboard will be placed in a strategic, high-traffic location to create awareness and anticipation.

- Displayed 30 days prior to the conference
- Clear messaging with event name, date, and website

5. Faith & Community Partnerships

Churches, ministries, and nonprofit organizations will be invited to partner in promoting the conference.

- Digital flyers and announcements shared with congregations
- Encouragement of group registrations and ministry participation

Sponsor Impact & Visibility

Sponsor support enables:

- Expanded advertising reach
- Reduced financial barriers for attendees
- Greater community access to trauma-informed, faith-centered care

Sponsors will receive recognition through event materials, digital promotions, and on-site acknowledgment.

Conclusion

Through intentional marketing, the Victory Over Trauma Conference will reach those who are hurting, restore hope, and glorify God through healing and transformation. Sponsor partnership is essential in helping this vision become reality and ensuring the message of victory reaches every heart it is intended to serve.