

LESSON 28 Devotional

Communications Channels for the Gospel

Technology has dramatically changed the way people access information. At one time, families gathered around the TV to watch shows together, and before that, they gathered around radios and told stories around the fireplace. Not too many years ago, we received our information from newspapers, billboards, and road signs.

Advertising on the internet has become a double-edged sword: There are more platforms and places to advertise than ever before, but at the same time, consumers are being inundated with so much advertising that it takes something special to grab their attention.

Romans 10:14-15 says:

“How then will they call on him in whom they have not believed? And how are they to believe in him of whom they have never heard? And how are they to hear without someone preaching? And how are they to preach unless they are sent? As it is written, “How beautiful are the feet of those who preach the good news!””

In Biblical times, the only way to “carry” good news was to bring it physically, walking from one place to another. Technological advances, however, have opened many more communication channel options, all of which we can use to amplify the rate at which we spread the Word.

With that in mind, how can we use digital media marketing as an opportunity to spread the gospel of Christ? First, in marketing our products and services, we need to reject the consumeristic, naive adoption of technology. We must prioritize honestly and be sincere in the ways that we sell ourselves and our products. From this base, we can develop the means, using technology, to convey our brand, our message and all that it implies.

Second, there are few better avenues to reach those “whom they have never heard” than through the numerous platforms of digital media marketing. We can use this tool to touch people we have never met, never seen, and will never talk to.

Finally, it is possible to preach in our marketing messaging. Our words and actions must convey our sincere love of our neighbors. Further, we need to provide goods and services that enrich people’s lives and bring them closer to the fruitful life that comes alongside a relationship with Christ.

Our digital platform is our “feet.” We need to ensure we make the most of the opportunities presented to us through digital media marketing.

DISCUSSION QUESTIONS

1. Considering the services and products you sell, is it possible to demonstrate your commitment to Christ in your marketing messaging? If so, how?

2. Do you think it is presumptuous to attempt to incorporate any messaging of the love of Christ in your marketing materials?

3. Is technology a reasonable platform to evangelize and spread the message of Christ? What are the positives and negatives of using technology to preach the love of Jesus?

4. Can you envision how a technology platform reaching potentially millions of unknown viewers can be a strategy to let people know you are a follower of Christ?

5. Are you concerned about how the secular culture will respond if you attempt to promote Christ through your digital media platform? If so, how and why?
