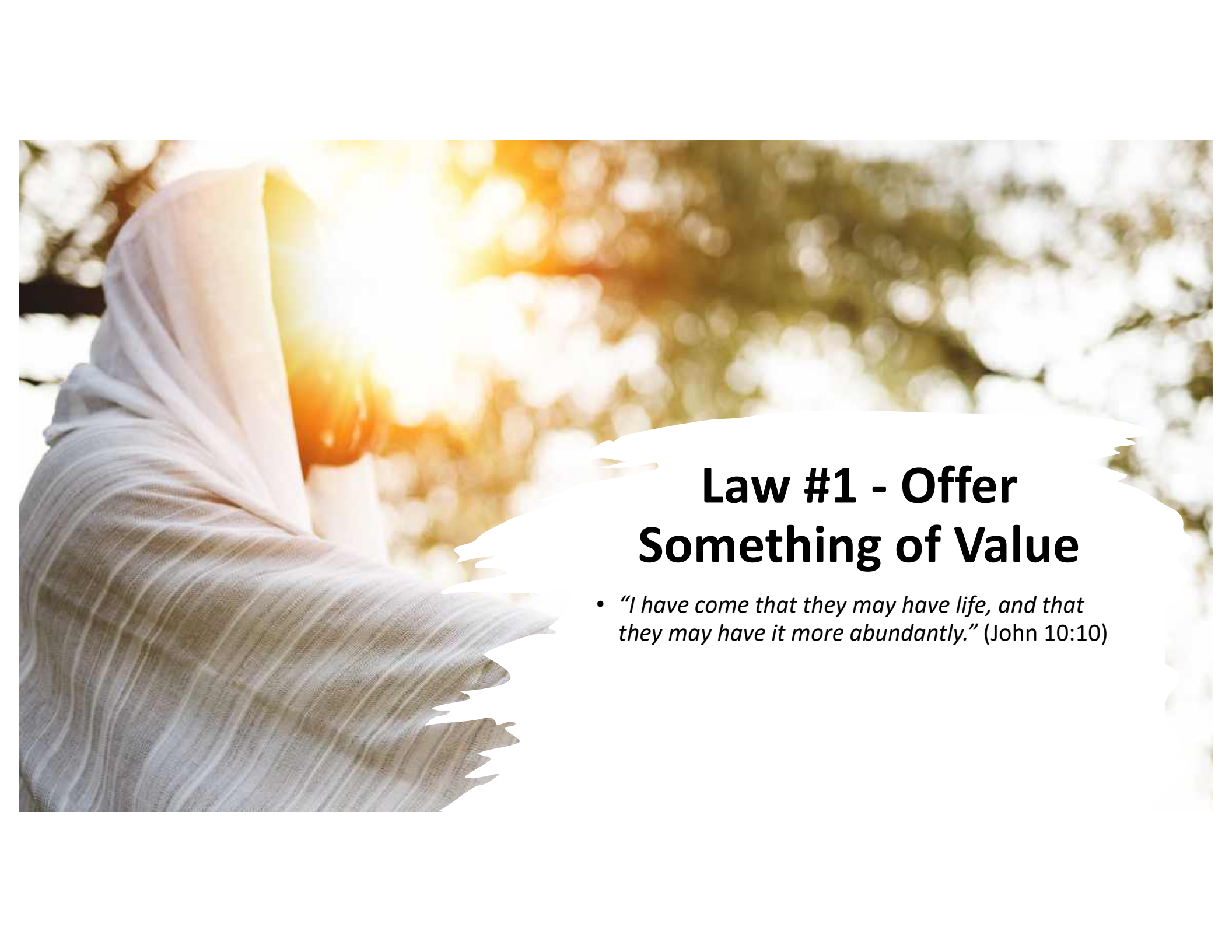




# Biblical Laws of Marketing

**How God Launched The Most Successful Campaign In All  
Of History To Win The Hearts and Undying Devotion of a  
People Who Were At Enmity With Him**

A person wearing a white, textured robe is shown from the side, holding a glowing, golden orb. The background is a bright, sunlit outdoor setting with blurred green foliage, creating a bokeh effect. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The person's face is not visible, as they are looking towards the light.

## **Law #1 - Offer Something of Value**

- *“I have come that they may have life, and that they may have it more abundantly.” (John 10:10)*



## Law # 2- Launch an Early Rain (Tease) Campaign

Known as tease campaigns, they build *anticipation, intrigue, and excitement* around a product or service before its full launch.

Think of it as the early rain that falls to soften the soil and prepare it for planting

# The Ultimate Early Rain Campaign

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- “But you, Bethlehem Ephrathah, though you are small among the clans of Judah, out of you will come for me one who will be ruler over Israel, whose origins are from of old, from ancient times.” (Micah 5:2)
- “Behold, the virgin shall conceive and bear a Son, and shall call His name Immanuel.” (Isaiah 7:14)



# The Ultimate Early Rain Campaign

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- “For unto us a Child is born, Unto us a Son is given; And the government will be upon His shoulder. And His name will be called Wonderful, Counselor, Mighty God, Everlasting Father, Prince of Peace. <sup>7</sup> Of the increase of His government and peace there will be no end, Upon the throne of David and over His kingdom, To order it and establish it with judgment and justice From that time forward, even forever. The zeal of the Lord of hosts will perform this.” (Isaiah 9:6-7)
- “They shall not hurt, nor destroy in all my holy mountain, for the earth shall be full of the knowledge of the Lord as the waters cover the sea. <sup>10</sup> “And in that day there shall be a Root of Jesse, Who shall stand as a banner to the people; For the Gentiles shall seek Him, And His resting place shall be glorious.” (Isaiah 11:9-10)



# The Ultimate Early Rain Campaign

- “There shall come forth a Rod from the stem of Jesse, And a Branch shall grow out of his roots. <sup>2</sup> The Spirit of the Lord shall rest upon Him, The Spirit of wisdom and understanding, The Spirit of counsel and might, The Spirit of knowledge and of the fear of the Lord. <sup>3</sup> His delight is in the fear of the Lord, And He shall not judge by the sight of His eyes, Nor decide by the hearing of His ears; <sup>4</sup> But with righteousness He shall judge the poor, And decide with equity for the meek of the earth; He shall strike the earth with the rod of His mouth, And with the breath of His lips He shall slay the wicked. <sup>5</sup> Righteousness shall be the belt of His loins, And faithfulness the belt of His waist.” (Isaiah 11:1-5)
- “Behold, the days are coming,” says the Lord, “That I will raise to David a Branch of righteousness; A King shall reign and prosper, and execute judgment and righteousness in the earth. <sup>6</sup> In His days Judah will be saved, And Israel will dwell safely; Now this is His name by which He will be called: THE LORD OUR RIGHTEOUSNESS.” (Jeremiah 23:5-6)



# The Ultimate Early Rain Campaign

“He was despised and rejected by mankind, a man of suffering, and familiar with pain... Surely he took up our pain and bore our suffering...” (Isaiah 53:3-4).

“For he shall grow up before him as a tender plant, and as a root out of a dry ground: he hath no form nor comeliness; and when we shall see him, there is no beauty that we should desire him. <sup>3</sup>He is despised and rejected of men; a man of sorrows, and acquainted with grief: and we hid as it were our faces from him; he was despised, and we esteemed him not. <sup>4</sup>Surely he hath borne our griefs, and carried our sorrows: yet we did esteem him stricken, smitten of God, and afflicted. <sup>5</sup>But he was wounded for our transgressions, he was bruised for our iniquities: the chastisement of our peace was upon him; and with his stripes we are healed.” (Isaiah 53:2-5)



# The Effectiveness of The Early Rain (Tease) Campaign

- The prophecies set the stage for centuries, maintaining a long-term expectancy among the Jewish people. These prophetic clues were like breadcrumbs leading to the arrival of the Messiah, keeping hope alive during times of oppression and exile. However, much like a well-executed marketing campaign, these clues were mysterious, often misunderstood or misinterpreted, which added to the intrigue.
- The prophecies created a collective expectation among the Jewish people for the coming of a savior. This was especially important during times of hardship (e.g., Roman occupation), when the people were desperately awaiting a deliverer who would fulfill the prophecies.
- The prophecies about a suffering servant and a conquering king seemed contradictory, creating confusion among the people. Many expected a political leader who would overthrow Roman rule, yet the prophecies of a suffering servant pointed to a spiritual, not political, mission.



# Stats

- Tease campaigns can lead to a **150%-250% increase in social media engagement.**
- A **HubSpot** study reported that marketing campaigns with teaser elements generated a **double-digit increase** in engagement compared to non-teaser campaigns.



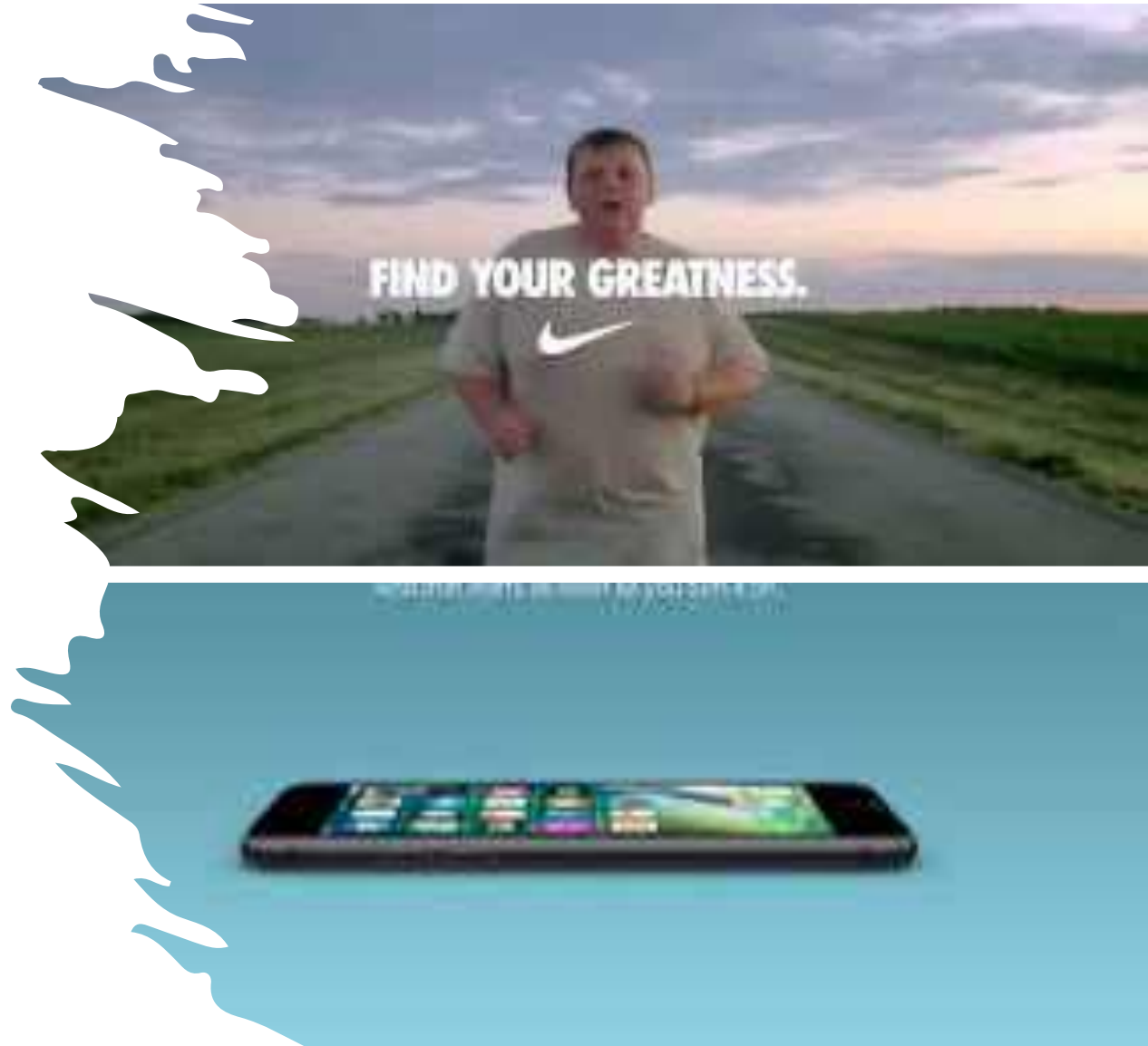


## Stats

- According to research by **Eventbrite**, events and products with successful pre-launch teaser campaigns often see a **25%-30% increase in conversions** (e.g., ticket sales or product purchases) on launch day.
- A **2018 Nielsen report** indicated that companies using teaser campaigns experienced an **up to 45% increase** in website traffic during the pre-launch phase compared to those who didn't.
- A study by **Think with Google** found that **67% of consumers** are more likely to remember a brand if it's introduced through a compelling story or mystery, a common technique used in teaser campaigns.

# Examples

- **Apple's iPhone launches** often start with vague ads and cryptic teaser campaigns, leading to massive global anticipation and record-breaking sales upon launch.
- **Nike** frequently uses teaser ads before the release of limited-edition shoes, building a significant level of buzz that leads to high sell-out rates shortly after launch.



# Mechanics of a Tease Campaign

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- Release information gradually over time to build anticipation
- Be light on details to build intrigue (Prophecies lacked certain details)
- Use a countdown timer
- Involve influencers
- Build strong PR ties
- Use mystery, but don't confuse
- Encourage your audience to interact, guess, and share thoughts

# JOHN THE BAPTIST - THE INFLUENCER

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- Now John himself was clothed in camel's hair, with a leather belt around his waist; and his food was locusts and wild honey. <sup>5</sup> Then Jerusalem, all Judea, and **all the region around the Jordan went out to him <sup>6</sup> and were baptized** by him in the Jordan, confessing their sins." (John 3:4-6)
- He had been saying for quite some time...  
"Prepare the way of the LORD; Make His paths straight.' "
- John set the stage for what came next...



# The REVEAL

## (Matthew 3:13-17)

- “Then Jesus came from Galilee to John at the Jordan to be baptized by him. <sup>14</sup>And John tried to prevent Him, saying, “I need to be baptized by You, and are You coming to me?”
- <sup>15</sup>But Jesus answered and said to him, “Permit it to be so now, for thus it is fitting for us to fulfill all righteousness.” Then he allowed Him.
- <sup>16</sup>When He had been baptized, Jesus came up immediately from the water; and behold, the heavens were opened to Him, and He saw the Spirit of God descending like a dove and alighting upon Him. <sup>17</sup>And **suddenly a voice came from heaven**, saying, “This is My beloved Son, in whom I am well pleased.”



# Three Tests That Follow The Reveal

- **Test # 1:** “If You are the Son of God, command that these stones become bread.”
- Will you use unauthorized means to gain provision?
- But He answered and said, “It is written, ‘Man shall not live by bread alone, but by every word that proceeds from the mouth of God.’ ”
- Provision is made accessible by the power of the Word. Everything you need is promised and accessible by every Word that proceeds from the mouth of God.

# Three Tests That Follow The Reveal

- **Test # 2:** “Then the devil took Him up into the holy city, set Him on the pinnacle of the temple, 6 and said to Him, “If You are the Son of God, throw Yourself down. For it is written: ‘He shall give His angels charge over you,’ and, ‘In their hands they shall bear you up, lest you dash your foot against a stone.’ ”
- Will you use unauthorized means to prove the authority of your claims? (fake props, ai, etc.)
- Jesus said to him, “It is written again, ‘You shall not tempt the Lord your God.’ ”

# Three Tests That Follow The Reveal

- **Test # 3:** Again, the devil took Him up on an exceedingly high mountain and showed Him all the kingdoms of the world and their glory. 9 And he said to Him, “All these things I will give You if You will fall down and worship me.”
- Will you compromise your integrity, your fidelity, who you are, to gain fame, success and fortune?
- Then Jesus said to him, “Away with you, Satan! For it is written, ‘You shall worship the Lord your God, and Him only you shall serve.’ ”

# Crystallized His CORE Message

- Jesus began preaching and to say, Repent for the kingdom of God is at hand (drawn near)
- What is your CORE MESSAGE?
- He began to tell them they needed to change their mind because what they have long been hoping for is no longer in the future. It is here now.
- This was a proclamation!

# Recruited and Began to Develop a Marketing Team

- He called Peter and Andrew, John and James and began to train them on the message and delivery.
- They followed him immediately to learn from Him.
- And this is what Jesus did...

# THREE-FOLD STRATEGY

- And Jesus went about all Galilee, **TEACHING** in their synagogues,
  - He went to the hungry, to people who had expressed interest by virtue of their attendance at synagogue. This was EDUCATIONAL marketing
- **PREACHING** (*kēryssō*) the gospel of the kingdom,
  - The term kerygma referred to the message the herald delivered, and this act of announcing was a formal and public declaration of important news such as (1) royal decrees or laws (2) military victories or campaigns (3) ceremonial events (4) declaring war or peace (5) judicial sentences or punishments.
  - This was INSPIRATIONAL marketing
- And **HEALING** all kinds of sickness and all kinds of disease among the people.
  - Began delivering the value proposition. In many ways it was like giving away free samples, a foretaste of life more abundantly.

## THE RESULT OF THIS APPROACH...

- Then His **fame went throughout all Syria;**
- **and THEY brought to Him** all sick people who were afflicted with various diseases and torments, and those who were demon-possessed, epileptics, and paralytics; and He healed them.
- **Great multitudes followed Him**—from Galilee, and from [e]Decapolis, Jerusalem, Judea, and beyond the Jordan.

