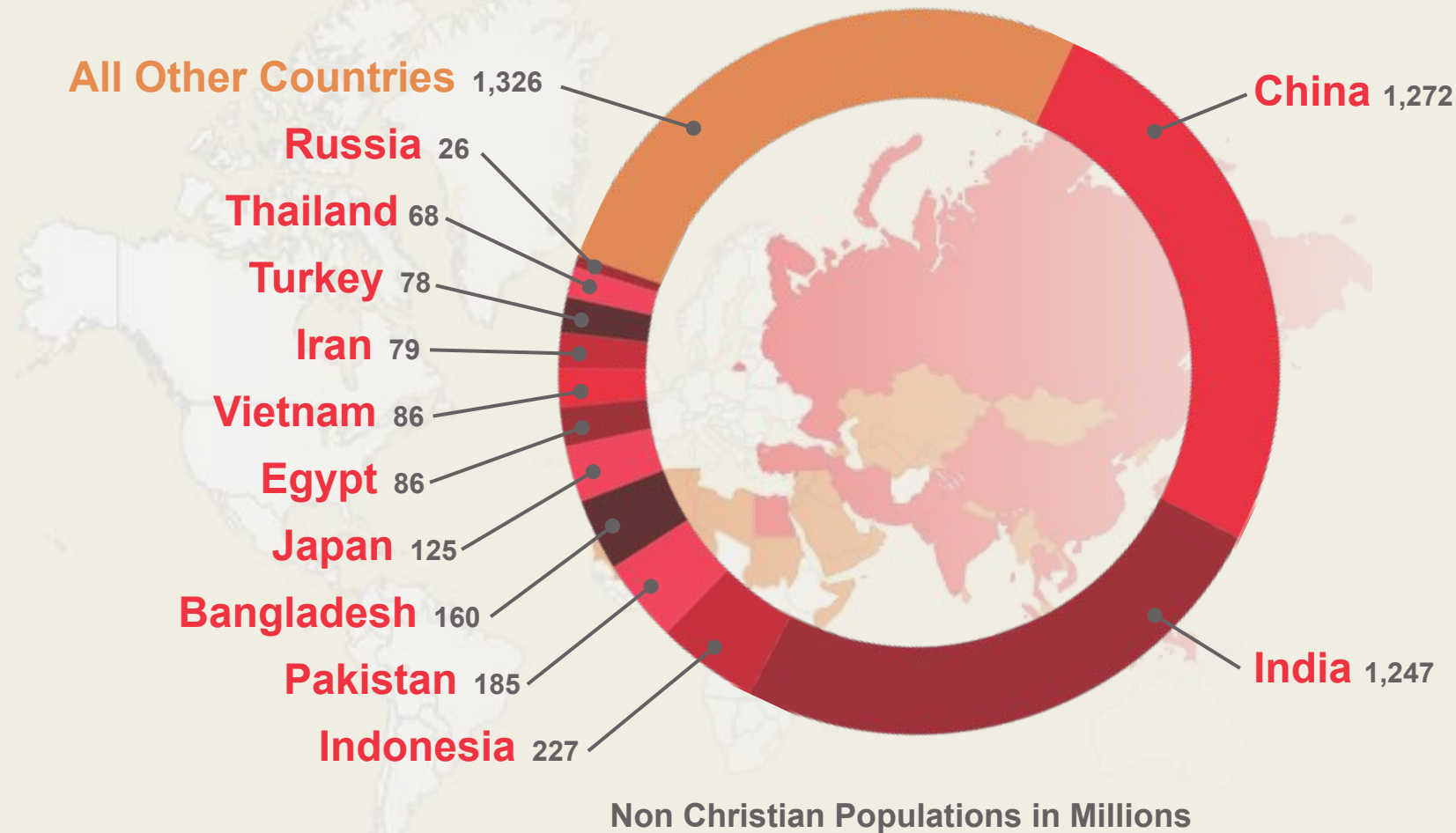


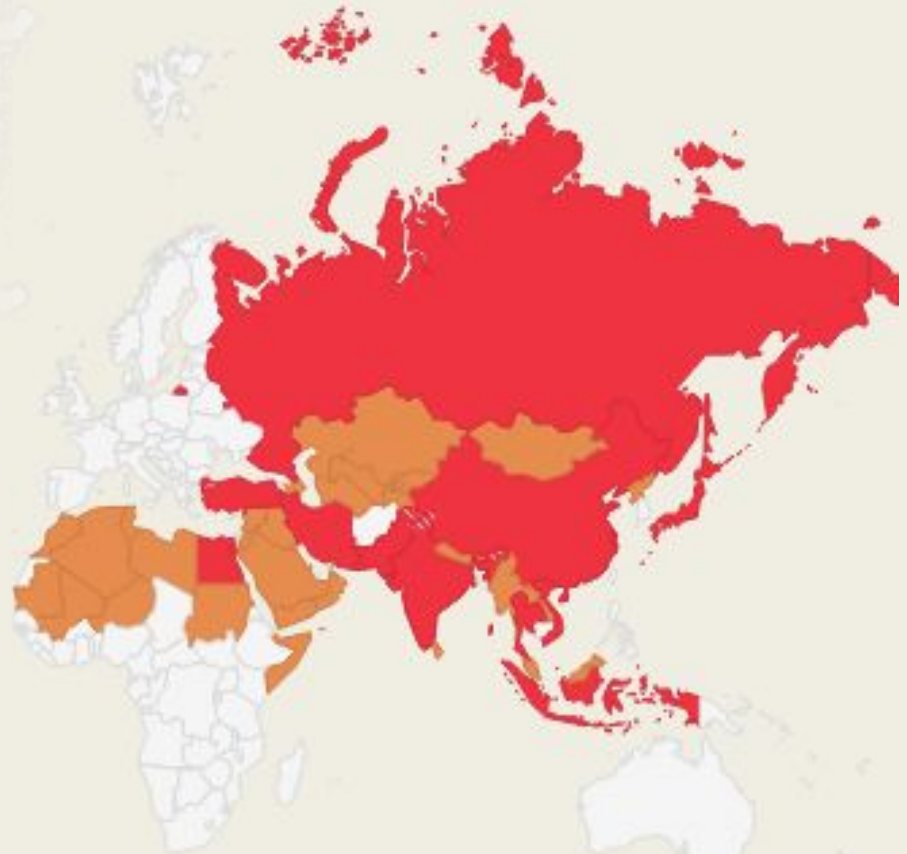
# **One To Many Digital Media Outreach Strategy**



# Top 12 Countries



Afghanistan	Kyrgyzstan	Russia
Algeria	Laos	Saudi Arabia
Azerbaijan	Libya	Somalia
Bahrain	Malaysia	Sri Lanka
Bangladesh	Maldives	Sudan
Bhutan	Mali	Syria
Brunei	Mauritania	Tajikistan
China	Mongolia	Thailand
Egypt	Morocco	Timor Leste
India	Myanmar	Tunisia
Indonesia	Nepal	Turkey
Iran	Niger	Turkmenistan
Iraq	North Korea	UAE
Japan	Oman	Uzbekistan
Jordan	Pakistan	Vietnam
Kazakhstan	Palestine	Yemen
Kuwait	Qatar	



**Highest Number of Churches Needed Per 1,000**  
(adding in countries with fewest # of churches)

If we are to see all having access to the Gospel  
and a discipler who can help them come to faith...

Then we will need partnership

- In Finances & Giving

- In Media Creation

- In Media Marketing

- In Seeker Follow-Up & Church Creation



# Economy of Scale

- To Scale -> **We do not** need every missionary or church team...
- *Creating Media Content*
  - *Learning & Implementing Social Media Marketing*
- We DO need every worker to do what they went to the field to do...to make disciples of Jesus**



We Need Everyone To Work Together In Their Expertise  
(i.e. Their Swim Lanes)



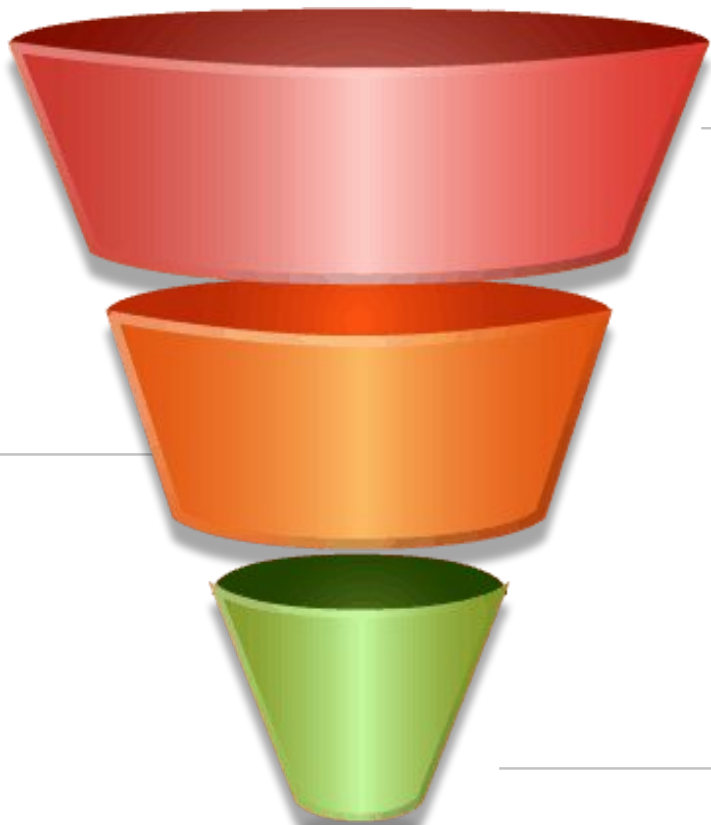
Media  
Creators

Missionaries

Marketers

## **Paid, Online Responders & Moderators**

When a person sees social media content and either comments or sends a private message, this is the first evangelistic and discipleship contact with that seeker. Trained locals, who speak the local language, engage them online. They offer prayer, resources, hope and more. Through these engagements, they are seeing if the seeker would like to meet or talk with someone in their area.



## **Targeted Marketing**

Using appropriate, local media and language, targeted advertising on social media channels such as Facebook, Instagram, Google Ads, and Youtube are used.

## **On The Ground, Follow-Up Coalition**

Local missionaries and churches contact willing seekers quickly so as to begin the process of making disciples of Jesus who can in turn make disciples themselves.

# **One To Many**

From one country and one account,  
to many wanting to know Jesus.



# One To Many

1. **Kavanah Media**: Uses relevant content from the multiple media groups such as Jesus Film, LUMO, The Story, The Global Gospel (and more) and runs ads on Facebook and/or social media platforms, where the follow-up coalition is located, to find seekers and have a conversation with them. Each ad will have a call to action moving the seeker to engage with the content (watch another video, send a message, download a Bible, etc...) and eventually connect directly with our online correspondence team.
2. **Online Correspondence**: This team is focused on identifying the true seekers that are carefully vetted and ready to meet face-to-face. They may be on the fence, very curious about Jesus, ready to follow and make a decision, or even be a new believer. Either way, they are ready to meet with someone to move further in their journey.
3. **Coalition**: Contacts are passed off for face-to-face follow up to begin the discipleship process.

## **Partnership**

We believe that to go far we must go together, and through partnership we can accomplish more.



# Who Does What?

## **Kavanah Media**

- Creates the overall digital strategy
- Sets Up All Follow-Up Software (i.e. Echo Global, Disciple Tools) for the local, follow-up coalition
- Works with the partnership team to find willing, on the ground teams for follow-up, and translation of ad journeys.
- Trains all Digital Responders
- Creates, and Manages All Digital Ads
- Does Monthly, Country-wide, video calls with the coalition to discuss questions, outcomes, strategy and results.

-

## **Follow-Up Coalition - Multipliers**

- Responds in a timely manner
- Records all interactions within the discipleship CRM (Disciple Tools)
- Meets monthly, online with a Kavanah Media Member
- Contributes financially to the ad spend in their location
- Contributes financially to the salary of the Digital Responders.





# What Kavanah Media Has To Offer

- A dedicated team of trained, international church planting experience, media marketers that are committed to developing content to find seekers in the community that are looking for Truth. **With over 200 accounts among 18 different mission organizations, and in over 80 countries, we provide a wealth of experience and data.**
- An online system to identify seekers in the community through social media and online correspondence before they get to a follow-up team.
- A network of prayer warriors praying over each media campaign, for partners, and those being disciplined.



# Great Commission Benefits:

- **GC acceleration:** accelerates GC by minimizing time spent by local teams finding seekers that are open to spiritual conversations, *at scale*.
- **GC optimization:** Aggregates and maximizes team capacity across all available teams regardless of organization or denomination.
- **Team multiplication:** Local teams multiply and grow in size.
- **Radical Partnership:** Removes organizational silos for maximizing GC efficiency.
- **Focused workforce:** Transforming an entire GC workforce into digital marketers is not needed, nor is it always a good fit. They can stay focused on what they are good at.
- **Movement building:** Keeps teams focused on what they do best - winning, building, and sending in the context of personal relationships (online or offline).
- **Mission Reporting:** Greater visibility into quantifying the harvest. Coalition shares data and the network shares anonymized results.



