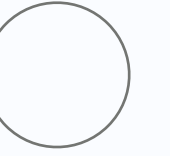


# 21st Century Digital Outreach



Right People, Right Message, Right Time, & Right Device

“Come, follow me,” Jesus said, “and I will make you fishers of people.”

At once they left their nets and followed him. Matthew 4:19-20





Husband, Father, Business As Mission Owner, Wannabe Fisherman



EK



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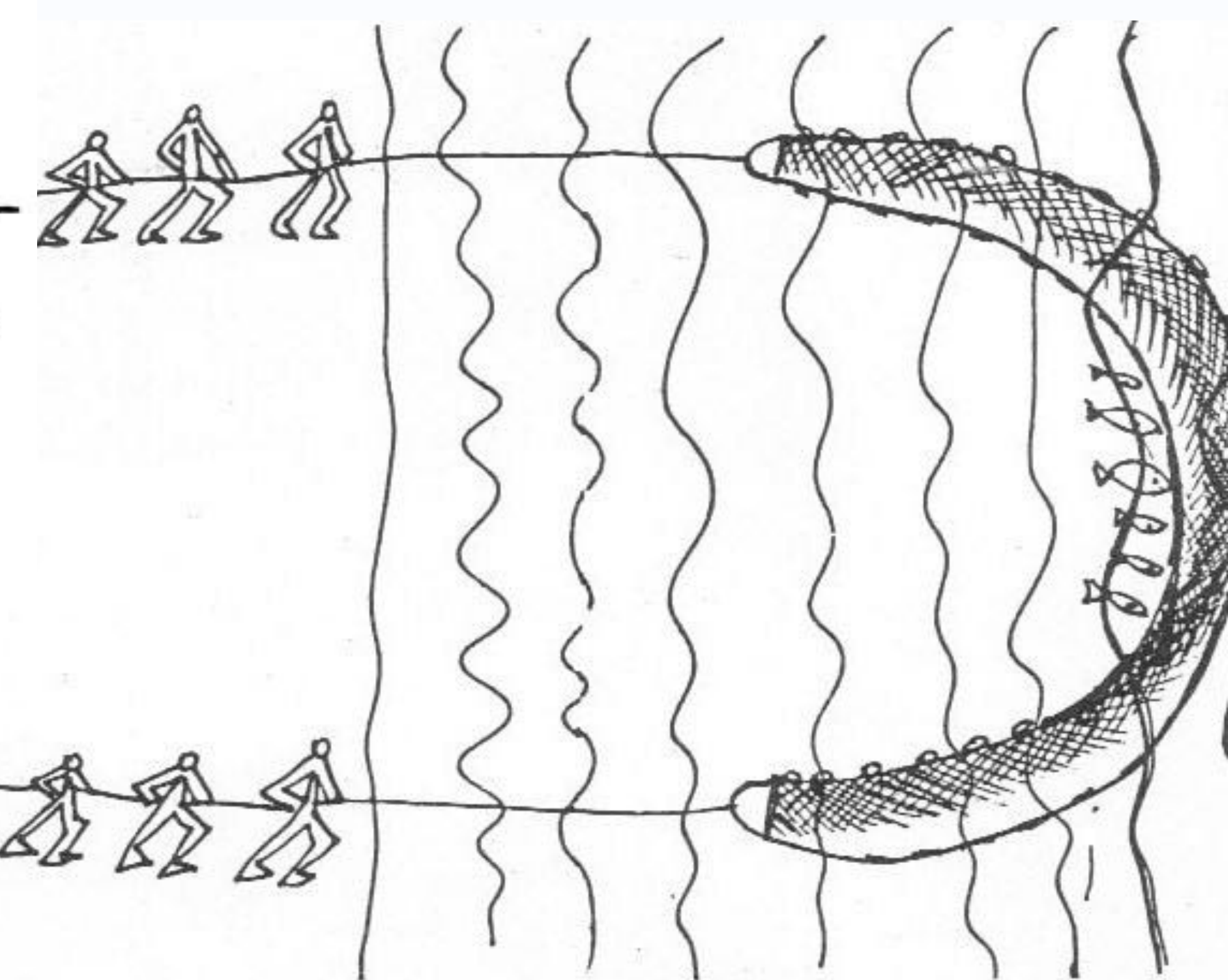
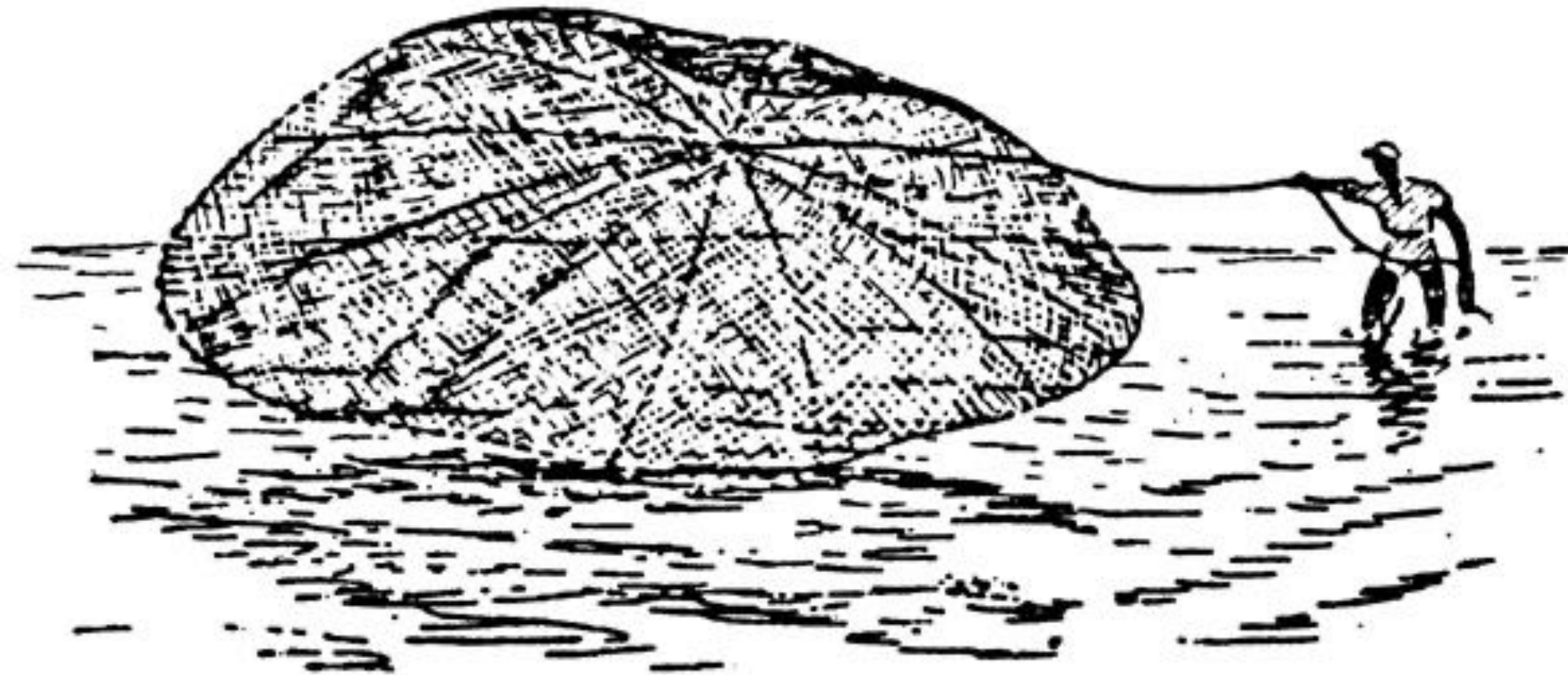
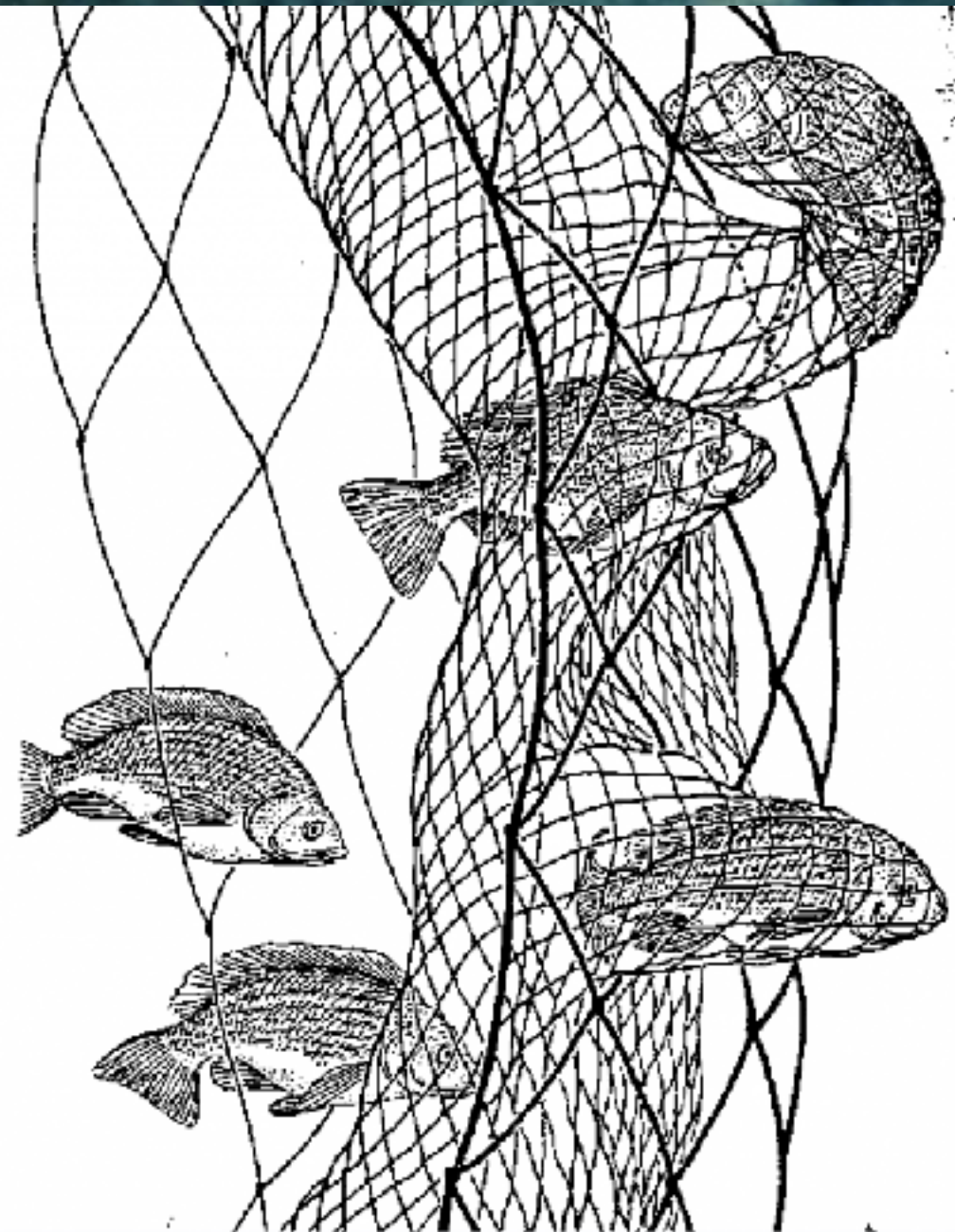
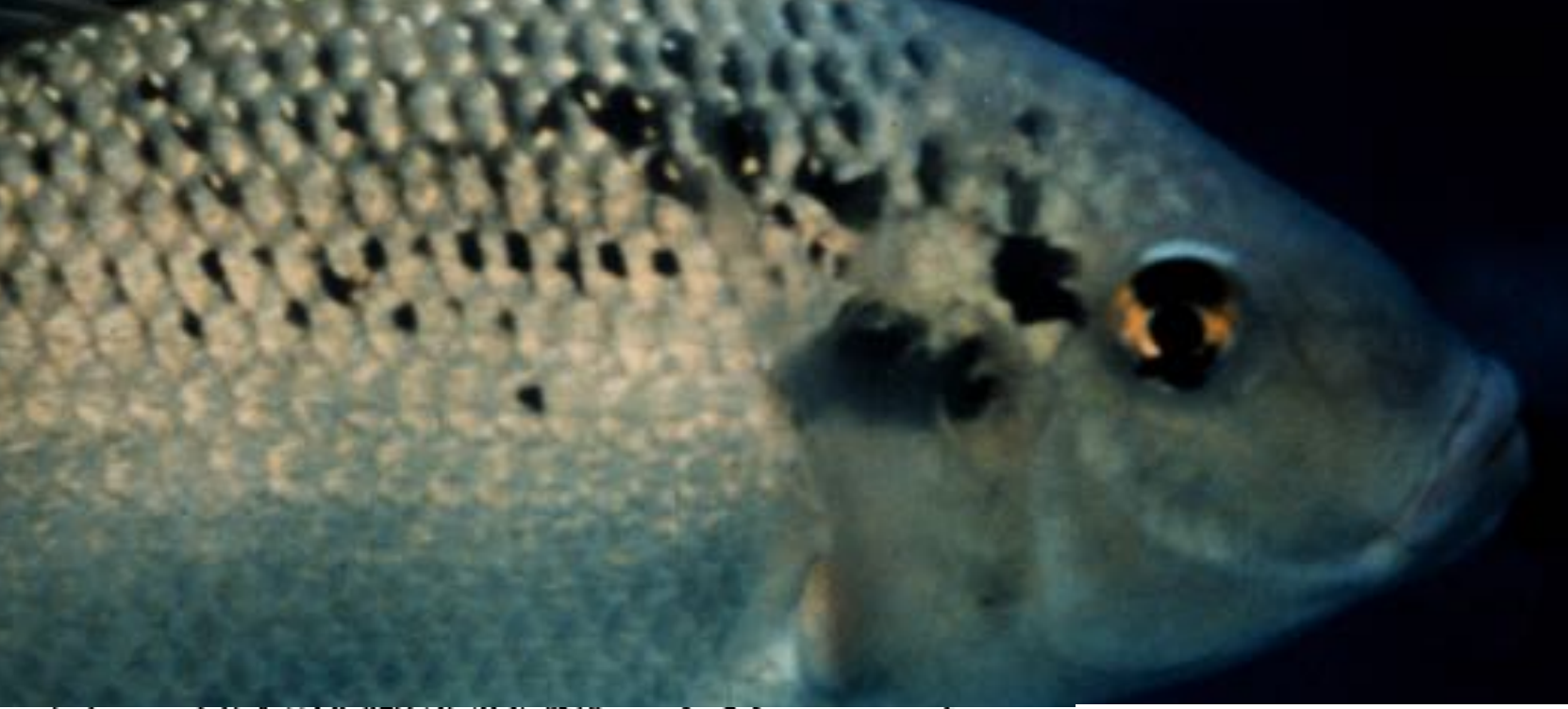
End to End Coaching:  
[www.mediatomovements.org](http://www.mediatomovements.org)



[kavanahmedia.com](http://kavanahmedia.com)



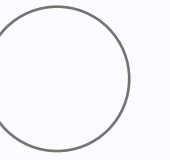




Multiple Types of Fish  
Multiple Types of Nets



# A Crowded Pond



How To Get The Right Message To The Right Person At The Right Time And On The Right Device



Know, Like, Trust



Hammer Time



Jedi Marketing

## HOW WOULD YOU?

- ▶ Get people to watch a testimony video?
- ▶ Get people to watch a video series?
- ▶ Get people to read the Bible?
- ▶ Get people to read an article?
- ▶ Get people to message you?

**Know - Like - Trust**

**Know - Awareness**

Traffic, Video Views, Search  
75% of Ad Spend In This Region  
Consistent Presence  
20+ Touches

**Like**

Retargeting Based Upon  
Activity  
(Views, Downloads, Clicks)  
20% of Ad Spend

**Trust**

Messaging  
5% of Ad  
Spend

**Hands**

**Head**

**Heart**

**Catch**

**Consider**

**Conversation**

**Conversion**

Belonging & Bonding Precedes Believing





**Stop! Hammer time...**



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# 5 M'S & 4 C'S OF AN AD CAMPAIGN



## RIGHT PEOPLE = MARKET (CATCH)

- ▶ Who are you to them?
- ▶ How do you connect?
- ▶ Communicating to the Persona
  - ▶ Imagined ——— Real
  - ▶ Away (frustrations) ——— Towards (wants)
  - ▶ Re-Market/Retargeting



## RIGHT MESSAGE (CONSIDER)

- ▶ Your message is a narrative that drives what you/they want
- ▶ Your message moves you from noise to making music
- ▶ What, Why, connection with audience. (Simon Sinek - start with **their** "why")





## MAGNET = HELP WITH THE RIGHT TIME

- ▶ Attract
- ▶ Push/Pull
- ▶ One Example ... Prayer



## MECHANISM (RIGHT DEVICE & FLOW)

- ▶ Capture their attention & information (CRM)
- ▶ Convert their interest into action (CTA)
- ▶ Landing pages, pixels, and more (GTM)



## FINAL “M” – MARGINAL GAINS

- ▶ Nothing is unimportant to the mission. Evaluate everything.
  - ▶ Site speed
  - ▶ Site colors
  - ▶ Pictures, videos, messages, etc.
  - ▶ Ad spend



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# 4 C'S OF AN AD CAMPAIGN

## 4 C'S

- ▶ Catch (Their Attention) = Ad
- ▶ Consider (Put A Pebble In Their Shoe)
- ▶ Conversation (Moderate/Curate - Guide & Plant DNA - Jedi Marketing)
- ▶ Conversion



# Invite To Move Conversations To Private Messages



**Did Jesus really die on the cross?** [Learn More](#)  
Jesus took the Twelve aside and told them, "We are going..."

2 4 Comments

Like Comment Share

Most Relevant   
Comment as Shantir Fot

- Did he really existed?

Like · Reply · Message · 1h
- He really did! Attested to by not only the Bible, but history too. Follow the link to read more about it.

Like · Reply · Commented on by Ross Meyer [?] · 1h
- it is not any evidence

Like · Reply · Message · 1h
- that's an important topic. If you would like to talk more about the historical evidence, please send us a direct message.

...







KAVANAH MEDIA

JEDI  
MARKETING



PATAGONIA - "DON'T BUY THIS"





# REVERSE MARKETING

- Key features:
  - Know what your seeker finds important.
  - Give the seeker a reason to come to you.
  - Offer the seeker something they value before attempting to "convert".



# JEDI MARKETING - THOUGHT REVERSAL

- Key features:
  - “Did you think that (problem), I did to until (solution)
  - Know what the people group values.
  - Give them a reason to go to your website or message.
  - Provide easily accessible Bible in their language, quickly respond to messages, be available for human connection.





# LIGHT & DARK SIDE

- Push/ Pull
  - If we push, people will push back
  - Chase or be chased?
  - Know, Like, Trust
- Pain (Internal & External)
- Empathy Marketing - Pain Points
- Forgiveness, Love, Acceptance, Significance, Security





# MAKING A PLAN - RESEARCH

- Social Media listening
  - What is said/what is meant
  - Phrases used online
- Prayer Campaigns
- Conversations



- We are trying to match Jesus to people's problems.  
Not manipulation
- Cognitive Dissonance
- How To (What they want) without (what they are avoiding) so you can (benefit) [Simple, easy, actionable steps]





# Detailed Targeting

Create a Custom Conversion

Custom conversions allow you to measure unique activities and optimize your ads for the events that matter most to your business. Create a custom conversion by applying rules to existing events.

Include events that meet the following criteria

KavanahMedia

Website Event

All URL Traffic

Include All URL Traffic events that meet the following criteria:

Rule 1

URL

contains

secret url location

or

Add another rule

Name

Name your conversion

50

Add a description

Category

Select a category

Value

Enter a conversion value (optional)

Set the value that each of these conversions is worth to you to track your return on ad spend. [Learn more.](#)

Cancel

Create

Last received 9 minutes ago

Details

TOTAL EVENTS ⓘ

8.7k

TOP EVENTS ⓘ

PageView

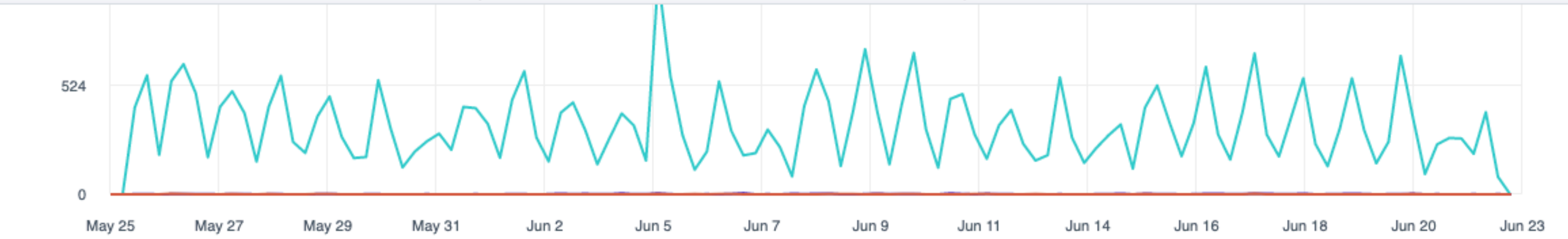
Schedule

Search

InitiateCheckout

AddToCart

ACTIVITY



Events from May 25, 2020 – Jun 22, 2020  
It may take up to 20 minutes for your events to be displayed.

Name	⚠	Data Source	Status	Event Use ⓘ	Total Events ⓘ ↓
PageView <a href="#">View Details</a> <a href="#">Manage</a>	+	Pixel	● Active Last received 11 minutes ago		38.2K
Schedule <a href="#">View Details</a> <a href="#">Manage</a>	+	Pixel	● Active Last received 40 minutes ago		148
InitiateCheckout <a href="#">View Details</a> <a href="#">Manage</a>	+	Pixel	● Active Last received 1 day ago		32
Donate <a href="#">View Details</a> <a href="#">Manage</a>	+	Pixel	● Active Last received 1 day ago		24
AddToCart <a href="#">View Details</a> <a href="#">Manage</a>	+	Pixel	● Active Last received 1 day ago		6
Search <a href="#">View Details</a> <a href="#">Manage</a>		Pixel	● Active Last received 4 days ago		4
action-intent <a href="#">View Details</a> <a href="#">Manage</a>		Pixel	● No Recent Activity Last received 27 days ago		4
positive-response <a href="#">View Details</a> <a href="#">Manage</a>		Pixel	● No Recent Activity Last received 27 days ago		2

3 Specifics





Set Up Events

×


1

2

Install Base Code

Add Event Code

Now that you've installed the pixel base code, you can use the Event Setup Tool to track the actions that matter most to your business without using additional code.



Use Facebook's Event Setup Tool (Recommended)

Add or edit events directly on your website screen with no coding required.

Manually add event code ⓘ

Give Feedback

Cancel

Create a Custom Audience

Use your sources

 Website traffic


 Customer file

 App activity

 Offline activity

Use Facebook sources

 Video

 Instagram business profile

 Lead form


 Events

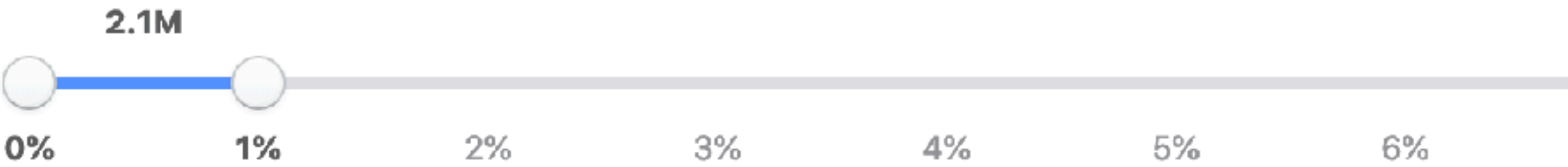
 Instant Experience

 Facebook Page




3 Select Audience Size

Number of lookalike audiences  1 ▼



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences 	Estimated reach
1% of US - 50% Video Watched	2,150,000 people




# Prayer Campaign

Ad 1 -  
1st  
week

## Ad 1

Written by Kavanah Media [?] · March 5 at 3:26 PM · 🌐

Jesus teaches us so much about prayer and God's power. If you would like to have someone pray for you or to watch more of Jesus' teaching on prayer, click "Learn More" below.



Jesus Teaches About Prayer [Learn More](#)

287 26 Comments 11 Shares

Like Comment Share

Did you like what Jesus taught about prayer?

Yes



No



← Back

Ad Video Link

## Landing Page

### Jesus Teaches About Prayer

God wants to answer your prayers



Questions  
Appear After  
Video Is  
Completed

Psalms 145:18 The Lord is near to all who call on him, to all who call on him in truth.

"I prayed to the Lord, and he answered my prayer." He freed me from all my fears." - Nayab

There is so much more to know about Jesus. We would love to help you. Please pick an option below:

*I want to talk privately with someone about Jesus*



*I want someone to pray for me*



*I want to have a Bible*



*I want to watch more about Jesus*



Leads to Page's Messenger Inbox

Leads to a Bible Download Page

Leads to Jesus Watch Page

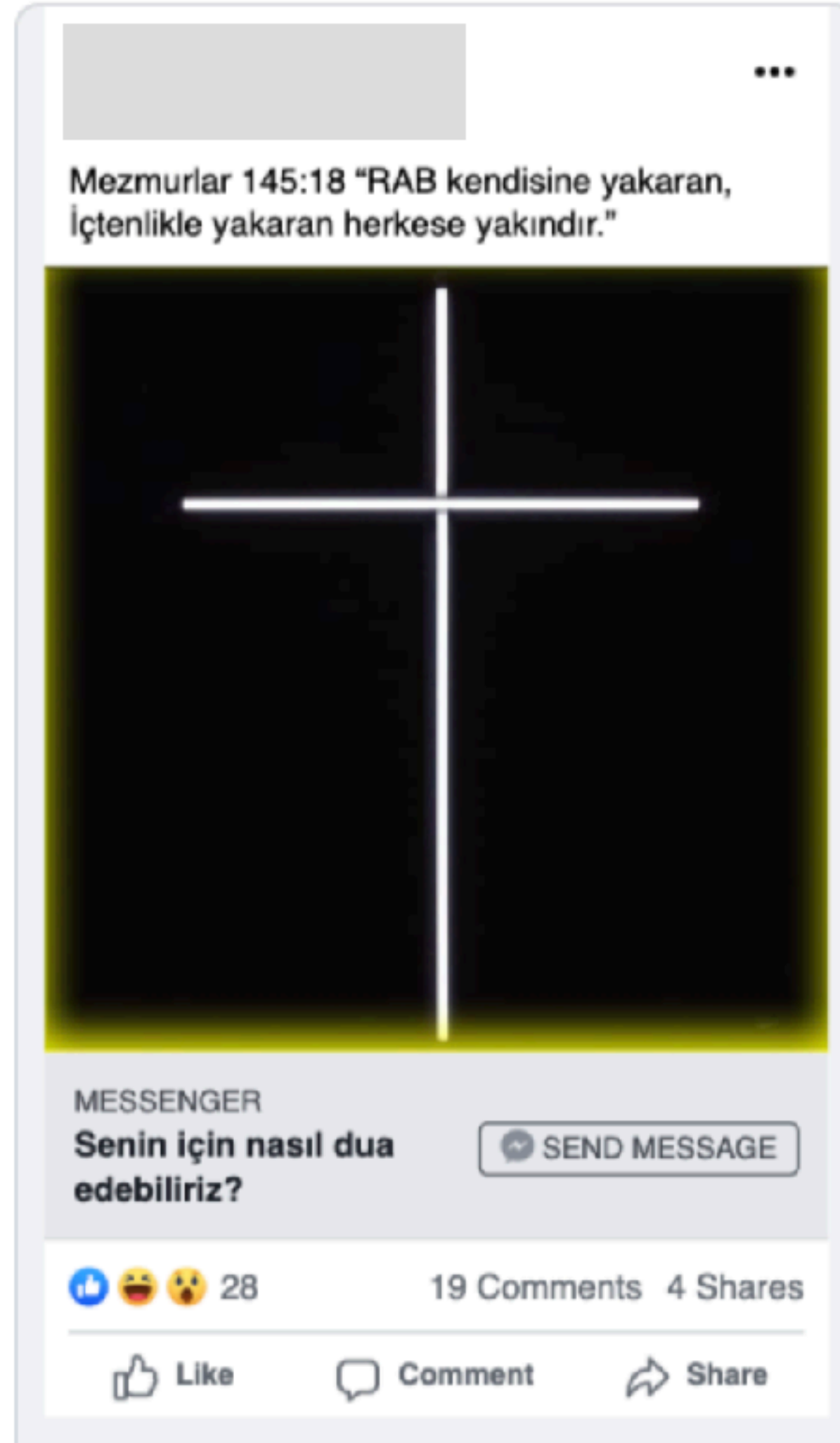
← Back

# Prayer Campaign

## Ad 2 - 2nd Week

### Ad 2 - Messaging Ad

Goes straight to the Page's Messenger Inbox.  
No Landing Page Used.

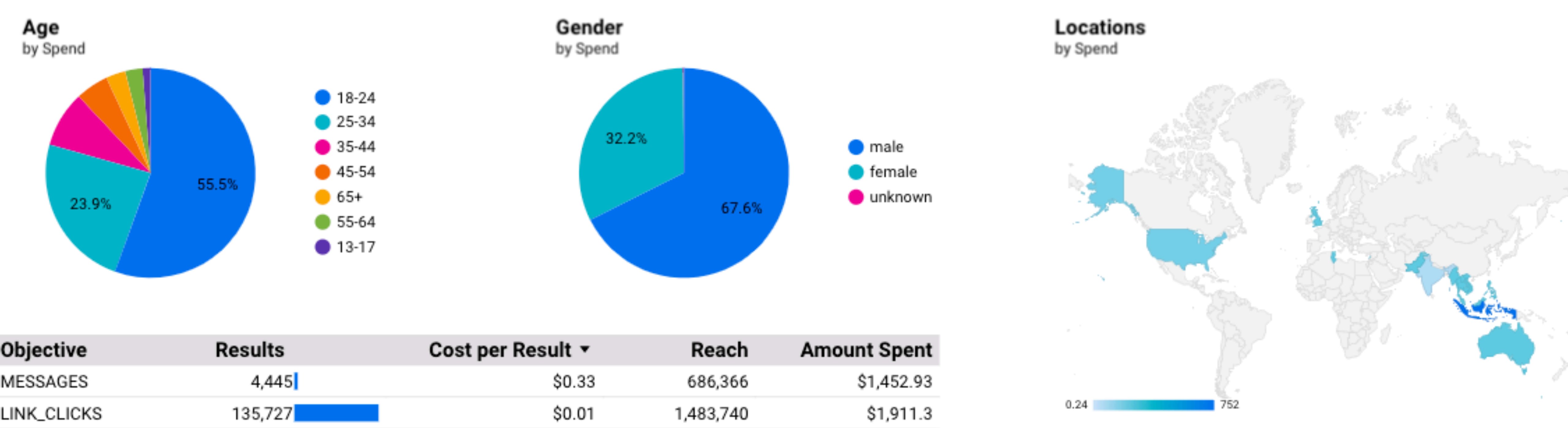
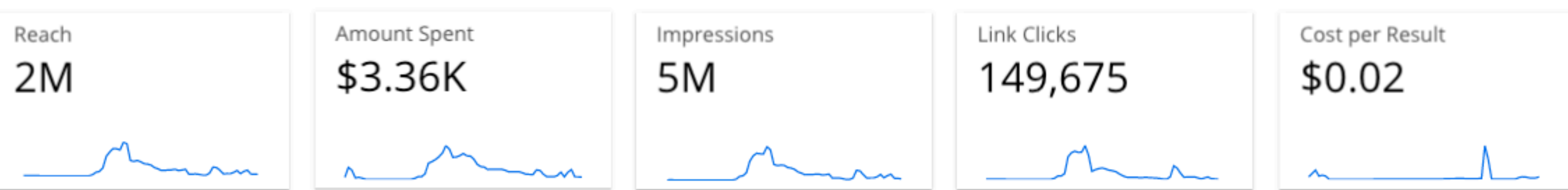


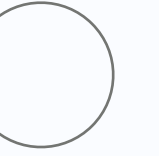
Ad Copy: Psalm 145:18 The Lord is near to all who call on him, to all who call on him in truth.

Headline: How Can We Pray For You?









# Landing Page Events for AD 1

Event Action	Total Events ▾
video1-played	14,951
book-interest	1,065
messenger-interest	684
watch-more-link-clicked	394
messenger-link-clicked	218
Load Reporting Page	32
bible-download-link-clicked	18
click	1
Duplicate Report	1

- Key:
- Video1-Played = Completed Watching Landing Page Video
  - Book Interest = Went To Bible Download Page from NS Link
  - Watch More = Went To Full Jesus Film Watch Page from NS Link
  - Messenger Interest = Went To The Send Us Message Page from NS Link
  - Messenger Link Clicked = Clicked On The Send Message Button from Landing Page
  - Bible Download Link Clicked = Clicked on the Bible Download Link from the Landing Page



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