

Digital Dollars: Money, Motivation, and the Ministry of Your Station





The Why

More Revenue allows
you to Reach more
People for the GOSPEL



The How

Content is King

Expanding your
brand in a digital
age.





The What

Integrated marketing solutions that anchor your brand to your listeners...

While helping your sponsors' businesses grow.

IMPROVE
SALES
PERFORMANCE

THE CENTER FOR
SALES STRATEGY





3 Ways to Generate Digital Dollars

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Recycle Your Content

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1. Recycle Your Content

- Alternate Format Streams
- Blogs
- Video Content
- Podcasts





Outsource Your Digital Marketing

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2. Outsource Your Digital Marketing

- Third-Party Providers
 - Geo-Targeting – Display – Retargeting - SEM – Social
- Vici, Vendasta, Recrue Media



Expand Your Social Presence

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3. Expand Your Social Presence

- Social Influencers = On-Air Talent
- Trusted friends who share things they like or love...a great way to help a loyal sponsor
- Followers, friends, listeners





**Digital Marketing
will expand your
audience, ministry,
and message.**



To download a free digital
marketing resource, visit:

rebrand.ly/TreyMorris

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