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.



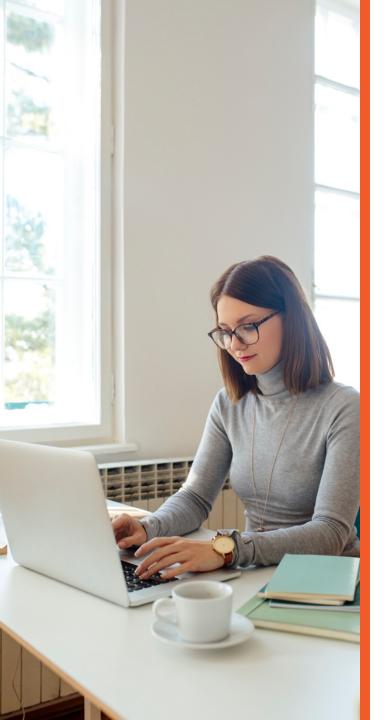




3 Ways to Generate Digital Dollars



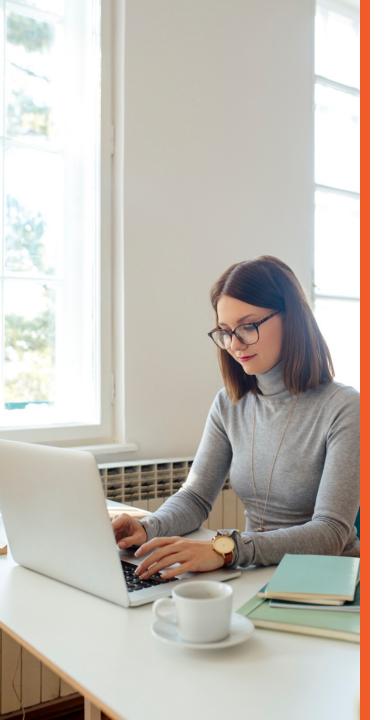




Recycle Your Content







1. Recycle Your Content

Alternate Format Streams

- Blogs
- Video Content
- Podcasts







Outsource Your Digital Marketing







2. Outsource Your Digital Marketing

- Third-Party Providers
 - Geo-Targeting Display Retargeting SEM
 Social

Vici, Vendasta, Recrue Media







Expand Your Social

Presence







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

www.TheCenterForSalesStrategy.com treymorris@csscenter.com



