

One:11 Ministries Marketing Proposal

One:11's mission is to equip ministries and individuals by expanding their God-given spheres of influence through the use of Social Media Marketing.

Why Social Media?

- A strong presence on social media is vital to validating your ministry.
- Social media marketing takes your reach outside of your local sphere of influence.
- A ministry's social media presence reveals to supporters and potential supporters that the ministry is active, focused and growing.
- Social media marketing has the power to increase loyalty and create long term relationships.
- Social media is one of the most cost-efficient marketing methods to increase your ministry's visibility.
- Implementing a social media strategy will greatly increase your ministry brand recognition and engagement with a broad audience.

Last year, Facebook video had over 8 billion average daily views and 100 million hours watched every day. It had 2 billion monthly active users and 79% of Americans used it daily. Instagram had 800 million monthly active users, and 500 million daily active users. On an average day, 80 million photos are shared on Instagram alone. Over 50% of all brands are on Instagram.

And finally, on average users access the Facebook app or the site approximately 13.8 times daily!

What a platform to, "Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes!" (Isaiah 54:2)

One:11 will partner with you in building your online social media presence to take your city, your state, your region, and the world for JESUS!

Here are a few of our services:

Facebook Page Initial Analysis

- Review current posts
- Evaluate backend setup
- Maximize functionality for the greatest reach

Content Planning

- Assist in training, content planning, developing, building and scheduling
- A crucial part of online marketing today is creating content that solves problems and shows your expertise.

Hootsuite Training

- Set up and training to manage multiple social media outlets in one place

On the Go Post Development

- Instruction quick post development using mobile apps

Instagram

- Assist in developing and building Instagram page posts for first month
- Not all FB posts are Instagram friendly

Develop FB Ad

- Increase followers and companies recognition

Facebook Lives

- Training
- Discuss & brainstorm regarding implementation
- 2x's per week, (1-5 minutes to increase page engagement, 10 minutes to teach topic)

Building an email list and writing copy

Finally,

We offer different levels of partnership. Services are billed on a \$50/hour rate so you are able to choose the desired training at a price that fits into your budget.

One:11 looks forward to partnering with you in building your online social media presence and making Jesus famous!

Pam and Laura Lynn

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