



ENGAGE

MEDIA PARTNERS

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INTRODUCTION

Engaging churches, ministries, and the Christian marketplace is paramount to a successful faith engagement campaign. Understanding the language, what motivates these leaders, and how to resource them well is important. The following pages explain how Engage goes about creating not just awareness, but activation of leaders.



MINISTRY

National Organizations connect to Christians and Churches; they have influence that can be helpful to Awareness. We will connect with these organizations to find win-win opportunities to maximize promotion.



CHURCH

Connecting with church leaders will be a key focus of our campaigns. First, making them aware of your project and resources; Second, moving them to an action that impacts the growth end goal.



MARKETPLACE

Sometimes the way to a leader is through those they trust. Churches are filled with business leaders who are the volunteers and lay leaders of the church. Many times they have a better understanding of the importance of Engagement.

ABOUT US

Our team has over 40 years of combined experience in and around churches. Working with churches is not a job to us, we are called to serve them. We do not look at the church as a marketing channel, rather we realize we are serving what God called “His Bride”. We respect the church and its leaders and desire to serve them with relevant content that can assist them in what they are called to do, to fit into the plans they have, and provide solutions that meet the needs of those in and around the church. We believe resources and tools should provide a way for churches to reach the community around them. Our Team becomes your team:

Jason Ellerbrook - President
Scott Mills - Chief Engagement Officer
Angi Flatt - Project Manager
Paige Bryant - Events and Booking

Joy Neely - Communication Specialist
Kelly McCoy - Communication Specialist
Marisa Borden - Communication Specialist
Angie Trotzman - Communication Specialist

LEADERSHIP TEAM

Jason Ellerbrook – President / Founder

Prior to launching EMP, Jason served men's ministry at LifeWay Christian Resources. He has collaborated with authors and speakers such as Tony Dungy, Bobby & Tommy Bowden, Joe Gibbs, Dr. Tony Evans, Alex and Stephen Kendrick, and others who challenge men to live lives of faith and integrity. Jason also served as the Director of Training & Event Production for events including Living Proof Live with Beth Moore, the Secret Church Simulcast with David Platt, and The Main Event— that included President George W. Bush, Willie Robertson, Gov. Mike Huckabee, and others. He currently consults with business and ministry leaders associated with Fortune 500 companies, NASCAR, NCAA College Football and the NFL. Jason has served local churches for over 25 years as a staff member and through several para-church organizations. Jason also leads ENGAGE EVENTS, another agency in the Engage family.

Scott Mills – Chief Engagement Officer / Founder

For more than 20 years, Mills has been engaging media with redeeming values and Christ Honoring entertainment. From the music industry to publishing, and now film and ministry resources. Scott has been part of many successful campaigns including the launch of new Bible study brands, Chart topping songs, and Box Office marvels such as “War Room”, “God’s Not Dead”, and “Courageous.” Since 2010, Mills has worked with over 45 films with a combined box office of over \$450 Million. Mills began his marketing career in the music industry promoting songs to radio stations across the US. Both at Sparrow Records and then as an indie promoter, Mills had 60 songs reach #1 across several music genres.



OUR WORK

Here are some of the movies and other projects we have worked on over the years.

THE THINGS WE DO

At the heart of everything we do is Strategy. How do we solve the problems our clients are facing. Understanding the goals or problems to overcome means we can create a strategic plan that is unique. We will draw on our past experiences - success and not so successful - and discover new ideas to solve your problem. Here are some of the things we do in general. When we jump on board we will create a custom plan and month by month grid plotting the tactics that make up the strategy.

CHURCHES: At the core of what we do, our specialty, is engaging the Church. Church meaning the organizations and ultimately the people that make up the local Church. We have decades of experience engaging Churches, we understand how to communicate with them and have developed a relationship that is trustworthy. We engage across many denominations and at many levels. Local Church, local networks, regional networks and Nationally. We love the Church, the Bride of Christ. Our desire is to serve them while we serve your needs. We only want to work on projects a Church can utilize and resource a need they have. Churches can engage a project in many ways from going to a movie or event as a group to putting up banners in the lobby. We want to help each Church discover the right engagement for them, ultimately it all helps achieve your goals.

MINISTRIES: We believe in partnerships. Finding the right organizations that line up with your message and mission and aligning promotional efforts that are built on a win-win relationship. Trading marketing opportunities from e-mail, social posts, events, radio, blogs, and more.

COMMUNICATION TEAM: We have a team - a group of people that spend their days engaging Churches, ministries, and other target markets like Christian Schools, Home School groups, and direct to areas of the Church such Women's ministry, Men's ministry, Youth Ministry, and others. We have some specific tactics here that involve phone calls, direct email, and social media engagement.

THE THINGS WE DO

SOCIAL MEDIA: We do not provide a full service social media strategy, but without social media we miss many opportunities to engage Church leaders. Our focus on Social Media is not directly consumers, but rather leaders. We create custom audiences from our email lists, by DMA's, and other focus, targeted groups that we then serve up advertising too. More than likely they have already been reached by email, phone call, or we have seen them at an event. Our strategy here is to reinforce and maybe tip them over the edge.

EMAIL: We do not just send e-blasts. Each time we send an email we have trackable links. Both e-blasts and our one on one communication with Churches. We track everything we can to provide analytics on how our audience is engaging the project. It also helps us with follow up strategy. If we know you watched a video we sent you, our follow up message to that person is very important. Sending email after email without this strategy is futile and not helpful to your overall campaign.

PROMOTIONAL EVENTS: We have been going to the biggest events in the faith world for years and have developed relationships with those events that helps us maximize them in many ways. Often the promotion we do at events also provides email, social media, blogs, podcasts, and even stage time. We see events like this as more than a booth in a hallway, however, what we do at that booth is also calculated, thought out, and provides opportunities for follow up engagement and trackable success from them.

CUSTOM EVENTS: Our other company, Engage Events, can help us create custom events for you. Whether a promotional event to gather leaders and influencers to learn more about you, movie screenings, even simulcast events.

THE THINGS WE DO

AMBASSADORS: We can help create ambassadors - for your brand, resource, movie, etc. We have developed programs to communicate with Ambassadors over a period of time to pray for you, execute simple promotional ideas, and simply help in local markets make an impact for your.

CONTENT: We can help you create tactics to help you get your brand in the market on a consistent basis by developing content such as social media posts, downloadable resources, even launch a video podcast. Content takes many forms, our goal is to help you find the right mix for you that will work and that you can keep up with for the long haul.

CREATIVE: Our team has some of the best creatives around. We can do pretty much anything in graphic design, copy writing, website design and maintenance, build your social channels, apps, and more.

CAMPAIGN MANAGEMENT: We can manage your campaign and help you hire an all-star team with experience to solve your problem. We have worked with the best PR agencies, social media firms, agencies who specialize in areas of the market - like we do. We can lead weekly calls, manage reporting, and make sure we do not miss important tactics along the journey.

OTHER STUFF: Of course there are many other things we can do and some ideas we will come up with along the way. You might not need all the things we do, and that's fine. You will find that wherever we can help you achieve your goals, we will jump in and give you 100%.

We hope this information is helpful to you, maybe it even sparks some new ideas for you. You have OPPORTUNITIES. We have solutions to help you maximize them. We are strategists ready to tackle your opportunities with you.

God has called us to do this work, to help organizations, products, resources, events, and anything that can encourage and lift up the body of Christ. This calling has led us to you, and you to us.

We hope we get to work together to make a difference, to help you in your mission, to bring glory to Him.

SUMMARY

Thank you!

ENGAGE
MEDIA PARTNERS

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