Move from promotions to engagement

promotions are about us - engagement is about her

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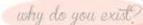


what's your filter?





everything must **mirror** your strategy



what does success





know what **makes her tick**

quality before quantity for your audience and your team



the calendar is not king

strategic partnerships:
audience wins...
partner wins...
station wins...



strategy drives **technology**



find your sweet spot

money follows ministry



don't know?

ask her



consulting









engaging with your Audience

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