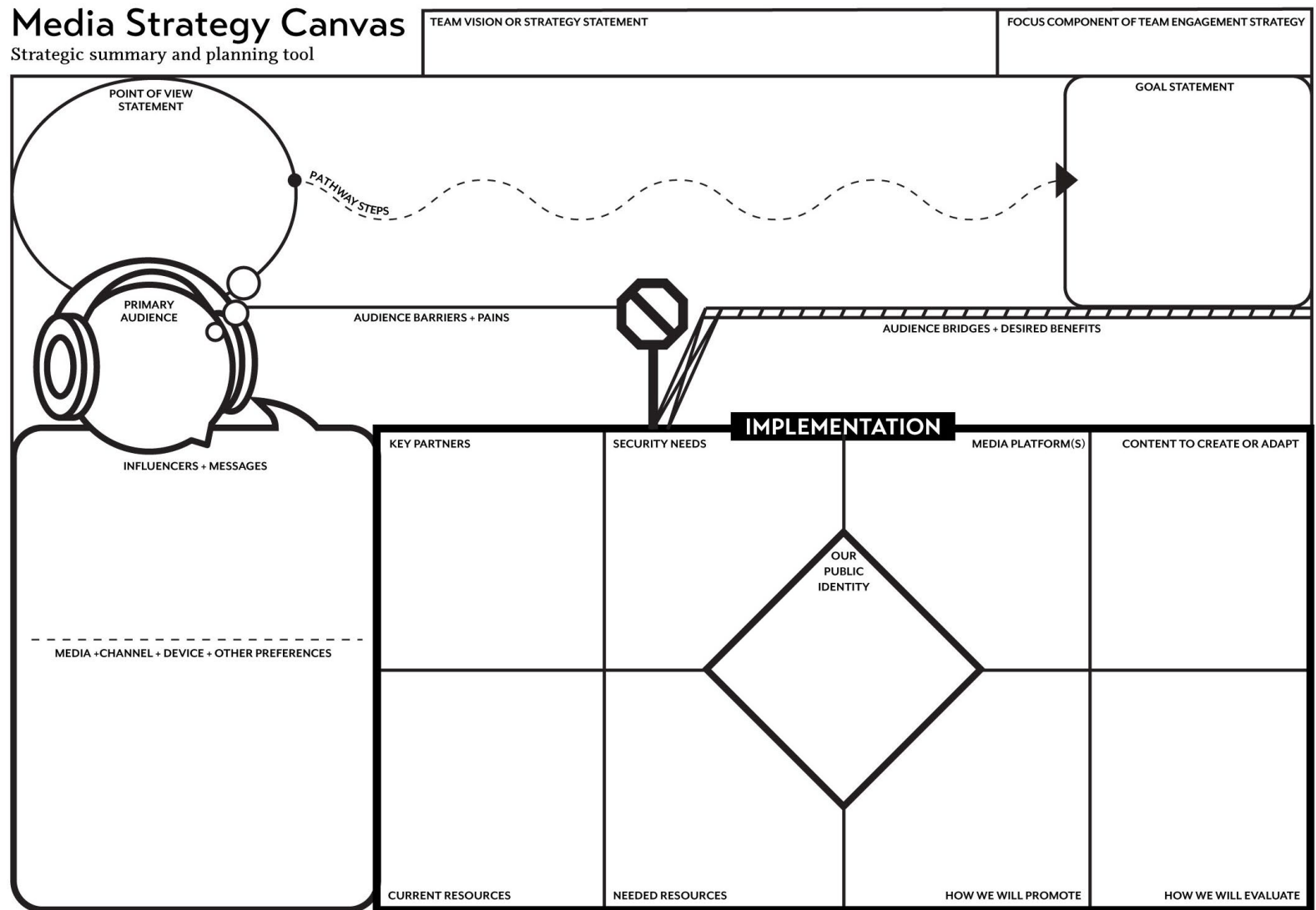# MEDIA STRATEGY
canvas

Commit your activities to the Lord
and your plans will be achieved.

PROVERBS 16:3, CSB

What is the Media Strategy Canvas?

This tool guides you through a process to integrate media into your team's engagement strategy. Use it when you need to develop a media strategy that works with your main goals.

Engagement and media practitioners developed the Canvas process **to make it easier and faster for anyone to develop their own media strategy.**

Media Strategy Canvas
Strategic summary and planning tool

TEAM VISION OR STRATEGY STATEMENT

FOCUS COMPONENT OF TEAM ENGAGEMENT STRATEGY

POINT OF VIEW STATEMENT

GOAL STATEMENT

PATHWAY STEPS

PRIMARY AUDIENCE

AUDIENCE BARRIERS + PAINS

AUDIENCE BRIDGES + DESIRED BENEFITS

INFLUENCERS + MESSAGES

IMPLEMENTATION

KEY PARTNERS

SECURITY NEEDS

MEDIA PLATFORM(S)

CONTENT TO CREATE OR ADAPT

OUR PUBLIC IDENTITY

MEDIA +CHANNEL + DEVICE + OTHER PREFERENCES

CURRENT RESOURCES

NEEDED RESOURCES

HOW WE WILL PROMOTE

HOW WE WILL EVALUATE

Canvas principles and expectations

1 Media strategy can address engagement gaps and roadblocks. It can also help you expand your reach and accelerate time frames.

2 Instead of extensive, resource-heavy media research, get started right now with quick research. Then you can learn and improve over time.

3 You will need typical engagement research to use this tool. This includes topics such as worldview, religion, city, nation, literacy, and gospel responsiveness.

4 You'll get the best results by connecting with other engagement practitioners and experts to gain their media strategy insights.

You don't have to do this alone

If no one on your team has ample media strategy experience, then it's best to network with others. **You can save your team a lot of time and energy by getting ideas and input from people with more or different media strategy experience.**

Options for input and guidance in building your media strategy:

○ **Guided implementation** with an Affinity Media Team or media specialist

○ **Connections and partners** with media, technology, or mass communication experience

○ **Online courses or consulting** with media ministry specialists

○ **Coaching and connections** through Global Engagement's MX Labs

For recommendations, resources, questions, and coaching, visit the Media Engagement site on the internal intranet.

CHECKPOINT

This symbol appears at points in the process when you may want to seek feedback on your work and fresh ideas. This will aid your progress.
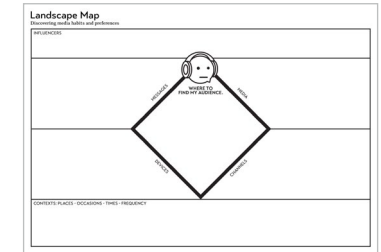
Using this guide

This guide will lead you through the process steps and provide basic explanations and tips.
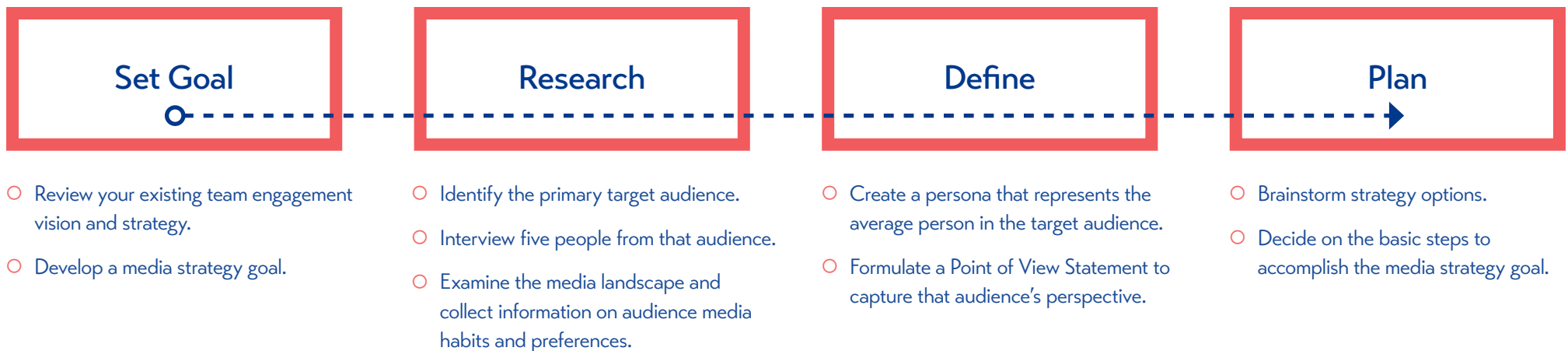
Your team engagement strategy may currently be in development or be something you've had for years. This process will guide you to **reflect deeply on your engagement strategy** and then work to **develop an integrated media strategy.**

Worksheets

Most steps in the process include a worksheet you can print or draw on a whiteboard for a group.

OVERALL MEDIA STRATEGY DEVELOPMENT PROCESS

Set Goal	Research	Define	Plan

Set Goal
- Review your existing team engagement vision and strategy.
- Develop a media strategy goal.

Research
- Identify the primary target audience.
- Interview five people from that audience.
- Examine the media landscape and collect information on audience media habits and preferences.

Define
- Create a persona that represents the average person in the target audience.
- Formulate a Point of View Statement to capture that audience's perspective.

Plan
- Brainstorm strategy options.
- Decide on the basic steps to accomplish the media strategy goal.

Implementation

This guide provides a process to develop your media strategy. **Afterward, you will need to rely on your team's expertise or supplemental resources and coaching to implement your strategy. The implementation is not covered in this guide due to the vast variety of possible media strategy outcomes.**

Planning your time frame

You have flexibility to make the time frame fit your team, local context, and goals.

The amount of time to complete the media strategy process depends on variables such as complexity of your local context, access to people to interview, and ability to set aside dedicated time within your team's existing priorities.

Note: Team decisions or needs can add to the suggested time durations on the chart. For example, a team may decide to devote two full days to personally doing surveys or the team may take two weeks to distribute and monitor an online survey.

	Prepare	Set Goal + Prepare to Research	Research	Define + Plan	Implementation
1 Week — Considerations: ☐ Direct access to the target audience ☐ Able to dedicate full time to the process ☐ Have a basic understanding of media and technology use in strategy	**30–60 min.** to work on initial planning	**1 day** Settle on goal, target audience, and plan for five interviews **2+ hours** for kick off meeting to set goal, determine target audience and segments, and prepare for research	**2–4 days** Conduct interviews and explore landscape through practitioners, audience surveys, and online research **4–8 hours** *total* over two to four days per person	**1 day** Filter and summarize findings on worksheets. Develop a basic media strategy **1 hour** finalizing findings plus **2–3 hours** total for team to work through ideas, strategy, and complete Canvas	Depends on complexity of strategy and required expertise and resources Media templates and guides may be available. Consult with your media cohort representative.
2 Weeks — Typical Time Frame: ☐ More time to interview and get input ☐ Team is dispersed across timezones and needs more time ☐ Want to move at a moderate pace ☐ More time to work on ideas	**30–60 min.** to work on initial planning	**1 day** Settle on goal, target audience, and plan for five interviews **2+ hours** for kick off meeting to set goal, determine target audience and segments, and prepare for research	**5–7 days** Conduct interviews and explore landscape through practitioners, audience surveys, and online research **6–12 hours** *total* over five to seven days per person	**1–2 days** Filter and summarize findings on worksheets. Develop a basic media strategy and complete Canvas. **1 hour** finalizing findings plus **2–3 hours** (spread it out over two days for more time to think)	Depends on complexity of strategy and required expertise and resources Media templates and guides may be available. Consult with your media cohort representative.
4 Weeks — Considerations: ☐ More time for research and strategy development ☐ Team is dispersed across timezones and needs more time ☐ More time for responses to a broad distribution survey	**30–60 min.** to work on initial planning	**1 day** Settle on goal, target audience, and plan for five interviews **2+ hours** for kick off meeting to set goal, determine target audience and segments, and prepare for research	**15–20 days** Conduct interviews and explore landscape through practitioners, audience surveys, and online research **8–12 hours** *total* over fifteen to twenty days per person. Two to three weeks to conduct surveys	**2–4 days** Filter and summarize findings on worksheets. Develop a basic media strategy and complete Canvas. **1 hour** finalizing findings plus **3–4 hours** (spread it out over two to four days for more time to think)	Depends on complexity of strategy and required expertise and resources Media templates and guides may be available. Consult with your media cohort representative.

Working with remote team members

Encourage remote team member participation by planning and working in the right rhythm.

PLANNING: DIVIDE THE WORK BY THE PROCESS STEPS

It may not be possible for your team to collaboratively work through this process while all being in the same location. The team leader or a facilitator can involve remote team members by focusing on one section or step at a time (i.e., Set Goal, Research, Define, Plan).

Each section (ex. Set Goal vs Research) is unique in the time and work required. It's best to read through the section to determine what can be completed within your team's capacity and your overall time frame goals. Below is a recommended division of sections and steps:

1. Review overall process and complete Set Goal
2. Identify target audience and prepare for interviewing
3. Conduct interviews and research
4. Complete Landscape Map and seek input
5. Complete Define section
6. Review Plan section and brainstorm
7. Evaluate and finalize pathway
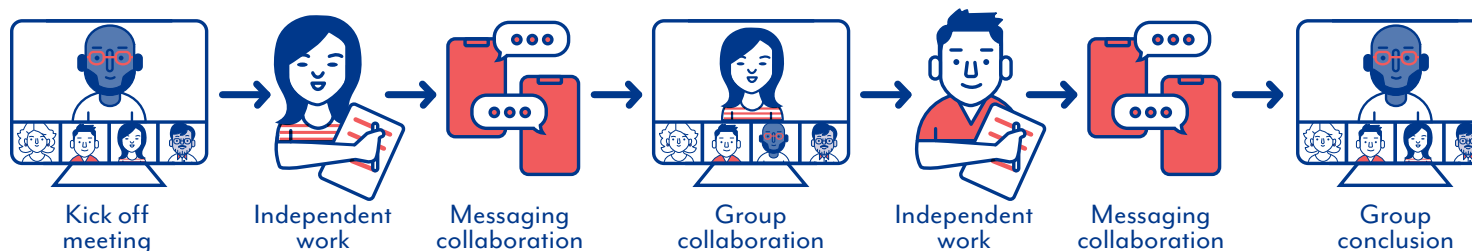8. Complete Media Strategy Canvas and seek input

TIPS

Involving remote team members works best with these considerations:

- Ensure multiple members of the team have direct access to the target area or context.
- Utilize a digital whiteboard to post images of worksheets for collaboration at each member's own pace. (Example, O365 Whiteboard or a free Miro.com board)
- Set up a central online space (ex. a O365 Teams team) to engage in conversations and share files.
- Encourage online collaboration to maintain momentum.

RHYTHM: BALANCE GROUP INTERACTIONS AND INDIVIDUAL WORK

The example below illustrates a rhythm that **begins with a group meeting to inform, inspire, and initiate the collaborative work. That's followed by team members working independently until the next group collaboration meeting.** Notice that instant messaging in a team chat room like O365 Teams can fill in gaps and provide continued collaboration before the next group meeting. Messaging is especially powerful if members are in more than one time zone. It allows anyone in any time zone the opportunity to participate in the conversation—even if it takes place over hours or days.

Kick off meeting → Independent work → Messaging collaboration → Group collaboration → Independent work → Messaging collaboration → Group conclusion

TIP: Use 5 to 10 minutes in group video meetings to begin a collaborative task. Then, allow team members to continue to work on that task at their own pace after the call. This will work well for all worksheets in the process.

SET GOAL
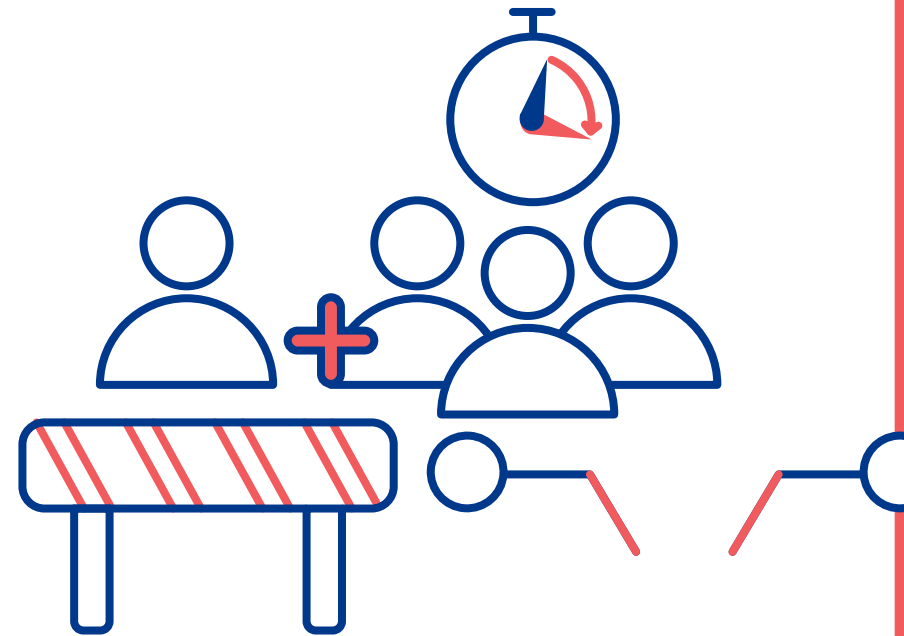
Review your team strategy

Analyzing your existing team engagement strategy can reveal specific ways that media strategy can help you accomplish your goals.

Take time to evaluate your team engagement strategy. It's important to break it down into specific components, details, and tasks. Breaking it down will help you **identify gaps and roadblocks** your strategy faces. It can help you identify **where accelerating the time frame or expanding the reach** can offer strategic benefits.
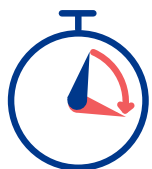
GAP

ROADBLOCK
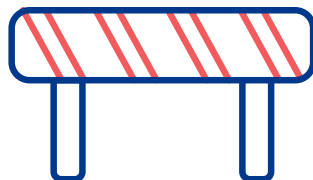
ACCELERATE TIMEFRAME

EXPAND REACH

EXAMPLES OF GAPS AND ROADBLOCKS

- ○ Limited amount of time or team members
- ○ Limited ability to gather seekers or partners
- ○ Physical distance limits communication
- ○ Difficulty measuring or tracking progress
- ○ Difficulty in sending out training or discipleship materials
- ○ Challenges in physical security and access
- ○ Literate content isn't accessible to an oral culture

EXAMPLES TO ACCELERATE TIME FRAME OR EXPAND REACH

- ○ A new Bible translation is available
- ○ New local partners have enabled access to an unengaged city
- ○ Team-developed discipleship materials are in digital form
- ○ Partner network has a large number of scattered believers seeking training
- ○ A local TV station is seeking films to show during Easter
- ○ US church partners have offered ongoing engagement support from the States

Craft a Goal Statement

The Goal Statement expresses an objective for your team and the media strategy to accomplish.

The Goal Statement contains two crucial elements:

○ An objective rooted in a **specific need or opportunity** within your **team engagement strategy**

○ An objective connected to **what you plan to accomplish** related to your **target audience**

TOOL TO COMPLETE: Goal Statement

The Goal Statement worksheet provides space to think through your team engagement strategy and then formulate a goal.

1 Review your team engagement strategy and identify a component (i.e., evangelism, discipleship, leadership development) as a strategic focus.

2 Think through all of the tasks you need to accomplish to succeed in the focus component.

3 Identify all the gaps and roadblocks that hinder your progress in completing the tasks listed.

4 Identify aspects that could benefit from accelerating the time frame or expanding the reach. For example, if you need to find a large number of people to train quickly, media strategy can reach larger groups of people faster than normal word of mouth. In the opportunities space, simply note "rapid increase in the number of people to train." Don't indicate how you will accomplish that. That answer will come as you work through the process.

Goal Statement
Framing the strategic purpose

FOCUS COMPONENT OF YOUR TEAM ENGAGEMENT STRATEGY **1**

WHAT I NEED TO DO TO BE SUCCESSFUL AT THIS COMPONENT (TASKS)

2

GAPS AND ROADBLOCKS FACED IN ACCOMPLISHING THE TASKS ABOVE

3

OPPORTUNITIES TO EXPAND REACH AND/OR ACCELERATE THE TIMEFRAME

4

MEDIA STRATEGY GOAL STATEMENT
Reflecting on the above tasks, as well as the gaps, roadblocks, and opportunities, express what you'd like to accomplish in the form of a Goal statement:

5 MEDIA STRATEGY GOAL STATEMENT

In reflecting on the gaps, roadblocks, and opportunities you've listed, which one(s) would you like to address? If several of your ideas overlap, you can craft a statement that addresses more than one, such as including both a gap and an opportunity.

Create a goal statement that expresses the desired outcome of your strategy. It's best to state your goal simply and to the point—it doesn't need to be a SMART goal (i.e., Specific, Measurable, Attainable, Relevant, and Time-bound). Try to keep the statement focused on **what you want to address or accomplish** as opposed to how. Craft the statement in a way that gives you freedom to think creatively.

Examples

○ Increase the number of leaders who can strengthen our local networks.

○ Collect persons of peace into seeker studies.

○ Improve our ability to engage remote villages in dangerous areas.

○ Establish healthy, reproducing groups in the affluent section of our city.

○ Improve the theological foundation of dispersed, remote leaders.

○ Expand our ability to find partners across the entire state.

○ Ensure our local entity is received positively and opens doors.

○ Maximize the distribution and use of our new Bible translation.

○ Address local opposition's obstacles and roadblocks to our local training events.

○ Establish healthy, distance mentoring across the state or region.

○ Create ongoing, day-to-day encouragement and training within our networks.

○ Reach refugees struggling with establishing a solid local status.

○ Positively impact the ability of our city's female population to respond to our message.

Goal Statement
Framing the strategic purpose

FOCUS COMPONENT OF YOUR TEAM ENGAGEMENT STRATEGY

WHAT I NEED TO DO TO BE SUCCESSFUL AT THIS COMPONENT (TASKS)

GAPS AND ROADBLOCKS FACED IN ACCOMPLISHING THE TASKS ABOVE

OPPORTUNITIES TO EXPAND REACH AND/OR ACCELERATE THE TIMEFRAME

MEDIA STRATEGY GOAL STATEMENT
Reflecting on the above tasks, as well as the gaps, roadblocks, and opportunities, express what you'd like to accomplish in the form of a Goal statement:

5

RESEARCH
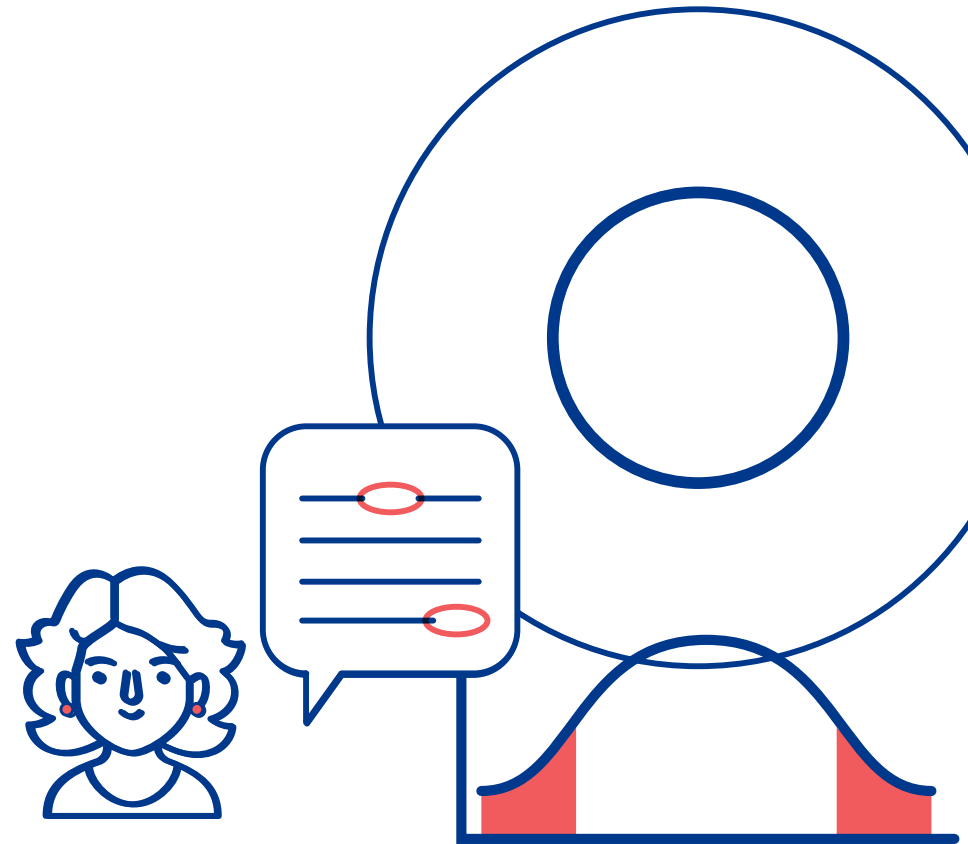
Clarify your target audience

To be effective, a media strategy should be made for your specific target audience.

WHAT'S A TARGET AUDIENCE?

Simply, it is **a group of people that have one or more common characteristics**, such as college students, parents, team leaders, coffee bean farmers, Buddhist monks, or Karakalpak men in their 20's to 30's in Uzbekistan.

The process of developing a media strategy hinges on the information and insights gained from **a specific audience**. For example, a media strategy for college students would work differently than a media strategy for rural farmers.

The **first step in targeting** is to think through possible audience options and segments. Try to break down your people group or context into as many segments as you can using the **TARGET MAP TOOL**. Identifying segments can help you adjust your strategy to better reach certain people with unique needs within your primary audience. For example, moms of young children would be a segment of women in their 20's to 40's. A people group has many segments through generational and socio-economic differences. **Typically, starting with a segment or narrow focus is most effective in media strategy. It's also easier to create or select content that will more readily connect with the audience.**

TOOL TO COMPLETE: Target Map

Use the Target Map as a tool to brainstorm and filter options.

1 The outside of the circle is a brainstorming space to consider every possible idea.

2 The center circle displays the name or descriptor of the primary target audience.

3 The segments area highlights any key segments of that primary target audience.

PRIMARY

SEGMENTS

IDEAS
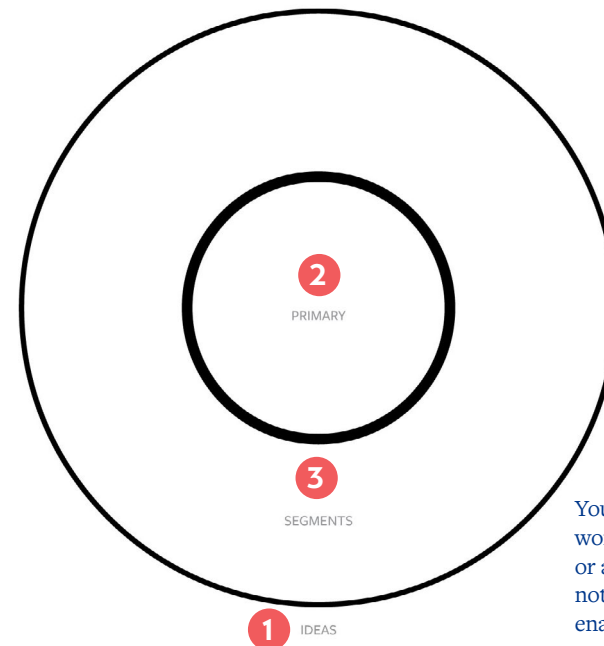
You can print out the worksheet or draw it on paper or a whiteboard. Using a sticky note per idea is a good way to enable sorting and resorting.

BRAINSTORMING AND DECIDING

1 Begin by brainstorming as many as possible segments or groups with common characteristics as you can. Consider the variety of people in the physical (ex. city or village) and relational environment (ex. co-workers or friends) in your context. Place these **ideas** around the outside of the *Target Map*.

> **Primary** = Your ONE main target audience. Your strategy may affect a number of types of people. However, you need to see this strategy through the eyes of one primary target audience to engage.

> **Segments** = One to three related segments that are worth noting and making strategy adjustments to address.

2 Sort your list of options until you have one primary focus as your target audience.

3 After that, begin to identify any related segments you want to include in the strategy. Avoid having more than three. These segments should relate well with the rest of the primary target audience. For example, if your primary target audience is college students, you may want to also include married students and international students as segments.
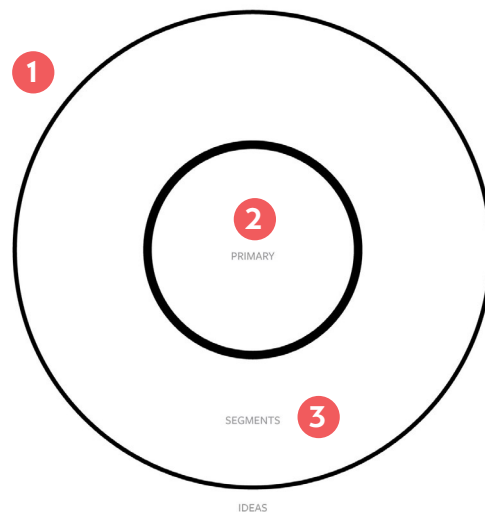
TIPS

○ **Employ all you know about your people or place for this task.** Incorporate any research that you have regarding the prevalent worldviews.

○ **Consider various targeting criteria:**

- Your team strategy and priorities
- Size of the segment
- Influence of the segment with others
- Ease of access to the segment
- Openness of the segment
- Known media usage of the segment
- Your team composition (e.g., mostly women on the team) and abilities (e.g., most are teachers)

○ **Think about unique groups that exist within the primary target audience or community.** Potential groupings might arise from:

- Faith or value differences
- Life-stage differences
- Lifestyles
- Quality of life or income
- Boundaries (physical or societal)
- Education
- Skill differences

COLLEGE CAMPUSES

A team engaging college campuses identified a number of groups on campus. After affirming their primary target as 18 to 26 year olds, they selected three important segments to keep in mind as they develop their media strategy. They also identified other potentially related groups for ideas—noted outside the circle.

High school guidance counselors

Local church leaders

Businesses hiring graduates

International students

Campus bookstore workers

Married students

18-26 yr old College students

PRIMARY

College professors

Campus ministry leaders

Coffee shop managers

Spanish speakers

SEGMENTS

Family members of students

College deans

College career counselors

IDEAS

Interview target audience members

It is vital to take time to hear or observe another person in order to try to understand the world as they do.

OUTCOME
Gain strategy ideas and critical understanding through audience interviews.

Whether you are new to your primary target audience or have a long history, we naturally lose touch in certain ways or operate on established expectations. **A compassionate effort to listen and learn can radically improve the relevance and connection your strategy has with people.** You can do this through interviewing members of your primary target audience.

TASK TO COMPLETE: Conduct 5 Interviews

To help you begin empathizing with your primary target audience, you will conduct five interviews—it will help to *interview more than five*, but five is the minimum. These should be **conversations** with people in your primary target audience. **The goal is to have fresh knowledge of their regular activities and tasks, as well as gaining insights into their hopes, dreams, frustrations, and pains.**

You will want to interview two to three members of the closely related segments you identified. If the segment is one that you need to better understand or is especially challenging to engage, it will help to interview an additional five of them.

KEEP THESE THINGS IN MIND

○ **Be neutral.** Develop a habit of starting with a neutral mindset (minimizing preconceptions and assumptions).

○ **Immerse.** Walk in their shoes. For example, if you're developing a media strategy for a trainer, attend their training.

○ **Dig deeper.** Look for the emotion and the stories behind what you learn.

ACCESS CONSIDERATIONS

○ What reason for conducting the interview would you or a partner share?

○ What personal identity or entity would validate you and provide access?

○ Are there partners who have better and safer access?

○ Are there other security factors to navigate?

Create your interview list

Search for people to interview that represent the typical person in your audience.

Depending on your primary target audience, you may know where to find people to interview. **Try to choose people in a way that is diverse and random within your primary target audience.** If you don't have connections or are focused on a large audience, then work on creative ways to find and talk to people—remember, interviews are **conversations. Conversations make the research an interesting and accessible task.**
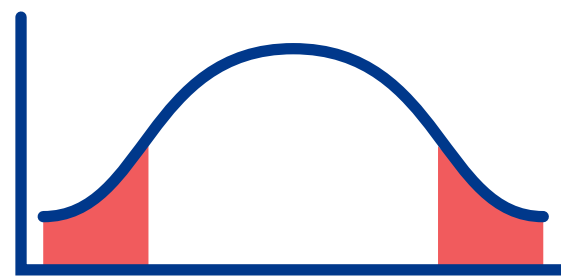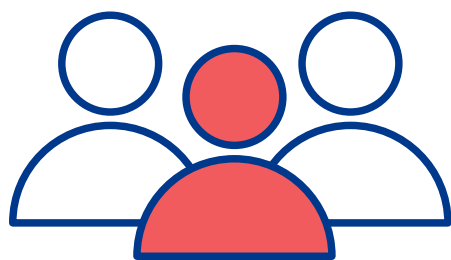
TIPS FOR FINDING PEOPLE

○ **Work through your relationships to find people.** Perhaps you have a friend in the primary target audience. Ask them to share suitable contacts or to arrange for a time to meet and talk with their contact.

○ **Go where they are.** If you are focusing on farmers, go into their community where you are likely to be around them. Places like community centers and coffee shops may provide opportunities for conversations.

○ **Use traditional research practices** like running ads that offer to pay a set amount for their time to be interviewed. You would want to screen potential respondents to determine if they are a good fit to interview.

○ **Be creative.** There may be various factors inhibiting your access to people. Brainstorm with others to come up with fresh ideas.

EXTREME EDGES

There are individuals in your primary target audience that represent more of the extreme edges. **An extreme edge person is someone who has a minority characteristic or situation within their group.** For example, suppose you're focusing on villagers with poor access to water. You should interview people who seem to represent most of the villagers. However, for extreme edge input you could identify someone who has the greatest difficulty because of the issue and someone who has little trouble with the issue. The extreme edges can inspire insights and ideas which apply to all in the primary target audience. Be careful not to interview *only* people from the edges.

Interview by engaging in conversations

A rule of thumb in interviewing is to use broad questions that widen the potential scope of the person's response. A conversation can lead to unexpected insights.

You and your team are likely curious about many things related to your challenge. Interviews can provide many of those answers. However, **the interview questions need to be in an open-ended, conversational format**. This yields more depth, meaningful context, and unexpected insights.

TWO-QUESTION INTERVIEW TECHNIQUE

Using these two questions is **the simplest basic conversation starter**, which can lead to what's most relevant to your primary target audience.

Tell me about yourself.

Covers personal, family, hobbies, beliefs

What keeps you busy?

Covers job, responsibilities, demands, daily life

After asking a basic question:

- Seek to explore more by asking about **challenges** involved in their answer.
- After talking through challenges, ask about their **related hopes, dreams, and goals.**
- Also try **"Tell me more about …"** as a way to get more depth in an answer.
- **Drill down to the root of their response** by repeating the question "Why?" after each successive answer they give to the previous "Why?".

ADDITIONAL OPTIONS

The two basic questions might be all you need to get into a good conversation, but here's a few other ideas to help you keep the conversation moving and directed.

- What would you say is most difficult when doing [task they mentioned]?
- What's most important for you when you're doing [task they mentioned]?
- What are the hardest parts of your day?
- What three things do you wish you could accomplish in [time frame]?
- What is a good day for you? What makes it a good day?
- What's one or two things that you'd change about your community?
- What's something that you'd change about your life?

Consider good interview practices

Interviewing in-person is typically ideal since it provides more insights from their reactions, such as cues from their body language.

INTERVIEWING TIPS

○ If the culture permits, talk with one person at a time.
  Not in couples or groups because this often affects transparency.

○ Be prepared. Know your goals.

○ Keep an open mind and encourage transparency.

○ Ask open-ended questions.

○ Get them to tell a story. "Tell me about a time when ..."

○ Listen, don't talk. Don't rush to fill the space when there's a pause.

○ Drill down when something of interest comes up.

○ For important topics, try repeating back what the person said for clarity.

Video calls are effective as you can observe many aspects of their reactions and connect well relationally through video.

An interview of thirty minutes to an hour is sufficient for a useful conversation. It's best to limit the number of questions to allow time to probe deeper into their responses.

If possible, record the interview so you can be more engaged in the conversation and have a reference for quotes. **Note: Make sure recording won't create suspicion. Ask permission first.**
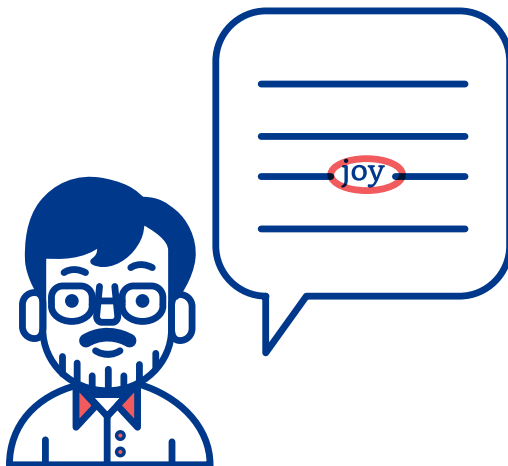
INTERVIEW NOTES

If you can't take notes or record the interview, **write notes as soon as possible after the interview**. Try to note excerpts of their **exact words in response to your questions**. You will undoubtedly pick up on interesting responses and have "ah ha!" moments to note as well.

Look for these things:

○ Words, phrases, or sentences that reveal motivation and relevant insights.

○ Clear patterns or trends in responses.

○ Heightened emotional expressions such as frustration, pain, fear, joy, and excitement.

○ Cues from body language.

Summarize through an Empathy Map

After completing interviews, you need to filter through notes and responses to create a unique understanding of your primary target audience.

The **EMPATHY MAP TOOL will help you and your team sort interview insights into meaningful categories**—often a mixture of practical, emotional, relational, and spiritual aspects. The final map will be a visual reference for key insights into the audience's life and perspectives, which affect how people will be able or desire to receive or respond in your media strategy. **The team should create one map to summarize your primary target audience.** You can create multiple maps if you have additional audience segments that you interviewed. It's a simple tool but can provide meaningful team understanding and perspective.

TOOL TO COMPLETE: Empathy Map

1. Use a sheet of paper, whiteboard, or sticky notes to list all the **jobs**, **pains**, and **desired benefits**.

    A **Jobs, activities, or tasks they do.** What things are they trying to do in their life or the context of your focus? These can be functional (ex. grow a business or teach children or lead a church), social (ex. seen as expert or well connected), or emotional (ex. feel secure or feel part of a community). What would be on their to-do list?

    B **Pains they experience.** Anything that prevents, challenges, or negatively affects the person, their tasks, or jobs they want to do. It can be a roadblock or a simple annoyance (ex. lack of training, mobile phone data is expensive, or working long hours). Pains can include their fears, anxieties, and spiritual needs as well. What brings dissatisfaction to their lives?

    C **Benefits they want.** Any outcomes they want to achieve or concrete benefits they seek (ex. cost savings, easy to use, centralized resources, or a certificate of completion). What are their wants, needs, felt needs, dreams, and spiritual hopes? Forgiveness, love, belonging, security? Put those on the Empathy Map (i.e., on a print out, drawn on a whiteboard, or using a digital version).

2. After completing the three sections with all relevant insights, **circle or highlight the top three or four most relevant to address or consider in your media strategy**. Certain details will connect more directly to your goal and challenge.

Benefits they want
C

Jobs, activities, and tasks
A

Pains they experience
B
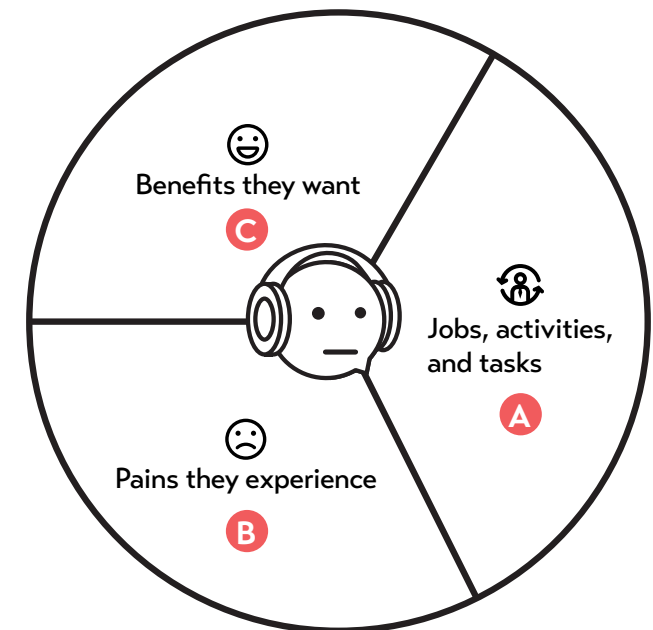
COLLEGE STUDENTS

After interviewing random college students within the primary target audience, all relevant insights were put into the *Empathy Map*. Then, the team circled the specific aspects that were **most applicable to their goal statement**.

Benefits they want 😃

Any outcomes they want to achieve or concrete benefits they seek (ex. cost savings, easy to use, or centralized resources). What are their wants, needs, felt needs, hopes, and dreams related to the tasks or jobs they want to do?

- Access to career Resources
- (Practical Coaching)
- Financial freedom
- Healthy Family
- Training
- (Personalized attention)
- (Confidence in steps after college)
- Encouragement
- Easy Technology
- Pay Bills
- Manage Class workload
- Pay off student loans
- Be respected among peers

Jobs, activities, and tasks 🔄

What things are they trying to do in their life or the context of your focus? These can be functional (ex. grow a business or teach children), social (ex. seen as expert or well connected), or emotional (ex. feel secure or feel part of a community). What would be on their to-do list?

- Get good grades
- (Active member of student groups)
- Have a competitive edge

Pains they experience ☹️

Anything that prevents, challenges, or negatively affects the person, their tasks, or jobs they want to do. It can be a roadblock or a simple annoyance.

- Lonely
- Overwhelming Tasks
- Work at a part-time job
- In class Competition
- (Lack of Confidence)
- No tools or training for career planning
- Expenses Impoverished Parents
- in future planning Unplanned

The media landscape of your target audience covers their media influences, habits, and preferences.

OUTCOME
Understand the role media plays in the life of your audience.

The more information you can gather on audience media access, influences, and habits, the more likely you are to reach them through media. This exploration can lead to new ideas or reveal unanticipated opportunities. **As you learn, keep an open mind to all relevant media, mass communication, and technology possibilities.**

CONSIDER THE RANGE OF POSSIBILITIES

MicroSDs
Websites
Apps

Television Shows
Radio Programs
Podcasts

Video Sites
Short Videos
Films

Social Media
Messaging
Blog Posts

Wi-Fi Hotspots
Bluetooth Splashers

Infographics
Newspaper Ads
Print media

Games
Gamified Learning

Auto-email campaigns
Chatbots

These are some of the typical options available. Your audience's context may have options not shown here.

CHOOSE ONE OR MORE METHODS

Depending on your team's capabilities, capacity, and context, **choose one or more methods below to explore the media landscape.**

1. **Research through the internet.** The internet is a valuable resource to help you discover information about your audience (p. 23).

2. **Conduct a survey** to learn directly and broadly from the primary target audience (pp. 24-25).

3. **Talk with trusted partners and a variety of members** of your primary target audience—utilize the same types of questions as found in the survey guide (pp. 24-25).

Research through the internet

The internet is a valuable resource to help you discover information about your audience.

Searching online for media habits of **specific demographics and locations** often produces helpful articles and statistics. (*Pay attention to the publication dates, as some might be outdated!*) Try a variety of searches related to your geographical location and primary target audience.
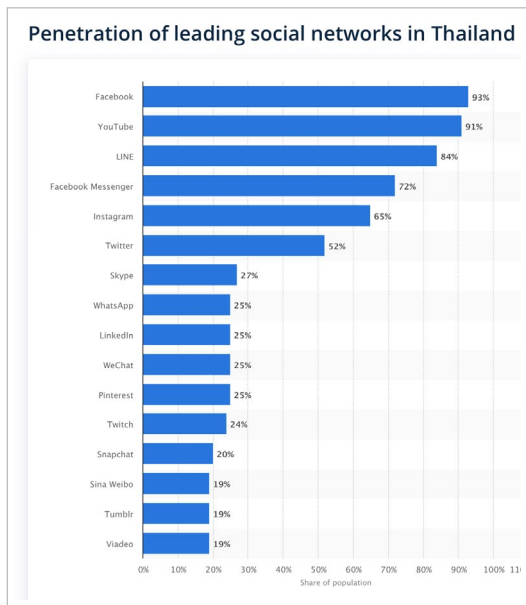
A search for "Social media use in Thailand" returns articles with exact numbers of users of different platforms, demographics data, and recent trends. Try a variety of searches related to your geographical location and primary target audience.

EXAMINE WHAT'S POPULAR AND INFLUENTIAL

Its typically easy to use simple questions to find the top websites and social media pages in a country or region. This is valuable information in itself, but you can also learn from the sites themselves. **Evaluate why these sites are successful** in communicating with your audience. Pay attention to their messages, phrasing, types of content, timing, and visual approach.

For example, a Google search of "most popular websites in Egypt" returns a list of the top 100 sites. You can review a number of those sites to identify trends. **With a little digging and varied searches, you can uncover insights.**

SPECIFIC TOOLS FOR SEARCH TRENDS

Knowing your target audience's top search words, phrases, or topics provides insights into their needs and interests. Using sites like **answerthepublic.com**, you can see which keywords people in specific locations are using in their online searches. Similarly, with **Google Trends** you can compare the popularity of different keywords and see related searches.

For example, Google Trends reveals that South Africans search more for the term "Bible" than "Jesus." We can also see that searches for "Jesus" are more popular in the Northern Cape region of South Africa—specifically in the Kimberley city area. Moreover, we can see that many of the searches for "Jesus" are related to songs, such as Kayne West's *Jesus is Born*.

Learn directly from the primary target audience through a survey

Surveys can help you gather current and actionable information.

Even if your team is familiar with your audience, surveys can provide very specific, up-to-date information. If possible, either **conduct an in-person survey with at least ten people** or **conduct a broad survey through an online tool.**

SURVEY TIPS FOR IN-PERSON OR BROAD SURVEYS

○ **Check with your networks, other teams, or leaders** to determine if there are existing translated surveys you could use or adapt.

○ **Start with the easiest, most straightforward questions** and move to more complex or deeper questions.

○ **Keep it short and simple with a typical completion time at 7 minutes or less**

○ Use **multiple choice, scales, ranking, etc. to ensure ease in analyzing the responses**—combing through text is much more difficult. Include "other" to capture unexpected responses.

○ **Scales measure** relative amount or intensity. Short scales from a 1 to 5 span make it easier to evaluate the results.

○ **Use short-format, open-ended questions primarily for clarification or follow-up.** For example, after a multiple choice question, ask why they chose what they did.

○ When evaluating open-ended responses, **identify and list key words** or consistent responses to identify trends.

○ **Offer a gift or reward for participating.** You may get a better response if the person has a reason or benefit for participating in your survey.

IN-PERSON SURVEYS

Your options for how to conduct in-person surveys are affected by factors such as security, platform, local partners, language proficiency, and access to the audience.

Considerations

○ What reason for conducting the survey would you or a partner share?

○ What personal identity or entity would validate you and provide access?

○ Are there partners who have better and safer access?

○ Are there other security factors to navigate?

USING SURVEY TOOLS

You can use different tools for a survey such as a printed form, survey tools built into a social media platform, or an online tool (e.g., Survey Monkey).

Considerations

○ Do you have an existing means, such as a public Facebook group, which can be used to survey your primary target audience?

○ Do you have a means to promote or distribute a survey such as running an ad with a QR code in a local newspaper or posted on a community bulletin board?

CRAFTING A SURVEY

The questions and categories in this survey guide are designed to provide information for all sections of the Landscape Map, which you will complete later in the process.

Consider the unique aspects of your primary target audience and context to guide the phrasing or options in the questions. Search online or connect with knowledgeable partners to develop contextual multiple choice options.

WHO [*Establishes basic demographics*]

- Age
- Sex
- Marital status
- Children
- Occupation/Status (i.e., student/homemaker)

WHAT

1. **Which three do you spend the most time on?** blogs, music, news, messaging, gaming, online searching, shopping, social media, online browsing, TV movies, watching videos, ... [*determines media-related activity with some insight into media, channels, and devices*]

2. **Which person or organization with an online presence do you most follow and always want more from?** [*reveals content interests and preferences, plus influences*]

3. **Which specific media companies, stations, or brands are your favorite?** (ex. Radio Station X) [*reveals which specific content interests, influences, and channels they frequent*]

4. **What media helps you to grow personally or spiritually?** self-help blogs, Inspirational podcasts, wholesome memes ... [*reveals content and source habits and preferences for serious, meaningful use*]

5. **How many online friends do you have that you've never met in person?** 0, 1-2, 3-5, ... [*reveals their level of experience and acceptance of connecting only through digital*]

HOW

6. **How do you typically communicate with friends?** Phone, in person, messaging app, [*reveals communication media, channels, and devices*]

7. **Which do you use most every day?** TV, radio, mobile, computer, gaming system, ... [*reveals which devices they own and choose to regularly use*]

8. **Which social media platforms do you use most every day?** Facebook, Twitter, WhatsApp, ... [*reveals social media channel preferences*]

9. **How do you prefer to learn?** Watch videos, read, live training, audio book, online course,... [*reveals media, channels, and device preferences for serious, meaningful use*]

10. **How do you know what's going on in your city and beyond?** News app, news site, TV news, radio news, ... [*reveals media, channel, and device availability and preferences for searching and knowing information*]

WHEN

11. **When are you unable to access online sites and apps?** At work, at home, while commuting, evening, morning, ... [*reveals their access limits and potential frequency in accessing online*]

12. **What times of the day do you spend personal time (not for your job) online or on mass media, like watching TV or listening to the radio?** [*Reveals frequency, how much time, and best times to reach them*]

Complete the Landscape Map

The Landscape Map tool is designed to help you think through and filter your research.

Using the information you've found through searching and surveys, complete the sections of the Landscape Map with the relevant information you've uncovered.

1 **Influencers:** List people or organizations that are influential for your audience. These may also be gatekeepers controlling information and access. Identifying influencers helps you to:

- Determine the types and styles of communication preferred or restricted in your context.

- Be better informed with how to craft your messages—even if your messages contradict or compete with influencers.

- Potentially pursue a partnership with Christian influencers.

2 **Messages:** What types of messages are communicated? What types of messages is your primary target audience hearing? Try to be as specific as you can. For example, instead of just saying "apologetics," capture what types of messages these apologists are sending to your audience, such as "You're deceived if you follow any religion except ... ."

TOOL TO COMPLETE: Landscape Map

Landscape Map
Discovering media habits and preferences

INFLUENCERS

1

2

MESSAGES

WHERE TO FIND MY AUDIENCE.

MEDIA

DEVICES

CHANNELS

CONTEXTS: PLACES - OCCASIONS - TIMES - FREQUENCY
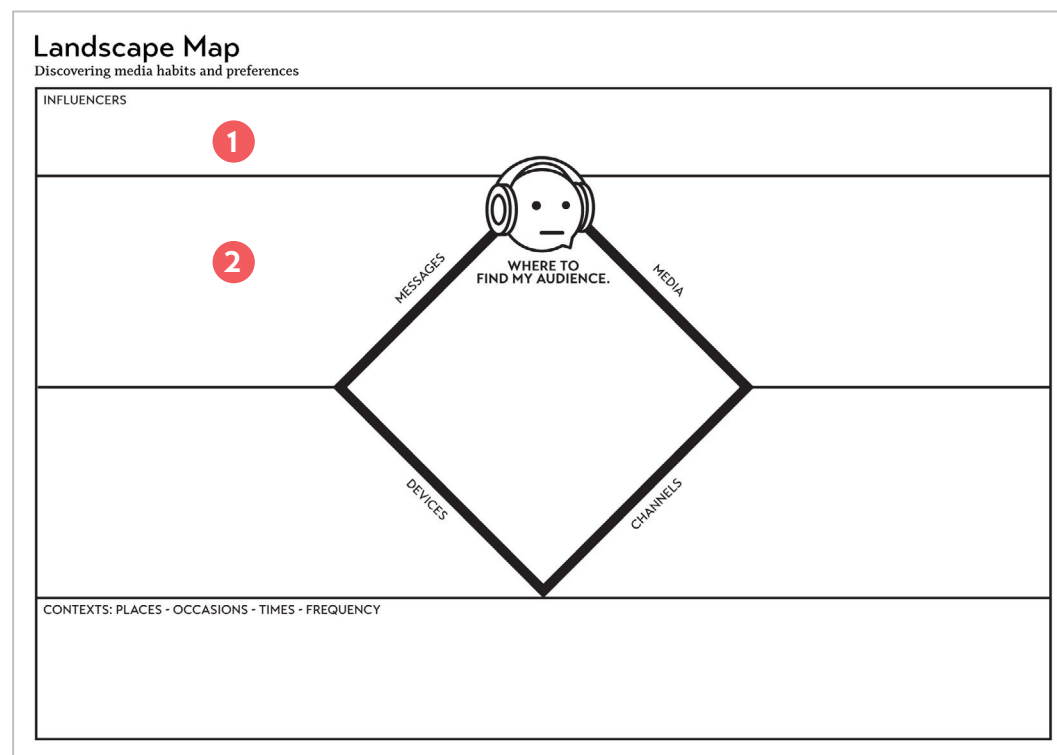
How, when, and where messages are reaching your audience

3 Media: In which forms are these messages conveyed? (video, audio, text, visuals, etc.) Often particular types of messages are related to a particular medium.

4 Channels: Who are the carriers of the media? (specific app, social network platform, station, or company) How does the media get to your people or which channels do they use to consume media?

5 Devices: How does the audience receive and consume the media or message? (mobile device, game console, TV, computer, or radio)

6 Contexts: Context includes places, occasions, times, and frequency. In what places or situations is the message consumed? At what times of day? How often? *For example, if many listen to family radio programs on the weekend evenings, you know that between 6-9 pm on the weekends is the best time to run a radio ad targeting families.*

7 Where to find my audience

Review all the information in your Landscape Map and **filter the options to the top one to three most relevant and strategic** for your primary target audience. Use information from **sections 1 -6** of the map to fill in **7**.

As you filter consider:

○ What matters most or is most relevant for your audience

○ Audience insights from your interviews and Empathy Map

○ Most impactful influencers and messages

○ Habits and top preferences

○ Most common media, channels, and device access

Landscape Map
Discovering media habits and preferences

INFLUENCERS

WHERE TO FIND MY AUDIENCE.
MESSAGES · MEDIA · DEVICES · CHANNELS

CONTEXTS: PLACES - OCCASIONS - TIMES - FREQUENCY

WHERE TO FIND MY AUDIENCE.
MESSAGES · MEDIA · DEVICES · CHANNELS

INFLUENCERS

news programs Reality TV Friends on social media You-Tube Star X Mr Money Wealth program Ahmed Deedat "Oprah"-like talk shows

MESSAGES

win through sports Non-Christian apologetics rumors and fake news sports on TV audio shows vlogs

MEDIA

religious teaching "your career gives you true worth" health and wealth games films short videos <3

TV shows TV show: Wealth Matters

The government is a mess

WHERE TO FIND MY AUDIENCE.

Mr Money program Ahmed Deedat animation or anime religious text

"your career gives you true worth" religious teaching City Radio XCG-104

YouTube home radio

mobile phone 3 to 6 hours per week alone in room listening to radio

on mobile phone on commute – an hour or more

DEVICES

PS4 or Xbox home radio WhatsApp FaceBook

car radio mobile phone YouTube

TV in home Community Center TV Tik Tok Sat-TV Network X

tablet CHANNELS

work desktop computer home desktop computer Community Center events City Radio XCG-104

CONTEXTS: PLACES - OCCASIONS - TIMES - FREQUENCY

on mobile phone passing time on commute – an hour or more on commute watch TV for two hours after dinner Weekly 4 hours playing video games Weekly 2-hour film showing at Community Center sitting on park bench on weekends messaging friends on social media while at work during the week 3 to 6 hours per week alone in room listening to City Radio

Compare notes and seek insights from others

CHECKPOINT

A worthwhile last step in landscape research is to connect with others working with your target audience or currently using a media strategy. This can be within your focus context or within another context. **Seek information and insights about your context. Seek media strategy insights and ideas from any other context. Review your Landscape Map and any other worksheets to facilitate the discussion.** This research can later help you as you work through strategy ideas and options.

WHOM TO APPROACH

○ **Individuals and teams using media strategy in your local context**

○ **Those outside of your local context offering expertise or insights**

○ **Anyone ahead of where you are in media strategy**

LEARN AS MUCH AS POSSIBLE

○ **Specifics about their strategy**

○ **Successes and struggles**

○ **Connections to experts**

○ **Connections to practitioner networks**

○ **How they learned what they know**

○ **Advice for whatever you are most interested to learn**

○ **Insights into the local context**

○ **Insights into applicable media and technology**
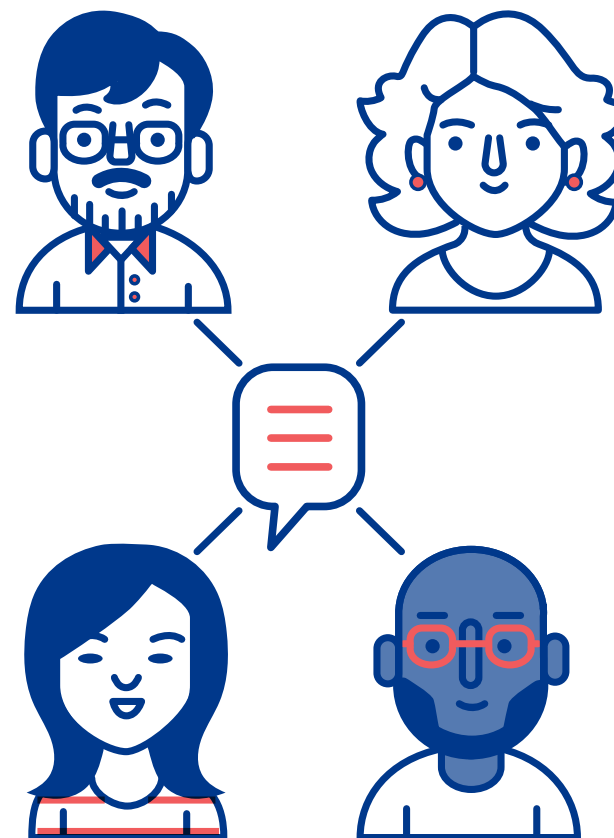
DEFINE
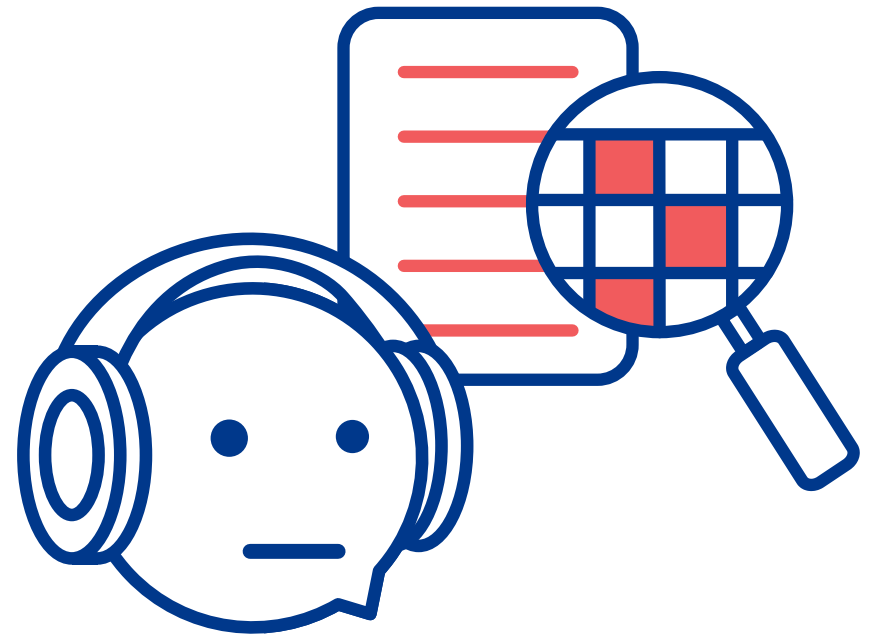
Create a persona of your target audience

A persona is a fictional representative that humanizes your audience in a way that aids brainstorming and decision making.

In communication and marketing, a persona is a tool used to provide an approachable and realistic understanding the primary target audience. Not only does it **improve the accuracy of messaging and communication**, but it also remains as **an ongoing point of reference for decisions**.

Depending on your primary audience, you may want to create two or three personas to capture key segments of the group. For example, if the primary target audience is men in their 20's, an overall persona would be created, then personas could be created for segments like entrepreneurs and college students. **Avoid the temptation to create a persona for every possible person.** The goal is for the persona to be representative of a group of people.

A USEFUL PERSONA

○ Represents the current state of the audience.

○ Is primarily realistic, not idealistic.

○ Reflects your research information and conclusions.

○ Describes the average or typical member of the audience.

TOOL TO COMPLETE: Persona

○ Use specific details that represent the average person.

○ Refer to information and insights gained in audience and landscape research.

○ Use your existing research, such as worldview and religion.

○ As needed, utilize information from online searching.

Persona
Humanizing our target audience

NAME ....
Insert a fictitious person's name

Gender   Age   Ethnicity

Marital status   Number of children

Language

Religion

Education

Occupation   Income

Specific location (i.e., country, city, area) + context (i.e., urban or village)

QUOTE: Use a real quote or one that represents the target group

WORLDVIEW: Beliefs, attitudes, culture, rites, rituals, social, political, spiritual, etc.

BRIDGES + BARRIERS: Opportunities and obstacles for sharing the gospel

TECHNOLOGY USE: Access, proficiency, preferences, and habits related to technology

My influences

My preferred media

My preferred devices

WAYS TO CONTACT ME: Digital and non-digital communication preferences and requirements

JOBS, ACTIVITIES, AND TASKS: What are they trying to do?

PAINS: Fears, frustration, anxieties

BENEFITS: Wants, needs, hopes, dreams

Determine a clear point of view

A point of view statement provides the audience's current situation and view point.

Whereas your Goal Statement was from your perspective, the point of view statement is from your audience's perspective. As you build a media strategy, you will **use this statement to represent the target audience's starting situation and primary need.** You will use your Goal Statement to represent the desired future state or goal.

EXAMPLES

○ Local Believer coffee bean farmers need a way to positively impact their community because they lack confidence, free time, and resources to engage others.

○ Single young men in our urban context need a way to find answers to life questions because they lack sufficient resources and face community persecution when they seek those answers elsewhere.

○ Believer sports coaches need a way to infuse spiritual truth in their coaching because they feel powerless and student athletes live in homes resistant to outside influences.

○ Young adults need a way to find direction in their life because they lack good influences, encouragement, mentoring, and opportunities.

○ Refugees need a way to navigate their host government processes and language because they need to solidify their status and provide stability for their family.

○ Young single ladies need a way to heal and find hope because of past abuse.

TOOL TO COMPLETE: **Point of View Statement**

Use the Persona and insights from all previous research to guide crafting a **POINT OF VIEW STATEMENT**. Craft the statement to represent what your audience is doing or pursuing most and the *why* behind that pursuit.

○ Make sure the statement is true to the reality of audience perspective.

○ Keep your focus on audience insights, such as their needs.

○ Craft it considering it as a starting point for your audience's journey to your Goal Statement.

_____
Name of your target group (ex. farmers or college students)
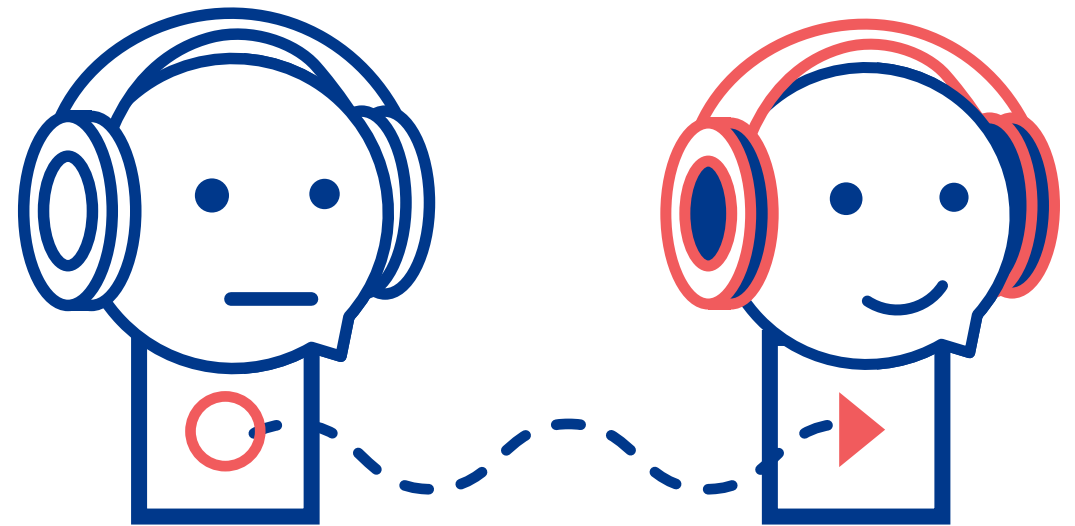

need a way to

_____
Name a targeted task or need (ex. share training with others in their community or plan their career path)

because

_____
Name a key insight you discovered (ex. they lack confidence or they come from impoverished homes)

PLAN

Create a pathway for your target audience

A pathway is a basic outline with key steps intended to help a target audience move from their current point of view to the goal.

The **PATHWAY TOOL** is a worksheet for you to **think through a basic media strategy plan**. Avoid focusing on details that can be worked out later, such as specific dates. The strategy you develop will be represented by **steps along a path the audience can take from their starting point to the goal.** This path also includes steps or actions your team will take in the process.

You will address the details after completing the Media Strategy Canvas—using it as your big picture guide.

CONSIDERATIONS AS YOU PLAN

○ What could you create (i.e., information, resource, service, community) to reach your goal while serving them at their point of need?

○ What steps could you lead them to take (employing media) that would lead them from their present state to intersect with your goal (desired state)?

○ How could media address the gap or roadblock you have? How could media expand reach or accelerate the time frame?

You may feel prepared for fruitful brainstorming. However, if you are unsure or feel stuck, this is a good point to reach out to a media strategist (or others in your networks or affinity) for advice and ideas.

CHECKPOINT

TOOL TO COMPLETE: Pathway Tool

1 Insert the *Point of View Statement* and the *Goal Statement*.

Pathway Tool
Creating a path to the goal

AUDIENCE ACTIONS

OUR TARGET AUDIENCE IS…   **1**

PATHWAY

GOAL STATEMENT   **1**
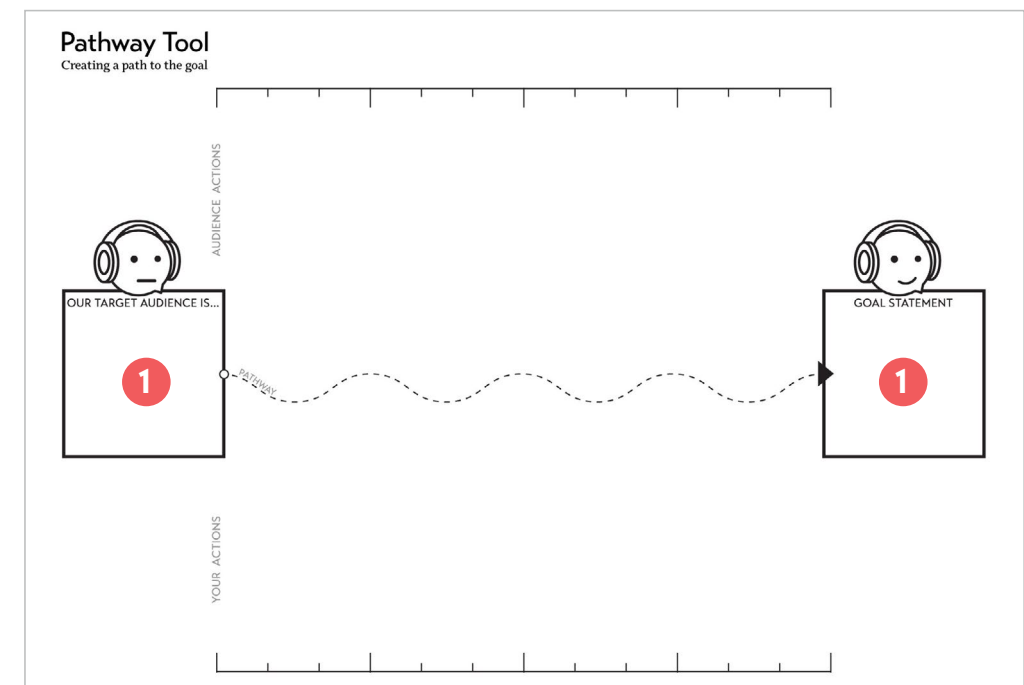
YOUR ACTIONS

Brainstorm ideas and develop your target audience's pathway

2 Create a pathway by utilizing actions and triggers (calls to action) to help the primary target audience move toward the goal.

Look back at what you've discovered in the audience and landscape work and what you captured in your Persona. The insights found in the Landscape Map are your clues to media, communication, and technology decisions.

Take time to brainstorm a variety of ideas before locking into a specific media, technology, or strategy. Print out the Pathway Tool worksheet or use blank sheets of paper to sketch out a variety of ideas and options.

Use media strategy actions, elements, and calls to action to build a basic pathway to engage your primary target audience—represented by their Point of View Statement. Help them move toward the Goal Statement. (*Information and tips for actions and calls to action are covered on the next pages.*)

In the example (right), the strategy connects the current perspective (point of view) of the audience to something of interest. It involves calls to action such as clicking on an ad, liking a page, and RSVPing for an event. **The pathway helps the audience move** from being isolated to an online community, and then move to one-on-one conversations.

Depending on your situation, your pathway can be much simpler than this or more complex.

Pathway Tool
Creating a path to the goal

OUR TARGET AUDIENCE IS...

GOAL STATEMENT

AUDIENCE ACTIONS

YOUR ACTIONS

PATHWAY

A — — — B

OUR TARGET AUDIENCE IS...
... a way to socialize outside of homes in winter

Sees ad and clicks to learn more

Likes page

Clicks to RSVP

Invites us into home

GOAL STATEMENT
Engage in more natural life-on-life opportunities.

Launch a "Tips for Parents" Facebook page

Run targeted photo and text ads

Regularly post tips and thought provoking questions

Promote off line event for parents

Offer spiritual growth counseling

Understanding pathway actions

The pathway is essentially your media strategy in broad strokes. You won't need a lot of detail for the pathway at this time. That will come after the Canvas process when you work through the details to implement your strategy.

When you work through the steps and decisions for your pathway, consider these two categories: (1) **actions you and your team need to take** to ensure the strategy is set up and functions well, and (2) **actions you expect the target audience to take** as they move toward the goal.

YOUR ACTIONS

Types of typical actions are ones that cover these functions:

- ○ Initiate, build, create, or set-up actions
- ○ Planning and scheduling actions
- ○ Publishing, communicating, or responding actions

EXAMPLES

Set up social media platform	Develop website content
Contact radio station	Fill Bible requests
Respond to questions	Adapt an existing video to post
Duplicate MicroSDs	Publish a newspaper ad
Publish a blog post	Take an online poll
Run an online ad	Air gospel film on local TV station
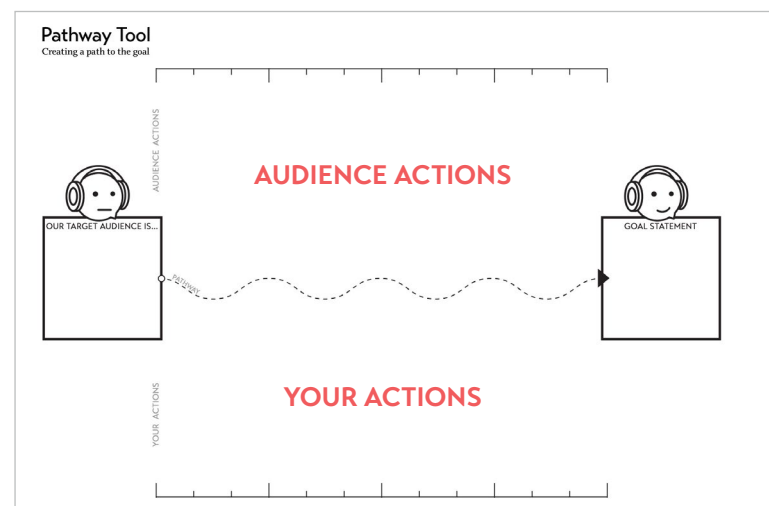
AUDIENCE ACTIONS

Types of typical actions are ones that cover these functions:

- ○ See, watch, read, review, play, click, attend, and listen actions
- ○ Respond, send, ask, comment, complete form, and request actions
- ○ Join and commit actions

EXAMPLES

Watches online video	Completes response form
Clicks on a link	Joins discipleship group
Listens to radio program	Reads blog post
Requests a Bible	Requests more information
Posts a comment	Gathers family to watch film
Sends a question by text message	Shares video with friend

Utilizing response triggers and calls to action

A key ingredient in a media strategy is a response trigger for the audience, such as "click to request more information" or a "Watch" button. **These decision points for your audience help them move through your strategy.** These also provide evaluation points, insights, or metrics for your team to assess audience responsiveness and strategy effectiveness. Lastly, **response triggers filter your audience for those most ready to respond**.

Call to Action (CTA)

This is a statement designed to invite an immediate response. This call to action is typically done through **text, audio, graphic, image, link, or button**.

The CTA examples below are commonly effective. **Consider factors such as what would connect with your audience, as well as how this can move your audience to the next step.**

Message us	Click here
Watch this video	Discover how to …
Learn more	Join us by …
Subscribe	Pick your gift
Check it out!	Get it now!
Join now	Continue
Choose an option	Sign up
View more details	Download now

Message now!

Click to join today!
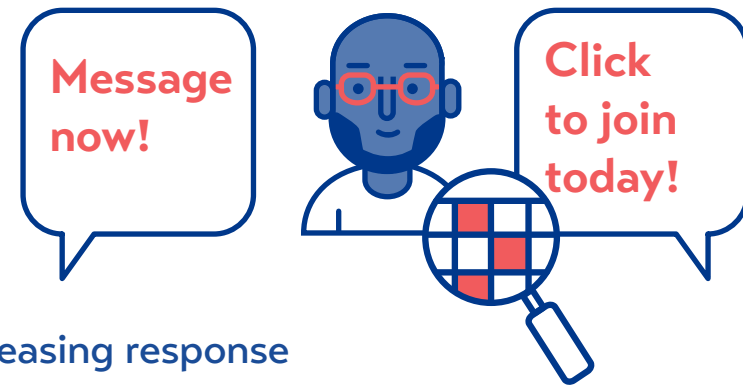
Increasing response

There are various ways to increase audience response to a call to action.

○ Use interesting and eye-catching graphics, colors, words, tone, or photos.

○ Make sure the call to action is clear and stands out—not difficult to hear or find.

○ Offer something of interest such as a free gift or special access.

○ Ask meaningful or thought provoking questions.

A/B testing

The best approach to running a media strategy is devoting time to testing and adjusting elements or details. Certain strategies, such as social media engagement, rely on ongoing testing of ads and posts to accurately target and connect with the audience.

A/B testing is publishing two versions of something to see which performs better. *A* is the existing media and *B* is similar but with some variant. Discovering a better placement, image, timing, message, color, etc. has been known to remove barriers and make all the difference in response rates.

Note

The following examples are simplified for clarity. Steps could be added to address other typical interactions, such sending more information or filtering for safety.

AUDIENCE ACTIONS

OUR TARGET AUDIENCE IS...

... seeking ways to find significance in life through material success

PATHWAY

Trigger
Sees ad and clicks to access website

Action
Sends a message with questions

Action
Accepts Christ

Action
Attends local outreach group meeting

GOAL STATEMENT

Expand our small outreach groups

Action
Post an ad on Facebook related to finding significance

Trigger
Display an obvious button on our site so they can send questions

Team responder has a discussion and leads them to Christ or sends a Bible

Action

Action
Introduce the local group leader

Action
Create website and post Bible stories and messages focused on finding significance in life.

YOUR ACTIONS

AUDIENCE ACTIONS

Action Sees ad and plans to watch the film with family

Action Watches the film with family

Member of family chooses to message us **Action**

Action Attends local outreach group meeting

OUR TARGET AUDIENCE IS...

... seeking a way to enjoy family time and improve the health of their family

GOAL STATEMENT

Reach families that are typically closed because of the husband or father

PATHWAY

Trigger Run ads on TV and social media

Action Show film and post a call-to-action to text or WhatsApp questions **Trigger**

Action National partners respond to seekers and offer a Bible

Action Invite to join local, weekly meetings to become a more healthy family

Action Work with the local city TV station to get air time to show a gospel film

YOUR ACTIONS

AUDIENCE ACTIONS

YOUR ACTIONS

OUR TARGET AUDIENCE IS...

... seeking a way to enjoy entertainment at night after a long day of construction

PATHWAY

Action
Create a MicroSD card with audio and video Bible stories and gospel films

Action
Equip national partners with MicroSDs

Action
Visit local construction sites

Trigger
Offer MicroSDs with the poor construction workers as a free gift of stories and videos to watch at night with their family

Action
Accepts MicroSD and inserts in their phone

Action
Listens to Bible stories at night with family

Action
National partners have ongoing discussions about the stories and start a weekly storying group

Action
Family attends weekly storying group

GOAL STATEMENT

Engage with poor construction workers that live on the job site with their family

CHECKPOINT

Now that you have a basic media strategy worked out, reach out to your an affinity media strategist, media team, a media coach, national partner, or other trusted source for input on your pathway plan.

Complete your Media Strategy Canvas

The Canvas summarizes key insights and highlights aspects for further planning.

The **MEDIA STRATEGY CANVAS** summarizes key media strategy details and conclusions, such as the target audience and their media preferences. **It also serves as an ongoing planning tool** as you refine and flesh out more details in your strategy. Other tools completed to this point, such as the Persona, can continue to be useful as detailed references.

Moving forward, there are several uses for the Media Strategy Canvas.

○ **Cast vision** to team, leadership, and partners.

○ **Keep the team on track** with a clear, shared understanding.

○ **Guide detailed planning** in building and implementing your strategy.
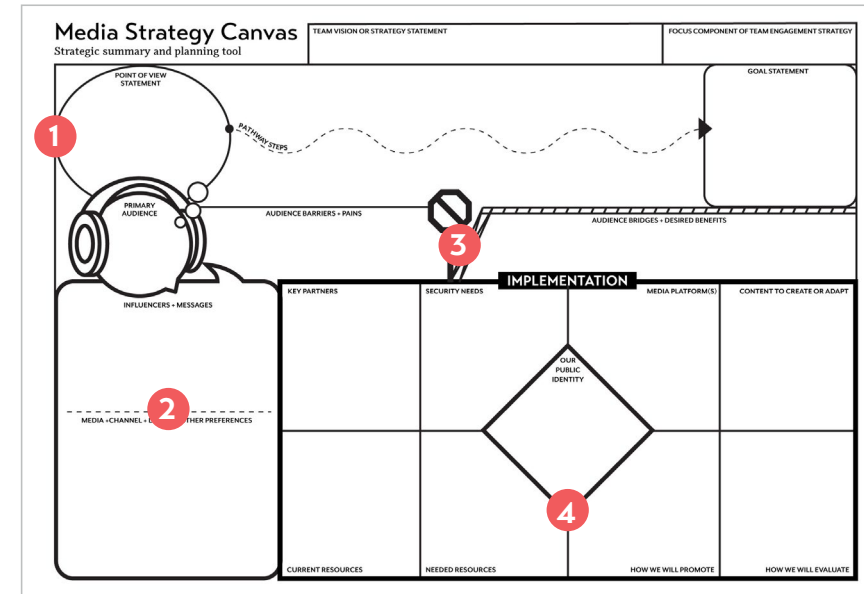
The sections of the Canvas are self-explanatory and align with the work you've done using other tools in this process. **The Implementation section can be used for ongoing planning and decisions involved in carrying out your strategy.** It may be helpful to initially complete this section with what you know or ideas you have. As you work through the process to implement your media strategy, the details in the Implementation section can be updated.

TOOL TO COMPLETE: Media Strategy Canvas

1. Enter the most relevant information from the previous tools.

2. Enter the top conclusions related to influencers, messages, media, channels, and devices.

3. List barriers, pains, bridges, and benefits for the audience to your message and the goal.

4. Consider what you know about your team and your media strategy to complete Implementation. You can put what you know now. You can update the Canvas as you work through decisions and details.

POINT OF VIEW STATEMENT

... a way to socialize outside of homes in winter

GOAL STATEMENT

Engage in more natural life-on-life opportunities.

PATHWAY STEPS

Launch a "Tips for Parents" Facebook page.

Sees ad and clicks to learn more

Run targeted photo and text ads

Likes page

Regularly post tips and thought-provoking questions

Clicks to RSVP

Promote offline event for parents

Invites us into home

Offer spiritual growth counseling

PRIMARY AUDIENCE

18-30 yr old parents + young moms

AUDIENCE BARRIERS + PAINS

loneliness

skeptical of Christians

resistant to organized church

busy life

AUDIENCE BRIDGES + DESIRED BENEFITS

interested in meeting new people

relationship is better than rules

hunger for more in life

INFLUENCERS + MESSAGES

Facebook friends

YouTube Star X

"do whatever works for you"

MEDIA + CHANNEL + DEVICE + OTHER PREFERENCES

Video

Social media posts

Facebook

mobile phone

on social media in the evenings

IMPLEMENTATION

KEY PARTNERS

National network

US Church XYz

SECURITY NEEDS

Facebook page needs to be hosted by our local platform

OUR PUBLIC IDENTITY

Communities Made Stronger

Helpful, relational

MEDIA PLATFORM(S)

Facebook account from our platform; and page for young parents

CONTENT TO CREATE OR ADAPT

Eye-catching photos

Parent tips posts - text

Parent's event graphics and post

CURRENT RESOURCES

Team member can write posts

Team member can manage Facebook account

NEEDED RESOURCES

Source for good photos or images

More help to respond to private messages

HOW WE WILL PROMOTE

Through Facebook and local posters at community center

HOW WE WILL EVALUATE

check Facebook analytics

set goal of 16 to RSVP

CONGRATULATIONS!

You have a media strategy plan!

CHECKPOINT

The following section is a general overview for the common steps to implement a media strategy. Consider reaching out to a trusted source for input and media expertise or to fill in your knowledge gaps.

Go from Canvas to implementation

Even with vast differences, there are basic steps and considerations that are common to implementing most types of media strategies.

The graphic on the right is an overview of common implementation steps. While there is order to the steps, it's possible to work on multiple tasks concurrently in a phase. For example, it may be helpful to research platforms, work on pathway details, and solidify public identity at the same time. **If you already have existing resources**, such as a public identity or active social media platform, then take time to evaluate potential adjustments for your new strategy.

Options to seek help in implementing your strategy:

○ **Guided implementation** with an Affinity Media Team or media specialist

○ **Relationships and partnerships** with media, technology, or mass communication experience

○ **Online courses or consulting** with media ministry specialists

○ **Coaching and connections** through Global Engagement's MX Labs

TIPS

○ Typically its **best to research and plan** for media platforms, strategy details, identity, security, and secure resources **before** setting up accounts or systems that are difficult to change or undo, such as purchasing a website domain name or launching a new Facebook account.

○ As much as possible, **choose options that cost less and are easier to implement.** Don't let a desire for perfection or a polished presentation keep you from getting started. You will probably need to start before you feel ready. Testing and adjusting will take you much further in the long run than trying to get everything just right at the beginning.

PHASE 1: Details and resources

☑ **MEDIA PLATFORMS**

☑ **IDENTITY**

☑ **SECURITY**

☑ **STRATEGY DETAILS**

☑ **RESOURCES + PARTNERSHIPS**

PHASE 2: Set up and launch

☑ **CONTENT**

☑ **SET UP**

☑ **PROMOTION**

☑ **LAUNCH**

☑ **EVALUATION**

PHASE 1 : Details and resources

The point of this phase is to flesh-out, improve, and prepare your media strategy for launch. Doing Phase 1 well will reduce waste and frustration in Phase 2. You should approach this phase with the intent to work through the important decisions and details inhibiting the ability to implement the strategy successfully. In addition, use this time to determine and secure necessary resources and partnerships.

MEDIA PLATFORMS

Investigate all platforms included in your basic pathway (platform examples: social media app, radio station, website host, messaging app, video player, and MicroSDs.).

Look for what is required regarding identity (e.g., publisher or account identity). Evaluate the security steps to protect the team and strategy on the platforms.

Determine platform capabilities, set up requirements, strengths, weaknesses, and costs.

IDENTITY

The audience needs to have some idea who is behind the media and messages. Is this someone they can trust?

Decide how you want to be perceived, and then communicate in a way that will cause your audience to see that through your messaging (e.g., helpful, friendly, knowledgeable).

Decide if your current identity or organization is the one to use or should you create an identity specific for your media strategy?

SECURITY

As you make any decision, plan to address the security and privacy needs for you, your team, and partners. As needed, get input from risk managers or others utilizing media strategy.

Certain platforms, like Facebook, have privacy settings. Security decisions will also factor into utilizing other things like airing on public radio or distributing media on MicroSD phone chips.

Plan for security and privacy measures for all aspects of the strategy.

STRATEGY DETAILS

The pathway work to this point provides a big picture view of your strategy.

After investigating platforms (e.g., social media, a TV station, or MicroSDs), **work out all of the specific details and plans** to set up your media strategy.

- Fill in gaps and unclear aspects of the strategy.
- Determine important dates and time frames.
- Set milestones and goals for each step.
- Factor in set-up time and tasks.
- Include audience response mechanisms, calls to action, and follow-up response plans.

RESOURCES + PARTNERSHIPS

All media strategies require some type of resources. Resources could be time, skills, platforms, and finances. Other resources could be national or organizational partners.

Determine what resources you have and what additional ones are required. Onboard partners by using the Canvas to cast vision and discuss the details.

PHASE 2 : Set up and launch

The point of this phase is **to set up official accounts, make purchases, secure content, and launch the media strategy well.** The resources, partnerships, and decisions from Phase 1 are employed in Phase 2.

CONTENT

A media strategy requires one or more types of content to communicate or establish identity:

○ **Primary strategy content**, such as video series, text, social media posts, or radio episodes

○ **Follow up content**, such as a free digital resource or informational packet

○ **Identity media**, such as an icon or "About Us" page

Depending on your content needs, you may be able to find ready-to-use content or to adapt existing content. Try to use existing content or easily adapted content before investing the time and resources in creating original content.

Create or adapt content to support your media strategy—helping your audience move through steps toward the goal.

SET UP

After all of the decisions have been made regarding media platforms, security, resources, etc., begin setting up the elements of the strategy, such as public accounts or making purchases.

Complete all the necessary set up in preparation for promotion and launch.

PROMOTION

Typically, there is a step in media strategy to let the audience know about your content, event, offer, etc. This may be anything from social media posts to newspaper ads to radio commercials to word of mouth.

Promotion can also include informing partners and networks that are important to the success of the overall strategy.

Develop and launch the promotion of your strategy, content, event, or key offering.

LAUNCH

Launching a media strategy will look different depending on the type of strategy.

There are a couple of common approaches.

○ **Make a big splash.** This is planning multiple concurrent promotions or a single big event. This is meant to get noticed and get as much exposure as possible and as soon as possible

○ **Soft Launch.** This is launching with minimal or no promotion. This is meant to allow time to do other things such as making sure systems work or providing more time to develop content.

Make a launch plan with a specific date, actions, and goals.

EVALUATION

Evaluation of the media strategy and it's fruit is a critical component for measuring and assessing effectiveness. Useful evaluation comes from meaningful responses and evidence of your strategy's intended fruit.

You can improve your strategy by testing different versions of content, message, or actions.

Determine milestones. Develop a habit of evaluation, testing, and adjusting.

Our prayer is that you and your team will be blessed by this resource and see your engagement strategy increase reach and effectiveness for the Kingdom.

FIND MORE HELP

This resource was developed and made available by MX Labs. [Visit our Sharepoint site](#) (Search "Media Engagement" in O365 online) for related resources, links, and support.