



CHRISTIAN DIGITAL NETWORK

CDN

Christian Digital Network

Your faith-based digital
media broadcaster

*Magnifying reach
And results*



To magnify the reach and results of
Christian churches and ministries by
leveraging social media footprints.



CHRISTIAN DIGITAL NETWORK

CDN

MISSION

To advance the gospel work with the biggest
online evangelism in our generation



CHRISTIAN DIGITAL NETWORK

CDN

VISION

We invite **you** to be part of the network



CHRISTIAN DIGITAL NETWORK

CDN



CORE OFFERINGS



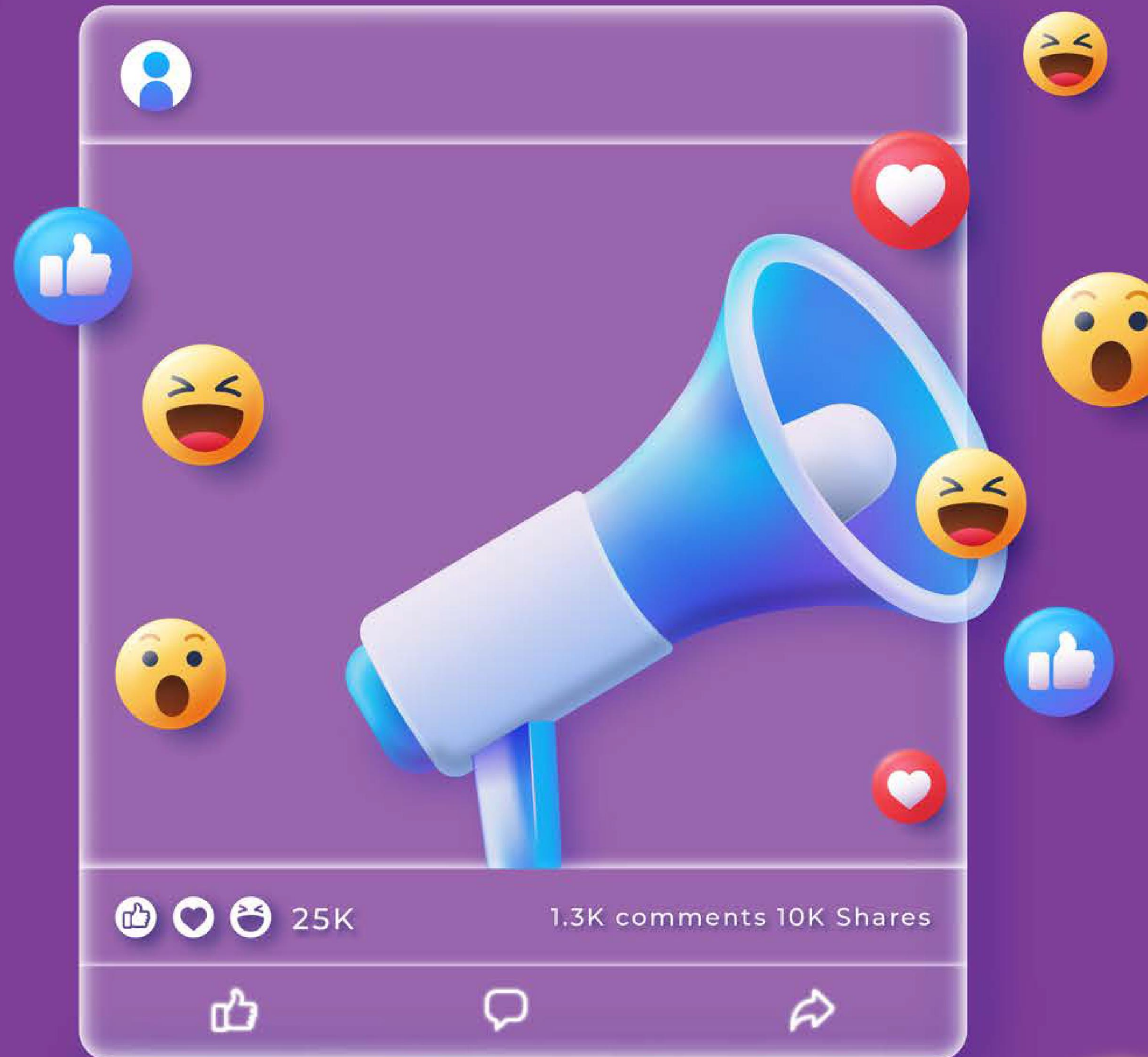
CORE OFFERINGS

Online Visibility™ Package

2 CHANNELS DAILY (30 X PER MONTH)

We will edit long-form video content (i.e., sermons, TV shows, music videos, etc.), and make them into video shorts which will be posted daily on two of your social media accounts. The most popular are YouTube and Facebook; others are X, formerly Twitter, Instagram, LinkedIn and TikTok.

CORE OFFERINGS



CORE OFFERINGS

Online Visibility™ Lite Package

2 CHANNELS (12 X PER MONTH)

We will edit long-form video content (i.e., sermons, TV shows, music videos, etc.), and make them into video shorts which will be posted three times per week on two of your social media accounts. The most popular are YouTube and Facebook; others are X, formerly Twitter, Instagram, LinkedIn and TikTok.

CORE OFFERINGS



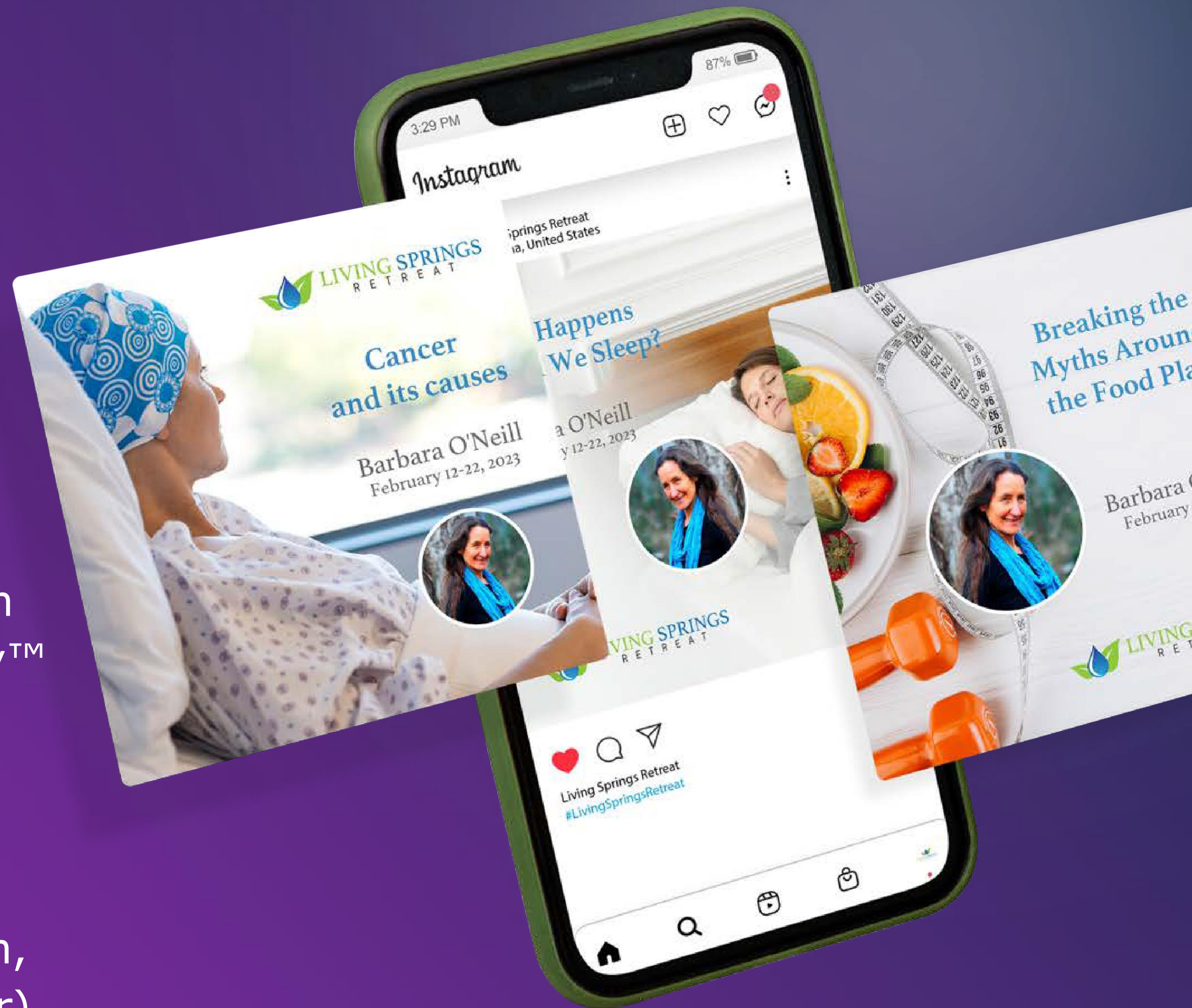
ADDITIONAL SERVICES



ADDITIONAL SERVICES

Posting Per Additional Channel

In addition to the 2 channels included in the Online Visibility™ or Online Visibility™ Lite packages, we can post content on other social media channels (video products, static products) using sophisticated software. We support Facebook, YouTube, LinkedIn, Instagram, TikTok, Pinterest, and X (formerly Twitter).



Channel Success Meetings

We will host an optimization meeting of 45 minutes between you and our Channel Optimization VP and Channel Manager to improve the results of your social media channels by making adjustments such as posting settings, video CTAs, relationship posts, etc.



ADDITIONAL SERVICES

VIDEO SHORTS

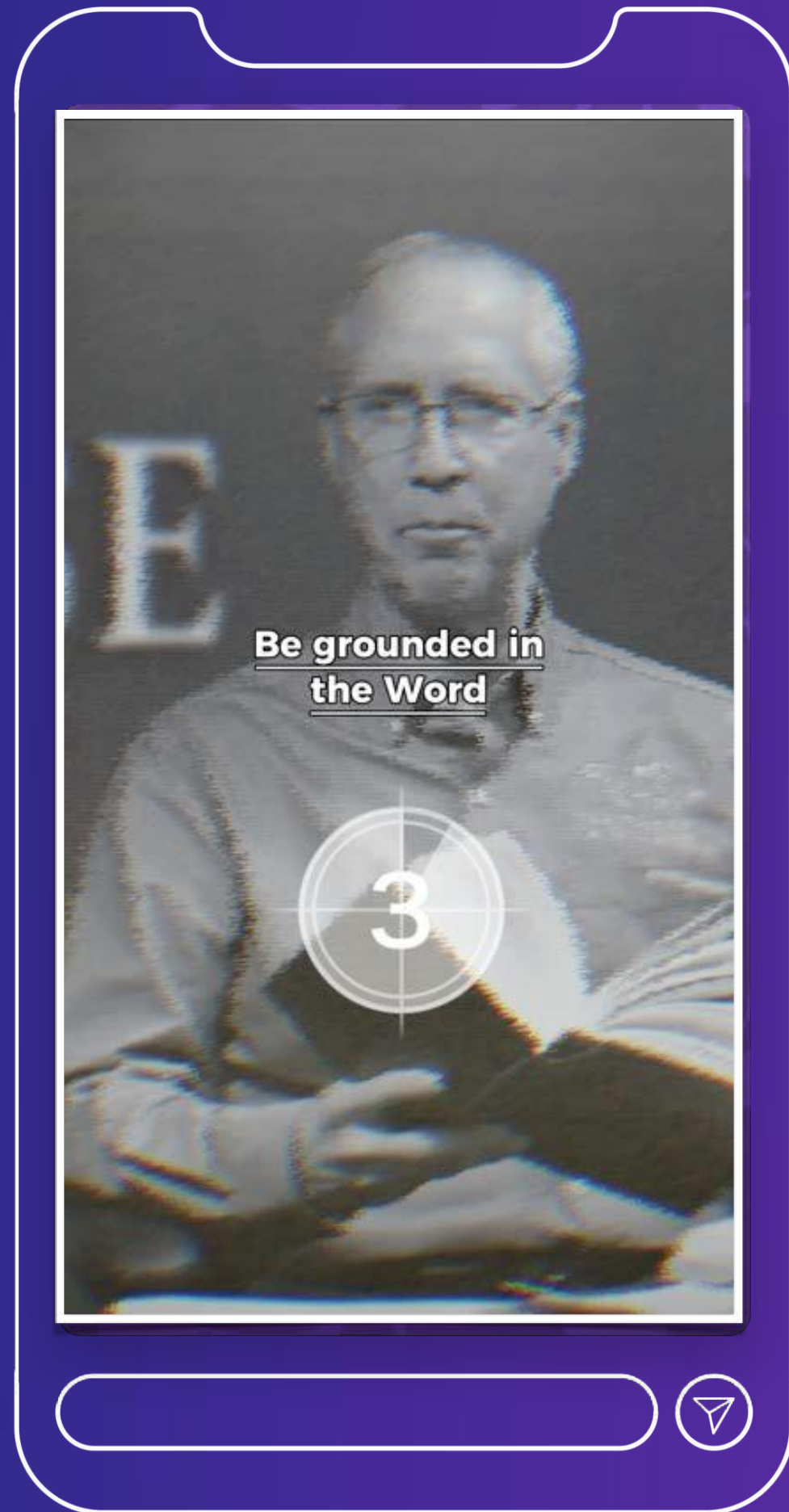


VIDEO SHORTS

Portfolio Shorts™



Portfolio Shorts™ are created by taking excerpts, no longer than 60 seconds, from existing long-form video content, and making them stand-alone videos with separate titles and descriptions.



SAMPLE

Portfolio Shorts™

[Click here to view](#)

Shorts-on-Purpose™

Shorts-on-Purpose™ are short-form video content, i.e. between 15 and 55 seconds long. Shorts-on-Purpose™ are divided into two categories, namely, formal and informal.

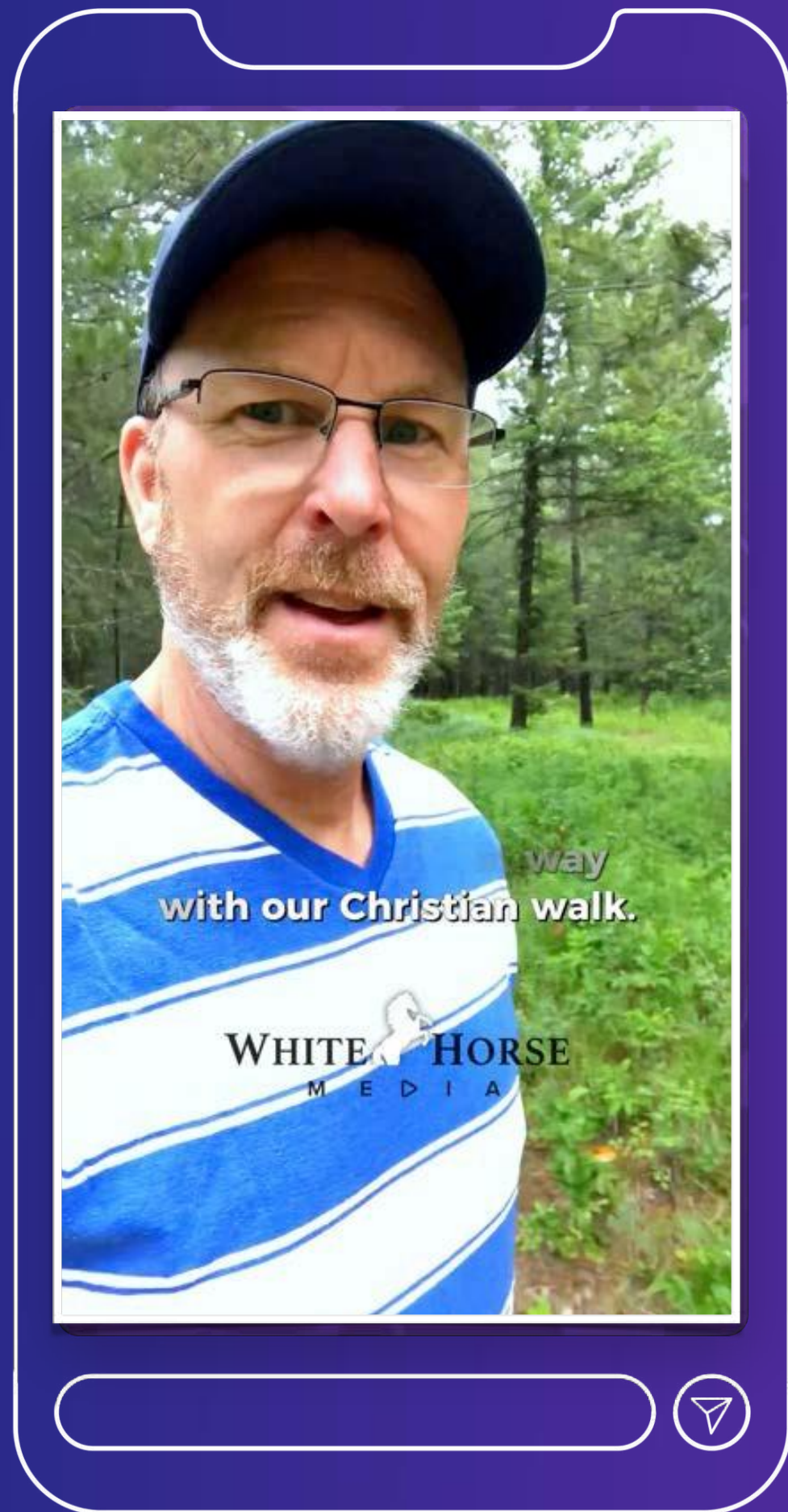
Formal: The video might be recorded in studio, possibly with a green screen. The presenter would be formally dressed with a formal and professional tone in speech and manner.

Informal: The presenter would be more at ease with a less formal dress code. The setting could be any place, from the grocery store to the garden, or even inside a car.



Shorts-On-Purpose™

[Click here to view](#)



Bullet Shorts™



Bullet Shorts™ have a length of 6 - 10 seconds. The presenter would perhaps react to something, make a punchy statement, or ask a thought-provoking question to get people engaged through comments, likes or subscribers.

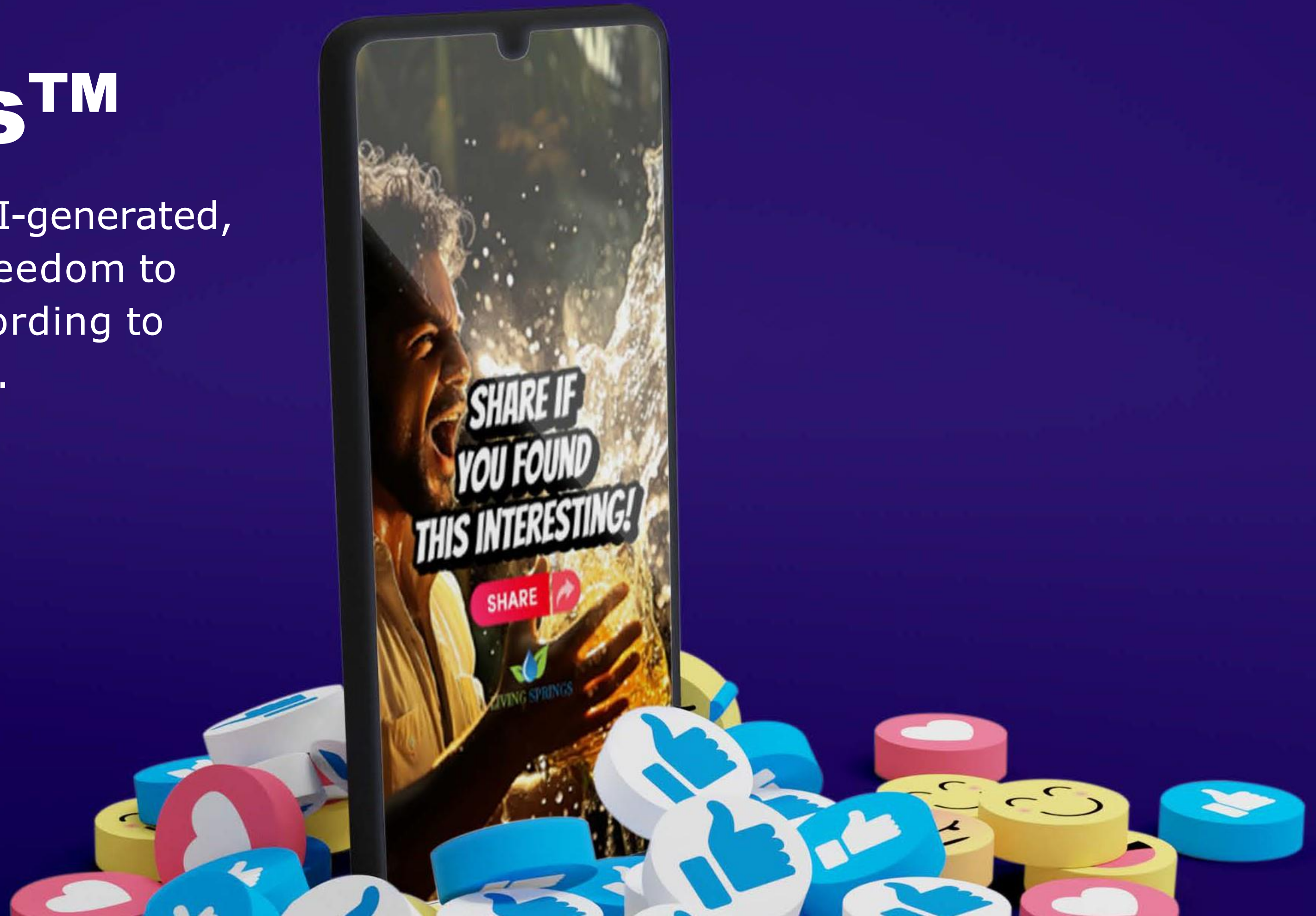


Bullet Shorts™

[Click here to view](#)

AI Shorts™

These shorts are fully AI-generated, giving the editor the freedom to tailor your content according to your needs and desires.

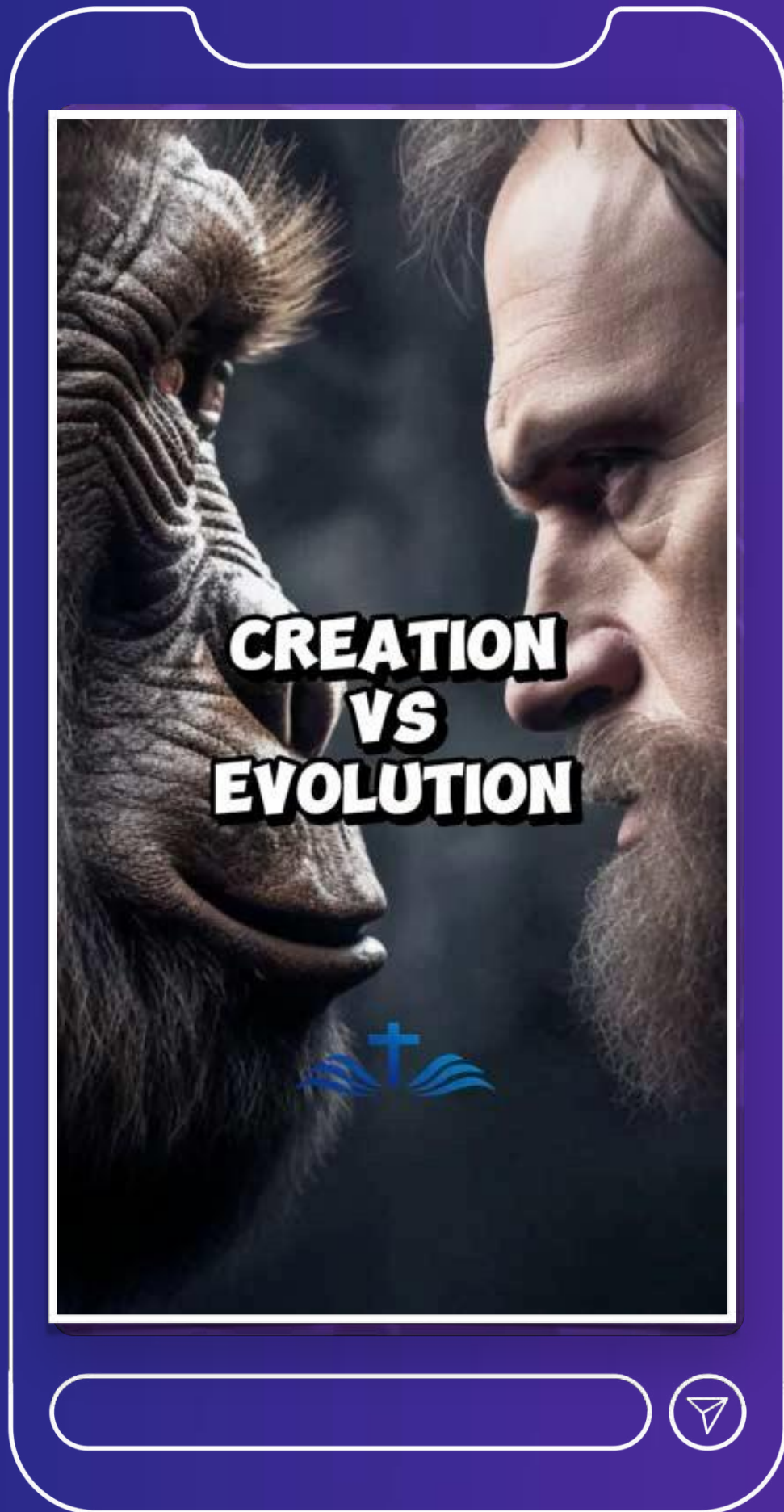


AI Shorts™

AI Bullet Shorts™: A 6 to 10-second short containing a punchy statement or a thought-provoking question. You as the client will provide the theme, questions, or content you want people to grapple with. Our editors will transform your thoughts into captivating shorts that will keep people watching, liking, and subscribing.

AI Story Shorts™: A 30 to 55-second short that tells a story and has an interesting ending. Our editors will make use of AI-generated images, a realistic AI-generated voiceover, music, and appropriate effects. We will use your original content to share a message in a way that attracts and holds viewers, thus drawing likes and subscribers.

AI Repurposed Shorts™: A 15 to 55-second short where the visuals in existing shorts are replaced by AI-generated images, making it possible to reuse previously created content and slowing the chances of running out of content ideas.



AI Shorts™

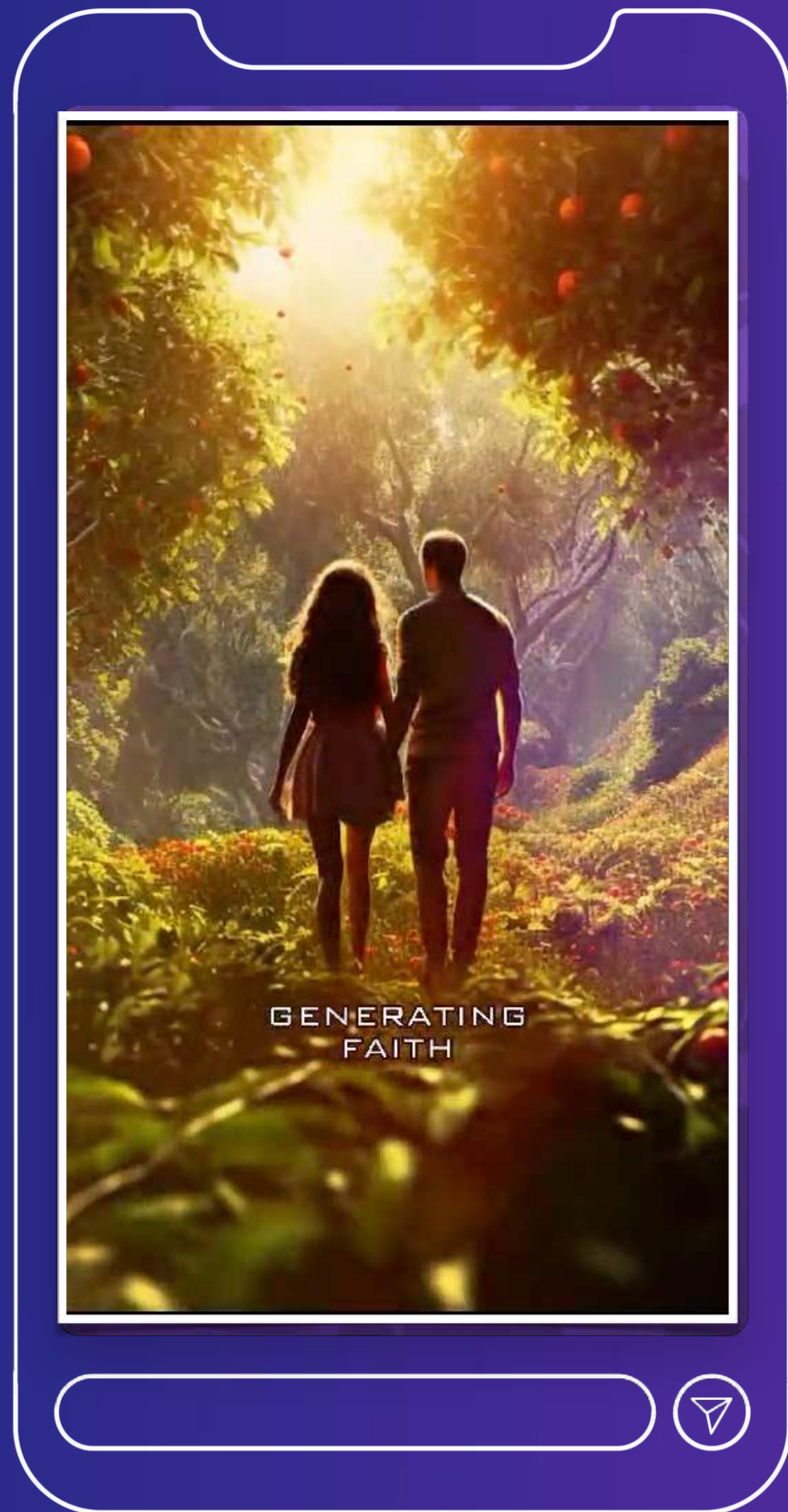
Bullet Shorts™:

[Click here to view](#)

AI Shorts™

Story Shorts™:

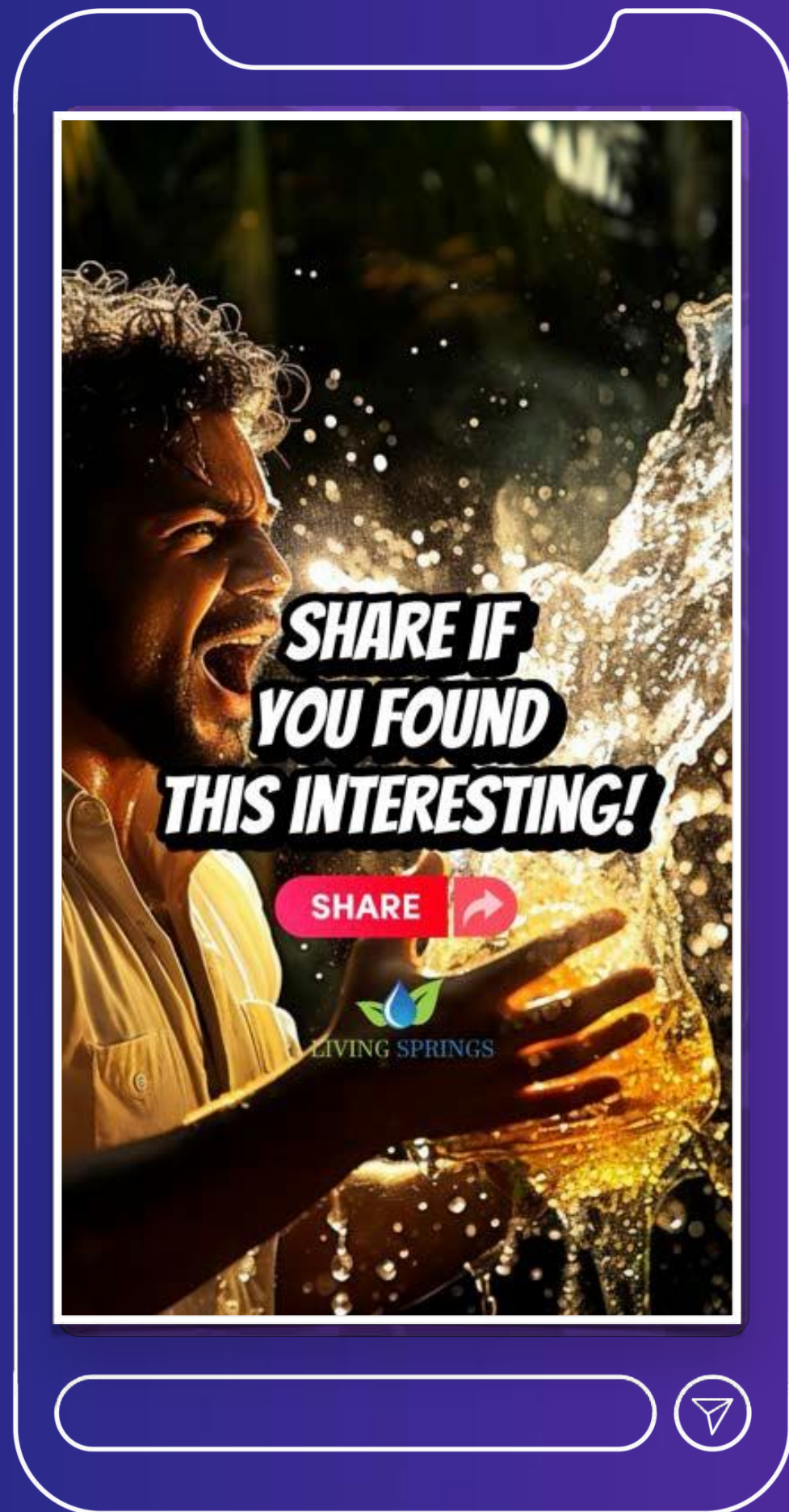
[Click here to view](#)



AI Shorts™

Repurposed AI Shorts™:

[Click here to view](#)



CREATIVE SERVICES

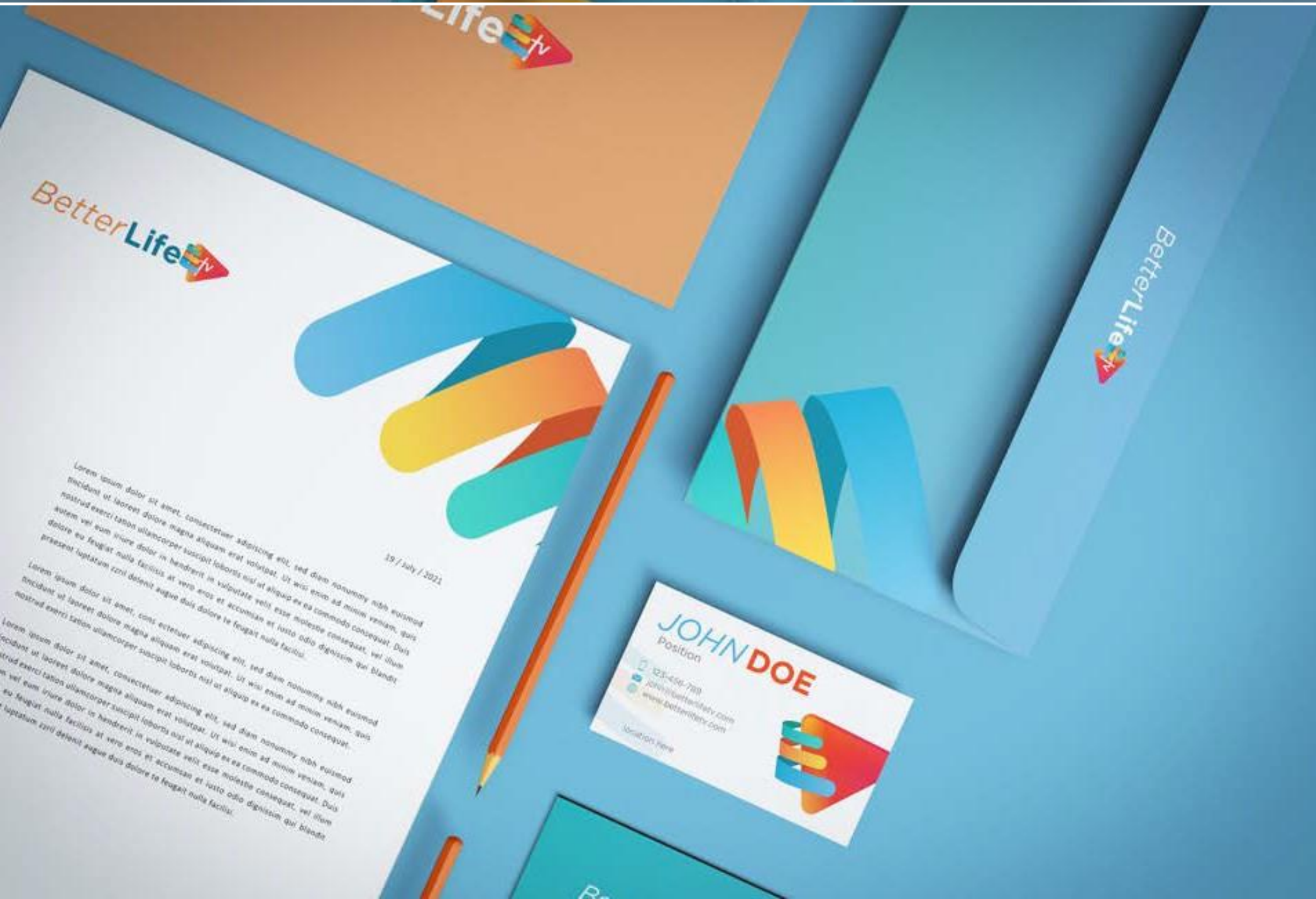


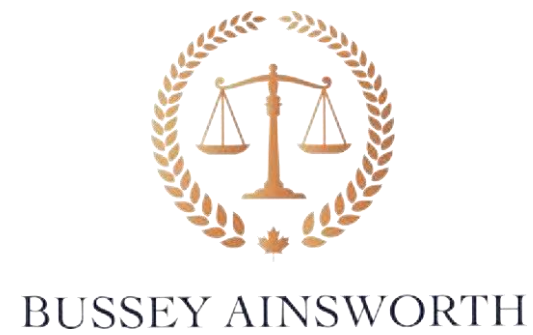
CREATIVE SERVICES



Branding & Logo Services

We develop and design a logo, graphic elements, color palette, and typography.





Social Media Relationship Posts

We design static images that help develop a digital relationship with the audience by posting 3x's per week. They are artistically designed to catch the attention of the audience and come with an engaging description/caption.

Website Design & Development

Our team of skilled designers, developers, and digital experts will collaborate closely with you to craft a visually stunning and highly functional website that captures the essence of your brand and differentiates you from the competition. By blending creativity, strategic thinking, and user-centric design, we create website solutions that not only impress but also deliver tangible results for your business.

CREATIVE SERVICES



PAID OUTREACH SERVICES

PAID OUTREACH SERVICES





Paid Outreach

Paid Outreach means placing your materials such as your Sermons-to-Go, Shorts-on-Purpose, Digital Witness (explained below), and other content into the digital ad stream on a platform such as Google, YouTube, Facebook, Instagram, TikTok, Reddit, and other social media platforms.

- You can get more exposure for your church by digitally broadcasting your content within a 5 to 15-mile radius of your church!
- In your paid outreach strategy you will be able to build up your follower / subscriber base, get your church brand exposure, encourage your neighbors to come to an event, encourage your neighbors to ask faith-based questions, and be seen as the neighbor resource center!

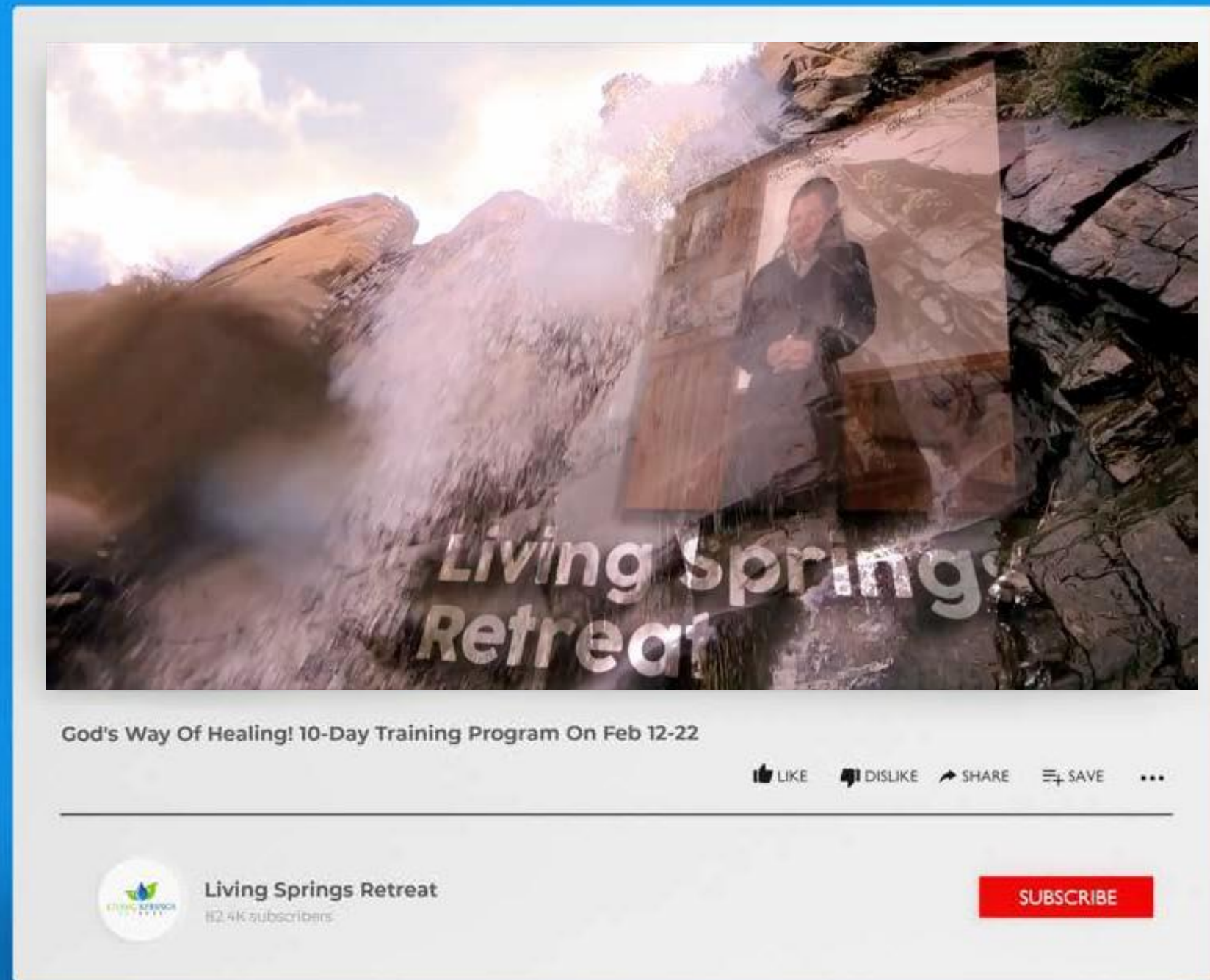
Google Display Ad Banners

We create Display Ad Banners, which are used as static banners in the ad stream. In the marketing process, banners typically produce higher Click Through Rates (CTRs), which produce more clicks going to the website/social media site/landing page, etc. The price includes design for 20 ads (15 images and 5 logos).



Google Video Ads

Expand your reach and impact through targeted paid campaigns through video ads. We strategically position your message to attract new subscribers and connect with a broader audience.



The image shows a YouTube video player interface. The video thumbnail features a woman in a dark coat standing in front of a stone wall with a wooden door, set against a backdrop of a large waterfall and rocky terrain. The text "Living Springs Retreat" is overlaid on the bottom of the thumbnail. Below the video, the title "God's Way Of Healing! 10-Day Training Program On Feb 12-22" is displayed. Interaction icons for LIKE, DISLIKE, SHARE, and SAVE are visible. At the bottom left, the channel name "Living Springs Retreat" is shown with a logo and "82.4K subscribers". A red "SUBSCRIBE" button is located at the bottom right.

Campaign Success Meetings

We host an optimization meeting of 30-45 minutes between you and our Optimization VP and Campaign Manager to improve the results of the campaign by making adjustments such as audience settings, demographics, etc.

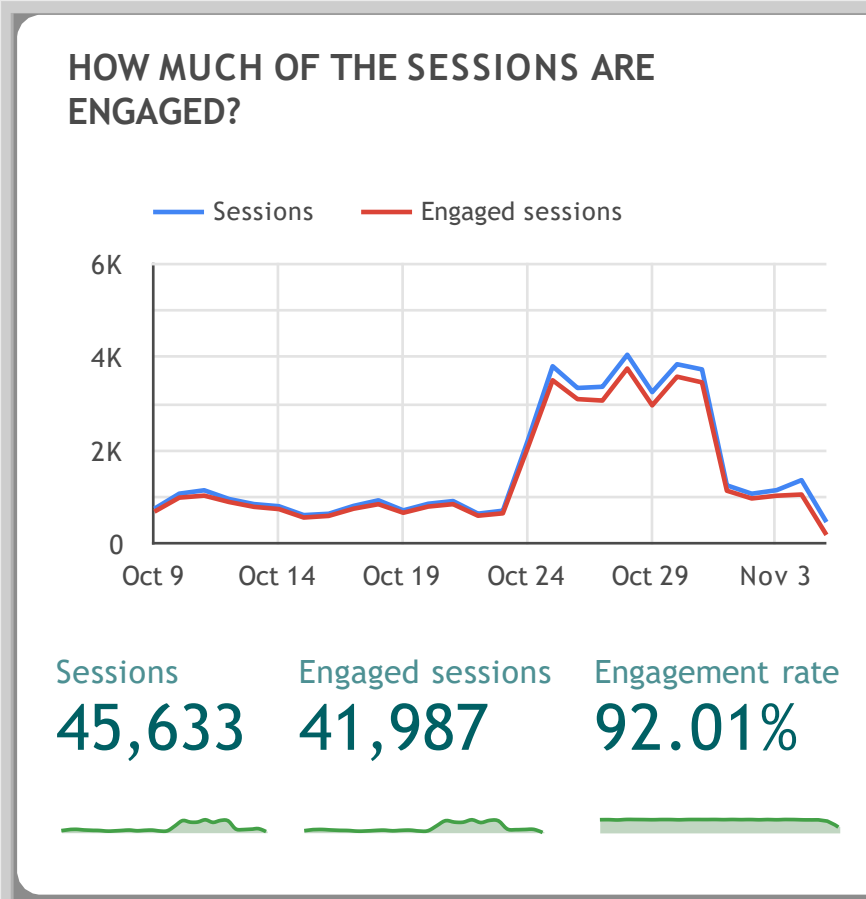
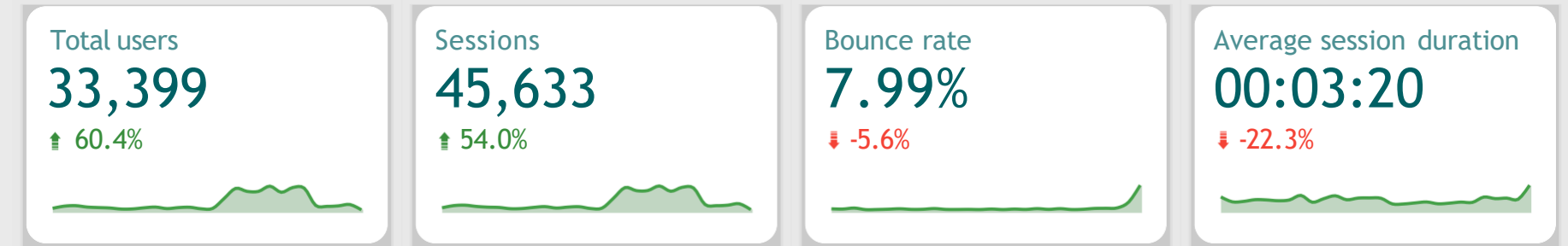


Campaign Reporting

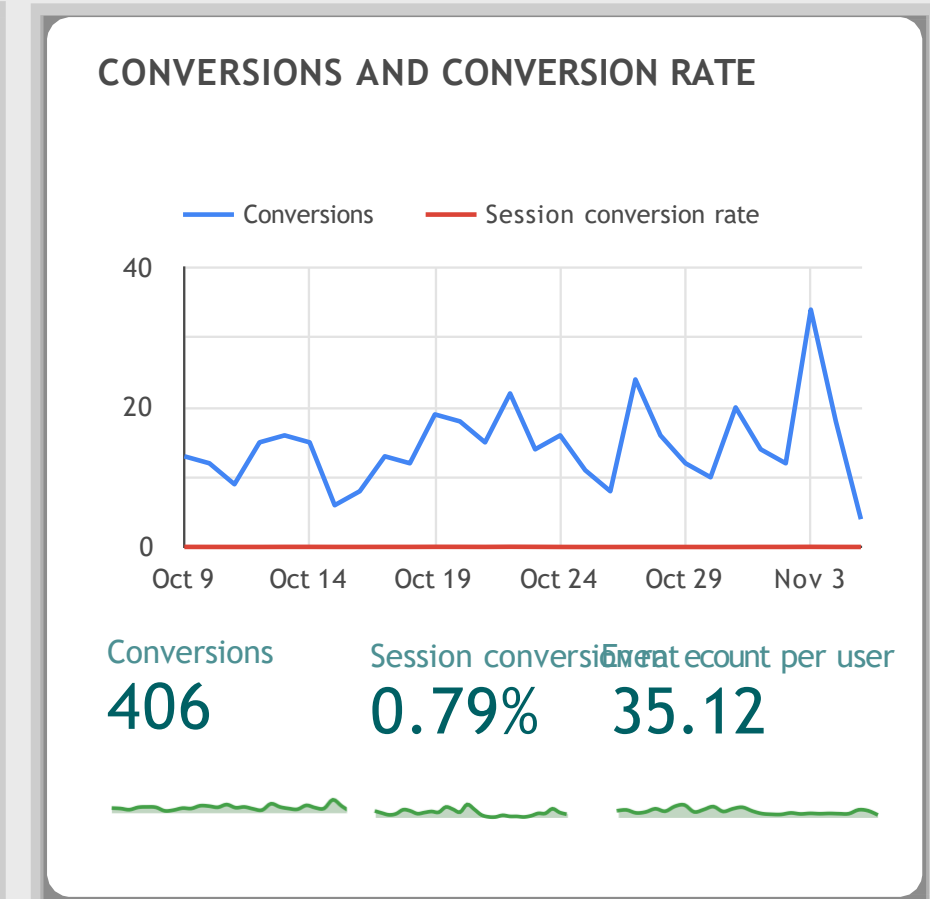
We compile and deliver a consolidated report on the progress of the campaign or month-end report for ongoing paid outreach services.

PAID OUTREACH SERVICES

OVERVIEW OF SITE PERFORMANCE



The graph above counts the number of engaged sessions out of all the sessions that occurred in a given time frame. The engagement rate is calculated by dividing the number of engaged sessions by the total number of sessions, multiplied by 100. The higher engagement rate, the better the performance is, depending on the platform and content of the landing page.



Conversions are specific events that create an impact on acquisition of users such as when a user starts signing-up for a mailing list or when someone starts submitting forms.

The graph above counts the number of engaged sessions and the number of conversions that occurred in the given time frame.

Event name	Total users	Event count	Event count per user	Conversions
page_view	33.1K	143.4K	4.3	0
session_start	32.5K	45.1K	1.4	0
first_visit	31.2K	31.6K	1	0
	20.7K	20.9K	1	0
	20.4K	33.1K	1.6	0
user_engagement	14.4K	30.7K	2.1	0

VIDEO EDITING SERVICES



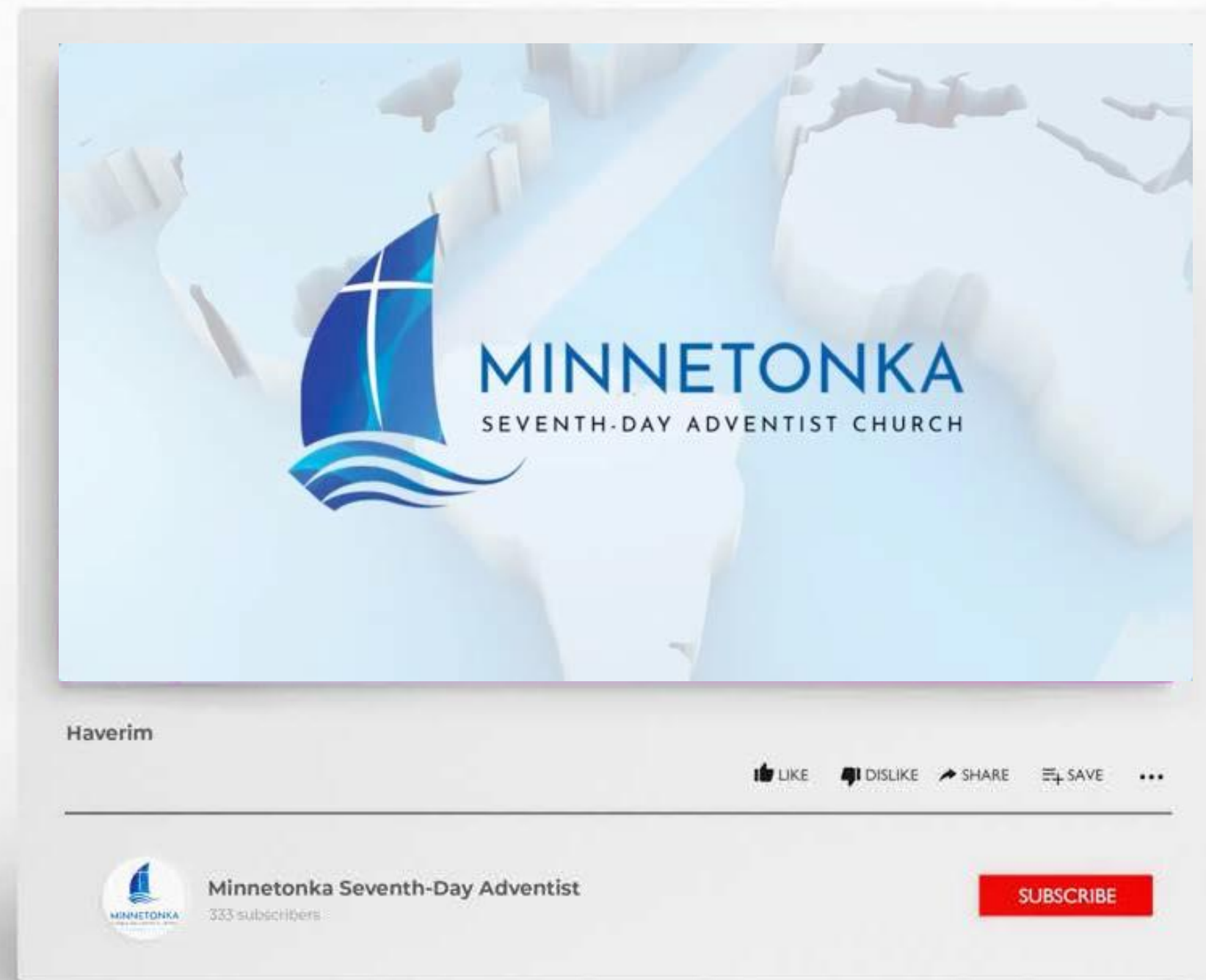
VIDEO EDITING

Medium-Form Videos

We create videos that match your brand's style that cater to different groups of viewers. These videos cover different topics and keep audiences interested, helping to grow your channel.



[Click here to watch video](#)



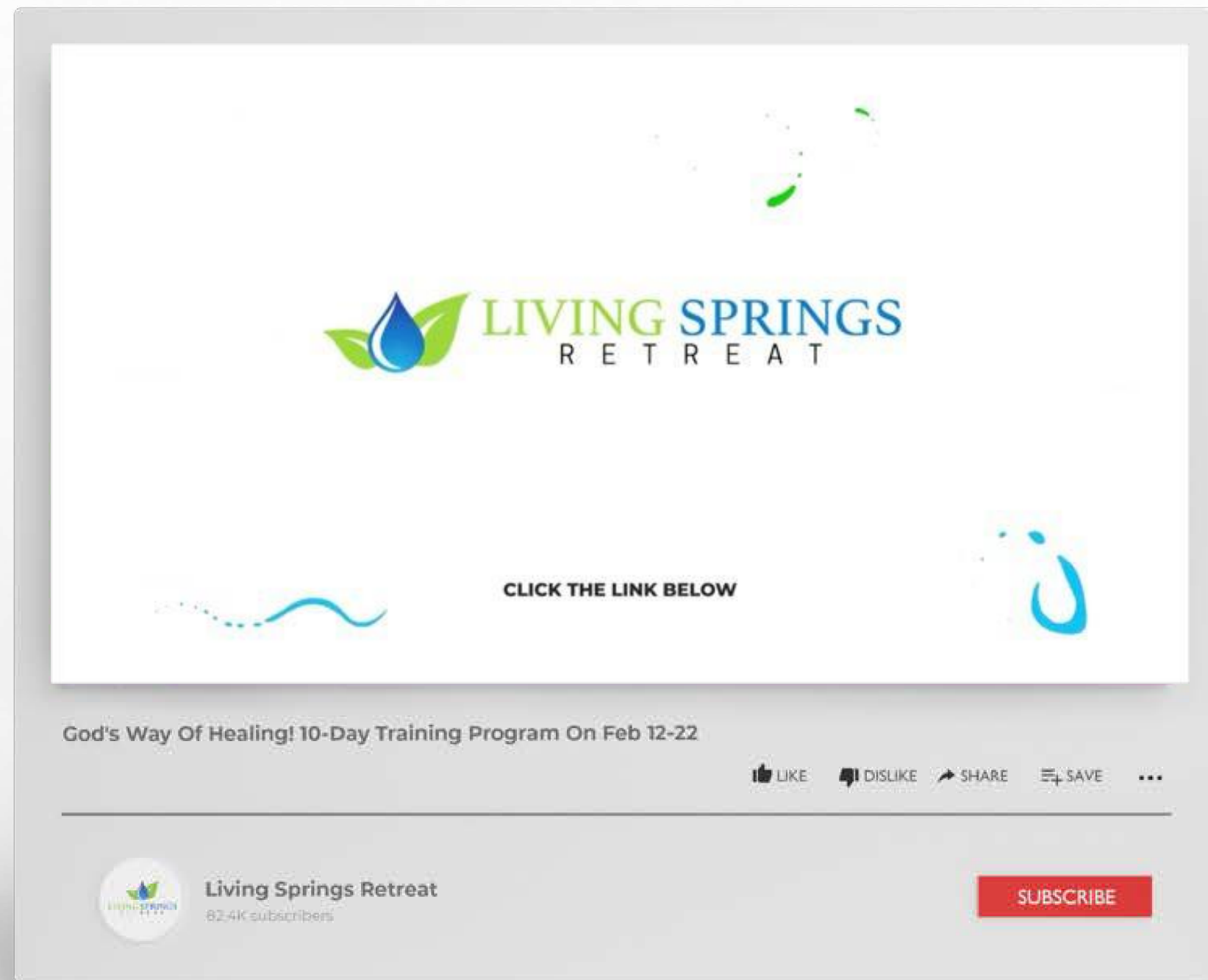
[Click here to view](#)

Intro Creation

We will create a short, branded, artistic introduction for your video content.

Outro Creation

We will create a short, branded, artistic ending for your video content.



[Click here to view](#)

Lower Third Design

We will create an artistic template for text placed in the lower area of the screen to give the audience more information, e.g. speaker's name, location, website, etc.



[Click here to view](#)



Partnering with your ministry to finish
the work **God** has **commissioned us to do.**

