



CHRISTIAN DIGITAL NETWORK

**CDN**

# Christian Digital Network

*Magnifying reach  
And results*

**From 'likes' 👍 to lives changed:**

*Leveraging digital media for ministry growth*



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



CHRISTIAN DIGITAL NETWORK  
**CDN**

MISSION

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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 Services

WHAT WE DO

# Online Visibility™ Packages

Our Online Visibility™ packages cater to all budgets. Starting with either 12 or 30 shorts, these packages are structured to attract viewers, increase views, and enhance audience engagement. Higher level packages include more shorts and longer video content. These shorts and videos are posted regularly on two of your social media accounts, such as YouTube and Facebook, ensuring consistent and impactful visibility for your audience.

*\* Posting on additional channels can be arranged*



# Online Visibility™ Packages

## **Shorts** (5-55 seconds)

- Engaging video shorts created from your long-form content or provided footage.
- Benefit: Attract viewers with concise, compelling content.

## **Medium Cuts** (90 seconds to 5 minutes)

- Video extracts 'cut' from your existing longer content
- Benefit: Increase views, subscribers, and watch time, boosting monetization opportunities.

## **Medium-Form Videos** (2 to 5 minutes)

- Purposefully designed videos for social media, enhanced with music, B-roll, outro, and lower thirds.
- Benefit: Elevate audience engagement and support monetization goals.



# Channel Success Services



WHAT WE DO

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# Channel Success Services

**Channel Success Management:** Comprehensive management of channel performance, including data-driven analysis, monitoring account health, and performance metrics for channels and videos. Our service also includes client meetings with insights and next steps for channel success, as well as personalized coaching for video content creation or monetization.

**Channel Success Map:** Personalized guidance on topics and effective messaging strategies for shorts and videos, aimed at boosting engagement.



# Channel Success Add-Ons

**YouTube SEO:** We optimize videos and shorts to rank higher in YouTube search results, focusing on keywords, metadata, thumbnails, and so on.

**Engagement Management:** We respond to social media comments on your behalf, ensuring that we represent your ministry well and guiding your audience to useful resources or products, fostering loyalty and community and improving your channels' performance.

**Group posting:** We share your content within specific interest-based or demographic groups, expanding the reach of your posts to a wider audience.



# Upcoming Channel Success Services

**Affiliate Marketing:** We aim to assist our ministry partners in improving their monetization through facilitating affiliate connections.

**Live Broadcasting:** We aim to facilitate streaming of video content on multiple platforms, including CDN's channels, offering increased engagement and visibility.



# Video Editing Service



WHAT WE DO

# Short-Form Videos

**Portfolio Shorts™:** We cut excerpts from existing long-form video content and make them stand-alone videos with SEO-optimized titles and descriptions.

**Shorts-on-Purpose™:** We create shorts using raw footage you supply, tailored specifically for optimal viewing on social media platforms.

**Bullet Shorts™:** Typically 6 to 10 seconds in length, featuring presenters who may react to content, deliver impactful statements, or pose compelling questions to drive engagement through comments, likes, and subscriptions.

**Repurposed Shorts™:** We take your top-performing shorts and tweak them slightly to enable them to run as 'new' shorts on your channels.



**Portfolio Shorts™**



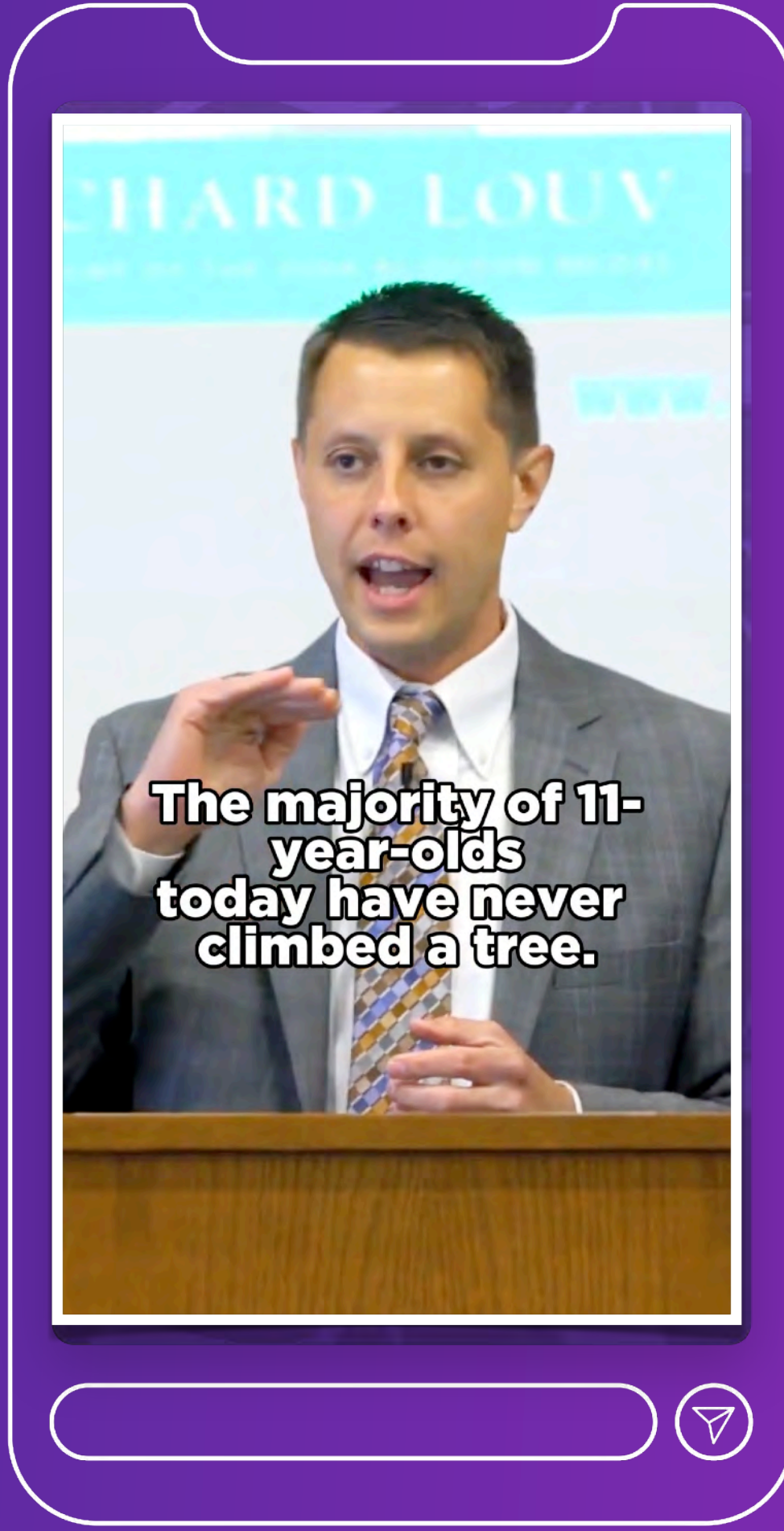
[Click here to view](#)

**Shorts-on-Purpose™**



[Click here to view](#)

**Bullet Shorts™**



[Click here to view](#)

**Repurposed Shorts™**



[Click here to view](#)

# AI Shorts™

**AI Story Shorts™:** We create shorts that tell an interesting story, using a script that you provide. We use AI-generated images, a realistic AI-generated voiceover, music, and appropriate effects, creating an artistic effect that attracts viewers.

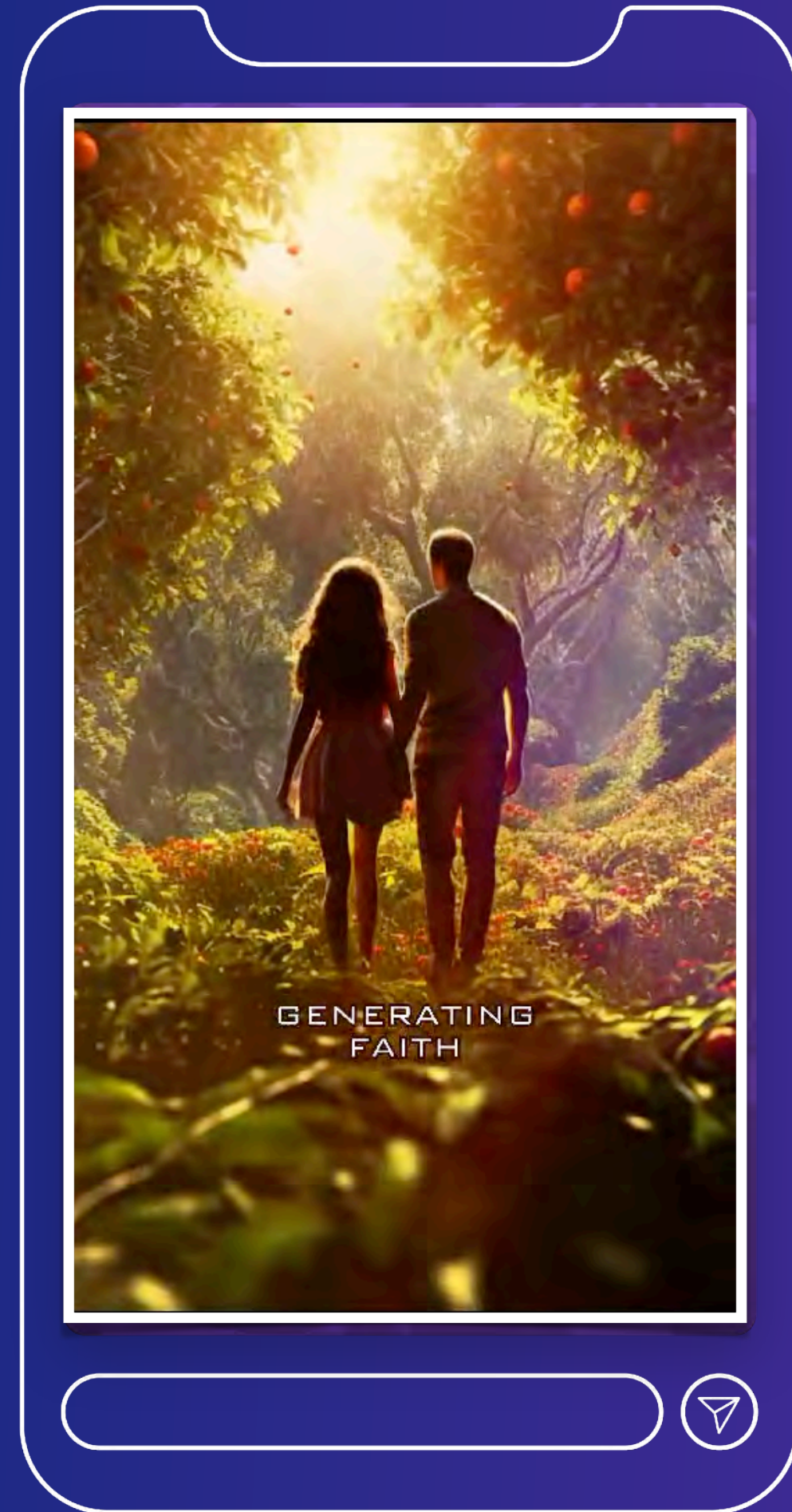
**AI Bullet Shorts™:** We use AI to create 6 to 10-second shorts that drive engagement by making a punchy statement or posing a thought-provoking question, using content you want people to grapple with.

**AI Repurposed Shorts™:** We take your top-performing shorts and replace the visuals with AI-generated images, making it possible to reuse previously created content as 'new' material.



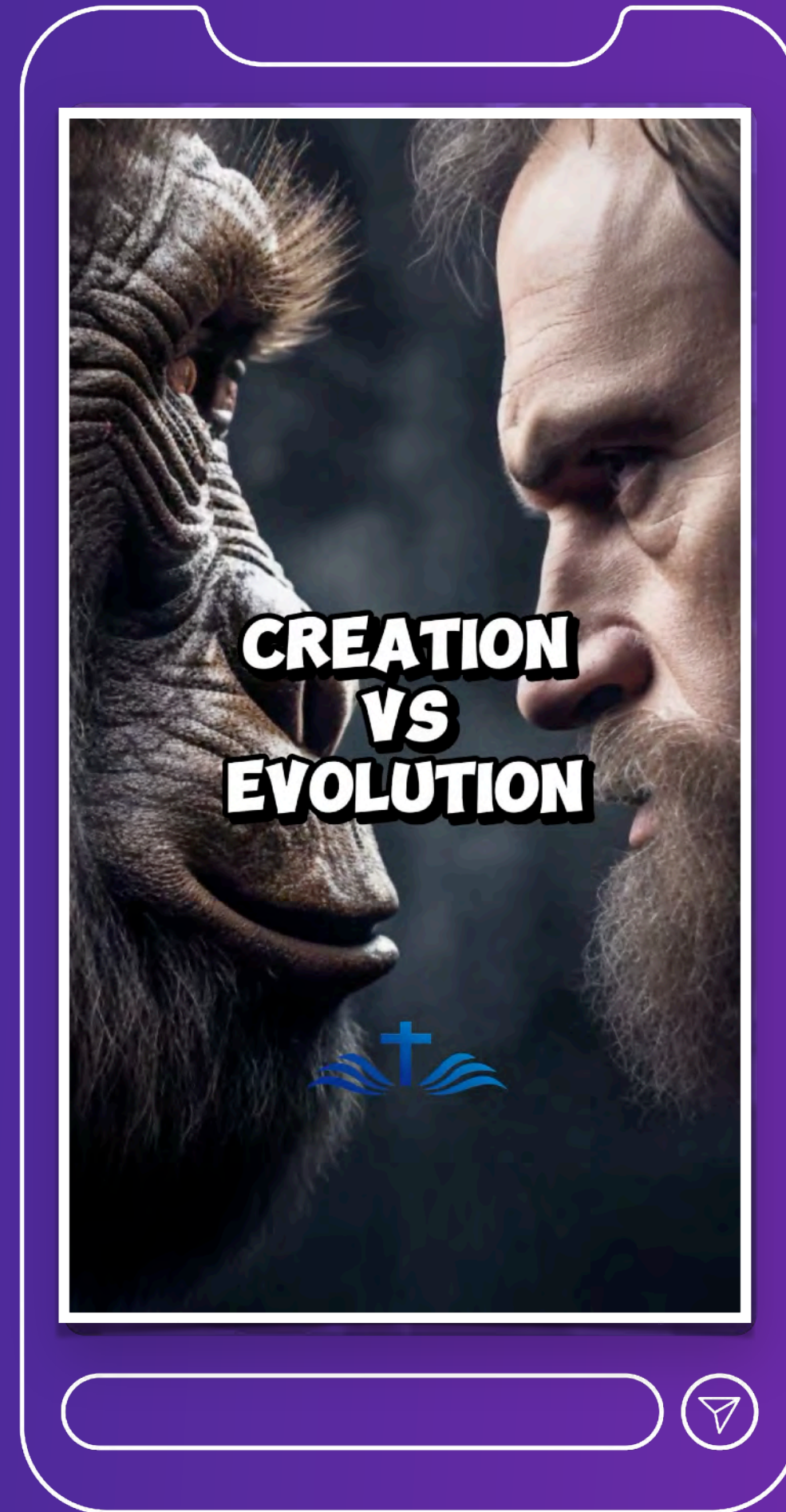


## AI Story Shorts™:



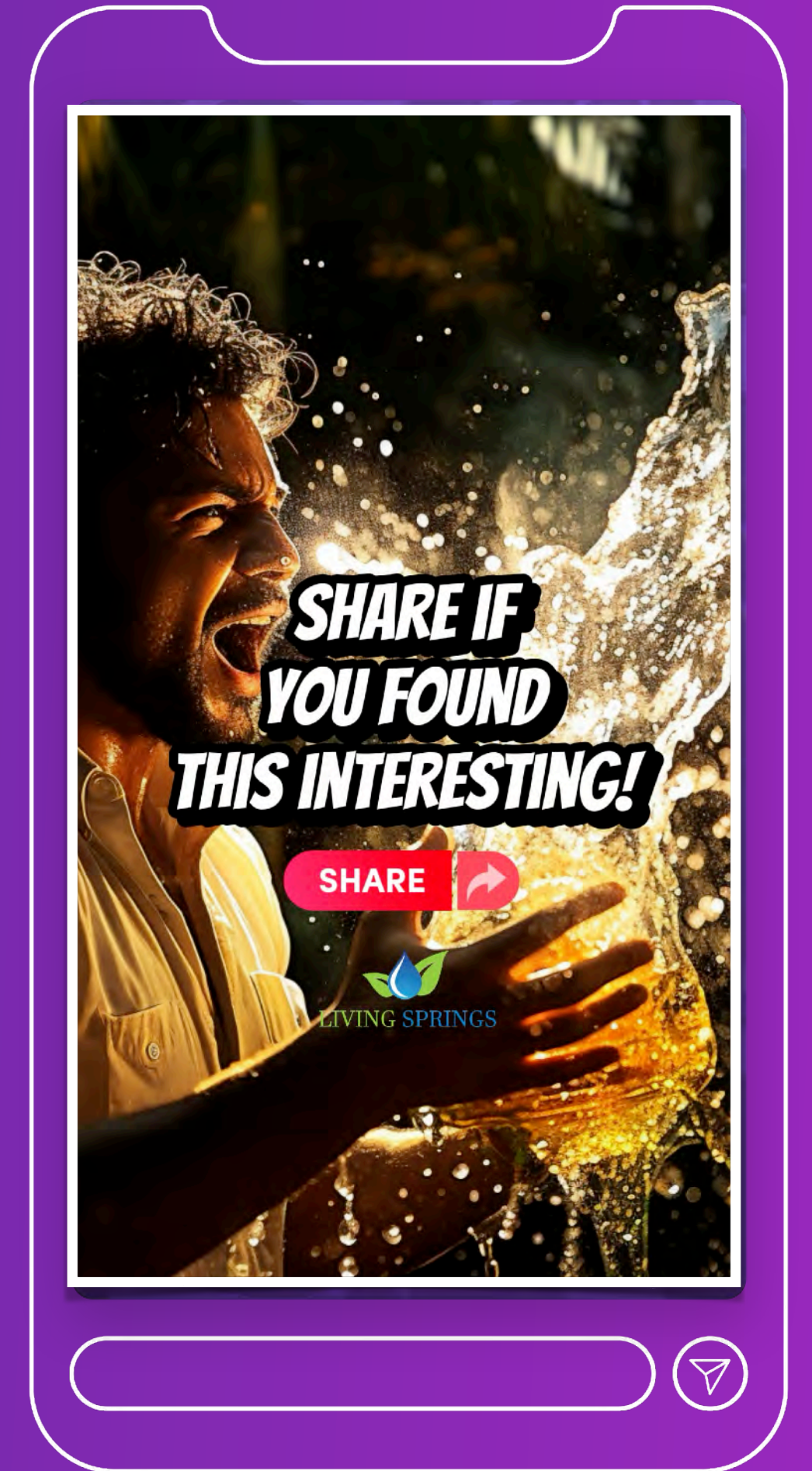
[Click here to view](#)

## AI Bullet Shorts™:



[Click here to view](#)

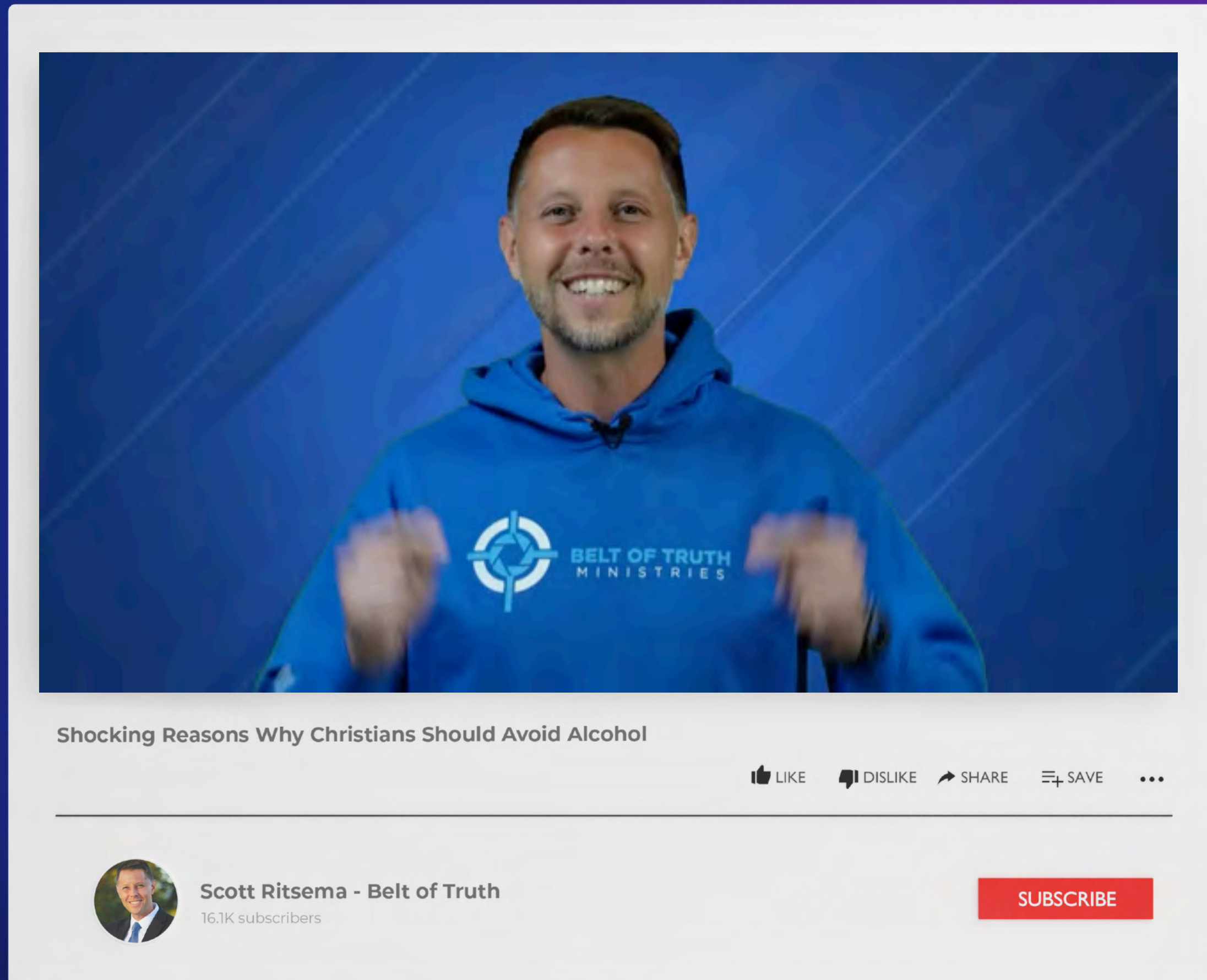
## AI Repurposed Shorts™:



[Click here to view](#)

# Medium-form Videos

Tailoring videos to your brand's style, we produce content for various purposes, including compelling videos for paid advertising campaigns and informative videos for sharing knowledge, establishing thought leadership, and expanding your audience.

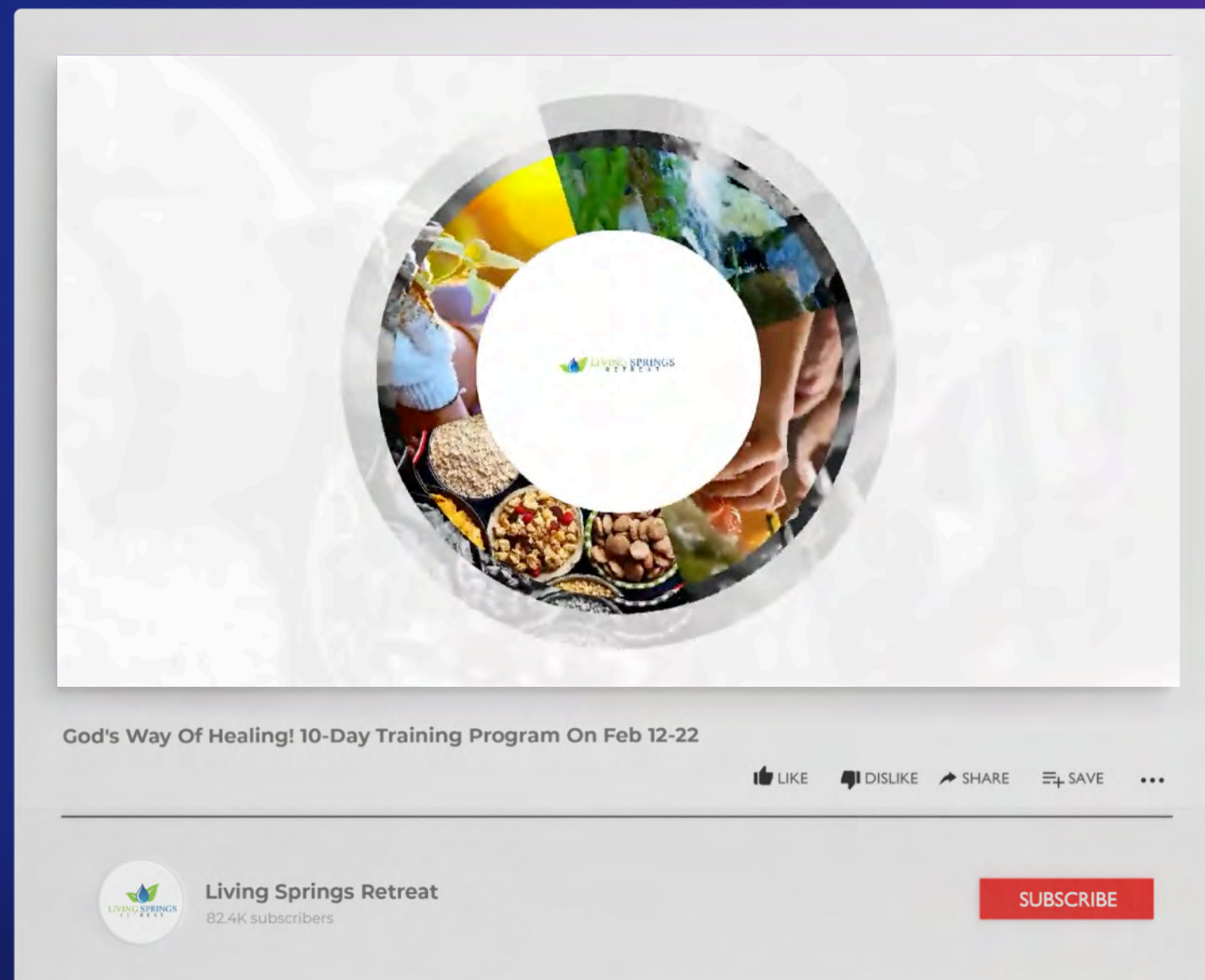


[Click here to view](#)

# Video Creatives

**Intro or Outro Creation:** We create a short, branded, artistic introduction or ending for your video content.

**Lower Third Design:** We 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](#)



[Click here to view](#)

# Creative Services



WHAT WE DO



# Establishing Brand Identity

We help our clients to find and clarify their 'voice' and 'image', both visually and in their messaging.

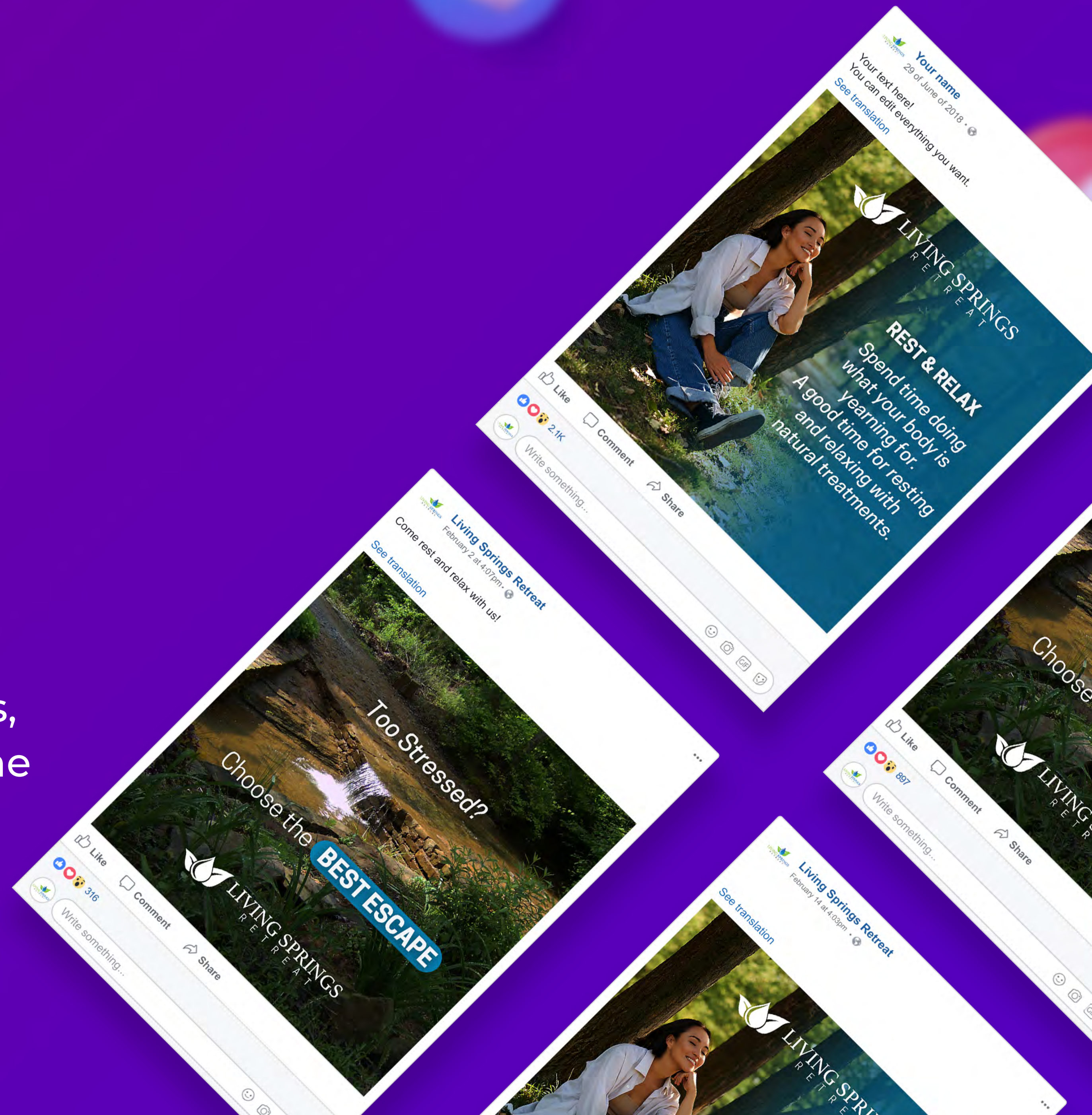


BUSSEY AINSWORTH



# Social Media Relationship Posts

We design visually appealing banners which bolster messaging across your channels. Each post features captivating imagery, compelling copy, a clear call to action, and strategically chosen hashtags, all informed by thorough research into the organization's goals, target audience, and brand identity.



# YouTube Community Posting

We combine our eye-catching banners (Social Media Relationship Posts) with unique YouTube Community features, such as quizzes, polls, and featured videos, to enhance engagement on your YouTube channel.





# 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.



# Paid Outreach Services

WHAT WE DO



# Paid Outreach

Paid advertising campaigns provide ministries with increased reach, targeted audience engagement, and cost-effective promotion, ultimately amplifying their impact and fostering relationships with potential supporters, customers or event attendees.

Our expert team customizes the optimal strategy within your budget by defining advertising goals, suggesting the most suitable campaign type, identifying your desired audience, and leveraging digital outreach platforms to maximize your campaign's impact.




# Display Ads

We create display ads that drive traffic to websites, social media platforms, and landing pages. These banners are a powerful online advertising tool that are designed to attract clicks and encourage conversions, such as sales, event attendance, newsletter subscriptions or booking a consultation. They are displayed on various online platforms, including websites, social media, and search engine results.



# Video Ads


We specialize in crafting impactful video ads, providing you with a compelling platform to showcase your offerings and amplify your visibility. By harnessing the emotive power of visuals and sound, our video ads captivate audiences, boosting interest and fostering deeper connections.



Living Springs Retreat

God's Way Of Healing! 10-Day Training Program On Feb 12-22

LIKE DISLIKE SHARE SAVE ...

 Living Springs Retreat  
82.4K subscribers

SUBSCRIBE

[Click here to view](#)

# Campaign Success Consultations

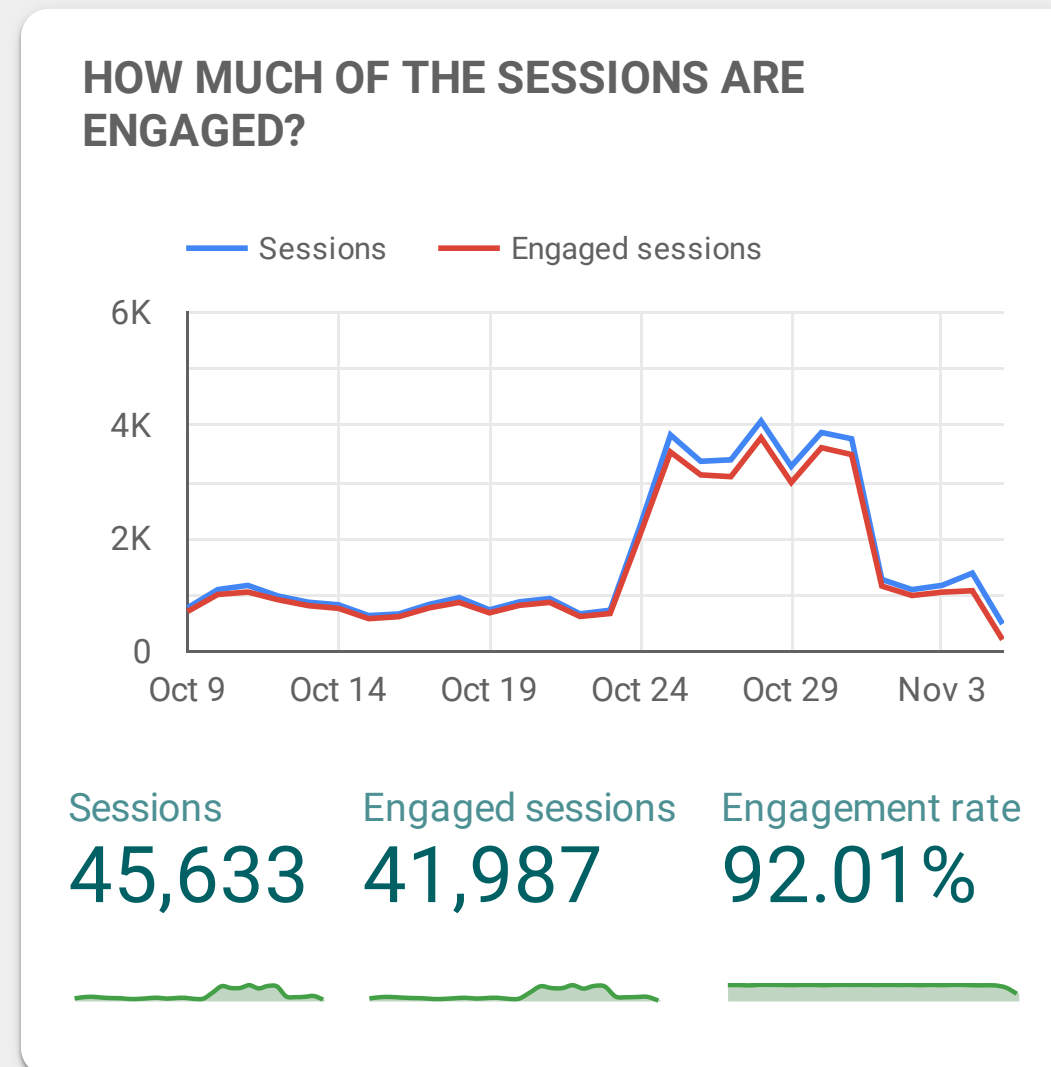
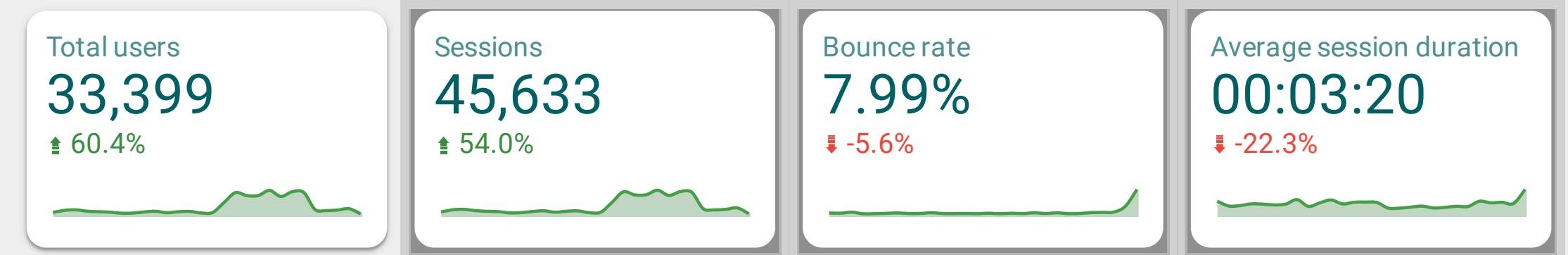
We arrange personalized optimization sessions, connecting you with our seasoned Campaign Managers, to boost campaign performance through strategic refinements, including enhancements to audience settings, demographics, and other key elements.



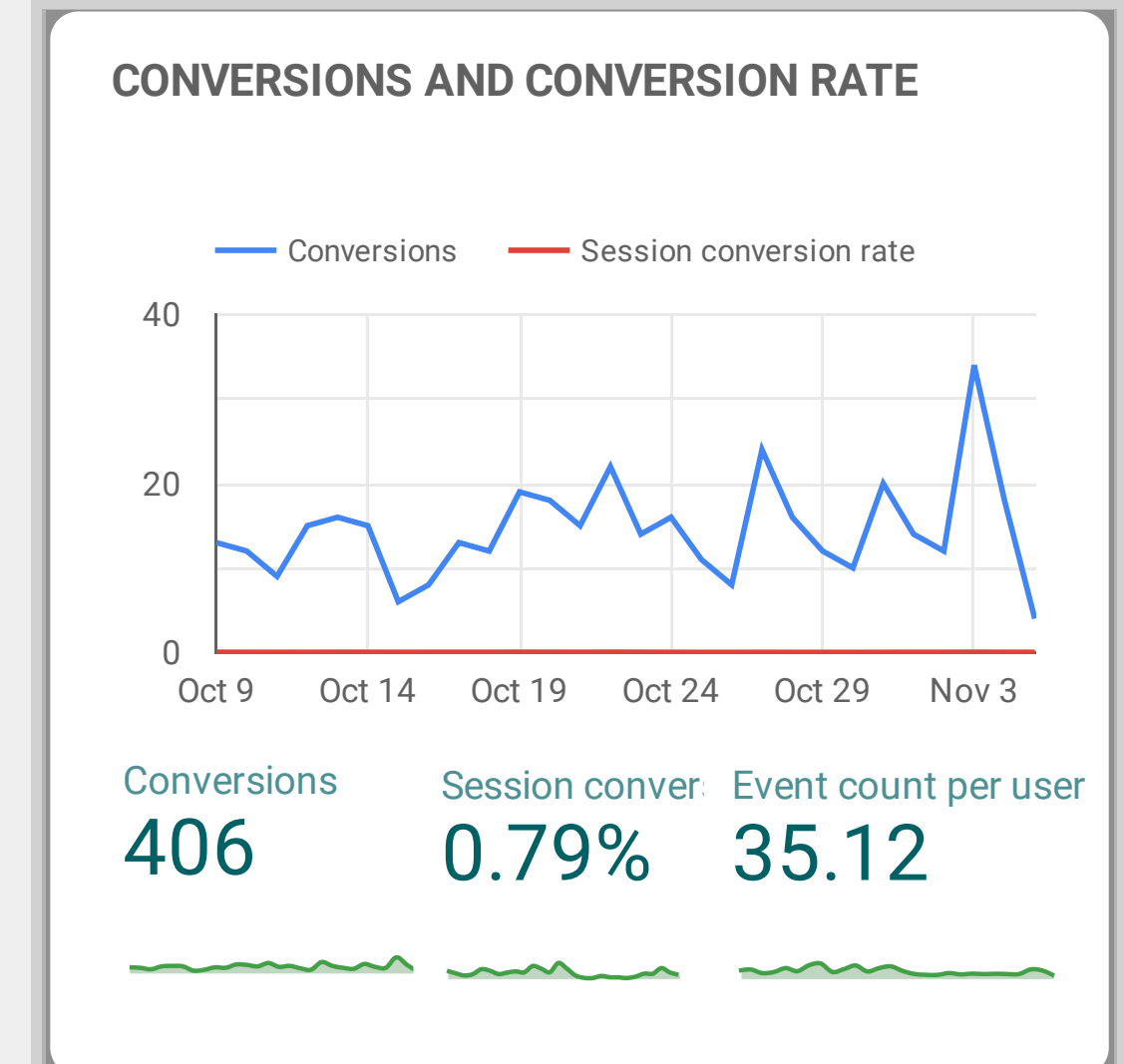
# Campaign Reporting

Our experienced campaign managers compile comprehensive reports on the progress of your ad campaigns. These reports include performance metrics, demographics, audience behavior, impressions, and ad performance, providing valuable insights to inform strategic refinements and optimize future advertising efforts.

## 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



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





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