

The Living Word
World Missions Center
presents...



MANIFESTING
THE
SONS OF
GOD

**Marketing and Media – Using
Technology to Advance the Kingdom**

Kim Clay and Sharon Stewart

**2009 Ministers
and Missions
conference**

Agenda

- Prayer
- Introductions
- Some Things Don't Change
- Some Things Do Change
 - Video
- Technology Trends
- How to Leverage Trends for the Kingdom
- Questions and Answers

What Doesn't Change

- Discipline of Planning
- Discipline of Management & Execution
- Ethics and Integrity

PLANNING

- Pray and Hear God
- Write the Plan
 - Short-term and Long-term goals
- Get Organizational Buy-in
- Integrate Marketing Efforts
- Do a Budget
- Test and Evaluate

Management and Execution

- Do You Have the Staff?
 - Who Controls it?
 - Who Updates content?
- Operate Like a Business
 - Work Your Plan
 - Have accountability
 - Under legal issues
 - Evaluate success
 - Follow a budget

Ethics and Integrity

- Be True to God
- Follow “checks” from Holy Ghost
- Get Permission
- Give Credit
- Some Examples
 - JBS website and “Royalty Free” photos
 - Worship Music on DVD versus Streaming

SOME THINGS DO CHANGE --- RAPIDLY

PLAY VIDEO

2009 Ministers
and **Missions**
conference

SOME THINGS DO CHANGE --- RAPIDLY

Never before in the history of the world has there been such open access into the homes and lives of people.

Media and Technology have opened the doors for the Body of Christ to spread the gospel to the world very quickly!!

SOME THINGS DO CHANGE --- RAPIDLY

There are Endless Possibilities.....



Mobile



Web 2.0/3.0



Web-streaming



Microblogging



Social Networks



SMS Text-Messaging

SOME THINGS DO CHANGE --- RAPIDLY

Website

Streaming Video

Video Conferencing

Web 2.0/3.0

Email/Branded Mail

Mobile

E-Newsletters

E-Learning

Wifi/Bluetooth

Mobile Messaging

Internet

Social Networks

Podcasting

Blogs/Microblogging

IPTV

SEO/SEM/SMO

Twitter

Short Message Service (SMS)

AN INSIGHT...

What is good about technology is also what can be not-so-good about technology..... But we still shouldn't be afraid to use it!!

The Key: Get Wisdom.

Get Skillful and Godly Wisdom. Get Understanding...Proverbs 4:5

THE GOOD...

- Fast
- Inexpensive
- Mass Reach
- Instant
- Access to tremendous information
- Simple, convenient
- Content on-demand

THE NOT SO GOOD...

- Loss of control
- Quick and easy research, but sometimes no depth
- Internet Crime
 - Fraud... Fake Identity
 - Stealing
 - Predators
- Instant results... but life isn't always instant

HOW TO LEVERAGE THESE TRENDS FOR THE KINGDOM

- An Integrated Plan
- Know Your Market
 - Do Your Research
- Not All Eggs in Same Basket
- Use Dollars Wisely

LEVERAGE TRENDS FOR THE KINGDOM

Know The Stats!

- 49 % of U.S. consumers want the freedom to view their content on any platform they choose -- TV, Media center software, smartphome, or PC
- 31 % of in-home Internet activity takes place while the user is watching TV
- The heaviest users of the Internet are also among the heaviest viewers of TV

HOW TO LEVERAGE THESE TRENDS FOR THE KINGDOM

Meet Your Audience Where They Are By Utilizing:

- Software
- Hardware
- Phone
- PC
- Radio
- TV
- Internet
- Engagement
- Integration
- Print Materials (example - Church Bulletin)
- Connecting With Your Community

HOW TO LEVERAGE THESE TRENDS FOR THE KINGDOM

*There Are Endless Possibilities And
The Future Is You*