



FINNEY MEDIA DIGITAL

The Digital Age provides unprecedented challenges and opportunities.

Finney Media combines radio expertise and digital knowledge to help your message realize its greatest impact potential. We help you create a heart connection with your message across all platforms.

Let us support your efforts

- » **Digital Strategic Planning** – We help you craft a vision for digital that aligns with your station sound and your other ministry efforts.
- » **Website/ App Evaluation** – Our “10-point inspection” will give you practical feedback and suggestions for your web/app presence.
- » **Social Media Consulting** – We will coach your team on how to reach more people more deeply with contemporary social media platforms.
- » **Digital Revenue Strategies** – Our team will provide insights on raising financial streams in ways consistent with your ministry goals.

- » **E-Mail Impact Optimization** – Our best practices will help you cultivate a robust email list and create opportunities for listener interaction and intimacy.
- » **Connective Content** – Our experienced team will help you understand how to present high interest and connective content through digital.
- » **Digital Training** – We’ll come alongside your team and give them training on how to use and leverage the latest tools for ministry impact.
- » **Data / Analytics** – We’ll help you understand the treasure trove of data regarding engagement and action. And we’ll help you show impact to your stakeholders. We’ll work with you to increase your reach and heart impact through data-driven insights.

Email Chuck@FinneyMedia.com or call 214-676-7713 for a proposal to meet your needs.

» STRATEGY

Digital provides new opportunities for engagement with your audience and your audience engaging with each other and with God's Word. We will help you craft a plan to leverage technology to grow your audience in numbers and in depth and empowering them for evangelism.

In addition, the digital era brings new opportunities for revenue to sustain your ministry in a God-centered way. We work with you to develop a cohesive Digital Strategy that is a natural extension of your overall ministry vision.

» COACHING

Finney Media can help your team to leverage the power of digital to create heart connection. By working closely with your team face-to-face or by phone, Skype or other video chat, we help you deliver the digital experience you want your audience to encounter in all platforms.

With specific help on areas ranging from stories to content review, we come alongside you and your team with real, caring guidance.

» TRAINING

Digital tools and services change, well, at the speed of the internet! Finney Media surveys the landscape for the most effective tools and trains your team on the most effective, Christ-centered applications of digital technology.

» RESEARCH

Understanding your listeners—how they hear and perceive your message – where are they interacting online—is crucial to making sound business decisions that will keep you moving forward. With the aid of focus groups, perceptual studies, and representative sample digital testing we can help you determine optimal digital approach, what content builds listenership, and which topics rate highest in generating a deep-impact heart connection.

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