

*0 to 1*  
**IN**  
**2020**

---

**Sandals Church Omni Channel Strategy**

# ***0 to 1***

---

**Slowly shift our thinking to an Omni Channel approach that better reaches our growing digital audience.**

# ***Omni Channel***

---

**Coordinated content and experiences across our in-person and digital channels that better engages users and serves a wider audience.**

**Sandals Church is pursuing an  
Omni Channel approach.**

---

# *Why Omni Channel?*

---

- Americans are now spending 11+ hours each day consuming media.
- 46% of people report feeling lonely despite being more connected digitally than ever before.

# *Why Omni Channel?*

---

- To grow our ministries' reach
- To create opportunities for spiritual formation
- To meet new people
- To engage people where they are
- To connect with people when they can't get to a location

# *How To Omni Channel?*

---

- Create digital content people can engage with whether they can get to a Sandals Church location or not.
- Pick a small number of the right channels to distribute that content, promote that content and engage people.
- Cut that content up into smaller chunks that grab people's attention and drive engagement.
- Develop your targeted audience and learn how to speak to them.
- Drive people to next steps that better connect them to our mission, vision and goals.
- Do more of it, better.

# *What is Omni Channel for Sandals Church?*

---

- Taking our kids curriculum online so that it can be experienced any place at any time
- Letting our people experience Good Friday in groups with content made for an at-home screening
- Moving our Advance teaching online so that group time is more personal
- Delivering the Cultivate Summer Series group content digitally to better connect with women



***0 to 1***

---

**Content is King**  
**Consistency is Key**

But how do you create good content?

# ***Content 0 to 1: Making it Great***

---

- **Entertainment**

- How we grow our audience and meet new people

- **Inspiration**

- How we reach people's heart and begin spiritual formation

- **Connection**

- How we move people into next steps

# *Content 0 to 1: Podcasts*

---

- It enables us to create new regular core content
- Podcasts are on the rise in the global media space
- They are accessible mediums for content creation
- They can help ministries create a rhythm
- They can help ministries define their audience and know how to speak to them
- The format can be both simple or complex (Daily show, topic based, interviews, etc.)

# *Content 0 to 1: How We Work*

---

- Basic content that tells people what we do and how we do it
- How to (How to have a conversation about x, How we setup a studio for digital media, How to build a rolling kids classroom that gets packed up and stored each week, how to merge with a church, etc.)
- Inside Sandals (Recording the conversations or the processes we use to create things, make decisions, evolve ideas, etc.)
- Behind the scenes (Launching a new location, creating a series, planning an event, etc.)

# *Content 0 to 1: Stories*

---

- We are going to roll out a process to empower people to share their own stories
- That process will better support the capture of stories for ministries as they can directly engage in and promote that process
- We want to enable people to share their baptism experience, conversion experience, life change, confession, etc., without an elaborate process or tons of resources

# ***Content 0 to 1: The Process***

---

## **1. Idea process**

- a. We will host an idea session, let the best ideas rise to the top.

## **2. Pilot process**

- a. We will help you create a 5 session pilot, as a part of this process we will help you define your why, the right channels and goals.

## **3. Creation process**

- a. If the pilot is successful you will take over the creation process and we will create a toolkit that enables you to manage the process on your own with our support.

## **4. Success/Failure process**

- a. Every quarter we will host a feedback forum where we review metrics, collect feedback and make adjustments.

## **5. Content collaborator**

- a. Along the way we will train a volunteer or MP to help you with your content creation process.

## **6. Upgrade process**

- a. If content or mini brands surface through this process that is really successful we may upgrade them to their own brands / channels.

# ***Content 0 to 1: The Feedback Forum (AKA THE OCTAGON)***

---

- The Feedback Forum is a quarterly meeting where we create a safe space for honest and constructive feedback
- Every content brand will get evaluated and feedback is welcome from everyone
- During this time we will...
  - Review metrics
  - Give and receive feedback
  - Make adjustments
  - Surface new content
  - Celebrate the wins
- This process will enable us to create more content, better

**For more information on our Omni Channel Strategy, contact  
BrianC@sandalschurch.com**

**SANDALS  
CHURCH**