

Media Guide



A hand holding a globe, surrounded by various media types listed in white text on a dark background. The media types include: website, Facebook, Twitter, viral, social media, e-mail, YouTube, radio, newsletter, television, advertise, print, live event, press release, film, podcast, and conference.

 **True Potential Media**
REACH THE WORLD
www.truepotentialmedia.com



What do a start-up ministry, an international non-profit, a local congregation, a mega-church, a neighborhood pizza restaurant and a multinational corporation all have in common?

Each organization has a story to share with its intended audience.

How well does your organization share its story?

Whether you have a great product or a great idea, ***True Potential Media*** helps your organization craft its story, define its audience and share your message with the world.

Tell us your story in 160 characters* or less (spaces and punctuation included):



* Why 160 characters? It's the limit for SMS text messages (Twitter's limit is 140, saving 20 for the user's unique address). This note is 157 characters.



Who is your audience?

Every story has its own audience. We laser focus on reaching your intended audience with your story. Tell us three things about your audience (*not where they live; we'll get to that later*).

1. _____
2. _____
3. _____

How far can you reach?

Now we know something about your intended audience. Let's figure out where they live (*in today's digital world, you may be surprised!*)

- Is your audience local – limited to your own community or city?
- Does your audience live within certain geographic limits? Your county, state or multi-state region?
- Does your audience extend beyond your region? Can your story reach the entire country?
- How about the world? Technology is breaking down international borders. Do you want your message to reach out to other countries or worldwide?



Now what?

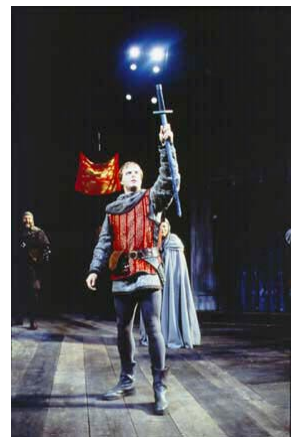
Every story should have a response (a call to action). Once you've reached your audience with your story what do you want them to do about it?

Name three specific goals your organization has in reaching its intended audience.

1. _____
2. _____
3. _____

The stage you're standing on.

Shakespeare shared his plays with the world from the stage of London's Globe Theatre. These days you've got a lot of 'stages' to choose from. We call these 'stages' media platforms. Traditional media platforms include live events like seminars, conferences and sermons; broadcast media like television and radio; or print media like magazines, books and catalogs. Digital technology has hit traditional 'stages' like a tsunami and all but washed away the familiar landscape of traditional media. The Internet is building new 'stages' for our stories. Technology has re-written the rules for sharing your story with the world. Why should your audience wait for a monthly newsletter in the mail when they can log onto your weekly blog – or even better – your daily Facebook and Twitter posts?





And last, but not least!

How do you know when you've reached the world with your story? ***How does your organization define and measure success?***

- Money Raised?
- Units Sold?
- People reached?
- Members? Subscriptions? Church Members?
- Monthly website visitors?

So, what have we learned?

Your organization has a story to share with the world. The more effectively you share your story, the greater chance your organization will achieve its goals and truly ***reach the world!***

True Potential Media helps your organization:

- Craft its story
- Define its audience
- Reach its audience
- Extend its reach
- Reach its goals
- Achieve success!



Let's get started today!

Call us toll free (888) 543-8028 or e-mail us: mystory@truepotentialmedia.com

Website/ Blog Design

What makes our website/blogs special?

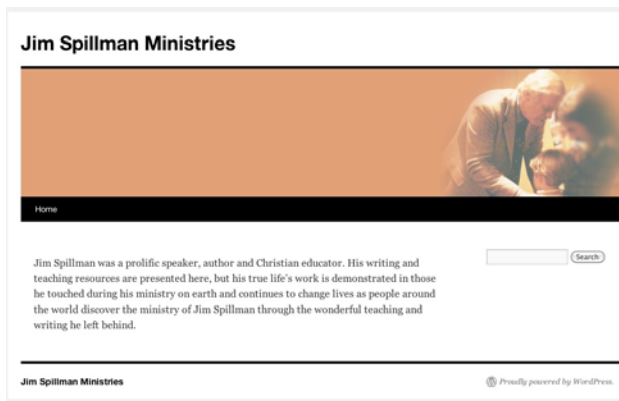
We build a User friendly, Search Engine friendly syndication platform that expands your online presence with each update.

Search Engine Friendly,
Highly Optimized

Easily Add Content to
Your Website

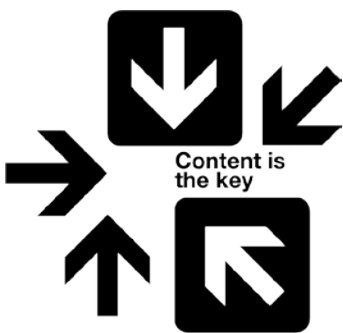
Automatically Update
Social Networks

Branded Blog Platform



- Branded Design
- Choose from 10 Layout Styles
- Up to Seven Main Pages
- News, Article or Blog Section
- Photo Gallery
- Contact Form
- Featured Area on Home Page
- Site Search
- Email Newsletter Sign Up
- Tracking Through Google Analytics
- Integrate to Facebook and Twitter
- Website Updates Push Out to Search Engines
- Full Sitemap Integration
- Full RSS Feed Integration

Company Blog Management



- We help you with consistent, branded, creative and media driven content updates are made to your blog and social media pages every week.
- Your company blog is the perfect way to bring social media back to your home turf. Social media is mainly short-form content - your company blog engages users at a deeper level.
- Your company blog engages users with your brand, casual updates, case studies, contests, multi-media and much more.

Our Team:

- Guides your team in posting highly optimized blog topics weekly
- Posts media rich content that engages readers and enriches their experience on your site
- Manages your updates to company newsletter and RSS feed subscribers
- Works with your team to integrate traditional marketing efforts with your company blog and social media platforms.

Social Media

Social Media Networks are public profiles that enable you to share your business, products and services with the online world. Updating your profiles daily turns targeted Social Network users into loyal fans who share your message with their world.

GOAL:

- Create and maintain an interactive social network presence
- Engaging users - Create fans who actively share your messages with their Social Network



- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Develop Social Network Goals • Design Content & Page Elements • Establish Content Guide • Integrate Cross Posting Options • Optional Tabs (Design/Coding) | <ul style="list-style-type: none"> • Design Your Home Page • Implement and Integrate Your Blog • FaceBook & Twitter “How To” Guide • External Directories Sign Up |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Our Team:

- Acts as your organization’s storyteller
- Leverages your brand elements to engage Social Media users
- Assists your team in creating and posting new content

• Interact	• Engage	• Involve
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• News & P.R.	• Questions
• Video Updates	• Contests
• Blog Posts	• Public Replies
• Pictures	• Quotes
• Videos	• Sales
• Audio Bytes	• Opportunities
• New Products/Services	



Social Media Advertising

facebook and other Social Network websites influence up to half of all website traffic. Facebook offers tools to intelligently target and interact with users via the Facebook Ad Network.



1. Reach more than 500 million active Facebook users with your message.
2. Attach social actions to your ads to increase response.
3. Reach your specific audience with highly targeted advertising.

Target Your Audience By:

- | | | |
|------------|-------------|-------------------------|
| • Location | • Keywords | • Relationship Status |
| • Age | • Education | • Relationship Interest |
| • Sex | • Workplace | • Languages |

Case Studies:

Take the Truth Poll ×



We've got questions. Hopefully, you've got answers. Take our poll here and tell us what you think. Click for more truth.

What's your favorite action sport?

BMX

Skateboarding

Motorcross

49,601 people voted.

Truth®

- The truth® campaign's Facebook Page had over 6,000 user connections when the Ads ran; two weeks later, it had over 32,000, which was a 5-fold increase.
- The Page received over 1 billion impressions following the ad campaign.
- The rate of engagement was 0.46 percent.
- 99 percent of the people who connected to the truth® campaign's Facebook Page after the reach block are in the truth campaign's target demographic of 12- to 17-year-olds.

Sylvan Learning



Help your child in math, writing & reading- Sylvan Has a tutor for you.

Doug Weeks likes this ad.

Like

Sylvan Learning Center

- Total impressions: Over 1 billion
- The campaign has met Jumpcurve's cost-per-acquisition goals at a prospecting level, and it's in their top 5 on the display side. "That's great," says Doug, "because it's up against very content-savvy education sites, and it's more than holding its own."

Our Team:

- Researches the most effective ad media for high response rates
- Works with you to develop a social media marketing budget and produces measurable results
- Incorporates effective measuring tools - you receive regular feedback and reporting on how well your ads are working.