

# Radius Marketing Plan 2021

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## Summary:

The primary objective of this marketing plan is to create channel authority (critical mass of views allowing for higher SEO and video suggestions) within YouTube, allowing for exponential organic growth utilizing these means:

- **Video Suggestion Priority** (Radius videos are a top suggestion for related topics)
- **Cross-Channel Collaboration** (Collab with other channels and churches to share audiences)
- **High Volume Content Creation** (Create subscriber-focused videos en masse to attract new viewers through cross-audience promotion)
- **YouTube Channel Ads**
  - **TrueView Discovery** (This ad appears next to related YouTube videos, on YouTube search results, or on the YouTube desktop and mobile homepage.)
  - **TrueView In-Stream** (This ad immediately immerses viewers in your content. After five seconds, they can keep watching or skip it)
  - **Bumper Ads** (This ad is six seconds or shorter and plays before, during, or after another video. Viewers cannot skip the ad.)
- **High Performance Video Promotion** (Select high performing videos for additional marketing efforts)
- **Paid Sponsorship of YouTube Channels** (Pay outside channels to have promotion of our channel within their videos permanently)
- **Create Shell Review Channels** (Edit review videos of comedy and other entertainment taken from YouTube and insert embedded Radius ad inside)

The target audience is aged 18 - 34, English-speaking females searching for religious topics to solve their ongoing life problems and religious questions. By creating high volume content with a wide spectrum of topics (i.e., "How to Fix My Marriage," "How To Get God To Answer Your Prayers," "How To Be Successful," "Top 5 Ways To Stop Anxiety") a wider target audience is also available, not based on gender or race, but instead based on frequency of YouTube use/search, viewers searching "HOW TO" and current trending cultural phenomenon like racial injustice and more.

Once the viewer is exposed to Radius content by searching for a way to solve their current problem with Biblical answers, Radius will market directly and exclusively small group opportunities to create discipleship. These conversion ads will be inserted in every video (regardless of communicator) between five minutes and ten minutes into a video, encouraging the viewer to like, comment, subscribe, and most importantly sign up for an online small group,

join a small group in their area, or start their own small group with Radius support anywhere in the world. With over two billion monthly unique viewers on Youtube, there is a massive untapped market and a very low supply of high priority biblical videos to secular problems.

**Target Market:**

English-speaking females between the ages of 18 - 34 are more likely to search for help on topics than a typical male due to the female having a higher average comfort level of vulnerability and emotional intelligence admitting to not having the answers to a problem. Current cultural trends encourage males to be tough and invulnerable or else be labeled less “manly” and weak. Therefore, when possible, content should favor a female viewer who will then encourage the men/man in their life to watch with them and, more importantly, join a small group together.

Women should be separated into two categories: 18 - 28 single women looking for a partner, and 28 - 34 looking for answers to a better marriage, solution to family problems, and current life-stage problems.

Topics to target women in the 18 - 28-year-old category should focus on finding/creating healthy relationships, focus on solving common insecurities around body image, and various mental health topics like depression and anxiety.

Topics to target women in the 28 - 34-year-old category should focus on healthy marriage practices, anxiety and depression, life purpose, and healthy family “life hacks.”

Specific topics targeting men should be created targeting a man’s basic instinctual desire to be sexually viable, meaning topics that increase a man’s opportunity to find a mate. These include but are not limited to healthy sex practices, how to attract a woman, how to be successful in life, how to have confidence, and how to control anxiety. Small group promotion will be more difficult when targeting males, and language and ads should reflect that joining a small group is for the tough, the strong, and a great way to meet friends and, most importantly, potential female partners.

**Video Suggestion Priority:**

The most critical marketing goal is to have as high as possible video suggestion priority within YouTube, meaning Radius videos need to be competitive enough to be suggested as the next video the viewer should watch in relation to the topics they’ve searched for previously. This is achieved by organic growth or already existing high views, trending and accurately attached keywords to each video, and using a third party platform to create artificial views, therefore triggering the YouTube algorithm to give the video a higher priority. The latter should be used for new videos and throttled based on available funds. Once we have suggestion priority, the algorithm will promote the video without spending any resources to promote.

Example of a third party view boosting platform: [SMQ](#)

Average cost for 10,000 views is \$110  
\$5k would result in 455,000 new views

### **Cross-Channel Collaboration:**

Collaboration with secular channels within YouTube will allow access to viewers who normally would not be exposed to Radius or Christian content. This is achieved by reaching out to channels and agreeing to work on video content together; for example, "This video was made possible by the research of our channel partner History with Cy. Please support them by checking out their channel for other historical videos," or collaboration on a continued topic on another's channel. In return, the partnered channel will also do the same on video topics; for example, "To find a modern Christian perspective on homosexuality, check out our friends at Radius Church." **By sharing audiences, both channels benefit from cross-audience growth and exposure. Other ideas could be enneagram channels, history channels, relationship channels, mental health channels, and secular music channels.**

A second and easier way of collaboration is with existing religious channels and churches on YouTube. These channels would leverage already existing relationships and motivation for collaboration. By having top church leaders film at least one 21-minute episode of their most popular message topics and promotion of their church, their existing church viewers would be exposed to Radius content, increase overall views of all existing videos on the channel, and contribute towards channel authority. In return, the speaker would receive new audience viewers for their content on their channel and new opportunities for their own online audience, with potential local demographic conversions in their area. In order to scale this process, SOPs should be created and have churches film and meet the proper requirements to be sent over to Radius for posting. For religious learning YouTube channels, Radius can film content for their videos explaining what modern Christianity believes on a specific topic to be inserted into their videos as a special guest.

### **High Volume Content Creation:**

Radius should begin their own strategic filming of episodes targeting specific topics and creating content for their small groups regularly. In addition, a clear pitch to every pastor we have a relationship with should be leveraged, asking them to film up to four videos under 21 minutes each on the topic that they think is their best message. By having 10 - 20 top communicators creating content under our strict guidelines, we should be able to have between 40 and 80 videos in addition to Radius' regularly scheduled filming within the next 12 months. More importantly, we will get a huge algorithm stimulation by having regular new audience viewers visiting the channel. **This should be the highest priority in the next 12 months and will jumpstart momentum for the Radius Channel.**

Radius-specific content will be hyper-stylized for YouTube, unlike other church content, and will be distinct by having fast cuts and graphics in the YouTube editing style.

Music collaboration with other churches should be regularly scheduled using other churches' existing teams to film their songs and meeting our filming standards in addition to Radius original music content. For example, having worship groups like UNION Creative, Friends Worship, Mosaic, Eastside, and others will increase views by having cross-promotion of audiences. By having them debut an exclusive video of theirs on our channel, they would see an increase in views and subscriptions to their channel as well as incentivize their existing audience to watch Radius channel content. This costs us no money and should be a high priority in order to progress towards channel authority.

If resources allow, we can pay YouTube channels to collaborate specifically if they have high subscriptions. In this case, we would want their channel to debut a video that highlights Radius and Joseph Barkley speaking styles. This can be done in short clips of Joseph commenting on topics within the video.

Our target goal of content for the 2022 year is 104 videos.

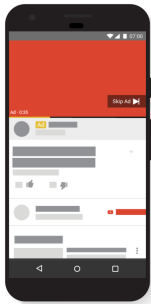
#### **YouTube Channel Ads:**

This is the most resource-intensive option we will utilize. A 30-second video **SHOWING EXISTING CHANNEL CONTENT B-ROLL** and of Joseph Barkley introducing our channel will need to be created as soon as possible. This ad will be used in all three YouTube ad options highlighted in the summary. The six-second bumper ad will be created from the content of the 30-second ad and should highlight the primary message of the channel. For example:

“Do you hate church and feel like it's irrelevant? That's why we made a channel to let YOU decide WHAT you need for your spiritual development, WHEN you need it, WHENEVER you want it.”

This gives the viewer total access to topics that are relevant to them and directly solves the problems they are facing right at that moment. **IT'S ABOUT THE VIEWER**, not about the church. Once trust is established, the viewer will return repeatedly for help as they encounter new problems throughout life. This will give longtime exposure to the message of Jesus and the Bible over their lifetime, resulting in discipleship when the viewer is exposed enough.

## TrueView In-Stream



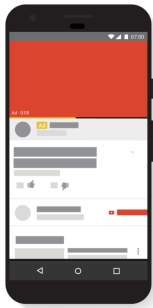
- This ad immediately immerses viewers in your content. After five seconds, they can keep watching or skip it.
- You pay when a viewer watches 30 seconds (or the whole duration, if shorter) or interacts with your ad.
- Use this format when you want your video ad to appear before, during, or after other videos on YouTube.

## TrueView Discovery



- This ad appears next to related YouTube videos, on YouTube search results, or on the YouTube desktop and mobile homepage.
- You pay when a viewer clicks your ad and begins watching your video.
- Use this format to reach people in moments of discovery, when they're searching or browsing videos.

## Bumper Ads



- This ad is six seconds or shorter and plays before, during, or after another video. Viewers cannot skip the ad.
- You pay per CPM (each time your ad is shown 1,000 times).
- Use this format when you'd like to reach viewers broadly with a short, memorable message.

All marketing dollars should be divided up evenly between each of these forms of ads until data can be extracted highlighting which ad is the most effective for our channel. Once that is established, an appropriate ration for each ad given the ROI will be calculated.

### **High Performance Videos Promotion:**

Once we've identified organic high performing videos, resources will be allocated to promote that video with TrueView Discovery ad promotion, further increasing the brand awareness and contributing to additional views and subscribers.

Already existing high performance videos that are showing promise are:

1. How to Stop Being Held Back
2. How to Stop Being Angry

### **Paid Sponsorship of YouTube Channel:**

As finances increase, strategic promotion of the channel by sponsoring another channel will become a more viable option, potentially targeting channels like ["Religion for Breakfast"](#) and others to have them promote our channel as a sponsor. The video will then have a "baked in" ad that will live on the video forever. Other lifestyle channels that target women for mental health, marriage and love, and parenting will be strategic choices, but might be limited to their acceptance of having a church sponsor their brand and video. Once we've identified partner channels that have clear audience crossover and are secular and willing to allow Radius as a sponsor at a reasonable rate, we should sponsor many videos within that channel to gain market saturation on that market.

Paid sponsorship is only effective with high potential crossover markets. Trial and error will determine what channels have similar target audiences that are willing to explore religious ideas to solve their life problems.

## **Conclusion:**

The ultimate goal and priority is to gain views and subscribers by any means possible, to allow the Radius channel higher SEO suggestion priority within YouTube. Leveraging existing relationships with crossover audiences like other churches will give Radius an advantage over other channels, allowing Radius to use the principles of the YouTube algorithm to further our overall impressions. Additional marketing dollars should be used to increase exposure into non-religious channels with crossover interests like mental health, life coaching, and music exploration. This overall marketing plan shouldn't need to change much over the next three years, except for increased resource allocation as revenue increases and increased content creation both from inside and outside the Radius network, allowing for more opportunities for people to discover the Radius Channel. The target goal for yearly video assets should be 104 videos uploaded or two per week. The key to success will be the following factors:

- quality videos with accurate titles solving the consumer's problems quickly,
- high volume of videos, quality video ad content,
- effective amounts of marketing dollars instituted. *(The allocated marketing budget should increase as soon as proof of concept is available)*

## **Six-Month Radius Marketing Strategy (\$20K)**

*This is based on the current \$15k available for digital marketing and a suggested additional \$5k for using third party view boosting for a total of \$20k. If additional marketing dollars are able to be allocated, it should be done on an even increase for all four areas until any dominant marketing avenues are identified.*

### **1. Video Ad -**

- a. Create 30-second video ad of primary communicator explaining what the channel does and using/highlighting actual existing channel content
  - i. TrueView In-Stream - \$5k
  - ii. TrueView Discovery - \$5k
  - iii. TrueView Bumper - \$5k
- b. Deadline for Video Ad Creation - July 21, 2021

### **2. Crossover Audiences and Collaborations -**

- a. Reach out to all church and secular personalities with existing audiences to film at least one of their best sermons no longer than 21 minutes per episode with their own resources.
  - i. If no resources are available, schedule them to come to our studio to film their message
- b. Reach out to worship bands and secular artist to be featured on a debut Radius music video on the Radius channel
  - i. Invite lead artists to film with Radius music for monthly music video releases

- ii. Offer outside worship and secular artists an opportunity to debut their new videos exclusively on the Radius channel.
  - c. Goal - 10 exclusive videos delivered by Jan. 1st, 2022
- 3. Repurpose Existing Content**
  - a. Identify and edit old content for posting
- 4. Boost Video Suggestions Priority**
  - a. Spend a suggested additional \$5k on boosting top performing video content
    - i. Resulting in an increase of 455,000 views on the channel
    - ii. This should be done once we've identified any high performing content emerging during our marketing efforts.
      - 1. Exponential growth would occur on the video due to leveraging the YouTube algorithm for suggested video content to the viewer
    - iii. Creates an illusion to users that this channel is already successful, creating higher confidence in our content.
- 5. Evaluate Data -**
  - a. Review all data on TrueView ads
    - i. Once all ads have used their allotted marketing dollars, determine most effective marketing medium and invest all future marketing efforts on the highest performing ad medium
  - b. Review all data on Video Content
    - i. Identify the highest performing videos to be selected for additional marketing efforts