



## CASE STUDY: Social Media Campaign



Every Man Ministries (EMM), founded in 2000 by Kenny Luck, men's pastor at Saddleback Church, has a "simple" goal: to revolutionize men's ministry, free men spiritually, and ignite spiritual health worldwide. With a passion to reach, relate to, and re-ignite men to become God's men living out God's purposes, EMM engaged FrontGate Media, experts in faith-based marketing, to bolster social media engagement.

### Why Every Man Ministries Uses FrontGate Media

"FrontGate Media was the perfect partner for our social media outreach. We were thrilled with their strategic, focused approach to creating and executing a campaign that delivered impactful results. FrontGate provided valuable strategic and tactical support that made a significant impact to the social media success of Every Man Ministries. I recommend FrontGate highly for their relentless persistence, in-depth understanding of the faith-based market, and their ability to translate messages into highly compelling stories."

Kenny Luck, Founder, Every Man Ministries  
Men's Pastor, Saddleback Church

### Target Audiences

#### 1. Man to Man Movement (M2M)

EMM connects men across generations, ethnicities, and socio-economic groups to spiritually impact the world and to fulfill the Great Commandment and Great Commission in this generation. Through its men's conferences, EMM offers life and leader development pathways to mobilize men to flex their spiritual muscles and empower them to obtain spiritual health.

#### **Challenge**

Developing and executing a social media campaign that identifies, leverages, and targets the most searched and pressing issues facing men.



## 2. Church to Church Movement (C2C)

EMM provides a living, breathing church-based model that is fully developed, easily launched, well resourced, accessible, affordable, and serviceable at every level.

### **Challenge**

Ensuring the EMM church model is synonymous with intelligent and intentional men's ministry.

### **The FrontGate Media Campaign**

FrontGate Media set out to bolster awareness of Every Man Ministries and to find strategic ways to improve search engine rankings, to create new online communities on Facebook and Twitter, and to search out existing communities that tie into Every Man Ministries. FrontGate also assisted in created compelling stories that positioned EMM as a visionary movement in men's ministry which inspired others to spread the word about the organization.

Highly successful, strategic video solutions delivered via YouTube were at the heart of the campaign. After researching the scope and effectiveness of EMM's social media presence, FrontGate Media developed a targeted plan to provide new channels for content delivery through Twitter, Facebook, and You Tube and developed and maintained an integrated core following on each of these channels.

### **Results**

- Increased Twitter following by more than 900%.
- Increased Facebook following by 690%.
- Uploaded more than 430 practical leadership advice videos to YouTube with a return of more than 41,000 views combined.
- Developed and executed over 1550 content updates for Twitter and Facebook.
- Uploaded more than 100 practical leadership advice videos to GodTube with a return of more than 9,800 views combined.