



12 YEARS OF EFFECTIVE CHRISTIAN CAMPAIGNS

www.FrontGateMedia.com



AWARD WINNING



2012 WebAwards

- Standard of Excellence in **Marketing**
- Standard of Excellence in **Faith-based**



2013 Internet Advertising Competition Best Website Award: FrontGateMedia.com



“FrontGate Media’s work obviously impressed our panel of professional judges to achieve this honor, and ranks alongside other Best Website category winners as the top of their industry.”

-William Rice

President of the Web Marketing Association



CASE STUDY: EVERY MAN MINISTRIES

The Challenge:

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

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.

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

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.

"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



EVERY MAN



CASE STUDY: EVERY MAN MINISTRIES

The Solution:

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 You Tube 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.

The Result:

- Increased Twitter following by more than 900%.
 - Increased Facebook following by 690%.
 - Uploaded more than 180 practical leadership advice videos to YouTube with a return of more than 6,670 views combined.
 - Developed and executed over 350 content updates for Twitter and Facebook.
- ... and still growing.



EVERY MAN



CASE STUDY: CITY SPUR

The Challenge:

Introducing a new company into the extremely crowded online Yellow Page's industry.

The Solution:

A strong social media and SEO marketing campaign that combined the use of Twitter, Facebook, Friendfeed, and Blip.TV - along with a heavy backlinking campaign for search engine purposes.

The Strategy:

A strong emphasis on daily Twitter messages, adding 50-100 followers per day on Twitter, along with a weekly local travel show syndicated on CitySpur, Blip.TV, Facebook and AOL TV and consistent social media development on those sites. A secondary campaign added a strong dose of blogging, averaging 9 category-specific articles per day.

The Result:

In 6 months, CitySpur grew to an average of nearly 200,000 monthly unique visitors to its website (verified by Quantcast.com). We generated over 15,000 followers on Twitter, making it the most followed Yellow Pages service on Twitter) and have accumulated 150,000 monthly streams of their weekly travel show resulting in increased revenues by 200%, and ranking the site at the top of Google in many keyword searches.

"Our company has been able to experience the full power of this social networking phenomenon. Through our ongoing social media campaign, we've been able to develop considerable awareness, increase traffic, and ultimately achieve a significant percentage of market share."

- Allison Davis, Head of Programming, CitySpur





CASE STUDY: BARBOUR PUBLISHING

The Challenge:

To promote Barbour's Christian fiction authors through general market and Christian market networks.

The Solution:

A creative and aggressive approach to present Barbour as a group and as 9 individual authors with a Christian Fiction for Women theme through various social media outlets across the web. Content would be created in all possible areas.

The Strategy:

We created a hybrid approach taking advantage of the strengths of both a Barbour Publishing presentation, and specific emphasis on individual authors. For all of the social network sites, we presented a "fiction for women" theme. With the more savvy consumers in the Christian arena, we presented 9 individual authors.

The Result:

In just the first 45 days of the campaign, we designed presentations, created profiles, and pursued friend development in all areas, achieving a total of more than 4200+ friends through these social networks, again... in just 45 days.



CLIENTS INCLUDE:

Propeller Agency

Gospel Music Channel

The Barnabas Group

Barbour Publishing

Kenny Luck/Every Man Ministries

Novo Ink

Armageddon Now

New Horizon Youth Ranch



AND MORE...

For a few select clients including Every Man Ministries / Saddleback Church's Kenny Luck, Lifetogether/Brett Eastman, Schambach Ministries, The Resurrection Project, and a few others, we are **Strategy Consultants**.



Let us print and/or design your **Merch & Apparel** line for promotion or for profit. Clients include Francis Chan's City Impact, Luis Palau's CityFest, hip hop artist B Reith, Project Inspired, HeartFirst and more.



We launched the JESUS Film app for Campus Crusade (CRU) and their agency Cooke Pictures. Let us handle your **Media Buying and Pay Per Click** to reach your target audience: any country, any language.





YOUR GATEWAY TO THE CHRISTIAN AUDIENCE

HOW WE SERVE YOU...

- ➔ Plan: **WHO** you want to reach & **WHEN** you want to reach them.
- ➔ Place: Target **WHERE** to reach your key audiences.
- ➔ Perform: Deliver your **WHAT** and measure results.



CONTACT US NOW:

www.FrontGateMedia.com

949-429-1000

