

**acr STRATEGIES**

audience | content | results

Sweet Spot Solutions

**Faith Based  
FILM MARKETING**

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# **“SWEET SPOT SOLUTION”**

## **Goal – Film Attendance**



**Best way to promote a  
Christian Film  
is to market to  
CHRISTIANS**

# How to Market to a Christian Audience



**No longer available**



**★ AVAILABLE!**





## So, what exactly is it?

**A mobile advertising service that allows you to focus in on your best target audience and have them see your message on their mobile device.**



- Select days – example – Thur. - Sat.
- Message includes your logo and scrolling text
- The text can be changed easily, with no production cost at all
- Click to any website or Facebook page
- Impressions guaranteed
- Only \$10 CPM (Cost per thousand)
- Target "x" miles around a location
- No long term contracts
- Investment as little as \$100 per location

# Concert Targets



**These and many others!**

- Christians
- Frequent Movie Goer
- By age
- Male or female
- People who work for a religious organization
- People who like comedies
- "X" miles around Venue
- Other Custom audiences available!







# Demo



Click here for an example of AdMessenger

Contact us for a free demo!

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# 1<sup>st</sup> Quarter Results



Campaign	impression	Clicks	CTR%
Campaign 1	11,370	534	4.7
Campaign 2	11,795	539	4.6
Campaign 3	11,773	534	4.5
Campaign 4	17,628	662	3.8
Campaign 5	11,700	434	3.7
Campaign 6	11,376	413	3.6
Campaign 7	7,540	266	3.5
Campaign 8	7,547	262	3.5
Campaign 9	50,200	1724	3.4
Campaign 10	7,401	252	3.4
Campaign 11	50,068	1690	3.4
Campaign 12	50,141	1628	3.3
Campaign 13	50,203	1572	3.1
Campaign 14	47,066	1464	3.1
Campaign 15	50,195	1533	3.1
Campaign 16	67,694	2054	3.0
Campaign 17	34,470	1043	3.0
Campaign 18	50,135	1469	2.9
Campaign 19	46,581	1361	2.9
Campaign 20	25,805	747	2.9

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## Investments



**\$10 CPM - Cost Per Thousand Impressions**  
**Another way of saying it ...**  
**\$.01 per impression!**

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