



Grow Your Audience – How Awareness Drives Growth!

Right now, interest in Christianity is at one of its highest points in years. The tragic Charlie Kirk murder has sparked deep spiritual conversations. Revivals continue to break out across college campuses. Gen Z is filling churches in record numbers.

The hunger for truth is real.

But here's the question: **Are they aware of your station/platform?**

Building a thriving Christian TV station/platform is deeply rewarding—but never easy. To grow influence, increase engagement, and deepen viewer loyalty, you must consistently reach the right audience with the right message. That takes strategy, focus, and financial resources.

Could your station or platform make a greater Kingdom impact with more revenue and more Christian viewers? With Facebook no longer allowing faith-based targeting, how are you reaching the very audience that shares your mission?

That's where AdMessenger comes in.

AdMessenger is a mobile advertising tool designed to put your station's message directly in front of the people you most want to reach—Christians who are actively searching for encouragement, music, and Biblical truth.

With zero additional staff, AdMessenger can help you:

- **Increase awareness and grow your viewership**
- **Drive more online or app-based usage**
- **Boost donations and giving campaigns**
- **Attract new underwriting and sponsorship partners**

Why It Works

People check their phones 144 times a day—and AdMessenger puts your custom message right where they are looking. You can hyper-target audiences by faith interest, geography, job title, and more.

For marketing to be successful a solid target audience must be identified. Jesus did not try to reach everyone the same way. He intentionally focused on a specific group. He declared His mission was first to “the lost sheep of Israel” (Matthew 15:24), showing a clear initial focus.

Let's look at some of the ways we can use effective target marketing to increase your revenue and impact with AdMessenger.

Five Ways To Grow Your Revenue:

Grow Viewership in Your Local Area (Pure Flix)

Target Audience: Christians within your coverage zone

View Sample Ad: “Expand Viewership”

Expand Online or App-Based Listening (Hope Channel)

Target Audience: Christians

View Sample Ad: “Download App”

Boost Donations and Giving Campaigns (Good Life 45)

Target Audience: Christians

View Sample Ad: “Increasing Donations”

Grow Viewership in Your Local Area (Redeem TV)

Target Audience: Christians

View Sample Ad: “Increase Viewership”

Grow Underwriting and Sponsorship Revenue (JoyFM)

Target Audience: Local Christian business executives

View Sample Ad: “Business Revenue Growth”

Want to see how this could work for your station? I'd be happy to send you a free personalized demo. Just reply to this email or contact me below to get started.

don.koehler@acrstrategies.com 352-363-9682