

How is Promotional Hierarchy Determined?

Our team uses this as a guideline for determining the promotional hierarchy of a channel (i.e. SBeNews).

Promotional Hierarchy – Campus-Specific

Campus-specific promotions are determined in coordination with the Campus Pastors. The order of promotions are typically determined by audience and date/time.

- The first consideration of order should start with the ads that apply to the largest audience working down to the smallest audience.
- The second consideration should include timely messages first working down to further deadlines and general ads with no specific time.
- The communications team will suggest the best promotion order for that channel and date.

Promotional Hierarchy – Churchwide

Required churchwide promotions are determined in coordination with executive leadership and the Communications Team. The Communications Team coordinates with Campus Pastors to ensure that these tier 1 promotions are included in the predetermined channels on a campus-level. These promotions typically appear in the first or second ad slot of a channel prior to campus-specific promotions.

Suggested churchwide promotions are available to all campuses to use. The Account Managers will work with their campuses to determine a plan for how they would like to use the suggested promotion in their channels. These promotions typically appear closer to the bottom of a channel after campus-specific promotions.