



AIM
NAD Evangelistic Contact Center

How-to Guide - Social Media/Events

Here is a “How To” Guide that will help you most effectively employ AIM’s Contact Center services.

1. You must be an endorsed church entity.
2. Contact Rebecca McClellan, Account Executive, at 800-253-3002 option 6 or Angel Easton, Social Media Manager, option 2 to discuss services needed and cost strategies. Complete the Project Details form and include a brief letter of the services desired of AIM. Return to Rebecca or Angel via one of these methods:
 - o Email: rebeccam@callaim.org or angelre@callaim.org
 - o Mail: Adventist Information Ministry, 8490 E. Campus Circle Dr., Suite 215, Berrien Springs, MI 49104-0970
3. To ensure that our operators are well-informed, professional representatives of your organization, able to answer questions and supply appealing information, please provide the following information:
 - a. Information describing your organization and the service that you will be offering.
 - b. Statement of philosophy and mission, and any publications that you produce, i.e. magazines, newsletters, appeals.
4. The last step is to provide the following information needed for documentation set-up and campaign strategy.
 - a. Sources of advertising, i.e. TV/website/radio/magazine, together with anticipated release dates
 - b. Image/Logo files for use in Social Media Campaign/Ads
 - c. Website Address
 - d. Handbills/PDFs of Ads
 - e. Speaker/Presenter Bio(s)
 - f. Seminar Topics
5. We see the best results with Social Media campaigns that begin around 3 months prior to an event, with increasing exposure as the start date approaches. If this is outside of your timeline or budget, we are happy to work with you either two months in advance or for just a single month. The rates listed below include a paid ads budget of \$1,000 for each month that you use our service. These are fees that are paid directly to Facebook, Twitter, and Instagram, to guarantee that your content gets the exposure necessary for a successful event.
6. **Multi-Channel Services:**

In our experience, you will receive the best return on investment when you combine our Social Media services with our full suite of contact center services: voice/phone, SMS text, & web chat. We can serve you best if we are poised to respond to inquiries and pre-registrations coming to you on multiple channels (i.e. voice, text, chat). We can do this for less than \$100 per church/site.*

Example Scenario:

Conference-Wide Evangelistic Series with 3 months of AIM’s full suite of services for 100 sites

- o **Voice/Phone Services:** \$2,850 flat rate fee, for 100 sites minimum
- o **3 months Social Media Management:** \$6,000
- o **3 months of Web Chat Response:** \$75
- o **3 months of SMS Text Response:** \$75

****This is only a total cost per Church/Site of: \$90***

If interested, please ask more about these services.



Contact: *Rebecca McClellan, Account Executive*

Phone: 800.253.3002 option 6 **Email:** rebeccam@callaim.org

Angel Easton, Social Media Manager

Phone: 800.253.3002 option 2 **Email:** angelre@callaim.org

Services Available Through AIM:

- Full-Service Account Management on the following three Social Media platforms:
 - Facebook
 - Twitter
 - Instagram

Pricing:

- \$2,300 (first month) * \$1,900 (second month) * \$1,800 (third month)
- Full-service management of one page/account per platform (Facebook, Twitter, Instagram) includes:
 - 30 posts**/month with cross-posting and optimization for each platform
 - Guaranteed daily responses to customer inquiries (M-F)
 - Active engagement with target audience through comments & follows
 - Monthly Analytics Report

Extras:

- | | | |
|--|--|----------------------------|
| ○ Additional Posts | <ul style="list-style-type: none"> • 15 Additional Posts/month with cross-posting and optimization for each platform • 30 Additional Posts/month with cross-posting and optimization for each platform | \$300/month
\$500/month |
| ○ Additional Platform Ad Fees | <ul style="list-style-type: none"> • Additional paid promotion is not required, however it will significantly increase your visibility. (These are fees that are paid directly to Facebook, Twitter, and Instagram) | \$250+/month |
| ○ After Campaign Account/Page "Monitoring" | <ul style="list-style-type: none"> • This package is intended for use during the month(s) following an event. AIM will monitor your page/accounts for activity and respond to interactions on existing posts. • Guaranteed daily responses to customer inquiries (M-F) • Monthly Analytics Report | \$200/month |

**Posts will be distributed according to campaign strategy, with increasing exposure as your start date approaches



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Project Details – Social Media/Events

Social Media Management for Conference-Wide Evangelism

Specifics

Ministry/Conference _____

Support Services Provided by AIM _____

Report Frequency: Monthly Analytics Report

Report Recipient(s)

Name _____

Email _____

Name _____

Email _____

Billing Information _____

Desired Phrase for Responding to Inquiries: Thank you for contacting...

How many months in advance of your event date do you want us to start posts? 1, 2, or 3

Are you interested in an ongoing Social Media presence during & after your event? YES / NO

Desired Start Date _____ Temporary / Permanent

Are you interested in combining with AIM's inbound voice or text services? YES / NO

If yes, do you have an existing toll free number? NO / YES (please specify): _____

Contact Person

Name and Title _____

Phone – Office () _____ Cell () _____

Email Address _____

Signature _____ Date _____

Return to:

Angel Easton

Adventist Information Ministry

8490 E. Campus Circle Dr., Suite 215

Berrien Springs, MI 49104

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Email: angelre@callaim.org