



ICOC 3.0

Communications Options

1st Conceptual Option: Leadership Communications

Option A - Read & pass on global information.
Devote time to educating your region.

Option B - Continue as you have been.

**2nd Conceptual Option:
Media Subscription or Collective**



Globally from 2015-2016, online video spending increased from **13-23 billion**



Youtube alone, with a billion users and billion watch hours daily, is growing its watch hour time **50% year-over-year**



According to facebook, by 2018, **90%** of their content will be video based



Video Traffic, from 2014-2019, will increase from **64%** to **80%** of all internet traffic



VIDEO USAGE



48 HOURS of video is uploaded every minute on youtube



Global Netflix Members streamed **42.5 BILLION HOURS** of Video in 2015

VIDEO USAGE ON SOCIAL MEDIA



72% of social Marketers want to learn Video marketing



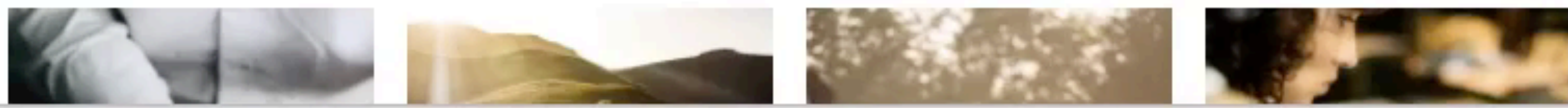
Video in Social Media Marketing increases sharing by **10 TIMES**

TWITTER	FACEBOOK	INSTAGRAM	SNAPCHAT	PINTEREST
<ul style="list-style-type: none"> Videos are 6 times more retweeted than photo posts Video Tweets increased by over 50% in 2016 	<ul style="list-style-type: none"> 100 million hours of video are watched daily 	<ul style="list-style-type: none"> Video posts almost doubled on instagram in 2015 In 2015 Q1, 58% of ads were videos 	<ul style="list-style-type: none"> 10 billion videos are watched daily 	<ul style="list-style-type: none"> Video posts increased by 60% in 2015-2016



Welcome to Our Family

Official Portal for the International Churches of Christ

PHASE 1

SEO and Reputation Management

Boston Church of Christ

Columbia Church of Christ

Denver Church of Christ

DFW Church of Christ

Nashville Church of Christ

N. Virginia Church of Christ

NYC Church of Christ

Philly Church of Christ

Mission Point Christian Church

Seattle Church of Christ

Singapore Christian Church

Toronto Church of Christ

Special thanks to Phase 1 supporting churches
who paved the way!



ICOC Digital Strategy

PHASE 2

inbound web platform

**Virtual Visitors
to
Visitors at
church**

850+ Contacts 250+ Qualified Leads

PHASE 3

ICOC platform





Need to Interconnect

Meet the needs of Large, Small and in-between

Be priced at or below market



Churches under 100 – FREE

Churches 100 to 399 - \$50 a month

Churches 400 to 999 - \$100 a month

Churches 1000+ - \$150 a month

An aerial, long-exposure photograph of a complex highway interchange at night. The image shows multiple levels of elevated roads and ramps, with light trails from cars creating vibrant streaks of white, yellow, and blue. The interchange is surrounded by city buildings and greenery, all illuminated by the city's lights. A semi-transparent dark grey banner is overlaid across the center of the image, containing the text "Evangelistic tool" in a white, italicized serif font.

Evangelistic tool

Audio

Video

Live ●



Congregational



Congregational Worship Service

Sunday, Sep 03 , 10:00 AM

Date & Time

Sunday, Sep 03
10:00 AM -12:30 PM



Northwest Sermons

🎵 12 audios





Let's Get Connected

Text 'App' to 50555

Or Click the link in your email

Option A - Collective support from Kingdom
Unity Fund

Option B - Continue under subscription model

**3rd Conceptual Option:
Branded or Unbranded**

INTERNATIONAL CHURCHES
OF CHRIST
ICOC

ICOC *Singles*

ICOC **CAMPUS**

ICOC Families

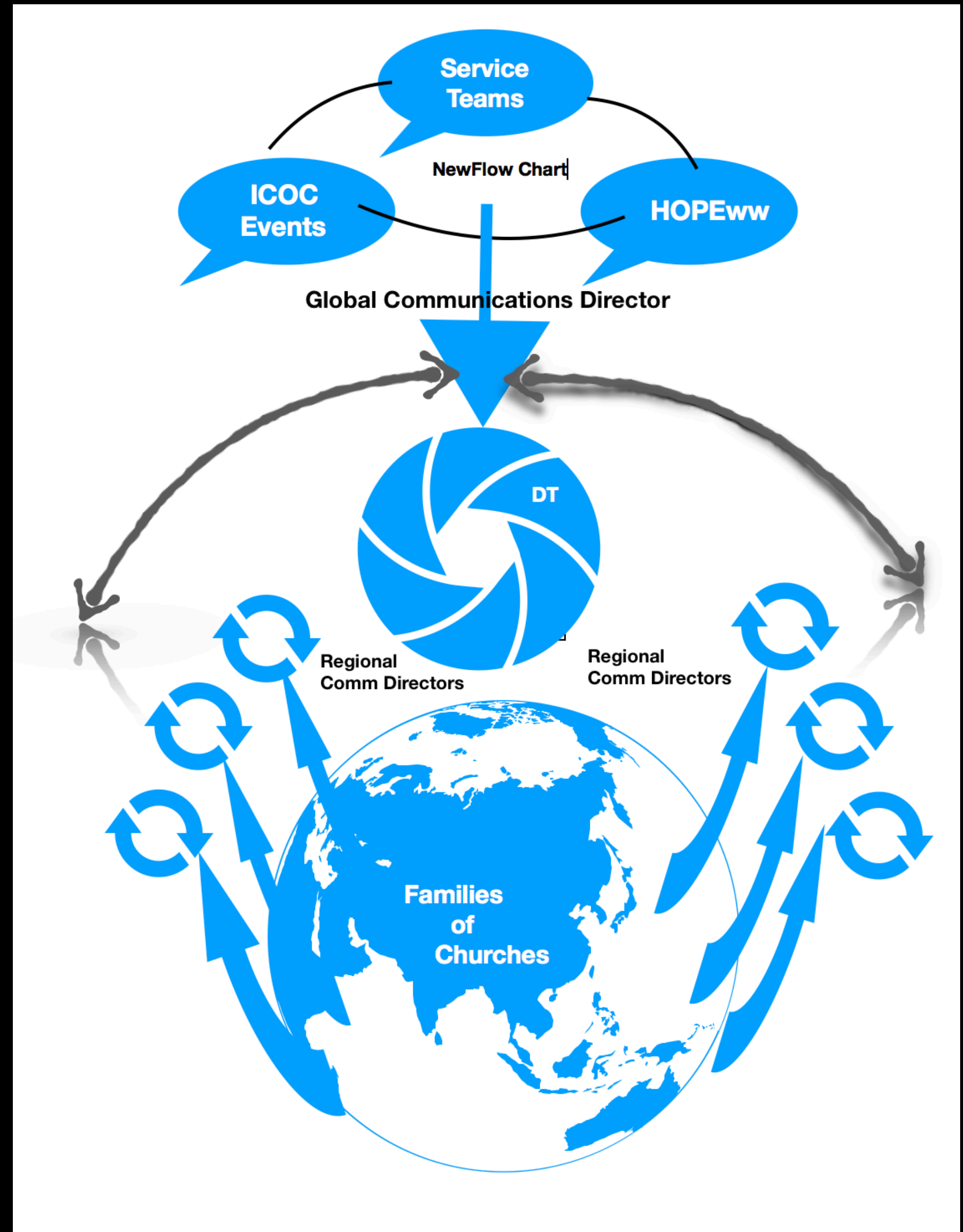
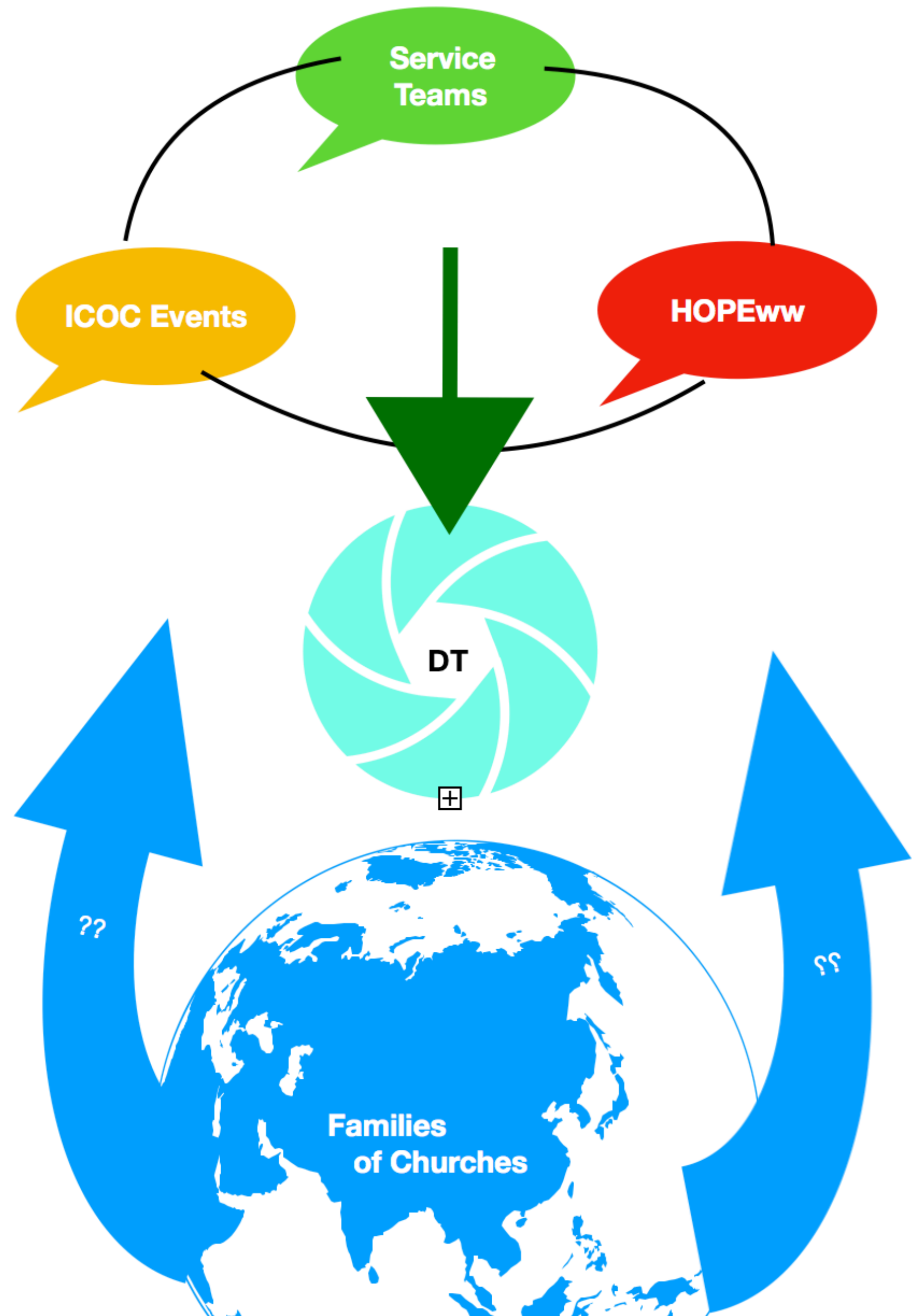
ICOC
Johannesburg
South Africa • Southern Africa



Option A - ICOC Media branded

Option B - No standardized Branding

4th Conceptual Option: Clear Channels of Communication



Option A - Appoint Regional Comms Chairman

Option B - Keep Current Flow of Comms

5th Conceptual Option: Translations

Option A - Fund Translations

Option B - Leave everything in English



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