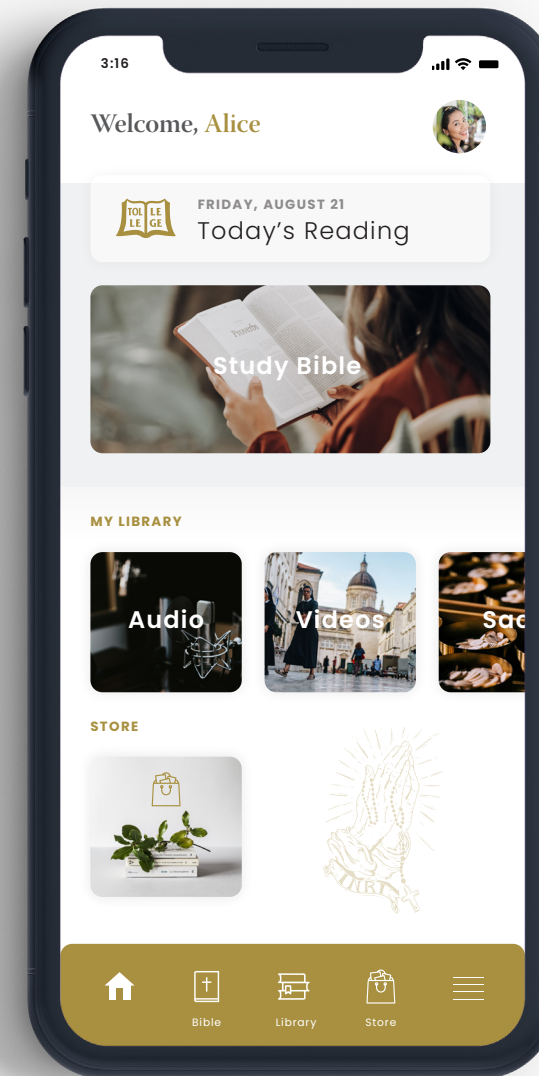


AMEN

The Catholic Prayer
and Meditation App

Marketing Plan





Marketing Plan

PUBLIC + MEDIA RELATIONS

SOCIAL MEDIA

ASO + SEO

PARISH CHANNEL

CATHOLIC.MARKET

AI + FORMED

EMAIL MARKETING

STRATEGIC PARTNERSHIPS

PRINT





Press/Media Relations

CATHOLIC PRESS

Work with Catholic Press for features and/or advertisement opportunities

- First Things
- Church Pop
- Catholic Connect
- Aleteia
- Blessed is She

SPONSOR CATHOLIC MEDIA

- Abiding Together • Catching Foxes
- Podcast #5
- Reform Wellness • Podcast #4
- Podcast #6

Social Media

INFLUENCERS — Work with a range of influencers

- Catholic apologists
- Modest Catholic Fashion influencers
- Catholic artists
- Catholic Lifestyle influencers
- Missionaries

GIVE AWAYS — Upon launch host a series of giveaways aimed to drive traffic

- Art Prints
- Bible
- Amen mug
- Rosaries
- Sleeping mask

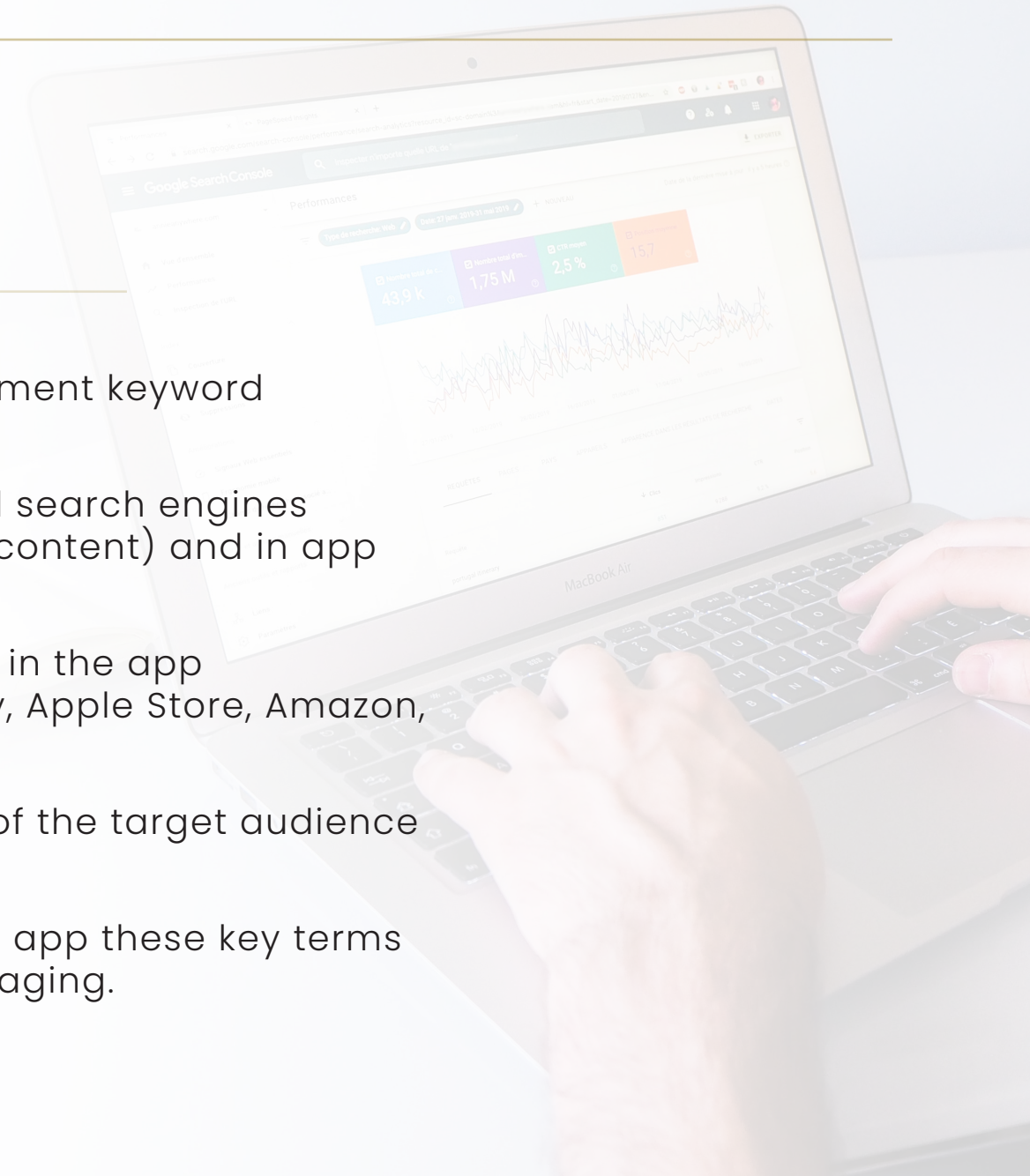
PAID ADVERTISING — Paid ads targeting Catholic keywords

- Facebook
- Instagram
- YouTube



ASO & SEO

- Keyword research & competitive analysis
- Nurture process with customer IO, Segment, Data tracking, personnas based on user behavior
- Placement on all web properties, including FORMED
- Inclusion in Daily Reflections, On video promotion popup, YouTube promotion
- Bookmarks for all books, thank you e-mails on all purchases cross sell, Christmas group purchase (\$250) for parishes premium version 4-month trial
- 4-month free trial for all Mission Circle members
- PPC campaign to supplement keyword research with real data
- Visibility campaign on all search engines (Google, etc.) web (with content) and in app ecosystems
- Explore paid placements in the app ecosystems (Google Play, Apple Store, Amazon, etc.)
- Need an understanding of the target audience search trends/terms
- Make sure in building the app these key terms are included in the messaging.



Parish Channel

Provide 5,000 parishes with “Amen digital toolkit” for parish marketing.

TOOL KIT

- Bulletin insert
- Discount code
- Digital assets to include on their website, marketing materials to include on the screen prior to livestreaming Mass.



Augustine Institute & FORMED

LISTS & SUBSCRIBERS

- Augustine Institute List — 1.16M subscribers
- Mission Circle — 240,000 Subscribers
- FORMED — 640,000 subscribers
- FORMED Daily — 188,000 subscribers
- Feature it on the banner of newsletters post launch date, as well as monthly newsletters dedicated entirely to Amen.

FORMED NOW

- Promote Amen prior to launch date in FORMED now videos.
- Once it launches dedicate a FORMED Now series to prayerful meditation and feature Amen app. Drive to app store.





Email





Strategic Partnerships

- Do we need to restate our strategic partnerships with the same information on the Sales and distribution pages?





Print



Target Audience

PRIMARY

- Catholics Worldwide
- Engaged Catholics
- Catholics who are seeking & want more
- those who have restless hearts
- Catholics looking to fill a void in their life
- People seeking spiritual growth
- People seeking spiritual growth within the Catholic tradition
- People searching for truth, beauty, and goodness

Target Market

To **people seeking spiritual growth within the Catholic tradition**

the AMEN app is the **faith based app**

that delivers **the most engaging and trusted Catholic meditation and sleep content.**

Mobile App Market

PRIMARY

- Catholics Worldwide
- Engaged Catholics
- Catholics who are seeking & want more
- those who have restless hearts
- Catholics looking to fill a void in their life
- People seeking spiritual growth
- People seeking spiritual growth within the Catholic tradition
- People searching for truth, beauty, and goodness

Mobile App Market



- In 2019, 52 million users downloaded the top 10 meditation apps.
- More than 2,500 meditation mobile apps have been launched since 2015.
- It is dominated by secular applications but has a variety of religious apps.
- No app besides Hallow claims to be a Catholic prayer and meditation app.
- More women are meditating than men (16% of women vs. 12% of men).

INTERNAL AI LISTS — DIRECT TO CONSUMER

- Apple Store and Google Play
- Augustine Institute Store — Catholic.Market
- Social Media (Facebook, Instagram, YouTube audiences).
- Digital Advertising (Retargeting, Remarketing, Social, FORMED)
- Print Advertising (Catalogs)
- Leverage Strategic partnerships for promotion
- Augustine Institute List — 1.16M subscribers
- Mission Circle — 240,000 Subscribers
- Bible App — 450,000 Subscribers
- FORMED — 640,000 subscribers
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Sales & Distribution Plans

SECONDARY STRATEGY — CHANNEL SALES

- Catholic Conference Sponsorships (e.g., SEEK conference_
- Strategic Partnerships (e.g., Ignatius Press, Real Life Catholic, FOCUS, etc.)
- 5,000 Parishes through FORMED

