What is an Integrated Digital Content Strategy?

God has called us to help fulfill the Great Commission.
We go where people are… to get the right content to the right people at the right time on the right channel.

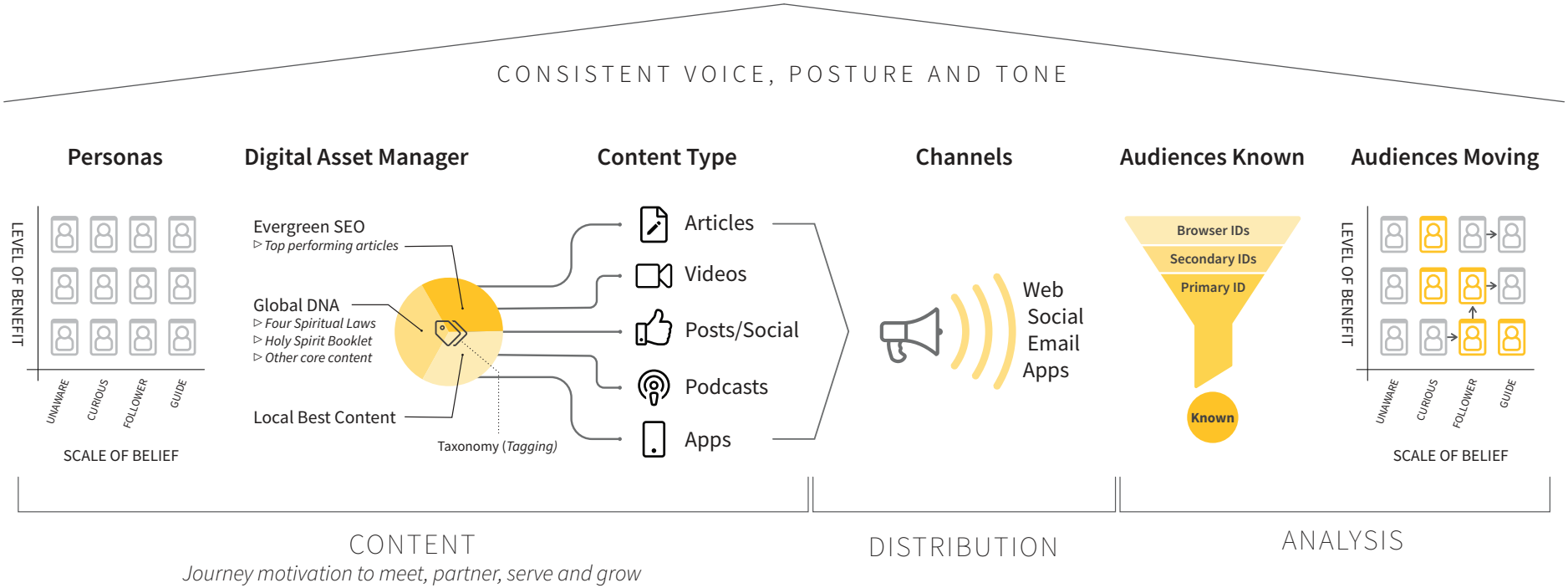
WILDLY IMPORTANT GOAL NUMBER 2

DIGITAL MATURITY

Grow together as a digitally mature organization

- **Insight →** 100 countries
- **Deployment →** 50 countries
- **Investment →** leaders, women, talent, money
- **Quality →** The overall experience of our digital ecosystem is best in class

CONSISTENT VOICE, POSTURE AND TONE



CONTENT
Journey motivation to meet, partner, serve and grow

DISTRIBUTION

ANALYSIS