



## ELIZABETH MEYER, SALT PROJECT

SALT is a three-time Emmy award-winning, not-for-profit production company that creates sharable and memorable film content for a wonderfully wide range of non-profit, humanitarian, and corporate clients such as O Magazine, Glennon Doyle Melton and Target. They also love churches and want them to look and feel as vibrant, dynamic, and inspiring as possible. So they create beautiful, affordable, customizable short films and clipart for congregations to use on their websites and social media channels.

# YOUR CONTENT EMPIRE AGENCY CASE STUDY

## PROBLEM

SALT already had a well-established brand and a ton of visibility (they'd recently gone viral on Facebook for their DIY Easter Eggs videos with over 31 million views) by the time we began working together but they wanted a way to get in front of and help more churches elevate their own online presence to engage their congregations and attract new members. Because the production side of their business takes up the bulk of their time, they needed a sales funnel that would do the bulk of the heavy lifting when it came to attracting, nurturing and inviting customers to purchase from their online shop.



## SOLUTION

After a lot of brainstorming, we came up with a 52 Week Done-For-You Social Media Calendar for Churches with 5 social media content ideas for every week of the year (we realized that a big part of why Churches struggle to leverage social media comes down to time and needing a little creative direction on what to post). Then we crafted a follow-up email sequence that both educated on how to use social media and positioned SALT's customizable short films and clip art as an easy way to elevate their online presence and create community with their congregation even outside of the four walls of their church.



## RESULTS



101 sales within  
the initial 3 month  
testing phase



5.4% conversion rate of  
overall funnel



Recovered 4.2X Investment  
in the first 3 month testing  
phase alone

## WITHIN 3 MONTH TESTING PHASE