



# Digital Tiers

## TIER 1 VOD Starter Package

A VOD channel on the GOD TV Plus app.

- **Platform Access:** Ministries featured on the VOD platform.
- **Organic Visibility:** Listed with basic visibility on the VOD app (no paid or organic promotion).
- **Marketing:** No additional marketing efforts or paid ads included.
- **Reporting:** Basic monthly VOD performance report.

**Ideal for:** Ministries looking for a platform to stream and host their content, but happy to do their own promotion.

## TIER 2 VOD Organic Package

VOD + GOD TV Organic Marketing

- **Platform Access:** Ministries featured on the VOD platform.
- **Email Promotion:** Highlighted in our email newsletters (3–4 times per month).
- **Organic Visibility:** Highlighted across our owned social media groups, pages and accounts.
- **Marketing:** All promotion is organic, with no paid advertising included.
- **Reporting:** Enhanced monthly VOD performance report.

**Ideal for:** Ministries seeking to grow an audience slowly who might not have the budget for marketing support and paid reach.

## TIER 3 VOD Boost Package

VOD + Organic + Traffic Boost

- **Platform Access:** Ministries featured on the VOD platform.
- **Targeted Traffic:** Traffic driven to the VOD page to increase views and engagement.
- **Email Promotion:** Highlighted in our email newsletters (3–4 times per month).
- **Organic & Paid Traffic:** Combination of organic promotion and targeted traffic efforts.
- **Reporting:** Enhanced monthly VOD performance report and high-level Meta metrics.

**Ideal for:** Ministries that want to grow fast and explore global audience with increased visibility and targeted promotion.





## TIER 4 VOD Marketing Package

### VOD + Organic + Traffic Boost Funnels & Advanced App Features

- **Platform Access:** Ministries featured on the VOD platform.
- **Advanced Funnels:** Custom funnels created to drive conversions and optimize engagement.
- **Enhanced Promotion:** Includes additional promotional efforts beyond email and paid traffic (e.g. special features, campaigns), dedicated marketing support, microsite on the GOD TV platform, A/B testing, traffic driven directly to existing marketing funnels outside the GOD TV ecosystem.
- **Targeted Traffic:** Advanced strategies for driving significant traffic to the VOD page.
- **Reporting:** Enhanced monthly VOD performance report, high-level Meta metrics, GA4 analytics and performance indicators.

**Ideal for:** Ministries that want to maximize their reach with advanced promotional strategies and require the insight and support of our marketing team including funnels and custom campaigns.



## Add-On Package

### Paid Traffic Add-On

- **Paid Traffic Option:** Ministries can allocate an additional budget for paid advertising (e.g. social media ads, search engine ads).
- **10% Placement Fee:** A 10% fee is applied to any paid traffic budget added on top of the package cost.

**Ideal for:** Ministries seeking to further amplify their reach with paid traffic.

## Discounts Available

We offer tailored discounts for partners who commit to:

- Long-term contracts (12 months or more).
- Hybrid distribution (e.g. a combination of broadcast and VOD).
  - High-volume bookings (5 or more slots per week).

**For prices and to explore a customized discount  
based on your needs, please get in touch:**

[digital@god.tv](mailto:digital@god.tv)

