



# Josh Miller

5by5 Chief Creative Officer

## IN A NUTSHELL

With over ten years of digital experience in design, development, and strategy, Josh brings a high-level understanding of digital marketing that cuts through the clutter of "shiny" new technology and establishes a digital foundation for growth. He is Chief Creative Officer of 5by5, a marketing and digital agency that

serves change makers, those who work where life change happens. **The 5by5 team delivers messages with undeniable clarity, reach, and results.**

Prior to founding 5by5, Josh worked for the largest digital agency in Nashville, where he spent seven years working his way up from a designer/developer to Creative Director to VP of Production for the last two years. While there, Josh worked on multimillion dollar digital strategies encompassing web, digital

media, mass email campaigns, and app development.

Josh's experience includes providing **design, development, and full digital strategy solutions to over a 100 organizations including Tennessee Department of Tourism, Gatlinburg CVB, LifeWay, Nashville Rescue Mission, Amazima Ministries, and The United Methodist Church.**

Josh lives in Nashville, TN with his wife and three daughters.

## WORKSHOP SPECIALITIES

### Are You Chasing Digital Squirrels?

*Alternate title: Five Ways to Build a Foundational Digital Strategy*

In a marketing world of things we quite honestly don't understand, it's easy to spend way too much on the latest digital marketing trends and overlook the foundational principles that will always add up to success. How do we strategically invest in digital marketing?

After attending this workshop, you will be able to:

- Create a sound digital marketing plan
- Understand how to assess fresh digital marketing strategies
- Feel confident in your understanding of digital marketing

### Does My Website Work?

*Alternative title: Five steps to Understanding the True Value of Your Website*

Often times the decision to build a new website is one of the largest marketing decisions you'll make. The process can be tough and launch is equal parts exciting and scary. Then the real work begins.

After attending this workshop, you will be able to:

- Understand how to iterate on your website
- Assess how your site is doing
- Learn how to make your site work harder

## LET'S TALK:

Digital Marketing

Web Design & Development

Email Strategy

Life Balance

## BEEN THERE, COVERED THAT:

- Paramore University (2013):

› Top 10 Things to Know About Digital





# Shannon Litton

5by5 CEO/President

## IN A NUTSHELL

Bringing experience from both technology and nonprofit management, Shannon builds strategies that lead organizations to new levels. She is President and CEO of 5by5, a marketing and digital agency that serves change makers, those who work where life change happens. The 5by5 team delivers messages with undeniable clarity, reach, and results.

Prior to establishing 5by5, Shannon co-founded a successful agency, worked in marketing for a technology leader in the educational space, and provided marketing consulting to nonprofits engaged in multi-million dollar fundraising campaigns.

Shannon's experience includes providing research, technology, marketing, social media, branding and multilingual communications solutions to hundreds of organizations including the Christian Leadership Alliance, LifeWay, Nashville Rescue Mission,

Amazima Ministries, Mercy Ministries, Metro World Child, Cross Point Church, and The United Methodist Church.

Shannon regularly speaks at conferences on leadership, marketing, branding and business strategy. She also serves the Association of Business Professionals, and contributes to nonprofit training through the Non-Board Board. She lives in Franklin, TN with her husband and five children, two of whom are adopted from Ethiopia.

## WORKSHOP SPECIALITIES

### Brand Smart! How Strong Brands Build Strong Ministries

*Alternate title: Five Ways to Tell an Engaging Ministry Story*

Whether you tweet, post, pin, print or mail – great ministry communications starts with a strategic brand strategy. Learn how to create a compelling story and build connection to your mission through proven communications models and successful practices.

After attending this workshop, you will be able to:

- Identify the factors of a strong brand
- Recognize brands that work
- Clarify your unique story and communicate it using a range of communications tools including social media

### Technology, Marketing and Your Mission: What every leader should know

*Alternative title: Ministry at the Speed of Change*

Great ministry communications should have a strong technology foundation, yet many leaders feel intimidated or unequipped to lead these efforts. In this session, learn how to craft a plan to confidently use technology to increase the impact of your mission.

After attending this workshop, you will be able to:

- Know which elements should never change in your tech planning
- Recognize important trends that will change how we communicate and
- Clarify your unique story and communicate it using a variety of tools.



What Shannon shared with clarity was like a wave of encouragement and a sense of a course correction for where our organization is headed."



# Shannon Litton

5by5 CEO/President

## LET'S TALK:

Strategic marketing and communications

Book publishing

Entrepreneurship / start-up challenges

Life balance

Adoption

Strategic marketing and planning conversations with organization's leadership teams

RANKED IN THE TOP  
5 OUT OF OVER  
200 SPEAKERS AT A  
NATIONAL CHRISTIAN  
CONFERENCE.

## BEEN THERE, COVERED THAT:

- Dave Ramsey Women in Business Conference - Business Boutique Speaker & Main Stage Panel (2015)
- Christian Leadership Alliance Conference (2011 - present):
  - › Best Practice Session Moderator
  - › Leader of Intensive Training Institute: Full-day and break-out sessions
- Christian Alliance For Orphans Summit - *Brand Smart! How Strong Brands Build Strong Ministries* (2015)
- Association of Fundraising Professionals - *Brand Smart! How Strong Brands Build Strong Organizations* (2015)
- The Gospel Driven Entrepreneur Podcast (2015)
- LifeWay Marketing Team Training: *Customer-Centered Marketing* (2015)
- MinistryGrid.com: Christian Leadership Alliance Talks - Training Video (2014-2015)
- CCNL (Credentialed Christian Nonprofit Leader) program - CLA/Azusa Pacific
  - › Course instructor for *CCNL3: Relationships* (2015)
  - › Course creation for *CCNL3: Relationships* - Foundations in Branding, Marketing, Fundraising (2014)
- MinistryHangOuts.com: Online webinar series with Pastor Greg Surratt, Sr. Pastor of Seacoast Church: *How to Get a Book Published* (2014)
- The Association of Gospel Rescue Missions Conference: *Ministry at the Speed of Change* (2014)
- IdeaCamp: *The Church's Role in Supporting Adoptive Families* (2013)
- Blissdom (the largest female bloggers conference): *Marketing with Heart* (2012)

## FEEDBACK

"Shannon's message on Innovation really made me think. Her point about having a double bottom line and having a way to define success really touched off some hard thinking about what my organization would consider successful, and how we would go about measuring it."

"Shannon did a great job. Again, a session that delivered practical and relevant information. Shannon's deck and delivery style were engaging and effective. She packed in a lot of info in one hour without being overwhelming. She was quite gracious in speaking to me after about a branding question I had."

"I especially appreciated her response to "kick-starting" your brand, with clarity and reach. It's my prayer that the ripple she may have started for me and our team...would continue to ripple out farther into our organization!"



# Mike Schatz

5by5 Chief Operating Officer

## IN A NUTSHELL

With decades of deep experience and connections in music, publishing, entertainment, sports, and nonprofits, Mike brings just the right combination of strategy, passion and leadership to the table.

Mike is partner and Chief Operating Officer for 5by5, a marketing and digital agency that serves change makers - those who work where life change happens. The 5by5 team delivers messages with undeniable clarity, reach and results.

Mike brings a valuable perspective to the agency world given his varied experience. From launching extremely successful products in both music and publishing, to founding an online community for NFL players and fans, Mike can turnkey an idea from inception to a measurable success.

## LET'S TALK:

Strategic Marketing and Communications  
Book Publishing  
Product Launch  
Entrepreneur / Start-Up Challenges

## BEEN THERE, COVERED THAT:

- Christian Leadership Alliance Conference (2015):  
*Brand Smart! How Strong Brands Build Strong Organizations*

## WORKSHOP SPECIALITIES

### Building Your Brand Through Influencers & Strategic Partnerships

*Alternate title: Five ways to leverage strategic partnerships and key influencers to boost your brand*

The key to breaking through the clutter is to have a clear brand story. AND when you have the right people sharing that story, awareness can grow exponentially, yielding even greater results. Building on case studies of how professional sports players, thought leaders, public figures and authors have come alongside brands to magnify their reach.

After attending this workshop, you will be able to:

- Identify key principles in negotiating a win-win relationship
- Reference real life case studies of how this has been successful for a brand
- Assess if your brand has true clarity and your story is ready to be told
- Identify if your brand fits this model and if so, which influencer group to tap into
- Understand the impact an influencer strategy can have on your brand reach



# Mike Schatz

5by5 Chief Operating Officer

## WORKSHOP SPECIALITIES CONT

### From Inception to Success: The Secret Behind A Successful Product Launch

*Alternative title: The five key principles to a successful product launch*

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You have the idea, vision, passion and perhaps even a proven model to launch your product into the marketplace. But have you thought through what sets a record-breaking product launch apart from the rest? In this workshop, we will reference real life case studies of brands that have done it right to position you to identify the pitfalls and opportunities in the journey ahead.

After attending this workshop, you will be able to:

- Clearly communicate the felt need in the marketplace your product is positioned to solve
- Assess your competitors to market your product's unique value contribution
- Understand the importance of defining and targeting your specific audience
- Identify strategies and channels to optimize your marketing budget
- Implement strategies to sustain product sales following the initial launch buzz

### Breaking Through the Clutter: Discover how to get your message heard in a flooded media market.

*Alternate title: The two universal principles of brand marketing and how to make them work for you*

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When is the last time you assessed your communications strategy? Is your audience hearing your message loud and clear, or is your story getting lost in translation? Are your competitors louder than you? In a world of ever-changing and evolving technologies and buzzwords, we believe there are two fundamental and universal pillars for all marketing communications to break through the clutter. You must first have clear and consistent brand story and visuals AND a strategic plan to reach your target audience with compelling calls to action. To boil it down, you must have Clarity and Reach.

After attending this workshop, you will be able to:

- Identify the strengths and weakness of your current brand positioning
- Discover the importance of building your brand security on "why" you exist
- Communicate your brand story in a clear and succinct manner
- Explore and identify channels to optimize your message reach