



FY27 Marketing Plan: Audio

Last Updated: August 2026

Executive Summary

FY27 Audio Marketing Strategy centers on using the Focus on the Family App to transform anonymous listeners into known listeners, creating opportunities for personalization, engagement, and deeper ministry participation.

Primary opportunity:

- Drive audience acquisition through the FOTF App.
- Grow and strengthen flagship audio brands: ReFOCUS, Crazy Little Thing Called Marriage, and Practice Makes Parent.
- Convert anonymous listeners into known app users.
- Deepen engagement through personalized content.
- Connect listeners to broader ministry resources and next-step engagement opportunities.

Total Budget: \$400,000

Goal: Grow the number of known listeners by creating a connected audio ecosystem that moves audiences from discovery to ongoing engagement within the Focus on the Family App.

FY26 Performance & Learnings

FY26 proved our podcasts can attract and engage audiences. FY27 will focus on turning those anonymous listeners into known participants within the Focus on the Family ecosystem.

What Worked:

- Paid social and podcast promotion efficiently generated listens.
- ReFOCUS, Crazy Little Thing Called Marriage, Practice Makes Parent have content that resonate the most with our audiences.
- Consistent consumption from existing listeners.

Lessons Learned:

- Limited ability to identify listeners.
- Difficult to track how listeners move toward deeper ministry participation.
- 3rd party hosts control the audience relationship, and we have limited personalization options.

Current Known App Users: 135,659

Average Monthly Flagship Podcast Listeners: 176,646

FY27:

- Prioritize listener identification alongside audience growth.
- Use flagship podcasts as entry points into the FOTF App
- Capture listener preferences, interests, and life-stage needs.

Audience

Primary Audience	Need / Life Stage	Relationship with Focus Today	Growth Opportunity
Parents	seeking practical parenting guidance and faith-based support	engage episodically through podcasts and social content	convert listeners into known users through Practice Makes Parent and personalized parenting experience in the FOTF App
Married Couples	strengthening marriage, navigating life transitions, improving relationship	engage with marriage-focused content but often remain connected to a single podcast or topic	convert listeners into known users through Crazy Little Thing Called Marriage and personalized marriage experience in the FOTF App
Christians Seeking Everyday Faith Application	looking for biblical encouragement, spiritual growth, and practical discipleship	engage with ReFOCUS and other faith-based content across podcast platforms	convert listeners into known users through ReFOCUS and personalized faith and culture experience in the FOTF App

Strategic Priorities



1. Build Known Listeners

- Drive listeners from podcast platforms to the FOTF App
- Increase listener identification
- Create consistent app-focused calls to action across flagship podcasts

2. Focus on Flagship Podcasts

- ReFOCUS
- Crazy Little Thing Called Marriage
- Practice Makes Parent
- Align acquisition efforts around Tier 1 products

3. Create Personalized App Experience

- Parenting
- Marriage
- Faith & Culture
- Content recommendations based on engagement behavior
- Personalized next-step actions within the app

4. Drive Cross-Product Engagement

- Promote related podcasts and resources
- Connect listeners to broader Focus content
- Increase adoption of multiple audio products
- Encourage deeper ministry participation

5. Measure Ministry Engagement, Not Just Downloads

- Known listeners
- App registrations
- Engagement frequency
- Cross-show consumption
- Progression into broader ministry experiences

Initiative Portfolio



FI
Pr
B
O
in
Prin
Prin
Obj

Prin
Prin
Obj

Prin
Prin
Obj

Budget

Awareness

- \$40,000

FOTF App Acquisition

- \$144,000

ReFOCUS Acquisition

- \$60,000

Crazy Little Thing Called Marriage Acquisition

- \$60,000

Practice Makes Parent Acquisition

- \$60,000

Other

- \$36,000

Total FY27 Budget: \$400,000

Goals

FOTF App

- 26,182 new names

Flagship Podcasts

- 1,050,096 landing page views

Channel Plan & Allocations

Channel	Allocation
Paid Social	35.5%
Paid Search	30%
Influencers	10%
3rd Party	5.5%
Known Listener Cultivation	Internal/No Spend

Testing Plans

Creative Asset

- Test different creative formats and identify the highest-performing creative elements that drive audience acquisition and engagement.

Copy and CTA

- Test different messaging and calls-to-action to identify which language most effectively drives conversions.

A/B Website

- Test different landing page designs, content, and user experiences

Split Audience Messaging

- Test how different audience segments respond to various messages to determine which themes drive the highest engagement and conversion.

Channels

- Test different marketing channels to determine which platforms most effectively reach target audiences

Merchandise

- Test new merchandise designs, product types, and promotional strategies to identify which offerings most resonate with audiences and drive engagement

Annual Roadmap

December	February	May	June
Best of Broadcast	Loving Well	Legacy of Love	Legacy of Courage
Christmas Stories		Fearless Faith	
		Podcast Merchandise (Phase 2)	

Dependencies

Salesforce App Connection

- Attribution and tracking of app signup conversions depend entirely on Salesforce uniquely registering FOTF app Ping signups, ensuring we can accurately attribute acquisition efforts to signups in Salesforce.

Print-on-Demand Capability for Podcast Merchandise

- Podcast Merch Phase 2 is dependent on a print-on-demand fulfillment solution. The current preorder model limits testing of new products and designs, slows our ability to respond to audience demand, and creates a less-than-optimal customer experience. A print-on-demand capability would enable faster experimentation, reduced operational complexity, and improved listener satisfaction.

Creative Team Capacity for Podcast Merchandise Designs

- Podcast Merch Phase 2 is constrained by limited creative team capacity and production timelines. The ability to partner with external artists would enable faster development of new merchandise designs, increase testing opportunities, and improve our ability to respond quickly to audience demand and emerging trends.



APPENDIX



FY26 Data

