

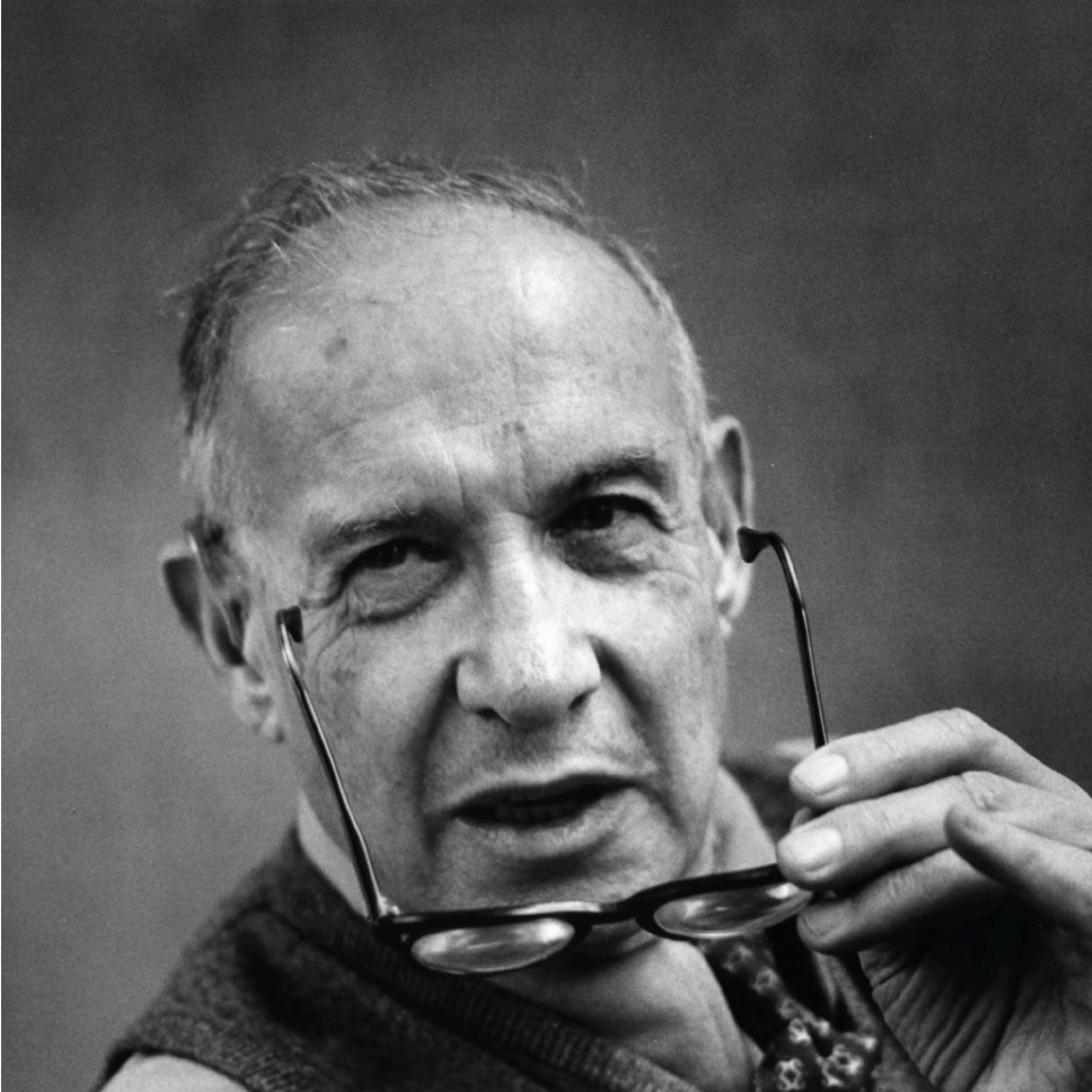
Class 4

Growth Tools to Reach Out

***Know Your Community with Insights+
Free Knowing Your Community
Report, part 2***

***People who don't
take risks make
about two big
mistakes a year.***

***People who take
risks make about
two mistakes a
year.***



Zoom

The Late Majority

zoom



Eric Yuan

Launch

Eric Yuan, a former Cisco engineer and executive, founded Zoom in 2011, and launched its software in 2013.

Zoom's aggressive revenue growth, and perceived ease-of-use and reliability of its software, resulted in a \$1 billion valuation in 2017.



Growth



Zoom revealed that it has surpassed 300 million daily Zoom meeting participants. That's a huge jump from the 10 million in December.

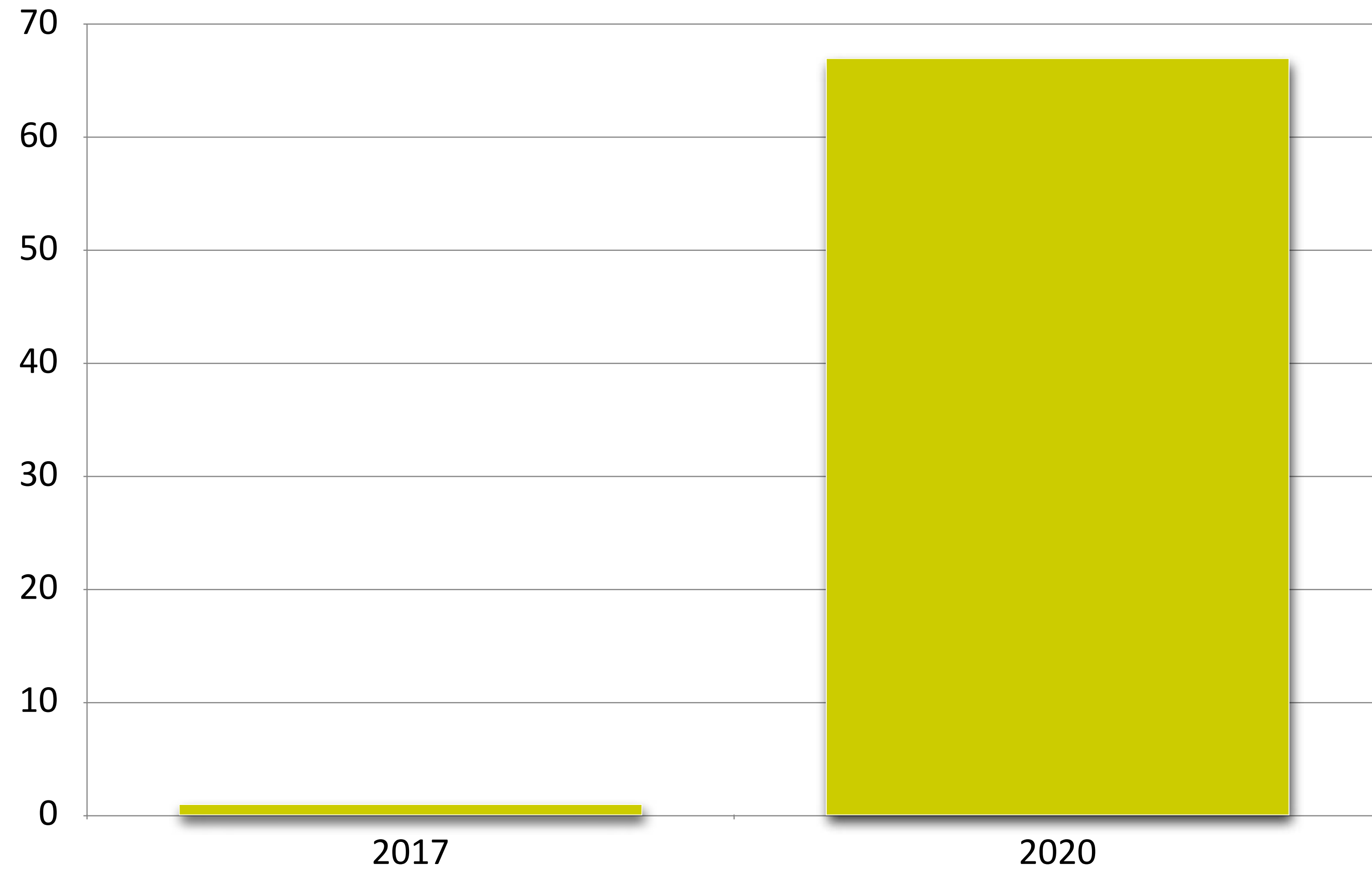
Stock Value



Zoom stock went from less than \$70 per share in January 2020 to \$150 per share by the end of March.

By June 2020, the company was valued at over \$67 billion.

Stock Value of Zoom



**In
Billions
of Dollars**

Worldwide Impact

British lawmakers even broke from 700 years of tradition in the Houses of Parliament yesterday by introducing Zoom-powered video links. 120 Members of Parliament can join through a Zoom call, while another 50 are allowed to be physically present in the chamber.



HOLD ON- IS OUR ZOOM
SHOWDOWN AT HIGH NOON CENTRAL
TIME? OR ARE YOU ON MOUNTAIN?



**Crazy schedules ...
when someone on
the east coast
schedules a
meeting for 9 am**



Problems of

- Kids
- Backgrounds
- Neighbor's noise
- Animals

Massive Change

***Overnight I went from having
to explain how to use Zoom ...
to everyone using it.***

Zoom Fatigue

- 1. Too many Zoom calls in a day.***
- 2. Mishandling a new technology.***
- 3. Learning new ways of working with the technology.***

Online Education

- 1. Lose the human touch.***
- 2. Gain teachers from around the world.***
- 3. Better student participation due to eye contact in smaller classes.***

**Practical
Take Aways
*The Late Majority***

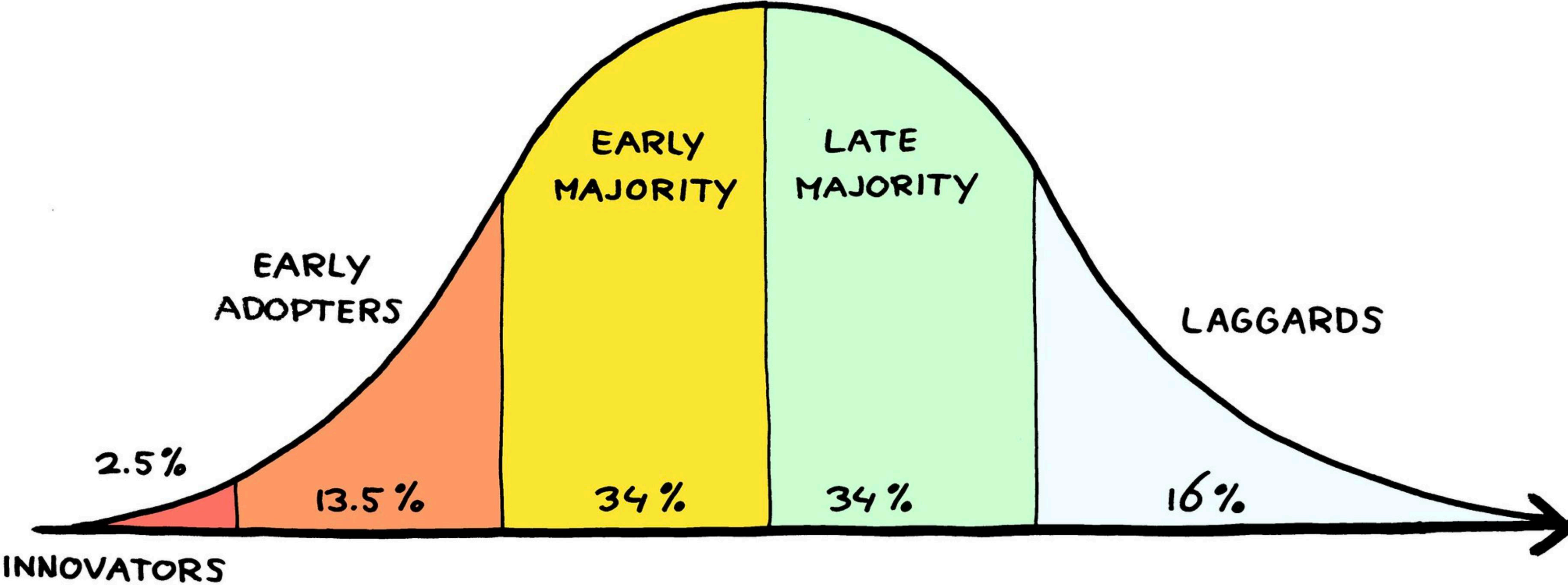
Upside Lessons

Every technology has a learning curve.

The telephone was wonderfully intrusive when it entered a home for the first time.

Diffusion of Innovation

Everett Rogers originated the theory and introduced the term *early adopter*



Diffusion of Digital Engines

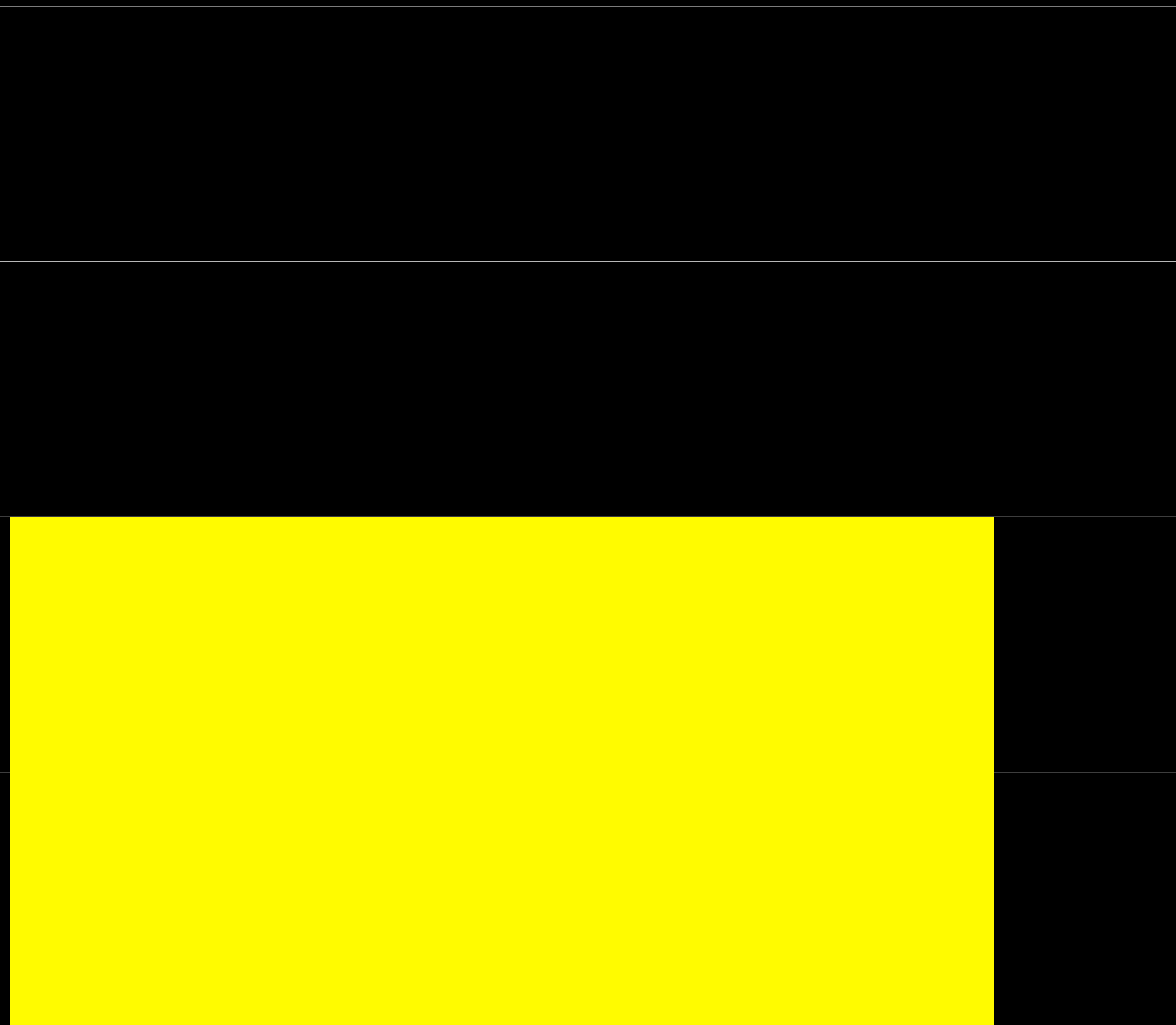
100%

75%

50%

25%

0%



iPhone 2007—Early Majority

Cultural Impact

Impact begins at 15% for any group, issue or technology.

***Impact maximizes at 85% with variables becoming fixed—
etiquette, rules of engagement,
styles, acceptance of use ...***

Downside Lessons

Every technology has new etiquette.

Do you watch TV during dinner, the TV dinner was created for that!

State of the Church | Establishes common measurements

15 DIMENSIONS OF THRIVING CHURCHES

Connected Community	Faith Sharing	Serving Others
Prayer Culture	Worship Experience	Bible Centered
Spiritual Formation	Holistic Stewardship	Trusted Leaders
Leadership Development	Social Impact	Future Focused
Data Informed	Resource Stability	Team Health

100k CHURCHES



- Onboard the Churches to platform
- Get the churches connected
- Establishes common measurements

5 DIMENSIONS OF FLOURISHING PEOPLE

Faith
Relationship
Vocation
Finances
Physical & Mental Health

Barna + gloo

Dr. Jeff Fray

***Needs in the Local
Community and the Power
of Knowing Those Needs***

***The Ascendancy of the
Church as Champion
for Social Change***

Jeff Fray
Founding Partner, Gloop

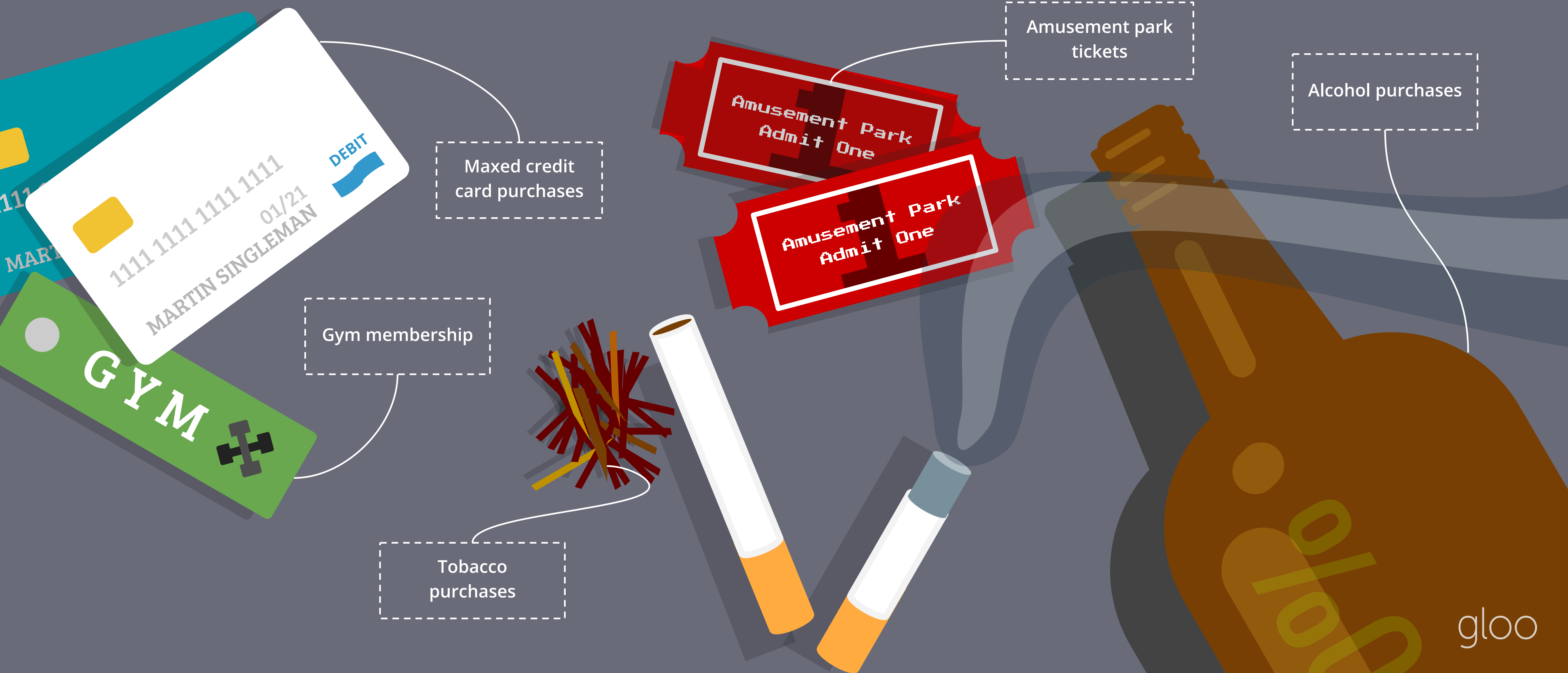
Contribution

***People find their place
through contribution, not
consumption.***

Dr. Jeff Fray

Psychologist and Co-Founder, Gloop

Online & Offline Data Analysis Can Even *Predict Propensity for Divorce*



Department Store Analyzes 25 Items to Predict Pregnancy *with 87% Accuracy*



Goals

ATTRACT

- Increase awareness
- Drive web traffic
- Gain credibility
- Grow re-targeting list

GET

- Meet face-to-face
- Grow contact list
- Encourage content engagement
- Drive event attendance
- Drive first Sunday visit

KEEP

- Re-engage with email & SMS
- Keep people returning on Sunday
- Grow membership list

GROW

- Increase regular attendance
- Small group involvement
- Retreat Attendance
- Course Sign-ups

MULTIPLY

- More small group leaders
- More Volunteers
- Make Disciples
- More invitations from members to community
- Increase Giving

Activities

STRANGERS

SEO
Blog
Social Media

Paid Ads
Direct Mail
Community Outreach

Church Website
Videos
Infographics

SEEKERS

Calls to Action
Forms on website
Downloadable Resources
Connect Card
ChMS

Landing Pages
ChatBot
Blog
Subscriptions
Events

GUESTS

Email & Text Nurture
ChMS Management

Child Check-In
Membership Class
Membership Confirmation

MEMBERS

Host a Retreat
Gather Feedback
Survey

Assessments
Programing
Small Groups
Baptism

GIVERS & LEADERS

Leadership Courses
Generosity Initiative
Church Plant Team

Metrics

- Retargeting list growth
- Website traffic (visits)
- Page views
- Site Engagement (time on site)
- Traffic Source

- Campaign Performance
- Landing Page conversion rate
- Number of new contacts
- Event Attendance
- First Time Sunday Attenders

- Child Check-in Numbers
- Email Engagement (Open & Clicks)
- # New Members

- # Baptism
- Average Weekly Attendance
- Individual Attendance Frequency
- Small Group Participation
- Survey & Assessment Completion Rate
- Churn

- Number of leaders
- Number volunteers
- Giving
- Church plant ramp time

Digital Church Strategy Continuum

Digitally Absent

Digitally Present

Digitally Engaged

Analog

Digital

Digital Complements Analog

Live Preaching
in the room

Physical
Classes +
Groups

Podcasts

Streaming

X

Digital
Groups

Reaching
New People
Online

Pathways
from Online
to In-Person

Digital
Growth Tools

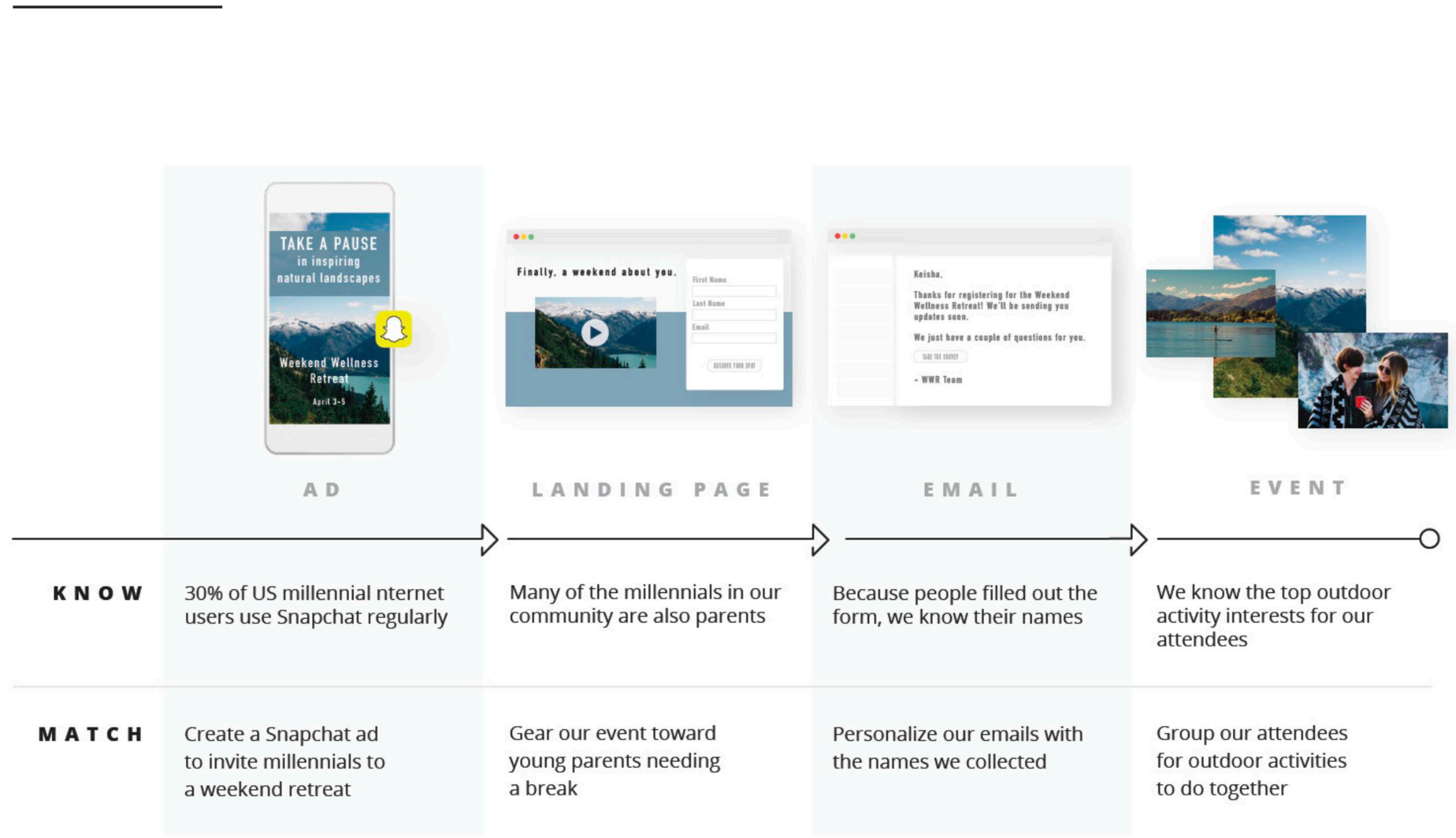
Flourishing
Metrics

PEOPLE
AND
COMMUNITIES

**COVID
Brought Many
Churches Here**

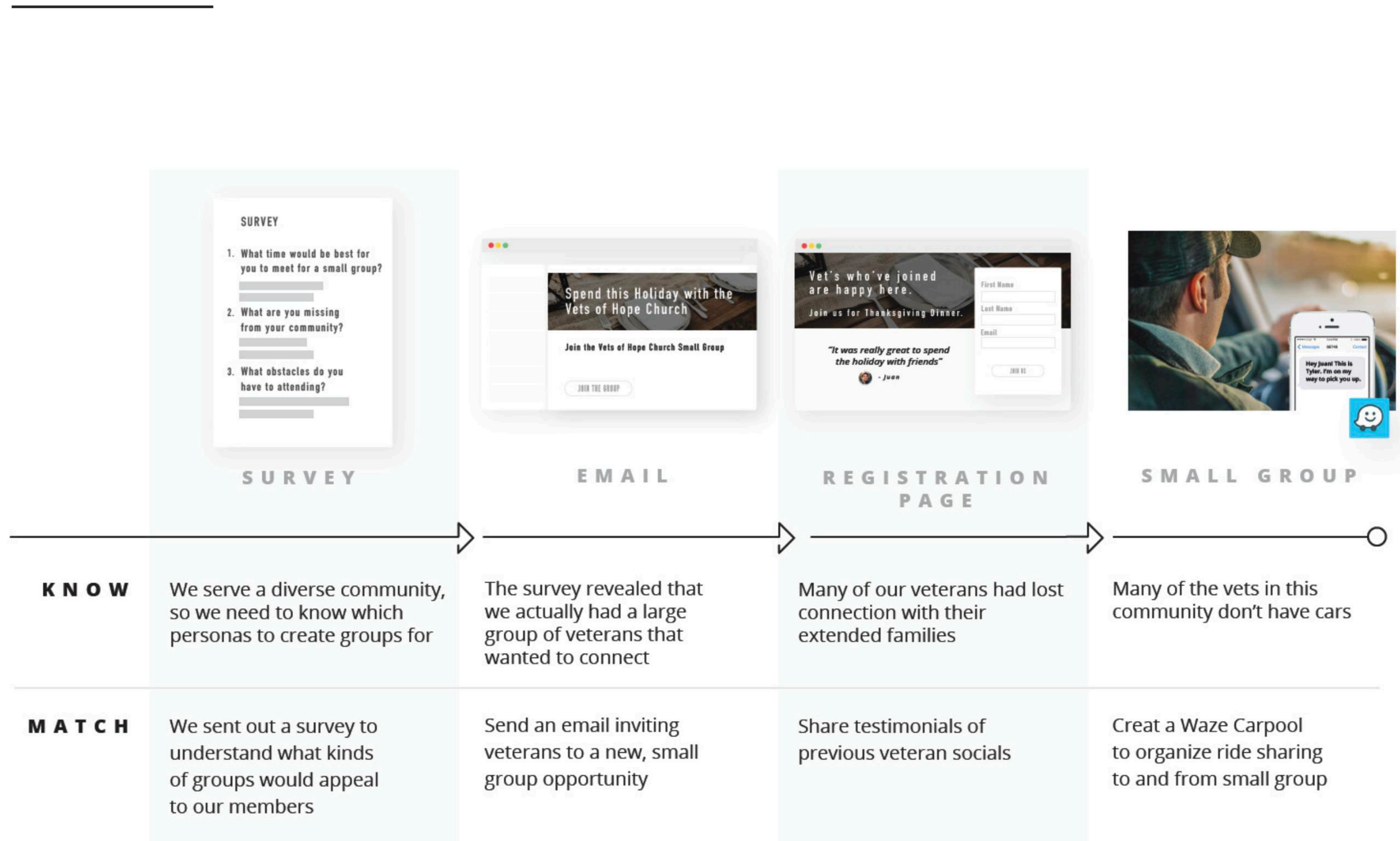
Goal: Attract local millennials to your organization from the community.

Audience Persona: Millennials, hipsters, young families, outdoorsy.



Goal: Our church wants to create a small group program for our members to become more engaged.

Audience Persona: Veterans, baby boomers, faith oriented, male.



**George Freebersyser
Laura Wolski**

***Insights into Our
Community***

**Smarter,
more targeted,
more flexible
ministry.**

Getting Started...

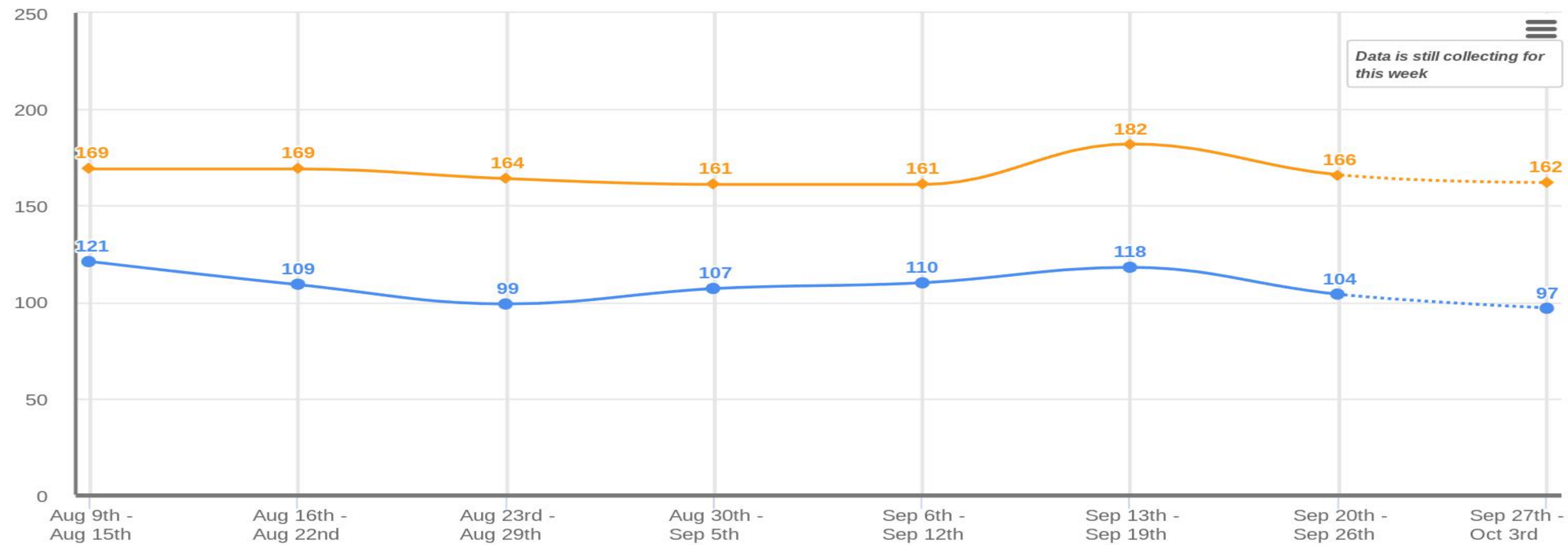
- 1. Accelerate skills development to ...***
- 2. Maximize movement***

Visitors
1x Visits

Visitors
All Visits

Online Audience Trends

Weekly Last 8 Weeks Sunday, Aug 9, 2020 - Saturday, Oct 3, 2020



Date Range: Custom of Aug 9, 2020 - Oct 5, 2020

Page Views

This section reveals the pages that your users visit on your website. Specifically, these reports tell you what pages people visit, how many captured page views occurred in the selected timeframe, and how many unique recognized users have been identified by Gloop.

Base URL:

	Page URL		Page Views	Unique Recognized Visitors
1	/	↗	5,017	552
2	/sermon-archive/	↗	786	133
3	/worshipnow/	↗	728	148
4	/sermons/life-of-david-part-1-of-4-may-6-2018/	↗	187	39
5	/media-2/	↗	185	52
6	/ministry-updates/	↗	147	53
7	/new-to-tcc/when-you-arrive/	↗	128	52



Learning more deeply about our community...

1. Confirmation that we're investing resources in the right areas...

Learning more deeply about our community...

2. Seeing where doing things the “normal way” won’t work ...

Learning more deeply about our community...

3. Discovering great opportunities

Hannah Garner

Free Knowing Your Community, part 2

Know Your Community with Insights+

In Closing ...

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

succeedfeed.com/peter-drucker-quotes/

