

# Digital is Relationship

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FIVE Q



1. This is my family. We have a ton of fun together. We are not perfect parents. FAR from it. I've gotten angry, I've been demeaning, I've mis-judged, I've made wrong assumptions. All in the name of parenting. But one thing that I have done, is I've tried to work at building a personal relationship with each one of my kids. ONE way I've done that is every Friday, I try to take one of my kids out to lunch. This is their time to ask whatever they way. And my time to see how they are doing. Sometimes, it is only 45 mins. But is it something that they can count on.



**Five Q** started in 2014. We are a Digital Marketing company serving ministries and mission-minded organizations.  
**Journity** is the first modern personalization platform focused on nonprofits.





**think relationship?... think digital.**

**think digital?... think relationship.**

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First has to do with scale.

The second has to do with effectiveness.

**A holistic approach to digital—  
through the lens of relationship  
— yields long-term results.**

Thesis for our time together.

Come away:

Mindset for approaching digital relationships;

Overview of all the elements of a digital health checkup;

1-2 items that you can do immediately.



Dr. Keith Swanson

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Doctor. he is 85 yo. A few years ago, I turned 40. I need to go to the doctor for a regular checkup. I didn't like all the areas that he poked around in. But I knew it was needed.

- Educate
- Evaluate
- Prescribe

# Digital Performance Appraisal

We conduct a digital performance appraisal to help identify clear opportunities for growth.



**Digital Ministry Mindset**



**Digital Performance Scorecard**



**Critical Path Recommendations**

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1. Education
2. Evaluation
3. Prescription



## Five Marks of a Healthy Digital Ministry Mindset

Everything starts with your mindset. As a parent, Talk about “Growth mindset” vs. “Fixed mindset.”

# *Outreach*

not just a channel

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Digital is more than just a response channel for a direct mail campaign. It's a place where real ministry is happening. Digital is a robust place where real life-change can occur.

# *Conversation*

not simply proclamation

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A healthy digital ministry mindset sees digital as more than a megaphone to push content. Digital ministry leaders purposefully engage in conversation — two-way communication that leads to organic ways to tie those interactions to the ministry and their mission.



# *Personalized*

not generic

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Personalized content is here. Digital ministry leaders love ministering to their constituents in very specific ways. That includes recommending content and activity to each individual user based on their specific needs. It makes for a tighter, warmer ministry.

# *Integrated*

not siloed

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Digital touches every part of a ministry leader's organization. Getting everything to work together and be integrated breaks down silos, serves constituents and lowers operating costs for organizations. It's about endless integration to create once, but repurpose everywhere. Beyond the systems and the processes, leaders know that integrated communications is just plain smart.

# ***Dynamic***

**not static**

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Digital ministry leaders know that the landscape of digital is always changing, and always will be changing. It's inherent to the evolution of technology. They know that they've got to keep pace or lose audience and ministry potential without falling prey to the allure of trying to keep up with all the possibilities within digital.

## Five Marks of a Healthy Digital Ministry Mindset

Outreach    Conversation    Personalized  
Integrated                      Dynamic

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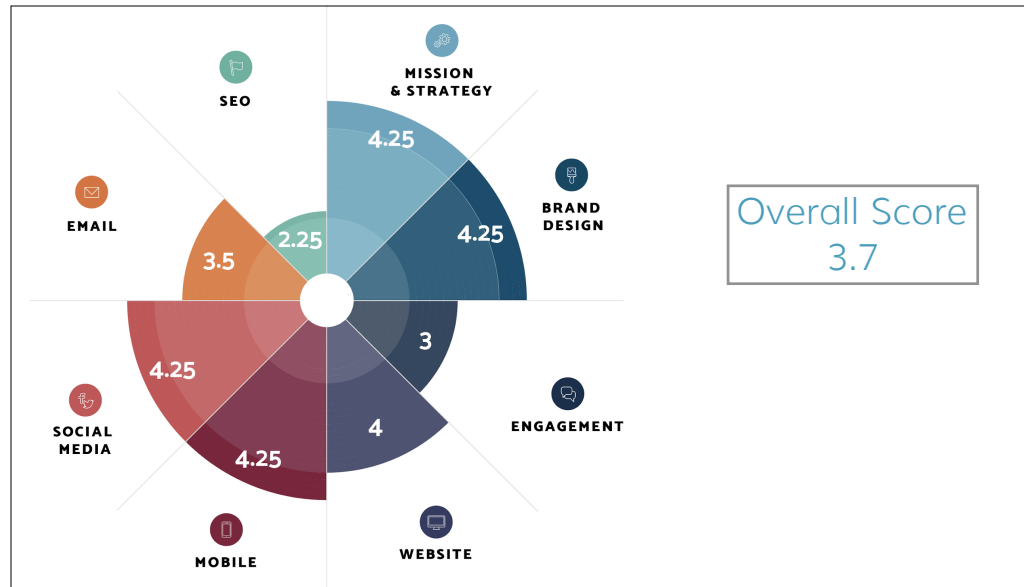


Think about the relationships that we have. Doesn't our relationship with people include each of these?

Digital is Relationship.



## Digital Performance Scorecard



**Mission/Strategy:** Is your ministry's digital presence in alignment with the organizational mission and strategy?

**Brand Design:** Is your ministry's digital design on mission with reaching your audience?

**Engagement:** Is your ministry's growing because people are interacting positively with our digital outreaches

**Website:** Does your ministry website accurately reflect the brand and advance the mission in a measurable way?

**Mobile:** Is our ministry providing a positive experience on mobile devices? Are we testing emerging technologies for how they can advance our mission?

**Social media:** Are your social media channels engaging, growing and advancing the ministry?

**Email:** Is your email communication being optimized to its full potential and supporting the mission of your ministry?

**SEO:** When people search for general keywords (ie. not your ministry name) relevant to your ministry, do you appear among top results?

A chart like this can give you a quick visual of where to put your energies to improve.



# *Website*

**Does your ministry website accurately reflect the brand  
and advance the mission in a measurable way?**

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## Website

*Self-assessment: Rate each statement from 1-5 (1 is horrible, 5 is stellar)*

1. Our ministry website(s) accurately reflects our brand.
2. Our ministry website(s) has clear measurable objectives (e.g. visitors, donations, new names, etc) and we are actively growing our objectives.
3. Our website(s) provides a stellar user experience throughout the entire website.

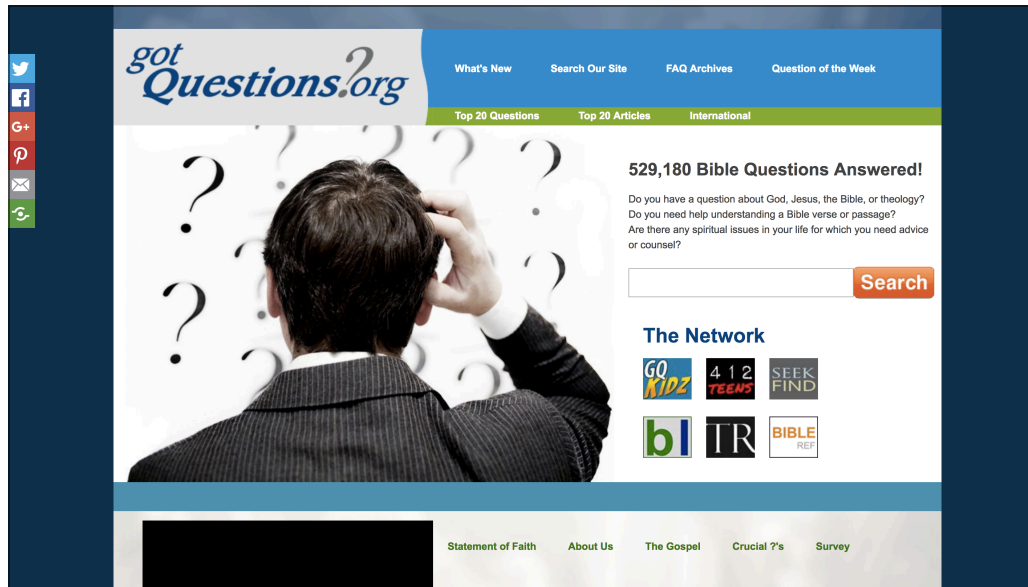
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Use a simple scoring system scoring 1-5  
Add them up and divide by 3.





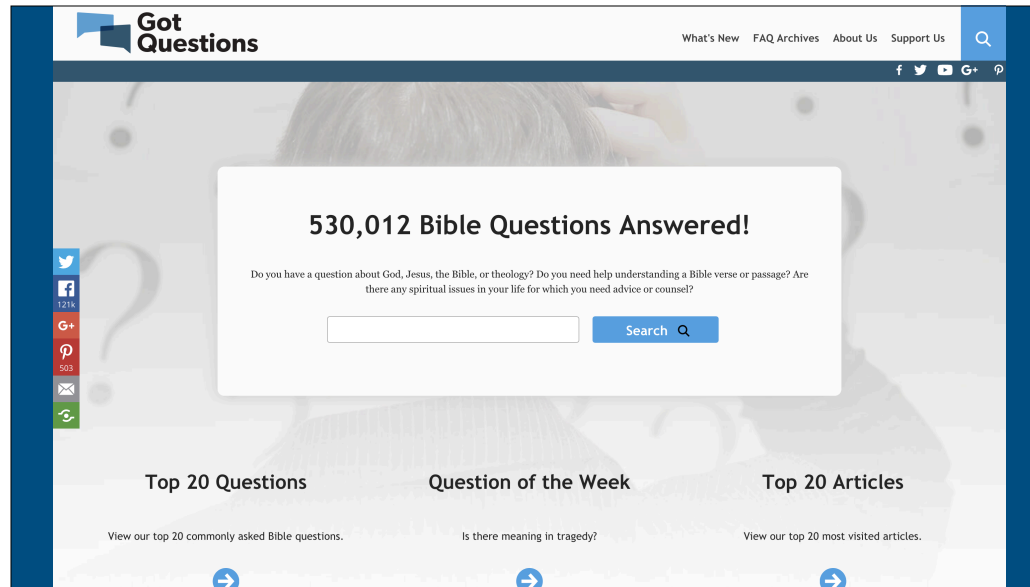
Does this site look like a site that gets 4million visitors each month?

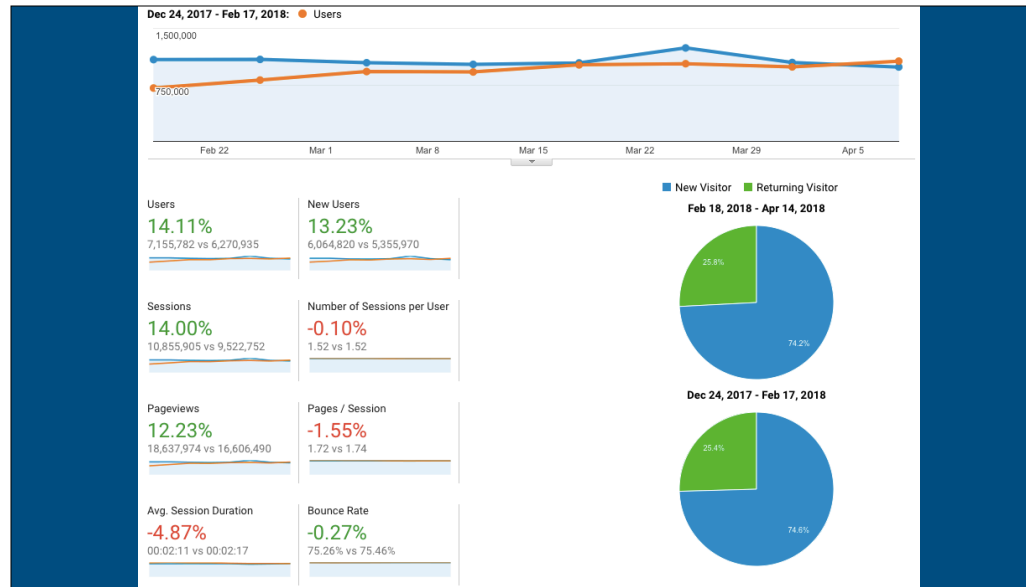
This is an information site. Success is measured by how quickly a person can find the information they are looking for.

Logo is confusing.

Design is outdated

Navigation is muddled, leading for a person to take longer and read more before they find what they are looking for.





More users  
 More page views  
 Improved bounce rate  
 Decreased time to find information.



# ***Engagement***

**Is your ministry growing because people are  
interacting positively with your digital outreaches?**

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## Engagement

*Self-assessment: Rate each statement from 1-5 (1 is horrible, 5 is stellar)*

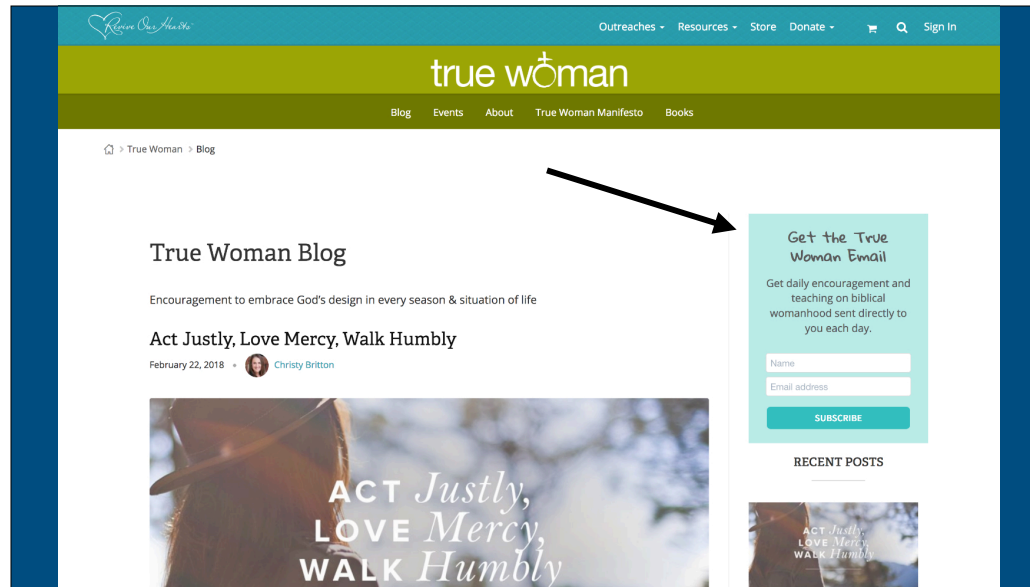
1. Our digital communication (website, email, social media, etc) include clear calls to action for the next step in the user journey.
2. We are personalizing and segmenting our audience to provide a customized experience in our website and email communication.
3. Our social media has a growing number of people who are commenting (not just liking and following)

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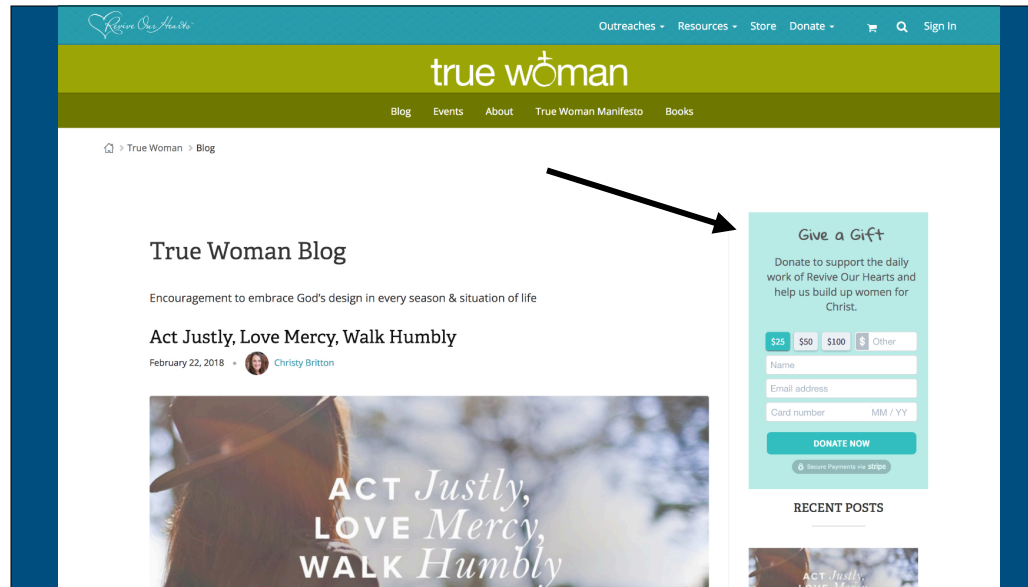
Use a simple scoring system scoring 1-5  
Add them up and divide by 3.



Don't be distracted by the placement that this has on the page. It might get better results placed in a different location. After I subscribe, I still see the same thing every time I visit. WHY? I'm already a subscriber!!



We can tell that they have an affinity towards reading blog posts about marriage, Give them something about marriage!



We can tell that they are really engaged. So we can ask them to make a donation.

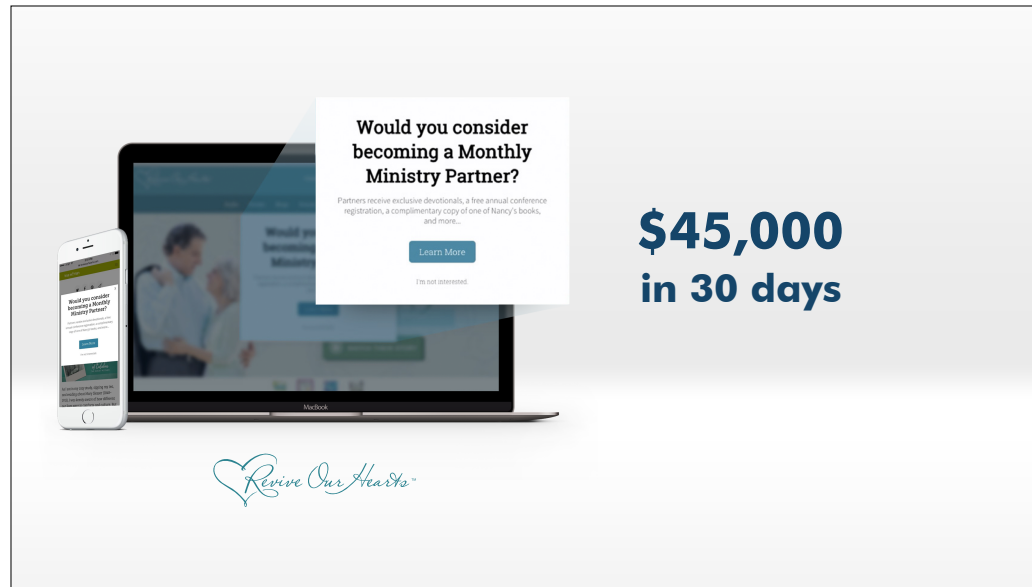


Deep Engagement

**\$13,000**  
per month  
ongoing

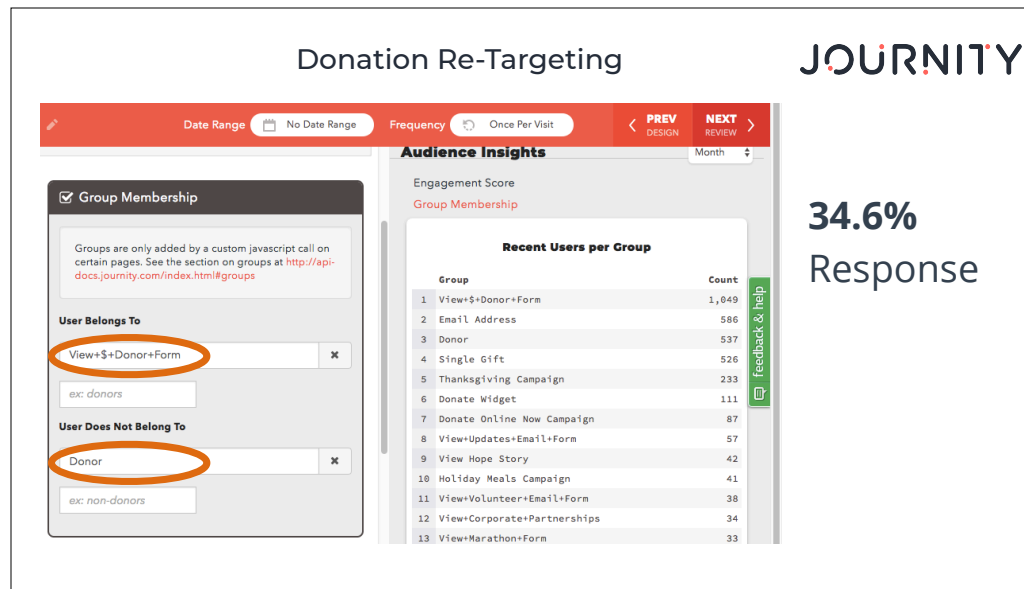
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- This organization only asks for a donation of people who are DEEPLY engaged on their website. It was super important that people who were first or 2nd time visitors did not get the ask. When they did, they saw an immediate \$13,000 monthly increase in donations



Insights: Personalized asks had a higher signup rate

Insights: Messaging and creative matters;



**Customers are seeing genuine engagement and measurable results - we're excited to share it!**

We exist to help nonprofits multiply their mission. And that's exactly what Jounrity is doing.

- Current Customers -
  - education
  - media
  - ministry
- We've got big ones like Answers in Genesis with millions of users per month
- We've got some small ones like The Bowery Mission with 10's of users per month



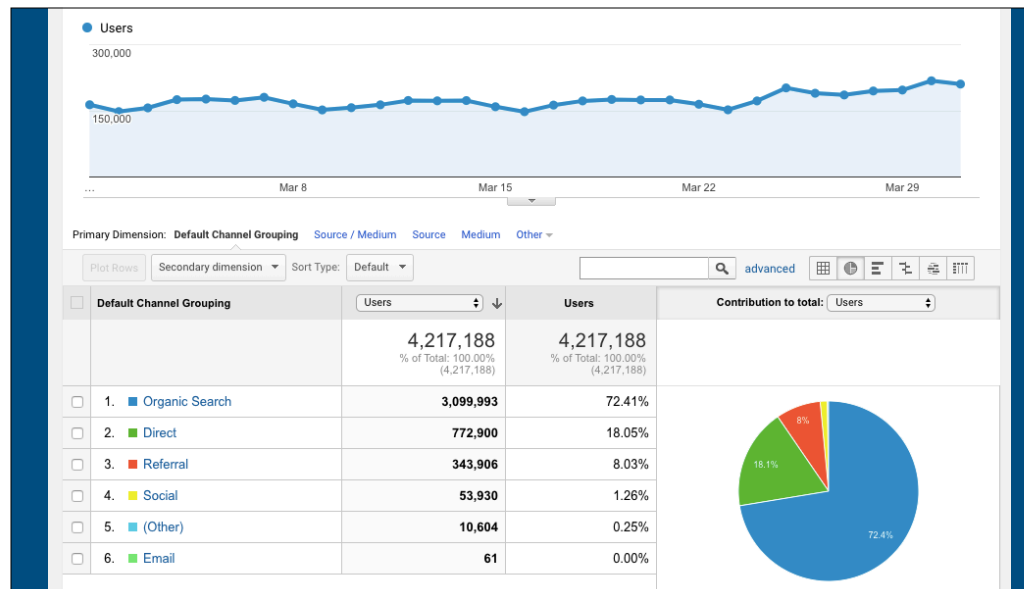
## ***Search Engine Optimization (SEO)***

When people search for generic keywords relevant to our ministry (e.g. “women’s ministry” or “children’s bible studies”) we appear on the first page of results.

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More users

More page views

Improved bounce rate

Decreased time to find information.



## SEO

*Self-assessment: Rate each statement from 1-5 (1 is horrible, 5 is stellar)*

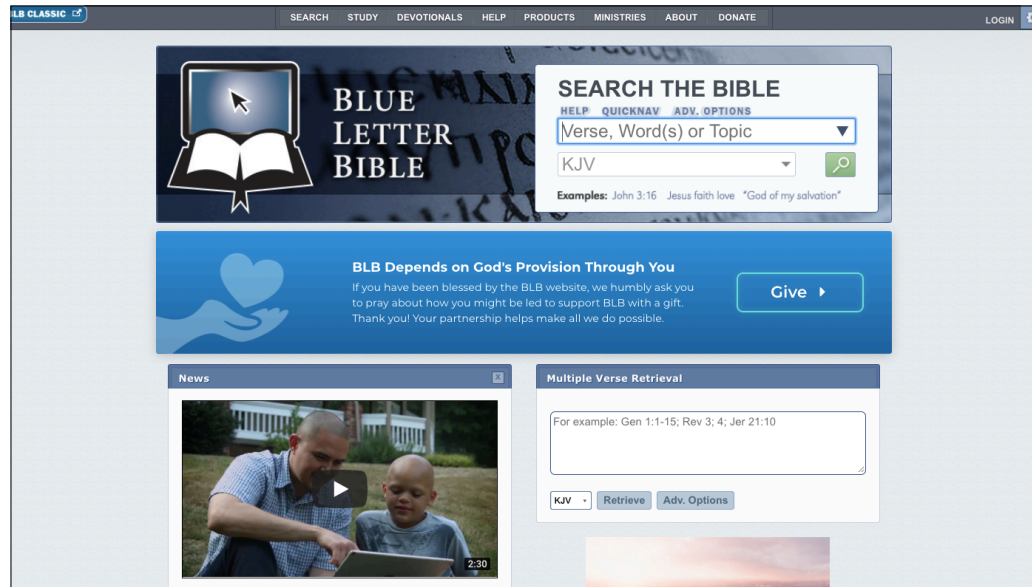
1. Our website effectively uses TITLE, H1 and H2 tags with researched keywords for website content.
2. We use keyword research to help determine the right wording to use in our blog articles.
3. Our ministry regularly monitors and optimizes for keywords that are important to our ministry.

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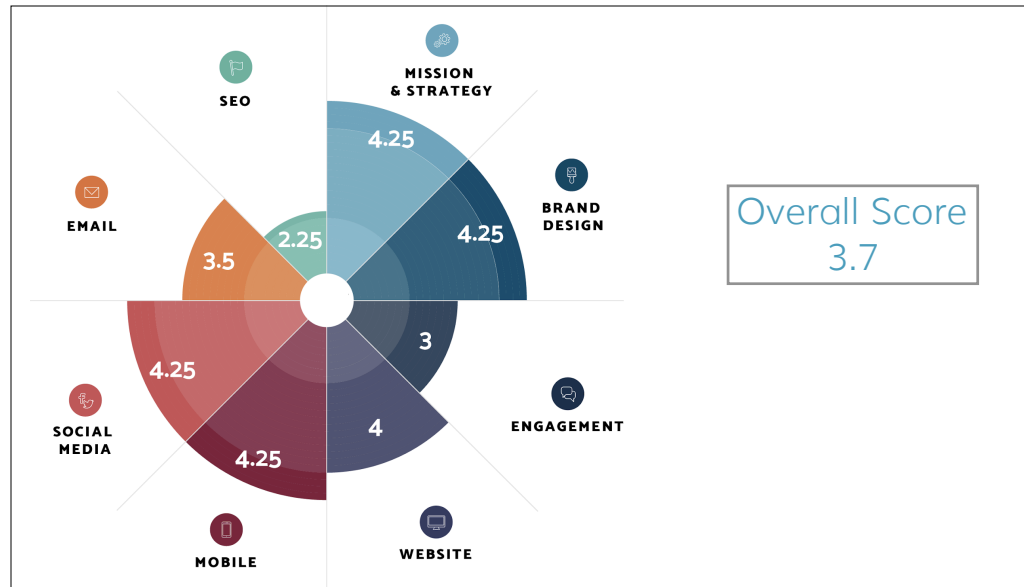
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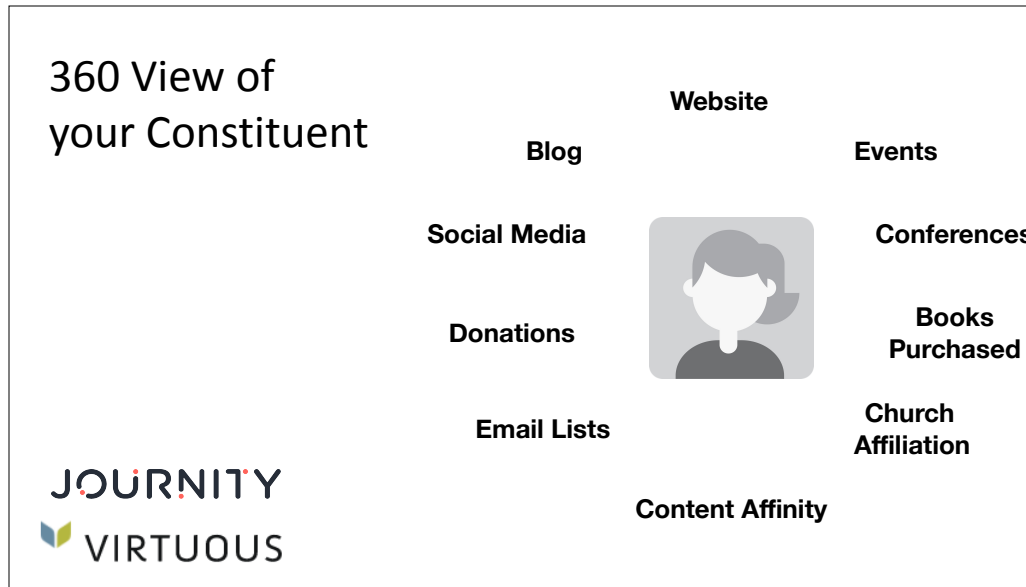


Every piece of your digital pie should be looked at through the lens of relationship.

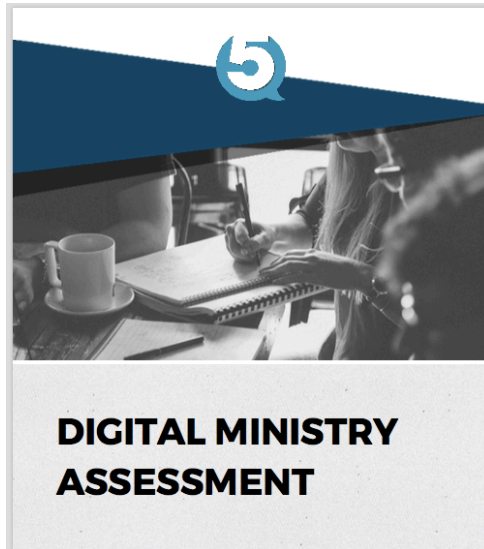




## Critical Path Recommendations



Relationships need to be nurtured via digital.  
Know your users.  
Communicate to them accordingly



## Free Digital Ministry Assessment

- A. Take Assessment
- B. Discuss Results with Leadership
- C. Agree & Take Next Actions

Download Free Assessment:

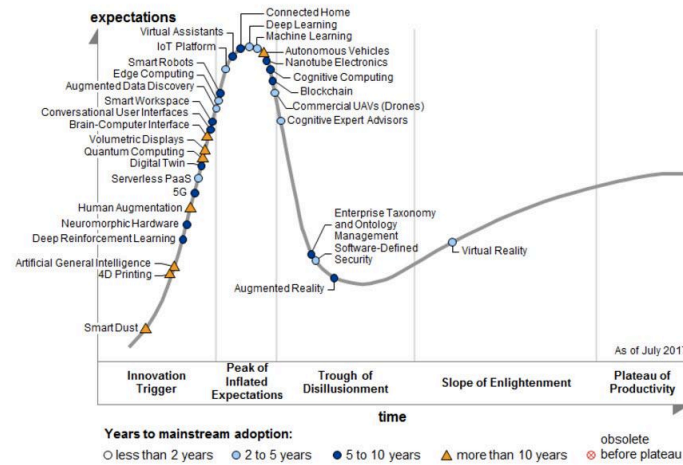
[fiveq.com/cla](https://fiveq.com/cla)



Use Journity  
Personalization  
Platform for Free:

[www.journity.com/cla/](http://www.journity.com/cla/)

# Keep an Eye on AI: Artificial Intelligence



Gartner Hype Cycle:

16 of the 32 technologies are tied to AI: Cognitive Computing, Machine Learning, Deep learning, Autoomous cars, etc.

## General Data Protection Regulations (GDPR)



- \* EU laws affecting how organization collects, controls and processes personal data.
- \* Even if you are outside of the EU, if you collect data from EU citizens, you must comply.
- \* Fines of €20M or 4%
- \* Effective May 25, 2018

### General Data Protection

Does your website use cookies?

People must give consent.

You must be able to remove all data of the individual upon request

You must be able to give the person their own data upon request.

## General Data Protection Regulations (GDPR)



- \* Users must give consent to you having their data
- \* You must remove all personal data if an individual requests it.
- \* You must give all personal data to an individual if they request it.

General Data Protection

Does your website use cookies?

At the very least, you must get their consent to using cookies on your website.

A holistic approach to digital—  
through the lens of relationship  
—will yield long-term results.



# Digital is Relationship

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# Table Talk

- \* How did you rate yourself in our mini-self-assessment (Website, Engagement and SEO)
- \* What was the most important thing that you heard from this session — Why?
- \* What difference would it make in your ministry?
- \* What changes for you or what will you change because of what you heard?

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