

Digital is Relationship

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FIVE Q





JOURNITY



think relationship?... think digital.

think digital?... think relationship.



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



Dr. Keith Swanson

@chadw5Q

#Outcomes18 

Digital Performance Appraisal



Digital Ministry Mindset



Digital Performance Scorecard



Critical Path Recommendations





Five Marks of a Healthy Digital Ministry Mindset

Outreach

not just a channel

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#Outcomes18



Conversation

not simply proclamation



Personalized

not generic



Integrated

not siloed



Dynamic

not static



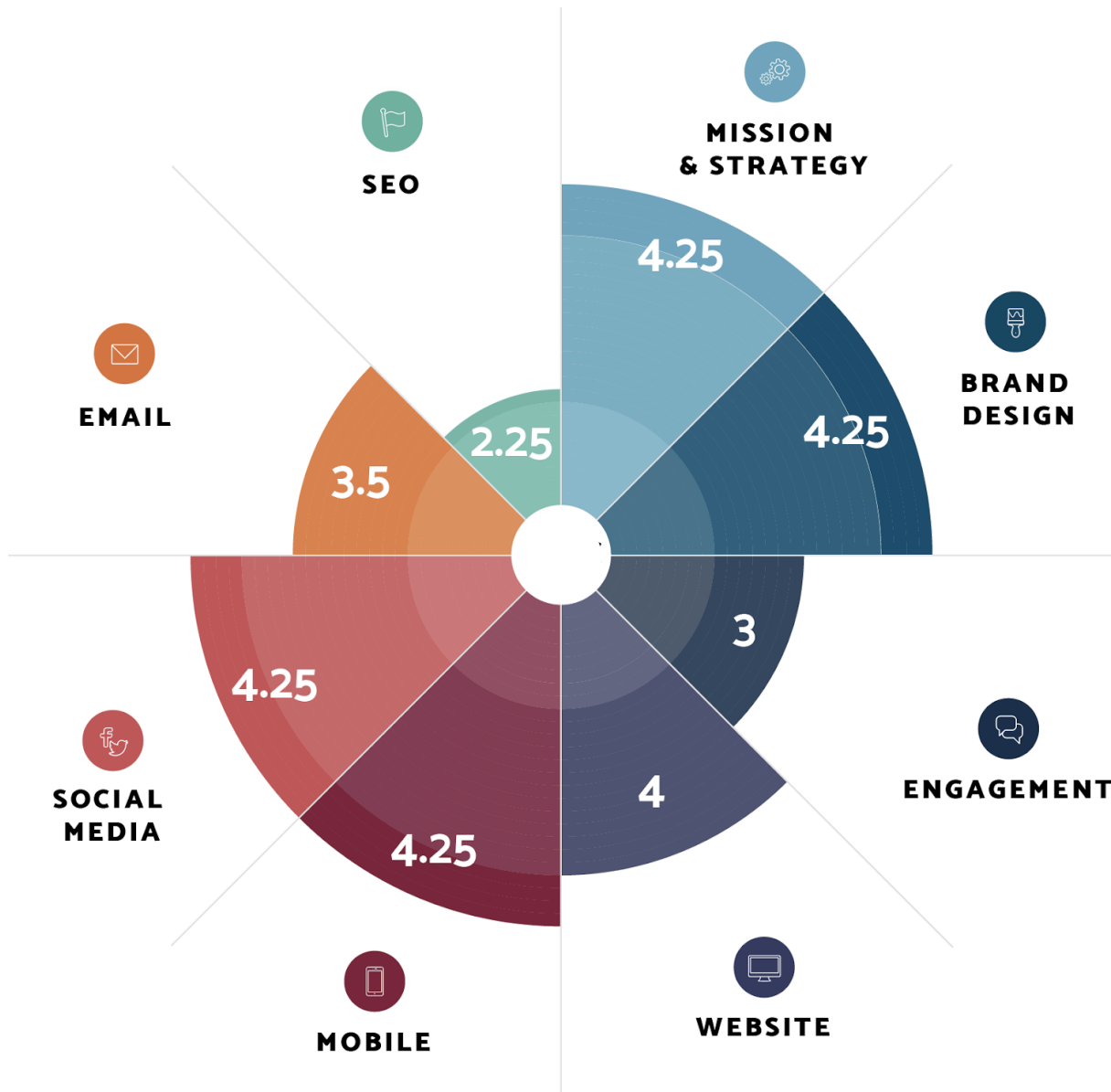
Five Marks of a Healthy Digital Ministry Mindset

Outreach Conversation Personalized
Integrated Dynamic





Digital Performance Scorecard



Overall Score
3.7



Website

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





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.





529,180 Bible Questions Answered!

Do you have a question about God, Jesus, the Bible, or theology?
Do you need help understanding a Bible verse or passage?
Are there any spiritual issues in your life for which you need advice or counsel?

[Search](#)

The Network



530,012 Bible Questions Answered!

Do you have a question about God, Jesus, the Bible, or theology? Do you need help understanding a Bible verse or passage? Are there any spiritual issues in your life for which you need advice or counsel?

[Search](#) 

Top 20 Questions

View our top 20 commonly asked Bible questions.



Question of the Week

Is there meaning in tragedy?



Top 20 Articles

View our top 20 most visited articles.



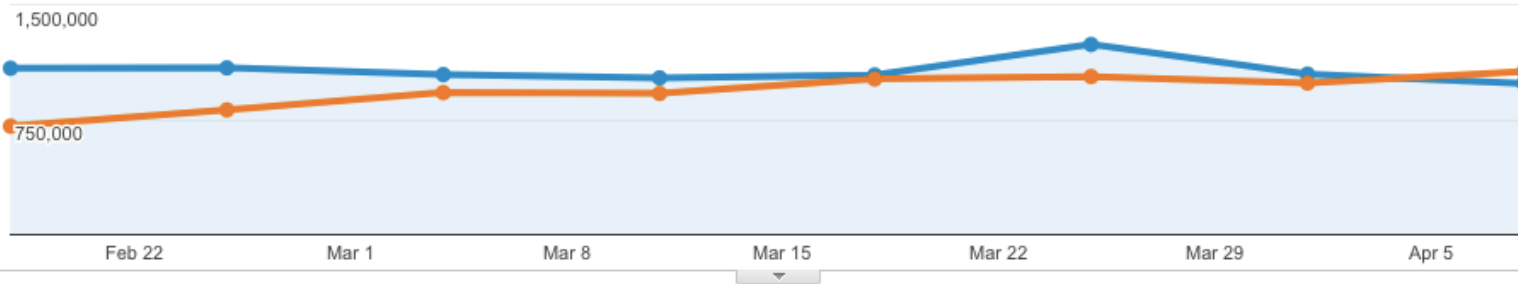
121k



503



Dec 24, 2017 - Feb 17, 2018: ● Users



Users

14.11%

7,155,782 vs 6,270,935



New Users

13.23%

6,064,820 vs 5,355,970



Sessions

14.00%

10,855,905 vs 9,522,752



Number of Sessions per User

-0.10%

1.52 vs 1.52



Pageviews

12.23%

18,637,974 vs 16,606,490



Pages / Session

-1.55%

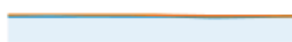
1.72 vs 1.74



Avg. Session Duration

-4.87%

00:02:11 vs 00:02:17



Bounce Rate

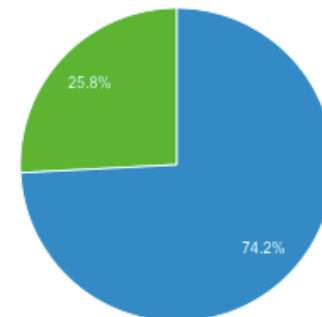
-0.27%

75.26% vs 75.46%

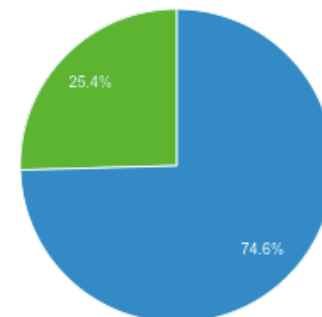


■ New Visitor ■ Returning Visitor

Feb 18, 2018 - Apr 14, 2018



Dec 24, 2017 - Feb 17, 2018





Engagement

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

@chadw5Q

#Outcomes18





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)





true woman

True Woman Blog

Encouragement to embrace God's design in every season & situation of life

Act Justly, Love Mercy, Walk Humbly

February 22, 2018 •  [Christy Britton](#)



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Get daily encouragement and teaching on biblical womanhood sent directly to you each day.

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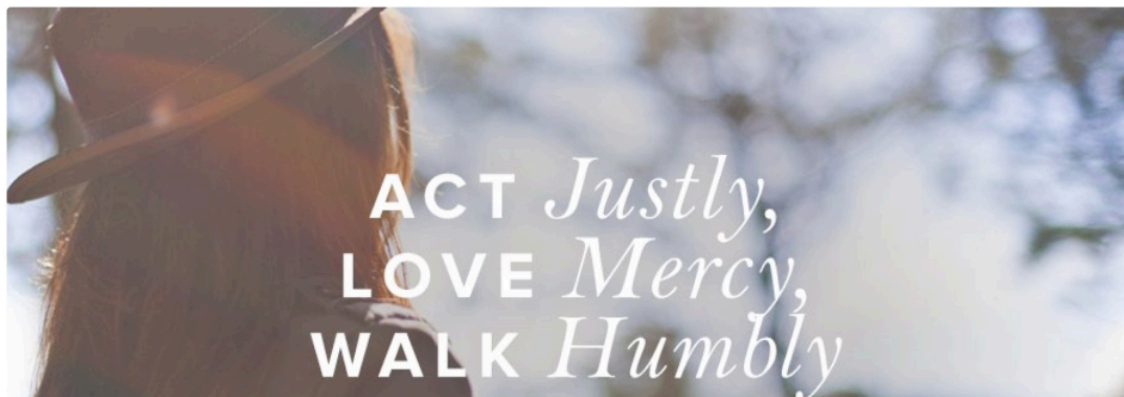
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true woman

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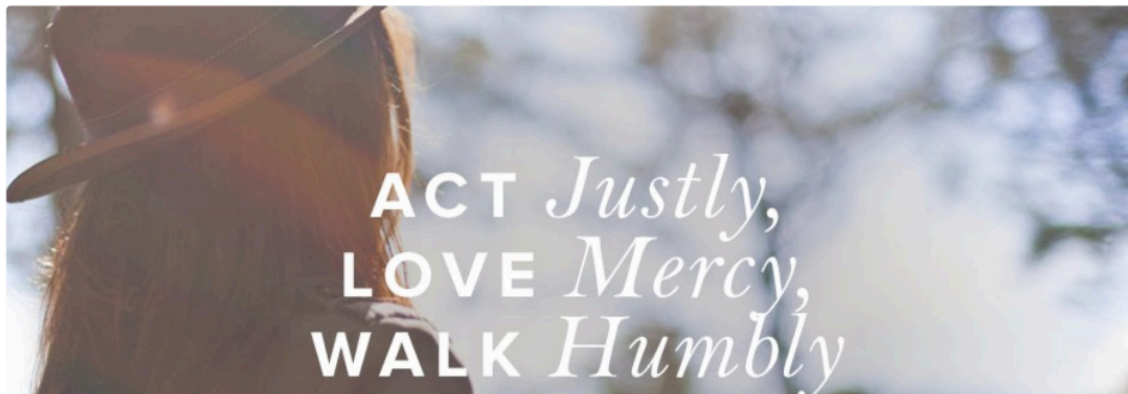
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Give a Gift

Donate to support the daily work of Revive Our Hearts and help us build up women for Christ.


☒ \$25 ☐ \$50 ☐ \$100 ☐ \$ Other

Name

Email address

Card number MM / YY

DONATE NOW

 Secure Payments via stripe

RECENT POSTS

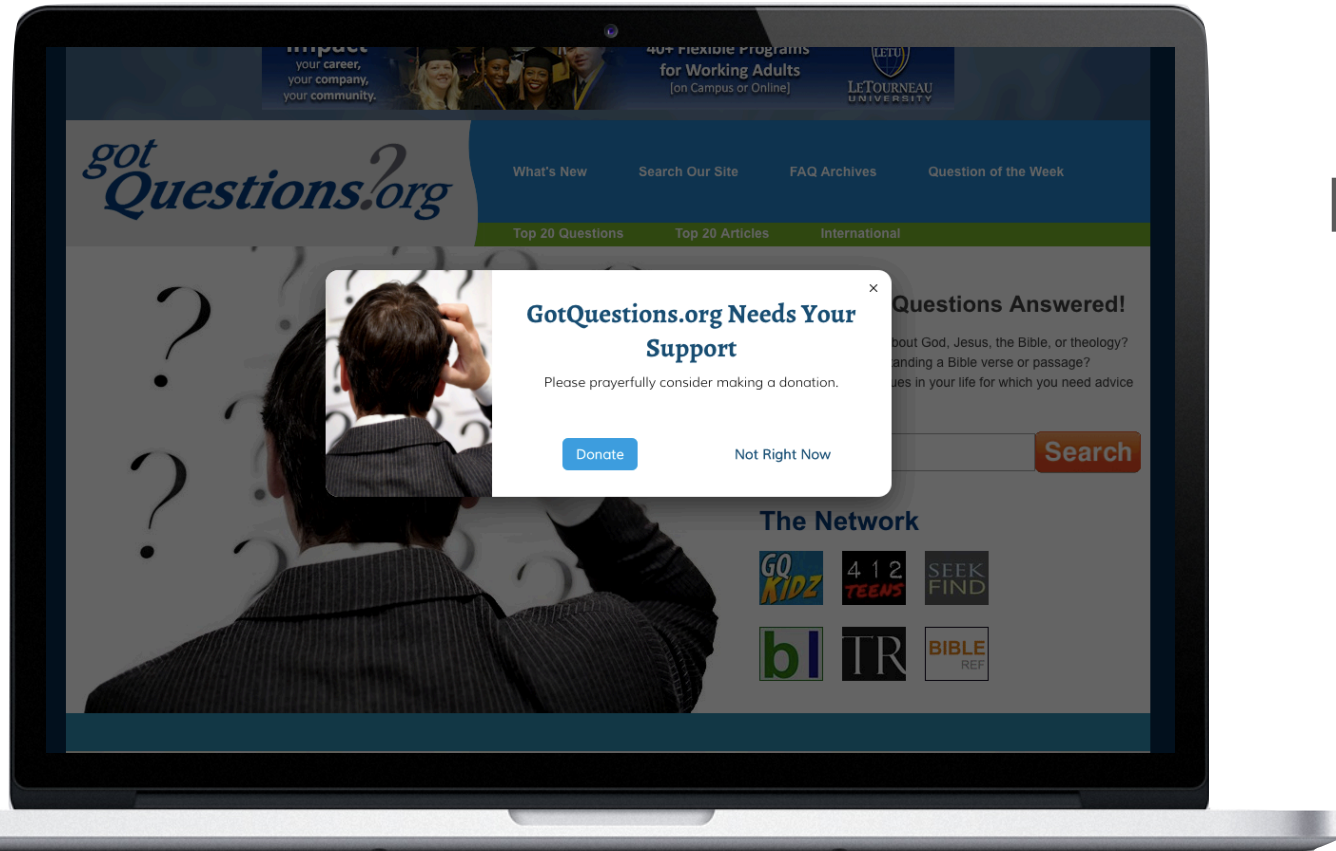


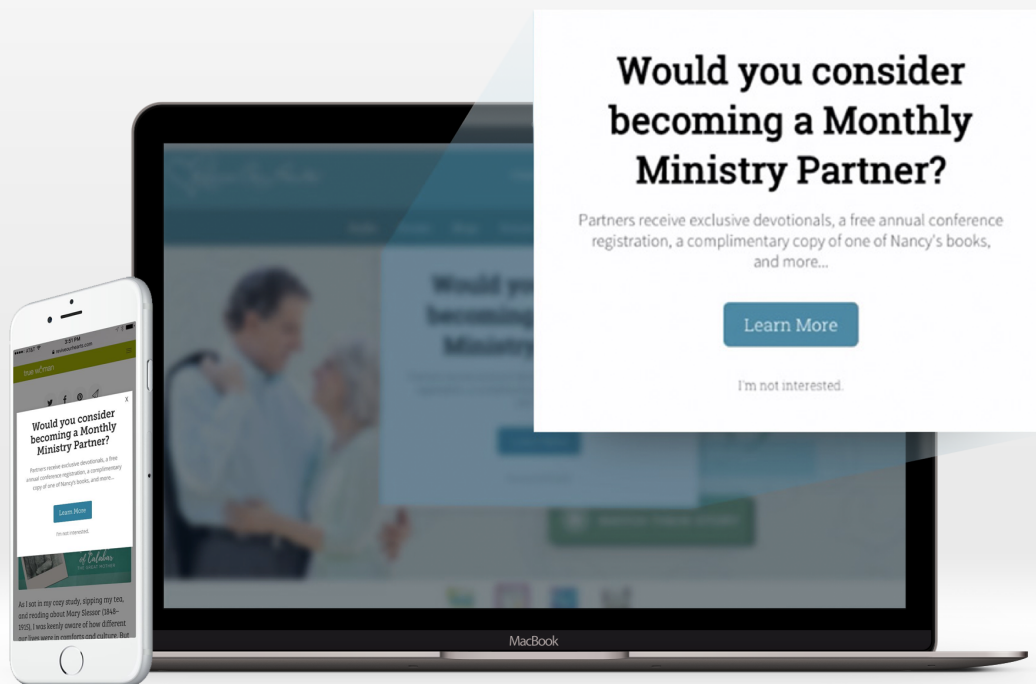
Deep
Engagement

\$13,000
per month
ongoing

@chadw5Q

#Outcomes18





\$45,000
in 30 days

Revive Our Hearts™

Donation Re-Targeting

JOURNITY

Date RangeNo Date RangeFrequencyOnce Per VisitPREVDESIGNNEXTREVIEW

Group Membership

Groups are only added by a custom javascript call on certain pages. See the section on groups at <http://api-docs.journity.com/index.html#groups>

User Belongs To

View+\${Donor}+Form

ex: donors

User Does Not Belong To

Donor

ex: non-donors

Audience Insights

Engagement Score

Group Membership

Recent Users per Group

| | Group | Count |
|----|-----------------------------|-------|
| 1 | View+\${Donor}+Form | 1,049 |
| 2 | Email Address | 586 |
| 3 | Donor | 537 |
| 4 | Single Gift | 526 |
| 5 | Thanksgiving Campaign | 233 |
| 6 | Donate Widget | 111 |
| 7 | Donate Online Now Campaign | 87 |
| 8 | View+Updates+Email+Form | 57 |
| 9 | View Hope Story | 42 |
| 10 | Holiday Meals Campaign | 41 |
| 11 | View+Volunteer+Email+Form | 38 |
| 12 | View+Corporate+Partnerships | 34 |
| 13 | View+Marathon+Form | 33 |

34.6%
Response

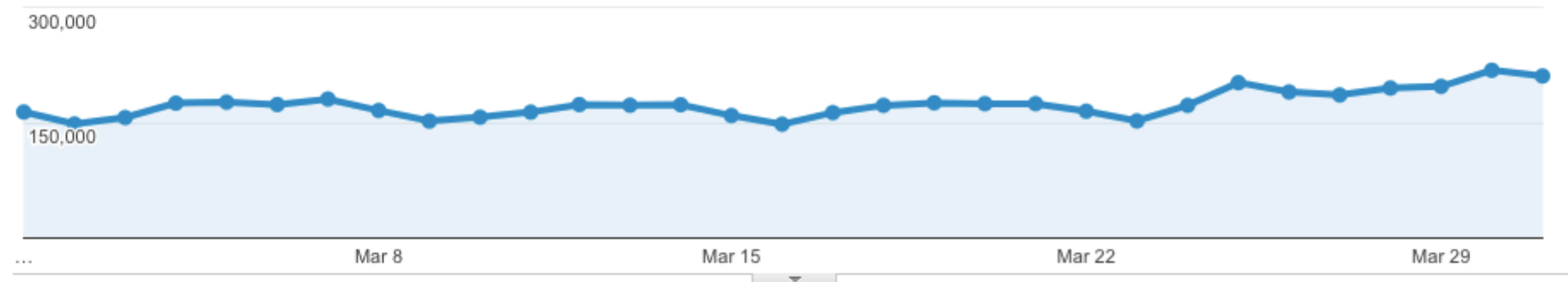


Search Engine Optimization (SEO)

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.



● Users



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾



advanced



| <input type="checkbox"/> | Default Channel Grouping | Users ▾ ↓ | Users | Contribution to total: Users ▾ |
|--------------------------|--------------------------|---|---|--------------------------------|
| | | 4,217,188 % of Total: 100.00% (4,217,188) | 4,217,188 % of Total: 100.00% (4,217,188) | |
| <input type="checkbox"/> | 1. Organic Search | 3,099,993 | 72.41% | |
| <input type="checkbox"/> | 2. Direct | 772,900 | 18.05% | |
| <input type="checkbox"/> | 3. Referral | 343,906 | 8.03% | |
| <input type="checkbox"/> | 4. Social | 53,930 | 1.26% | |
| <input type="checkbox"/> | 5. (Other) | 10,604 | 0.25% | |
| <input type="checkbox"/> | 6. Email | 61 | 0.00% | |



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.





BLUE LETTER BIBLE

SEARCH THE BIBLE

[HELP](#) [QUICKNAV](#) [ADV. OPTIONS](#)

Examples: John 3:16 Jesus faith love "God of my salvation"



BLB Depends on God's Provision Through You

If you have been blessed by the BLB website, we humbly ask you to pray about how you might be led to support BLB with a gift. Thank you! Your partnership helps make all we do possible.

[Give ▶](#)

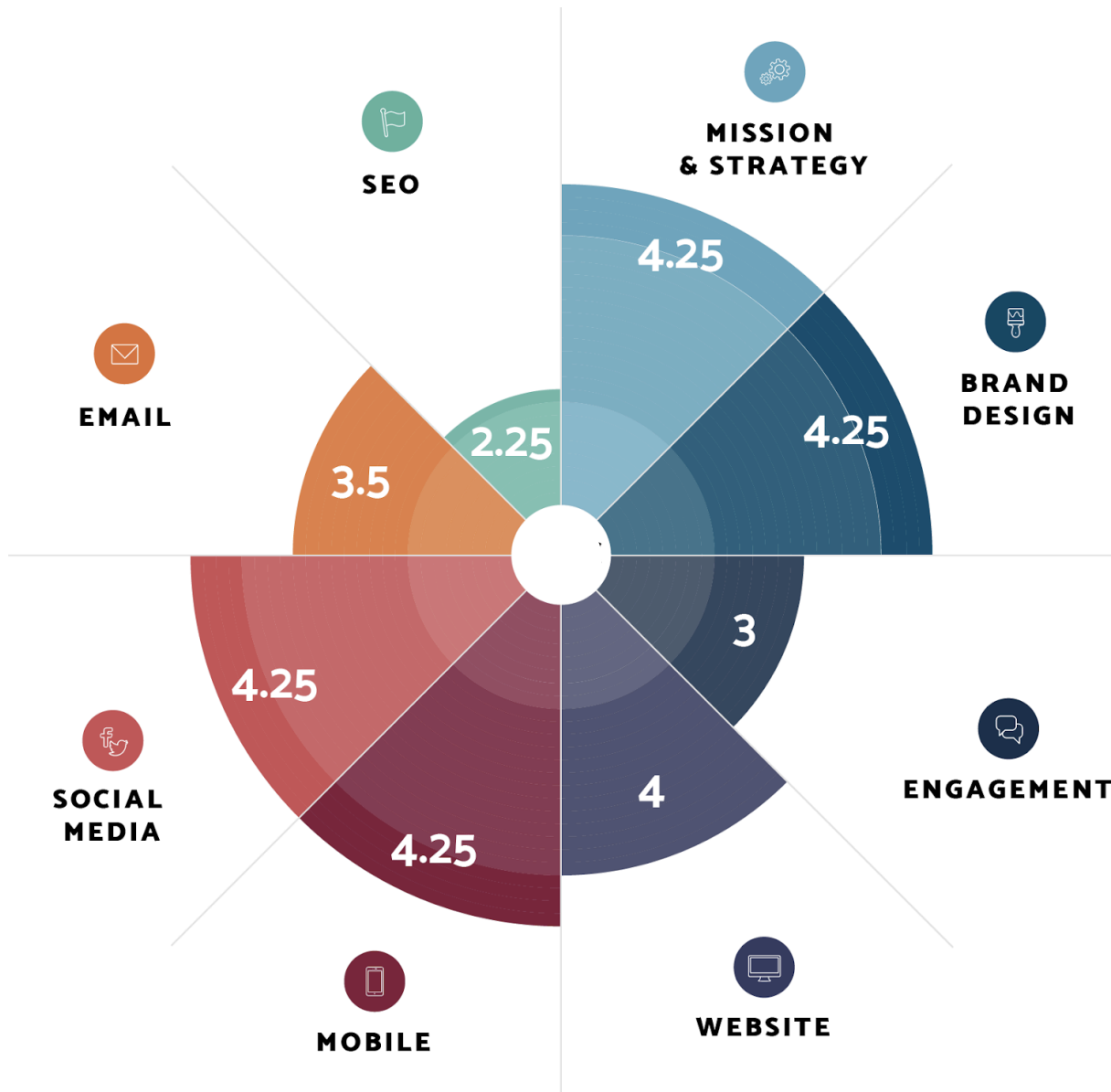
News



2:30

Multiple Verse Retrieval

[Retrieve](#)[Adv. Options](#)



Overall Score
3.7



Critical Path Recommendations

360 View of your Constituent





DIGITAL MINISTRY ASSESSMENT

Free Digital Ministry Assessment

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

Download Free Assessment:

fiveq.com/cla



Use Journity
Personalization
Platform for Free:

www.journity.com/cla/

Keep an Eye on AI: Artificial Intelligence



Note: PaaS = platform as a service; UAVs = unmanned aerial vehicles

Source: Gartner (July 2017)

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 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.

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—will yield long-term results.**

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FIVE Q

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?

