

Digital Ministry Coaching

Attract, Connect, Serve

Connect: Week 10

Agenda

- Welcome & housekeeping
- [Start Recording]
- Review Homework
 - a. Three (3) email messages for outreach
 - i) Who are these aimed at? (Prospects or current members?)
 - ii) What are your calls-to-action
 - (1) Calls-to-action can be placed in multiple locations in these emails; adding the call-to-action at the beginning of the email allows your audience to quickly skim and get the most important piece
 - iii) Additional Comments:
 - (1) In addition to these three emails, future personalized emails would be very beneficial for long-term nurture.
 - (2) Difference between collecting emails and cell phone numbers (for texting)
 - b. Engagement Analytics (Constant Contact)
 - i) Adding Users (Sharing Access) - Click on Admin at bottom of left-side of the page and under the middle section [Property], click on User Management. This is where you can share access to your Google Analytics site by adding new users' email addresses.
 - (1) The basic level of access is Read & Analyze which allows users to see review the site traffic stats.
 - (2) Collaborate is the next level which allows different users to create their own personalized views of the stats.
 - (3) The Manage Users checkbox is the most to be cautious about; however, it would be smart to have at least two users that can add/delete users.
 - ii) Page Views - How many pages were viewed in the last XX amount of days
 - iii) Unique Page Views - Number of unique IP addresses visiting your website

- (1) This gives us a more accurate look at how many people actually visited the website. For example, the same **one** visitor may have viewed **three** of your pages and therefore is being counted three times in the Page Views count, but is counted as one in the Unique Page Views total.
 - iv) Average Time on Page - Exactly how it sounds
 - v) Bounce Rate - Percentage of visitors who are spending less than 30 seconds on page
 - vi) % Exit - Percentage of visitors who viewed one page and then left your site entirely
 - (1) This becomes a more important factor as your website matures. (It's also important to see which page people are landing on the most and if this number is high, that is the page that may need a makeover.)
 - vii) Overview - Shows days in which your site was viewed the most and which pages are the most popular
 - viii) Acquisition - Tells you where your traffic is coming from
 - (1) Direct link (they typed it in)
 - (2) Organic Search (search engine)
 - (3) Referral (linked from email or other source)
 - (4) Social (Facebook, Twitter, etc.)
 - ix) Audience - Tells you demographics about your site visitors
 - (1) Location
 - (2) Sex
 - (3) Age
 - x) Realtime - Shows you how many people are currently on your website and which page they're watching
- Going live
 - a. Webhost (BlueHost)
 - i) Currently being hosted on FaithGrowth's staging site; we need to redirect the domain back to BlueHost
 - ii) Managed Hosting - Additional website assistance (higher level security and nightly back-ups); FaithGrowth offers this service for \$30 monthly or we can suggest other providers for you to research
 - b. Final Pending Details:
 - i) Finalize Podcast Application - Need to set-up a credit card in Castos
 - (1) We can push this page live on your site whenever; however, the audio recordings won't be available until a credit card is on file--only the textual versions of each podcast will be available

- (2) Finalize Online Donation Collection (through the website) - Grace Lutheran needs to create a Stripe account (which will connect to your bank account)
 - (a) If you'd like to continue using your current donation site, iGive, we can use it on your new site until Stripe is set-up.
 - ii) Prayer App Testing - This will be ready to test the second week of December.
 - iii) Email Newsletter Form - FaithGrowth will link ConstantContact account to the newsletter form and will record instructions for future reference
 - iv) Website final tweaks - Grace Lutheran still needs to:
 - (1) Update the the What to Expect Page
 - (2) Review top menu and confirm most important pages to link to
 - (a) Do you need Learn AND What to Expect pages? Can this info be combined in one About page, with additional pages linked on that page's content?
 - (3) Create a page to link to under Community on the homepage
 - (4) Update the Fun Facts section at the bottom of the homepage--new content? Remove completely?
- Q&A
 - a. Photo Gallery - Previously using the basic gallery with limited personalization capabilities. FaithGrwoth upgraded your media capabilities with the Envira Gallery app; now you can add photo galleries to your website that will allow visitors to click and expand pictures (via Envira's lightbox feature)
 - i) Add an Envira Gallery to your pages and posts as you would any other type of media
 - b. Pages - Switch to Draft allows you to remove the page from published site. This hides the page from public view.

Homework

1. Keep going! We gave you the tools, now it's up to you to continue to update your website with new content and keep in touch through digital outreach. (But let us know if you need help!

Where do you get help?

- Join us on Facebook - <https://www.facebook.com/groups/712956465502081/>
- Email your questions - team@faithgrowth.com
- Review previous lessons - <https://faithgrowth.com/category/digital-ministry-coaching-grace-lutheran-upland-ca/>