

Defining Success for Digital Evangelism

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God's Word *always* works

We celebrate and rejoice whenever a lost soul receives faith and is baptized through the power of God's Word. The Lord sets believers apart to be his messengers and God works through the message. Our business is to plant gospel seeds and it is God's business to make them grow.

When evaluating evangelism success, it's important to trust that God's Word *always* works.

Since nobody can program the Holy Spirit to work, we can gauge evangelism success by celebrating gospel activity.

Here are some metrics that matter for your upcoming Easter digital evangelism campaign:

- Celebrate the number of members who participate by handing out half-page Easter flyers to people they know.
- Celebrate the number of people on your prospect list who personally received the half-page Easter flyer.
- Celebrate the number of homes that received a half-page Easter flyer at their front door.

How can a congregation define evangelism success using digital advertising?

Digital advertising provides congregations with an opportunity to reach a broader audience that is cost-effective. With this digital campaign, we will attempt to connect with:

- Families who have moved into the community and are looking for a church home.
- People who are going through a difficult time and looking for some place safe to connect.
- People who desire to learn more about Jesus.

In our post-pandemic world, people are struggling with hope, but do not trust the institution of the church. They are more reluctant to walk through your doors on Sunday morning. It's becoming imperative to bring the message of the cross to the people – both personally and digitally.

We address this new dynamic in evangelism by designing this Easter digital campaign to increase awareness for your church and gain new entry points to communicate the gospel.

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Our digital advertising will point people to a customized web landing page to receive a gospel message and an invitation to worship on Easter morning.

Gauging success for this Easter digital campaign will be based upon the number of people we reach and how they engage your web landing page.

Sample results

Here is an example of a Christmas digital campaign report we provided for a WELS church in Roanoke, VA:

Impressions:	32,594
Reach:	8,684
Reactions, Comments, Shares:	1,300
Number of Clicks to Landing Page:	310

Impressions are the total number of exposures to a digital advertisement. One Facebook user can receive multiple exposures (impressions) of an advertisement over time. If one person was exposed to an advertisement five times, this would count as five impressions.

Reach is the number of unique users who see your advertisements on their Facebook page.

Reactions, Comments, Shares are the number of responses to the content on a user's Facebook page that can be in the form of a like, posting a comment, or sharing the landing page with their followers.

Clicks are the number of times people clicked the link in the digital advertisement to a congregation's landing page.

This congregation can rejoice for the following reasons:

- They virtually knocked on the door of 8,684 people an average of four times over a two-week period.
- There were 310 people who accessed the landing page and either read or viewed a gospel message.
- The number of reactions, shares, and comments on individual Facebook pages were excellent to help increase the reach.

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Conclusion

It's important to properly define evangelism success. When expectations don't match results that only God can provide, we set ourselves up to be disappointed and disheartened. Instead, celebrate success that is based on actively spreading the seeds of the gospel throughout your community, because this is something that congregations can control.

Digital advertising can powerfully support an overall outreach strategy that regularly engages, invites, and proclaims the message of what Christ has already done for the world.

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http://eepurl.com/bA_JWj



Further Insights:

Evangelism Metrics that Matter

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