

# How a Targeted Messaging Platform Can Help Grow Your Church



**No matter how you define it, a recession has crept into the economy.** Church ministry teams must use more effective and efficient strategies to cultivate and disciple new people and grow their members' faith into a deeper relationship with God and each other. Using a targeted messaging platform can help your church do just that – identify and meet the needs of each attendee – all at a cost your congregation can afford.

However, communication tools for churches are most often disparate and independent of each other. To really connect your congregation without a lot of manual work requires a sophisticated blend of message auto-identification and auto-distribution on all the channels your church communicates on. This type of integration and ability is almost impossible to find in the church world. For the few options that do exist, it requires custom development and specifically skilled developers; either in-house or outsourced, if you can find them. All of which comes with a hefty price tag and on-going maintenance costs.

Our member engagement solution or messaging platform serves as an amplifier to all your existing and essential tech tools, including your church management system, mobile app, payment processor and others, integrating and empowering them to work together more efficiently and seamlessly. Our system sends targeted, personalized messages to all the right people without bothering the rest.

The StudioC is the only messaging tool that can segment and personalize so accurately that it drives member and visitor engagement to a whole new level. We don't just add first names and separate men from women. Our platform's leading-edge algorithm and data management capabilities look at people's participation (or lack thereof) and other key attributes to show church leaders how to encourage people to take the next steps along their faith and discipleship journeys.

With StudioC's platform, you can communicate with your members and attendees to celebrate the steps they have taken and encourage them to take part in activities they haven't explored yet – all aimed at the ultimate goal of changed hearts. Even better, you and your staff can do all that by setting the parameters only once – and then the automated system handles the rest, putting people on and off your lists based on their participation and interactions.

Unlike church management systems or tools that give flexible frameworks to use but require extra expense and on-going development time, we carry the burden of



making our platform easy, intuitive and manageable by your Comms team or volunteers. No extra maintenance costs or developers required, on your end.

The beauty of our church messaging platform, data warehouse, and related technologies is that they require little in the way of technological know-how. Even the most technophobic of pastors and lay leaders – with only a little training – can put these tools to work in growing and nurturing their congregation.

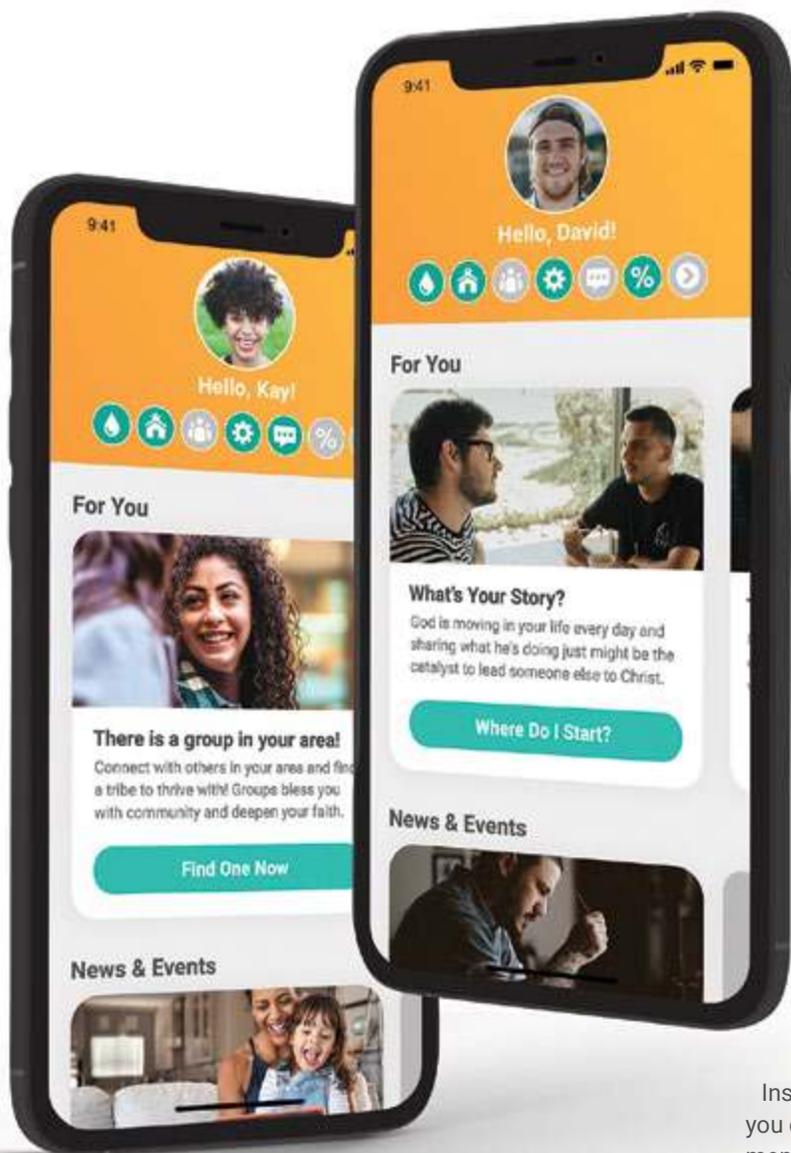
Most importantly, it's not the data itself – it's what you do with it that can grow your church. You need to use that data to know your people, match them to programs, and talk to them about opportunities.

However, to use data to your church's best advantage, you need to take all the information you collect and put it in a place and structure where you can use it. We make this possible by creating a custom data warehouse in conjunction with StudioC's messaging platform giving you that capacity – the ability to know your people on a deeper level.

## What Is a Data Warehouse?

A data warehouse is a [digital platform](#) that stores data (information) from both an organization's own databases and other sources, such as social media and other digital media, such as personal blogs or business websites.

For example, a church could source and store information from its own surveys, first-time attendee



cards, church camp, event applications, music ministry membership rosters, and other internal sources. From that data, church leaders could plan new group offerings based on member interests, invite members to participate in groups that might appeal to them, or send content that could help them grow spiritually.

StudioC is unique in offering a data warehouse as part of its messaging platform. It's a bonus that integrates all the pieces and parts of your church members' data into powerful messaging; regardless of where it comes from. It's a part of the "secret sauce" that can help your church reach everyone from seekers to longtime members with messages that lead them toward the next step along their faith journeys

### Take a Personalized Approach to Member Engagement with a Messaging Platform

Let's take the fictional lady we've featured in the sample screenshot. She's a member; she's married, and her husband is also a member. They might both like to take part in a married couples' Sunday School class — so an

invitation to participate might help them take the next step in engaging with your congregation.

And, since they're likely busy, given their demographics, they might benefit from a subtle reminder to think about upping the frequency of date nights, an essential ingredient in maintaining the spark in their marriage.

Pairing your data warehouse with StudioC's targeted messaging platform empowers you to use your knowledge about your church members to enrich their faith and daily lives.

### Data-Driven Instead of Emotion-Driven Decisions

Let's say you met with your lay leadership last week to brainstorm new interest groups you'd like to offer your congregation. The trouble is, no one had any actual headcounts of the varied interests and demographics among your members and seekers.

So, you decided to hand out a survey of your members after church to see which of those groups the leaders identified in the brainstorming session might interest them. But that's where feelings and church politics often come into play — and the squeaky wheel often gets his or her way rather than playing by the numbers.

End result: hard feelings. Not the best-case scenario, especially in a church, where harmony should rule.

Instead, with StudioC's targeted messaging platform, you could send an online survey out directly to your members. On the survey, you'd list all the choices the leaders suggested. The members could vote online, sidestepping all the bickering and letting the numbers help drive your leadership decisions.

Once selected, these new groups can be personally targeted to the congregation members that would most identify or fit with them. No need to blast. You can use the variety of data at your disposal to take much of the guess work out of recruitment; a win-win that will have much higher response rates.

### Stem the Growing Tide of Apathy and Unbelief

A 2020 Barna study revealed that **only 25% of the US population are practicing Christians.**

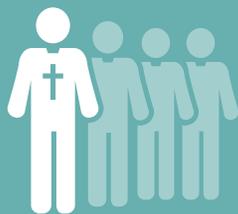
Even more telling are the criteria by which the researchers defined "practicing Christian":

- They identify as Christians.
- They agree strongly that faith is essential in their life.
- They have attended a church service during the past month.

That's all.

Not active participation in various ministries.

25%  
OF THE U.S. ARE  
PRACTICING CHRISTIANS



2020 Barna

Not weekly attendance.

Not even sharing their faith with their friends and family.

In the growing tide of secularity, we're losing our nation's spiritual foundation. To prove our point, a full **32% of the US population doesn't identify as Christians**, the study showed.

**A majority of that 32% don't come from Jewish, Muslim, or other theistic backgrounds.** If Barna's 2018 numbers hold true, **21% of the US population identifies as atheists, agnostics, or "other."**

The fields are indeed white.

The trouble is that many churches haven't adapted their approach to the digital universe in which most people move. During the same two decades that saw an explosion of **social media users from 5% to 72%**, **church attendance declined.**

It's all about personalized messaging. Social media sites — even ads — use data to make users feel like someone cares about them.

It goes way beyond inserting their name into messaging. Today's social media platforms take a deep dive into their users' data to choose what to show them — and what not to show them.

Just lost a life partner? You'll see widows' and widowers' support groups pop up in your feed.

Love dogs? On social media, it won't be long before you have a broad spectrum of "friends" you've never met personally who share your love of all things canine.

It might all be smoke and mirrors, but today's social platforms make users feel like they're reading their minds. And more importantly, that they care about them.

That message resonates on a deep level with social media users, driving their engagement with the platform. There's one difference, though.

You actually do care — and personalized messaging shows that you do. StudioC's church technology zeroes

in on the specific type of personalization that produces spiritual fruit — and engagement with your congregation.

As you can see in the Bible, Jesus and the apostles used their God-given gifts to call people by name and discern exactly what kept them up at night. Later on, local church leadership used their familiarity with their communities as the source of their knowledge.

However, in today's fragmented world, many people — especially those without the human connection they have with regular in-person church attendance — prioritize their online relationships over in-person ones. As church leaders, we could fight that trend as we have over the past 20 years. And lose.

Or we could **embrace digital technology** to get through to the skeptics, the seekers, and the disillusioned.

With a congregational data warehouse and communication tools integrated, church leaders — executive pastors, senior pastors, and congregational leaders like elders and deacons — can leverage that same kind of technology to engage members and seekers alike. The kind of personalized messaging that such a platform offers rivals that of the top social platforms' ad analytics.

Give your members a central hub where they can interact with you and the ministry team, engage with church groups that serve their interests, and grow their faith. Then, ensure the strategy and infrastructure of your technology and communication tools enable easy engagement for your members and your team to minister to them.

**"THE FIELDS ARE INDEED WHITE."**



StudioC's use of a church data warehouse integrated with our messaging platform takes less work than a massive customer data platform (CDP) but gives your church all the benefits without all the fussy maintenance tasks. After all, you're leading a church, not a major shopping platform.

It also allows you to keep your existing technology — your church management software, website, and mobile app. It simply helps you use all that technology to its full potential.

With a data warehouse at your disposal, you'll be able to make more effective decisions while maintaining a channel for seamless omnichannel communication. With more effective leadership and more personalized communication on your messaging platform, your congregation will [grow in its engagement](#) with you and each other — and, most importantly, with God.

With StudioC's data warehouse and messaging solution, you'll have a platform built by experienced church leaders for church leaders. It's useful for churches of all sizes and can turbocharge your growth strategy as well as engagement.

Our platform, consisting of a custom [data warehouse](#) and messaging tool, provides a wealth of benefits, including:

- **Normalizing data:** Ensures data integrity, eliminates redundancies, and creates a single source of truth.
- **Enabling data hygiene:** Maintains error-free data, presents it in an organized structure, and makes it easier to duplicate.
- **Consolidating data for reporting:** Clarifies information, making congregational, staff, and leadership meetings more focused on the tasks at hand.
- **Using first-party data:** Avoids intrusive third-party sources, such as "cookie" trackers (which major search engines are phasing out), building trust through member-submitted data and enabling meaningful communication.
- **Leveraging the power of the marketplace to engage people:** Uses the same tools that the information marketplace does to attract and retain followers.

You have the greatest mission in the universe. You're not just selling "stuff."

Your task is to shepherd your people on their faith journeys. Knowing where your attendees and members are along that path helps you see when they are ready to take their next step in the journey.

StudioC's custom data warehouse and messaging platform can do just that. **Request your church's free demo today!**

**Emily Ann Baker**  
26 years old  
Gilbert Campus

**Next Steps:** 3/7

**Attendance:** Monthly totals for the past 12 months

Month	Attendance
8/21	2
9/21	2
10/21	2
11/21	1
12/21	3
1/22	9
2/22	5
3/22	8
4/22	4
5/22	1

**Details:**

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**Family:**

- David Allen Baker (Spouse)
- Audrey Lynn Baker (Child)

**Current Messages**



Know Your People. Grow Your Church

Our solution uniquely combines your church's discipleship program and member mobilization strategy into a tactical tool, giving your team a powerful messaging platform that scales, as you grow.

[theStudioC.org](https://theStudioC.org)