



CREATE A WEB EXPERIENCE, NOT A WEBSITE

MAXIMIZING YOUR FRONT DOOR

WHY? Why should you invest time and energy in developing a web experience?

- New Mission Field - _____
- Great Commission Does Not Exclude the Internet
- Website = New Digital Front Door
- Internet is _____ People
 - The average American spends over _____ a month online.
 - 10 to 20% of affairs begin on the Internet.
 - Twitter is adding nearly 500,000 users a day.
 - Over _____ US adults regularly visit pornographic websites.
 - People spend _____ minutes per month on Facebook.
- People Are _____ and _____ Online

 "59% of churches are dissatisfied or ambivalent about their web site."

WHAT? What is a web experience?

- Engaging Interaction (Dynamic Not Static)
- Value Added _____
- _____ a Picture

HOW? How do we develop a web experience?

- Don't Guess, _____
 - Church Profile
 - Audience Definition
 - Present Situation
 - Goal Identification
- Don't _____, Articulate
 - "If you communicate everything, you are communicating nothing."
- Don't Dance, _____
 - Identify Communication Channels
 - Elements of Good Design
 - Issue Shareable Content
- Don't _____, Analyze
 - Advance by Adjusting

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