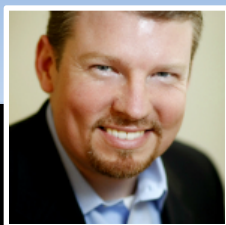


The #1 Thing Every Church Should Be Doing Online Right Now

TO ... Finally Get The Web On Your Side, and
Get More Church Visitors Through Your Front Doors

(Even If You Hate Using The Internet!)



Scott N. Smith, Presenter

Scott Smith

- Consultant, Evangelism Ministries, GBMB
- 20 Years Itinerant Preaching & Evangelism
- 2010 Formed A Consultancy Firm to Help Churches Leverage Internet For Outreach
- Social Media Strategist



After Much Trial & Error Stuff Started Working...

“We broke Easter Attendance records. We had 84 first-time visitors!”

— Pastor Michael Stovall, Centennial Baptist, Rutledge, GA

“Doubled Easter Attendance from the year before!”

— Pastor Joe Wood, Riverside Church, Hull, GA

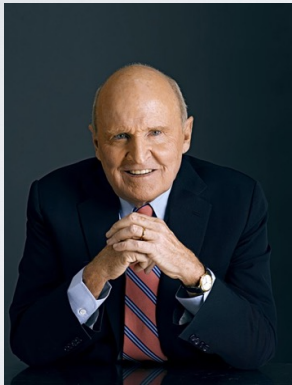
“Quadrupled our church visitor rate in less than a month!”

— Bishop Andy C. Lewter, Hollywood Full Gospel, Amityville, New York

What You're About To Learn

- The Fastest Growing Influence On Local Church Outreach, Both Online and Offline
- A Simple, Focused Strategy That Can And Will Affect Every Other Method of Church Marketing And Promotion INCLUDING Word-Of-Mouth
- A Way To Mobilize The Church Members To Make An Impact Online FOR THEIR CHURCH DIRECTLY

Get With It, Or Else



On organizational change:

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

Jack Welch

Good Or Great?



“A good hockey player plays where the puck is. A GREAT hockey player plays where the puck’s going.”

Wayne Gretzky

Digital Disruption Changing Old “Standards of Reality”

Uber, *the world’s largest taxi company*, owns no vehicles.

Facebook, *the world’s most popular media owner*, creates no content.

SocietyOne, *the fastest growing banks* have no actual money

Alibaba, *the most valuable retailer*, has no inventory.

Airbnb, *the world’s largest accommodation provider*, owns no real estate.

Netflix, *the world’s largest movie house* owns no cinemas.

Skype & WeChat, *the largest telephony companies* own no telco infrastructure.

Apple & Google, *the largest software vendors* don’t write the apps.

Who This Is NOT For...

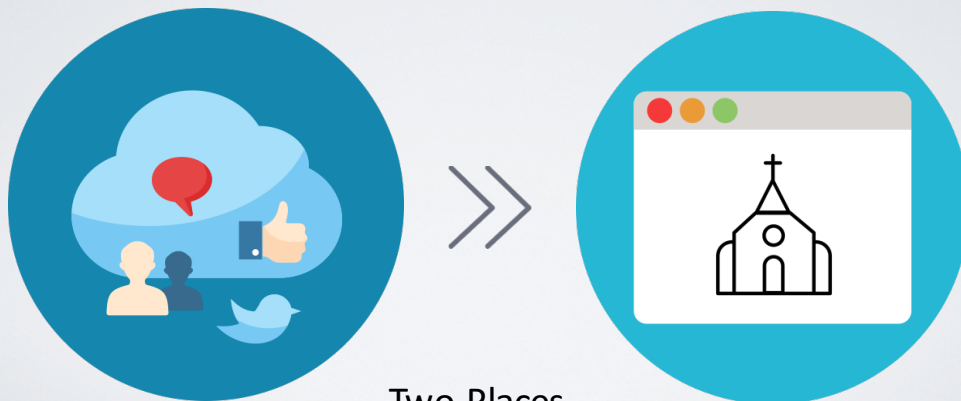
- Church leaders who are resistant to change
- Church leaders who don’t care about the Biblical Gospel
- Church leaders who don’t take action on actionable outreach strategies
- Church leaders who don’t “see” opportunity

Two Main “Digital Leverage Points”

**That Create Instant “Goodwill,” Build Social Rapport & Spiritual Credibility,
*Virtually Eliminating...***

- Skepticism & Fear
- Emotional Distance
- Lingering Clouds of Past Church Failures

Where Do These “Digital Leverage Points” Live?



The Paradigm

A good name is more desirable than great riches; to be esteemed is better than silver or gold.

– Prov. 22:1



The Fastest Growing Influence On Your Outreach – Pro And Con

Let's Start With Google

- Google Is Important As Long As It's A Verb
- Google Has Replaced the Yellow Pages
- Google Has Forever Tied Itself To Your Web Site Its Online "Listing" On Your Church
- Google Has Tied Your Reputation To That Listing

Outreach Game Changer #1

80 Million Google+ Pages Merged With "Company" Websites & Reveals The "Company's" Reputation

Search For Any Church Name Plus The City Reveals Their Reputation

Blackshear Place Baptist Church

[Directions](#) [Write a review](#) [Follow](#)

Address: 3428 Atlanta Hwy, Flowery Branch, GA 30542

Phone: (770) 534-7058

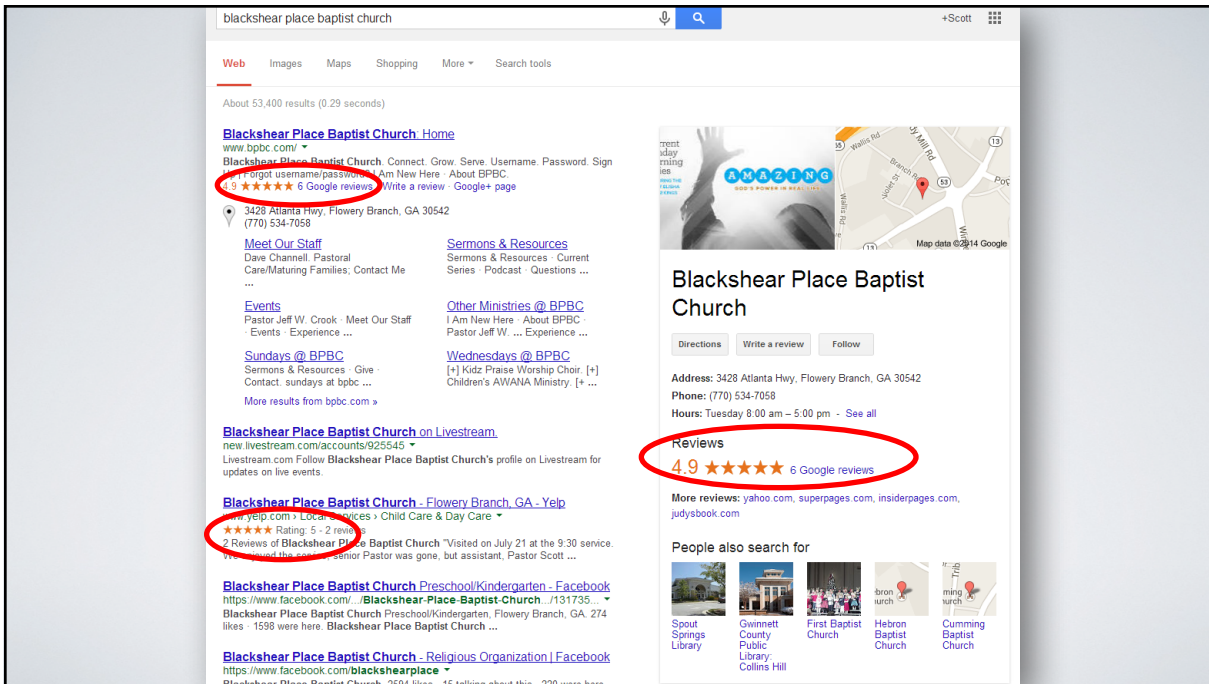
Hours: Tuesday 8:00 am – 5:00 pm - [See all](#)

Reviews

4.9 ★★★★★ 6 Google reviews

More reviews: [yahoo.com](#), [superpages.com](#), [insiderpages.com](#), [judysbook.com](#)

Uh Oh!



Question?

Three Mechanics Are Virtually Identical

Service #1:	★★★★☆	4 Good / 2 Bad Reviews
Service #2:	☆☆☆☆	0 Reviews
Service #3:	★★★★★	6 Five Star Reviews

Which One Would You Try?

Question?

Three Churches Are Virtually Identical

Church #1: ★★☆☆☆ 4 Good / 2 Bad Reviews

Church #2: ☆☆☆☆☆ 0 Reviews

Church #3: ★★★★★ 6 Five Star Reviews

Which One Would You Visit?

The Fastest Growing Influence On Your Outreach – Pro And Con

Amazon, Ebay and Other Consumer Sites Have Trained the Public to Read And Rely On Online Reviews

92% of Consumers Read Online Reviews

Need To Know

Each Month, 18 MILLION
Looking For A Church Online

The ALL found LOCAL LISTINGS that showed:

- No Reviews (No Reputation)
- Bad Reputation
- Good Reputation
- 5-Star Reputation

Which Church Would You Visit?

What People Actually Look For Online



“After Being Referred A Business, What Do You Do Next?”

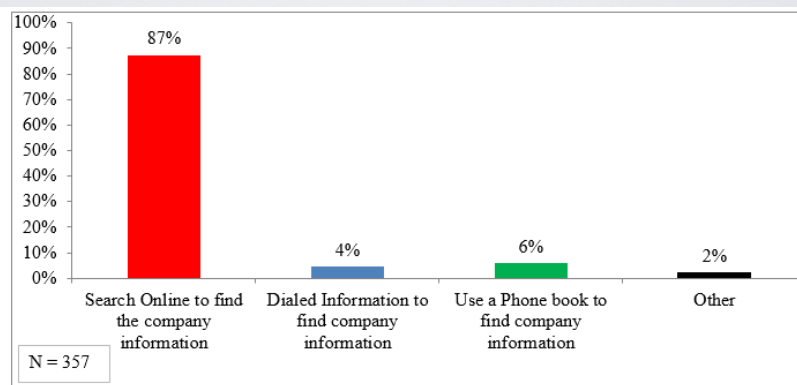


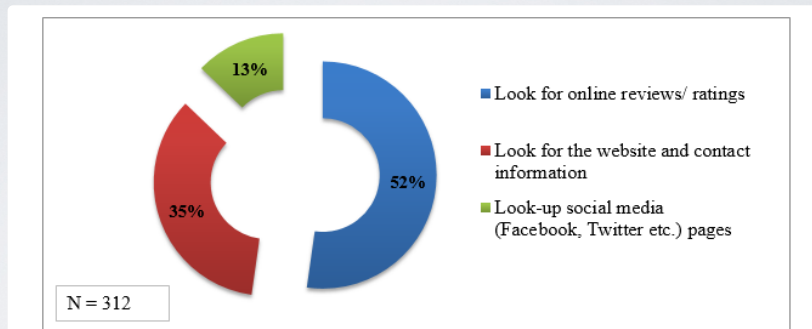
Figure 1, highlights that a majority (87%) of respondents searched online to find information on a company after they were referred to it by a friend or family member.

Real Strategic Inc. All Rights Reserved

What People Actually Look For Online



“After Being Referred A Business, What Do You Do Next?”



Among the respondents who searched online, 52% of them said they looked online for reviews/ratings while 35% stated that they looked for the website and contact information of the company.

Real Strategic Inc. All Rights Reserved

combsu

Church
San Diego, CA

[Write a review](#)

3.9 ★★★★★ 63 reviews

Sort by: Most helpful ▾



Duncan Meadows
4 months ago

★★★★ Great service. Not so great people. Feel left out and lack of communication when joining groups. I just didn't pick one I pick several because I like to help others and give my talents, but the people at [redacted] didn't appreciate it. The ministry is good only when past [redacted]s on since I believe God told him to lead the church and its people. However time to time he leaves and just leave someone there with a smile preaching. Sorry don't feel spiritual feed. [redacted] preaching is great helps you understand better than just reading in context. I do not care for the music makes me fall asleep, but thats them. The main concern is the people mostly the staff. Would I come here again absolutely not. I will Online not in person anymore.



Nina Escobedo
5 months ago

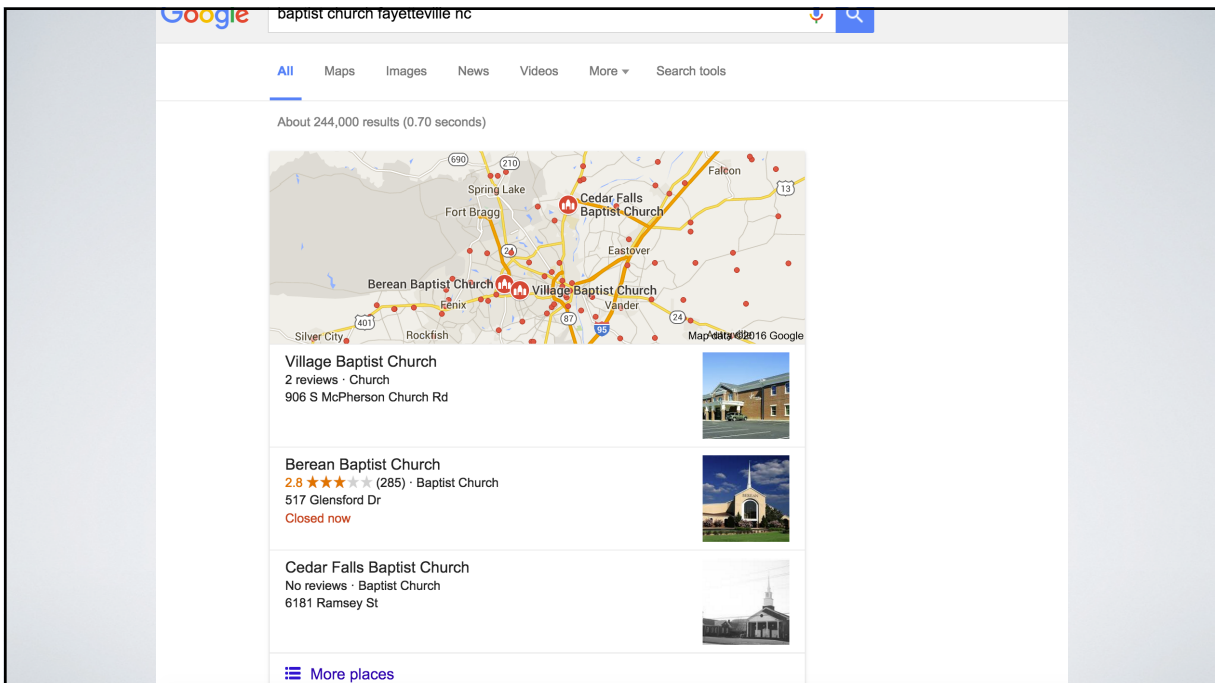
★★★★ Our Christmas Eve experience at t [redacted] was VERY disappointing this year!! We have been going for a number of years, but this was not a good year for them. First, the stage was beautiful, but they only did one traditional Christmas carol. I normally love their music, and the songs they did were good, but they were songs that would be sang on any Sunday at [redacted] There are numerous

★★★★★ Great service. Not so great people. Feel left out and lack of communication when joining groups. I just didn't pick one I pick several because I like to help others and give my talents, but the people at the [redacted] didn't appreciate it. The ministry is good only when pastor [redacted] is on since I believe God told him to lead the church and its people. However time to time he leaves and just leave someone there with a smile preaching. Sorry don't feel spiritual feed. [redacted] preaching is great helps you understand better than just reading in context. I do not care for the music makes me fall asleep, but thats them. The main concern is the people mostly the staff. Would I come here again absolutely not. I will Online not in person anymore.

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



Berean Baptist Church


517 Glensford Dr, Fayetteville, NC


[Write a review](#)

2.8 ★★★★★ 285 reviews Sort by: Most helpful ▾

 **Melodie Bruner**
5 months ago
★★★★★ I moved here from Texas about 5 months ago and knew I needed to find a good church family to become involved with. That is exactly what I found with Berean! These people stand for something, in this day and age that is almost impossible to ... [More](#)


 **Pantsuit Princess**
6 months ago
★★★★★ Very deceptive. They draw you in by way of love and then drop the legalistic clobber hammer on you. You have to be a clone of what and who this church expects you to be or they disfellowship you and even shun you. Do not be a minority and ... [More](#)


 **chris ox**
3 months ago
★★★★★ Promotes hatred, bigotry, and child abuse. The Bible states that many will be lead by false prophets. Also the devil knows the bible also.


 **Deborah Sylvester**
7 months ago


Google

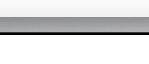
Back to web results for [baptist church wilmington nc](#)

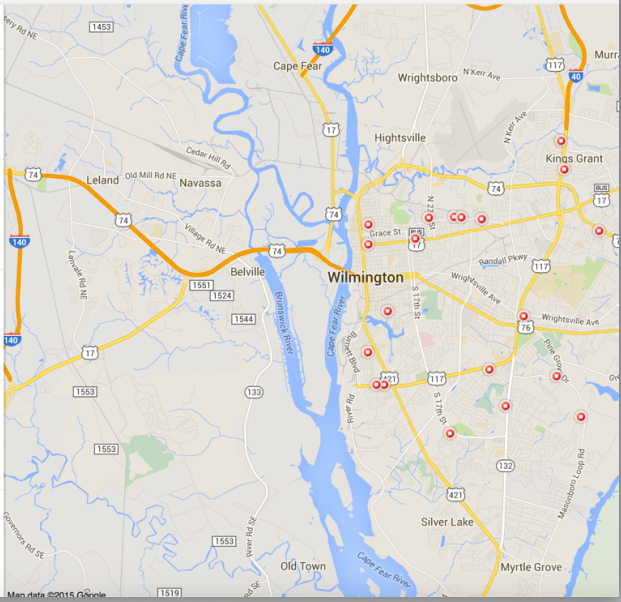
First Baptist Church
No reviews · Baptist Church
411 Market St 

Southside Baptist Church
1 review · Baptist Church
3320 S College Rd 

Calvary Baptist Church
No reviews · Baptist Church
423 N 23rd St 

College Acres Baptist Church
No reviews · Baptist Church
702 Eastwood Rd 

Pine Valley Baptist Church
No reviews · Baptist Church
3940 Shipyard Blvd 



But It's Not Just Google...



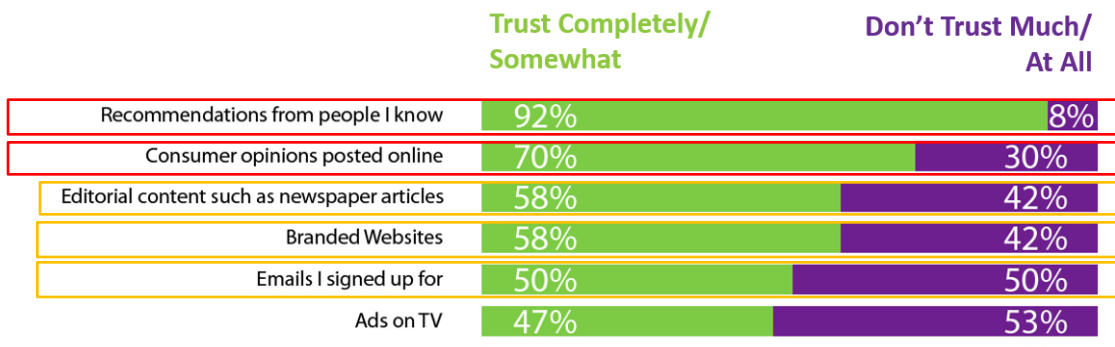
What Facebook Is Doing...





Biggest "Recommendation" Shifts Ever

To What Extent Do You Trust The Following Forms Of Advertising?



Pay Attention...
YOUR CHURCH CAN LEVERAGE THIS TREND
If You Get Reviews On Your Church Listings!

Outreach Game Changer #2

Just Getting DRIVING DIRECTIONS On A Smartphone Shows A Church's Reputation

Church Name	Rating	Reviews	Drive Time
Unity Church of the Triangles	4.9	5 reviews	5 hr 53 min
Pullen Memorial Baptist Church	3.4	6 reviews	5 hr 51 min
White Memorial Presbyterian Church	1	1 review	5 hr 48 min
Hope Community Church	4.3	12 reviews	5 hr 45 min



Outreach Game Changer #3

Direct Mail...TV Ads... Social Media... Local Marketing
NONE OF IT WORKS ANYMORE!
If You Have Bad Reviews Online



Outreach Game Changer #4

People Trust Online Consumer Opinions
As Much As Family & Personal Recommendations!

88% Of People
Trust Reviews As
Much As Personal
Recommendations.

~ Bright Local 2014

It was 79% in 2013!



Positive Yelp Ratings Can Boost a Restaurant's Nightly Reservations by 19%

Economists at the University of California, Berkeley published the results of a study, examining the effects of Yelp's online ratings in this month's *Economic Journal*. The study shows a slight half-star improvement in ratings can increase a restaurant's business during peak dining hours by 19%.

Berkeley professors Michael Anderson and Jeremy Magruder found that "Yelp ratings affect both customer flows and the probability of booking a reservation." The researchers compared the number of reservations on Yelp of 328 San Francisco eateries with the frequency of nightly reservations.

Reputation Marketing Has Proven To Increase Business By 19% By Increasing 1/2 Star Rating Online

Question...

WHAT CAN THIS DO IN YOUR CHURCH?

Outreach Game Changer

People Trust Online Consumer Opinions As Much As Family & Personal Recommendations

For businesses, an extra star is an extra 27% – 107% in sales

~ Bright Local 2014

- If a local business has a 4 star reputation, 92% of users say they will use it.
- A 3 star rating only gets 67% of the attention.
- Only 27% of users are interested in a 1 star business.
- 13% say they'd use a local business with a 1-star reputation.





Average Number of Reviews

14

Average Review Score On Google

4.6 out of 5



Add A New Term To Their Outreach Vocabulary

“Reputation Marketing”



**Building A 5 Star Reputation Online
And Leveraging That Reputation
To Get More Visitors**

Reputation Impacts Behavior

★ Why Reputation Is Vital Today...



Consumers Look Up An Average Of 10 Reviews Before Making A Decision

“70% Of Consumers Trust A Business With A Minimum Of 6 – 10 Reviews”

SOURCES: BAZAARVOICE | BRIGHTLOCAL.COM | ECONOMIST.COM | SEARCHENGINELAND.COM

Demandforce In Partnership with Column Five

**Without Six 5 Star Reviews
Your Church Isn't Trusted**

Reputation Impacts Behavior

★ Why Reputation Is Vital Today...



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Demandforce In Partnership with Column Five

**With Six 5 Star Reviews
Your Church Gains Exponential
Trust Capital**

Reputation Impacts Behavior

★ Why Reputation Is Vital Today...



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ECONOMIST.COM | SEARCHENGINELAND.COM

Demandforce In Partnership with Column Five

With Six 5 Star Reviews
Your Church Is Effectively One Of The
Leading Churches In Your Area

Growth By Online Reputation

Direct Marketing vs. Word-of-Mouth Growth

Review = Word Of Mouth!

A Review is Referring Others to Your Church!

24/7/365

Word of Mouth “Marketing” = Personal Referral
Reputation Marketing = Personal Public Referral

Reputation Impacts Ranking

★ Why Reputation Is Vital Today...

- **Reviews help your Google Places ranking**
- If you can get **26 reviews or more**, you'll be above the national average for businesses/organizations on Page One of Google Places and **will probably rank more highly than you do today**
- To outrank the other guy, **go for 1.5x more reviews than they have**
- **60% of the time** the church/business with the most reviews in its local Google Places market is ranked in the top 3

SOURCE: <http://alexkaris.amplify.com/2011/07/03/the-numbers-facts-on-google-places-reviews/>

Eye Path Heat Map



How Do You Create A REPUTATION MARKETING ☆☆ STRATEGY? ☆☆

Implementation

Claim Your Google Listing

1. Create a free Google account
✓ accounts.google.com/SignUp
2. Stay signed into that new account and go to
www.google.com/business
3. Follow The Instructions To Verify The Listing

EvangelismGA.com/gbama2016

EvangelismGA.com/noba2015

What's There

- This presentation in PDF form
- Email Template Pastors Can Use To Email Their Members To Get Reviews On Their Top Listings
- **Videos On How To Take Ownership Of Their Google Maps Listing**

Implementation

Start Getting Reviews

1. Email 5 people per week requesting they leave your church an online review at Google
2. After 15 reviews on Google move to other sites: Insiderpages.com, Superpages.com, CitySearch.com, [Yahoo](http://Yahoo.com), Manta.com, Yellowpages.com
3. Put Those Reviews Around The Web
 - a) Facebook & Twitter
 - b) Your Web Site
 - c) Email Signature
 - d) Print
 - e) Direct Mail
 - f) Church Sign

Scott Smith

Thank you!



I can be reached by email at...

ssmith@gabaptist.org