



A website that's engaging, enticing and valuable



Church Extension Plan knew their website was central to reaching current and new customers and their Assemblies of God fellowship. Yet the old site was low on useful information and lacked visual impact. It was time to rethink, reinvent and recreate.

^ The new website incorporates rich colors, more photography and a dynamic home page with well-organized information. It's easy for visitors to find what they need.

creative company | marketing brains + creative soul



BUSINESS MARKET A financial ministry providing a range of investments and church loans
Assemblies of God fellowship, Christian investors, AG pastors

Building a relationship by providing financial tools and resources

CHALLENGE

Church Extension Plan offers a range of financial services to different audiences. Yet their central focus is ministry. The new website needed to reflect that commitment and introduce the people of CEP, while providing useful information to keep visitors returning. Navigation had to be intuitive, and page layouts visually appealing. Calls to action and testimonials were also needed throughout.

STRATEGY

Working closely with the CEP marketing team, we designed the look and organized pages with a new navigation structure. A format for useful, downloadable guidelines was created. Copy was written to be descriptive, conversational and engaging. Pull quotes and calls to action encouraged scanning and interaction. A comprehensive SEO strategy was implemented throughout.

RESULTS

Numerous compliments from board members and customers have been received since the launch. The bounce rate has been reduced and page views are up, showing people are spending time on the site.

"This website truly reflects CEP's commitment to ministry. By offering valuable resources to visitors, they are creating relationships that will grow their reach."

—Jennifer Larsen Morrow, Creative Company

^ The high impact home page introduces CEP and their AG connection. Internal pages are easy to read. Videos introduce each section with a personal touch.