

LEADER CONVERSATION GUIDE

Clarifying Digital Engagement - Episode 144

What Matters, What Doesn't, and How to Measure the Real Wins

It feels like everyone has been talking about what to measure—and we're hearing from pastors that it's getting overwhelming and confusing. Ultimately, churches should give the most attention to tracking things that help them make decisions and lead to wins with the *bigger picture ministry goals*. Not sure how to do that? In this episode, Tony and Amy interview Tiffany Deluccia, The Unstuck Group's director of sales and marketing, to shed some light on how to reframe the wins for measuring engagement.

How Online Metrics Differ from In-Person

- Churches have over-relied on programs and events for a very long time. We're essentially still doing it now, just virtually.
- If we, as churches, were guilty of focusing too much on vanity metrics before, we have literally hundreds and hundreds of them to choose from online if we don't clarify what engagement really means to us, and we may gravitate to them without realizing it.
- Measuring things like video views or pageviews as a standalone metric can be misleading. There are lots of reasons views can be high one day, and low another (many outside your control, thanks to algorithms). It's important to measure these kinds of metrics against *conversion* metrics: Did the people who *saw* also *take the step* you encouraged them to take?
- We need to stop applying our live in-person strategies to digital experiences and expecting the same results. We could take this moment to simplify—to reorient our ministries around the strategies that produce the most fruit.

Rethinking Our Content Strategy

- An effective digital strategy follows a clear ministry strategy.
- Have you clarified the unique vision? The mission field? The discipleship path? Did any of it change when you had to stop meeting in person? Do you need to look at it with fresh eyes?
- As with any strategy, you have to begin with the end in mind & work backwards from there.
- *Who are we trying to reach?*
Get specific. When you're online, messaging tailored to a specific audience is dramatically more effective at cutting through the noise.
- *What steps are we trying to help them take?*
Everything you put online should have a purpose: helping *the people* you are trying to reach take *the steps* you are trying to help them take.

Structure to the Strategy

- With a clear mission field, vision and discipleship strategy, you can build a team structure to execute at a high level.
- It's becoming clear the team structure at most churches is going to look very different to support a longer-term shift from analog to digital. Churches who are trying to reach people in their broader community or region will need someone with digital strategy skills on the senior leadership team.
- This flips the communications director role at most churches on its head. Communications directors are often treated like vending machines, asked to merely execute the writing and graphic design needs of each ministry department.
- Going forward, churches will need someone to own **the alignment of the ministry strategy and the digital strategy**—someone who can translate ministry objectives into online strategies that help you reach new people and help everyone connected to your ministry take next steps along the discipleship path. In most churches, that will be a brand new skillset.

Next Steps

1. **Clarify the BIG picture engagement wins.** Go back to basics. What are the key *first* steps and *next* steps? How do we measure them online?
2. **Find a digital strategy alignment leader.** This is the person to monitor the wider scope of online metrics that correspond with the strategies you're using, and then provide you with critical analysis that helps you make effective ministry decisions.
3. **Get help, if you need it!** We've been helping churches clarify vision, mission field, strategies, team structure and action plans for more than 10 years. We can help you assess your starting point (and do an honest reality check), make a plan to lead your church forward, structure your team to the strategy, and put the plan into action. [Let's talk.](#)

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