



PROVIDENCE BAPTIST CHURCH

Case Study

www.pray.org

CHALLENGE



Pray.org circa 2011

THE CHALLENGE

The Need for a Solution

Providence Baptist Church in Raleigh, NC began with 12 families in 1978. That first year they tripled in size, and they've been growing and discipling ever since.

Their original intent was to develop a website where their members could go to learn about bigger events, get plugged in, and find out what Providence is all about.



THE PROVIDENCE MISSION

"We are, 'On Mission With God.' We accomplish this through a simple and focused discipleship strategy of Connecting, Growing, Serving and Going."

Additionally, they had two really unique goals:

1. "We really wanted to tell stories better." (including video)
2. Providence has a very strong missional focus with people and groups they support around the world. They wanted to be able to share and get excited about that in new and meaningful ways.

On top of all that, they were working through a leadership transition. After 37 years, Providence had announced they were on a senior pastor search.

The Providence Story at a Glance

Providence has been a growing and vibrant church since the very beginning. They were coming out of a year-long web project that lacked strategy and wasn't making them happy. Now, a year after working with Ekklesia 360, they are completing a senior pastor search and their new website is, according to them, "one of the most valuable things that we do."



+225 MORE/week
Live Streaming



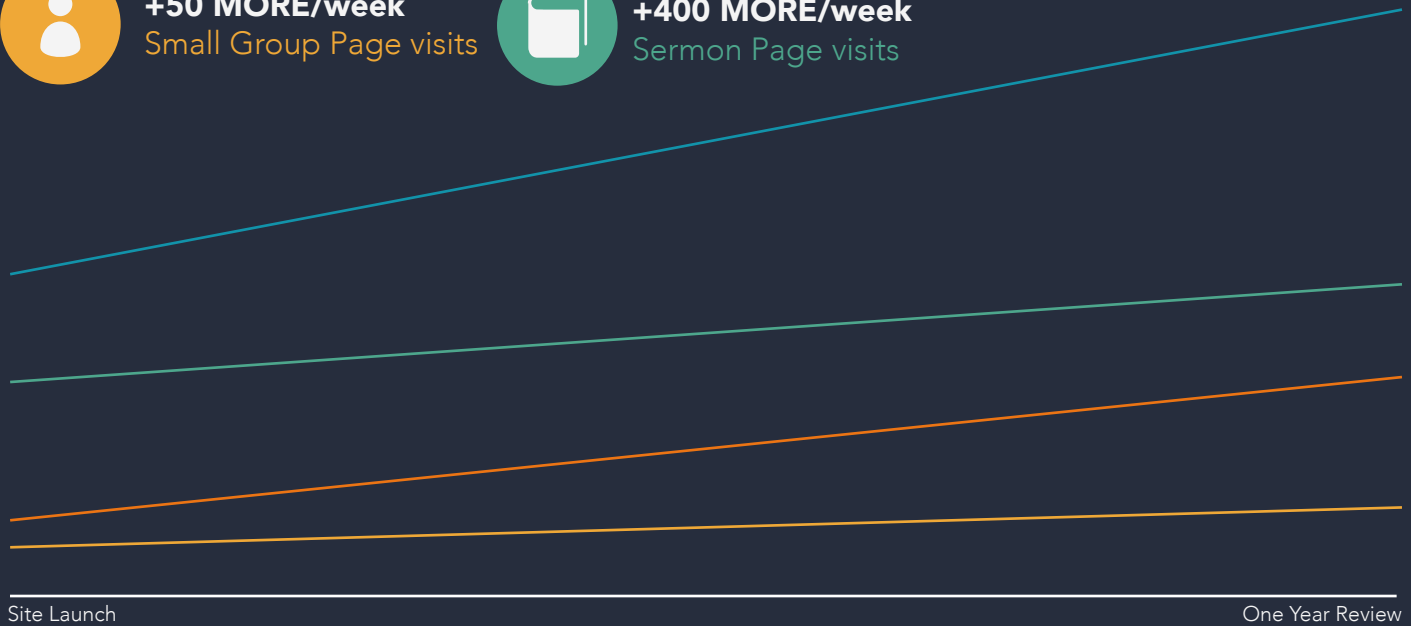
+400 MORE/week
Mobile visits



+50 MORE/week
Small Group Page visits



+400 MORE/week
Sermon Page visits



The Stats: Their Results

Not only has Providence seen some great stories coming out of their new site, their numeric growth is exciting, too! Take a look at how much more use these pages are getting just a year after their new site is live:

- 1. Live Streaming is up: 187%**
From the first quarter of 2014 to the first quarter of 2015, Providence saw an increase of 2717 viewers. **That works out to more than 225 additional people each week.**
- 2. Mobile site visits increased: 82%**
From the first quarter of 2014 to the first quarter of 2015, Providence saw an increase of 5040 mobile site users. **On average, that's more than 400 additional people each week.**
- 3. Small groups page views increased: 68%**
From the first quarter of 2014 to the first quarter of 2015, Providence saw an increase of 661 views of their new Small Groups sign up page. **That's more than 50 a week.**
- 4. Visits to their Sermons page increased: 45%**
From the first quarter of 2014 to the first quarter of 2015, Providence saw an increase of 1862 visits to their Sermons page. **On average, that's more than 400 additional people each week.**



THE SOLUTION

Ekklesia 360

Ekklesia 360 began working with Providence Baptist when they were already mid-stream -- but they weren't really headed where they wanted to be going. "Very few" people used their website, and it wasn't allowing them to emphasize the things that had become important to them. We spoke with their Communications Director, Andrew Barnes, "It was not what we were going for." This situation "was kind of a nightmare."

The Ekklesia 360 Strategy, Design, and Implementation teams stepped in and came to the rescue.



Strategic Services

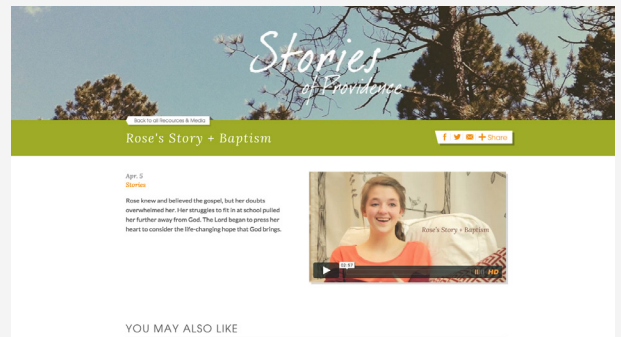
Providence Baptist went through the Ekklesia 360 Strategic Services process and we were able to really dig into some of these goals with them. We helped shape their new website and understand what kind of growth and maturity they were looking for. We guided Providence through several weeks of audits, questions, homework and gave them the guidance they were looking for.

“It was very helpful. The Content Strategy Process was worth the time it took and it wasn’t a difficult process at all. There are a lot of really good questions in there. **It actually made my job more fun because I understood what we were trying to do.**”

Custom Design Services

Providence has a long legacy that they didn’t want to ignore but they needed to freshen up their site and focus more visually on the Stories they were telling and the people they were serving. They have plenty of room for rotating graphics and announcements. The inset video of “Rose’s Story” and the other stories they are trying to tell are especially easy to find.

“It helped the entire leadership team as we rolled it out.”



“I enjoyed the design process. Jenn did a great job. She was very helpful in guiding us through [how design and the technical end interact] to get the best product.”

CMS Website Services

As a result of our Strategy sessions with Providence, we provided a site map, custom design, artistic guidance, technical skills, and tons of cool features for the new pray.org. Our team was able to integrate with other tools they use and keep communication open through all the steps of a web project. Now it is easy for them to use and update large quantities of content. And all with just a few simple clicks of the mouse.

Ekklesia 360 is easy to learn, easy to use for your staff, and easy to use for your website visitors.

“Whatever we needed, Ekklesia 360 can do it.”



“We know these pages are where people are trying to go and so [the Ekklesia 360 team] just went off to the races.”

Andrew Barnes | Director of Communications at Providence Church

SUCCESS

Connect with Us

f t e + Share



COME & WORSHIP

JOIN A LIFE CLASS

WORSHIP

At Providence, Sundays are when we gather to worship Jesus and fellowship together. If you're interested in knowing what Providence is all about, start with one our worship services at 8, 9:20 and 11 am. Our desire during these times is to lift up the name of Jesus and encourage the church through gospel saturated and Christ exalting Bible preaching, prayer and music.

We'd love to have you join us soon! You can even get a taste of what to expect and have some questions answered as you plan your visit!

THEIR SUCCESS

Solution in Action

Our favorite story from the new pray.org, centers on a young lady who lived across the street from their church. Providence meets in the ballroom of a 30-year old hotel and doesn't really look like a church from the outside. This woman got on the new site, checked out the new "Plan your Visit" page, and, well, here's Andrew's version of the rest of the story:



So that next Sunday morning she came, she sat next to one of our members and they started talking. Long story short, the girl had just come back from her uncle's funeral and was questioning life and all sorts of things. She came to the 9:20 service and by 12:30 she had given her life to Christ. It was cool to see the result of just making sure that your website is easily connecting people.

Andrew also tells stories about how their church is able to not only connect and learn about missionaries all over the world, but how those missionaries can turn around and look at Providence and still feel like they know what's going on back home. It's a comfort to those far away to know that they are a part of something bigger -- "it helps people stay connected."

As you can see from their stats, website usage has gone off the charts. Their website has become a true hub for Providence Baptist. It has become critical for them, as more and more of their congregation (and more and more new visitors!) head to their website for answers and information. Andrew's final thought: "I couldn't imagine getting rid of the website by any means."

Thanks for reading!

Would your church benefit like Providence did if your website was reaching your ministry goals? Find up now.

Free Website Design Assessment and Quote



[Schedule my Quote and Assessment](#)

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