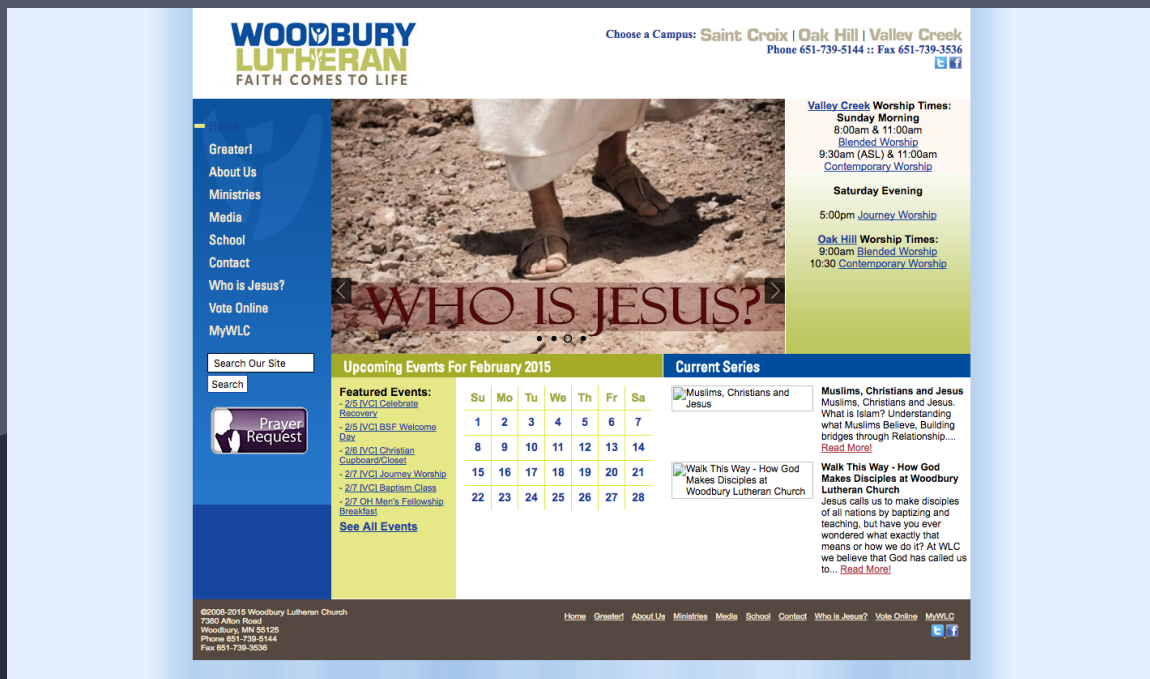




WOODBURY LUTHERAN CHURCH

Case Study

www.woodburylutheran.org



WoodburyLutheran.org circa 2015

THEIR SITUATION - THE CHALLENGE

The Need for a Solution

Woodbury Lutheran was in year two of a three-year growth plan. They had a destination in mind, but they weren't sure how to get there. When talking about their old website, Joel Symmank, the Director of Growth, had this to say: "We had so much stuff on it and **none of it was directed or targeted. Our old site was just kind of a hot mess.** It's hard to narrow down what we were trying to overcome."

The team at Woodbury had a healthy awareness of their challenges, and **they knew where they were headed. They needed help learning how to get there.**

The entire Woodbury vision can be summed up in three goals:

1. To be a "front door" for those searching for a church
2. To provide clear direction, allow people to take their next steps (both in church and on their own online)
3. To be a "one-stop-shop" for information and resources (programs, sermons, event registration, and other kinds of community engagement)

THE WOODBURY LUTHERAN VISION

Multiplying Disciples : Transforming Lives

THE WOODBURY LUTHERAN MISSION

To follow Jesus Christ, grow as His disciples, serving and telling others, so that all may know Him as Savior and Lord.

Woodbury Lutheran At A Glance

The Woodbury Lutheran website was able to make the transition from “hot mess” with lots of visual clutter, jargon, and confusing visitor paths to a strategically planned website. They built something streamlined and clear and they are seeing engagement and an increase in user involvement across several channels.

Their new website is well-designed, useful, and is allowing them to move on to other phases of their growth -- we even hear rumors of them starting another campus soon!

Woodbury Lutheran has a focus on Movement and they spur their congregation on to more and more maturity through Worship, Growth, Service, and Outreach. Their plan includes building a robust website. They expect their new website to be

one of the primary ways they communicate that message of Movement. But it only works because **Woodbury Lutheran was able to see their website as an integral part of their growth and maturity plan.**



The Stats: Their Results

Woodbury Lutheran has been truly impacted by their new website. They've been able to pursue their goals and drive forward on the path of their growth plan. Take a look at how much more use these pages are getting. And these are only the numbers at their 90-day review -- imagine the growth over time!

1. **Site Visitors - Woodbury saw a 23% increase** in the number of site visitors (that's roughly 1,500 more than the same time period last year).
2. **Mobile Traffic - Woodbury saw a 49% increase** in people accessing their website on mobile devices.
3. **Small Groups - Woodbury saw a 404% increase** in traffic on their Small Groups page. That's pretty crazy successful.
4. **Classes Page - This result can't even compare to their old site** because they didn't have a Classes page. We love how quickly this number is climbing. 452 people visited the "classes" page -- and this was one of Woodbury Lutheran's major goals. We think they are majorly winning.
5. **Social Growth on Facebook** - In that time, **132 people that were on Facebook** came to the Woodbury site.
6. **Social Growth on Twitter** - In that time, **40 people found the Woodbury Lutheran website on Twitter.**



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Site Visitors



49% Increase
Mobile Traffic



404% Increase
Small Groups



452 Visits
Classes Page

These social statistics may not seem like high numbers, but it's an excellent trajectory to be on as Woodbury builds their social platform strategy.





WOODBURY LUTHERAN'S GOALS

Their Decision to Partner with Ekklesia 360

Woodbury Lutheran was on the lookout for a complete solution. They had broad strategic goals, **they needed a design and implementation partner.** Particularly during this website project, they were pursuing:

1. Woodbury was looking to streamline the website by reducing "visual clutter."
2. They wanted to make it clear what a visitor's next steps should be and provide a clear path for site visitors -- no matter what phase of their journey they are on.
3. The leadership at Woodbury had realized the church and it's website is their front door and it needed to be welcoming.
4. They were also hoping to increase online giving.

In Joel's words, "Well, I don't know if you remember it [the Woodbury website "before"] at all, but it's pretty obvious how badly we needed some new web strategy and we heard about Ekklesia 360 from a couple of contacts in our area. **We checked around a little bit and found positive feedback about Ekklesia 360."** **And Woodbury moved forward with a strategy, design, and website implementation plan.**

The Ekklesia 360 strategy team worked through a Mission Online Assessment with Woodbury, and coached them through the results of a series of audits. The Ekklesia 360 strategic coaching team helped them discover the strategy that was perfectly aligned for the best results for their ministry and how they wanted to see growth. We walked with them through a series of meetings, met with their team and our designers, and the rest was history.



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Joel Symmank

Director of Growth Ministries | Director of Sunday Contemporary Worship (Valley Creek)

THE SOLUTION

Strategic Services

The Ekklesia 360 strategy process was so valuable to Woodbury because they were not "just" re-vamping their website. They had grander goals as well. **They were really focused on building something that worked for them, not just something "pretty" or "trendy."**

Because of recommendations from the design and strategy team at Ekklesia 360, the web content of Woodbury has arrived -- we think it's in a very good spot. **The Woodbury team really worked on the content, pared it down, and zoomed in on ways to make it clear and organized.** Their site can now deliver content to readers in more effective ways. It's not the haphazard and visually overwhelming homepage they had before.

We worked through their goals and the objectives

Woodbury is trying to accomplish for their website. They were particularly helped by our Mission Online Assessment and the Content Strategy Process.

Going through the Ekklesia 360 Content Strategy Process was valuable to Woodbury Lutheran because of how that's played out with their new website. A growing number of site visitors are accessing the areas of their site that Woodbury wanted them to see. We can tell that the strategic decisions they made are, indeed, helping Woodbury along the path they were hoping to go down.

THEIR SUCCESS

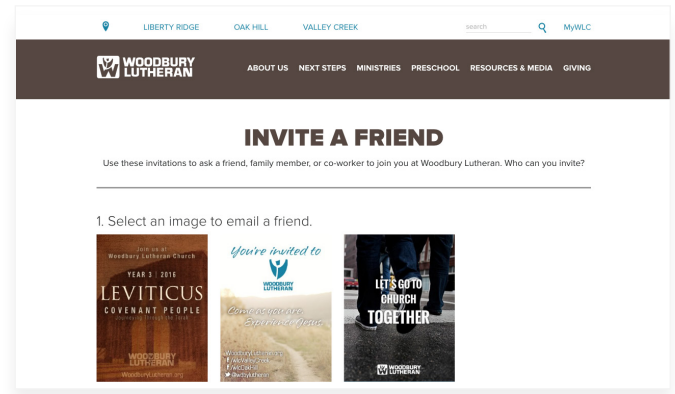
Custom Design Services & CMS Website Services

Some of the great features we designed and implemented for Woodbury:

“Invite a Friend”

This is a page where Woodbury intends for their congregation to enter a friend’s email address and invite them to join an event. The system we set up for them sends the invitation to the friend or shares the event to the visitor’s facebook and twitter. This works for Sunday worship or special events.

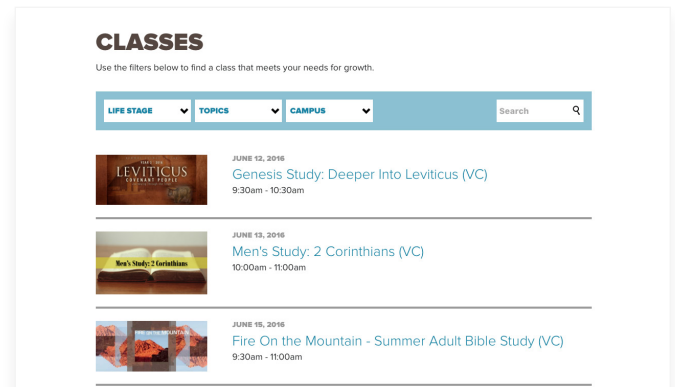
In a recent one-month period there were 71 visits to the “Invite A Friend” page. That may not sound like a ton, but for a new program, that’s really exciting. We’ve discovered that it only takes one or two times encouraging a friend for that friend to likely show up.



Class Finder

Spiritual growth and maturity is important at Woodbury Lutheran. One of the main ways they are promoting their effort to “Worship, Growth, Service, and Outreach” is a Class Finder. They can sort with filters, by life stage, topics, and campus.

Each class gets a picture, short and long descriptions, and then can be added to a variety of filterable categories.



Prayer Engine

We embedded Prayer Engine on their site. Prayer Engine allows users to submit prayer requests anonymously or publicly. This has allowed Woodbury Lutheran to unite behind each other and to be really deliberate about the ways they support each other in prayer.

Complex Campus Selector

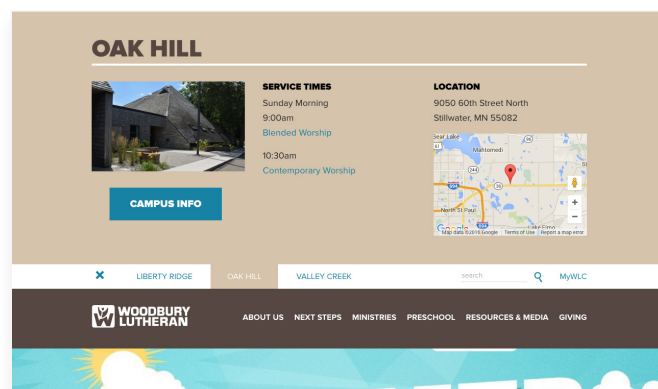
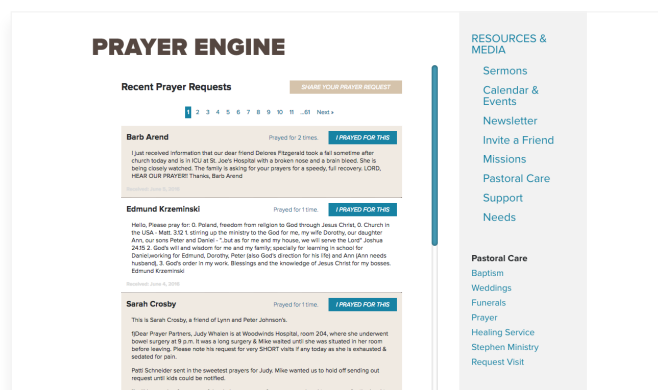
We were able to help Woodbury explain themselves to their community and arrange their website in a way that is easy to navigate for both new visitors and regular attendees.

A Social Media Plan

In Joel's words, "We're kind of redoing our social media strategy. **We're building one.** We never really had a strategy, so that's something that I've been working on."

Websites drive content and fulfill a real need. Woodbury used the opportunity of a website redesign plan to also develop a social media strategy. We see both their mobile and desktop click thru rate increasing. **This means Woodbury Lutheran's plan is working. They are getting a lot more traffic.** In fact, they are seeing between fifty and twenty percent growth. **This means they are getting a lot more people coming to their site.**

And that's a good thing.



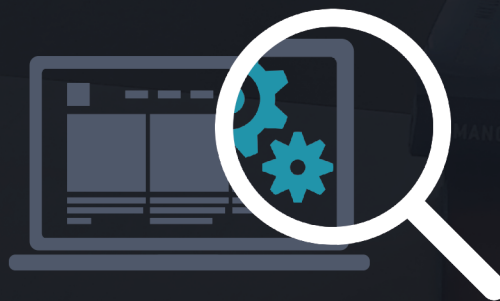
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Ready to Grow?

Would your church benefit like Woodbury Lutheran has if your website was reaching your ministry goals? Find out if Ekklesia 360 can help you. We have solutions that cover the spectrum from a quick and easy e360 Theme install to a fully-custom design and strategy plan.

Let our team help you discover how your website can really serve your church.

Free Website Design Quote and Assessment



[Schedule my Free Quote and Assessment](#)

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