



# Reaching Souls in Your Own Back Yard

Evangelism methods have transformed significantly over the past decade. Today, churches and religious organizations can harness digital outreach to connect with individuals searching for study, community, and the Truth—essentially, a modern form of "digital door knocking."

Church in West Palm Beach, Florida

# The Roadblock

A well-established church in West Palm Beach was thriving as a group and in their missionary work but felt compelled to explore ways to reach community members living around their building. They recognized building genuine relationships and trust in a digital age can be difficult. They wanted to gently inform community members about what they could find, expect, and experience during a service or study.

# The Goals

1. Reach a young demographic with children in the community who may be searching for a group with other families to study and grow with.
2. Reach users living in communities directly surrounding the building that may not have heard of them or have driven past the building but wanted more information before visiting.
3. Increase general awareness of those who have stumbled across the church before.

# The Game Plan

## Demographic Targeting



We created multiple demographic segments through first-party data. This allowed us to accurately target users in their community that have young children in the home or are raising children as a single parent. By creating multiple segments, we were able to run A/B testing for the segments to optimize campaign performance.

## Neighborhood Geofencing



We placed geofences around neighborhoods surrounding the church building. We optimized this audience by ensuring we were reaching those living in those homes rather than those only visiting for a brief time to optimize who ads were being directed towards.

## Site Retargeting



We re-engaged campaign users that clicked on the paid ads or visited the website organically through pixel tracking. This tactic not only increased recognition of the church but also helped optimize ad spend by targeting a lower funnel audience that's already familiar with the church.

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**1,957**  
clicks

**0.13%**  
CTR

**216**  
visits

# The Results

Within a year of running a drip campaign to community members, we were able to track multiple segments of users' online (1,947 website visits) and in-person behavior (216 visits to building after seeing an advertisement) through full funnel attribution.

Throughout the campaign, we witnessed that single parents were more consistently engaging with the advertisements and visiting the building after seeing an ad than any other demographic.

Additionally, we ran three ad sets to segments with messages consistent with the reputation of the church and existing marketing materials to determine what users were responding to the most. The results supported the claim that members of your community are searching for just that—community.

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