

LEADER CONVERSATION GUIDE

How to Measure Online Disciple Making

Episode 172

Building a Successful Digital Ministry Strategy (Part 2)

Knowing what to measure and what matters when making disciples online can be difficult.

There are a lot of easy-to-see metrics clamoring for your attention—3-second views, 10-second views, likes, comments etc. But at the end of the day there is a simple principle that will help you navigate what to measure regardless of the platform or channel: **Everything you measure should help you make better decisions.**

We have to be careful not to make something important because we can measure it. Instead, we need to measure the things that actually are important.

In part two of this series on *Building A Successful Digital Ministry Strategy*, Tony and Amy share what to measure for online disciple making.

Big and Small Steps on the Spiritual Journey

- You need to monitor both big and small steps in order to know what to measure in your digital ministry strategy.
- Here are some examples of **big steps** people will take on their faith journey.
 - Becoming known to your church for the first time
 - Attending an online or in-person service (yep, this is actually a big step)
 - Putting their faith in Jesus
 - Taking a step on the discipleship path
 - Sharing their faith with someone outside of the church
- Here are some **small steps** that may help them get there.
 - Engaging with your digital content on life issues
 - Subscribing to one of your church's online channels
 - Requesting prayer or asking for help
 - Engaging your digital content on spiritual questions
- Make sure that you're very clear about the steps you're encouraging people to take. The more steps you offer, the more confusing it gets.

6 Questions to Determine What You Need to Measure

- **Are we reaching new people?**
 - New vs. returning visitors to your website
 - New followers on social media
 - New contacts added to your database
- **How many people are taking their first steps?**
 - How many new email addresses captured this month?
 - How many new phone numbers this month?
 - How many new downloads or comments?
- **How did they take that first step?**
 - Did they engage a specific content series?
 - Did they complete a form to join a group?
 - Was there a new app account created?
- **How are people finding us when they take a step?**
 - Online search?
 - Facebook ads?
 - Friend sharing a direct link?
- **Which strategies are converting people from “first step” to “next steps?”**
 - How many people engaged with our call to action?
 - Example: You want new people to sign up for a first steps class. You create some lower barrier calls to action like “sign up for this free email series” or “take a poll.” These steps are easier for people to take and after they take them you can point them to the bigger step.
- **Are we actually connecting with our primary audience?**
 - Do we know our mission field and who our target audience is?

Your church’s digital presence and online experience are more important than ever. With digital strategies it’s always about testing and measure and more testing. However, don’t test-drive anything until you know that you can measure whether it helped someone take a first step or a next step.

Next Steps

- Download our [FREE](#) resource **The Ultimate Guide to Digital Ministry Strategy**.
- Walk through the questions above with your leadership team.
- **Need more help? Let’s talk.** If you need help with your digital ministry strategy and structuring your staff to support it, take a look at our [Strategic Planning Process for Digital Ministry](#).

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