

HOW ONE CHURCH INCREASED THEIR FIRST-TIME VISITORS BY 150% IN ONE MONTH



The Plan Your Visit app is the ONLY app available that will help turn your church website into an effective source for bringing in a steady stream of first-time visitors into your church... and all by just installing a simple piece of code on your current website! We work with hundreds of churches all around the world. Here's how 4 churches started using our Plan Your Visit app to see a steady stream of first-time visitors to their church.

THE GOAL

To see a **Steady Stream of First-Time Visitors** to your church using only their own Church Website

It has always been a challenge for churches to reach out to others in your community and get them to make a first-time visit to your church.

Recently, Grey Matter Research conducted a study on church websites and here is what they found:

In the last 12 months, over 17 million American adults who don't regularly attend worship services visited the website of a local church or place of worship.

There are millions of people visiting church websites. And every single person that goes to YOUR website and leaves is a missed opportunity.

Our main goal of this case study was to utilize our Plan Your Visit app to start converting website traffic into butts-in-seats church visits.

Here's what the results of four churches who installed Plan Your Visit on their website to get more first-time visitors was:

CONVERSION GOALS



20%

OF TRAFFIC TO PLAN VISIT

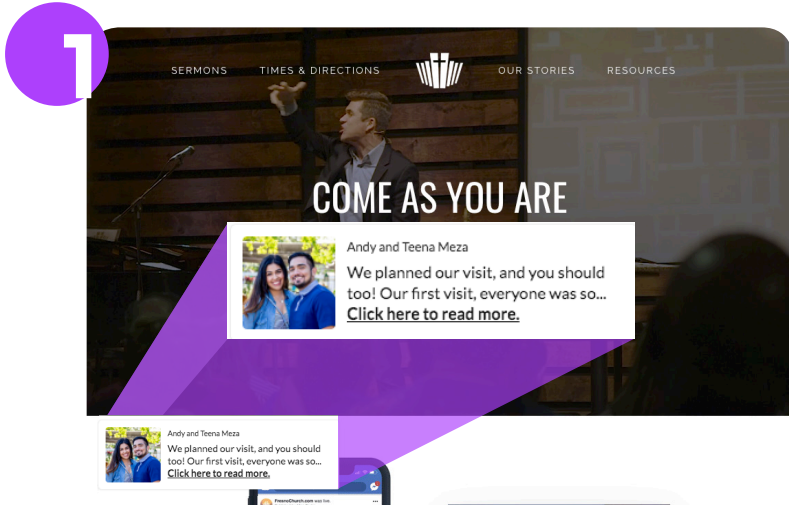
50%

OF PLANNED VISITS TO ACTUALLY ATTEND

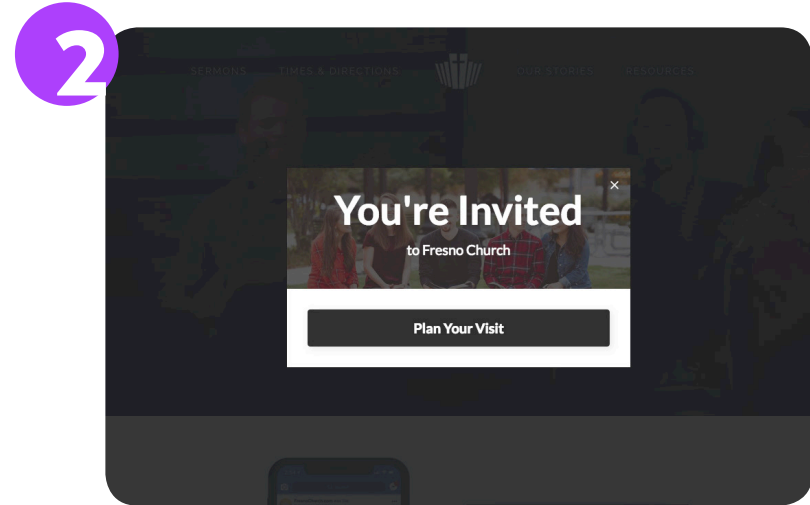
33%

TO RETURN FOR A SECOND SERVICE

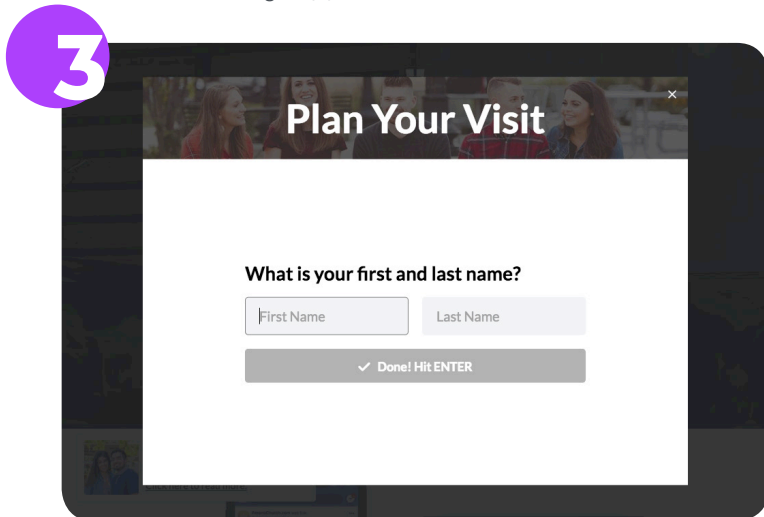
HOW PLAN YOUR VISIT WILL CONVERT WEBSITE VISITORS TO ACTUAL VISITORS



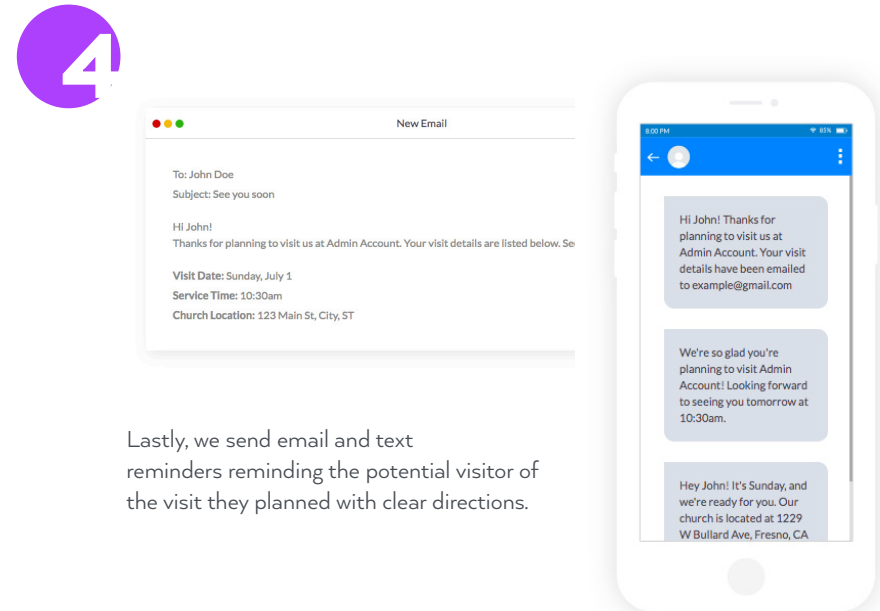
First we capture visitors attention through members stories, popups that can be timed out or shown as people are exiting the site and then strategically placed buttons around the site.



Using an exit intent, when a user tries to exit the page, a pop-up will come up inviting them one last time to your church before exiting.



Next, we have a simple, friction-free form they fill out where they can give their contact information as well as select a date, a campus and a service time that they'll be attending.

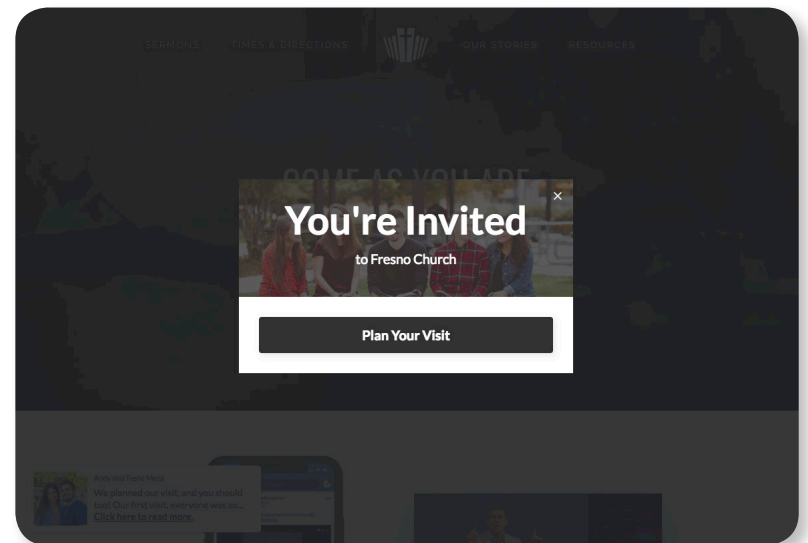
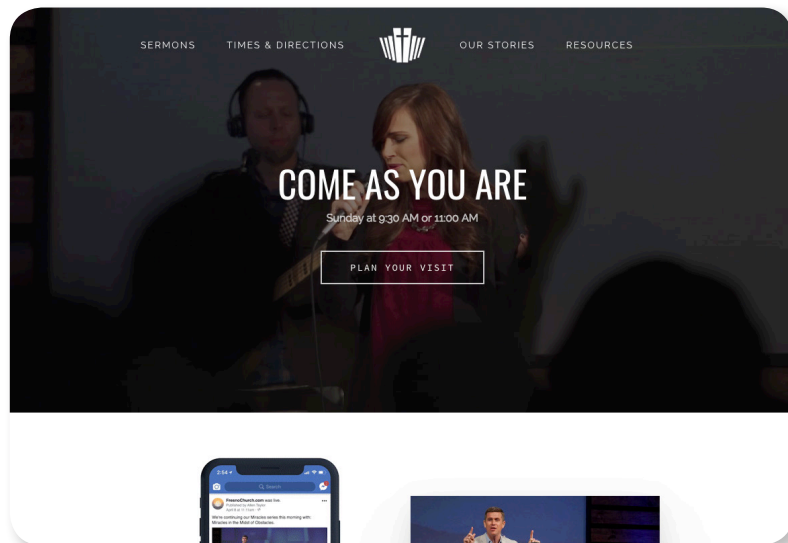


Lastly, we send email and text reminders reminding the potential visitor of the visit they planned with clear directions.



BEFORE
INSTALLING PLAN YOUR VISIT

AFTER
INSTALLING PLAN YOUR VISIT



DATA OVER 30 DAYS

217 Unique Website Visitors

11 Planned Visits

5 Actual Church Visits

2 Families returning for a second service

DATA OVER 30 DAYS

226 Unique Website Visitors

24 Planned Visits

12 Actual Church Visits

4 Families returning for a second service



THE RESULTS

118%

INCREASE IN
PLANNED VISITS

140%

INCREASE IN
ACTUAL CHURCH
VISITS

100%

INCREASE IN
RETURNING
FAMILIES



Plan Your Visit

Plan Your Visit is an incredibly smart piece of software that will give your website superpowers and begin converting visitors into actual butts-in-seats visitors. With the help of Plan Your Visit, hundreds of churches around the US have successfully begun using **ONLY** their church website to create a steady stream of first-time visitors.

If you are interested in installing Plan Your Visit on your church website, follow the link below to sign up **FREE**.

[GET A FREE ACCOUNT](#)