

— Client  
— *Kingdom Company*

# *Coaching* Case Study

Kingdom Company were reaching over 20,000 people a week through social media but only had 28 people in groups. We helped them change that.



Digital Church Toolkit



# The Challenge

Kingdom Company is a church plant in Manchester, UK led by Matt & Clare Hooper. They were due to launch in March 2020, but the COVID-19 pandemic meant they had to quickly pivot to using digital methods.

Even before the pandemic, social media was core to their launch strategy and after doubling down on it, they were reaching 20,000 people a week through their social media channels.

Kingdom Company approached us in June 2020 to help them be more strategic about their digital presence and ensure all their activities online were leading people to connect with Kingdom Company, and ultimately faith in Christ.

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# The Solution

First, we wanted to give Matt & Clare a simple digital strategy for Kingdom Company. Once this was in place, it would help us to identify areas for improvement.

We used a standard marketing funnel to help identify the purpose of all their online activities, and set out to develop how people could go from one stage to another. Although Kingdom Company were reaching over 20,000 people a week on social media, they were getting around 50 'attendees' to their online Sunday services and around 20 in midweek online small groups.

By using the framework of a marketing funnel, we were able to identify that it wasn't easy for someone to move from engaging on social media to going deeper into greater church involvement.

For example, to be part of a small group, people had to message Matt or Clare personally, and then Matt or Clare would manually place people in groups and inform them. We also discovered that Matt and Clare were regularly answering the same set of questions about Christianity or Kingdom Company as a Church.

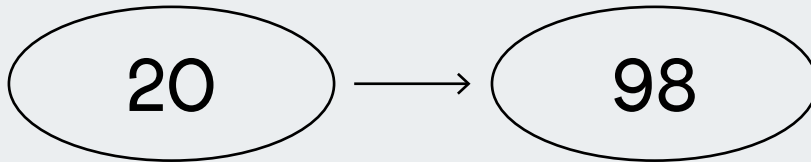
This identified the biggest problem Kingdom Company was facing – they needed a system to help take people from one step onto another which removed the unnecessary admin but also gave each person a personal touch.

We developed an online contact form which allowed individuals to select what they want information on, and how they wanted to engage moving forward.

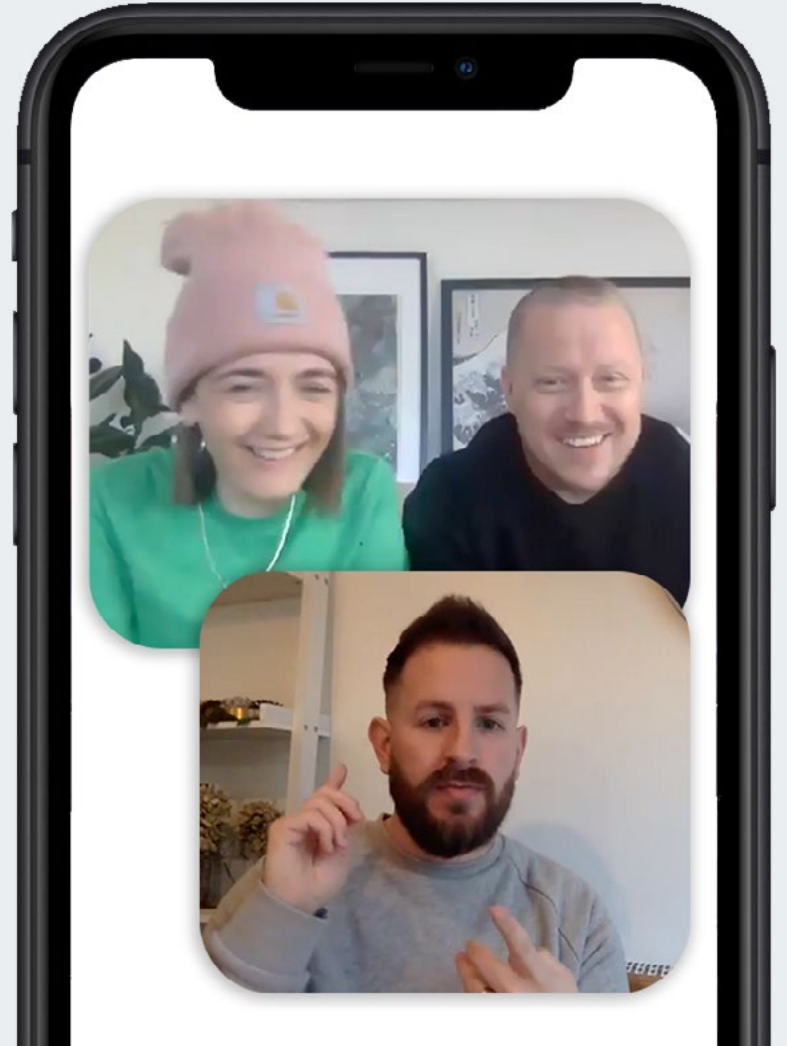


# The Result

Within 3 weeks of the form's launch group attendance grew from 20 to 98.



Group Attendee Growth





“ Digital Church Toolkit have been essential to us taking our online church to the next level. We’ve seen our online engagement increase & our community grow as a result of our partnership. Plus they’re great fun to work with & full of practical wisdom. AND they love the local church. ”

Matt & Clare Hooper,  
Church Planters in Manchester, UK of Kingdom Company



# Who are Digital Church Toolkit?

## Let's start at the very beginning.

Josh and Peter founded Digital Church Toolkit in 2018 out of a shared desire to serve and equip the UK Church.


However, their story began way before that whilst studying at a bible college in The States. With family and friends connections in the UK and a shared passion for the UK Church, a friendship was formed.

Josh, a graphic designer by training, was working in a boutique print studio and freelancing for churches in the UK, US and Europe. He's always been actively involved in ministry, serving in and working for various churches around the world. At his core, he's passionate about seeing the UK Church express the beauty and glory of God through innovative design, creativity and communication.

Peter graduated with a BA Hons in Politics and Communications in 2014 and has worked for the last ten years in marketing, event management and communications; from managing Christian conferences with 1,000+ attendees, to planning gospel marketing campaigns that reached tens of thousands. From a young age, Peter has actively been serving in the local Church; from cleaning the toilets as a teenager to working in operations for a large UK Church. He longs to see the UK Church walk in the fullness of Truth and playing an active role in the renewal of our cities, towns and villages.

## How it all began.

In May 2018, when Josh and Peter were both working freelance, which can sometimes be a lonely experience having your bedroom as your office, they began to reconnect. They started talking regularly and quickly realised that there was a shared desire to serve and equip the Church in the UK in a greater way.

So, Digital Church Toolkit was born. 

It began as an Instagram account, posting content to inspire the UK Church and exploring if there was even a need and desire for digital comms training.

Over time, Digital Church Toolkit's presence grew and it became clear that the need and desire did indeed exist, and on a large scale.



So, they dedicated their spare time to creating content, developing training and taking on smaller projects. They did this whilst working 9–5 jobs as freelancers and in ministry.

Then 2019 came, and made itself known as a landmark year for them both. In February the first training event, ‘Church Social Media Made Simple’ took place in Manchester UK and that same week Josh was diagnosed with cancer. For Josh and Peter, this brought life into focus and a decision was made to transfer Digital Church Toolkit from a side hustle into a fully fledged business. Talk about upscaling.

### A business plan on a pizza box.

Fast forward a few months of treatment, faith-filled prayers and a ‘how-good-can-it-get’ approach, Josh was on the road to recovery. Digital Church Toolkit were fast approaching 10,000 followers on Instagram and Peter had quit his job working for a Church in the midlands. They sat in a lobby of a London hotel, wrote a full-scale business plan on the back of a pizza box and figured how they could serve the 50,000 Churches in the UK (we still have the box).

The dreams have always been big, right from the beginning: to raise up a learning community of digital ambassadors in every Church, to develop eCourses to train and equip, and to provide creative services through our Studio. But first, we needed a team.

By January 2020, Josh and Peter had grown the client base enough to support team expansion. Phoebe joined the team to take care of social media and Finn to help support the growing network of Churches that were connecting with Digital Church Toolkit for advice, consultancy and coaching.

When a crisis hits, we respond. In March, the COVID-19 pandemic hit and the team dedicated their time to supporting the UK Church as they made the migration to digital and conducted free one-to-one consultancy sessions for hundreds of churches. Throughout 2020, Digital

Church Toolkit were able to work with over 350 Churches as customers.

### 2021 and beyond.

If last year is anything to go by, then we know that 2021 is set to be a huge year. 🚀

As ever, Digital Church Toolkit is committed once again to helping the UK Church adapt to and thrive in the digital age.

Drop us an email and tell us your project:

[hello@digitalchurchtoolkit.com](mailto:hello@digitalchurchtoolkit.com)



*Josh + Peter*



# Work With Us

[hello@digitalchurchtoolkit.com](mailto:hello@digitalchurchtoolkit.com)

*Digital Church Toolkit are experts in church communications. The church has needed people like them for a long time and their combination of gifting, application, knowledge, skills and character makes them a joy to work with. Churches of all shapes and sizes could benefit from all they bring to the digital sphere*

Mark Crosby | Director of Communications, Vineyard Churches UK & Ireland  
and author of 'So Everyone Can Hear: Communicating Church in a Digital Culture.'

member of  
**evangelical alliance**  
together making Jesus known



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