

# Audience-First Digital Communications

Camilla Field

Head of Digital Transformation, Church Army



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# Overview

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# Part I

## Introducing Church Army



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# Who are Church Army?

- Church Army (CA) has the vision for **everyone, everywhere** to encounter God's love and be **empowered to transform their communities**
- Unconditional in our work, to facilitate a sense of belonging in the most marginalised of society
- Work alongside a wide-spectrum of partners - predominantly faith-related but increasingly secular
- Geographically diverse, currently c. 30 **front-line social action projects** across some of the **most deprived & marginalised communities** in the UK and Ireland

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ARMY

churcharmy.org



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# Strategic Vision

- Unique market position as primarily an equipper of 'faith', combined with being a champion of 'social action/justice'
- Identify & equip missional leaders – internally and for wider church
- Share resources with individuals & churches to explore Evangelism and grow faith
- Increase commissioned research for partners /wider church
- Champion and empower volunteers – doubling our base to 1000
- Increase our donor base to support our expanding frontline work
- Enhance our reputation as voice of expertise on social action issues

# Challenges

- Dispersed community across UK & Ireland
- Lack of connectivity and feeling of community
- Low level of brand awareness and reputation
- Internal inefficiencies – siloed operation
- Disjointed communication flow between frontline projects & National Office
- Broad range of digital skillsets across the Church Army community
- Timely communication of frontline impact
- Plateauing audience growth

# Part II

## Customer Experience



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# Understanding your Audience

- **WHO** are they?

Identify all the different roles, relationships in relation to your context – create unique *personas*

- **WHAT** do they need to know?

- **WHAT** do you need to tell them?

- **HOW** do you need to tell them?

Channels, platforms, usage, behaviour, ‘user tone’  
Live in a world of multi-channel mavericks

# The User Journey



- In its simplest form, '*snapshot of the entire user experience starting from user's first interaction with an organisation and every interaction thereafter (on & offline)*'
- Combines storytelling and visualisation
- Understanding the specific routes of users with different needs
- Used in designing /online applications to enable users to achieve their goal as quickly and easy as possible...

# User Personas

- Jessica leads a busy life with career commitments and a small family to support, often struggling to find enough time in the day to complete tasks
- She's very accustomed to new technology and is comfortable using digital products, so expects a certain degree of quality in the online services she uses
- As a consultant, she keeps her finger on the pulse about current affairs and social causes and is open to donating if a current project seems worthwhile
- She likes to take pride in what she involves herself in and has high expectations of charities and their outcomes
- Always on the go, she wants to be able to view websites quickly across her devices
- She wishes to improve her knowledge about her faith so that she can share her messages and values with others



# Creating YOUR User Journeys

|             | Awareness | Consideration   | Engagement  | Advocation |
|-------------|-----------|---|---|------------|
| Questions   |           |   |  |            |
| Emotions    |           |   |   |            |
| Touchpoints |           |  |   |            |
| Pain points |           |   |   |            |
| Influences  |           |   |   |            |

# Part III

## Growing Your Audience

CHAT

FOLLOW

SEARCH

SHARE

TWEET

# The Power of Content

- What is your objective?
- Which User Groups are you targeting?
- Consider different approaches for different users
- Language and terminology used – don't let this be a 'pain point' for the user, or trigger the wrong emotional response
- Shareability – content that users will 'share' with
- Frequency – be consistent – manage user expectations
- Imagery, video – add depth and engagement – live/recorded
- Authentic & powerful story telling – inspire your audience to take action
- Let your personality shine through – use intriguing hooks - give it some oomph!

# Value-added Content: User-Generated

- Sharing photos/posts your audience have created for you
- Relevant to your users
- Helps engage & build community
- Interacts on a personal level
- Facilitates growing your audience
- Reduces amount of assets you have to create
- Help your audience share their experiences with your context
- Transaction specific # - for an event, theme

# Creating an Exemplary Customer Experience

- Build your user journeys; get a feel for user personas
- Embrace and effectively understand the needs, motives, drivers and challenges
- Consider every digital interaction a customer has with your context
- Share relatable content across all touch points (digital and offline) to create engagement and build a positive connection
- Fuel organic audience growth



# Growing the Church Army Audience: Value-added Content

- 'Tin Can' You Tube Channel – Youth Church Services
- Gospel Magic Assemblies (interactive with Schools via Zoom)
- 'Live' Midday reflections (Instagram & Facebook)
- Prayer 'roulette' via Facebook
- Online Kids Club (35k reach)
- Cuppa with a Keyworker (showcasing Social action projects) – 2k viewers – Zoom/Facebook
- 'Live Streaming' of events
- Social Media targeting of Video Content (increasing engagement by 50%)
- Frontline Centres of Mission Facebook Pages – collectively (13 projects) 110k reach since start of 2020

## Final Thought ...

“You’ve got to start with the customer experience and work backwards to the technology.” *Steve Jobs, Co-Founder Apple Inc.*

[Camilla.field@churcharmy.org](mailto:Camilla.field@churcharmy.org)

 [@CamillaField40](https://twitter.com/CamillaField40)

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