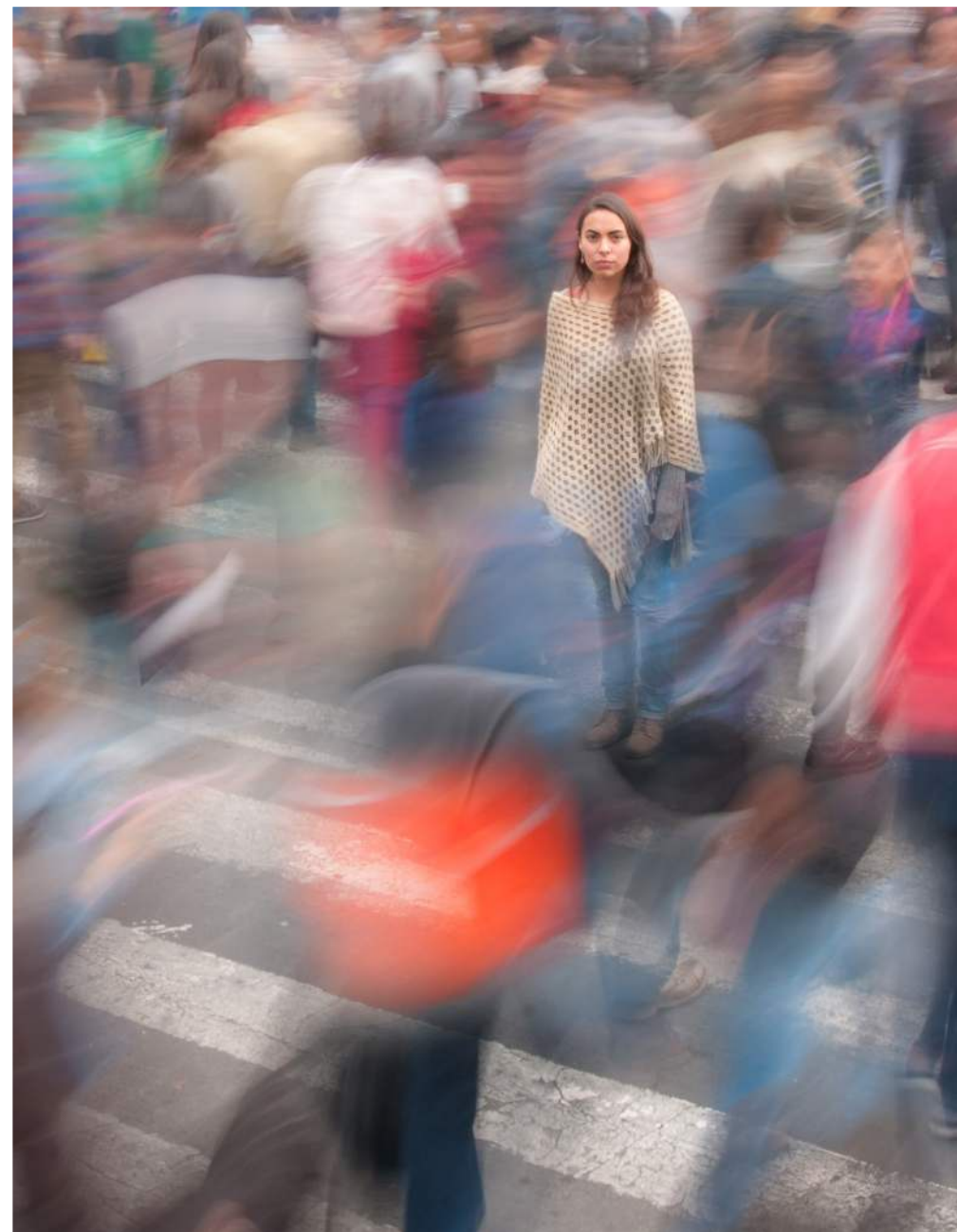


The #1 Tool for Growing is **Knowing**

Deepen the connection between your church's people and your church's goals.



If you read any church blog, many experts, consultants, and thought leaders share their spiel about which methodology makes for proven growth and engagement. Some may tell you it is email marketing, others say, “No, it’s social!” and a third say it is all about local outreach for global reach.

Ready for the most concrete answer ever? It depends.

As an Executive Pastor (XP), you may be growing skeptical of marketing systems and technology investments. In a world saturated with content, data, and opinions, what is the best strategy for your congregation’s (online and offline) community and the people you have yet to reach?

The not-so-secret secret is that it isn’t a single tactic or strategy (or even two) that ultimately drives 20x growth—it’s the data behind it. It is profoundly understanding who to communicate to, where, and when. It’s what you, as Executive Pastor, do best; it is about relationships.

Know your church. Grow your church.

“And the Lord added to their number day by day, those who were being saved.” Acts 2:47

We all celebrate growth, which means lives are changed, and the body of Christ is broadened. When diverse people with diverse spiritual gifts become a part of our communities, it confirms that prayers have been answered and plans have paid off.

But this diversity we celebrate also creates tension and fragmented messages in your marketing and communication. The tension in communication means tension in conference rooms, monthly check-ins, and ministry teams. **Each team has objectives, the church has massive growth goals, and its health depends on getting it right with one individual.**

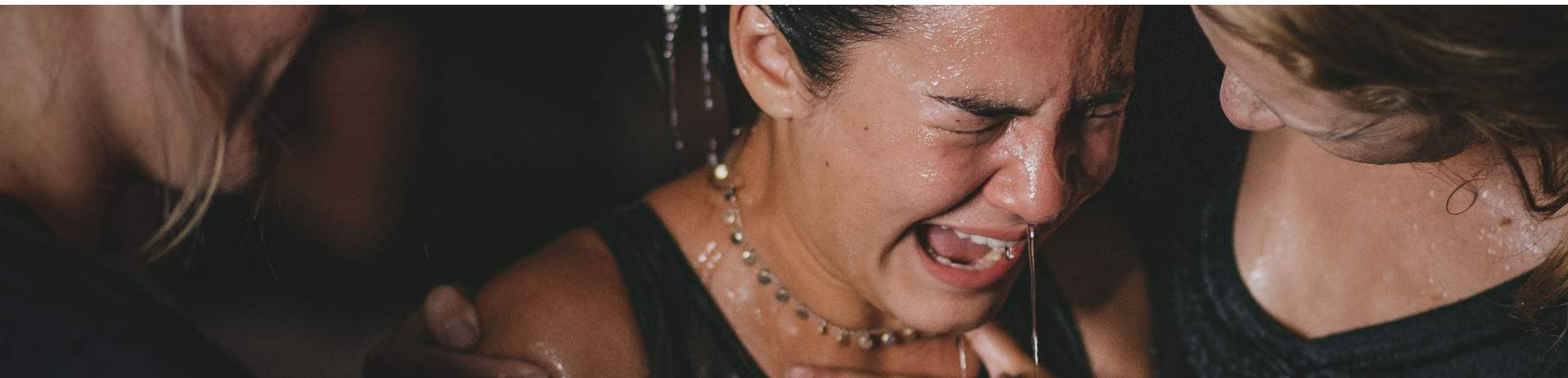
Everyone agrees that cultivating these diverse relationships is critical between Sunday morning and Saturday night. And if people don’t hear about the things (or the ONE thing) they care about most, retention dips, and the opportunity to invite new people to listen to the gospel slows down. **The time between Sundays is the most optimal opportunity to scale; it’s also the noisiest.**

What if there was a tool that could solve the biggest tension of all? Getting the right message to the right person at the right time on the right channel...and doing that at scale.

At StudioC, we’ve developed a solution created by an XP and church marketing experts who solved the messaging tension because, honestly, getting the correct segmentation is essential to growth.

We’ll bottom-line it for you. StudioC developed a tool that connects your discipleship model with the most effective way to exponentially grow your church. By generating targeted and meaningful messaging uniquely and personally, each person in your community will feel more connected, engaged, and seen by the broader, growing church community.

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Using your existing tools and technology, the StudioC solution provides a bridge that ensures each church member has the most pertinent information and receives the most relevant invitations to further their discipleship journey.

First, our tool helps you get to know your growing base through in-depth profile discovery paired with your existing ChMS. Next, we match members with the next appropriate step in your discipleship journey. Then, we help you deliver unique, personal, and relevant messaging directly to the church via your existing app. Finally, we provide data for you to analyze, review, and adjust the course if necessary. Our tool is the most intuitive, forward-thinking strategy to maintain and deepen the connection between the church's people and the church's primary goals.

Transformation begins at a cellular level, and when you start talking smarter to the one, you transform the whole in a remarkable way.

We'll bottom-line it for you. StudioC developed a tool that connects your discipleship model with the most effective way to grow your church exponentially.

"ONE OF THE BEST WAYS TO SERVE SOMEONE IS TO TAKE TIME TO LISTEN TO THEM AND FIND OUT WHERE THEY ARE. HONOR THEM BY DESIGNING YOUR MINISTRY PRIORITIES AND STRATEGIES TO HELP THEM CLOSE THE GAP ON THEIR DESIRE TO FLOURISH."

-Randy Frazee, lead teaching pastor at Westside Family Church in Lenexa, Kansas.

Behind the Numbers: A Closer Look at the ChurchPulse Assessment, Barna Group



Katie Fisher

Executive Director, Rock City Church

"Data has made us more personal. Data feels really 'impersonal', but in our context, the more we know about someone, the better we can pastor them, the better we can love them, the better we can lead them."

[VIEW THEIR TESTIMONIAL VIDEO](#)



Bring personalization with a purpose to your church.

[**See How Waypoint Works**](#)