

A Video Outreach Strategy For Churches

WHY VIDEO MATTERS

Until they come up with holograms where someone can click and icon and your 3 dimensional image shows up in their living room, video is king online.

Right now one third of all internet bandwidth is used by one video company — NetFlix.®

Think about it. If you arrive at a page online that's full of text and there's a box with a "play" button on it, are you not inclined to click there first?

We love video. Video has pull. Video drives the Internet.

And most importantly—video builds connection.



HERE'S WHY YOUR CHURCH NEEDS TO BE USING ONLINE VIDEO

REASON 1 THE DEMAND (AND OPPORTUNITY) FOR ONLINE VIDEO IS MASSIVE AND IT'S EVER-INCREASING

Giving your prospects video is giving them your message in the medium that they like best.

Consider...

According to a [comScore](#) study, released in February 2011, 82.5% of the U.S. Internet audience viewed a video online.

[Viewers](#) watched 75% more videos online in December 2010 than December 2008.

Online video usage in the U.S. is up considerably from the same time last year as time spent viewing video on PC/Mac/laptops from home and work locations increased by 45%. Although the number of unique online video viewers only increased by 3.1% from last January 2011, level of activity was up as viewers streamed 28% more video and spent 45% more time watching. Total video streams also saw significant year-over-year growth, up 31.5% to 14.5 **billion** streams.

(Source:http://blog.nielsen.com/nielsenwire/online_mobile/january-2011-online-video-usage-up-45/)

In a 2010 report from [Cisco](#), 30% of Internet traffic is currently video. By 2013, 90% of Internet traffic will be video.

In the same time frame, online video ad spending will swell from \$1.97 billion to \$5.71 billion. (Video is huge and Corporate America is paying big bucks to get in the game!) In 2011, 45% of

[small businesses](#) are growing their budget for online video (up from 2010 by 17%) according to the Ad-Ology study, “2011 Small Business Marketing Forecast.”

Dr. James McQuivey of Forrester Research reports that watching a minute of video is the equivalent of reading 1.8 million words. People suspect this to be the case intuitively which is why they are clicking the “play button” first!

To not use video is to be black-n-white in a technicolor world.

And guess what? People don’t want long videos. They want short and to-the-point. The length of the average video was 5.1 minutes in February 2011.

REASON 2 VIDEO VIEWERS ARE MORE ENGAGED IN THE CONTENT PRESENTED

We are living in the “attention economy.” The most expensive commodity is attention – it’s harder to get and harder to keep. But consider how video gets and keeps attention...

[U.S. online video consumers](#) watched 4.3 hours worth of video on average in the month of June 2010. (Do you think they got the equivalent reading text?)

Rich Media generates a 400%-700% increase in viewer engagement and response rates using online video compared to static content online such as text and graphics.

[144.1 million viewers watched](#) 14.6 billion videos on YouTube.com (101.2 videos per viewer) in May 2010.

REASON 3 VIDEO INFLUENCES THE DECISION-MAKING

We know for a fact – as increasing research shows – that video engagement affects human choices. The church has been preaching for years that what one watches (i.e. on television and at the movie theater) affects how one lives. We have repeatedly warned our congregants about the dangers of Hollywood’s unbiblical agenda being expressed in everyday entertainment. “What gets in the mind comes out the in the life” is what we have basically shared out of biblical conviction. “As a man thinks in his heart, so is he.” So this belief is not new to us and we have known for years that the “moving picture” medium is one of the most powerful and often resented the fact that Hollywood has the power to produce so much more of it than we are able.

The bottom line is: we know video influences people. It’s the most powerful way, outside of music, to convey a message and connect with the mind and the heart.

Now, of course, studies are scarce when it comes to identifying how video affects behavior regarding **church**choice.

However, we can still look at studies done by those who need to know this information in the retail world. The following statistics may relate to a decision to make a **purchase**, but for us who are wanting a decision to **come to church**, we can glean here.

As more studies are done (IF they are done) regarding how online video plays into church-related decisions, there may be variance; but these current conclusions still apply to the Church to some degree. And we need to pay attention.

Consider...

[According to Internet Retailer](#), an April 2010 report stated that consumers who watch product videos are 85% more likely to buy products compared to those who do not watch.

[Internet Retailer](#) released a study that found shoppers were 144% more likely to add a product to their cart after viewing a product video on StacksandStacks.com compared to shoppers who avoided video.

In an August 2010 report from comScore, online retail shoppers who watch video spend about two minutes more on that site and are 64% more likely to buy compared to others.

With social integration, retail sites that provide videos increase traffic and conversions to social media platforms by 30% according to the [September 2010 L2 Specialty Retail Report](#).

In-store sales increased 6% when Reckitt Benckiser provided online video for their consumer packaged goods.

46% of consumers who shop online regularly prefer shopping on retail sites providing product video compared to 30% of consumers who occasionally shop online.

By properly implementing video to their sitemaps, Discovery Channel increased their video streams by 123%.

Video matters. It's clear that video makes a significant difference and helps viewers make a decision toward the presenter of the video. This is why we find that the technique of using video on product pages by online retailers increased to 73% of retailers in 2010 up from 55% in 2009. ([Catching the e-tail trend](#))

Retailers "get it" on this issue because their survival depends on it. Shouldn't the Church be leveraging the power of video?

REASON 4 VIDEO CAN RAPIDLY BEGIN AND COMPLETE THE IMPORTANT PROGRESSION FROM INTRODUCTION TO CHOICE

Let's watch the storyline of [the report entitled "Frames of reference: Online Video advertising"](#) produced by the Online Publishers Association (OPA):

Of the 80% of visitors who watched an online video advertisement, around 46% took some action. Roughly 22% of viewers visited the website related to the ad, 26% looked for more information, 15% visited the company, 12% purchased that specific product.

What would we love to see? What if it plays out like this:

Of the 80% of visitors who watch a video at YouTube created by our church, 46% take some action. 22% of viewers visit our church website, 26% look for more information, 15% visit the church, 12% are converted to Christ.

How's that sound to you?

REASON 5 VIDEO IS FOUND ON EVERY INTERNET DEVICE, NOT JUST PCs.

Smartphones are here to stay. People carry the Internet in their pocket. That's why YouTube gets 200 million views of via mobile per day (Source: [Google](#))

Giving your message through video is offering your prospects/members/community a medium they like best.

TYPES OF VIDEOS YOUR CHURCH NEEDS TO BE PRODUCING AND POSTING ONLINE

Many of our clients want to know, “What kind of videos do we need to be putting out there online?” Here are the best ideas to get you started:

WELCOME VIDEO FOR WEB SITE

This is #1! Create this video if you haven’t already.

PASTOR WELCOME VIDEO SCRIPT

(Edit As Needed. Bold indicates point of necessary customization.)

*Hello! Welcome to the **Temple Baptist Church** home on the web.*

*I’m **John Doe**, Senior Pastor here at **Temple** and I’m delighted you’ve taken the time to stop by our site.*

Our desire is to glorify God by teaching his Word, loving His people and caring for folks like you.

Spending a little time on this site is a great way to get to know us and about our various ministries and programs.

*An even better way to get to know us is to stop by this Sunday morning at **11 am** for our regular worship service.*

So take your time, click around our site and we certainly hope to meet you soon.

God bless you today.

TESTIMONIAL VIDEOS

Ask your church members to give you quick 1-minute videos of their feedback. You can also interview them about their church experience for a more structured testimonial.

“BIG CHANGES” VIDEOS

If you’re involved in some kind of before-and-after project (mission project, sanctuary renovation, new building), videos about “big changes” convey the excitement of new things that are happening in your church. Let your potential visitors see you are a church that is active and growing.

MINISTRY REVIEWS

Get your church members to offer a “review” or testimonial video about a specific ministry in your church.

For instance, hearing a satisfied mother talk about how neat the nursery is or how much fun her kids have in children’s church is something that people want to hear about. They want to hear some experiences of others before they bring their families to get involved in those ministries. This goes for choir ministry, student ministry, senior adult ministry or any other ministry where you invite the community to be involved.

Other types of reviews: Hearing you talk about a book or piece of software is effective too. If there is anything that you want to recommend to your church, create a video about it, blast it out to video sites and stick one right on your Pastor blog or wherever it fits on your church web site.

EDUCATION

Use video to educate your visitors on the Gospel and the Christian life. Lead them towards openness by answering their most frequently asked questions and objections. Just remember to keep these short.

Entertainment – People love to be entertained! And guess what... you have some people (probably at least in your student ministry that love to entertain! Turn them loose in front of a camera and let the fun begin! If you can entertain in your video and combine that with a call to action (i.e. to visit your church web site or attend an event), you’ll have a winning combination.

COMMERCIAL

Done correctly (meaning, compelling with a clear call to action), commercials for your church can be very effective. You should be proud of your church and willing to promote it outright. Do it with a video!

CHURCH MISSION STATEMENT OVERVIEW

One of the first things many people look for in a church is what they stand for. People are attracted to a church with a clear mission and purpose, a clear reason they exist in their particular community. Let your potential visitors learn about you and your church through a “mission statement overview” video of your church. This could be a mix of excerpts from a sermon given around the vision of the church and other pieces of an interview with the pastor... all in one short video.

CHURCH WALKTHROUGH

Since there is a 97% chance that online will be the first contact someone has with your church, a good idea is to satisfy a big curiosity about what your building is like. Give them a video tour.

Here's what this will accomplish: They will have a sense that they have "been to your church" and will be one step closer to a visit. Taking away any intimidating questions about your building is very important to setting a prospect at ease. No better way to do this than with a video of a church walkthrough.

"WHAT TO EXPECT ON YOUR FIRST VISIT" VIDEO

A point-for-point "what to expect the first time" is a deeper and more thorough version of the previous suggestion. Start outside the church and cover from location, parking, finding the right door, service times, Bible study, worship, etc. Make this quick and to the point with a "come visit us this week" invitation at the end.

Big Tip: For parents with kids, this is especially helpful. If your church is running up-to-date security these days (and you should be) the drop-off of children for Sunday School or children's church has gotten a lot more complicated. So do a video about it. Walk them through the process of registering their child and dropping them off. Set them at ease.

ANNOUNCEMENT VIDEOS

These are especially good for posting on your Facebook page or group. But these can also end up on your web site as well as getting in front of those who have subscribed to your YouTube channel.

GOOD STUFF DIRECT FROM THE PASTOR

Remember to keep it short, Pastor, but yes, quick devotional thoughts or book recommendations are great.

CHANGED LIVES VIDEOS

These are biographical videos that go further than testimonials. These are the types of things you've seen on the 700 Club and other places but shorter. It doesn't have to be fancy. Just let someone tell their story.

CHURCH PROJECT OR MISSION TRIP REPORT

Put together a bunch of short clips of interviews with members of the team. Capture the emotions, the passion and the life-change. This is a testimony that your church is making a difference in the world and also in the lives of your members through service opportunities.

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