

Case Study

Multi-Channel Communication

Alfred Street Baptist Church

Since 1803



“Knexis mobile marketing solutions are fantastic! We’ve increased our visitor contact database over 400%. And our campaigns take just minutes to setup, but are so successful in reaching our members.”

Carla Welborn
Marketing Director, Alfred Street Baptist Church

Deep Roots Bearing Fruit

About the Client: Alfred Street Baptist Church, located in Alexandria VA, traces its origins to 1803. This 5,000 member Church, with nearly 80 active ministries, depends on Knexis’ digital solutions to welcome and retain visitors, keep members updated and to promote the everyday happenings at the Church.



Challenge

- Needed an Effective Digital Solution to:
 - Digitally Capture Contact Data from Visitors and Members (including birthdays, anniversaries, and other important events).
 - Raise Awareness of Church and Community Events
 - Deliver Severe Weather Alerts and Closure Notification through Multi-Communication Channels
 - Reduce Redundancy of Systems to Execute Daily Tasks

Solution

- Built and Launched Alfred Street Baptist Church Communication Platform for collecting visitor and member contact data, and Added the Ability to Send Simultaneous Messaging by text, email, voice broadcast, Tweets and Facebook post.
- Linked Church Twitter and Facebook accounts to Knexis’ Platform -- creating one virtual doorway for delivery of social media communication and collecting followers’ preferred means of communication with the Church.

Why Knexis?

- **Mission-Oriented:** Professional Team Shares Expertise and Engages Best Practices, so Our Clients Can Achieve Their Objectives.
- **Efficient:** Knexis’ All-in-One Communication Software Efficiently Delivers Communications, Customized to Each User’s Preference.
- **Results-Driven:** Ability to Leverage Knexis’ Expertise in Digital Website Design, Search Engine Optimization (SEO), Reputation and Webmaster Management, and Secure Hosting.

Results

- **400% increase** in visitor contact data collected
- **85% Increase** in member communication reach (and 95% increase reach to visitors).
- **Enhanced Ability to Track Delivery and Open Rates** for SMS, email, voice, Facebook and Twitter.