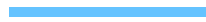


# Online Strategy



# The Conversation:

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**Some church leaders are prescribing that the church post-Covid must be digital first and physical second, while others are looking forward to getting back to physical and abandoning online altogether. What's most important is identifying the model of online and it's relationship to the physical. That should dictate your online strategy.**

# Online Model

Online and Physical are INTERdependent

## Introduction

### On Ramp

Objective: To create an online environment that invites people to see what your experience is like (try before you buy) and eventually attend a physical location.

## Integration

### Cross Track

Objective: To create an online environment that people easily move back and forth from physical to online, where they can engage and take next steps seamlessly whether their campus is physical or online.

Online Presence

LESS RESOURCES / MIMICKING

MORE RESOURCES / MODELING

Online Campus

## Supplementation

### Frontage Road\*

Objective: To create an online environment that allows for ongoing connection when people are unable to attend physically.

## Destination

### Cul-de-sac

Objective: To create an online environment designed for people to attend exclusively offering clear growth and next steps not requiring physical attendance.

Online and Physical are INdependent

*\*Frontage Road = parallel road to highway*

# Questions/Comments

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