

State of the Union: Digital Presence

Bucks Church Digital Presence and Communications Analysis |
December 2024 - July 2025

Executive Summary

Bucks Church demonstrates a mature and integrated digital ecosystem spanning social media, website, email, and Church Center platforms. The analysis reveals strong engagement across all channels with opportunities for strategic optimization.

Data Coverage & Quality

Date Ranges and Data Completeness by Channel

- Social Media: Jan - July 2025
 - 418 posts analyzed (204 Facebook, 214 Instagram)
- WordPress: Jan - July 2025
 - 25 published pages
 - 18,767 total views, 9,432 unique visitors tracked
- Mailchimp Email Marketing: Dec 2024 - July 2025
 - 58 campaigns with 99.6% average delivery rate
- Church Center: 3-month and 6-month trending data

Channel Performance

Social Media Analysis (Jan - July 2025)

Platform Metrics Overview

Metric	Facebook	Instagram
Total Posts	204	214
Total Impressions	487,293	521,847
Total Reach	398,472	445,193
Total Engagements	17,055	21,917
Avg Engagement Rate	3.5%	4.2%
Avg Impressions/Post	2,388	2,439

Posting Patterns

- Facebook Peak Days: Sunday (38%), Wednesday (24%), Friday (18%)
- Instagram Peak Days: Sunday (41%), Tuesday (22%), Thursday (17%)
- Weekly Cadence: 7-14 posts/week avg

Top Performing Content Types

1. Video/Reels: 8.7% engagement rate
2. Multi-photo carousels: 5.2% engagement rate
3. Event announcements: 4.8% engagement rate
4. Inspirational quotes: 3.9% engagement rate
5. Single photos: 2.8% engagement rate

Website Analytics (Jan - July 2025)

Annual Performance

- Published Pages: 23 active website pages
- Total Views: 18,767
- Unique Visitors: 9,432
- Average Page Views/Visitor: 1.99
- Peak Traffic: Sundays (30% of all traffic), 9am peak hour
- Mobile-First: 68% mobile, 30% desktop, 2% tablet

Traffic Sources

- Search Engines: 4,898 views (26% of total)

- Direct Traffic: ~8,000 views (43%)
- Social Media: 258 views (Facebook 213, Instagram 45)
- Church Center: 150 views

Church Center Integration

- Total Clicks to Church Center: 2,792 all-time
- Integration Rate: 29.6% of visitors click through to Church Center
- Top Integration Points: Event registrations, giving, groups

Top Content

1. Homepage: 4,250 views (22.6%)
2. Staff/Leadership: 1,430 views (7.6%)
3. Sundays: 921 views (4.9%)
4. Beliefs: 711 views (3.8%)
5. Preschool: 697 views (3.7%)

Geographic Distribution

- Total Reach: 38 countries
- Primary Market: Philadelphia (10,186 views - 54%)
- Secondary Markets:
 - Greater Philadelphia region (75% of US traffic)
 - New York/New Jersey corridor (15%)
 - Other US states (10%)
- International Reach: ~1,500 views (8%)

Email Marketing Performance

Campaign Metrics

- Total Mailchimp Campaigns: 58
- Average Open Rate: 24.3% (industry avg: 21.3%)
- Average Click Rate: 2.8% (industry avg: 2.6%)
- Total Recipients Reached: 48,726

- Total Unique Opens: 11,841

Church Center Engagement

Platform Metrics

- Total Visitors: 9,486
- Total Page Views: 43,555
- Platform Split:
 - Web: 68%
 - Mobile App: 32%

Top Content (Feature Utilization)

1. /calendar: 759 visitors
2. /channels/19316 (Sunday Livestreams): 883 visitors
3. /home: 1,079 visitors
4. /groups: 624 visitors
5. /giving: 298 visitors

Growth Trends

- 6-month visitor growth: +87%
- App adoption rate: +12% quarter-over-quarter
- Feature engagement depth increasing (2.3 → 3.1 pages/session)

Cross-Channel Insights

Traffic Flow Analysis

1. Search → Website: 26% of website traffic from search engines
2. Social → Website: 1.4% of website traffic from social media (258 of 18,767 views)
3. Website → Church Center: 29.6% of website visitors click through to Church Center
4. Cross-Promotion Effectiveness: Multi-channel campaigns show 3.2x higher engagement

Content Architecture

- 23 Published Pages: Comprehensive ministry coverage

- Ministry Hubs: Youth (734+ assets), Women's, Men's, Preschool, Missions
- Traffic Concentration: Homepage captures 22.6% of all views
- Sunday Effect: 30% of all website traffic occurs on Sundays

Member Journey Mapping

Discovery → Engagement → Connection → Commitment



Social Website Church Center Giving/Groups
Media Visit Registration Participation

Audience Analysis

Device Usage

- Mobile-First: 68% of website visitors use mobile devices
- Desktop: 30% traditional computer users
- Tablet: 2% tablet users
- Operating Systems: iPhone (8.6K), Android (4.1K), Windows (3.5K)

Geographic Reach

- Global Presence: 38 countries reached
- Local Dominance: Philadelphia metro 54% of all traffic
- Regional Influence: Mid-Atlantic states 75% of US traffic
- Digital Mission Field: 8% international visitors

Behavioral Patterns

- Sunday Surge: 30% of all website activity on Sundays
- Morning Peak: 9am highest traffic hour
- Engagement Depth: 1.99 pages per visit average
- Church Center Adoption: Nearly 1 in 3 visitors proceed to Church Center

Key Findings

1. Multi-Channel Reach: Combined digital touchpoints reach over 50,000+ individuals monthly

2. Strong Engagement: Social media engagement rates exceed industry averages (FB: 3.5%, IG: 4.2%)
3. Integrated Journey: 29.6% of website visitors click through to Church Center (2,792 total clicks)
4. Mobile-First Audience: 68% of website traffic from mobile devices
5. Growth Momentum: website, social media, and Church Center traffic growth demonstrate expanding digital reach

Strategic Recommendations

Highest ROI Opportunities

1. Sunday Content Optimization

- Shift 30% more content to Sunday 9-11am window when 30% of all traffic occurs
- Schedule key announcements and livestream promotions for Sunday morning

2. Video-First Strategy

- Increase video/reel content from current levels to 40% of all posts
- Video content shows 3x higher engagement (8.7% vs 2.8% for photos)

3. Church Center Integration

- Add prominent Church Center buttons to more website pages
- Include QR codes in physical locations and printed materials
- Leverage the 29.6% click-through momentum

4. Mobile Optimization

- Redesign email templates for mobile (68% of users)
- Ensure all website CTAs are thumb-friendly

5. Search Engine Focus

- Implement basic SEO on all pages (26% of traffic from search)
- Create location-based landing pages for "church near me" searches
- Add structured data markup for service times

Report prepared by: Digital Operations Team

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