



COMPANY CASE STUDY

MARKETING



Objectives

Myers Park United Methodist Church looks to **boost internal and external communication** by improving its website. The organization wants to **facilitate positive and open communication** with its target audience and its own church members.



Challenges

Website design is intricate and can be challenging to configure in a way that is easy for internal members and newcomers to navigate. Users should be able to find the information they are looking for while sensing what the organization represents through content and design.



BG Solutions

- **Analyze** the current state of the website and research best practices.
- Monthly **website management** to add and organize content to stay fresh and active.
- **Propose ideas** and suggestions to elevate the website even further.

BG'S DIRECT IMPACT



Create an **extensive and intentional website** that allowed for an in-person only worship to become a virtual/hybrid experience



Pop-ups direct attention to events and other important information



Live links are easy to find and use for optimal user experience



Identify MPUMC **target audience** to understand website needs



Edit monthly to add member resources, new content and more

