




ELEMENTS OF AN EFFECTIVE WEBSITE

MATT LUECHT | THE CREATIVE CHURCH COMPANY

A portrait of a man with a short beard and blue eyes, smiling. He is wearing a dark blue zip-up hoodie over a dark t-shirt. The background is a dark, textured grey.

COFOUNDER + MANAGING DIRECTOR

Matt is a creative strategist, ground-breaking thinker, and an ENTP. He has served as both pastoral and creative staff in the local church.

He oversees the creative and strategic direction of the company.

Matt is the primary strategist that works directly with churches during the discovery phase called theFORGE.

A person with a beard, wearing a dark t-shirt and a white lanyard with a Google logo, is seen from the side, writing on a whiteboard. The whiteboard has some faint, handwritten text in orange and blue. The background is a blurred office or meeting room with shelves and a red can on a table.

WHAT WE DO

We help churches **define their DNA**, **understand their community**,
and **prioritize goals** in order to accelerate mission and
win influence through the **power of design**.

The work we produce is the
byproduct of our understanding
of your church's objectives.
It's **more** than just being creative.

Design > Graphics

Services

1. Strategy
2. Branding
3. Messaging
4. Identity Design
5. Sermon Series
6. Web Design
7. Cinematography
8. Motion Graphics
9. Social Media & Google Adwords Management
10. Content Creation & Curation



WHERE TO START



1. UNDERSTAND YOUR AUDIENCE

2. DETERMINE YOUR GOALS

3. ADD VALUE

AUDIENCE

The People
You've Got

or

The People
You Want

GOALS

Manage
Content for the
Internal

or

Distribute
Information for
the **External**

INTERNAL CONTENT

LATEST MESSAGE

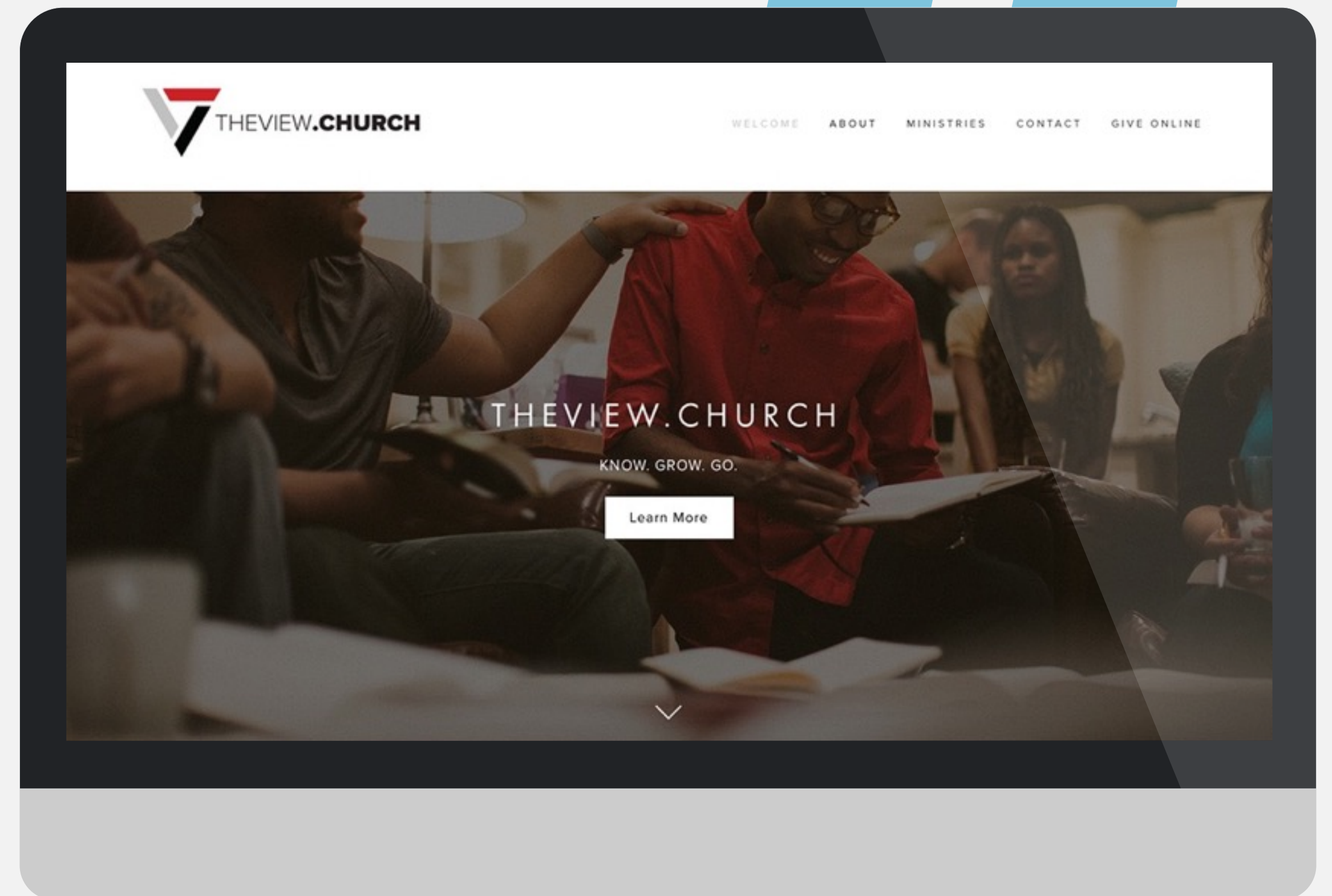


WATCH MORE MESSAGES

- Messages
- Devotionals/Articles
- Inspirational/Encouraging Stories
- Small Group Resources
- Events Info/Registration
- Etc

EXTERNAL INFO

- When & Where?
- What about my kid/student?
- Messages
- A Sense of Atmosphere/Worship



ADDING VALUE

It's not about what *you* think is valuable.
It's about what is important to your audience.

A person is seen from the side, sitting at a wooden desk and working on a silver laptop. The desk is cluttered with various items: a small potted succulent, a glass of water, a black mug, and some papers. The background is a bright, out-of-focus office space with large windows and modern decor. The text is overlaid on the left side of the image in white, bold, sans-serif font, with each line of text contained within a solid blue rectangular box.

EVERY CLICK,

EVERY ACTION,

IS AN OPPORTUNITY

FOR A DEEPENING

COMMITMENT TO YOUR

CHURCH.

MAKE IT EASY.

MAKE IT COUNT.



ONLINE TO ON CAMPUS

Think of your first time in an unfamiliar airport. Remember the hesitation? The uncertainty? The self doubt? The triple checking terminal locations? This is the feeling someone experiences on your website, but even more so, on a Sunday morning. Do everything you can to remove the roadblocks that make someone feel unsure.

PCJC EXCLUSIVES

CHURCH GRAPHICS.
READY-TO-USE.
FOR \$1.

CREATIVECHURCH.GRAPHICS

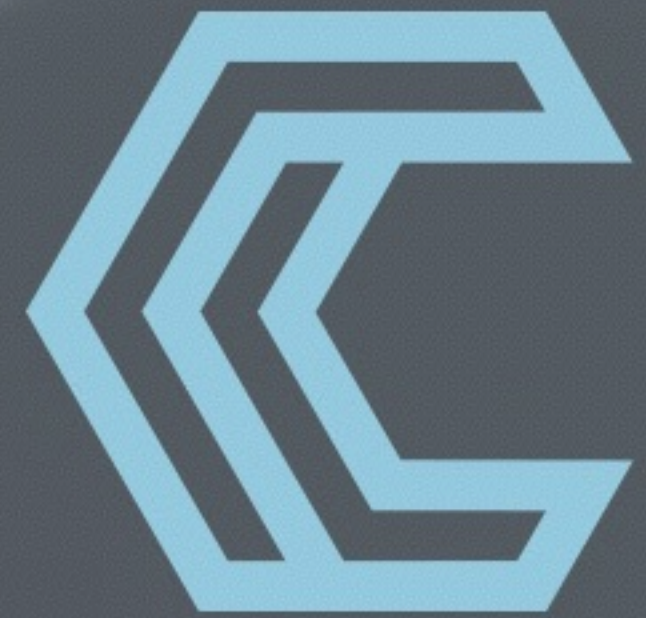


CREATIVE CHURCH
GRAPHICS

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PCJC Churches also get 10% off CCco services



CREATIVE CHURCH COMPANY

Website

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hello@creativechurch.co

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