



CASE STUDY GREAT COMMISSION ASSOCIATION (GCA)

Client:
Great Commission Association (GCA)

Sector:
Church Network & Faith-Based Outreach

Scope of Work:
Branding, Digital Marketing, Event Promotion, and Communication Strategies

Challenge:
GCA, an association serving faith-based organizations, sought to enhance their community engagement, improve their digital presence, and grow membership across multiple church networks. With various congregations involved, GCA needed a unified, engaging way to reach new members and expand its reach.

Products & Services Provided:

- Branding & Visual Identity:
 - We refreshed GCA's visual identity, ensuring a modern, approachable design that resonated with diverse church communities.
- Website Design & Development:
 - A user-friendly, mobile-optimized website that served as a central hub for GCA's events, resources, and membership applications.
- Digital Marketing Campaigns:
 - Targeted social media ads, email marketing, and SEO strategies to drive traffic to the website and increase engagement.
- Event Promotion & Community Engagement:
 - Strategic promotional materials for conferences, mission trips, and leadership training events, supported by email and social media campaigns.

Results:

- Membership Growth:
 - GCA saw a significant rise in new members, as the cohesive brand messaging and targeted digital campaigns effectively communicated their mission.
- Event Attendance:
 - Event promotions resulted in higher participation rates, especially in leadership training programs and mission trip initiatives.
- Enhanced Visibility:
 - Social media and email campaigns amplified GCA's visibility, reaching new audiences and increasing engagement across multiple church networks.

SELECT PRODUCT SAMPLES

[CORPORATE VIDEO](#)

[GRASS ROOTS CTA VIDEO](#)

[PROGRAM VIDEO](#)

[PROGRAM PROMO ANIMATED VIDEO](#)

[PROGRAM FLYER](#)

[PROGRAM SLIDES FOR CHURCHES](#)

[BRAND GUIDELINES](#)