

New Case Study

Georgia Baptist Mission Board

#ReachingNextGen Conferences

THE BACKGROUND

Spiritual Monetization

Living in a digital age allows spiritual organizations to reach and grow communities like never before. Churches, Missions, Congregations and other religious organisations can now communicate their belief and teachings on a national or even international level.

They can support their followers and reach new members located across the world instantly, offering them on-demand videos of their recorded sessions as well as opportunities to be part of their community via live streaming.

InPlayer is helping several clients in this space as they strive to increase awareness of their conferences, church services, events and more. Using our user-friendly monetization solution, they are able to drive new revenues from their audiences whilst improving the viewing experience and the buying/donation process.

THE CLIENT

Georgia Baptist Mission Board



The Georgia Baptist Mission Board is a cooperative missions and ministry organization consisting of more than 3,500 autonomous Baptist churches in Georgia. The Georgia Baptist Convention works in cooperation with the Southern Baptist Convention, the largest evangelical denomination in the nation.

For more information about the Georgia Baptist Mission Board, please visit their official website:

<https://gabaptist.org/>

THE EVENT

“Reaching Next Generation” Live Stream Conferences



The Georgia Baptist Mission Board was launching a series of live stream events at various dates and locations. The first live event took place in Evans, GA on October 15th, 2018 and the second event was in Jonesboro, GA on October 22nd, 2018.

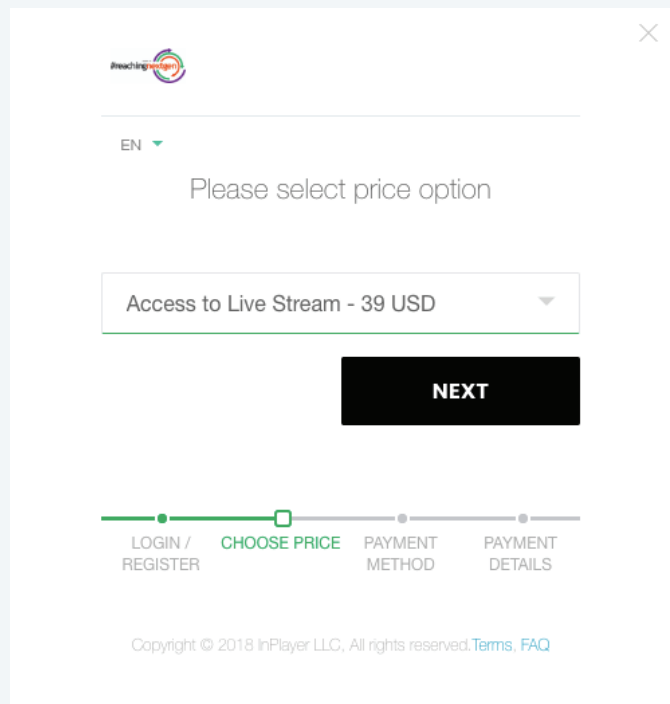
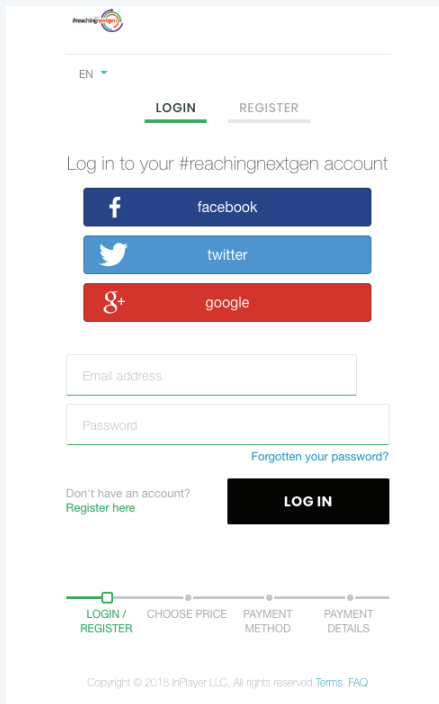
Each event consisted of two different streams aimed at different audiences (kids and teens) and the Georgia Baptist Mission Board needed to monetize the two conference events, making both streams accessible as on single package and price.

<https://reachingnextgen.com/events/>

THE SOLUTION

Exceeding Client's Expectations

InPlayer implemented two separate packages for each conference location, with each package containing 2 video streams o (1 kids oriented stream and 1 teens oriented stream). Each stream would be accessible at a single price of \$39.



Another important aspect of this project was to set the foundation of a long-term relationship. InPlayer provided the client with a solution that is flexible and efficient for their projects. As Georgia Baptist Mission Board continues to grow, InPlayer's platform will continue to cater to the growing needs of the client.

InPlayer's dedicated support team played a key part in making sure that these events ran smoothly from a technical side while exceeding the client's expectations with their event management approach and cross-promotion activities.

THE RESULTS

The First of Many

Georgia Baptist Mission board's preliminary events with InPlayer's flexible paywall platform were completed flawlessly per the project specifications. The Georgia Baptist Mission Board appreciated the tenacious work of the InPlayer's team to make sure they had all their needs met.

The client was looking for a solution that will be able to accommodate their future needs as they grow, bringing in more features like a paywall setup for static assets. As their conferences are very well attended (in the hundreds), it's a great opportunity to offer additional content such as mp3s, documents, archive videos, etc. as a paid option for attendees.

FINAL WORDS...



Jon Graham,
Video Producer
for the Georgia Baptist
Mission Board



When our organization needed to figure out a way to add a paywall to some of our live streaming content - I did a LOT of research. InPlayer was the most reasonably priced service which was essential for our very tight budget. But I was so pleasantly surprised at the level of customer service they provided. They were tenacious in making sure my every need was met, and that I fully understood every feature and how to best present it to our audience. They were proactive with their support - emailing and calling to make sure we were set for our event launch. They even offered to promote our event through their social media platforms. I only expected a tool - I didn't expect such a partnership. Thanks InPlayer! You've got a life-time partner with us.



InPlayer was thrilled to have the opportunity to work with a community conscious partner like Georgia Baptist Mission Board. We are very proud to support their innovative efforts to deliver their message to new audiences. We look forward to growing our partnership and continuing to provide world-class support to their team and their viewers alike.



Mike Doherty,
VP Global Sales and
Partnerships at InPlayer