



Walk Thru the Bible Digital Analysis Report:

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Walk Thru The Bible Digital Analysis Report

Executive Leadership Report

Prepared for	Walk Thru the Bible
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Purpose	Analyze digital performance, audience behavior, and conversion patterns to inform clearer leadership decisions.
Industry	Bible Engagement
Evidence base	Public research on Bible engagement, discipleship behavior, philanthropy, and WTB's internal website and Facebook analytics reports

Executive Leadership White Paper



A Note on This Report

This report began as a personal attempt to see the whole picture more clearly. I did not want to look at isolated metrics, a few strong posts, or scattered observations alone. I wanted to understand the full story surrounding Walk Thru the Bible by stepping back and examining the larger environment first: the industry, the market, the competitors, the audience, the current brand, and the products themselves. That broader approach came from my original analysis notes, where the goal was to gather the major elements of the market into one view before drawing conclusions.

I wanted to understand not only what is happening, but why it is happening. I wanted to identify where the real friction is, where the real opportunity is, and where Walk Thru the Bible is uniquely positioned to matter. Our mission is helping people everywhere live God's Word, and our brand promise is to ignite passion for God's Word through experiences, resources, and pathways that lead to lasting life change; I wanted to ensure that everything we produce—especially in the digital space—aligned properly with that vision.

Because of that, this report takes a macro-to-micro approach. It begins with the climate of the industry and the wider Bible-engagement problem. It then moves into competitor signals, audience realities, current brand expression, channel behavior, product architecture, and conversion patterns. In other words, this report is designed to move from context to clarity. It is meant to show not just what is performing, but what story the performance is telling. That approach also reflects the work of this role itself: research, competitor analysis, audience insight, digital reporting, message clarity, and long-term opportunity mapping.

What you will find here is a sincere synthesis of the landscape: where the market is open, where the audience is struggling, where the brand is strong, where the channels are working, and where clearer pathways could create stronger results. You will also find signals about what Walk Thru the Bible can own more confidently—especially where our work is more experiential, more meaningful, and more relational than many alternatives.

What you will not find here is a fully mapped implementation plan, a finished campaign calendar, or a step-by-step strategy for every department. This is not meant to be the final blueprint. It is meant to be a high-level analysis: a way to see the terrain clearly before deciding how to move. My hope is that this report helps us name reality more accurately, recognize what is already working, and make wiser decisions about where to focus next.

At its core, this report is an effort to serve the mission with clarity. If it does its job well, it should help us see the story more truthfully and from that place, move forward more intentionally.

Dasheek Dennis

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Executive summary

Leadership snapshot

74% Bible ownership [1]	42% Read the Bible weekly [1]	191.4K Website sessions [11]
\$41.6K Website revenue [11]	657,595 Facebook views [12]	179 Net follows [12]

During my research I discovered that Walk Thru the Bible is operating in a spiritually open but behaviorally inconsistent market. **Bible ownership remains high**, but weekly engagement remains significantly lower, and many believers still struggle to begin, understand, and sustain a reading life.^{[1][2][3]} This means the core problem is not simple Bible access. It is guidance.

That creates a strong strategic lane for WTB. The organization is well-positioned to help people take the next clear step into God's Word through guided pathways, practical tools, and highly memorable live teaching systems. The strongest opportunity is to make that difference clearer across every touchpoint.^{[11][12]}

This white paper supports five primary conclusions:

1. **The market rewards clarity, not just content volume.** People do not merely need more Christian resources. They need simpler first steps, stronger guidance, and more obvious relevance.^{[1][2][3]}
2. **WTB's audience strategy must be need-based.** The biblically unengaged, parents, church leaders, mature believers, and donors each require different hooks, promises, and pathways.^{[2][4][5][12]}
3. **WTB's clearest digital gap is front-end clarity.** Website and Facebook performance show meaningful demand, but not every path is converting attention into the clearest next action.^{[11][12]}
4. **WTB has real whitespace in practical study tools.** Thematic one-pagers, study guides, cheat sheets, and guided Bible help remain a strong opportunity when paired with WTB's teaching framework.^{[3][13][17]}
5. **WTB's deepest competitive edge is experiential discipleship.** Many ministries help people consume Scripture. WTB is differentiated when it helps people encounter it, remember it, and apply it through experiential teaching, memorable frameworks, and live engagement.^{[12][13][14]}

The strategic task is therefore not reinvention. It is alignment. WTB should align market messaging, audience pathways, channel architecture, product packaging, and donor communication around one unifying promise: helping people take the next clear step into God's Word

1. Industry and macro-market context

1.1 The market problem

The current market is not defined by hostility to Scripture. It is defined by a paradox: spiritual openness is present, but practical engagement remains uneven. Research cited in WTB's notes shows that 74% of Christians own a Bible, while only 42% read it weekly.^[1] Additional research highlighted in the notes shows that many believers still describe the Bible as confusing, and younger adults are especially likely to wrestle with relevance, accuracy, and motivation.^[2]

This means WTB is operating in a **Bible-engagement market**, not merely a Bible-access market. The primary barrier is not whether people have Scripture. It is whether Scripture feels understandable, usable, and connected to everyday life.^{[1][2]}

1.2 Key macro signals

Several major signals should shape strategy:

- Bible ownership remains high, but sustained engagement remains much lower.^[1]
- A meaningful share of Christians still describes the Bible as confusing.^[2]
- Younger adults remain spiritually open, but often struggle with motivation, relevance, and consistency.^{[1][2]}
- The most frequently cited Bible-reading barriers are practical: busyness, fatigue, distraction, overwhelm, and not knowing where to begin.^{[3][5]}
- Long-term spiritual resilience is more strongly associated with active disciplines than passive access alone.^{[3][6]}
- Structure matters. Bible reading plans, journaling, and group study are all associated with stronger engagement habits over time.^[3]

1.3 What this means for WTB

WTB should position itself as a ministry of **clarity, confidence, and engagement**. The market is asking, "How do I actually engage God's Word in a way that fits my life?" That has direct implications for message strategy, product framing, and user experience.

The ministries best positioned to grow in this environment are the ones that:

- reduce starting friction
- clarify the next step
- make Scripture feel practical and intelligible
- offer low-barrier pathways into deeper engagement
- reinforce habit, not just inspiration^{[1][3][14]}

1.4 Strategic implication

WTB should treat the core industry problem as a **guidance problem**. That means every major page, resource, offer, and content flow should help people move from confusion to clarity, from intention to rhythm, and from scattered exposure to structured engagement.

2. Competitor landscape and category signals

2.1 What the category leaders are teaching users to expect

Across the category, the clearest benchmark is not scale alone. It is usability. Stronger ministries reduce ambiguity quickly. They tell visitors what the resource is, who it helps, and how to begin. Their ecosystems also behave like systems rather than isolated content pieces: plans, guides, pathways, next-step prompts, and routing work together to keep users moving.^{[13][14][15][16][17]}

2.2 Major competitive lessons

YouVersion

YouVersion models habit-oriented Bible engagement at global scale. Its public product ecosystem emphasizes plans, guided prayer, streak-like habit reinforcement, and categorization that helps users match biblical engagement to felt needs and daily rhythm.^[14] The strategic lesson is not simply download volume. It is that habit support is built into the experience.

→ **Signal for WTB:** shorter entry pathways, clearer study categories, and more obvious habit loops matter.

BibleProject

BibleProject models thematic architecture and strong front-end clarity. Its site clearly states what it does, then organizes resources into videos, guides, podcasts, and classes. Its guide structure reduces decision fatigue through clearer naming and an easier browse experience.^[13]

→ **Signal for WTB:** thematic study systems, better resource naming, and cleaner navigation improve trust and usability.

Our Daily Bread

Our Daily Bread demonstrates the strength of disciplined publishing cadence, visible post-to-resource routing, and a mature Scripture-engagement ecosystem that connects encouragement, devotionals, products, and next steps.^[15]

→ **Signal for WTB:** consistency, cadence, and clear bridges between free help and deeper resources build trust over time.

American Bible Society and NavPress

American Bible Society and NavPress reinforce two additional lessons: mission asks work best when the impact is concrete, and product pages work best when benefits are visible quickly instead of buried deep in the page experience.^{[16][17]}

→ **Signal for WTB:** clearer mission outcomes and better product-page framing are strategic, not cosmetic.

2.3 What WTB can own

WTB should not try to win by becoming a broader content library. Its stronger differentiation comes elsewhere:

- experiential Bible teaching
- memorable frameworks and recall systems
- live, kinetic learning
- global ministry stories with emotional and spiritual weight
- practical front-door study tools such as one-pagers, cheat sheets, and thematic guides^{[12][13][14]}

Most ministries help people **consume** Scripture. WTB is strongest when it helps people **experience and remember** it.

2.4 Strategic implication

WTB should compete on usability, memorability, and guided engagement. The win is not becoming bigger. The win is becoming clearer, more practical, and easier to begin.

3. Audience architecture

Audience segments at a glance

Segment	Primary desire	Primary friction	WTB leverage
Biblically unengaged	Clarity + consistency	Busyness + confusion	Low-barrier pathways
Parents / grandparents	Confidence to disciple	Fear of getting it wrong	Simple visual tools
Church leaders	Engagement + systems	Burnout + limited capacity	Live events + leader tools
Devout Christians	Depth + consistency	Plateau + dated formats	Journals + study guides

3.1 Core audience principle

WTB's audience strategy should be **need-based, not label-based**. Broad categories can hide important differences in motivation and friction. The strongest growth opportunity comes from identifying what each audience is struggling with and offering a pathway that feels made for that specific tension.^{[2][4][5][12]}

3.2 Segment 1: The biblically unengaged

This segment represents the core engagement gap. These are not people who necessarily reject Scripture. Many still believe the Bible matters, but they are distant from it in practice.^{[1][2][3]}

Core goals/desires

- Curiosity: uncover overlooked truths and patterns in scripture
- Understanding: interpret themes and connections they do not yet grasp
- Consistency
- Relevance

Core Pain points/friction

- Too busy
- Do not know where to start
- Find Scripture confusing
- Struggle to maintain rhythm
- Feel spiritually dry or discouraged ^{[2][3][5]}

WTB opportunity

WTB can position itself as a guide that helps people start small, start clearly, and keep going. This audience does not need more generic encouragement. It needs low-barrier entry points, guided plans, and practical helps.^{[1][3]}

3.3 Sub-segment 1A: Curious Christians

These are spiritually open believers who lean in when Scripture reveals hidden patterns, deeper meaning, and unexpected connections.^[2]

They want

- Discovery: uncover hidden truths within scripture
- understanding
- revelatory insight

They struggle with

- Interpretive uncertainty
- Familiarity without depth
- Unresolved questions about meaning and coherence^[2]

WTB opportunity

Use thought-leadership hooks, thematic insights, surprising biblical connections, and revelatory teaching moments that create “I never noticed that before” experiences.

3.4 Sub-segment 1B: Disconnected / inconsistent Christians

These are willing-but-stuck believers whose reading life has broken down. Their main need is not excitement. It is a realistic way back into rhythm.^{[3][5]}

They want

- A maintainable habit
- A grace-filled restart (no pressure of starting all over again)
- Practical momentum

They struggle with

- start-stop fatigue
- discouragement
- lack of routine
- low-frustration tolerance^{[3][5]}

WTB opportunity

Offer 5–10 minute pathways, restart-friendly plans, one-page helps, and simple systems that reduce emotional friction and make beginning again feel possible.^[3]

3.5 Segment 2: Christian parents and grandparents

These are high-desire, sometimes low-confidence disciple-makers. **Barna reports that 73%** of U.S. parents are concerned about their children’s spiritual development.^[4] They care deeply about faith formation at home, **but many feel unsure how** to explain Scripture clearly and naturally.

They want

- transformation, not just behavior
- natural faith integration at home
- confidence in how to explain Scripture

They struggle with

- fear of getting it wrong
- difficulty simplifying hard passages
- inconsistency in home discipleship
- tension between grace and rules^{[4][12]}

WTB opportunity

Position simple, visual, repeatable tools such as OT39, family-friendly resources, and parent-equipping guidance as confidence-building discipleship systems.

3.6 Segment 3: Church leaders, pastors, and teachers

These are overburdened multipliers. **Lifeway research consistently points to pastors’** needs around engagement, leader development, and discipleship consistency.^[5] They influence whole communities but often lack the time, staffing, and systems needed to move people from attendance into engagement.

They want

- active congregational engagement
- repeatable discipleship systems
- leader multiplication

They struggle with

- volunteer fatigue
- passive participation
- ministry silos
- burnout and decision overload^{[5][12]}

WTB opportunity

Lead with OT Live, NT Live, church-wide plans, and leader-training systems that reduce teaching burden while increasing memorability, participation, and shared biblical understanding.

3.7 Segment 4: Devout Christians

This is WTB's stable core base. **WTB's Facebook data shows an older, female-skewed** audience, with roughly 60% of the current Facebook audience falling into women 65+ in the earlier synthesis and 76.2% of the broader follower base age 45+ in the updated 90-day Facebook analysis.^[12]

They want

- Deeper study
- Consistency
- Meaningful exploration

They struggle with

- Spiritual plateau
- Stale or dated formats
- Lack of meaningful challenge^{[2][12]}

WTB opportunity

Use journals, study guides, text-based insight, and deeper daily resources to anchor mature believers in ongoing habit and reflective engagement.^{[3][12]}

3.8 Who WTB serves vs. who WTB markets to

A crucial distinction in the report is between **growth audiences** and **mission beneficiaries**.

Growth audiences include:

- the biblically unengaged
- parents and grandparents
- church leaders and teachers
- devout Christians
- donors

Mission beneficiaries include:

- under-resourced pastors
- the persecuted church
- children^[12]

These groups are deeply central to WTB's purpose, but they should not all be treated as a single front-end marketing audience. Keeping this distinction clear improves strategy, messaging, and pathway design.

3.9 Strategic implication

WTB should build audience-specific journeys. One audience needs belief alignment. Another needs habit support. Another needs teaching confidence. Other needs systems. Each should see a different front door.

4. Donor insights and donor ecosystem

Donor patterns at a glance

Donor type	Responds to	Friction
Legacy patrons	Leadership access + stewardship	Weak relationship development
Scripture-engaged sustainers	Clear outcomes + recurring logic	Vague proof of impact
Digital-first seekers	Mobile ease + authentic framing	Distrust + poor UX

4.1 Why donor strategy should stand on its own

Donors should not be treated as just one more audience segment under general audience strategy. Donors are a distinct trust audience. Their questions are different:

- Can I trust this ministry?
- What does my gift actually do?
- Why give here instead of elsewhere?
- What kind of proof do I need before I commit?

4.2 Core donor insight

Scripture engagement and generosity are linked. **Center for Bible Engagement research highlighted in WTB's notes** reports that believers who engage **Scripture most days of the week are significantly more likely to give financially both to church and to other causes.**^[6] That means Bible engagement is not only ministry impact. It is also part of the long-term donor-development engine.

4.3 Retention and stewardship signals

Donor strategy also must account for retention. AFP and FEP-related sources emphasize that **most first-time donors do not make a second gift** and that nonprofits need segment-specific stewardship to improve retention and long-term value.^{[8][9]} GivingTuesday's FEP reporting similarly shows that repeat donor retention remains much stronger than new donor retention, reinforcing the importance of **second-gift strategy** and **personalized follow-up.**^[9]

4.4 The donor ecosystem

WTB's donor strategy should therefore move away from one broad stream of mission appeals and toward segmented stewardship.

Legacy patrons

These donors are relationship driven. They care about trust, conviction, leadership credibility, and long-horizon spiritual impact.

Respond to:

- direct stewardship
- leadership access
- strong mission credibility
- legacy-oriented opportunities

Friction:

- weak relationship development
- unclear credibility
- vague stewardship^[8]

Scripture-engaged sustainers

These donors want measurable impact, recurring-giving logic, and evidence that support is accomplishing tangible spiritual good.

Respond to:

- recurring-giving systems
- clear outcome language
- practical reporting
- concrete explanations of gift impact

Friction:

- generic follow-up
- vague financial language
- unclear proof of effect^{[8][9]}

Digital-first seekers

These donors are younger, more mobile-first, and more trust-sensitive. They respond to authenticity, visible outcomes, and mission language that feels transparent and current.

Respond to:

- mobile-first donation experiences
- digital-native storytelling
- social proof
- clear and transparent mission framing

Friction:

- institutional distrust
- poor mobile UX
- abstract giving language^[8]

4.5 WTB donor opportunity

WTB has **unusually strong mission stories**. The organization's strongest donor advantage is not a generic appeal, but the ability to show concrete transformation, global mission reach, and the practical outcomes of generosity. That storytelling should be paired with clearer impact proof, faster stewardship, and better segmented donor journeys.^{[7][8][9][12]}

4.6 Strategic implication

WTB should treat donor development as a **segmented trust system**, not a universal appeal stream. Faster stewardship, clearer proof of impact, more visible mission outcomes, and better digital giving architecture should become part of the donor strategy.

5. Brand and channel experience

5.1 Core channel insight

WTB's channels are proving demand, but they are not always converting that demand into the clearest possible next step. Across the data, one issue appears repeatedly: people are interested, but the next move is not always obvious enough.^{[11][12]} Our three strongest channels consist of Website, Facebook, and YouTube.

5.2 Website analysis (Dec 25 – March 24, 2026)

WTB's 90-day website reporting window, **December 25, 2025 to March 24, 2026**, shows meaningful demand: **191.4K sessions, 46.8K engaged sessions, \$41.6K in revenue, 394 purchases**, a **0.21%** ecommerce conversion rate, and a **\$105.48** average order value.^[11] The deeper issue is not whether attention exists. It does. The issue is that purchase efficiency remains weak relative to traffic volume.

Several signals stand out:

- Direct and organic search are carrying revenue more than social^[11]
- The homepage is the clearest commercial entry point^[11]
- Free-resource and blog pages are drawing meaningful attention but often do not route visitors deeply enough^[11]
- Many browse-style pages appear to attract traffic without producing proportionate purchase movement^[11]

High-friction signals also remain visible:

- The /404.html page drew 2,122 sessions, likely signaling broken links or dead-end routing^[11]
- **Traffic from China far exceeded U.S.** traffic in raw sessions during the period, suggesting likely bot or scraping distortion rather than true ministry demand^[11]
- Reported cart abandonment reached 91.99% and checkout abandonment 34.04%^[11]

The notes are especially clear on one point: WTB's website often fails to answer the visitor's core questions fast enough.

- **What do you do?**
- **How do you do it?**
- **What do I get?**
- **What should I do next?**

5.3 Facebook performance and channel role

WTB’s Facebook performance across the **December–March** and **January–April** reporting windows reflects more than a return to activity. It shows the emergence of a functioning content system.

From Dec. 26, 2025, to Mar. 25, 2026, the page generated 657,595 views, 22,742 engagement actions, 5.9K link clicks, and 179 net follows. Visibility returned sharply after the earlier content gap, with performance concentrated in breakout windows—March 9–22 alone accounted for 42.9% of total 90-day views.

The extended reporting window from January 1 through April 23 confirms that this was not a temporary spike. Engagement reached 32,756, a 1,875.6% increase over the previous period, while the audience grew to **13,483 followers** with **314 net new follows**. Momentum did not peak and collapse. It built over time, with March producing the strongest engagement surges and April showing the strongest pace of follower acquisition.

Figure:

Signal	Evidence	Why it matters
Momentum	657,595 views (Dec–Mar); 32,756 engagement (+1,875.6%) and 314 net follows (Jan–Apr)	Recovery has become sustained momentum, not a one-off spike.
Discovery scale	A significant share of engagement came from non-followers; Reels generated roughly 65–72% of traffic/views	Facebook is reaching well beyond the current audience base.
Conversion pattern	Posts generated the majority of net follows; the “40 authors of Scripture” graphic became the strongest organic post in 2+ years	Feed and graphic content convert attention into trust, shares, and follows.
Campaign validation	Week 1 of “More Than a Book”: 471,000+ reach, 42 new followers, 39 study-guide downloads, 30 leads at \$0.71 CPL	When clear next steps are added, Facebook can move people into deeper engagement.

The early “More Than a Book” campaign results further validate the pattern. In its first week, the campaign reached more than 471,000 people, added **42 new followers**, and produced the strongest organic post in more than two years through the “**40 authors of Scripture**” graphic. The campaign also showed that attention can move into deeper engagement when paired with a clear resource path: 39 study guide downloads, 30 new email leads in the first 24 hours from the “10 Powerful Ways God’s Word Works in Your Life” **lead magnet, and a \$0.71 cost per lead.**

5.3.1 What the data is showing

The clearest signal is structural: Facebook is functioning as both a discovery engine and a follower-conversion channel.

Across both reporting windows, a significant share of engagement came from non-followers, showing that Facebook is reaching well beyond the existing audience base. This is discovery-led reach at scale.

At the same time, different formats are doing different jobs: Reels account for most traffic and visibility, while posts generate most net follows. These roles are complementary, and the strongest results come when they work together as part of a larger content pathway.

Performance patterns also show that results are not driven by volume alone. The strongest content consistently followed a repeatable structure:

- A curiosity-driven or question-led opening.
- A clear Biblical anchor or reframing.
- Strong thematic clarity, especially around Scripture unity, identity, light versus darkness, and hope.
- Content that feels shareable and worth passing along.

The “More Than a Book” campaign reinforces this. The audience responded strongly to the miracle of the Bible’s unity, especially content that made Scripture feel cohesive, trustworthy, and worth exploring more deeply.

Format	Current role
Reels	Drive reach, discovery, and visibility.
Feed posts + graphic content	Drive follower conversion, shares, and relationship depth.

5.3.2 Audience and behavior signals

Audience composition remains consistent with platform expectations and current content resonance.

- The audience skews older, with the strongest engagement among users 45+, particularly in the 55+ range.
- The United States remains the dominant audience base, with smaller but notable international presence.
- High-share posts indicate that followers are not merely consuming the content; they are endorsing it publicly and inviting others into the conversation.

This reinforces two parallel realities:

- Facebook is deepening engagement within a mature, receptive audience segment.
- At the same time, discovery is reaching beyond that base, introducing new users at scale.

5.3.3 Strategic implication

Facebook is not underperforming. It is becoming strategically legible. The platform is currently functioning as:

- A high-performing discovery channel.
- A reliable follower-conversion channel through posts and graphics.
- A growing bridge into deeper engagement through resources, study guides, and lead magnets.

The opportunity is to formalize what is already working:

- Use Reels to expand visibility.
- Use posts and graphics to deepen trust and convert attention.
- Pair high-performing ideas with clear next steps.
- Build more campaign pathways around low-barrier resources and study tools.

THINK: Facebook is beginning to operate as an integrated growth system. Discovery is expanding, posts are converting, and resource-linked campaigns are moving people from attention into deeper engagement with God's Word.

5.4 Broader brand experience issue

WTB's broader brand challenge is not a lack of meaningful content. It is clarity and packaging. Internal naming conventions such as OT Live, NT Live, or generalized "resources" language may make sense organizationally, but they do not always communicate immediate value to the audience.

The channel experience should therefore move toward:

- Clearer naming
- More visible pathways
- More practical benefit language
- Stronger visual consistency
- More obvious relationships between free help, deeper resources, and flagship offers

[11][12][13][14]

5.5 Strategic implication

WTB's channel problem is not a content problem. It is a packaging and routing problem. Channels should feel more like guided pathways and less like scattered resource environments.

6. Product and offer strategy

6.1 The core offer problem

WTB's products and resources are stronger than the current packaging suggests. The ministry has meaningful tools, but the audience is **often being asked to do too much** interpretive work before understanding what a resource is for or **why it matters**.^{[11][12]}

Labels such as "resources" or legacy product terminology do not always answer the practical user question quickly enough. The market responds better when the offer feels concrete, companion-like, and clearly tied to a **pain point** or **goal**.^{[13][17]}

Note: I had noticed that other ministries use the phrasing "resources", but it did very little to move me to find out what those resources were. Consequently, it appears that we all have "resources". We must take that point of communication further.

6.2 What is strongest in the current catalog

WTB's current ecosystem includes:

- flagship Bibles and yearly reading tools
- premium devotionals and need-specific spiritual resources
- guidebooks and workbooks built around biblical frameworks and characters
- journals and study support
- live events and experiential teaching systems
- children's tools and visual learning aids
- free streaming resources and study guides
- podcasts, email devotionals, and app-based access^{[11][12]}

The strategic issue is therefore not scarcity. It is architecture.

6.3 Strongest packaging opportunities

The evidence supports a stronger front-door strategy built around:

- thematic one-pagers
- cheat sheets
- bite-sized study guides
- practical "start here" helps
- Bible-reading support tools
- guided family discipleship tools
- event-linked study systems^{[3][11][13]}

These should not feel like random downloads. They should feel like practical companions to the **user's actual struggle**.

6.4 Live events as flagship offer

Live events remain one of **WTB's strongest differentiators**. They are experiential, memorable, and communal. They also reduce teaching burden for leaders and create a shared church experience that many alternatives do not replicate.^[12]

The report supports treating live events not as one line item in the catalog, but as flagship solutions that solve real problems for churches.

6.5 Strategic implication

WTB should not market its catalog as a flat inventory. It should market offers as **answers to specific needs**, paired with proof and a visible next step.

7. Conversion logic and case-study proof

7.1 Core conversion thesis

The healthiest conversion system feels helpful before it feels transactional. WTB's strongest-performing content does not jump straight to a product ask. It first creates trust through Biblical insight, then captures intent through a practical next step, and finally deepens the relationship through a study guide, devotional, or other owned-channel follow-up. The goal not merely clicks. It is movement from attention to engagement to ongoing spiritual growth.^{[11][12]}

7.2 The broader funnel logic

The clearest conversion framework in the analysis is:

Attract → Capture → Deepen

A low-barrier post attracts attention. A practical lead magnet or study guide captures intent. A follow-up email, blog, devotional, or product path deepens the relationship. The strongest systems stay on theme from first touch to next step, so the audience experiences continuity rather than a handoff into something unrelated.^{[11][12]}

Case-study proof at a glance

Case	Entry content	Capture asset	Prominent results	What it proved
Shine Your Light	Spiritually meaningful Facebook post	Free printable + email capture + theme-matched follow-up	130+ reactions; 89 shares; 30+ downloads; about \$1 CPL	Value-first posts plus a practical printable can turn trust into real leads.
10 Ways God's Word Works in Your Life	More Than a Book campaign content around Bible unity and authority	Low-barrier lead magnet + study-guide path	471K+ reach in week one; 42 new followers; 39 study-guide downloads; 30 leads in 24 hours at \$0.71 CPL	Lower-friction offers can efficiently convert awareness into owned-channel growth.

7.2.1 Case study A — Shine Your Light funnel system

This campaign began with a spiritually meaningful Facebook post that offered full value in-feed and routed interested users to a landing page where they could download a free printable in exchange for email. After form submission, users landed on a confirmation page, received the asset by email, and were exposed to related follow-up resources, including a paid devotional aligned to the same theme. ^{[11][12]}

130+ reactions	89 shares	30+ downloads	~\$1 cost per lead
<p>What was built</p> <ul style="list-style-type: none"> • Shareable devotional Facebook post • Landing page with printable and email capture • Confirmation page and email delivery • Theme-matched follow-up blog and paid devotional 		<p>What it proved</p> <ul style="list-style-type: none"> • Full value before the ask increased trust and shareability. • The printable worked because it was a more useful version of the post, not a disconnected offer. • Keeping the follow-up on the same theme made the journey feel natural rather than salesy. 	

Before your week gets too chaotic, here's a reminder: Jesus called you the light of the world. ✨
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TO
SHINE YOUR LIGHT**

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1. Love Others John 13:34-35
2. Pray for Someone James 5:16
3. Encourage Someone..... Hebrews 10:24
4. Serve Others Galatians 5:13
5. Give Generously..... 2 Corinthians 9:7
6. Forgive Freely Colossians 3:13
7. Share God's Word Acts 13:47
8. Listen with Compassion James 1:19
9. Speak Truth with Love Ephesians 4:15
10. Choose Kindness Daily Proverbs 3:3-4
11. Trust God in All Things..... Proverbs 3:5-6
12. Live with Integrity Micah 6:8

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132
9 comments 89 shares

7.2.2 Case study B – “10 Ways God’s Word Works in Your Life” lead magnet

This case emerged inside the More Than a Book campaign and showed that a lower-friction lead magnet can capture attention efficiently when paired with Biblical curiosity and a clear next step. The campaign theme centered on the unity, authority, and practical power of Scripture, and the lead magnet gave interested users an immediate way to go deeper.^{[11][12]}

471K+ week-one reach	42 new followers	72 / 20 likes / shares	39 study-guide downloads	30 @ \$0.71 leads in 24h / CPL
What was built <ul style="list-style-type: none"> • High-curiosity campaign content around the Bible’s unity and origin • A study-guide path for deeper exploration • A low-barrier lead magnet designed to capture intent quickly • A clear follow-up path into owned-channel relationship building 		What it proved <ul style="list-style-type: none"> • The audience responds strongly to Scripture-unity themes when they are clear and shareable. • Lower-friction lead magnets can convert attention efficiently without weakening ministry depth. • Facebook can move beyond awareness into leads and owned-channel growth when the next step is explicit. 		

7.3 Strategic implication

These two cases show that WTB already has proof-of-concept for a repeatable ministry funnel. The model is not complicated: high-value Biblical content earns attention; practical lead magnets capture intent; theme-matched follow-up resources deepen engagement; and owned channels extend the relationship. The next step is to formalize this as a monthly operating model.^{[11][12]}

- Pair every major monthly theme with one high-share insight post and one low-barrier lead magnet.
- Keep the journey on theme from post to landing page to email to deeper resource.
- Track four core metrics consistently: reach, shares, downloads / leads, and next-step clicks.
- Use successful lead magnets as proof-of-concept for future study guides, devotionals, and flagship event pathways.

THINK: Both cases show the same rule: deliver ministry value first, capture intent with a practical next step, and keep the follow-up tightly aligned to the theme.

8. Priority recommendations

8.1 Clarify the front-end promise everywhere

Every major touchpoint should answer four questions quickly:

- what is this?
- who is it for?
- what do I get?
- what should I do next?

This applies to the website, product pages, landing pages, social posts, and donor pathways.^{[11][12][13]}

8.2 Build low-barrier practical study tools

WTB has strong whitespace around cheat sheets, thematic one-pagers, practical study guides, and saveable Bible helps. These should become a core front-door strategy.^{[3][13][17]}

Priority themes could include:

- where to start in the Bible
- anxiety^[14]
- prayer
- hope
- forgiveness
- light / darkness
- consistency
- discipling children

8.3 Strengthen guided pathway design

Visitors and followers should not be left to infer the next step. Pathways should be clearly routed with visible buttons, stronger directional language, and audience-aware destinations ^{[11][12]}. Consider mapping out funnels for each desired path.

8.4 Expand SEO-driven answer content

The blog and resource strategy should focus more directly on real Christian concerns and search intent, including:

- how to read the Bible
- where to start
- how to stay consistent
- how to pray

- how to explain Scripture to children
- how to understand hard passages^{[3][11]}

8.5 Use formats intentionally across social

- use reels for **discovery** and broad awareness^[12]
- use feed posts, **carousels**, and **photos** for deeper engagement and follow conversion^[12]
- pair top-performing insight content with **practical downloadable** or study-oriented next steps^[12]

8.6 Repackage products around user outcomes

Products should be grouped and named according to use case, audience, or felt need rather than legacy terminology alone. The user should instantly understand the purpose of the resource.^{[13][17]}

8.7 Make live events more visible as flagship solutions

Live events should be described in terms of the problems they solve, the experience they create, and the outcomes they generate for leaders, churches, and participants.^[12]

8.8 Treat donor strategy as stewardship architecture

Mission stories, metrics, donor-specific journeys, mobile-friendly giving, and faster follow-up should become part of the donor system rather than isolated development tactics.^{[7][8][9]}

8.9 Continue the monthly theme and content-cadence system

WTB's strongest strategic work becomes clearer when thought leadership, mission stories, practical resources, and product pathways orbit one monthly theme. This creates coherence and helps audiences move through a connected ecosystem rather than isolated posts or pages.^[12]

8.10 Build a repeatable lead-magnet engine around monthly themes

WTB should treat lead magnets not as isolated campaign extras, but as a recurring growth system. Each monthly theme should have one low-barrier resource tied directly to the strongest audience tension of that theme. This creates a reliable bridge between social reach, email capture, and deeper resource engagement. The strongest recent case-study signals support this approach, especially when the lead magnet extends the same idea introduced in the content rather than shifting to a different topic. This also aligns with WTB's emphasis on practical study tools, guided next steps, and content that moves people into deeper engagement with God's Word.

8.11 Consider Multi-Channel Analysis

WTB should reevaluate Instagram, LinkedIn, TikTok, and Pinterest to define a clearer strategy for each platform. Facebook is currently the strongest discovery and engagement channel, with Reels proving especially effective as a major discovery tool. Instagram and LinkedIn appear to have presence without a fully developed growth model, while TikTok and Pinterest should be assessed for future opportunity, especially around short-form discovery and searchable visual content. The goal is to determine what each channel should do best, what content belongs there, and whether it should be scaled, refined, or deprioritized.

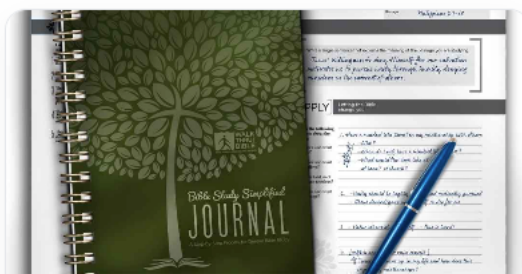
8.12 Develop and Email Marketing Strategy

Seeing the massive success from the Holy Week E-Blast utilizing over 100k emails and getting over 800 downloads merits a crucial opportunity to build a strategy. Keep the funnel simple but couple free resources with paid resources (as an enhancement to their walk).

KEEP DIGGING DEEPER

Ready to build a lifelong habit?

Two additional resources to help you take your next step.



TAKE THE NEXT STEP

Bible Study Simplified Journal

Ready to build a deeper habit? This journal provides a simple, 4-step framework to help you stop just reading and start truly studying God's Word.

This journal is a separate resource available for purchase.

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FREE RESOURCE

Read the Blog

7 Reasons You Can Trust God's Word

When life feels uncertain and everything around us feels unstable, we don't need stronger feelings—we need stronger footing. Discover 7 reasons why you can trust God's Word and how each truth can strengthen your faith today.

[Read the Article](#)

8.13 Route Website Visitors Appropriately

WTB should treat the homepage and Free Resources page as strategic routing hubs, not general browsing pages ^[11].

- Organize resources by audience and need: children, parents, married couples, new believers, curious Christians.
- Make each path answer one question immediately: Who is this for?
- Use clearer routing to reduce friction, improve discovery, and move visitors toward the right next step.

8.14 Build a testimonial capture system

WTB should create a simple system to collect, store, and reuse testimonials from live events, trainings, and resource users. Strong audience response already exists, but much of it is not being captured in a usable way. A testimonial library would strengthen trust, event promotion, donor communication, and story-driven content.

8.15 Lean into mission-impact storytelling

WTB should use mission-impact stories more intentionally as a strategic differentiator. Compared to many alternatives, WTB has stronger real-world ministry proof through global training, under-resourced pastors, live events, and Scripture resources in the field. That story should be more visible across content, campaigns, and donor communication.

9. Final conclusion

Walk Thru the Bible does not need to become something else. It needs to become clearer about what it already does best.

The market is open, but inconsistent. The audience is interested, but often overwhelmed. The channels are generating attention, but the pathways are not always clear enough. The products are meaningful, but their packaging is not always translating value fast enough.^{[1][2][11][12]}

That is good news, because it means the problem is not mission weakness. It is strategic clarity.

WTB's next stage of growth will come from aligning its message, pathways, product architecture, and donor strategy around one practical promise: helping people take the next faithful step into God's Word.

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Reference note

This white paper uses public research sources and WTB’s internal analytics reports. It does **not** cite internal working-draft documents as sources in the bibliography. Where strategic language is interpretive, it is based on synthesis across the cited research, analytics, and public competitor review.