

Mvix | Case Study: First Baptist Church

Summary

- First Baptist Greenville wanted a modern yet cost-effective way of communicating with the congregation
- The project included 11 digital signage players and commercial-grade Screens and content management software (CMS)
- The church noted increased participation in church events and a reduced cost of printing

Introduction

[First Baptist Greenville](#) (FBG), a historic South Carolina Baptist church, has implemented a digital signage network of 11 screens.

Powered by Mvix, the digital signs display announcements/news, church events, midweek opportunities, community events, new member photos and member milestones such as birthdays, anniversaries, and childbirth.

The signs are located in hallways, the church lobby and in the gym and rec center.

| First Baptist Greenville

First Baptist Greenville is a historic South Carolina church that has grown and evolved into a progressive church that is a champion of inclusion.

[First Baptist Greenville](#) has a storied history dating back to 1831. From humble beginnings, the church emerged as the birthplace of institutions shaping theology, education and politics in the region.

The strength of the church led to the formation of the Southern Baptist Theological Seminary, one of the largest Christian seminaries in the world. Furman University, one of the oldest and most selective universities in the country, was also born under the church's wing.

Today, First Baptist Greenville serves 2,100, with membership that includes many of the professional, business, educational and civic leaders from the Greenville community.



| The Challenge

First Baptist Greenville needed to improve engagement with the increasingly tech savvy congregation.

While worship services are traditional, the church realized there was a need to find creative ways to integrate technology in order to improve engagement with the increasingly tech savvy congregation.

They needed a solution that would deliver dynamic and timely information throughout the facility.

This would include announcements/news, church events such as service times and mid-week opportunities, community events, new member photos and member milestones such as birthdays, anniversaries, and childbirth.

FBG also needed a solution that would serve a growing and busy environment while adding visual appeal.

This meant that the solution would need to easily display dynamic content and have features that simplify management. These include intuitive smart playlists, comprehensive scheduling, multi-user management and reporting.



The solution also needed to be easily accessible, flexible and scalable. Most important, they needed a solution that would fit the available budget.

What needed to be done:

- *Engage the congregation with relevant information and attractive visuals*
- *Increase interest in upcoming events*
- *Display high-quality videos and images*



| The Solution

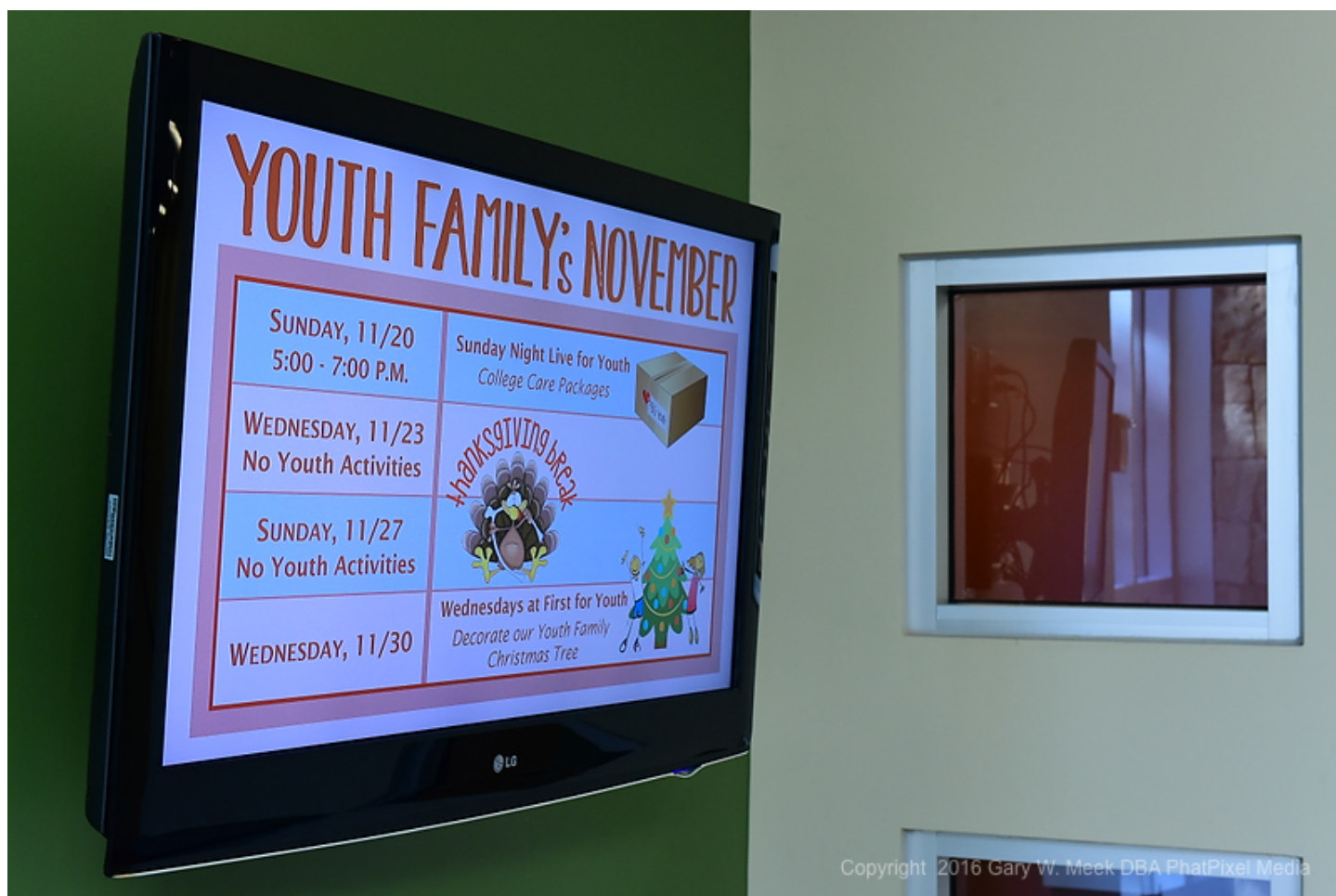
First Baptist Greenville installed a digital signage network of 11 screens, powered by the Mvix digital signage platform.

The Mvix solution included commercial-grade screens, a digital signage player for each screen and content-management software. The solution offered a robust platform for FBG's creative team to manage the displays and upload content directly from the main office.

The content-rich software gave FBG access to over a dozen dynamic content apps that auto update. This meant they had ready made content to speak to any member of their audience e.g. visitors, staff, students. The apps include event listings, weather, inspiration quotes, traffic, directories, emergency / CAP alerts, HTML 5

The software also provided advanced scheduling so the announcements could be customized and targeted for different days of the week or different audiences.

Because the Mvix platform is cloud-based, the creative and IT teams can monitor the digital signage network from anywhere.



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Components used:

- *11 digital signage players*
- *11 commercial-grade digital signage screens*
- *Content management software - XhibitSignage*
- *Content integrations - event listings, weather, YouTube, Inspiration Quotes*
- *Professional services - education & training, implementation assistance*



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| The Results

First Baptist Greenville has recorded improved participation in church events and reduced printing costs.

Digital signage became a more cost-effective way to share information as there was no more printing of notices or flyers.

The screens have also modernized the church and added visual appeal. The content is simple yet attractive and has been designed to match the decor of the screen location and to reinforce the church brand.

Church messages and announcements are also more sticky. There has been improved retention of the messages and announcements posted.



"Digital signage has allowed us to build a visual network within the church campus which has improved the way we communicate," said Bootie Cothran, the Media & Technology Manager. "There are so many ways we can use the signs to connect better with our congregation. In fact, as the holiday season draws near, digital signage will be one of the key tools we'll use to enhance and reinforce our Christmas festivities."



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Bootie Cothran, Media & Technology Manager



About the Companies



About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications.

For more information, www.mvixdigitalsignage.com



About First Baptist Greenville

First Baptist Church Greenville today is a community of approximately 2,100 with a budget of \$2,500,000. The membership includes many of the professional, business, educational and civic leaders from the Greenville community. The worship services are traditional/liturgical with a wide variety of musical offerings.

First Baptist Church's uniqueness is due in part to the outstanding men and women who have served as ministers through the years as well as gifted lay leaders. The congregation is grounded in the historic Baptist principles of the authority of the Bible, freedom of the individual led by God's spirit, freedom of the local church, religious liberty and the priesthood of every believer. On the basis of these principles, the church seeks to live out its faith in the world as a "Community of Believers, Each Member a Minister.

For more information, visit www.firstbaptistgreenville.com