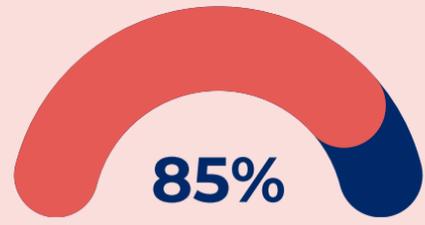


5 MOST COMMON PITFALLS IN VISITOR FOLLOW-UP

1

Speed Matters Follow-up Within 36 Hours

Follow up within a day and a half with a warm, personal message to show visitors they're truly valued and not just counted.



85%

If you follow up with visitors within 36 hours of their visit, they are **85% more likely to return**.



76%

76% of consumers get frustrated when they receive nonpersonalized communication.

2

Tailored Not Template Personalize Every Step

Use names, recall their visit, and invite them to something meaningful. Small touches turn visitors into community.

3

Connection Takes Time Create Multiple Touchpoints

One thank-you isn't enough. Plan multiple follow-ups to build trust and encourage return.



The Law Of Seven Touches: A person needs seven meaningful church interactions to feel connected enough to become a member.



50%

At least half of churchgoers want to engage with the pastor (**57%**), other members (**53%**), or staff (**50%**) before, during, or after service.⁴

4

It Takes One Friendly Face Link Visitors To People

Pair visitors with someone who checks in and invites them in. A single relationship builds comfort and belonging.

5

Serve Smarter, Not Harder Embrace Automation

Use automation to stay consistent, avoid missed follow-ups, and deliver messages when guests are still engaged.



78% of business leaders state that automation can free up to **3 work hours a day**.

To learn more, visit
growthmethod.org

For an in-depth look into moving visitors to meaningful discipleship, download our free Resource Guide: [Transform Your New Visitor Experience into A Life-Changing Discipleship Journey](#).

