



We now live in a world that chooses to communicate through social media

The way we engage and invite has fundamentally changed

Growth Pains - Union Houston

Stuck at the same growth level for almost 2 years straight. They had hit a lid.
They were at stuck at 250-300 attendance.

...then.. 4 months later....



NOW

Almost 400

ATTENDANCE

A woman in a light-colored blouse and a dark, patterned skirt stands in a dark, blue-tinted room. The floor is covered in debris, including a metal container and a glass bottle. The overall atmosphere is somber and desolate.

Every year

6,000-10,000

churches close their doors

Deka.

We are living in a different era.



Landline Calls
& Payphones

1980s



Landline &
Mobile Calls

1990s



Mobile Calls &
Text Messaging

2000s



Text Messaging &
Direct Messaging

2015+

A photograph of a nightclub or dance floor. The scene is dimly lit with several bright blue spotlights shining down from above, creating a hazy, atmospheric effect. In the foreground, the silhouettes of several people are visible, some appearing to be dancing or embracing. The overall mood is energetic and social. The text "What is the common thread?" is overlaid in the center in a large, white, sans-serif font.

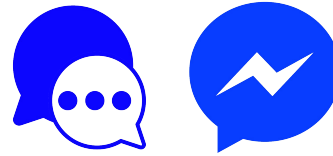
What is the common thread?

Deka.

People expect to be communicated with where they are . . .

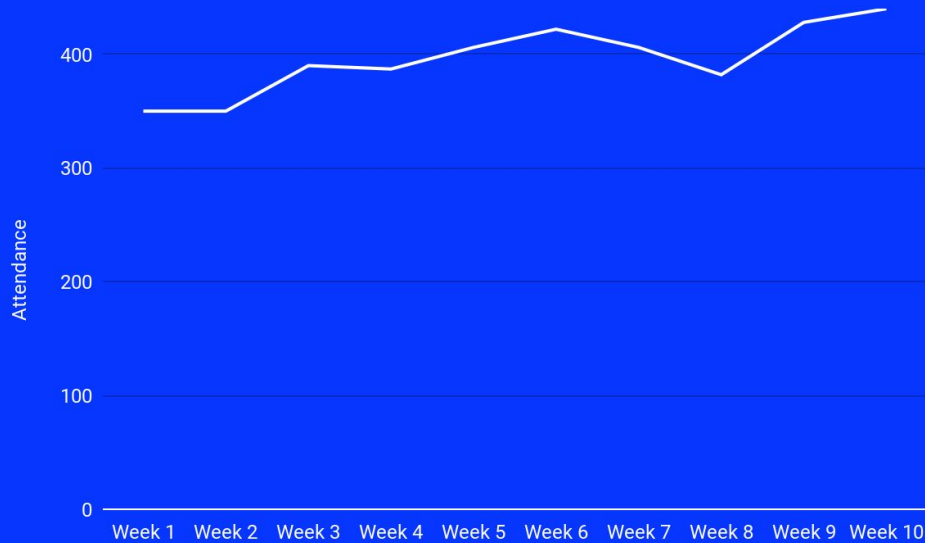


On Social Media
2+ hours a day



Text and Messaging Apps
20-40 minutes a day

Using Deka.social, UNION Houston Increased Attendance



Union grew

100

New members in 4 months

**QUESTION! 🖱️ Do you know
you need to be on social but
too confused on how to get
started?**

What DEKA does..

- **Facebook Advertising**
 - Ad copy
 - FB targeting/retargeting
 - Facebooks Ads
- **Instagram Growth**
 - Hundreds of new targeted followers per month.
 - 100's of DM's per month
- **Customized Strategy**
 - We help create strategies that work for you and your organization.
- **Social Media Management**
 - We'll manage/schedule all of your content. Do you know the best time to post everyday? Don't worry. We do.

A group of young women are shown in conversation, overlaid with a blue filter. The text is centered over the image.

**Ready to start exploring how to grow your church?
Let's explore that.**

Deka.