



MEASURING FOR SUCCESS

How to Measure and Improve Our
Communications Efforts

Measuring for Success

What Does Measuring Actually Get Us?

Seems Obvious, But It Bears Some Thought

- Even though we're in the nonprofit space, think like a for-profit marketer: Time is money, and we need the best return on our investment

Measuring is the best way we can improve our efforts.

1. Identify successful tactics
2. Identify how we can improve our tactics through testing
3. Identify tactics that may just not be worth the time and effort

Just measuring isn't enough: Commit to evaluating your metrics and changing your tactics based on the lessons you've learned!

Terms to Know

- Conversion: A specific, measurable action that you want the viewer of your content to take. Used to evaluate your strategy's effectiveness
 - Examples: Make a donation, sign a pledge, download a report, etc.
- Conversion Tracking: Using a code on your site so that platforms can track what happens when the audience engages with your content
- Attribution: Linking a conversion to specific strategy
- Impression: When someone is shown/sees your brand or content
- KPI: Key Performance Indicator – the primary metric to evaluate your strategy or content's performance
- ROI: Return on Investment. Hard to calculate

Measuring in Action

It's an Iterative Learning Process

1. First, Set a Baseline - Measure your current strategy's outcomes towards your goals
 - Make sure you have enough time & data in your dataset to have an accurate baseline
2. Determine Our Variables - Find areas of improvement
 - What can we improve? Page content, design & layout, collateral, action words, etc.
3. Then Test and Measure
 - Test possible improvements

- Evaluate the test's results
- Implement the improvement (or not)
- Evaluate the change's outcomes towards your goal
- Repeat

Digital Marketing's Benefits for Nonprofits

- Today, marketers can measure digitally what they could only guess at before
 - Traditional marketing focuses on impressions and estimates attribution
 - Billboards, TV Commercials, Print Ads, etc.
 - Digital marketing takes out the guessing game, arming marketers with the tools to know exactly how many sales came from what source
- In the nonprofit space, we can benefit from the power offered by these sales-focused tools by refocusing them on our own conversions
- These tools can also help us as we try to gain insight into less tangible areas like shifts in hearts and minds, overall narrative or public interest

Finding the Right Metrics

What CAN We Measure?

Simply put, actions taken by people online. More specifically:

- The actions people take on our online properties or the platforms we use
 - Website, social media, newsletter, business profile pages, etc.
- The actions people tell us they'll take via self-reporting
 - Pledges, surveys, apps, contests, etc.
- Offline actions with a reporting mechanism or feedback loop
 - Fundraising outcomes, event tickets, memberships, apps, contests, etc.
- The actions people take online en masse as reported by platforms, companies, researchers, etc.

What CAN'T We Measure?

- While our toolset is much vaster than it was, it can't do everything
- What *can't* we measure?
Basically, everything people think, feel or do in their day-to-day lives
 - Sounds like everything, right?
 - Don't worry!
- By getting strategic, you can find suitable metrics to match your mission-focused goals

Digital Conversion Actions

- Buttons: "Learn More," "Download," "Sign the XYZ," "Was this Helpful?"
- Pages loaded – confirmation or "thank you" pages
- Visitor Interactions:
 - How far down a user scrolls on your page
 - The time a user spends on your page
 - A heat map of where your user's mouse travels on page
- Newsletter Clickthroughs

Direct Conversion Actions and Offline Habits

Examples:

- Petitions Signed
- Pledges Signed
- Letters to Electeds, Company Leadership or other Leaders
- Video Views

- Ticket Purchases
- Fundraising Outcomes and Purchases
- Memberships
- App Data
- Scientific Data

Finding the Right Metrics

1. Determine your Goals
2. Design your campaigns to include a measurable online action that your audience must take to count as a conversion
 - a. Examples: “Click to Learn More,” “Sign the Pledge,” etc.
3. Evaluate your online presence to find other areas where you can measure your audience’s actions towards your goals

Align Your Metrics to Your Goals

- Goal: To impact the most people?
 - Focus on the overall reach of your content and brand. Very broad.
 - Example metrics: Impressions, Website Sessions or Users, your post’s Reach, Video Views
- Goal: To educate people about a topic or issue?
 - Focus on the times your educational material is viewed and the time users spend there. Be narrow.
 - Example metrics: Unique Pageviews, time-on-page statistics, length-of-page viewed, Reach, Clickthroughs on the page, Downloads
- Goal: To drive people to action?
 - Focus on specific actions taken on your webpages or social posts. Classic conversions - most specific.
 - Example metrics: Clickthroughs, button clicks, Engagements, petitions or pledges signed, letters written

Methods of Measurement

Social Media

Regardless of the platform, there are several metrics to focus on for social media campaigns:

- Reach aka Impressions – How many accounts saw a piece of content
 - Based on the Platform’s algorithm
 - Platform algorithms differ – performance is often based on content
 - Instagram, Facebook and Text; Hasthags; Twitter
 - Less impact because users may just be scrolling
 - Use these metrics to compare performance on the platform
- Followers: Number of accounts following yours
 - Quality is better than quantity
- Engagements – How many accounts interacted with your content
 - Likes etc.
 - Comments
 - Shares, retweets, regrams, share to story etc.
 - Impactful for “Hearts and Minds” goals
- Clicks or Clickthroughs – How many accounts clicked a link on your content
 - A key part of tracking the conversion journey. Measures how effective your accounts are at driving traffic to pages with your conversion actions
- Video Views
 - For more information about measuring Social Media outcomes, check out our *past webinar*

Website Analytics

Google Analytics: The best measurement tools at your disposal

- Evaluate your pages' performance to measure and improve conversions
- Google Analytics uses a code that fires each time your pages are viewed
- Google Analytics' Core Stats:
 - Users, Sessions, Pageviews, Bounce Rate, Session Duration
 - Acquisition Sources
 - Behavior, Landing Page and Exit Page Statistics
- What these metrics actually mean and their accuracy can be a bit unwieldy

Using Google Analytics - Tips

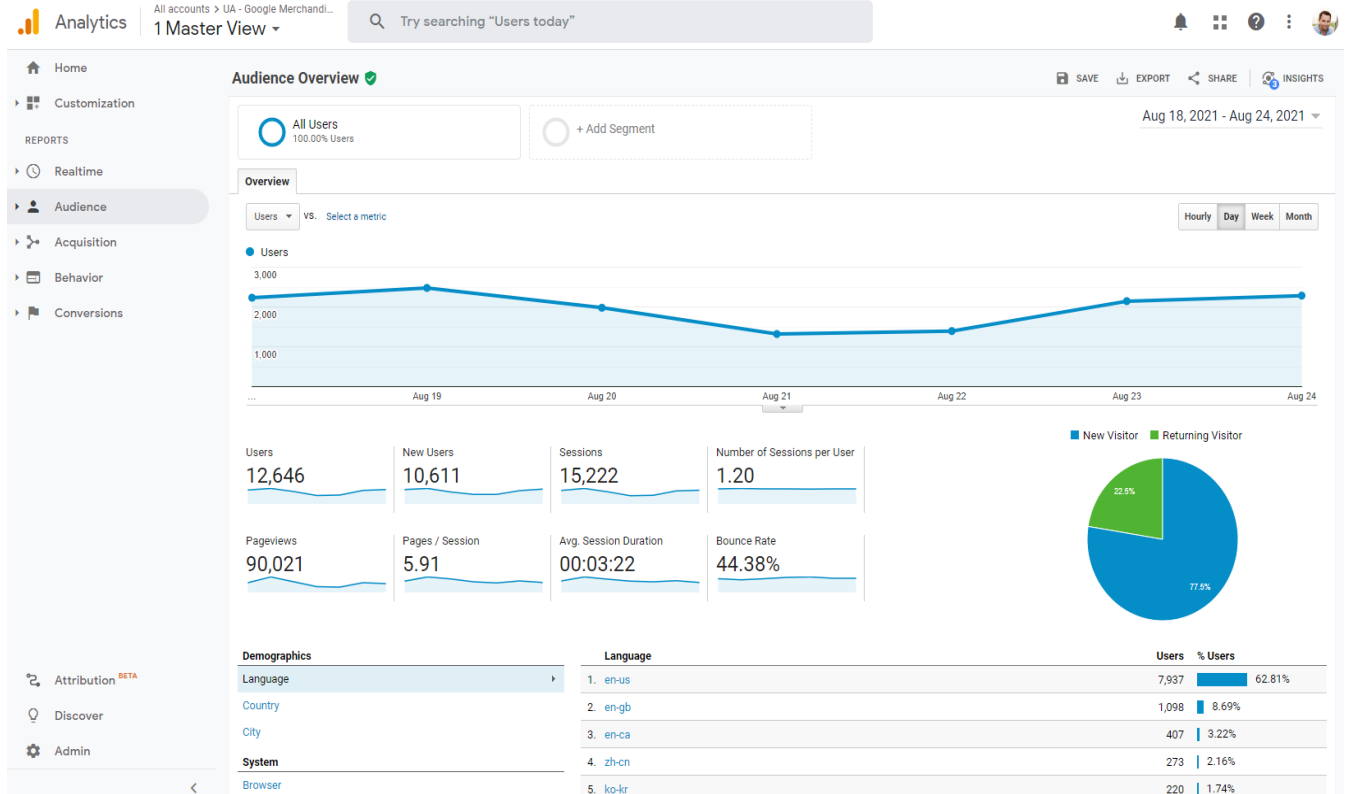
- Explore your data and learn about your visitors, but don't get lost
- Focus on your Goals!
 - Just copying Google Analytics data into a report does nothing!
 - Pick key metrics and concentrate your efforts on moving the needle
- Join GRACE's upcoming webinar on Google Analytics!
- Keep an eye on your date range
- Segment your audience
 - Excellent way to measure certain audiences' interactions with your site
- Take free trainings via Google Analytics Academy
- Use Google Analytics' Demo account to explore and test

Common Google Analytics Metrics

- Users – the amount of people who visit your site (Found in Audience & Acquisition)
 - Not as accurate as hoped
 - Users who clear their cookies or use a different device are counted separately
- Sessions – the number of times your site was loaded (Found in Audience & Acquisition)
 - More accurate but less telling of individuals
 - Each separate load of the site is counted
- Pageviews – the number of times a specific page was loaded (Found in Behavior)
 - Counts every time the page is loaded. Unique Pageviews are more accurate
- Bounce Rate – The amount of users that visit a page and then leave directly
 - Sometimes a high bounce rate can be a good sign!
- Session Duration – time spent before moving on to another of your pages

- Does NOT count time spent on exit pages

Google Analytics Quick Tour



Google Analytics - Sections

- Home and Customizations – General data and dashboards you can set
- Audience - Learn about your site visitors
- Acquisition - How did your visitors find you and where did they come from
- Behavior - What your visitors did while on your site
 - Site Content>All Pages: The place to evaluate specific pages' performance
 - Note changes in Pageviews over time, especially as you change content through the conversion journey
 - Content Drilldown, Landing & Exit Pages: Measure the visitors' conversion journey
- Conversions – Measure your successes using tracking codes and more

Conversion Tracking

- This is how you can uncover powerful metrics
- How Conversion Tracking works:

- A Conversion Tracking Code is placed on the site with a trigger condition
- When the trigger condition is met, the code fires and counts a conversion
- The visitor is marked as converted, which allows you to evaluate their behavior
- You may need a developer to help you put these codes into place
- The process has simplified greatly, especially with tools like Google Tag Manager or creative use of Urchin Tracking (UTMs)

Urchin Tracking

UTMs are codes put at the back of links which flags visits in Google Analytics

- You see these all the time
 - `https://example.com/training-courses/measuring-success/?utm_source=facebook&utm_medium=social&utm_content=purple-image&utm_campaign=how-to-measure-social`
- Resulting traffic appears in Google Analytics under Acquisition>Campaigns
- Make them using [Google's URL Builder](#) and then shorten them
- Where to use?
 - Anywhere there's a link tied to a campaign:
 - Site Buttons, Social, Newsletter, Emails, Referral links, etc.

Advertising

- Use the same methods as for unpaid measurements
- Evaluate both your pages' content and your ad content
- Focus on both your ads' primary KPI and other impacts
 - Did you gain followers alongside clicks?
- Double check the advertising platform's reported results against Google Analytics
 - Great way to use UTMs

Measuring Your Press Outreach Outcomes

There are several ways to track your Press Outreach Outcomes:

- Google Alerts – Automatically sends you alerts when certain phrases make their way into headlines and articles. Be specific!
- Track internal outreach outcomes using several products:
 - AirTable – a great, free database tool that allows you to track journalists, cross-referenced to their publication and the articles they've written

- For-Pay products that track press and helps prospect for new press contacts. Be careful as these can have predatory sales tactics

Additional Digital Marketing Tools

- Social Media Measurement: Keyhole – A for-pay suite of tools that allows you to research any relevant Digital Marketing avenues
 - Primarily a social media tracking and evaluation tool
 - Market research tools have several applications with regard to public interest
 - Monitor trends in social and beyond
- Google Search Console – a free suite of tools to support your website’s SEO
 - Helps you evaluate your site and optimize your website
 - Includes tools for evaluating Keywords, especially with relation to your site



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