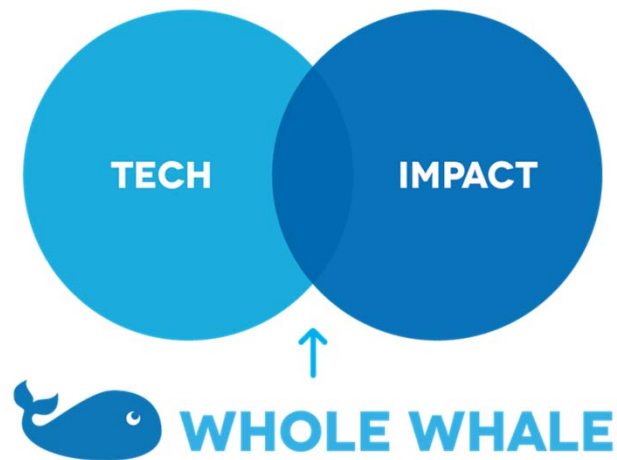


Online to Offline

Implementing (and measuring) digital media strategies.
#GIHFF



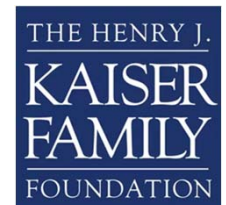
Who is Whole Whale?



We are a digital agency that leverages web data and technology to increase the impact of nonprofits.

What do we do?

- Web analytics
- Content marketing
- SEO
- Email marketing
- Digital advertising
- Digital training
- ...and lots more



What are we doing here?

- Measuring impact
- Content marketing
- Google AdWords Grant for nonprofits
- Social media
- Q + A!



Measuring Impact

Why do you have a website?

Does your website serve its purpose?

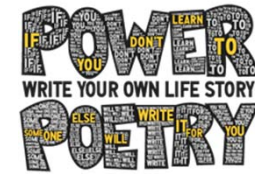
How do you know *for sure*?



Digital Impact Chasm



Digital Logic Model



Outputs

What we do.

Content
PDF guides
Training videos
Social

Outcomes

What we measure.

Users
Resource downloads
Videos watched
Poems written
Guides read

Impact:

Short-term

More teens write poetry

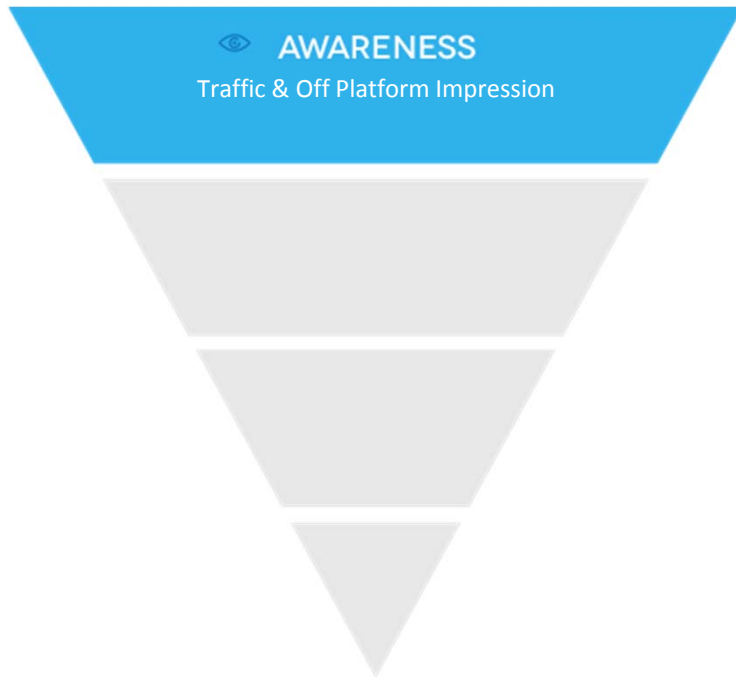
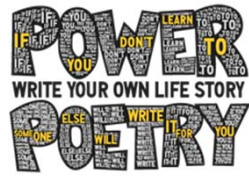
Long-term

Improved literacy



Funnel of Digital Engagement





Awareness



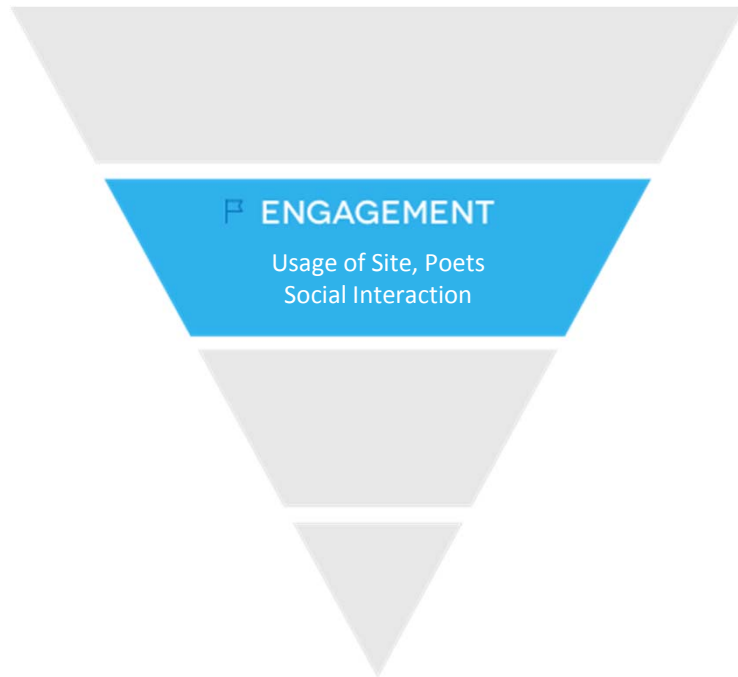
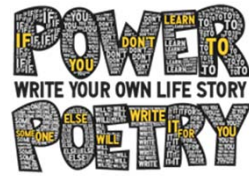
Goal

Teens find Power Poetry online



Metrics

- # Site users by source
- Organic Sessions
- Social Reach



Engagement



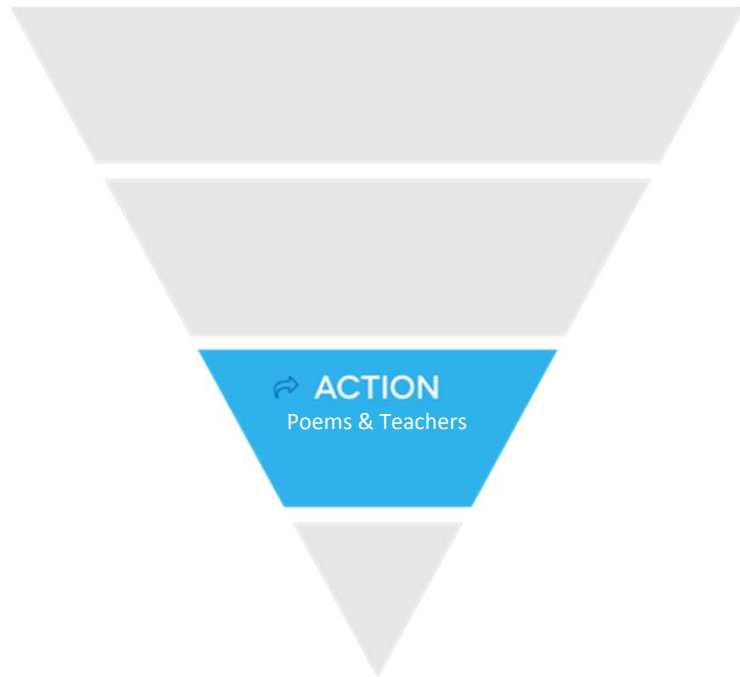
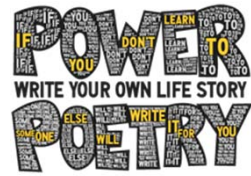
Goal

People interact with Power Poetry content



Metrics

- Poets
- Newsletter signups
- Time on page +5min
- Resource engagement
- Download + video views
- Social engagements + follows



Action



Goal

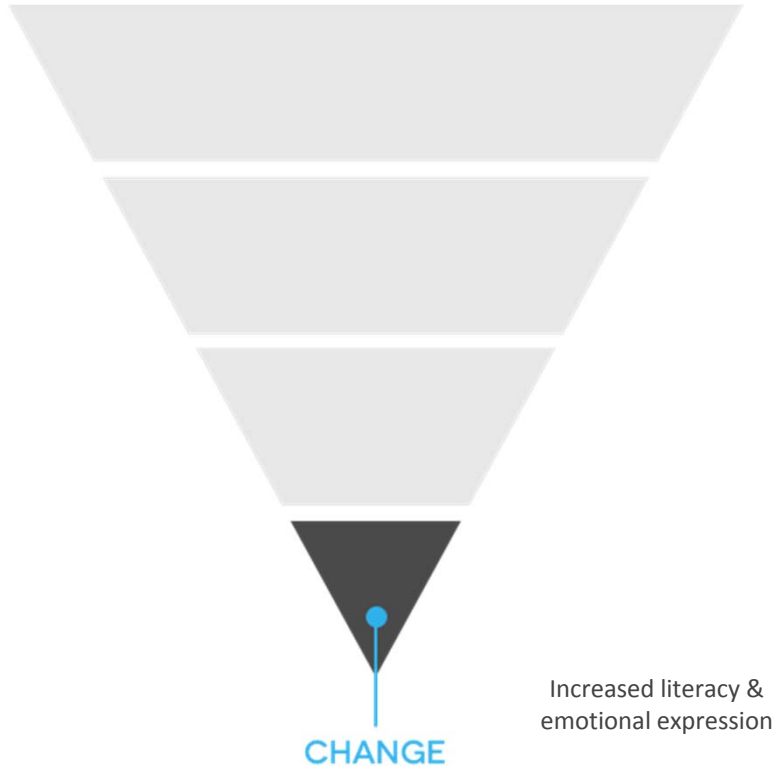
Poems created, teachers taking course



Metrics

- Poems created
- Teachers taking training
- Super Poets (+10 poems/poet)

POWER
WRITE YOUR OWN LIFE STORY
POETRY



Change



Goal

Increased youth literacy



Metrics

- Qualitative improvement of super poet's work over time
- College rates
- Prison rates

What makes a good metric?

- Simple
- Relevant
- Timely
- Instantly Useful



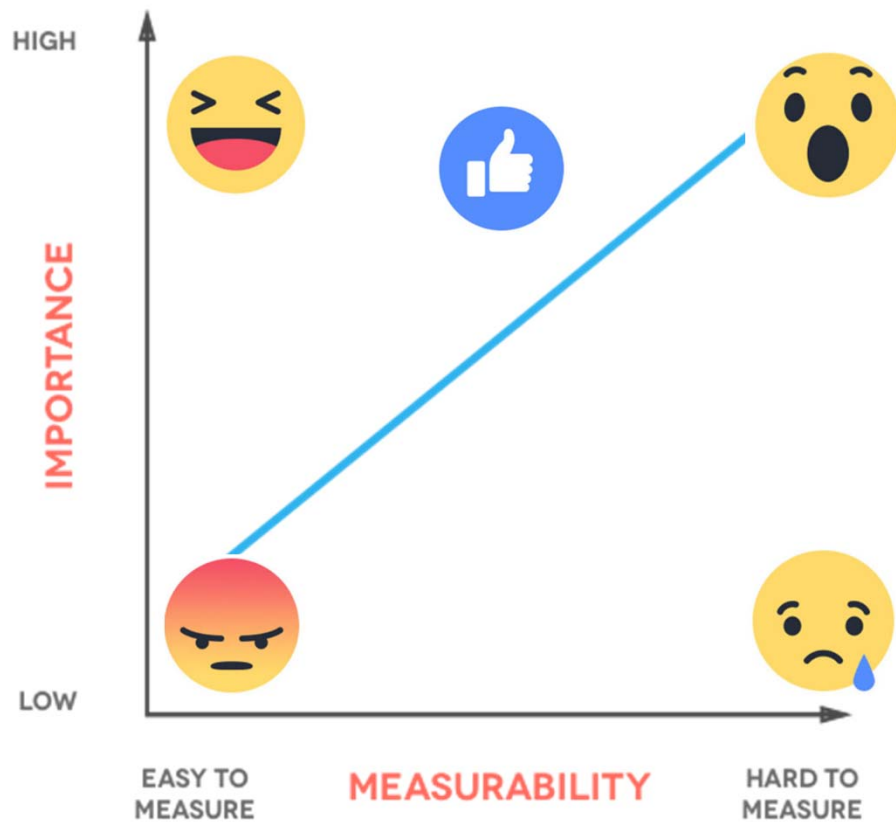
“Think of your various levels of management at your company - **if you send them a metric and it is not instantly useful, then it will be instantly ignored.**”

-Avinash Kaushik, Digital Marketing
Evangelist at Google

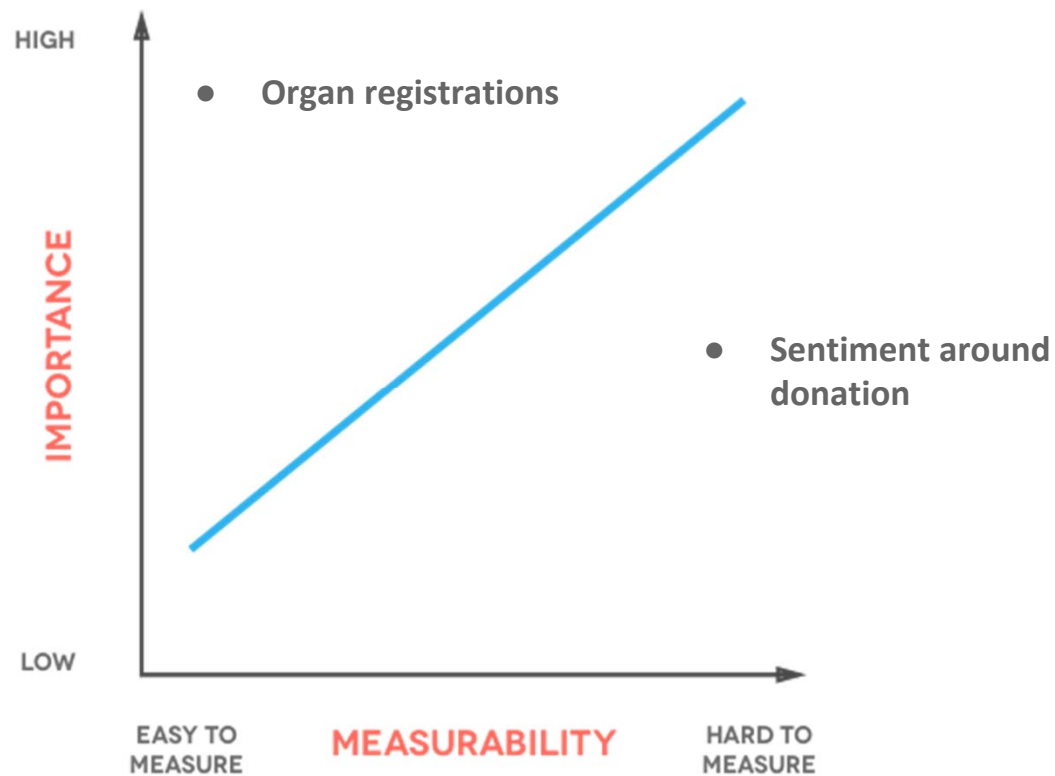
Picking the right metrics



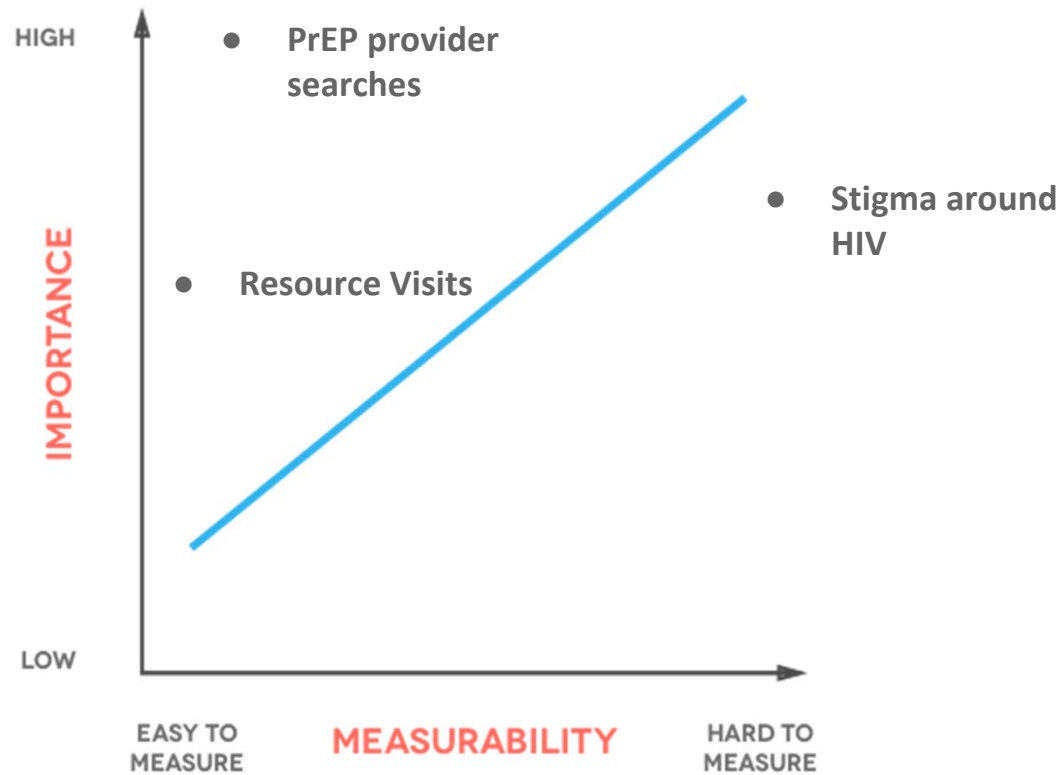
Picking the right metrics



Donate Life America



Greater Than AIDS



**“Any more than 3 KPI’s
is a circus”**

-Peter F. Drucker



What is Google Analytics? Google Analytics

google.com/analytics

- Free!
- Web analytics for your website
- Takes less than 30 minutes to install



Why do we need it?

Why do you have a website?

Does your website serve its purpose?

How do you know *for sure*?



What can it tell us?

- **Who** is visiting our site?
- **Where** are they coming from?
- **When** are they visiting our site?
- **How long** are they staying?
- **Which actions** are they taking on site?



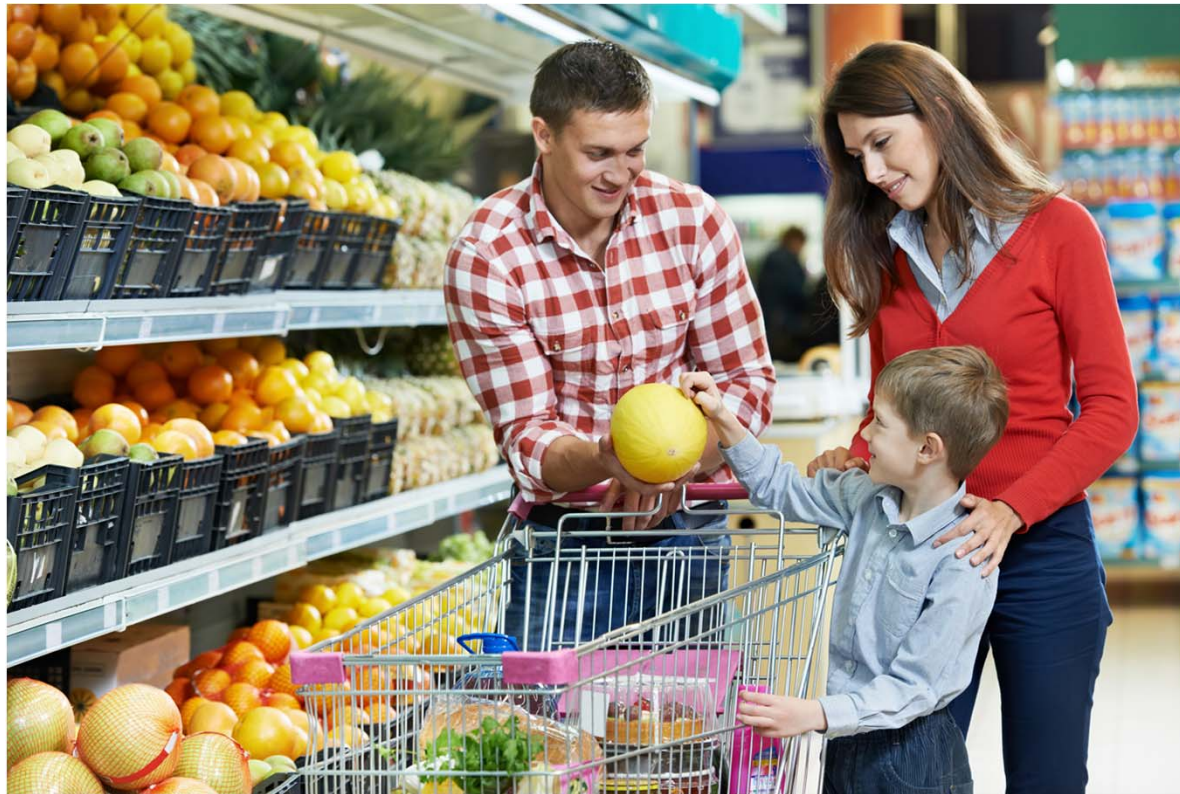
What can it tell us?



What can it tell us?



What can it tell us?



Google Analytics Goals

Goal Completions

237,458



New poem added (Goal 2 Completions)

20,904



New Poet (Goal 1 Completions)

34,906



Group requests (Goal 9 Completions)

52



- Time on site
- Email registration
- Donation
- Form submissions
- Video views
- Resource downloads
- Scroll depth



Google Analytics Goals

+ NEW GOAL		Import from Gallery	
<input type="checkbox"/>	Goal	Id	Goal Type
<input type="checkbox"/>	Group requests	Goal ID 9 / Goal Set 2	Destination
<input type="checkbox"/>	Interested User (Pages per Session)	Goal ID 5 / Goal Set 1	Pages/Screens per session
<input type="checkbox"/>	Interested User (Greater than 5 min)	Goal ID 4 / Goal Set 1	Duration
<input type="checkbox"/>	User has shared PP	Goal ID 3 / Goal Set 1	Event
<input type="checkbox"/>	New poem added	Goal ID 2 / Goal Set 1	Destination
<input type="checkbox"/>	New Poet	Goal ID 1 / Goal Set 1	Destination

POEMS GROUPS TAKE ACTION RESOURCES SCHOLARSHIPS

+ ADD POEM LOG IN SIGN UP

SIGN UP

Username

Email Address

Password

Confirm password

Birthday

Email Updates

SUBMIT

#BECAUSEILOVEYOU SCHOLARSHIP SLAM

Tell us in a poem what the term "healthy relationship" means to you for your chance to win \$1k for school.

If you don't learn to write your own life story, someone else will write it for you.

Want to learn more?

What does this mean for our digital media strategy?

Default Channel Grouping	Sessions [?] ↓	New poem added (Goal 2 Conversion Rate) [?]	New poem added (Goal 2 Completions) [?]
	58,771 % of Total: 100.00% (58,771)	2.52% Avg for View: 2.52% (0.00%)	1,481 % of Total: 100.00% (1,481)
1. Organic Search	31,599 (53.77%)	0.95%	301 (20.32%)
2. Direct	20,379 (34.68%)	4.61%	939 (63.40%)
3. Paid Search	4,320 (7.35%)	1.53%	66 (4.46%)
4. Email	1,084 (1.84%)	9.69%	105 (7.09%)
5. Referral	797 (1.36%)	5.02%	40 (2.70%)
6. Social	592 (1.01%)	5.07%	30 (2.03%)

- Which traffic sources help us achieve our digital goals?
- Where should we invest more? Less?



Are decision makers visiting our site?

Segment engagement by

- Schools
- Government
- Press
- Target demographics

Service Provider [?]	Sessions [?] ↓	% New Sessions [?]	Avg. Session Duration [?]
Government Traffic	35,587 % of Total: 2.22% (1,600,925)	53.41% Avg for View: 68.26% (-21.75%)	00:02:23 Avg for View: 00:02:14 (6.82%)
1. united states senate	4,159 (11.69%)	26.79%	00:02:32
2. u.s. house of representatives	3,821 (10.74%)	32.98%	00:02:41
3. u.s. dept. of health and human services	1,375 (3.86%)	18.47%	00:02:22
4. department of veterans affairs	1,242 (3.49%)	74.56%	00:02:28
5. u.s. center for disease control and prevention	1,194 (3.36%)	49.83%	00:01:59
6. state of maryland	846 (2.38%)	46.45%	00:02:12
7. the trustees of columbia university in the city of new york	818 (2.30%)	53.67%	00:03:41
8. state of minnesota	731 (2.05%)	70.04%	00:01:34



Game time

When I say go, everyone
raise the same hand.

Game time

When I say go, everyone
raise your left hand.



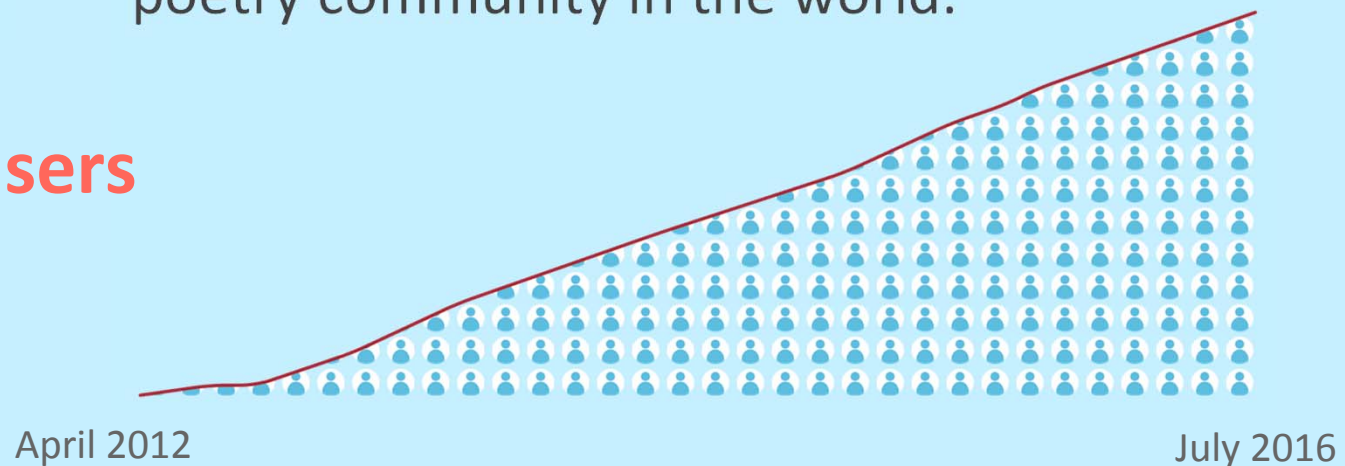
Traffic & Acquisition Case Study

Power Poetry

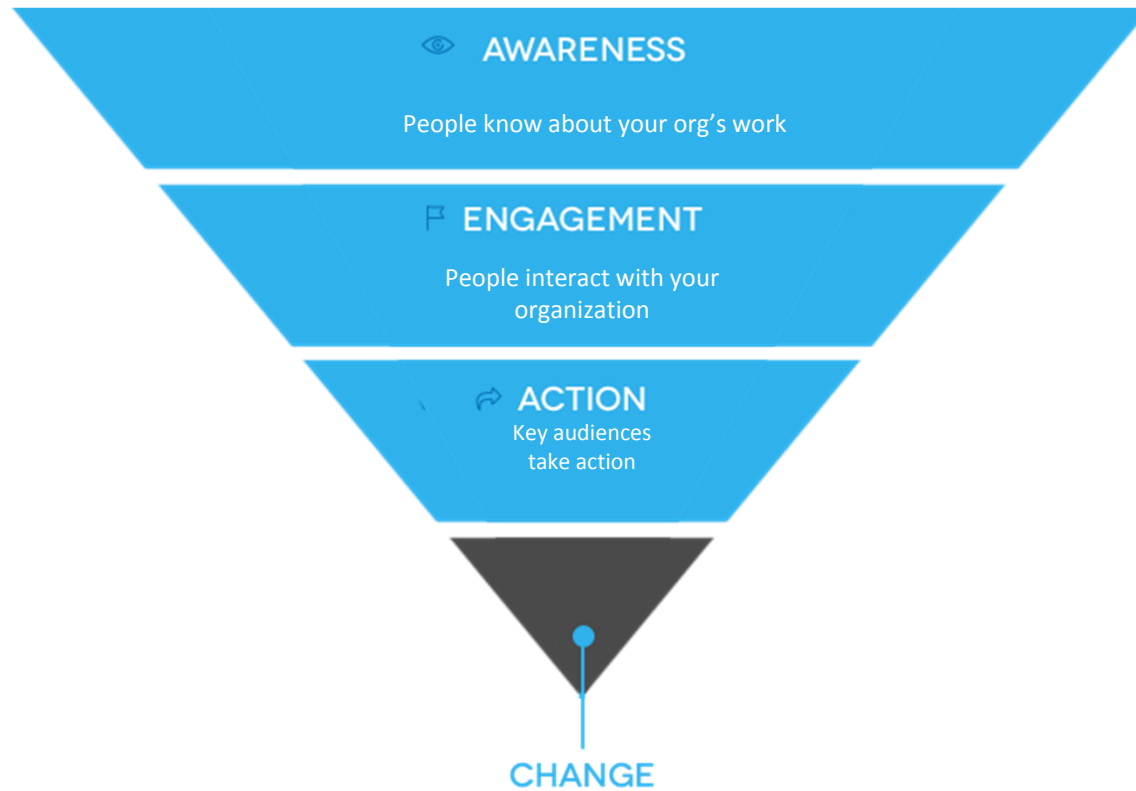


WW helped this platform grow from **0** to **350,000 teen poets in 4 years** with digital strategy services, creating the largest teen poetry community in the world.

350k Users



Widening the funnel



How do we 'widen the funnel'?

- Content marketing
- Google AdWords Grant
- Social media

What is content marketing?

#givingtuesday ideas 2017

All News Images Shopping Videos More Settings Tools

About 709,000 results (0.40 seconds)

29 Ideas for #GivingTuesday 2017 (you haven't thought of)
<https://www.wholewhale.com/29-ideas-for-giving-tuesday/> ▼
We hope your organization participates in #GivingTuesday on November 28th, 2017 and help the nonprofit sector tries to build a herd mentality in the same way ...

8 Giving Tuesday Ideas and Tips to Supercharge Your Day of Giving
<https://www.mobilecause.com/giving-tuesday-ideas/> ▼
5 days ago - 8 Simple Ideas For Your #GivingTuesday Game Plan. Here are eight Giving Tuesday campaign ideas to plan and implement a successful day of giving for your **nonprofit** that will help you jump start your year-end **fundraising efforts**. 2. Make It Easy For Donors To Give In Seconds On Your Website From Anywhere.

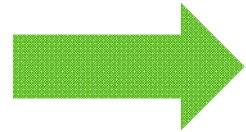
#GivingTuesday 2017 Ideas & Best Practices | CauseVox
<https://www.causevox.com/blog/giving-tuesday-ideas-best-practices/> ▼
Jul 18, 2017 - To help you make the most out of your #GivingTuesday campaign, we've put together this list of #GivingTuesday ideas and best practices.

Capturing organic search traffic by producing **valuable** content about topics that surround your organization's cause and mission.

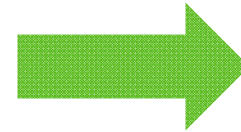


The Content Funnel

Capture



Engage



Convert

Create content that captures organic traffic.

Create content that helps people learn about your programs and cause.

Design conversion pages that drive users to take action.



Capture, Engage, Convert



how to write slam poetry


All Videos Images News Shopping More Settings Tools

About 432,000 results (0.80 seconds)

Penning your own slam poetry isn't as difficult as it might seem. Follow these quick guidelines and you'll have a first draft in no time!

1. Do Your Homework. To know what makes slam poetry effective, you need to see a lot of it performed. ...
2. Choose a Topic. ...
3. Put Your Words on Paper. ...
4. Edit yourself. ...
5. Add a Little Drama.

[How to Write Slam Poetry - Writing Spoken Word Poems | Power Poetry](http://www.powerpoetry.org/actions/how-write-slam-poetry)
www.powerpoetry.org/actions/how-write-slam-poetry

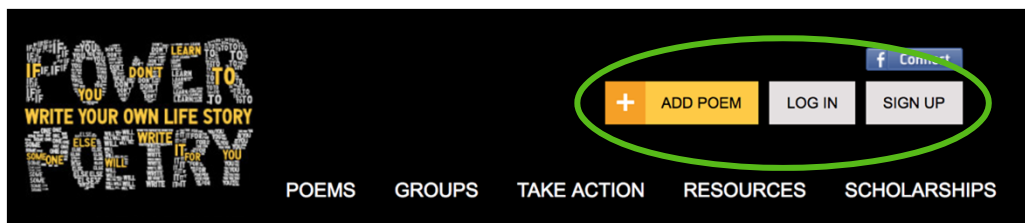
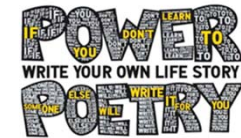


About this result • Feedback

Creating guides about “how to write slam poetry” lets Power Poetry capture young or amateur poets...



Capture, Engage, Convert



...and placing conversion opportunities on landing pages allows them to engage and convert this audience.

HOW TO WRITE SLAM POETRY

Like 67 Tweet G+ Share 1

Penning your own slam poetry isn't as difficult as it might seem. Follow these quick guidelines and you'll have a first draft in no time!



Want to create a truly memorable or powerful slam poem? There are various tricks that you can use to make your slam poem stand out from other spoken work poetry at a [poetry slam](#). Read this cheat sheet to write your own slam poetry—and learn how to wow crowds.

- 1. Do Your Homework.** To know what makes slam poetry effective, you need to see a lot of it performed. Attend a poetry slam at a local coffee shop or bookstore. If you can't find one, head to YouTube.com, type in "slam poetry videos" and you'll be amazed by the quantity, quality, and variety that you'll find. Take notes on which slam poems you like best and why they made an impression.

TAKE ACTION

Browse some ideas for ways you can use a poem to make a difference.



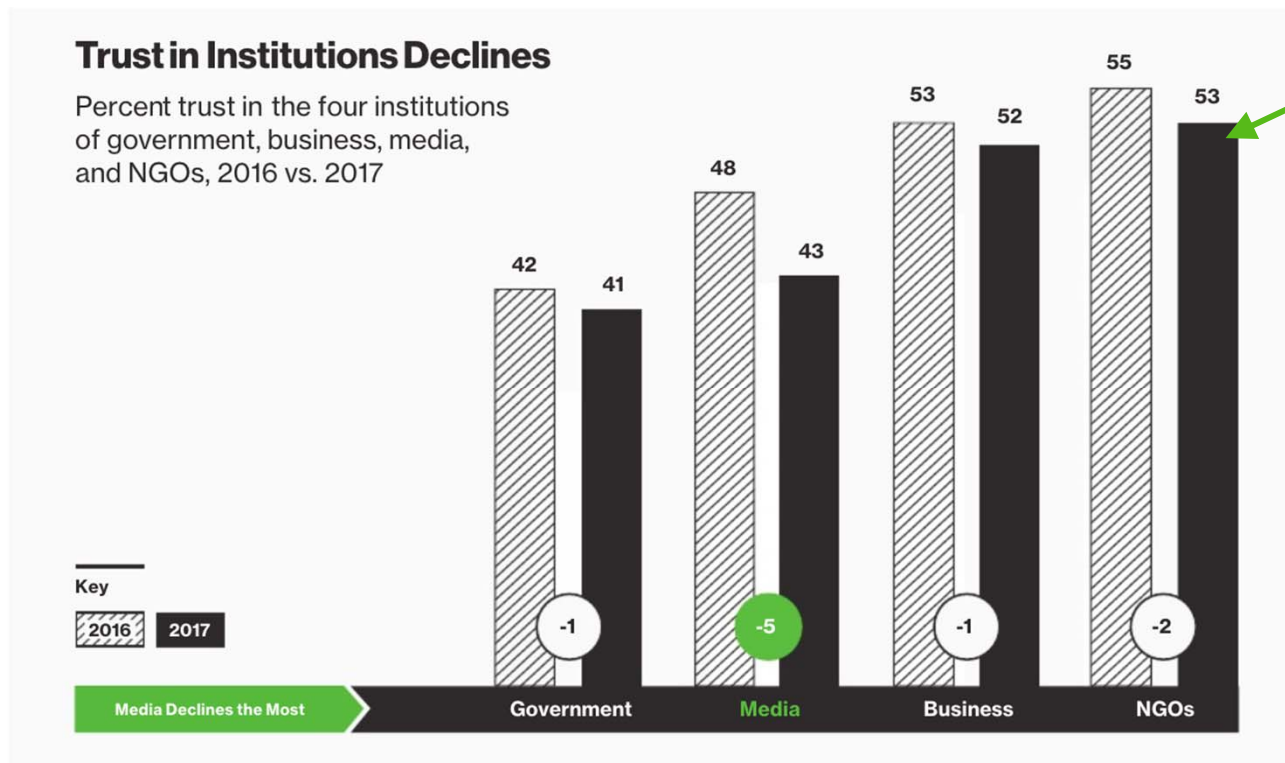
7 Steps to Addressing the Post-Racial Myth



How to Write Poetry About Body Image



Why does content matter?



[via Edelman](#)



What do we write about?



Happy Together | 5 Tips for Moving in With Your Significant Other

So you've both decided that you're ready to take the 'next step' and get your own place together. No more parents, siblings, or annoying roommates to deal with. Here are five tips and things to remember when moving in with your significant other for the first time. Give Each Other Space If you're moving in...

Categorized in: [Moving Tips](#) | [Resources](#)

[VIEW ARTICLE](#)



Tips for Moving this Spring

Get an early start! Spring is a popular time to move, so make sure you secure a reputable moving company early. Moving during the weekday can end up saving you some money and may be easier to book. If you have children, try setting a moving date during their spring break. Spring cleaning Before you pack...

Categorized in: [Moving Tips](#) | [Packing Tips](#) | [Resources](#)

[VIEW ARTICLE](#)

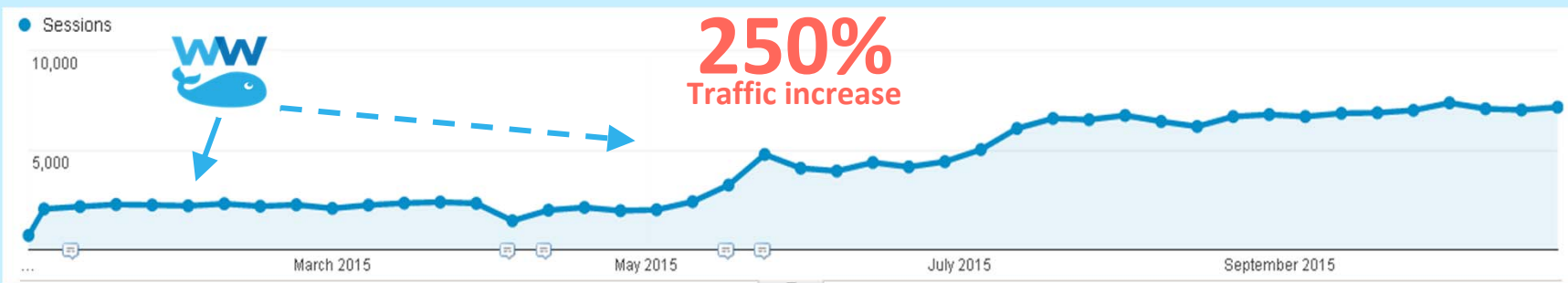
- What is your target audience interested in?
- Move for Hunger writes content aimed at people who are likely to be moving soon - not just people who are explicitly interested in their cause and programs



Move For Hunger



Through AdWords optimization and massive content marketing work, Move for Hunger increased traffic by 250%.



What is Google Adwords?

- Google's search ad platform
- Meeting users at the moment they're looking for something

The screenshot shows a Google search interface. The search bar contains the text "what is an accountable care organization". Below the search bar, there are tabs for "All", "News", "Videos", "Images", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 2,150,000 results (0.60 seconds)".

The first result is an advertisement titled "What is an ACO? - Accountable Care Organizations" with a green "Ad" icon and the URL "www.khn.org/". The ad text reads: "Learn all about **Accountable Care Organizations**. Short video all about ACOs!".

The second result is a text-based snippet titled "Accountable Care Organizations (ACOs) are groups of doctors, hospitals, and other health care providers, who come together voluntarily to give coordinated high quality care to their Medicare patients. May 12, 2017". To the right of this text is a small image showing a diagram of an ACO structure with various components like "Accountable Care Organization", "Primary Care", "Specialty Care", "Hospital", and "Pharmacy". Below the image is the URL "www.healthcatalyst.com".

Below the second result is another text-based snippet titled "Accountable Care Organizations (ACO) - Centers for Medicare ..." with the URL "https://www.cms.gov/Medicare/Medicare-Fee-for-Service-Payment/ACO/".

At the bottom right of the search results, there are two icons: a question mark icon labeled "About this result" and a speech bubble icon labeled "Feedback".

What is the Google AdWords Grant?

- \$10,000 a month of in-kind advertising
- Can be used on Google Search only
- Maxes out at ~\$330 per day
- Use-it-or-lose-it!!!

How do organizations use the grant?



Capitalizing on questions and concerns (“**religions against organ donors**”) to educate and register people.



Delivering resources to people searching for information (“**am I eligible for medicaid?**”)



Connecting people looking to prevent HIV (“**pill to prevent HIV**”) with PrEP info and providers.



Building an email list from those searching for stroke information (“**stroke warning signs**”)

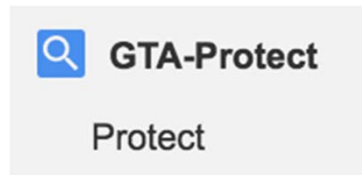
How does it work?

- You bid on a keyword
- When someone searches for that, you're entered an auction to have your ad served
- Your ad is served
- If a user clicks, your account is 'charged'

How does it work?



'Protect' Campaign



Keywords

- prep aids pill
- pill to prevent hiv
- prevention for aids
- hiv prevention pill
- preventions of hiv



Ads

PrEP HIV Prevention
Educate and Protect Yourself
www.greaterthan.org/protect
Did you know there is a pill that protects against HIV? Learn more about PrEP.

Preventing HIV with PrEP
Learn About PrEP
www.greaterthan.org/protect
Did you know there is a pill that protects against HIV? Learn more about PrEP.

What would humans actually search?

- obamacare for immigrants
Search term
- affordable care act for immigrants
Search term
- aca for immigrants
Search term
- health insurance for immigrants
Search term

Interest over time ?



via Google Trends

What would humans actually search?

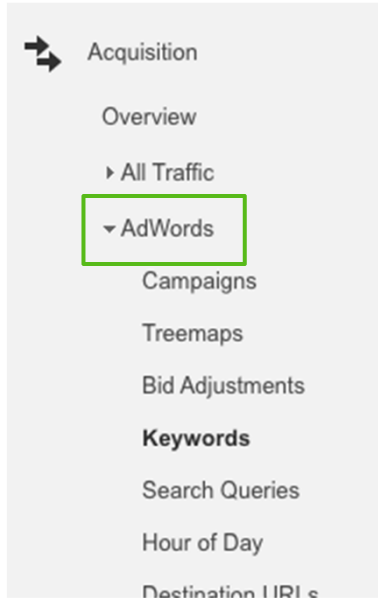
Keyword (by relevance) ↓		Avg. monthly searches [?]
accountable care	↗	320
patient centered medical home	↗	5,400
affordable care organizations	↗	170
medicare shared savings program	↗	1,000
accountable care organizations list	↗	140
acos health care	↗	30
accountable healthcare	↗	1,000

via Google AdWords Keyword Planner

- Include colloquial or even misunderstood keywords help us reach the right people
- Ex: ‘Affordable Care Organizations’ gets a lot of search traffic from people looking for “Accountable Care Organizations”.



How do we know what's working?

	Keyword [?]	Clicks [?]	New poem added (Goal 2 Conversion Rate) [?]	New poem added (Goal 2 Completions) [?] ↓
		160,439 <small>% of Total: 100.00% (160,439)</small>	0.99% <small>Avg for View: 1.85% (-46.37%)</small>	1,401 <small>% of Total: 6.70% (20,904)</small>
	1. create rap lyrics	872 (0.54%)	8.13%	62 (4.43%)
	2. write your own song lyrics	858 (0.53%)	6.90%	52 (3.71%)
	3. poets contest	600 (0.37%)	7.31%	48 (3.43%)
	4. make your own beats	1,975 (1.23%)	2.56%	45 (3.21%)
	5. online poetry community	77 (0.05%)	25.00%	33 (2.36%)
	6. poetry generator	883 (0.55%)	4.19%	32 (2.28%)
	7. poetry about power	223 (0.14%)	11.74%	31 (2.21%)
	8. write a song lyrics	608 (0.38%)	5.31%	28 (2.00%)
	9. poetry money	272 (0.17%)	8.89%	24 (1.71%)
10. how to write a song	735 (0.46%)	3.22%	23 (1.64%)	

Digital goals for social media

On-Platform

- Impressions
- Audience Growth
- Interaction
- Vanity Metrics

Off-Platform

- Quality site traffic
- Conversions
- Donations

Do vanity metrics matter?


Vanity Metrics - metrics that look nice to the outside world but are not necessarily actionable


Let's vote!

Community Organization in Menlo Park, California

Community

[See All](#)

 519,893 people like this

 509,780 people follow this

   Jerry Johnson, Lori Hildreth Milligan and 186 others



Do vanity metrics matter?

Yeah!



- Brand awareness
- Social proofing
- Reputation/
credibility
- Look good to
supporters

Nope. What matters are:

- Social engagement
- Conversions
- ...Impact!

Social Proofing


Suggested Post

 **Insightly CRM** Sponsored ·  Like Page

Insightly

"I think it's safe to say that @insightlyapp has changed my life for the better, as far as #CRMs go. Sorry Excel...we're broken up."

@DanaLeavy via Twitter





The CRM that works for YOUR business

SIGN UP FOR A FREE TRIAL


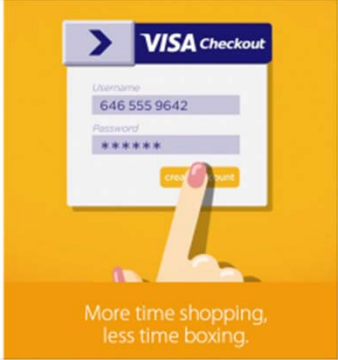
Sign up for a free account!
Customer Relationship Management for Small Business
[HTTP://WWW.INSIGHTLY.COM/](http://www.insightly.com/)

Like · Comment · Share


Deana Davoudias, Kaila Lockhart and Alex Rubert like Visa.



 **Visa** Sponsored ·  Like Page

Visa Checkout. With one username and password to check out on the sites you love, it's the easier way to pay online.

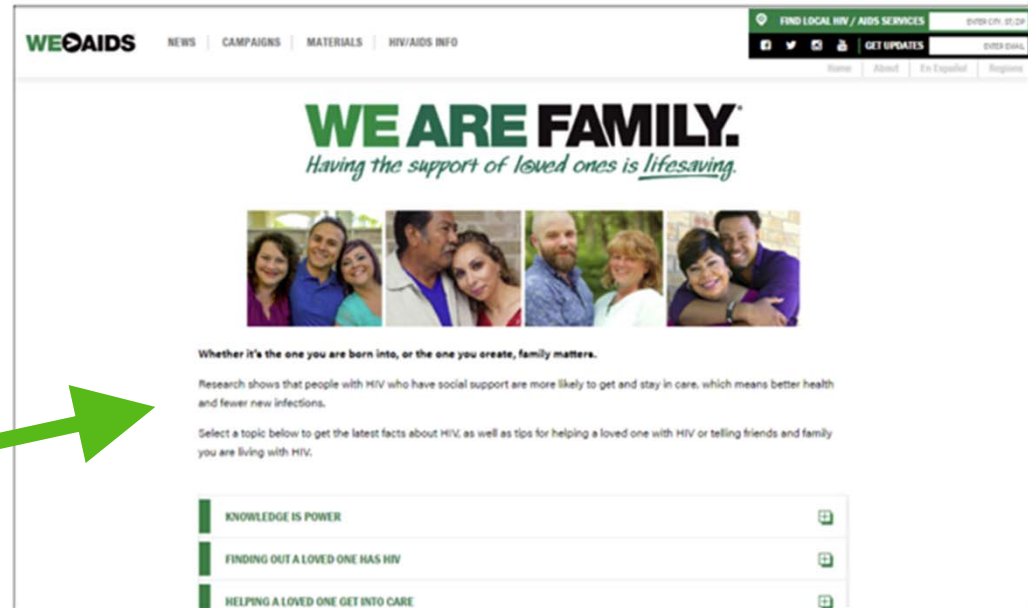
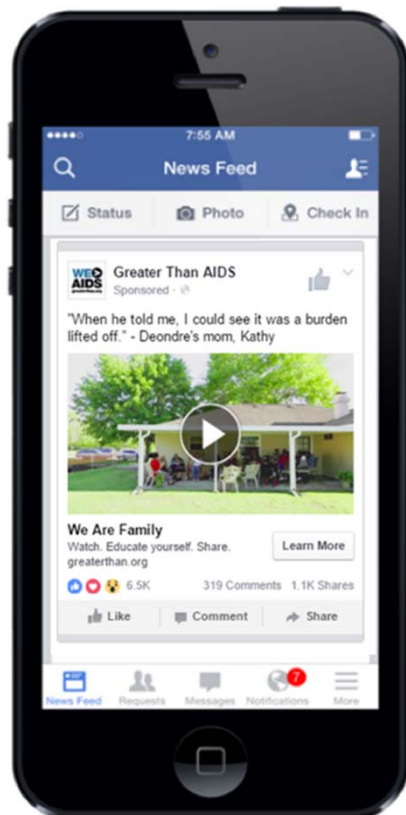
 

Enroll in Visa Checkout

VISACHECKOUT.COM 


Like · Comment · Share ·  86  2

Moving from awareness to action




What makes a great message?

	Easy	Hard
Clear	“Everyone raise your left hand”	“Everyone do a push-up”
Unclear	“Everyone raise the same hand”	“Everyone do the same number of push-ups”

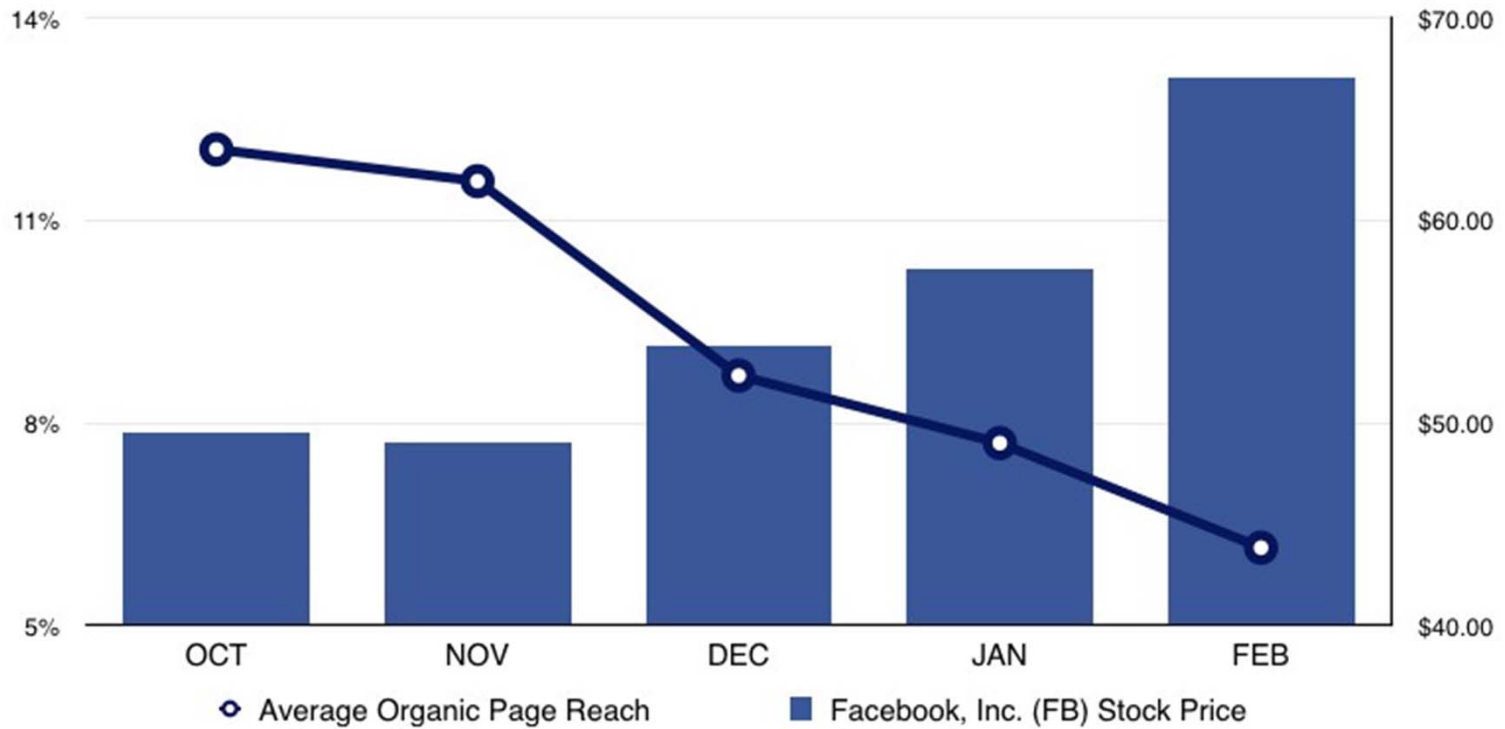


What makes a great message?

	Easy	Hard
Clear	“Tag 3 friends this makes you think of”	“Donate to us”
Unclear	“Share this post”	“Support us”

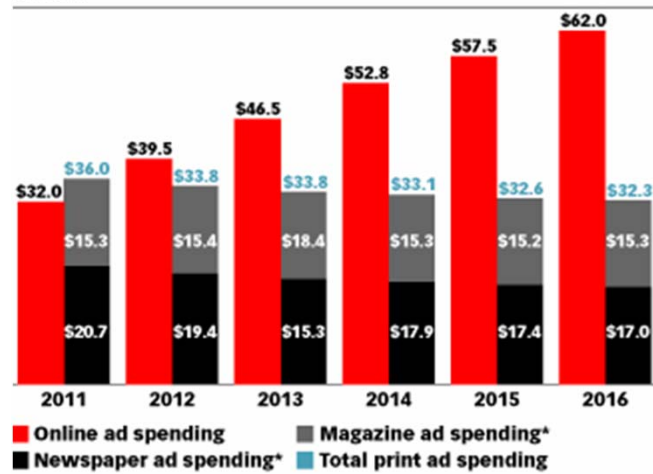


Organic Facebook reach dwindling



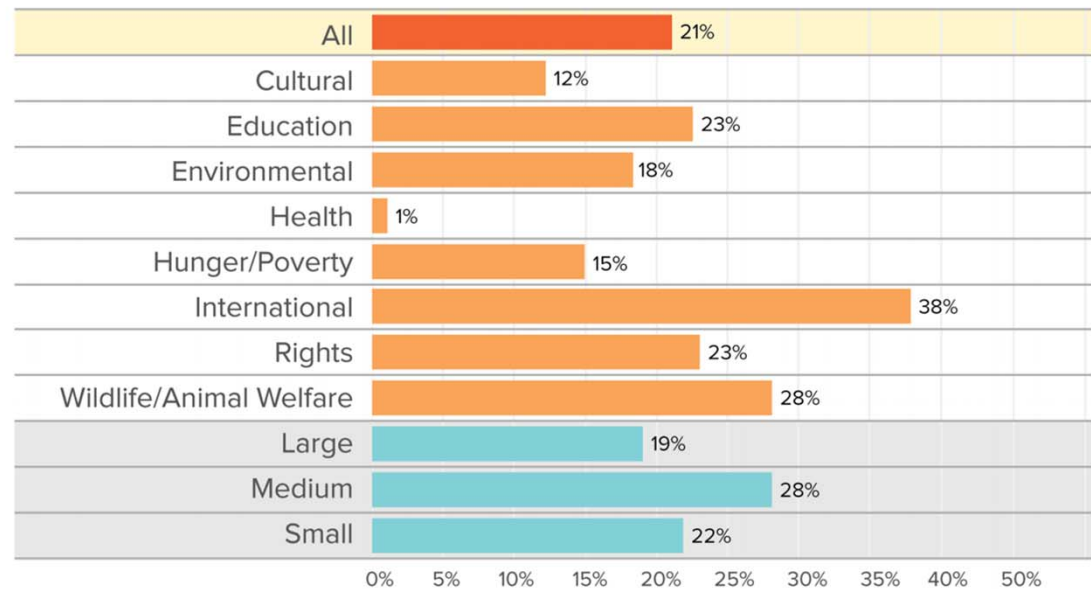
Internet ad spend rocketing

US Print vs. Online Ad Spending, 2011-2016
billions













Note: eMarketer benchmarks its US online ad spending projections against the IAB/PwC data, for which the last full year measured was 2010; eMarketer benchmarks its US newspaper ad spending projections against the NAA data, for which the last full year measured was 2010; *print only
Source: eMarketer, Jan 2012

Change in Number of Online Gifts from 2014–2015



Facebook Ad Objectives

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

Targeting: Geolocation

Locations ⓘ

- Everyone in this location
- People who live in this location
- People recently in this location
- People traveling in this location

Locations ⓘ

Everyone in this location ▾

United States

Detroit, Michigan + 25mi ▾

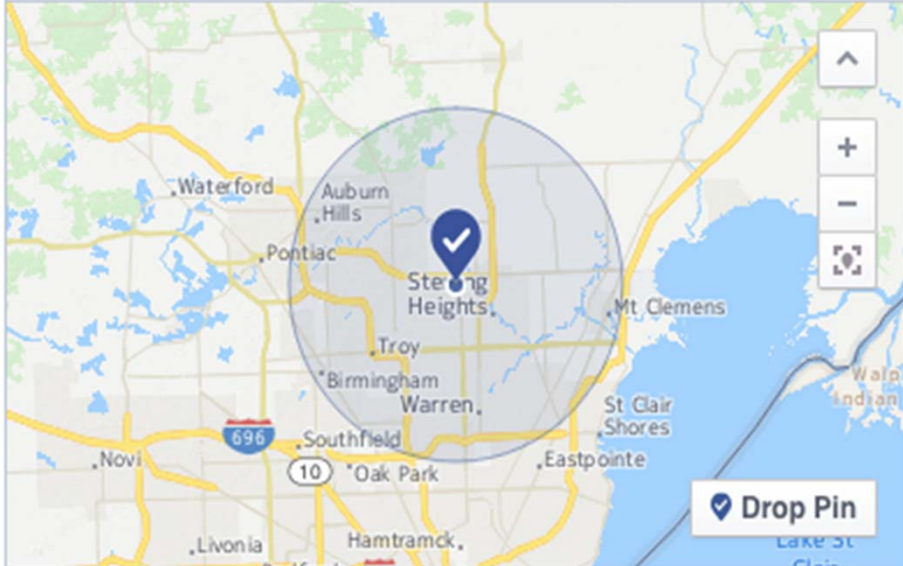
Include ▾ | Add lo

Current city only

Cities within radius

10 50 25 mi

Include ▾ | Add locations



Map showing a location pin at Sterling Heights, Michigan, with a circular radius targeting area. The map includes labels for various cities and landmarks such as Waterford, Auburn Hills, Pontiac, Troy, Birmingham, Warren, Southfield, Oak Park, Eastpointe, Mt. Clemens, St. Clair Shores, and Livonia. A "Drop Pin" button is visible in the bottom right corner.

Targeting: Demographics

Age ⓘ

13 ▼

- 65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

english|

English (All)

English (UK)

English (US)

Related Targeting ⓘ

▼ Ethnic Affinity

African American (US)

Asian American (US)

Hispanic (US - All)

Hispanic (US - Bilingual)

Hispanic (US - English dominant)

Hispanic (US - Spanish dominant)

Targeting: Psychographics

▼ Hobbies and activities	▼ Work	▶ Self reported
▶ Arts and music	Employers	US Politics (Conservative)
Current events	▶ Industries	US Politics (Liberal)
▶ Home and garden	Job Titles	US Politics (Moderate)
▶ Pets	▶ Office Type	US Politics (Very Conservative)
▶ Politics and social issues		US Politics (Very Liberal)
▶ Travel		
▶ Vehicles		

Targeting: Psychographics

▼ Behaviors	▼ Net Worth	▼ Purchase behavior
▶ Automotive	\$1 - \$100,000	▶ Business purchases
▶ B2B	\$1,000,000 - \$2,000,000	▶ Buyer profiles
▼ Charitable donations	\$100,000 - \$200,000	▼ Clothing
All charitable donations	\$200,000 - \$500,000	▶ Men's
Animal welfare	\$500,000 - \$750,000	▶ Seasonal
Arts and cultural	\$750,000 - \$1,000,000	▶ Women's
Cancer Causes		▶ Food and drink

Facebook Pixel

The pixel lets advertisers:

- Retarget site visitors
- Retarget visitors that have (or haven't) visited specific pages of our site
- Optimize campaigns for conversions on-site



Facebook Pixel Helper
Learn More




One pixel found on www.facebook.com



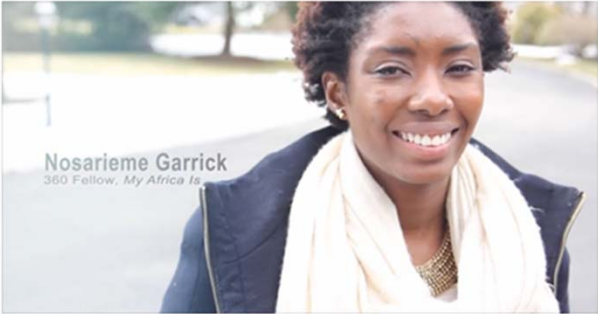
Facebook Pixel
Pixel ID: 123456789

▶  PageView

NBPC: Targeting Black Filmmakers

 **National Black Programming Consortium** ✓
Written by Julie Leary [?] · March 22 at 6:33pm · 🌐

Get training + support to tell your story about the black experience.
Deadline March 28th!



Nosarieme Garrick
360 Fellow, My Africa Is...

Earn a Filmmaking Grant!
The 360 Incubator and Fund is a funding initiative of the National Black Programming Consortium (NBPC) devised to help launch broadcast projects about the Black experience.

BLACKPUBLICMEDIA.ORG [Apply Now](#)

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👍 Like 💬 Comment ➦ Share

👤 Elle Perry, Kim Possible and 74 others Chronological

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Education > Field of Study

Filmmaking

Interests > Additional Interests

Documentary Filmmaking

Filmmaking

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

and MUST ALSO match at least ONE of the following ⓘ

Demographics > Ethnic Affinity

African American (US)

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

Exclude People or Narrow Further

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WEA AIDS Greater Than AIDS
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Custom Audiences ⓘ

Website

Eastern Virginia Page visitors

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Exclude | Create New ▾

↓

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URL ▾ contains ▾ ×

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