

eTools for Online Communication : *Analytics and Email*

Arnold Chandler, Trainer



About Me

Arnold Chandler, Consultant

- Principal, A. L. Chandler Consulting (www.arnoldchandler.com)
- Founder of The Bay Area Leadership Network of Color (www.balnc.com)
- Senior Policy Associate at Warren Institute on Law and Social Policy, Berkeley Law School
- Services: Web development, online communications strategy consulting, online organizing strategy

Today's Training Agenda

- 1 Analytics
- 2 Email Design Best Practices
- 3 Mobilizing your Supporters: Taking Action

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Assessing Your Current Audience: What are your vital statistics?

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Section Overview

- Metrics for assessing your current audience via:
 - ✓ Website
 - ✓ Email
- Comparison benchmarks for your current metrics

Web metrics

- **What is my web audience size?**
 - ✓ How many individual people are coming to my website every month? (unique visitors)
- **How do visitors find my website?**
 - ✓ Typing my URL into a browser? (referral source)
 - ✓ Following a link from another website, email, Twitter messages? (referral source)
 - ✓ Finding my site from a search engine? If so, what was their query? (referral source, keywords)

Web metrics cont...

- **How engaging is my website content to visitors?**

- ✓ Do people hang out on my website for a bit, or do they leave right after they get there? (**average page views**, **bounce rate**)
- ✓ Besides my homepage, what other pages on my website do people tend to view the most? (most viewed pages)
- ✓ What documents do people download the most? (downloads)

Web metrics cont...

- **Where are my web visitors geographically located?**

- ✓ Are they in my city, in California, or in Singapore? (geography)

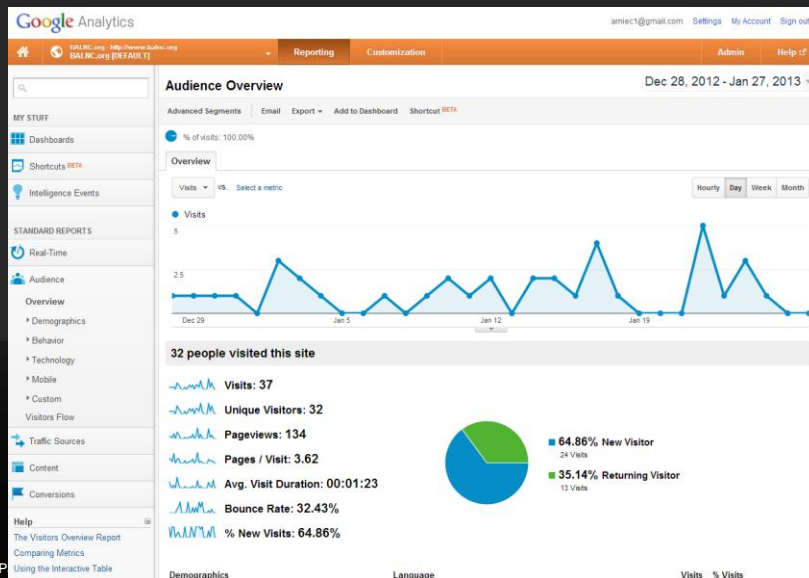
Website Benchmarks

(n=43, non-random, Groundwire 2010, environmental organizations, Aug. 2009-Aug. 2010)

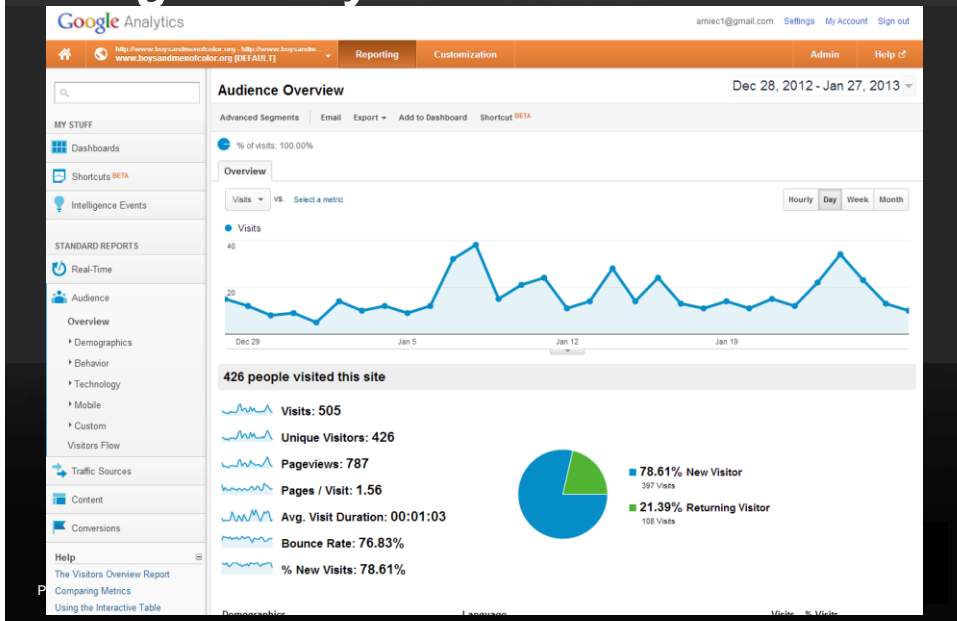
- Median website visitors: **41,838**
- Average page views per visit: **2.97%**
- Bounce rate (homepage) (avg.): **44%**
- Visitors referred by search engines (avg.): **54%**
- Media Repeat Visitors: **33%**

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Google Analytics: Low Traffic Site



Google Analytics: Mid-Traffic Site



Email metrics

- What is the size of my current email list?
- Where did the majority of my current email list subscribers come from (events, individual contacts, website sign-ups, etc.)?
- When I send out an email, how many bounce on average? (**bounce rate**)
- When I send out an email, how many people subsequently unsubscribe? (**unsubscribe/churn rate**)

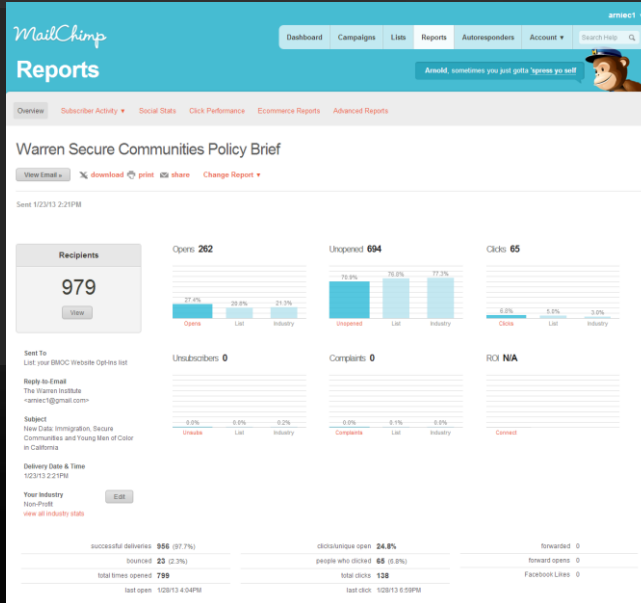
Email metrics cont...

- Of those who receive my email, how many open it? (**open rate**)
- Of those who received my email, how many click on a link in the message either to reach something on my website or to respond to a call-to-action? (**click-through rate**)
- Of those who **CLICK** on a link in my email message, how many take the action that I've requested of them? (**response or conversion rate**)

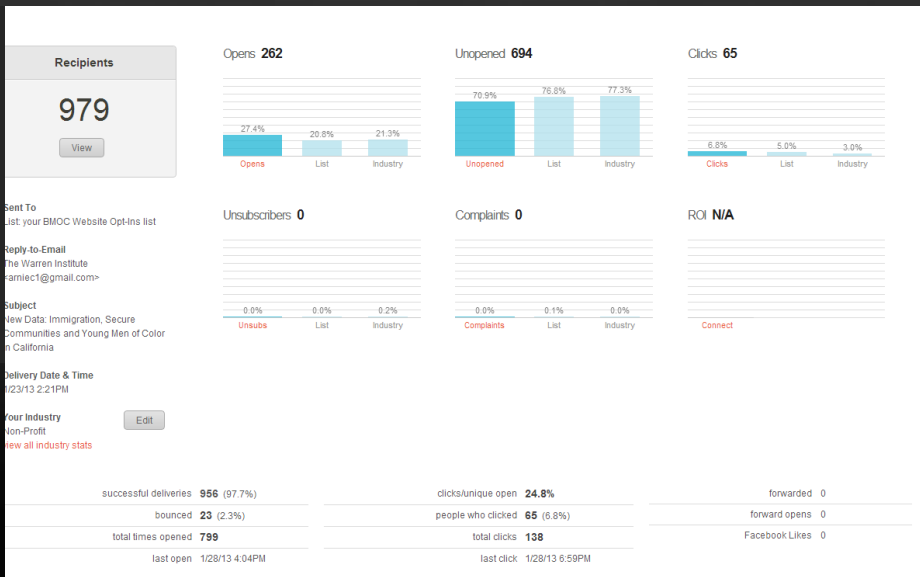
Email Benchmarks

Email Benchmark	2012 eNonprofits Benchmark Study (N=44) ^a
Open Rates	14%
Click-Through Rates	2.1%
Unsubscribe Rate	0.19%
Fundraising Response Rate (average)	0.08%
Advocacy Response Rate (average)	3.8%

Mailchimp Analytics Dashboard



Mailchimp Analytics Dashboard



Measure everything to evaluate success!

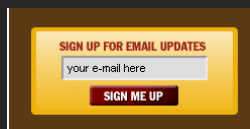
**Email Messaging Best Practices:
Design and Tactics**

Email Messaging: The Sign-Up Process

- **Have email sign-up forms everywhere:**

- ✓ Website (on every page)
- ✓ Facebook Page
- ✓ Link to website form in Twitter Profile
- ✓ Link to website form in YouTube Profile

Email Messaging: The Sign-Up Process



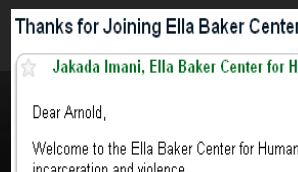
1. Sign-Up Prompt

A screenshot of a web form titled "Sign up". It has a red asterisk and the text "Required Fields" at the top right. The form contains several fields: "E-Mail:" with the value "arnold@advocacytoolbox.cc", "First Name:", "Last Name:", "Address:", "City:", and "State:" with a dropdown menu labeled "Select State".

2. Sign-Up Form



3. Confirmation



4. Thank You Email

Email Message Design Best Practices

From Field (gets your message opened)

- Have a recognizable sender in the “From” field: Name of the Executive Director, Project Director (organization name or generic name like “Organization X Action Center”)

Subject Line (gets your message opened)

- Don’t use a generic subject line: “Organization X’s Newsletter”
- Use an effective lead, especially the thing you want them most to know: “Campaign Success on Multiple Fronts”

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Email Message Design Best Practices

Message and Content Design (to boost click-throughs)

- Get a professionally designed set of email templates (~\$400-500): Newsletter, donation request, take action, announcement, RSVP, Register
- Include a table of contents for lengthy newsletters
- Have a “feature” section with a lead
- Keep the message well-formatted into sections that include browsable sub-headings
- Use short introductions and link to the full article on your website
- Make sure to highlight upcoming events
- Include icons that link to your online presences: Facebook, Twitter, Youtube, Change.org

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Not looking beautiful as e-mail? [Click here](#) to view on the web.



ABEL GUILLEN For State Assembly 2012

About Abel

Sign-Up for Email

A bid to help students find jobs

As the White House staged a first-of-its-kind community college summit Tuesday, the Obama administration is proposing that stronger partnerships between two-year public colleges and big-name U.S. employers such as McDonald's and The Gap would help better match workers with jobs during the economic recovery and beyond.

Community college officials -- including some from the East Bay -- welcomed the new initiative, called 'Skills for America's Future.'

Open thread events listing

Between wedding planning, packing for our move, planning the East Bay Young Dems annual gala (which is next week and you should plan to go!), work, and everything else in life, I didn't have time this weekend even to do a short version of the weekly events listing.

But I realized that maybe for a couple of weeks, at least until I'm fully moved, living in the O readers could help me out. Many of you have helped me recently remember events that slipped past me so please help out by leaving comments below about events that are happening in Oakland this week.

TAKE ACTION

Feels incredibly connected to Tiburcio Vasquez and the health centers in South County named in his honor.

Donate Now



Save Oakland Libraries Read-In: An inspiring reminder of my love of books

Yesterday during lunch and after work I stopped by 14 Hours, 14 Branches: A Read-In to Save Oakland Libraries, which featured Oakland residents who don't want to see libraries closed.

Abel Guillen for Assembly 2012
5111 Telegraph #312 Oakland, CA 94609
(510) 985-0061, abelforassembly@gmail.com

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January 23, 2013 | View Online

Features

From Prison to Paycheck: Grand Rapids' 30-2-2 Initiative



Workers at Casside Engineering in Grand Rapids, Michigan

Jahaua McKinley of Grand Rapids, Michigan, defied the odds when he landed a \$9.50-an-hour job after his release from prison -- nationwide, more than half of former inmates are unemployed. Now he is on the front lines of a business-led effort to change the prospects for people with criminal records throughout the region.

[read more >](#)

Six Ways to Build an Equitable Economy in 2013

This year, Congress must play a pivotal role in setting America's sluggish economy. Prosperity and economic security depend on a growth model that harnesses the talents and skills of all our people -- in short, a growth model based on equity. Federal policy can lead the way in preparing our changing population for the needs of the global economy and in making investments that maximize the potential of all. Here's how:

[read more >](#)

America's tomorrow highlights companies, leaders, policies, programs, and local models that are advancing equity as an economic driver. It is produced by Jason Treutler and Free Press. To learn more, read the ebook's [November 2012](#).

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In Brief

Reminder: Equity and the Future of the American Economy

Joe PolicyLink, SEIU and dozens of other equity advocates on February 4 in Washington, DC for a conversation about what policy strategies can advance an equitable economy. Registration required.

[read more >](#)

Number of Working Poor Increases

The number of low-income working families grew by 200,000 in 2011, according to a new report by the Working Poor Family Project.

[read more >](#)

Martin Luther King's Vision for an Equitable Economy

This week is a time to reflect on Martin Luther King's legacy for racial and social justice.

[read more >](#)

New Films Tell Story of Equity and the Economy

At the Sundance Film Festival this week, several new films highlight why equity matters for our future prosperity.

[read more >](#)

Email Newsletter

Pa



Equity and the Future of the American Economy
 Live from the Knight Conference Center at the Newseum in Washington, DC
 A Forum Hosted by PolicyLink and SEIU
 Monday, February 4, 2013
 9:00 a.m. - 1:45 p.m. EST



Tune in to watch "Equity and the Future of the American Economy," a half-day convening that will explore on-the-ground solutions, policy strategies, and movement building needed for an equitable economy.

Join us online at www.policylink.org/EquityandEconomy to watch the live stream, view the event agenda, and check out other resources. Also, if you're on Twitter, please follow @policylink and @SEIU and tweet during the event using the hashtag #EquitableEconomy.

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Announcement-Update

Newsletter Template

THE BAY AREA LEADERSHIP NETWORK OF COLOR

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BALNC Launches Two Innovative Leadership Programs

The Bay Area Leadership Network of Color (BALNC) is excited to introduce two new and innovative leadership development programs to new and seasoned professionals working in the nonprofit, government or social enterprise sectors in the Bay Area and across California.

The Leadership Unbounded Training Program: A 2-day training that offers participants an applied action framework for leadership that incorporates tools and techniques to guide impactful leader development, methods for identifying and overcoming barriers to change, and insights into how trajectories of leader development can be shaped by race, gender, sexual orientation and social class.

BALNC Group Coaching Program: A 12-week leadership coaching program focused on helping leadership training alumni accelerate their leader development by transferring and experimenting with leadership in their organizations and communities.

[Register Today](#) or [Please Forward this email to a Friend or Colleague.](#)

Register Today

Learn more about our Leadership Unbounded Training and [Register Today!](#)

[Download Our Brochure](#)

Next Training


Nov. 30th and Dec. 7th
 9a-5p
 Presentation Park
 Oakland, CA

[Sign Up Now](#)

[Early Bird Discounts and Scholarships](#)

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BALNC Announces Free Help In Wake of Storms


The Bay Area Leadership Network of Color, or BALNC pronounced "Balance" seeks to build a leadership pipeline for highly effective nonprofit leaders of color in the Bay Area through both capacity-building and network-building.

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The Bay Area Leadership Network of Color
PO Box 7775 #19629, San Francisco, California, 94120-7775
Phone: (510) 364-6989 | Email: info@balnc.com



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"Take Action" Template



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Take Action

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Directions to the Event

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[Add Brochure to BALNC Training Event Page]

[Learn More and Register Today \[Include register button body of the message\]](#)

Got a colleague or friend who might be interested in taking this training, please forward this email


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Directions to the Event


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“Register” Template



VISIT OUR WEBSITE LATEST RESEARCH AND POLICY REPORTS

Building Healthy Communities Through a Focus on Young Men and Boys of Color

This website was developed for the nation's first research and policy symposium focused on the well-being of boys and young men of color. It will continue to feature leading research and resources for policy advocates and activists focused on these important issues. This website was developed for the nation's first research and policy symposium focused on the well-being of boys and young men of color. It will continue to feature leading research and resources for policy advocates and activists focused on these important issues.

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[Take Action](#)

[REGISTER](#)

Directions to the Event

The California Endowment
 Center for Healthy Communities
 1000 North Alameda Street
 Los Angeles, CA 90012
 Phone: 866-833-3533



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“Donate” Template

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Lynda.com: “Effective HTML Email and Newsletters”; Cost \$25/month

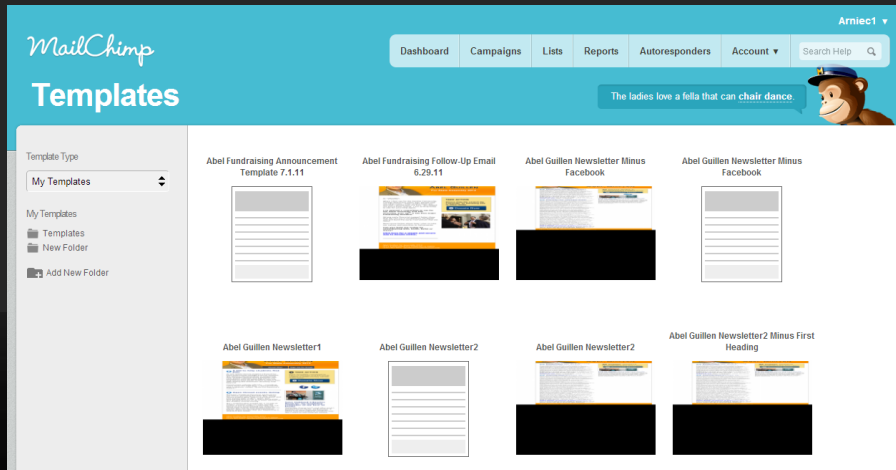
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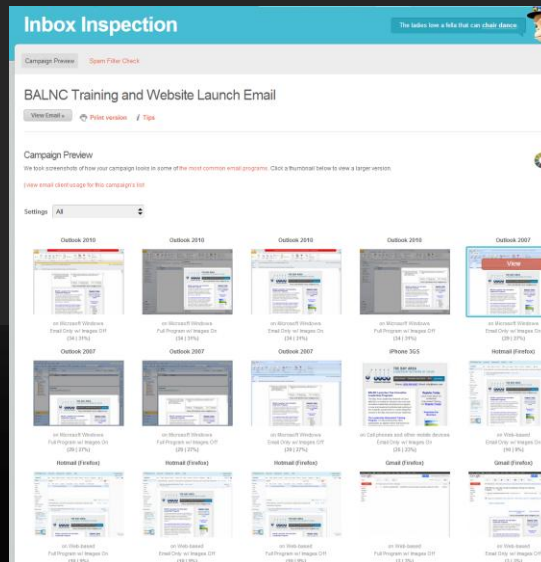
with
Tim Slavin

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MailChimp Features: Template Library



MailChimp Features: Inbox Inspection



MailChimp Features: Visual Click-Tracking

Click Map Panel



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Mobilizing your Audience(s): Taking Action

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Section Overview

- Review General Mobilization Goals
- Implementing a Call-to-Action

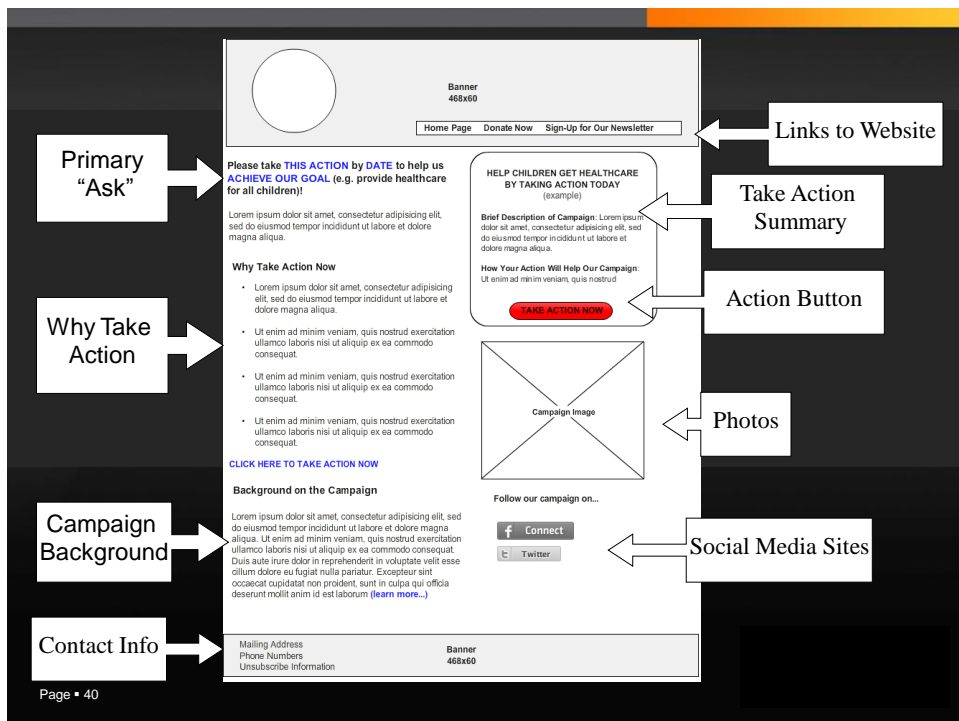
Mobilization Goals

- Raise Visibility: mobilizing your current audience to spread the word
- Pressure a policy target
- Self-Organize
- Raise donations

Implementing a Call-to-Action: Design

- The subject line: the most important part of the message
- Design for browsing
- Make the “Ask” very clear
- Create a sense of urgency and include a deadline for action
- Focus on 3 main points: Problem, solution, get involved
- Keep essential information above the fold
- Provide a standard footer: contact info, forward, unsubscribe

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Implementing a Call-to-Action: Process

- Distribute calls-to-action via email, highlight on your website, and post to social media sites (but shorter, more informal and drive traffic to your site)
- Make engagement meaningful: How will supporters' action make a difference?
- Provide reminders to act before the deadline
- Close the loop: Tell your supporters what they've accomplished (whatever the outcome, declare victory!)

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Questions?

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