

Are Your Online Efforts Worth Your Time?

MARKETING & TRACKING DIGITAL MEDIA EFFORTS TO INCREASE
EDUCATIONAL OUTREACH AND OUTCOMES



Agenda

- ▶ What is web centric?
- ▶ Identifying the right audience
- ▶ Fulfilling audience needs
- ▶ Analytics and ROTI



What is 'Web Centric'?



Marketing changes

- ▶ THEN:
 - ▶ Analog centric
 - ▶ Print, outdoor and radio
 - ▶ 'Online' was additional
- ▶ NOW:
 - ▶ Digital FIRST!
 - ▶ Digital marketing IS marketing
 - ▶ Telling your story in detail in one place



Why Web Centric?

- ▶ Tracking is easier
- ▶ CTA (call to action)
- ▶ More details
- ▶ Easier to update



FIRST: Identify Your Audience



Extension serves EVERYONE!

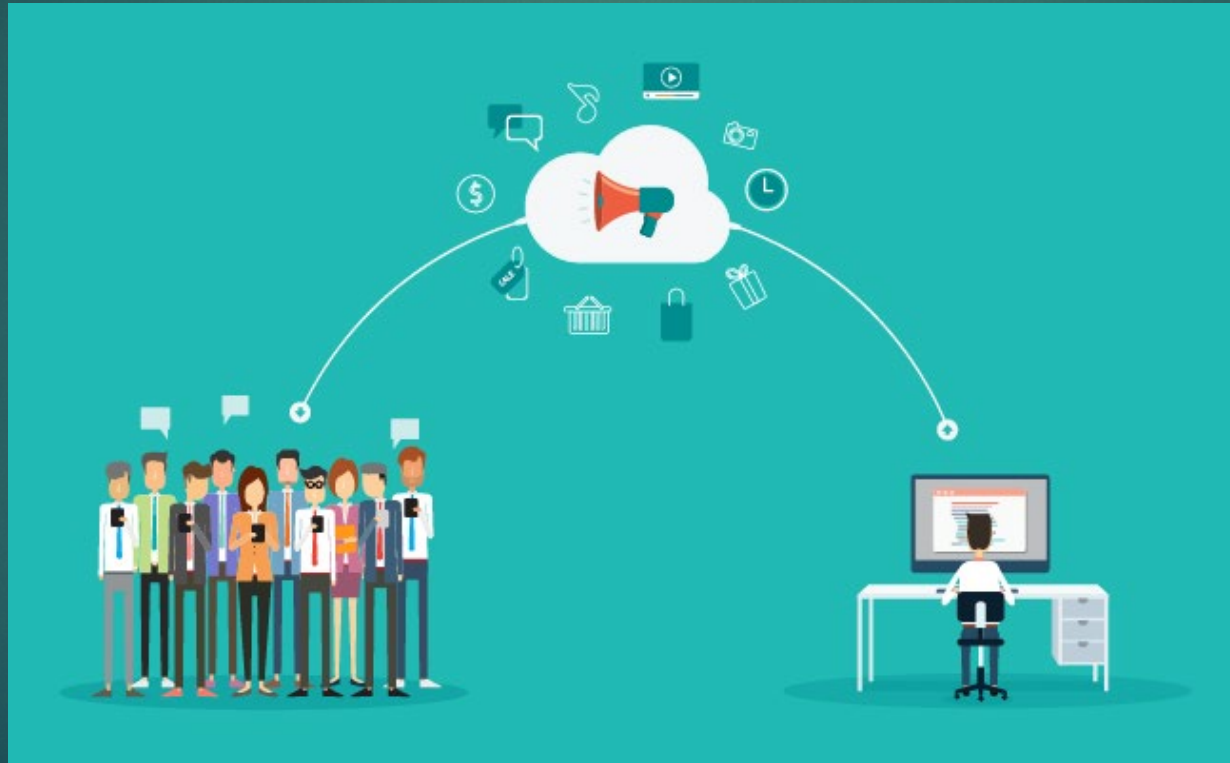


Who is your audience?

- If your audience is female and older, are they on social media?
 - If so which platform(s)?
- What devices do they use?
 - Is YOUR content accessible for mobile?
- How often would they use social media?
 - How often should you post?
- What information should you post to them?
 - How to get above the 'noise' on other platforms?



Digital Marketing Nitty Gritty



CTA – Call to Action

ALWAYS lead your clients to take action. CTAs are applicable on everything:

- Website
- Email
- Social media
- Print media
- Radio
- TV



Creating CTAs (calls to action)

- Buy now
- Download this
- Comment
- Share
- Learn more
- Request a visit
- Fill out form
- Subscribe
- Fill out a survey
- Follow us



Click here is NOT a good CTA!



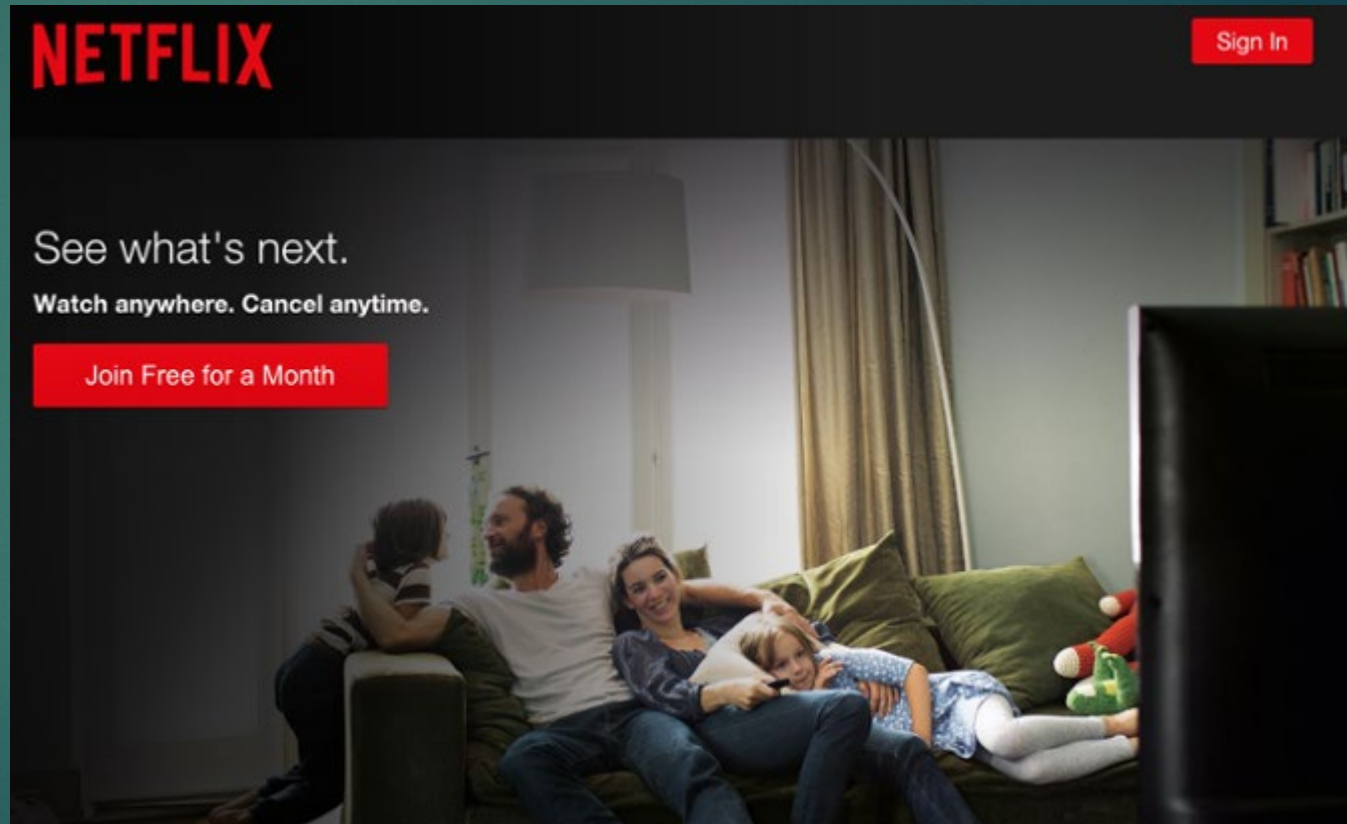
What CTAs work for your audience?

- Speak to their objections
 - Cost?
 - Time?
- Use social proof
 - Attendees saw 20% increase in yields



Creating website CTAs (calls to action)

- Design matters
- Don't muddy the waters



Creating CTAs (calls to action)

Welcome To The Washington County, Arkansas Cooperative Extension Office!

We are part of the University of Arkansas Cooperative Extension Service's statewide network and the University of Arkansas System's Division of Agriculture. Our mission is to provide research-based information through non-formal education to help all Arkansans improve their economic well-being and the quality of lives. Whether it is agriculture, 4-H, health and living, or community development, the Washington County Extension Office is at your service!

**Request a School
Presentation!**
[click here >>](#)

Our agents and specialists also conduct educational demonstrations and classes. We are currently offering a presentation focused on soil called Soil Detectives. It is focused children in second grade. Click the button on the left to

learn more about the program and to fill out our request form.



Agriculture

The Washington County Extension Service helped beef producers on issues experienced during drought conditions in the county. The beef short course included topics on beef herd reproduction,

EPA inspections in the Illinois River basin, the Discovery Farm project, liming and soil fertility and fertilizer losses, a case study on prioritizing costs on a local beef farm, sessions of the pesticide applicator training, and on-farm grazing field days were also conducted.

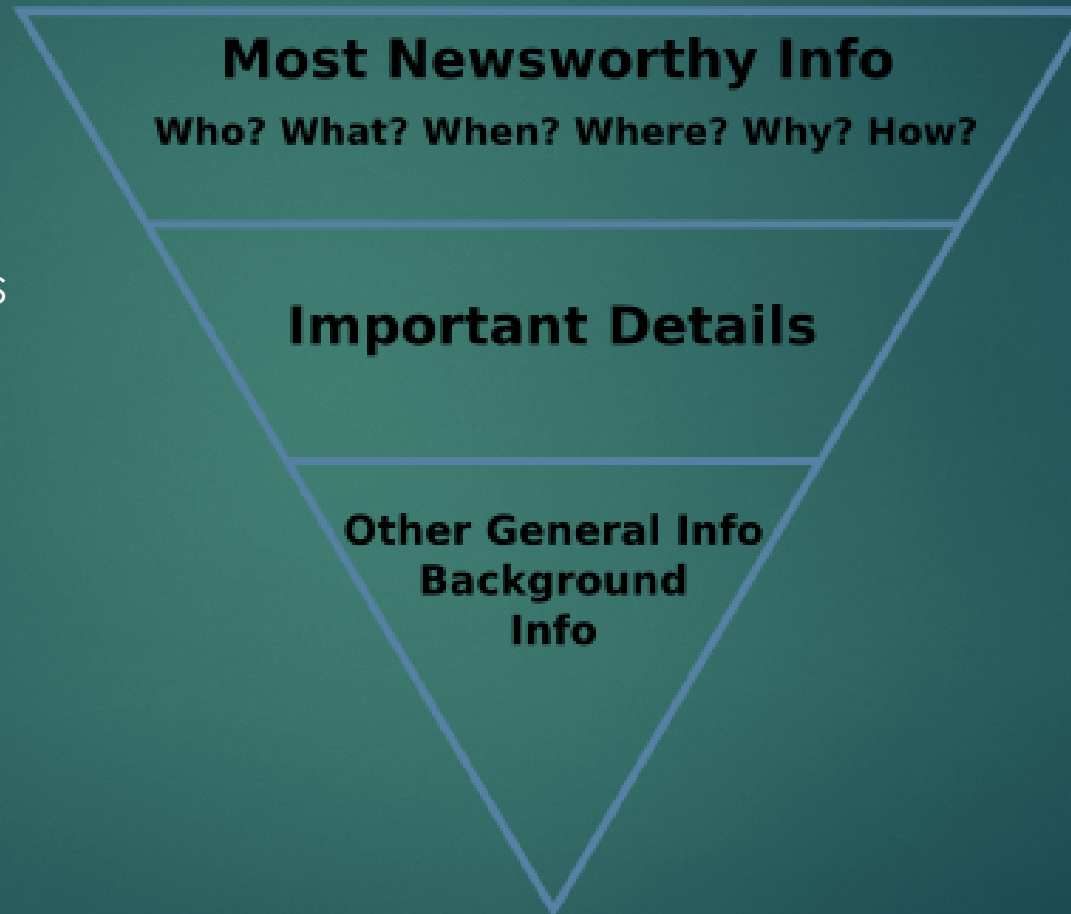
Webpage copy

- Translate Extension services into a benefit for your readers
- Value proposition (strong headline), possibly subheadline, and three to five BULLET points
- Don't get bogged down in details. Time is important!



Webpage copy

- What's MOST important (heading)
- Second most important details (subhead)
- Body copy bullets (general info)



Mobile Friendly

<https://www.google.com/webmasters/tools/mobile-friendly/>

Mobile-Friendly Test

<http://srmec-dev.uaex.edu/>

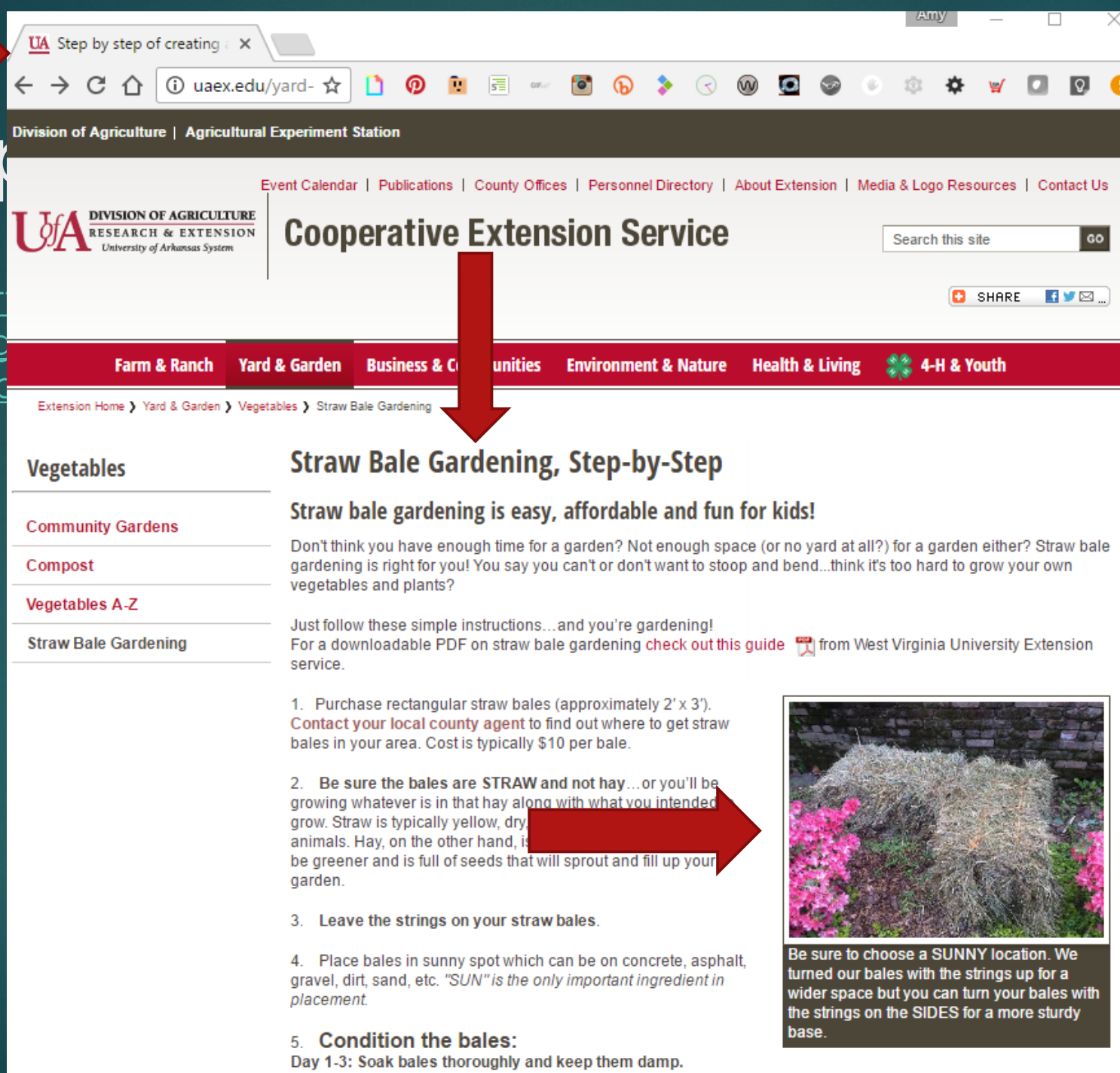
Awesome! This page is mobile-friendly.

How Googlebot sees this page



Webp

➤ Example: <http://uaex.edu/yard-vegetable-gardening>



The screenshot shows a web browser window with the URL uaex.edu/yard-vegetable-gardening. The page is titled "Cooperative Extension Service" and features a navigation menu with categories like "Farm & Ranch", "Yard & Garden", "Business & Communities", "Environment & Nature", "Health & Living", and "4-H & Youth". The "Yard & Garden" category is selected, leading to a page for "Straw Bale Gardening, Step-by-Step". The page content includes an introduction, a list of steps, and a photograph of straw bales. A red arrow points from the top left to the browser address bar, and another red arrow points from the top of the page down to the "Straw Bale Gardening" title. A third red arrow points from the text in step 2 to the photograph.

UA Step by step of creating

uaex.edu/yard-vegetable-gardening

Division of Agriculture | Agricultural Experiment Station

Event Calendar | Publications | County Offices | Personnel Directory | About Extension | Media & Logo Resources | Contact Us

U of A DIVISION OF AGRICULTURE RESEARCH & EXTENSION University of Arkansas System

Cooperative Extension Service

Search this site GO

SHARE f t e ...

Farm & Ranch Yard & Garden Business & Communities Environment & Nature Health & Living 4-H & Youth

Extension Home > Yard & Garden > Vegetables > Straw Bale Gardening

Vegetables

- Community Gardens
- Compost
- Vegetables A-Z
- Straw Bale Gardening


Straw Bale Gardening, Step-by-Step

Straw bale gardening is easy, affordable and fun for kids!

Don't think you have enough time for a garden? Not enough space (or no yard at all?) for a garden either? Straw bale gardening is right for you! You say you can't or don't want to stoop and bend...think it's too hard to grow your own vegetables and plants?

Just follow these simple instructions...and you're gardening!
For a downloadable PDF on straw bale gardening [check out this guide](#) from West Virginia University Extension service.

1. Purchase rectangular straw bales (approximately 2' x 3'). Contact your local county agent to find out where to get straw bales in your area. Cost is typically \$10 per bale.
2. Be sure the bales are STRAW and not hay...or you'll be growing whatever is in that hay along with what you intended to grow. Straw is typically yellow, dry, and safe for animals. Hay, on the other hand, is greener and is full of seeds that will sprout and fill up your garden.
3. Leave the strings on your straw bales.
4. Place bales in sunny spot which can be on concrete, asphalt, gravel, dirt, sand, etc. "SUN" is the only important ingredient in placement.
5. Condition the bales:
Day 1-3: Soak bales thoroughly and keep them damp.



Be sure to choose a SUNNY location. We turned our bales with the strings up for a wider space but you can turn your bales with the strings on the SIDES for a more sturdy base.

Other website content-writing tips

- Tell stories
- Be specific
- Avoid jargon
- ▶ OMG stop using acronyms!
- End with a CTA



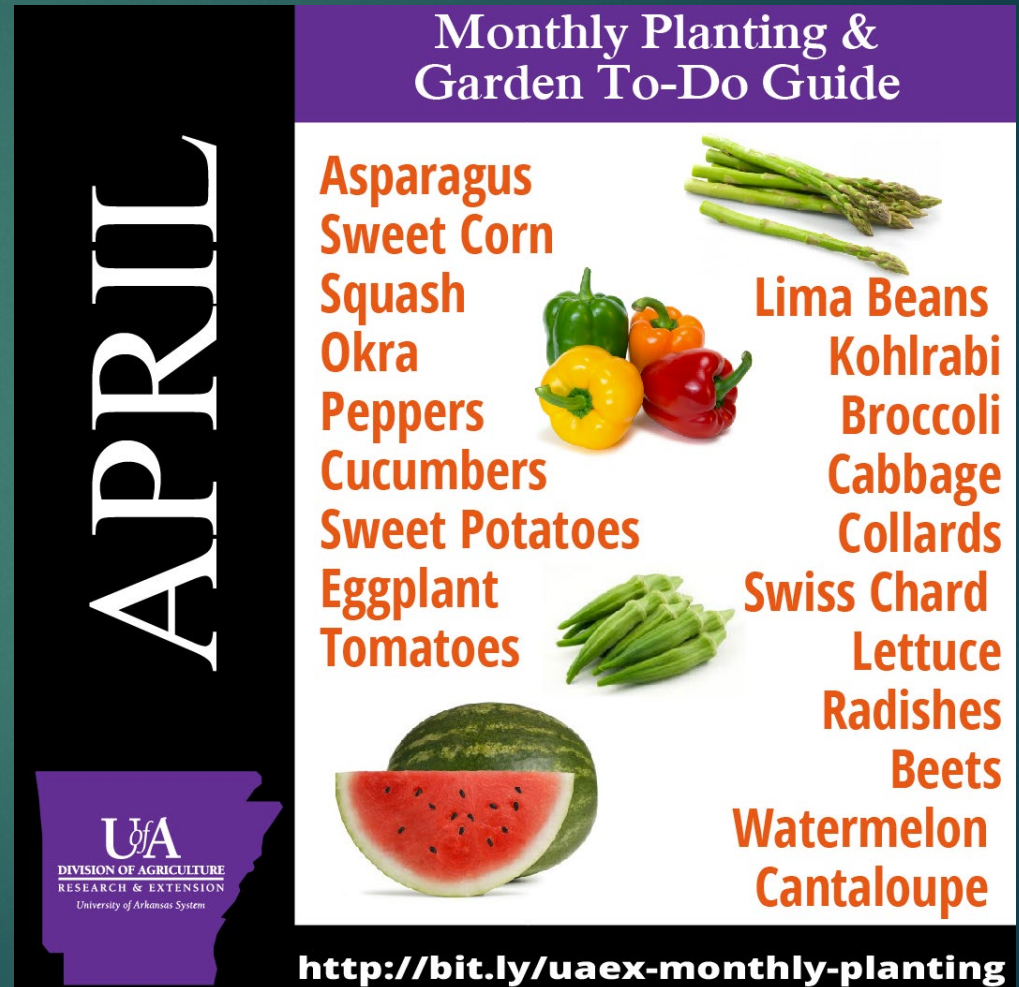
Content creation time savers!



Save time: Repurpose Content





<http://bit.ly/time-savers>

- Take a fact sheet and visualize it



APRIL

Monthly Planting & Garden To-Do Guide

Asparagus		Lima Beans
Sweet Corn		Kohlrabi
Squash		Broccoli
Okra		Cabbage
Peppers		Collards
Cucumbers		Swiss Chard
Sweet Potatoes		Lettuce
Eggplant		Radishes
Tomatoes		Beets
		Watermelon
		Cantaloupe

<http://bit.ly/uaex-monthly-planting>

Repurposing Content

- ▶ Evergreen content
- ▶ Agent articles
- ▶ Case studies

www.uaex.edu/fall

Extension Home

[Farm & Ranch](#)

[Yard & Garden](#)

[Business & Communities](#)

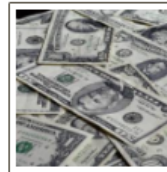
[Environment & Nature](#)

[Health & Living](#)

[4-H & Youth](#)

Fall in Arkansas - Tips, Resources, and Best Practices

Looking for free autumn resources for your family or farm? Our Extension agents and specialists are prepared to equip you with knowledge and research-based solutions to manage fall leaves, save up for holiday spending, and prepare for the winter months ahead.



Holiday Budget Control

This fall, shop wisely for holiday gifts and avoid the January financial blues.

▶ [Learn how to spend less without the stress](#)



Fall Bulbs

A surprising number of flowers bloom in the fall from bulbs. Check out Dr. Gerald Klingaman's article on what to expect for fall flowers in your garden.

▶ [Discover three lovely fall bloomers](#)



Pumpkins - Not just for Decorating

Fall is the perfect time of year to make use of these tasty in-season health powerhouses!

▶ [Get our pumpkin praline cake recipe!](#)



Composting Fall Leaves

The best way to deal with fall leaves is to compost them.

▶ [Read why composting is the best option](#)



Stress-Free Perfect Turkey Prep

Best practices for using food thermometers, cooking times, safety tips, and more.

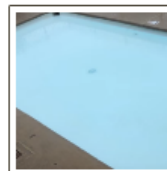
▶ [BONUS Turkey Gumbo Recipe](#)



Don't Move Firewood!

Fall in Arkansas is the perfect time to cook outside or camp in cooler weather. Be sure to follow the rules and keep firewood local.

▶ [Best practices for purchasing and using firewood](#)



End of Summer Water Quality tips

Draining your pool this fall? Watch agent Colin Massey's video on best practices for keeping our waterways healthy in the process.

▶ [Watch our video on how to drain your pool properly](#)



Frost protection

Water plants and cover them for best protection against fall frost

▶ [Advice for protecting against frost](#)

Repurposing Content

- ▶ Webinars & tutorials
www.uaex.edu/techtuesdays



Tech Tuesdays Blog

Welcome to the online home of Tech Tuesdays for Extension!

This blog will serve to be the place where you find all content related to Tech Tuesday ZOOM sessions. We hope to educate you on topics ranging from website best practices, social media how-tos, educational technology, and many other topics.

Contact us today if you want a specific topic covered in 2016!



Apps That

By Julie Robi

Learn about using and how

tags: Tech Tu

Social Me

By Julie Robi

Learn how to boost Fac

tags: Tech Tu

Siteimpro

By Julie Robi

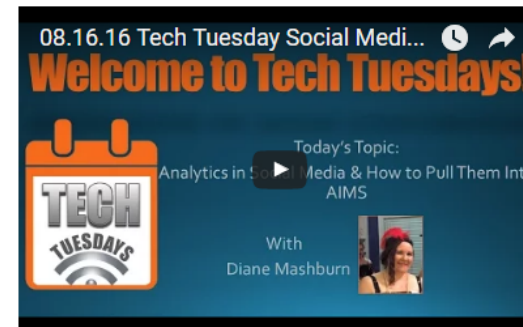
In this Tech T

Analytics in Social Media and How to Pull Them Into AIMS

by Julie Robinson - September 29, 2016

In this Tech Tuesday webinar, our coordinator for program planning, evaluation, and accountability will share how we can pull social media analytics and report them in AIMS.

August 16, 2016 Tech Tuesday Webinar - Analytics in Social Media and How to Pull Them Into AIMS



August 16, 2016 Tech Tuesday Webinar - Q and A
you can use the Siteimprove analytics to improve your webpages functionality and accessibility.

Media Contact

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Email: accole@uaex.edu

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Cooperative Extension Service
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Little Rock, AR 72204

Reaching Audiences: Social Media

Should you pay for reach in social media?



Should you pay for reach?

▶ When paying makes sense:

1. When building a new audience
2. Diversifying audience (younger audience, etc.)
3. Plateau in audience – take it to the next level



Paying for R

- ▶ Engaging photos WORK
- ▶ Relevant content works



UAEX - Madison County

Published by Tracy Stansell Easterling [?] · August 23 · 🌐

Fall Army Worms on a brush hog in Madison County. Keep checking your fields in the mornings and evenings, since those are the times they are most active. For more information, check out this publication from our office <http://www.uaex.edu/publications/PDF/FSA-7083.pdf>



243,037 people reached

Boost Post

👍👎👤 271

187 Comments 1.5K Shares UA

👍 Like 💬 Comment ➦ Share

243,037 People Reached

5,556 Reactions, Comments & Shares

1,470 Like **178** On Post **1,292** On Shares

6 Love **0** On Post **6** On Shares

16 Haha **0** On Post **16** On Shares

798 Wow **80** On Post **718** On Shares

41 Sad **3** On Post **38** On Shares

40 Angry **10** On Post **30** On Shares

1,578 Comments **256** On Post **1,322** On Shares

1,618 Shares **1,575** On Post **43** On Shares

60,946 Post Clicks

14,999 Photo Views **2,199** Link Clicks **43,748** Other Clicks ⓘ

NEGATIVE FEEDBACK

65 Hide Post **8** Hide All Posts

0 Report as Spam **0** Unlike Page

Paying

▶ Paid social

Boost Post

OVERVIEW
EDIT PROMOTION

You are targeting **people who like your Page and their friends, ages 18 - 65+** who live in **1 location**.

Show full summary

This promotion will run for **14 days**.

Your total budget for this promotion is **\$60.00**.

10,380
People Reached [?]

967
Engagements [?]

\$60.00
Total Spend [?]

Actions
People
Countries

Product View | 1

Photo Clicks | 233

Link Clicks | 248

Website Conversion | 1

Page Likes | 19


Comments | 12

Shares | 231

DESKTOP NEWS FEED
MOBILE NEWS FEED
INSTAGRAM

Sponsored · 🌐

Early voting is underway. Educate yourself BEFORE you vote. Watch our videos, download our voter guide and most importantly know what you're voting for - or against - with regards to ballot issues in this year's election. www.uaex.edu/ballot



Nonpartisan
FACTS.

uaex.edu/ballot

235 Reactions 11 Comments 303 Shares

Sign up button on Facebook

The image shows a Facebook post for a nonpartisan ballot issue facts project. The post features a graphic on the left with the text 'VOTE' and a checkmark, and a large blue arrow pointing to the right. The main text reads 'NONPARTISAN Ballot Issue FACTS' and 'uaex.edu/ballot'. There are two stars (one blue, one red) and a camera icon on the right. At the bottom, there is a 'Sign Up' button with a pencil icon, which is highlighted with a red border. Below the post, there are interaction buttons for 'Liked', 'Message', and 'More'.

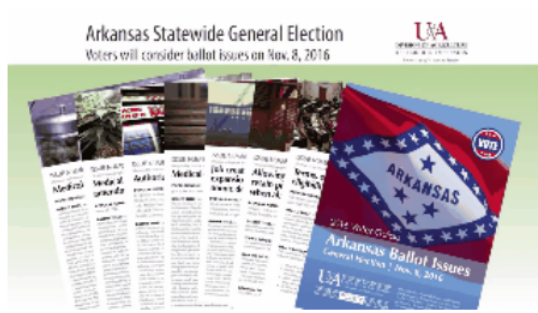
NONPARTISAN
Ballot
Issue
FACTS
uaex.edu/ballot

Sign Up

Liked Message More

Reaching Audiences: E-news

October is all about ballot issues, taxes, 4-H and beef



KNOW before you VOTE

Before you head to the polls in November, be sure to educate yourself on the nonpartisan facts behind each of the 5 ballot issues remaining in this year's election.

Below are a few questions you can find the answers to using our [Arkansas State Voter Guide](#) and fact sheets.

- Who would get 4 year terms? Check out [Issue 1 facts](#) and find out.
- Who's in charge when the governor leaves the state? You decide when voting on [Issue 2](#).
- Does the Arkansas Constitution prohibit cities from giving money to private organizations? Find out in the [Issue 3 Fact Sheet](#).
- [Issues 6](#) and [Issue 7](#) each deal with medical marijuana. Which one is an act and which one is an amendment and how will the taxes be used from each one?

No time for reading? [Watch our videos](#) to hear from our specialists the nonpartisan facts about each ballot issue.

Enewsletters: Why do they matter?

- Social media is a borrowed platform.
- Reaches those NOT on social media.
- Tracking!!!

E-newsletters

Be bright,
be brief,
be gone!



ALWAYS link to website: 'full story'

Savory Brunch Rice

We've tested this recipe with kids and we can assure you, it is a crowd pleaser, even for the pickiest of eaters. Filled with protein, veggies, and cheese, this savory brunch rice utilizes every food group in one easy dish.

GET THIS RECIPE... and many more



Upcoming Beekeeping Classes and Events

- Our courses are open to anyone
- No prior experience with bees necessary
- Classes will cover everything a person needs to know to begin keeping bees safely and successfully
- Classes are NO COST to attendees

October "short courses" will be held in **Ash Flat**, while November "short courses" will take place in **Texarkana**.



Our specialists offer beekeeping courses and events statewide.

View details online and **register** today.

Great grapes, longtime leadership, and excellent expo



Dr. John Clark, horticulture expert, will conduct the vineyard tour and discuss the University grape breeding program.

You'll have a 'grape' time Sept 15

Muscadines, establishing a vineyard, and pest management in vineyards are just some of the topics that will be covered in the September 15 **Grapes of Arkansas Field**

Day in Clarksville. Join our specialists Drs. John Clark, Amanda McWhirt, and Jackie Lee along with other experts who will cover the farm-to-table process of making a living from muscadines and grapes.

"We designed this workshop and field day to address the vineyard life cycle from establishment to consumers."

~Renee Threlfall, Institute of Food Science and Engineering

REGISTER NOW

Deep Linking (involve)

- ▶ Create a survey or question. Inspire them to take action!

Are you (or a family member) going to cook your own turkey this holiday season?

Let us know below!



Keep the guesswork out of preparing your holiday poultry.

YES!

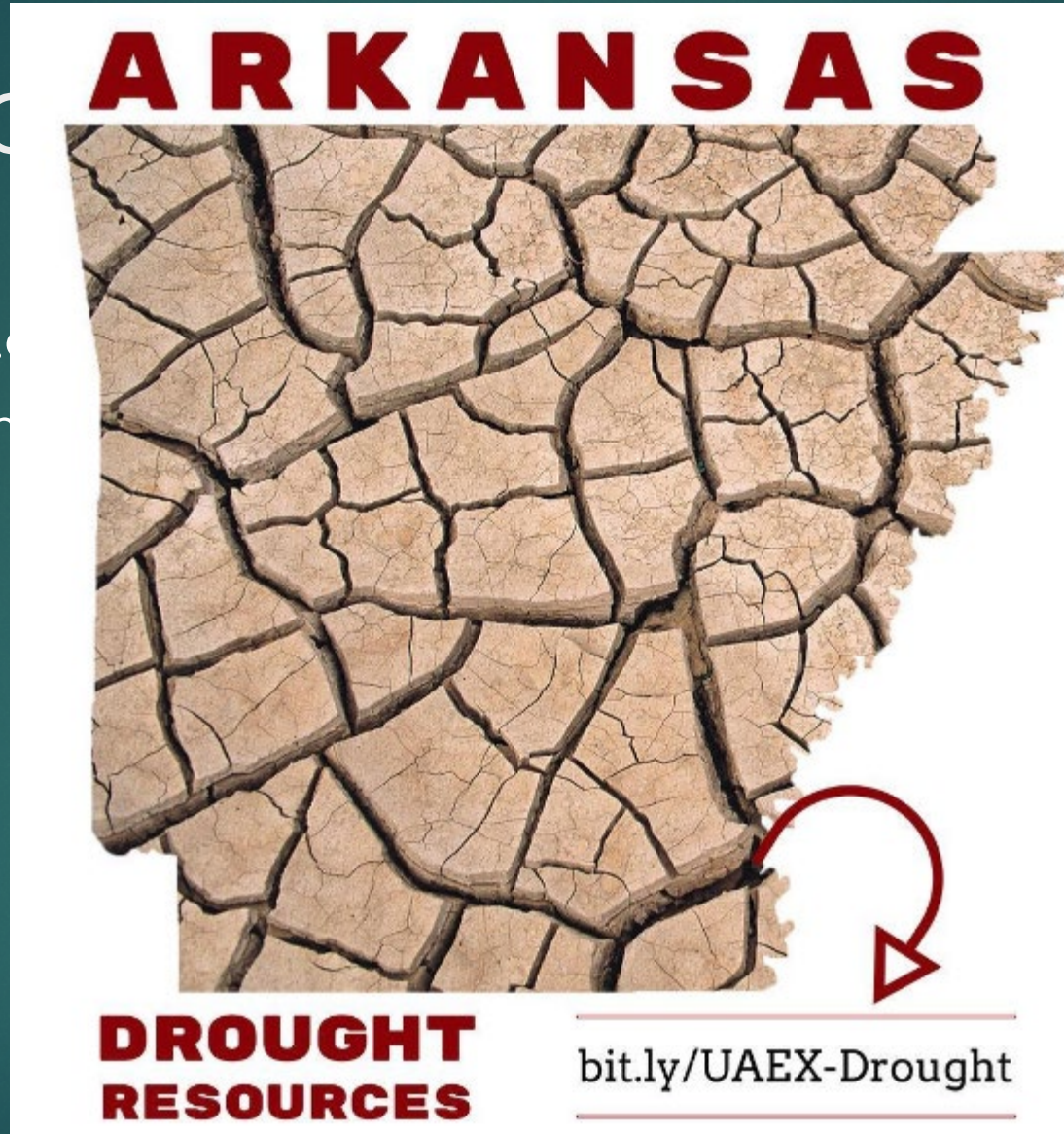
Click 'Yes' if you plan to eat a homemade Thanksgiving meal with turkey.

NOPE

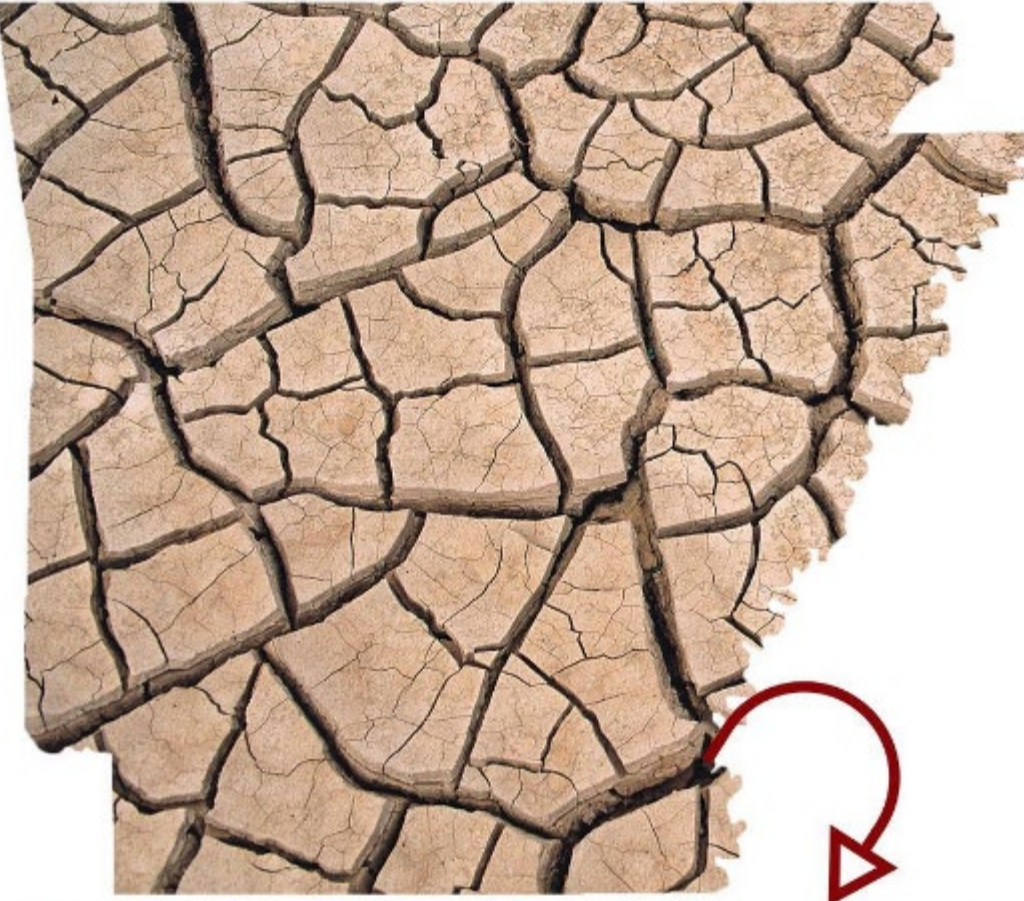
Click 'Nope' if you plan to go out to eat for Thanksgiving.

Images of

- ▶ Use canva.com
- ▶ Use picmon.com



ARKANSAS



**DROUGHT
RESOURCES**

bit.ly/UAEX-Drought

Amy Cole
corredor24@g...

Create a design

All your designs

Shared with you

Create a team NEW

Your brand

+ Add new folder 0/2

Trash

Upgrade

Learn to design

Get design inspiration

Create a design

Use custom dimensions



Social Media



Presentation



Poster



Facebook Post



Blog Graphic



A4



Card



Email Header



More...



holiday-december facebook cover



Thanksgiving post



Make your voice heard today.



Arkansas Soybean month



Copy of Arkansas Soybean month



I WON!



october meme harvest



Farmers day



uaex.edu/ballot



Credit meme



uaex.edu/ballot

VIDEOS!

- ▶ Inspire audiences using video
- ▶ Link to website from video or use URL in video

The Holiday Season Has Arrived. Giving, Cooking and...Cattle?

Give Back to Arkansas Kids on December 1

DID YOU KNOW?

Arkansas 4-H kids are:

- 4x more likely to make contributions to their communities
- 2x more likely to be civically active

Your donations go directly towards helping Arkansas youth achieve their goals within 4-H and thus give back to their own communities.



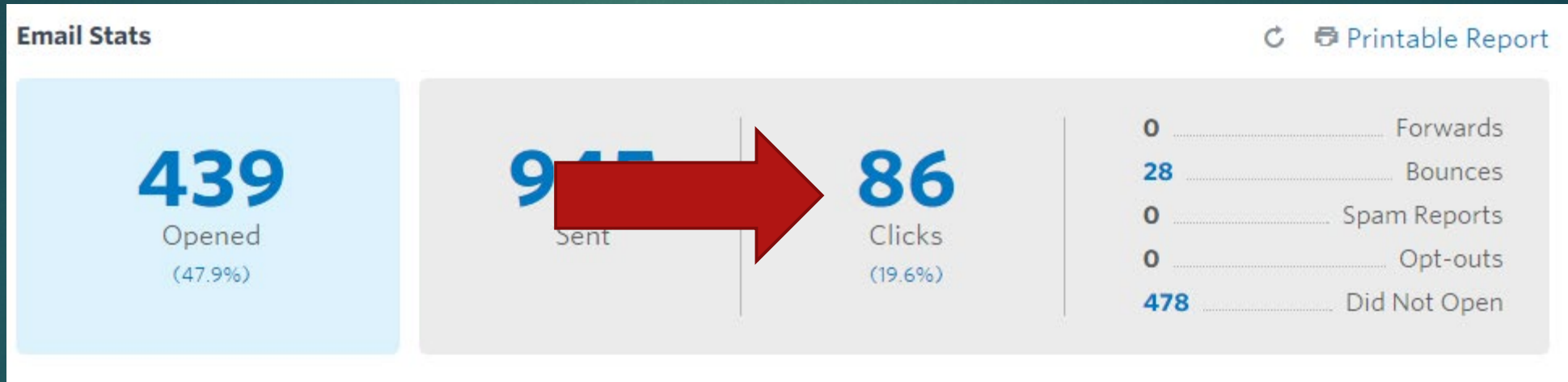
Learn how 4-H has shaped the life of Travis Clark, Arkansas 4-H President.

Analytics – was it worth the effort?

Different
measurements for
each platform.



E-news Tracking



Social Media Engagement

- ▶ Audience ENGAGEMENT
 - ▶ Likes per post
 - ▶ Shares per post
 - ▶ Comments per post
 - ▶ Clicks per post



Social Media Engagement

- ▶ Audience Engagement
 - ▶ Likes per post on different platforms



uaex_edu
Forrest City, Arka... Following

31 likes 3d

uaex_edu Cory and Lee, both part of the Discovery Farm team, collected soil samples recently at the Forrest City Discovery Farm. Discovery farms are privately owned businesses on which water quality research is conducted. The cooperating farmer, Ellis Bell (white shirt) and one of his farm hands worked with Mike Daniels (red shirt) Extension water quality specialist, to plan out the cover crop treatment to the field. Mr. Bell's field will be divided in half, cover crops on one half, and no cover crops on the other half. They will collect runoff from both halves and compare. Our water quality team goes the distance when working with local producers to evaluate and test best practices when it comes to water use and quality in our state. Shout out to Brittany Singleton, program associate, for the photos. #agriculture #water #farming #crops

♡ Add a comment... ...



861 people reached Boost Post

👍 Like 💬 Comment ➦ Share


👍 Judy Hersey Riley, Keith Gresham and 6 others

UofA Write a comment... 📷 😊

Social Media Engagement

- ▶ Audience Engagement
 - ▶ Shares per post
 - ▶ Videos/personal stories


Video
Post






University of Arkansas Division of Agriculture - Extension (UAEX)




Published by Kimberly Hurst Rowe [?] · October 27 at 3:21pm · 🌐

The Daniels family has raised cattle on their Nevada Co. farm for over 100 years. Third generation farmers Jack and Sunny Daniels, began fulfilling niche markets for locally grown, organic agricultural products about 8 years ago, but it wasn't until they decided to become agritourism operators of [Miracle Farms Market](#) two years ago, that they learned how valuable the Cooperative Extension Service can be. The Daniels' have graciously assisted us in learning how we can meet the needs of agritourism operators, as well as having been the recipients of our expert recommendations in dealing with the many issues that producers can face.



8,980 people reached
Boost Post



  143
13 Comments 67 Shares 

 Like
 Comment
 Share



8,980 People Reached

4,602 Video Views

529 Reactions, Comments & Shares

388  Like	131 On Post	257 On Shares
44  Love	12 On Post	32 On Shares
30 Comments	13 On Post	17 On Shares
68 Shares	67 On Post	1 On Shares

2,190 Post Clicks

222 Clicks to Play 	3 Link Clicks	1,965 Other Clicks 
--	-------------------------	--

NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Social Media Engage

- ▶ Audience Engagement
 - ▶ Comments per post -They build a sense of community!



A screenshot of a Facebook post from the University of Arkansas (UA) Division of Agriculture Research & Extension. The post features a photograph of a field with green plants and some white, possibly dead or damaged, stalks. The post has reached 243,037 people and has 271 reactions (likes, loves, and cares), 187 comments, and 1.5K shares. A 'Boost Post' button is visible in the top right corner. Below the post, there is a comment section with two comments. The first comment is from Nick Porterfield, asking 'What's the best way to get rid of them?' and is dated August 23 at 9:03pm. It has 3 likes and a reply from UAEX - Madison County, which includes a link to a PDF document: <http://www.uaex.edu/publications/PDF/FSA-7083.pdf>. The second comment is from Alice Mitchell Reynolds, asking 'What parts of Madison County have them?' and is dated August 23 at 3:08pm. It has 1 like and a reply from UAEX - Madison County, which states: 'We have had reports from all over the county. Hindsville, Huntsville, St. Paul.' and is dated August 23 at 3:27pm. At the bottom of the screenshot, there is a 'View more comments' link and a page indicator '2 of 187'.

243,037 people reached Boost Post

271 187 Comments 1.5K Shares UA

Like Comment Share Top Comments

Write a comment...

Nick Porterfield What's the best way to get rid of them?
Like · Reply · Message · August 23 at 9:03pm
View previous replies

UAEX - Madison County
<http://www.uaex.edu/publications/PDF/FSA-7083.pdf>
Like · Reply · 3 · Commented on by Tracy Stansell Easterling [?] · August 24 at 9:53am
View more replies



















































Alice Mitchell Reynolds What parts of Madison County have them?
Like · Reply · Message · 1 · August 23 at 3:08pm

UAEX - Madison County We have had reports from all over the county. Hindsville, Huntsville, St. Paul.
Like · Reply · 2 · Commented on by Tracy Stansell Easterling [?] · August 23 at 3:27pm
View more replies

[View more comments](#) 2 of 187

Social Media Eng

- ▶ Audience Engagement
 - ▶ CLICKS per post- gauge alignment of content
 - ▶ Measure incoming website traffic

Published	Post	Type	Targeting	Reach	Engagement
11/07/2016 2:50 pm	 UAEX - Madison County gives u s these 10 Rules for Vaccinating			61 	12 2 
11/07/2016 11:52 am	 We have so many wonderful an d dedicated agents in our state!			288 	17 16 
11/07/2016 7:04 am	 It's never too early to get a jump on planting season! Dry weathe			193 	2 4 
11/05/2016 7:29 am	 We have a very dedicated team with Arkansas 4-H Livestock. Ou			384 	8 20 
11/04/2016 2:52 pm	 Erratic weather patterns always bring about disease issues in cr			235 	7 5 
11/04/2016 7:31 am	 Fall is the best time of year to pl ant trees in Arkansas. There are			538 	21 20 
11/03/2016 2:03 pm	 Ladies, are you feeling like you need a night off of dinner duty? I			422 	38 26 
11/03/2016 7:36 am	 If you're a grape grower be sure to attend our one day conferenc			169 	10 5 
11/02/2016 2:20 pm	 Hempstead County is one of 13 pilot counties for the 4-H In Sch			953 	162 52 
11/02/2016 7:39 am	 It's not too late to keep an eye o ut for crape myrtle bark scale, a			928 	42 31 

Tracking it all: website analytics

Search reports & help

All Users
100.00% Unique Events

+ Add Segment

Overview

Total Events vs. Select a metric

Hourly Day Week Mo

Total Events



Total Events

51,666

Unique Events

47,230

Event Value

0

Avg. Value

0.00

Sessions with Event

31,266

Events / Session with Event

1.65

Top Events

Event Category

Event Action

Event Label

Event Category

Event Category	Total Events	% Total Events
1. download	19,857	38.43%
2. external	9,127	17.67%
3. 2016 ballot issues guide	8,883	17.19%
4. print	2,911	5.63%
5. 2016 ballot issue 3 fact sheet	2,400	4.65%
6. 2016 ballot issue 1 fact sheet	2,357	4.56%
7. 2016 ballot issue 6 fact sheet	1,985	3.84%
8. 2016 ballot issue 2 fact sheet	1,672	3.24%
9. 2016 ballot issue 7 fact sheet	859	1.66%
10. email	564	1.09%

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Overview

Top Events

Pages

Events Flow

No group selected

Q4 2016
10/1/2016 - 11/7/2016

External Traffic



Devices

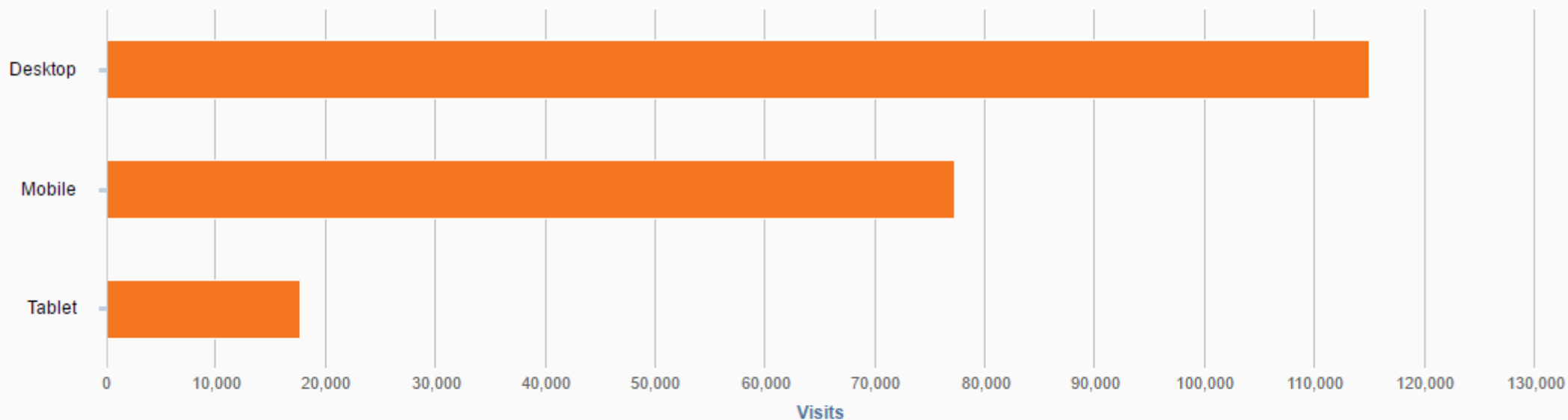


export

See which type of device is being utilized the most. The category "Desktop" includes other devices such as gaming consoles and smart TV.

Bar

Trend graph



Device

Visits
| % of total

Bounce rate

Desktop

114,910
54.8 %

45.35 %

Mobile

77,159
36.8 %

53.57 %

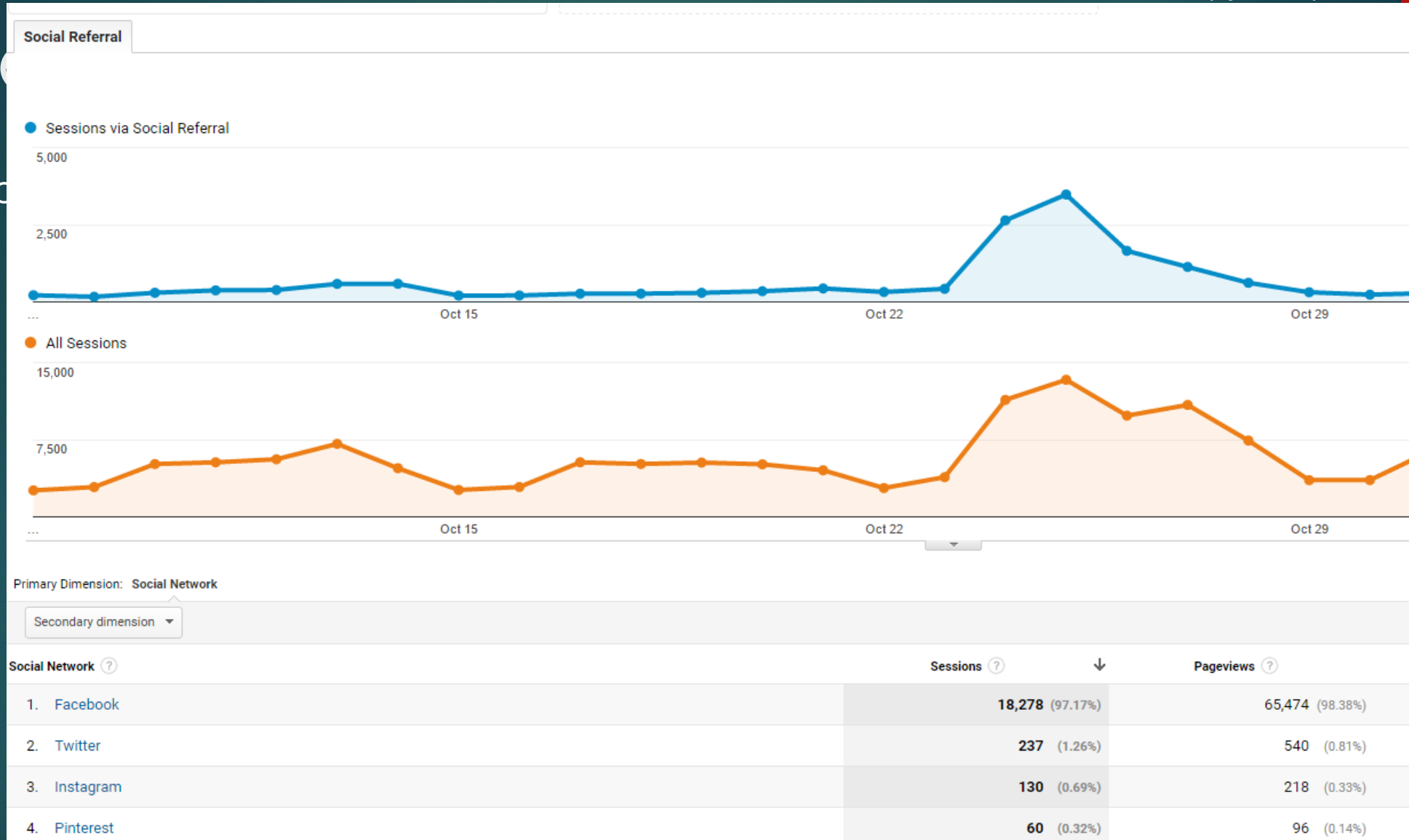
Tablet

17,661
8.4 %

54.72 %

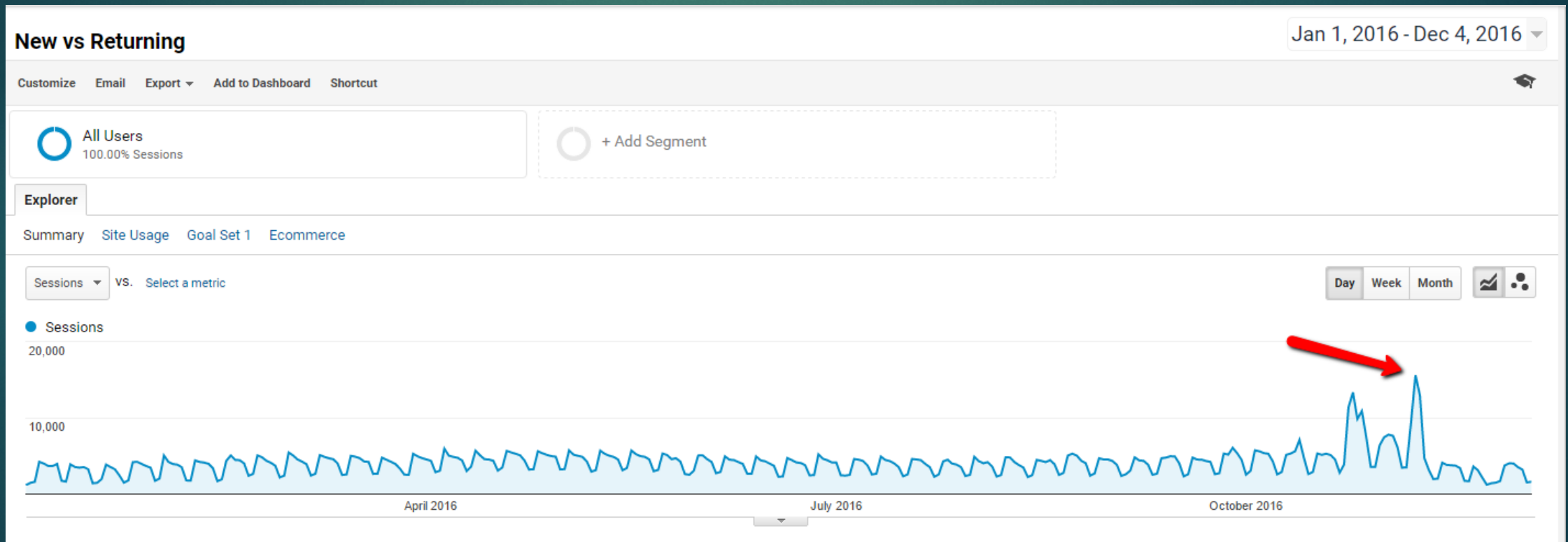
W

► S



Website Analytics

- ▶ New vs. returning – opportunity to expose visitors to other program areas



Recap:

Send social, email and offline marketing to your website for analytics.

CTAs – give audience something to do

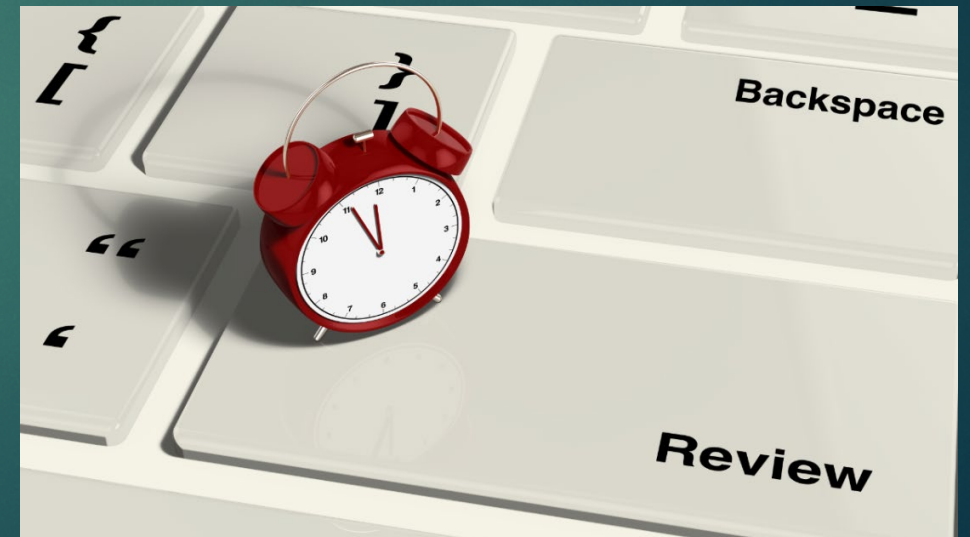
Write clear, easy to read content

Enews is important – send folks to full story on your website!

Send visitors to website from social media

Pay for reach if necessary

Track all efforts from website analytics!





QUESTIONS?

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