

# Analytics for Internet Supremacy

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IDEAS

# TRACKING CAN TRANSLATE COMMUNICATIONS SUCCESS

- ▶ Nonprofit Client Case Study:
  - ▶ Increased social media following by an enormous **600%**
  - ▶ Increased web visitors by **47%**
  - ▶ Nearly **doubled blog visitors**
  - ▶ Placed **91 media stories** in one fiscal year
- ▶ **IN JUST TWO YEARS...**



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# WHY DATA MATTERS

1. Tracking your digital performance will give you **great stories** to tell.
2. Collecting data can **prove the worth** of your communications to leadership.
3. Understanding the baselines can help you identify and work toward **achievable goals**.
4. Regular tracking NOW can you **save you time** LATER.



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IDEAS

# GOING WITH GOOGLE

## ▶ Questions You Should Be Asking:

1. Is my web traffic growing over time?
2. Where are my clicks coming from?
3. What are my most popular pages?



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IDEAS

# Getting Friendly with Facebook

## ▶ Questions You Should Be Asking:

1. How are my posts performing?
2. Am I growing my fan base?
3. Who are my fans and when are they online?
4. Should I be using video? - The answer is YES.



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# SAY HELLO TO HOOTSUITE

## ▶ Questions You Should Be Asking:

1. Is Twitter the right platform for my mission?
2. How much engagement are my tweets generating?
3. What is my ultimate goal? Retweets, likes or clicks?



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# DON'T FORGET THE 'GRAMS

## ▶ Questions You Should Be Asking:

1. Which photos are performing best?
2. Am I capitalizing on weekly themes?
3. How am I engaging followers and contributors?



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# MEDIA RELATIONS TIPS & TOOLS

## ▶ Questions You Should Be Asking:

1. What is the reach of the publication?
2. Is this publication right for my audience?
3. How can I leverage a placement for greater results?



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# TRACK IT BACK TO THE OFFICE.

## ▶ Key Take-Aways:

1. Start by recording your baselines.
2. Establish a reporting timeline - monthly/quarterly.
3. Set *achievable* goals.
4. Share your results with key leadership.
5. Effectively prove the power of communications!



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# QUESTIONS



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IDEAS