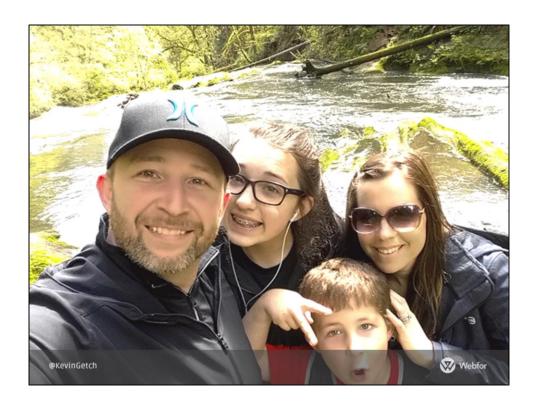
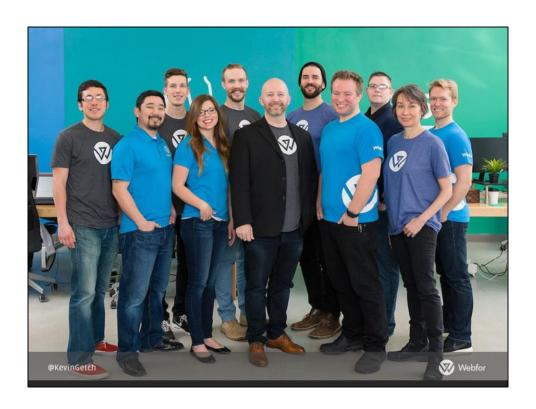


Effectively (and Inexpensively) Measuring the Success of Port Communications Efforts

Port communications professionals often do not get the credit that they deserve for raising awareness and support for their organization's activities and projects because they can't cost-effectively measure success. Learn invaluable tips on incorporating measuring techniques before a campaign or communications program begins, as well as while it's in progress to allow for course corrections.



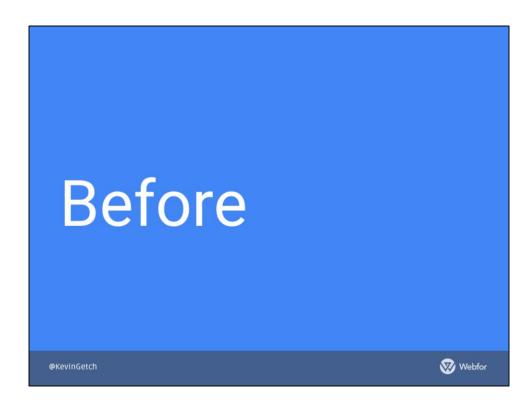
My Fam :)



My Work Fam :)



Press we've received along the way.



Before - (Assuming they understand the desired outcomes, goals... etc.)

Some things you're not able to go back and do later.

Set up Alerts to track Mentions and notify you when you're mentioned.

- Google Alerts
- Mention.com (Sentiment Analysis to get baseline?)

Make sure you have Google Analytics set up

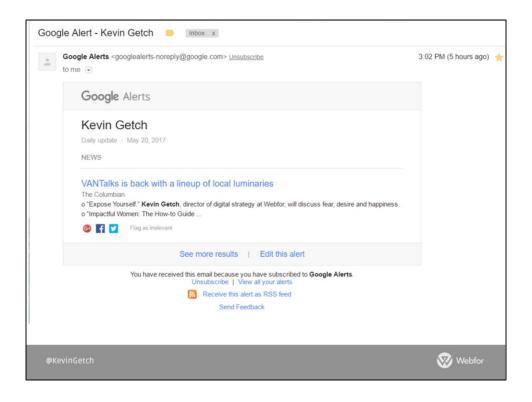
- Google Analytics set up (filter out internal IP?)
- Goals created?
- Remarketing Pixel installed (Explain Why)
- UTM tag your urls (Share url generator)

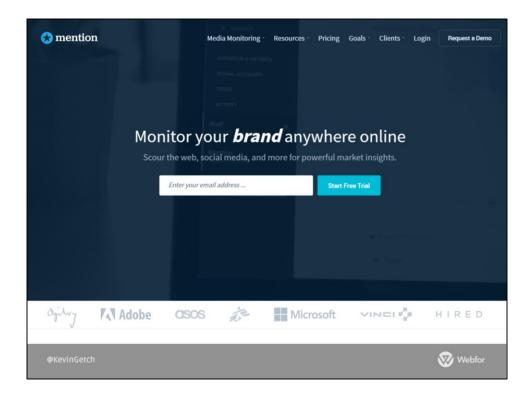
Hacks!!!!

- Create Custom Audience on Facebook and install Tracking Pixel (Will give you access to the firehose of demo/psycho data from FB)
- Install Google Remarketing Pixel (Will allow you to put your message in front of the recent visitors of your website on demand and only pay if they click the image)
- G2B/G2C Hack Get your message in front of all employees that work for a specific company.



Google.com/alerts is FREE - Allows you to set up multiple alerts for branded and non-branded terms. You can utilize boolean search parameters to make your query more accurate and filter out unwanted notifications.

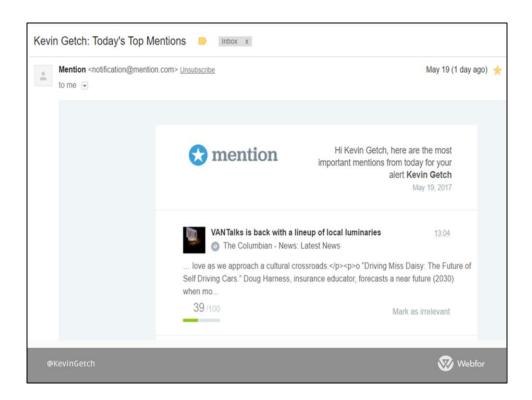


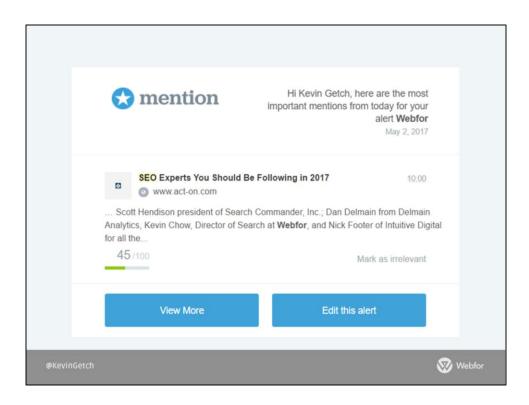


Mention.com - When you sign up for a free trial with mention.com it will prompt you to do their paid plan, but it will let you continue with the basic free option after the trial is up. Their are paid options at \$29 & \$99/mo (the \$99/mo includes sentiment analysis).

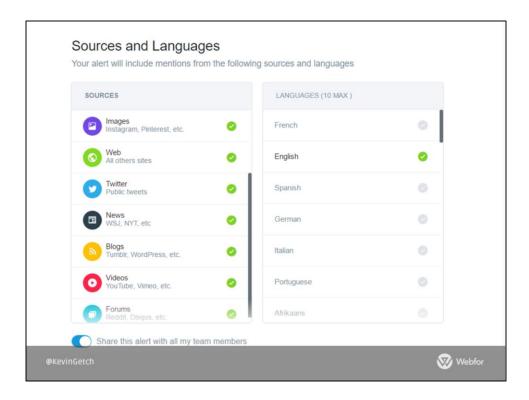
Mention provides more timely notifications after you're mentioned in the media and can track a number of different sources.

The paid version also has sentiment analysis.





Remember!!! The media is no longer... just the media.



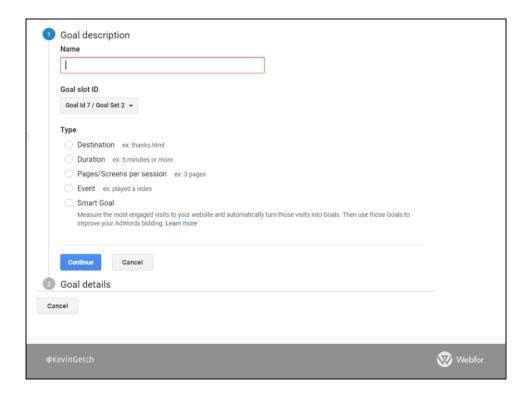
Getting it setup is extremely easy. Just select all the sources, enter your queries and start tracking your mentions.



Google analytics is free and is one of the best analytics platforms. You should definitely be utilizing it.

Most of you probably are, but are you utilizing it correctly? Or getting the most out of it?

- To make sure you're getting accurate data you should exclude your internal IP
- You should also have goals set up. How many of you have conversion goals set up in GA?
- There are a number of other things we don't have time to cover today.



Make sure you have goals set up in Google analytics! Having a baseline will allow you to know if the work you're doing is moving the needle.

A few examples of goals that could provide you with information on how your....

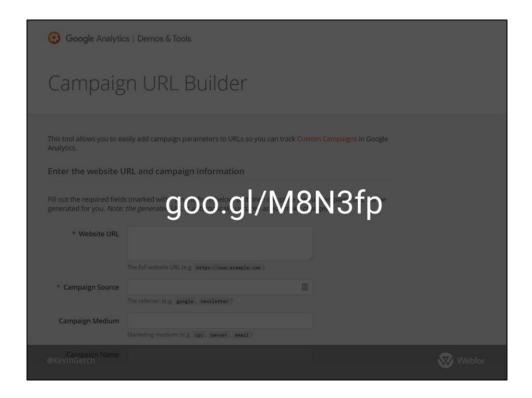
- Time on site
- A certain path the user takes
- Signing up for notifications/email newsletter
- Downloading something
- Filling out a contact form

Create custom URL parameters for better tracking

https://webfor.com/?utm_source=facebook&utm_medium=cpc&utm_campaign=bestinbiz

@KevinGetch





Campaign Source

utm_source

Required.

Use utm_source to identify a search engine, newsletter name, or other source.

Example: google

Campaign Medium

utm medium

Use utm_medium to identify a medium such as email or cost-per-click.

Example: cpc

Campaign Name

utm_campaign

Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign.

Example: utm_campaign=spring_sale

Campaign Term

utm_term

Used for paid search. Use utm_term to note the keywords for this ad.

Example: running+shoes

Campaign Content

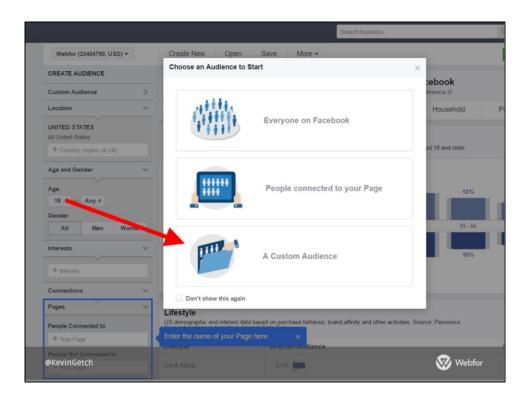
utm_content

Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL.

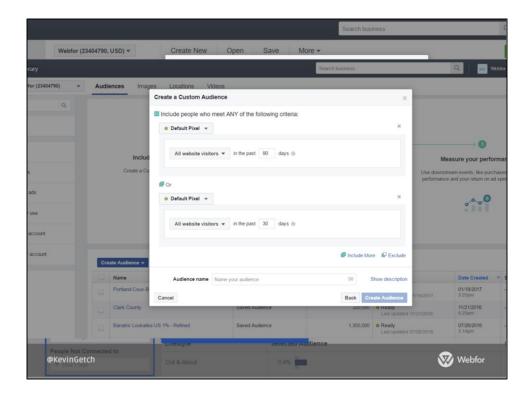
Examples: logolink or textlink



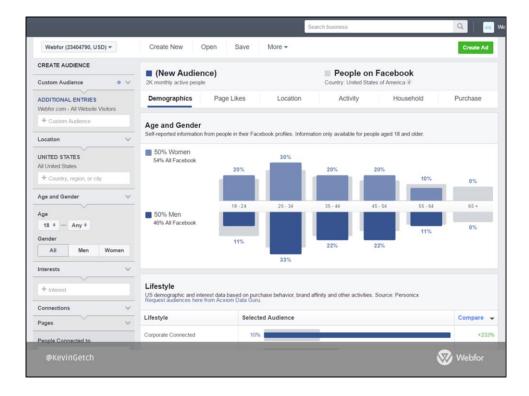
Here are a few of my favorite hacks... B2B Social Hack Google Remarketing Hack Custom Audience Facebook Hack



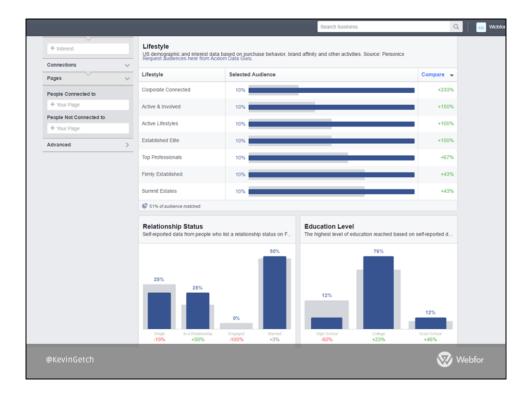
Create a custom audience titled "Website Visitors" and install the Facebook tracking pixel - this will give you access to the firehose of Facebook demographic and psychographic data on your website visitors. Even if you're not going to remarket to these people right away... it's still great to put into place as this information is so valuable.



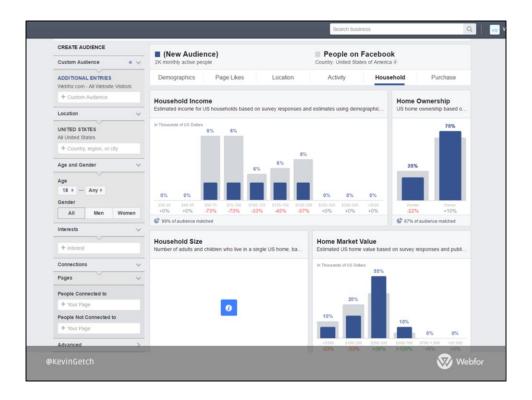
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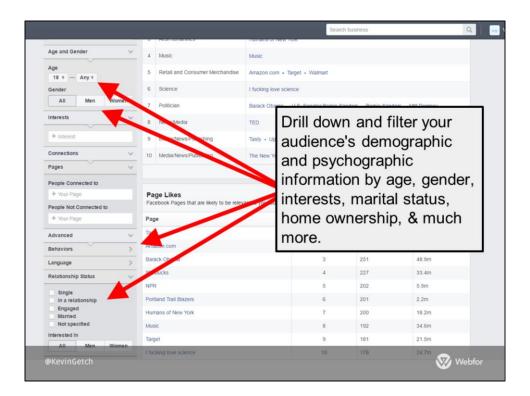
Information like the age, gender & lifestyle traits of your website visitors.



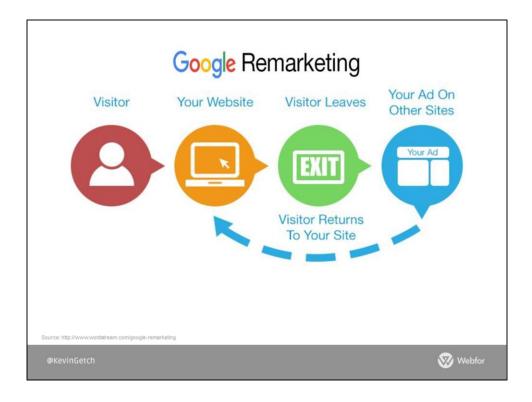
Relationship status, education level...



Average income, Home ownership, home value... and that's not all :)



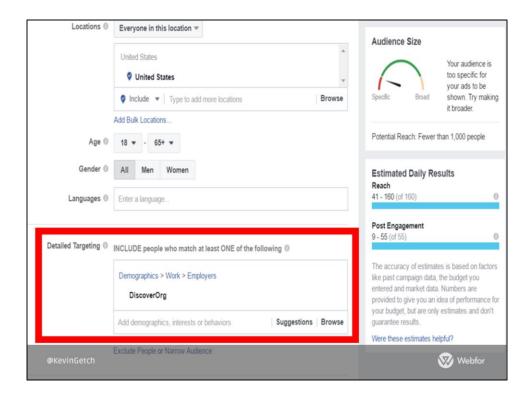
You can pivot/filter this audience base on all of these factors. So if you're message should resonate with married, homeowners between 25 - 45 w/ kids then you can learn more about them (or create an audience and target your message to those specific users)... if you're wanting to see more information on someone with a specific job title you can see that too.



Even if you're not utilizing Google Remarketing all the time... it doesn't cost you anything to have the pixel installed and to start building the audience.

Does everyone understand how remarketing works?

If you want to - very inexpensively - get your ad/content/news back in front of everyone who just visited your website you can put together a quick campaign. You don't pay anything unles they click on the ad!!!



There are times when you have a large business where you may want to get content in front of all of their employees.

You can utilize Facebook to target by employer.

This can be used creatively in so many different ways.

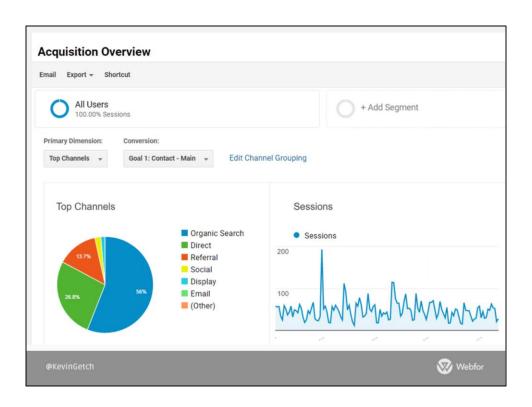


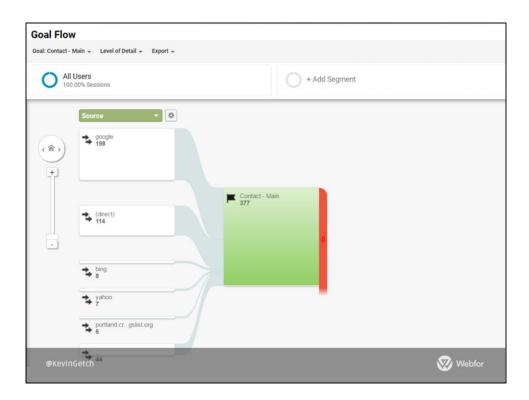
During

While you're implementing your strategy you will want to check to see if what you're doing is moving the dial.

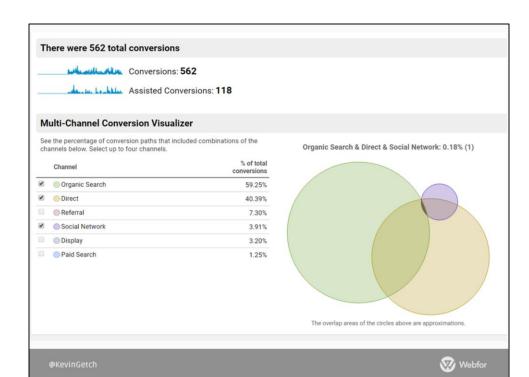
Because you already made sure you have "all the things" set up and you have a baseline (to the extent that's possible) you can now see what your impact has been.

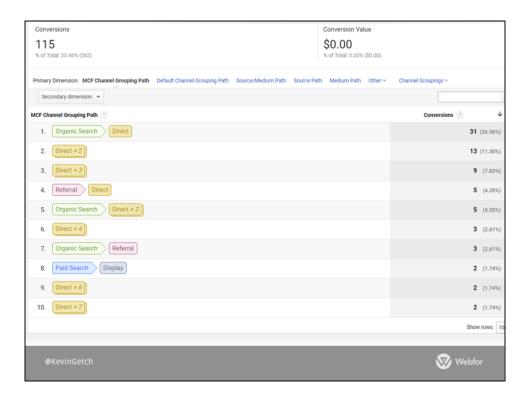
Is sentiment improving over time?
Is traffic increasing to the pages...
Increasing time on the pages of your site
Have you received some positive media coverage?
etc.



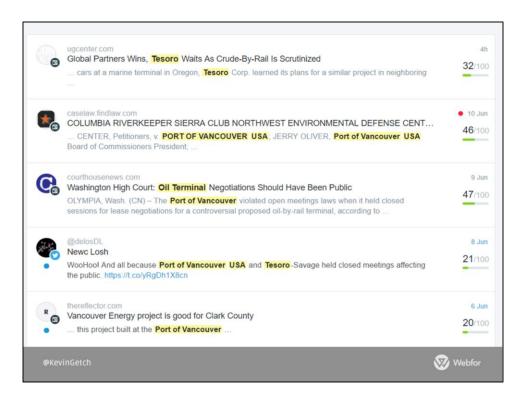


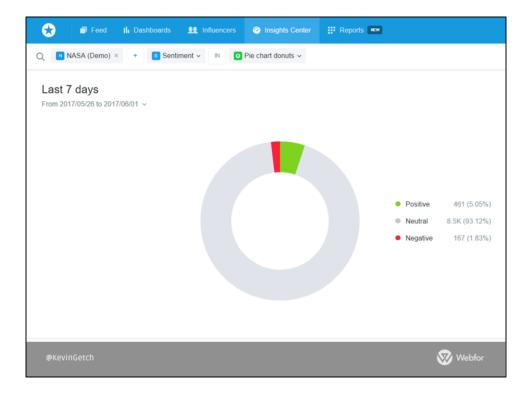
Look to understand which channels are driving your desired outcomes with the Goal Flow report.



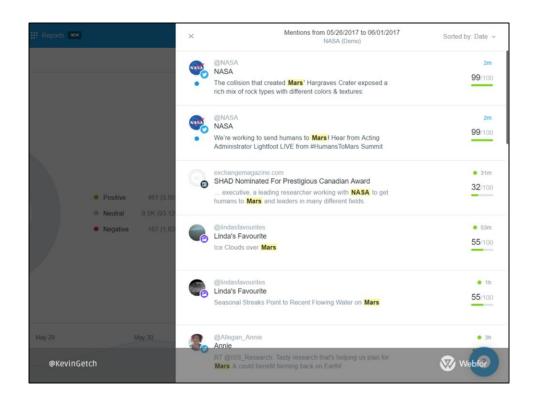


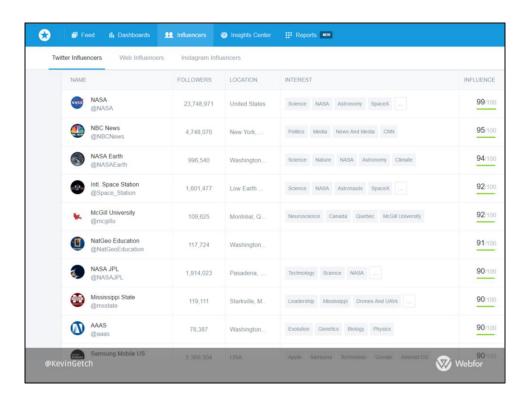
Top Conversion Paths Report



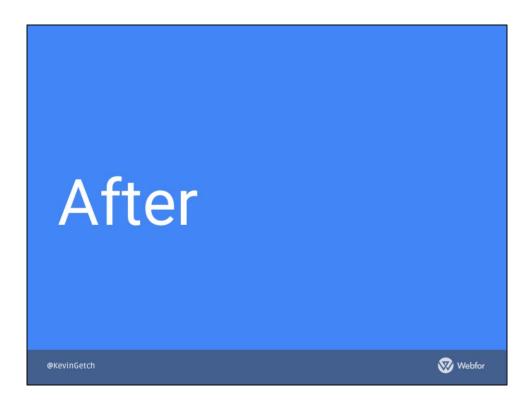


Check sentiment analysis to see...









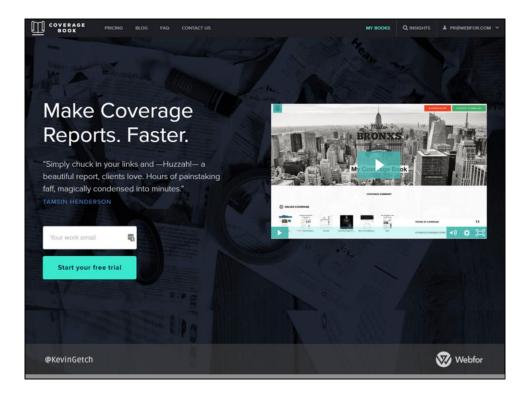
After - (Report to stakeholders)

Report the results / work you did... show the data you collected prior and show how the needle moved.

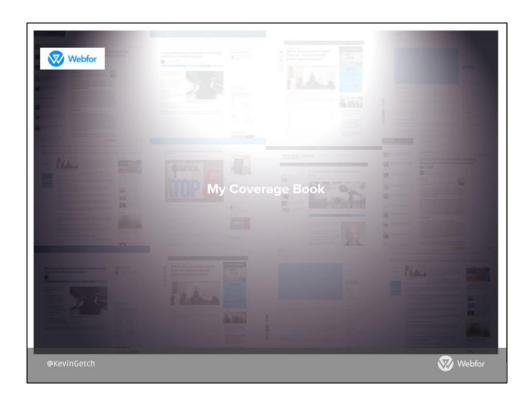
of mentions Sentiment of mentions Quality of mentions Overall exposure Coverage Book

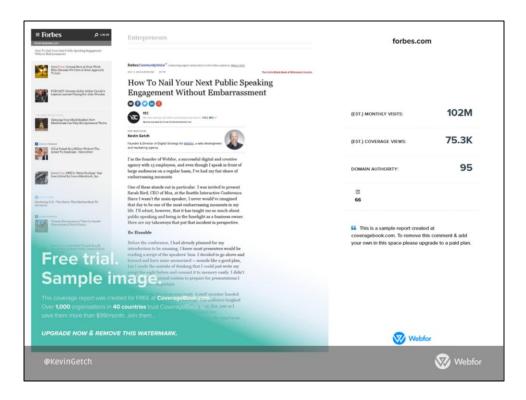


Report the metrics that matter to your stakeholders!

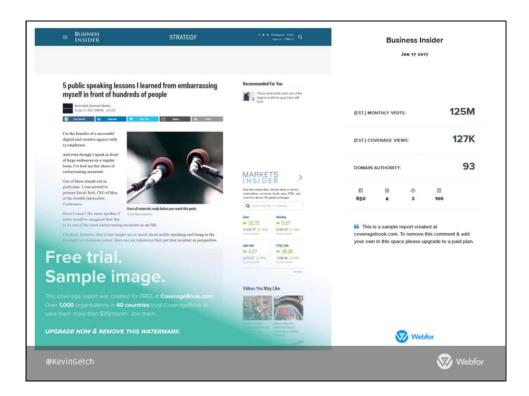


https://coveragebook.com

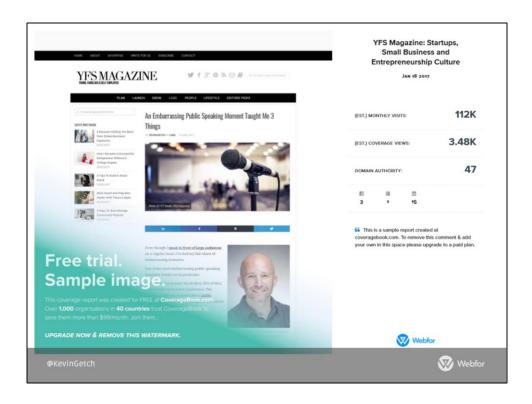




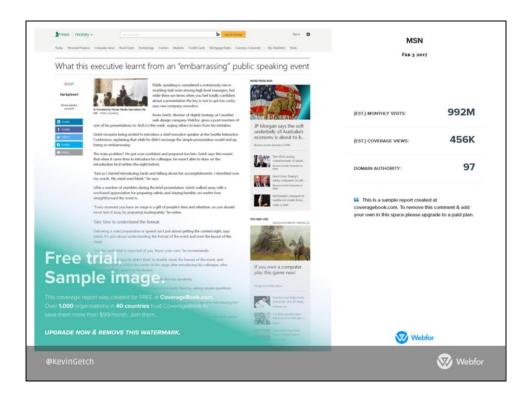
The value of this mention on Forbes was immense, but then it was picked up by other media publishers as well...



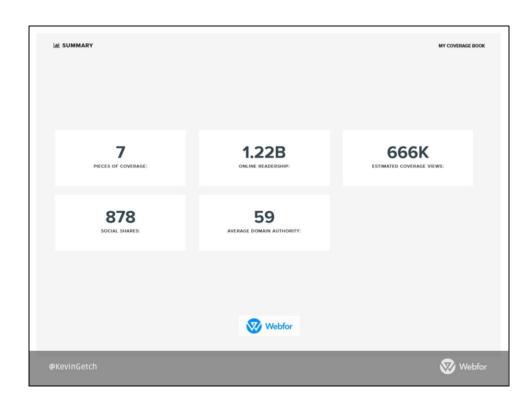
Business Insider shared my story.



YFS Magazine published it.



It was published on MSN.





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