

Get Ahead of the Curve:

How To Use Website Analytics to Craft
Your Message During the COVID Crisis And
Beyond

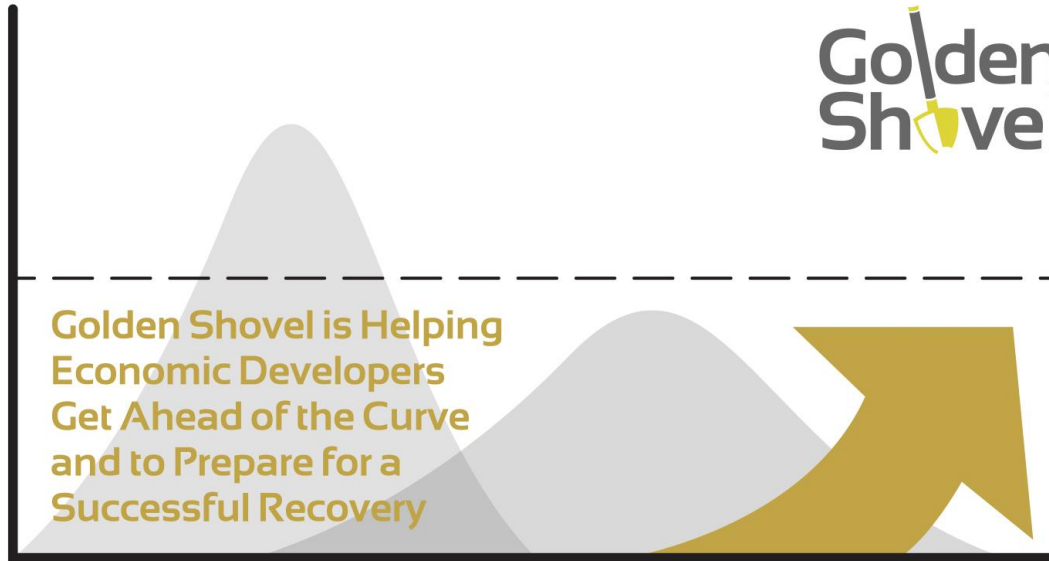


PREPARED FOR:

Ron Kresha



Marketing Strategy



**Golden Shovel is Helping
Economic Developers
Get Ahead of the Curve
and to Prepare for a
Successful Recovery**

MARKETING
STRATEGY

CONTENT
DEVELOPMENT

MARKETING
CAMPAIGN

TRACKING &
SUPPORT

Why, Golden Shovel?

- Over 10 years of communication experience in Economic Development
- Professional, economic development-focused, designers, writers, and programmers.
- Helped over 160 communities and growing.
- Created an informational, video campaign for Haiti
- Designed and build PlaceVR: Virtual Reality for Economic Development
- Working on a Guatemalan project with Oregon Trail Electric to document the process of bringing electricity to third world nations.

But, most importantly, our team is professional, competent, and amazing. They are here for you.

The COVID Crisis is Real

Let's begin with a reality check:

1. This is really happening and we need to work together to create the future.
2. We are not saving the past; we are in fact building the next generation. There is opportunity.
3. Economic developers now have the ability and responsibility to be part of, and in many cases, be the solution.
4. You are not alone. There are resources. AND, you can do this. You need to do this.

Communicating in a Time of Crisis is Different

1. Don't stop communicating.
2. Keep your messages simple.
3. Be authentic, honest, and factual.
4. You have to work harder now, so people remember your message when the crisis is over.
5. Five weeks ago, people were watching cat videos... now they are looking for answers and solutions.



Rehearsal For The Revolution

1. Successful marketing is not difficult, but it requires

- Planning
- Execution
- Discipline

2. This COVID situation is exposing the lack of preparation and challenges that economic developers face.



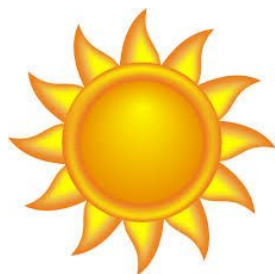
Disconnect With Your Board Or Community

Before the COVID crisis, economic developers had a difficult time convincing board members and community leaders of the importance of marketing and messaging.

We created a whitepaper “Using Website Data Analytics to Communicate with an Economic Development Board” to help explain website traffic and improve content marketing.

Now, more than ever, content marketing will be critical to a community’s success.

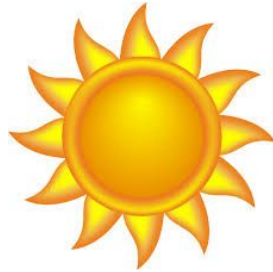
African Proverb



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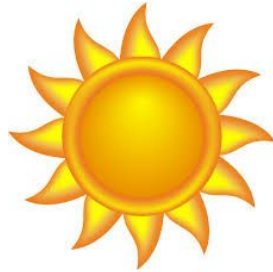


African Proverb



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African Proverb



Lion? or the Gazelle?

Doesn't matter,
because everyone is
running.



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When Reviewing Website Statistics, Context Is Everything

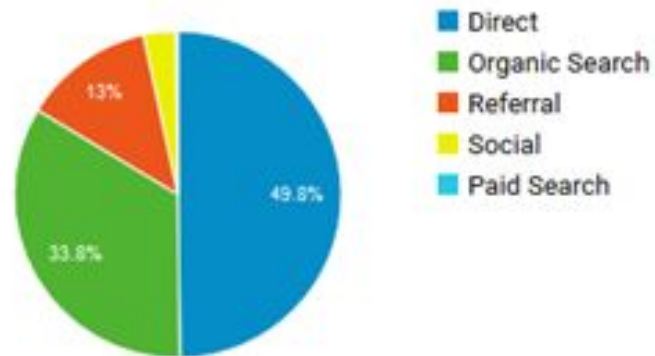
1. What are the marketing goals of the economic development organization?
2. Are the results of the website directly correlated to the marketing efforts?
3. If the results are directly correlated to the results, then are the results desirable or undesirable?
4. If the results are desirable, **amplify**.
5. If the results are undesirable, **change**.



How many looked at this and fell asleep?

Users	Users by State	
2816	Nebraska	740
New Users	Iowa	673
3400	(not set)	342
Sessions	Illinois	170
1.167274385	California	123
Number of Sessions per User	Wisconsin	99
0.8282352941	Virginia	76
PageViews	Minnesota	62
8122	Texas	46
Pages/Session	Social Media	
2.388823529	(not set)	2510
	Facebook	880
	Twitter	6
	LinkedIn	4

Top Channels



How much traffic should you be getting?

Basic Definitions

Session/Visits:	Time spent on your site in intervals of 30 minutes
Pages/Session:	Average number of pages viewed in a session
Unique PageViews:	Times a page was viewed <i>during session</i>
New Vs Returning:	Cookie-based tracking
Segments:	Paid vs Organic or other categories
Landing Page:	Page a visitor entered your site
Exit Page:	Page a visitor left your site
Bounce Rate:	Visitors who left after visiting one page
Traffic Sources:	Direct traffic vs search engines or referral
Keywords:	Identified terms to find your site
Pageviews:	Pages your visitors are reading

Traffic: Good or Bad?



Traffic: Good or Bad?

Website Traffic is neither good or bad?

Rather, website traffic should be considered in the following manner:

1. Are the results achieving our marketing goals?
2. Are our efforts driving the results?
3. What is causing the results?
4. What is needed to change the results?



Statistical Significance

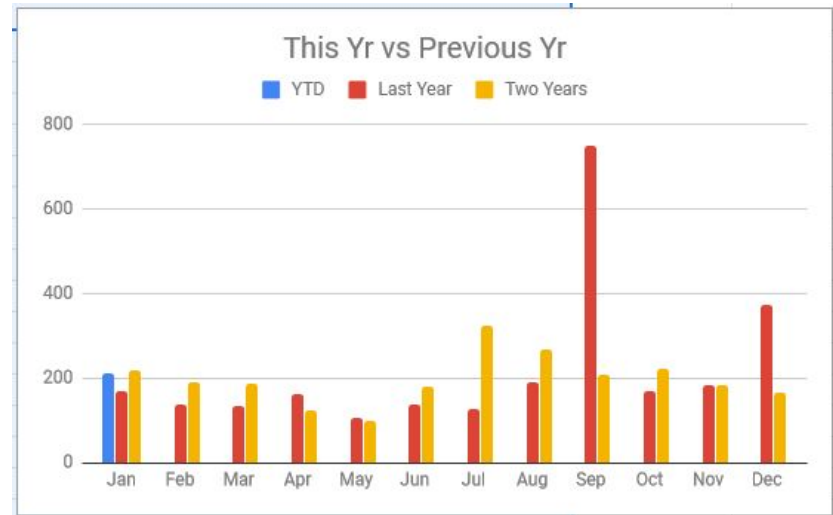
Use statistical significance to establish a baseline and upper and lower limits. This allows you to decide whether or not your actions are driving results.



Statistical Significance

Lower Limit: -140
Average: 219
Upper Limit 579
Std. Dev 180

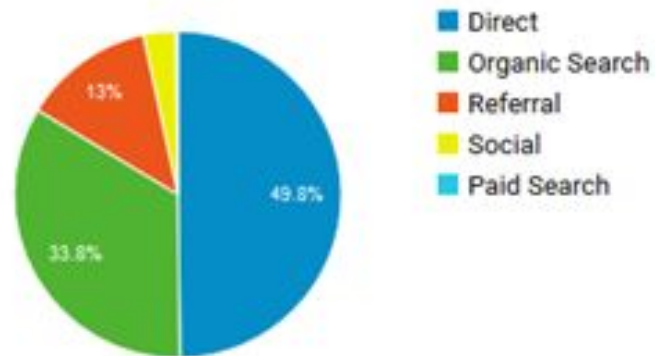
Statistical Significance: **High**



Analyze Your Data

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Top Channels



Traffic Sources

Direct	77	41.62%
http://m.facebook.com/	13	7.03%
https://www.google.com/	95	51.35%
	185	

Business Visitors by Industry

Education	35	17.59%
Government	21	10.55%
Construction	14	7.04%
Medical Practice	13	6.53%
Information Technology and Services	12	6.03%
Transportation/Trucking/Railroad	10	5.03%

Visits by Interest

Board	1	0.41%
Staff	22	8.98%
News	65	26.53%
Sites	17	6.94%
General	135	55.10%
Toolbox	3	1.22%
Workforce	2	0.82%
	245	



Pages Viewed

The most important question is *What aren't they reading and why?*

In this case, it was found that the economic development organization wanted to attract outside interest; however, their efforts were simply using the website as a community resource.

We helped them shift their content to a broader audience.

Because we knew the confidence of our efforts, we could direct the traffic to a new goal.

Most Visited Pages	
Economic Development Foundation HOMEPAGE	1367
Economic Development Foundation Announces PRESS RELEASES	379
Economic Development Foundation News & Media NEWS STORIES	199
Economic Development Foundation Board of Directors CONTACT	176
Supporting A Supportive Community SUCCESS STORY	236
Economic Development Foundation County Programs	12
Economic Development Foundation - Why XXXXCounty	55
Economic Development Foundation Available Sites REAL ESTATE	28
Economic Development Foundation State Programs	25
Economic Development Foundation Staff	39
Economic Development Foundation Partnerships	32
Economic Development Leading Employers	19
Economic Development Foundation Contacts	31
Economic Development Foundation - Imap	11

Let's Review

1. Access your website and social media statistics
2. Establish statistical significance (Don't skip)
3. Analyze your traffic sources
4. Analyze your visitor detail (who and why)
5. Analyze the pages they view and don't view
6. Refresh or create content to improve traffic and attract desired visitors
7. Review your statistics monthly and adjust
8. Create content and social media posts that reach your goals

Why?

Why is this the right time?

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- 5. Five weeks ago, people were watching cat videos... now they are looking for answers and solutions.**



Website Resource

Top 10 Webinars

<https://www.goldenshovelagency.com/news-&-events/p/item/24968/2020-exceptional-economic-development-webinars>

2020 Exceptional Websites

<https://www.goldenshovelagency.com/news-&-events/p/item/22454/2020-exceptional-economic-development-websites>

Step-by-Step Guide to Opportunity Zones

<http://goldenshovelagency-3379625.hs-sites.com/opportunityzonesguide-0>

30 Proven Marketing Tips for Economic Developers

<http://goldenshovelagency-3379625.hs-sites.com/30leadgentips>

Workforce Attraction Toolkit

<http://goldenshovelagency-3379625.hs-sites.com/workforceattraction>

Winning the Battle To Attract A Workforce

<http://goldenshovelagency-3379625.hs-sites.com/sample-offer-0-0-0-2>

Strategy in Five

<http://goldenshovelagency-3379625.hs-sites.com/sample-offer-0-0>

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