Cassandra Hansen

Senior Digital Marketing Strategist, Mighty Citizen

Strengths: Spreadsheets, Analytics, Language

Weaknesses: TikTok & Extreme Cold 🥶

Branding and digital transformation for mission-driven organizations.

Research & Analytics

Branding & Strategy

UX Design & Content

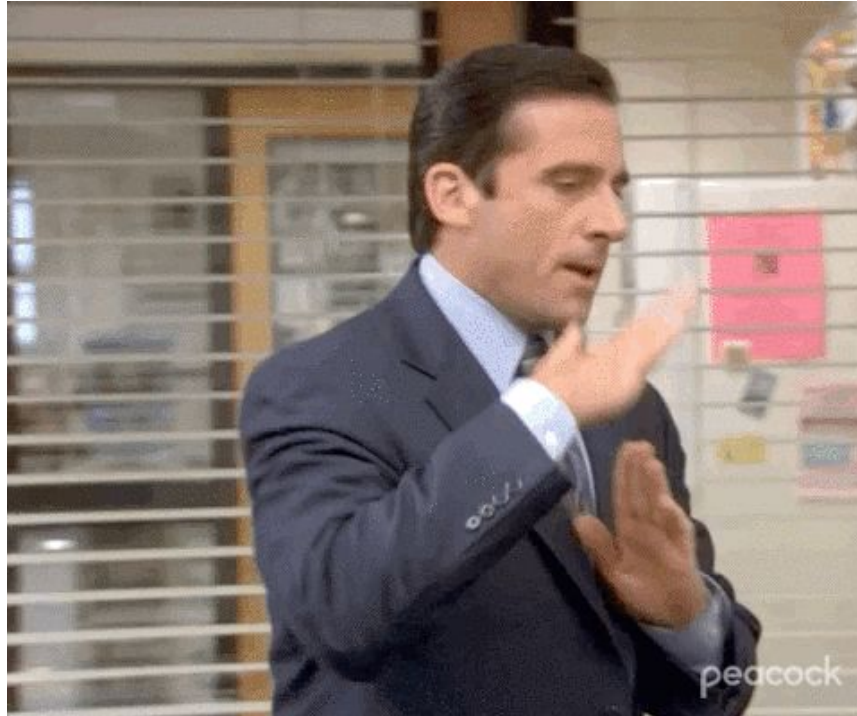Web Development

Marketing, Media & Search

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Before We Start

Ask Yourself

1. Is this relevant?

2. Will it solve a problem?

3. Do we or will we have the infrastructure/resources in place to effectively implement this?

#1 Google Analytics 4 (GA4)

Poll

a. My organization has moved to GA4
b. My organization has a plan and date to move to GA4
c. My organization has started conversations about moving to GA4
d. What is GA4?

Start Now

Universal Analytics (UA) sunsets
July 1, 2023

Key differences

- Event- vs. session-based
- Engagement rate vs. bounce rate
- Better custom reports
- Merging app + website
- **Cross-device/platform/domain**
- Machine learning/attribution

Google Analytics

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Why It Matters

- **Delaying a switch may result in a loss of YoY data**
- Data retention considerations
- Data storage may be required depending on your needs
- How you look at data, metrics, and analyze will change
- You have more power: data streams and cross domain tracking

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Best Practices in Setup

- **Change default data retention setting!**
- Roll up domains/properties
- Link GA4 to BigQuery
- Enable site search tracking
- Choose your attribution model (data-driven or position-based)
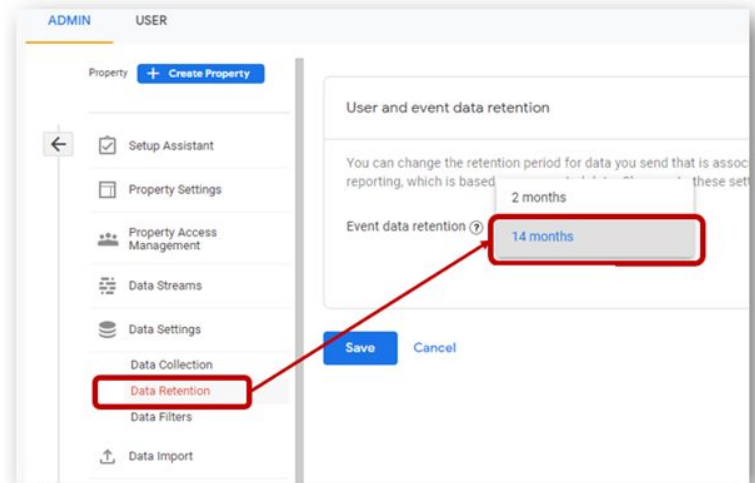
Best Practices in Setup

- Use Google Tag Manager!
- Filter internal traffic
- Create custom events and dimensions (membership apps, renewals, certifications, video views, downloads)
- Connect to other Google products
  - Search Console
  - Google Ads
  - Google Data Studio
  - **Google Marketing Platform**

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Take Action: Google Analytics 4 (GA4)

1. Start the conversation with your team now.
2. Create a plan for setup, roll-up properties, and data retention to launch before July 1, 2023.
3. Set up a new GA4 account and implement using GTM.
4. Change the default data retention and tracking settings.
5. Begin analyzing GA4 data in your regular reporting environment.

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#2 Privacy Challenges
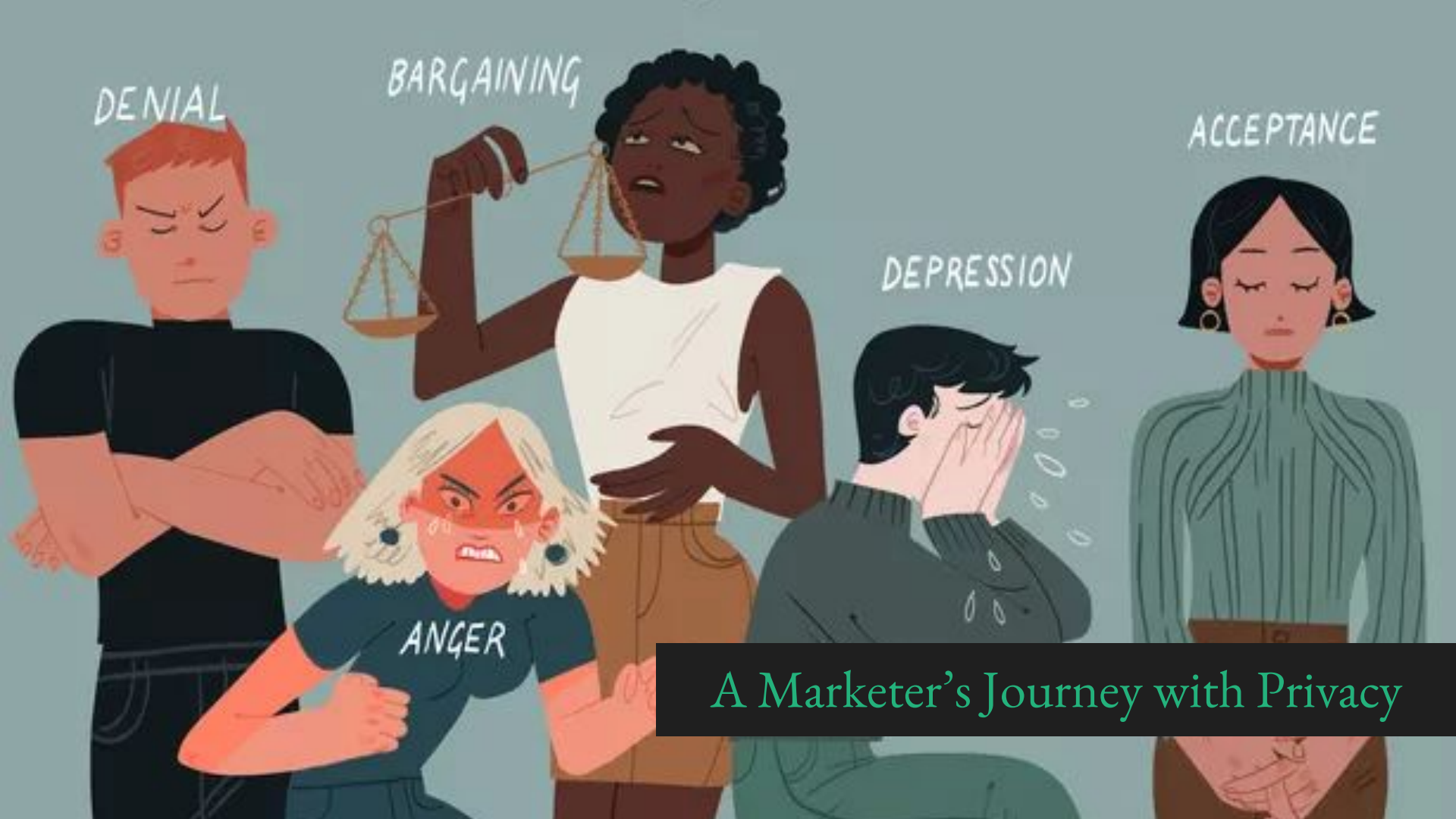
DENIAL BARGAINING ACCEPTANCE

DEPRESSION

ANGER

A Marketer's Journey with Privacy

Privacy Challenges by the Numbers

41%
of marketers believe their biggest challenge will be their inability to track the right data.

44%
of marketers predict a need to increase their spending by 5% to 25% in order to reach the same goals as 2021.

23%
of marketing experts plan on investing in email marketing software due to Google's new policy.

Source: GetApp Survey

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Managing Privacy Challenges

We get it: things will never be the same, but there is hope!

- Prioritize a first-party data strategy
- Lifetime customers (you are only as strong as your list!)
- Optimize by channel
- Mobile strategy (apps too)
- Click funnels and lead funnels

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Free Tools for Lead Generation

- **Unbounce:** avoid the need for a dev team to collect leads on an easy to build landing page
- **Reach (by Zendesk)**: lead generation and nurturing software
- **Leadpages**: an alternative to Unbounce with many templates
- **Sumo**: email marketing tool
- **Hotjar:** analyze your user behavior to optimize lead gen

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Take Action: Privacy

1. Start the conversation with your team now.
2. Begin collecting and refining customer lists.
3. Identify gaps in your current lead funnels.
4. Create a first-party data strategy across all necessary channels to launch alongside a 2023/2024 communications plan.
5. Build a plan and implement tools to maintain and update first party data.

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#3 Site Optimization

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Optimization is Key

#1: Nothing new...users are on mobile and switching devices.

#2: As paid advertising costs rise, a well-oiled SEO strategy is critical for assisting your organic search traffic. Your site's desktop and mobile optimization "scores" are affecting your search engine rankings.
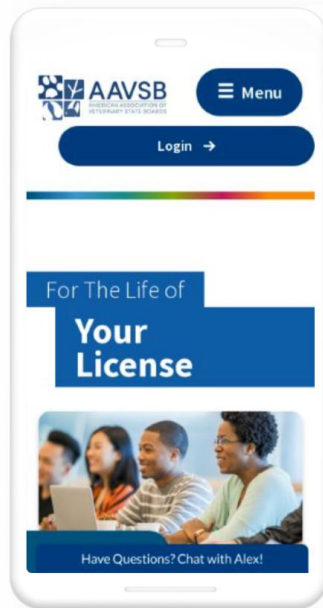
Site Optimization

- Speed (especially mobile)
- Mobile friendliness score
- Technical SEO: meta tags, alt tags, image/video/link errors, indexing, XML sitemap
- Backlinks
- SEO Tools:
  - Easy: Google Core Web Vitals, Google Search Console, HubSpot
  - Advanced: WebCEO, SEMrush, Ahrefs, Moz

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What an Audit Can Tell You

Technical Issues

✓ Unique broken links

⊘ **3** Pages with errors

✓ No 404 Issues
✓ No Broken Images
✓ No Broken Javascript files
✓ No Broken CSS files
✓ No Broken links in CSS styles

✓ No Server Issues
✓ No Page Access Issues
✓ No Mixed Content Issues

SEO Issues

52%
Site optimization

94
issues found

21
pages with issues

22
total pages analysed

Site Optimization over Time

52.00% Site Optimization

50%
25%
0%

Feb 25, 2022 — Mar 18, 2022 — Apr 8, 2022 — Apr 22, 2022 — May 11, 2022

On-site Issues over Time

94 SEO issues

100
50
0

Feb 24, 2022 — Mar 18, 2022 — Apr 7, 2022 — Apr 21, 2022 — May 11, 2022

Pages in Google Index

592 Indexed pages

1,000
750
500
250
0

Nov 26, 2021 — Jan 7, 2022 — Feb 18, 2022 — Apr 1, 2022 — May 6, 2022

Take Action: Site Optimization

1. Start the conversation with your team now.
2. Determine SEO tools that best suit your team.
3. Audit your site's current speed on mobile and desktop.
4. Evaluate your site's current optimization rate and any SEO issues.
5. Develop an action plan for addressing any known issues and opportunities to increase SEO rankings.

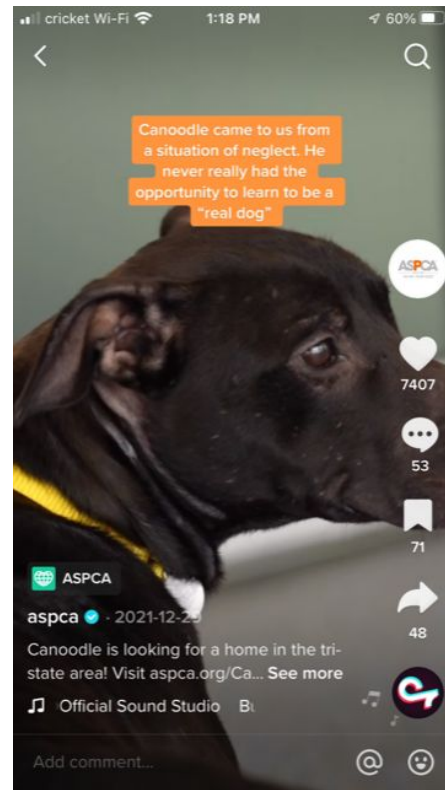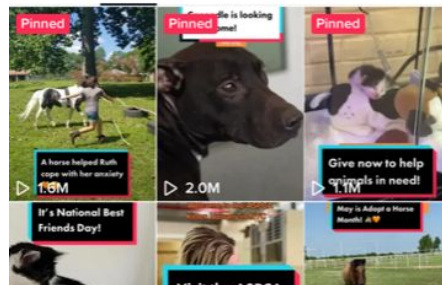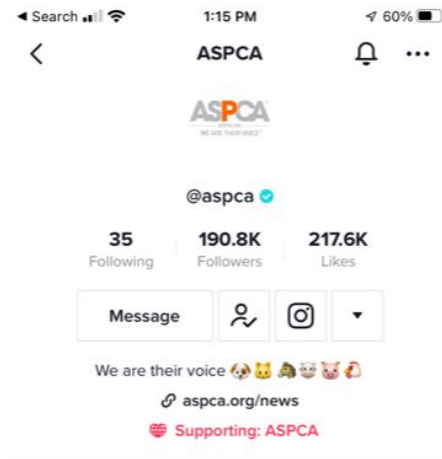
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#4 Video Marketing

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Poll

a. My organization has already integrated video marketing

b. My organization has thought about video marketing

c. We don't even know where to start

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An All-Time High

56% of users watching

videos every month

An average of **9.5**

video streaming apps on
each US smartphone

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Video Marketing Content

- Live streams (mail/kit production, behind the scenes, AMA or "ask me anything")
- Leverage live events, partnerships
- User-generated (UG) content
- Engage your younger audience
  - **Instagram Reels, Facebook Stories, YouTube Shorts, and TikTok**

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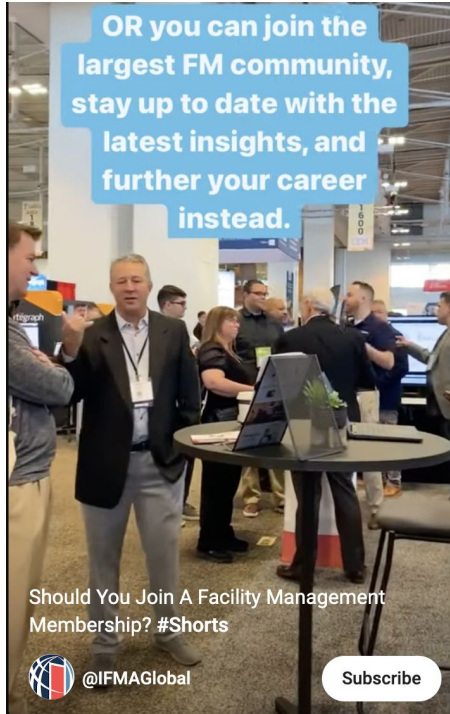
Video Production Considerations

- Short, high-impact
- Vertical videos
- Silent video with captions
- Accessibility
- 4k quality
- Trending audio

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YouTube Shorts
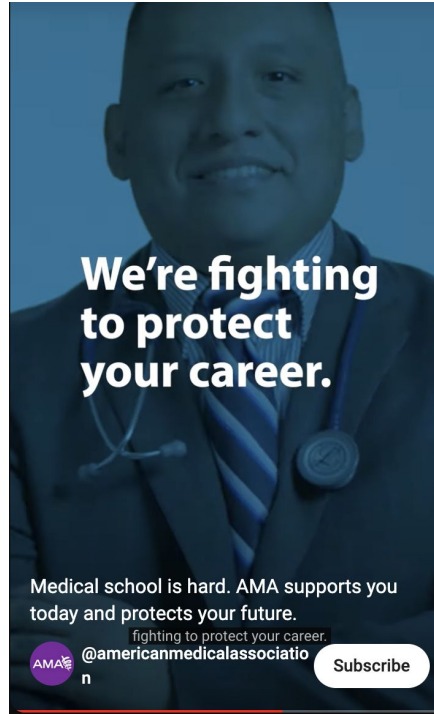
OR you can join the largest FM community, stay up to date with the latest insights, and further your career instead.

Should You Join A Facility Management Membership? #Shorts

@IFMAGlobal

Subscribe
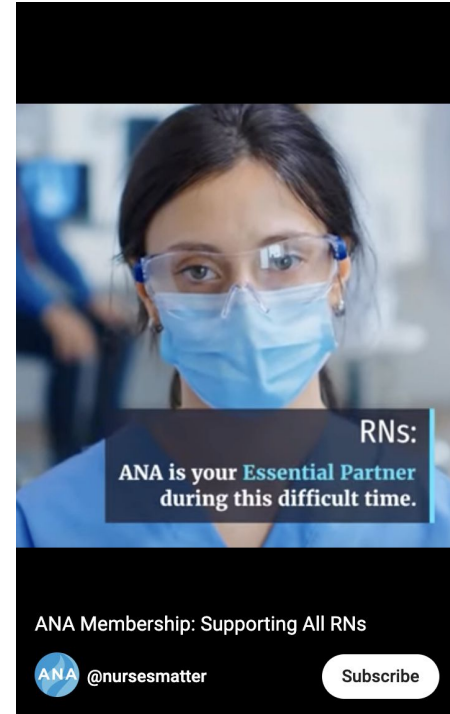
We're fighting to protect your career.

Medical school is hard. AMA supports you today and protects your future.

fighting to protect your career.

@americanmedicalassociation

Subscribe

RNs:
ANA is your Essential Partner during this difficult time.

ANA Membership: Supporting All RNs

@nursesmatter

Subscribe

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YouTube Advertising

- Fastest growing viewership channel (**81%** of adults in US)

- YouTube ads perform more successfully than TV and radio commercials with over 3 billion views per day. Mobile advertising is **84%** more likely to grab consumer attention than TV ads

- YouTube Shorts & Live Streaming: Think TikTok and Reels

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Types of YouTube Ads

Skippable video ads
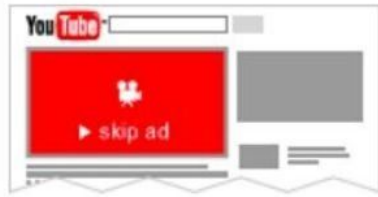
Non-skippable video ads
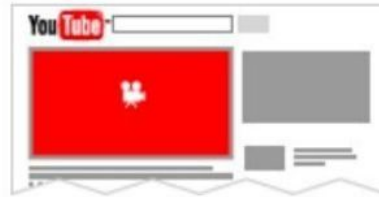
Bumper ads
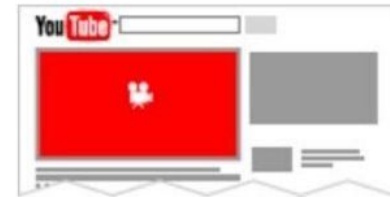
Overlay ads

Display ads

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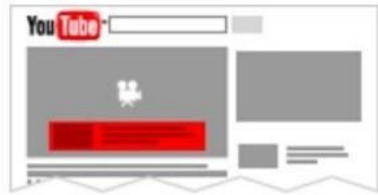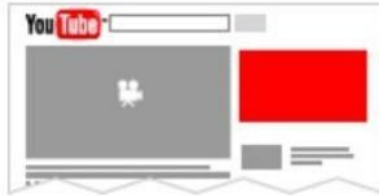
Other Considerations

- Alignment with strategy
  - Channels
  - Events
  - Topics
- Your marketing budget
  - Production → videos at scale
  - Agency/vendor
- Audience demographics and psychographics

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Take Action: Video Marketing

1. No videos just for videos' sake. Start conversations now if you plan on having a video strategy for 2023/2024.
2. Consider your content - what do your audiences want to see? Have you asked them?
3. If you're new to video production, test your videos by content and channel. You may not need to be everywhere!
4. Leverage live streaming, live events, and user-generated content where appropriate.
5. Consider a YouTube advertising strategy - test test test!

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#5 Responsive Search Ads (RSAs)

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Responsive Search Ads

A search ad that adapts to show more relevant messages to your customers through artificial intelligence (AI)

- **The new norm for search engine marketing (SEM):**
  - Starting June 30, 2022, you'll no longer be able to create or edit expanded text ads in Google
- Let AI do the work for you

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Ad group: Select an ad group ✏️

Final URL ⑦

Display URL ⑦
www.example.com / _____ / _____
                        0 / 15   0 / 15
Enter multiple headlines and descriptions. They'll be automatically combined into ads that can improve performance. Show guided steps ⑦

ⓘ To increase your chances of ads showing, add at least 5 headlines that are different from each other and don't use similar phrases. See examples

Headlines ⑦

New headline

New headline   0 / 30

New headline   0 / 30

New headline   0 / 30

New headline   0 / 30
                                                           0 / 30

ADD HEADLINE

Descriptions ⑦

New description

New description   0 / 90

ADD DESCRIPTION   0 / 90

⌄ Ad URL options

Preview   🖥️ 📱

Headline 1 | Headline 2 | Headline 3   ⓘ
[Ad] www.example.com

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown, and some shortening may also occur in some formats.

Keep in mind

- Responsive search ads are in beta. Make sure to regularly monitor the performance and status of your ads.
- Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law.
- Non-disclosure reminder: Since this is a beta feature, under the AdWords Terms & Conditions, you may not disclose any non-public information.
- Even after ads are assembled, they may not serve.
- If you have text that should appear in every ad, then you must pin it to either Headline position 1, Headline position 2, or Description position 1, and also make sure it is less than 80 characters long. Learn more

SAVE NEW AD   CANCEL

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Benefits of RSAs

- Test multiple headlines and descriptions (value props)
- Google Ads automatically learns which combinations perform best
- Tailor your headlines and descriptions to locations
- Ability to pin certain headlines to locations
- Compete in more auctions and queries
- **Higher CTR (5-15% increase) and conversion rates (7% increase)**

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Take Action: Responsive Search Ads

1. Audit current search ads and needs for upgrading in 2023.
2. Identify top keywords and CTAs to incorporate into RSAs.
3. Work with your team to create a series of distinct headlines and descriptions that can be used in combination with others.
4. Determine the need for dynamic content (location/keyword).
5. Create a test RSA campaign and evaluate which headlines and descriptions are working best. This information may be helpful in other marketing materials outside of Google Search.

Notable Mentions

- AI/Chat GPT
- Influencer Marketing
- Social Impact
- LinkedIn is Growing

External Resources

- [GA4](#)
- [Google Tag Manager](#) and [Advanced Tips](#)
- [First Party Data Strategy Tips](#)
- [Mobile Site Speed Optimization](#)
- SEO Tools: [Google Core Web Vitals](#), [Google Search Console](#), [HubSpot](#)
- Advanced SEO Tools: [WebCEO](#), [Semrush](#), [Ahrefs](#), [Moz](#)
- Landing Page Builder: [Unbounce](#)
- Landing Page Builder: [Leadpages](#)
- Sales Engagement/Lead Gen Tool: [Reach (by Zendesk)](#)
- Email Marketing Tool: [Sumo](#)
- Website Behavioral Analytics Tool: [Hotjar](#)
- [Response Search Ads (RSAs)](#)
- Chatbots: [Zendesk](#), [Microsoft Azure Bot Service](#), [WordPress (WP)-Chatbot](#), [Netomi](#), [Drift](#)
- [Metaverse](#), [NFTs](#)

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The Mighty GPS

A 10-minute self-assessment to measure your organization's marketing maturity.

Get started at:
themightygps.com

- An overall marketing maturity score and stage for your organization.

- Scores across six categories to identify areas of strength and opportunities for improvement.

- A customized report with next steps for each category to help you move into the next stage of marketing maturity.

Thank you!

Get the slides and sign up for our monthly insights:

mightycitizen.com/digital-marketing