



June 21, 2022

# FORUM FORWARD of

Inspiring Excellence

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## Cassandra Hansen

Digital Marketing Strategist  
Mighty Citizen

Tuesday, June 21, 2022

9:50 am - 10:50 am

# It's Time To Reimagine Your Marketing: 9 Digital Strategies to Get You There

# Cassandra Hansen

Digital Marketing Strategist,  
Mighty Citizen

**Strengths:** Spreadsheets, Analytics,  
Language

**Weaknesses:** Snapchat &  
Extreme Heat 🥵



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# Branding and digital transformation for mission-driven organizations.

Research & Analytics

Branding & Strategy

UX Design & Content

Web Development

Marketing, Media & Search



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# 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)



# Show of hands...

- a. My association has made the move
- b. My association has a plan and date to make the move
- c. My association has started conversations about the move
- 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



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Google Analytics



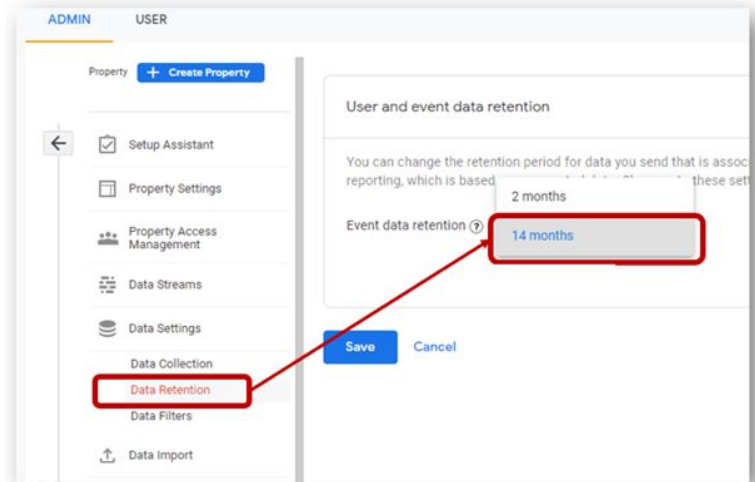
# Why It Matters

- **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



# 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
- Connect to other Google products
  - Search Console
  - Google Ads
  - Google Data Studio



# #2 Social Impact

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# Social Impact

- Sustainability
- Diversity, Equity, and Inclusion (DEI)
- Increasingly important as Millennials and Gen Z enter main consumer demographics and the workforce
- Your audiences (current and prospective members) place value on these causes - you should too!



# Search Trends

- Search trends have increased significantly for these topics
- Ex: 82% of consumers say that sustainability is more top of mind now than it was before COVID-19
- Not everyone exists directly in these spaces, so partner with people who are and leverage these search trends



# Social Impact

- How can you interact with these causes in a meaningful way?
- Are you part of the conversation?
  - Online *and* offline
  - Most effective through the lens of your mission-driven work







## Social Impact

- The expectation is on you
- Consumers are significantly educated on these issues
- Your organization is a vehicle for behavioral change and an outlet for values

# #3 Privacy Challenges





# We keep you in the game

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COOKIE NOTICE:

By clicking "Accept", you agree to the storing of cookies on your device and our use to enhance site navigation, analyze site usage, and assist in our communication efforts. Our cookie policy is available here.

Accept

Reject



# 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.



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*Source: GetApp Survey*



# 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



# 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





# #4 Site Optimization



# 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.



Test My Site



Get your full report

Your speed results for aavsb.org ⓘ

# Your mobile site speed is 0.7 seconds in United States - on a 4G - connection.

## RATING

**Good**

Good sites start to load in under 2.5 seconds.

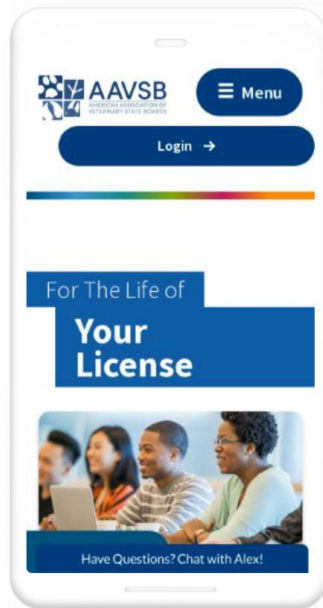
[Learn more](#)

## QUARTERLY TREND

**Speeding Up**

Your site has gotten 0.1 seconds faster this quarter

[Learn more](#)






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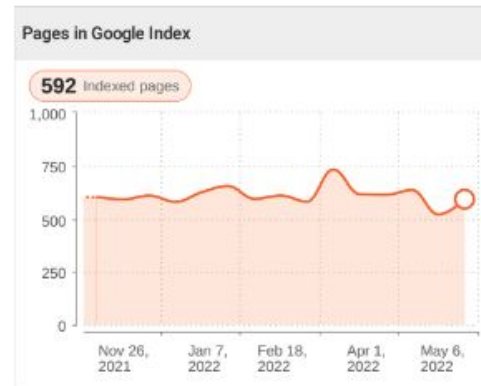
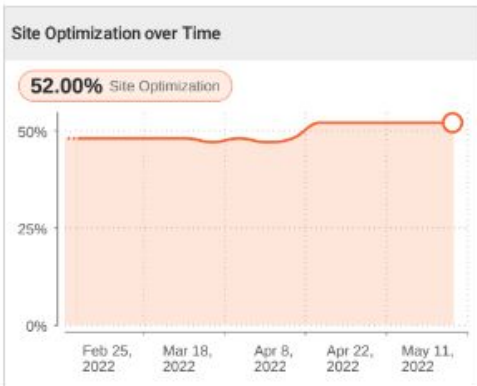
# Site Optimization

- 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



Technical Issues		
 Unique broken links	✓ No 404 Issues	✓ No Server Issues
	✓ No Broken Images	✓ No Page Access Issues
 Pages with errors	✓ No Broken Javascript files	✓ No Mixed Content Issues
	✓ No Broken CSS files	
	✓ No Broken links in CSS styles	

SEO Issues	
 Site optimization	<b>94</b> issues found
	<b>21</b> pages with issues
	<b>22</b> total pages analysed





# #5 Video Marketing and YouTube Advertising



# Show of hands...

- a. My association has already integrated video marketing
- b. My association has thought about video marketing
- c. We don't even know where to start

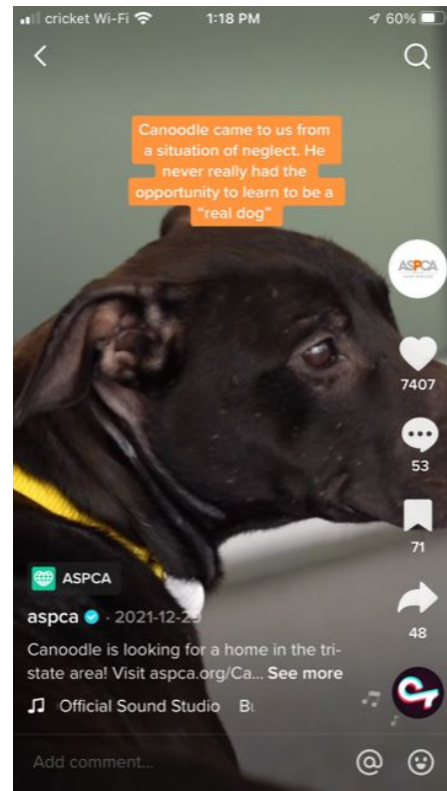
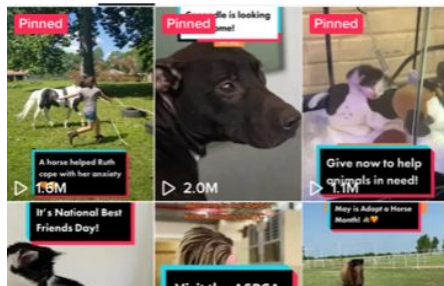
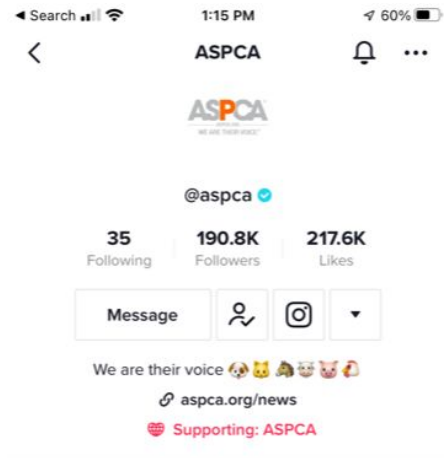




# An All-Time High

56% of users watching videos every month

An average of 9.5 video streaming apps on each US smartphone



ABCA AMERICAN BASEBALL COACHES ASSOCIATION

Home View the Live Streams! Schedule People Publications Account

# ABCA Convention Live Stream

January 7 - 9, 2022

Watch the ABCA Clinics in real-time!

[VIEW FULL SCHEDULE](#)

## ABCA Convention Live Stream Feeds



### Main-Stage Clinics

Fri., Jan. 7 - Sun., Jan. 9  
Presented by Wilson/ATEC

World-renown coaching clinics that run the gamut of baseball topics!

[WATCH LIVE!](#)



### Youth Coaches Session

Fri., Jan. 7 - Sat., Jan. 8  
Presented by GameChanger

Clinics tailored for coaches of youth-level teams and players up to age 14!

[WATCH LIVE!](#)



### Post-Clinic Q&A

Fri., Jan. 7 - Sun., Jan. 9  
Presented by Coaches Insider

Speakers answer questions from the audience following their main-stage presentations!

[WATCH LIVE!](#)

# 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



# Video Production Considerations

- Short, high-impact
- Vertical videos
- Silent video with captions
- Accessibility



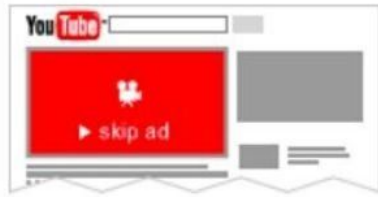
# YouTube Advertising

- 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

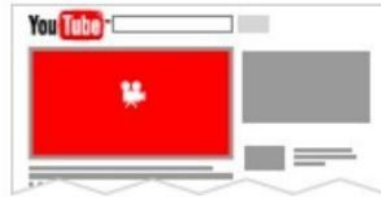


# Types of YouTube Ads

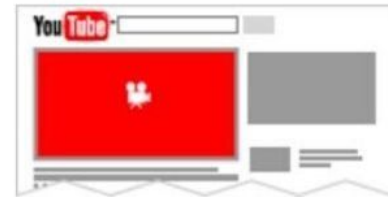
Skippable video ads



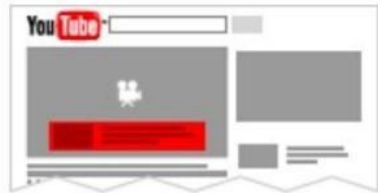
Non-skippable video ads



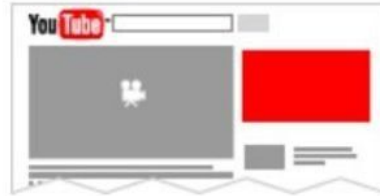
Bumper ads



Overlay ads



Display ads



# Other Considerations

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





# #6 Influencers



# Influencers

- Brands partner with individuals who have built large followings
- An increasingly effective way to market your brand, product, service, event, etc
- Micro-influencers
  - Don't always have to have a massive general following
  - Could be an influencer specific to your space with a more specialized or qualified audience/following



# TikTok



# TikTok



- Trending platform for influencers
- Over 1 billion active users
- 167 million videos watched in one internet minute
- Considerably more engagement than other social media platforms
- Your audiences may not be here - and that's ok!



# Make Data Driven Decisions

- Quickly test a marketing hypothesis\*
- Learn results within weeks
- Save valuable development time and money
- Endless testing options

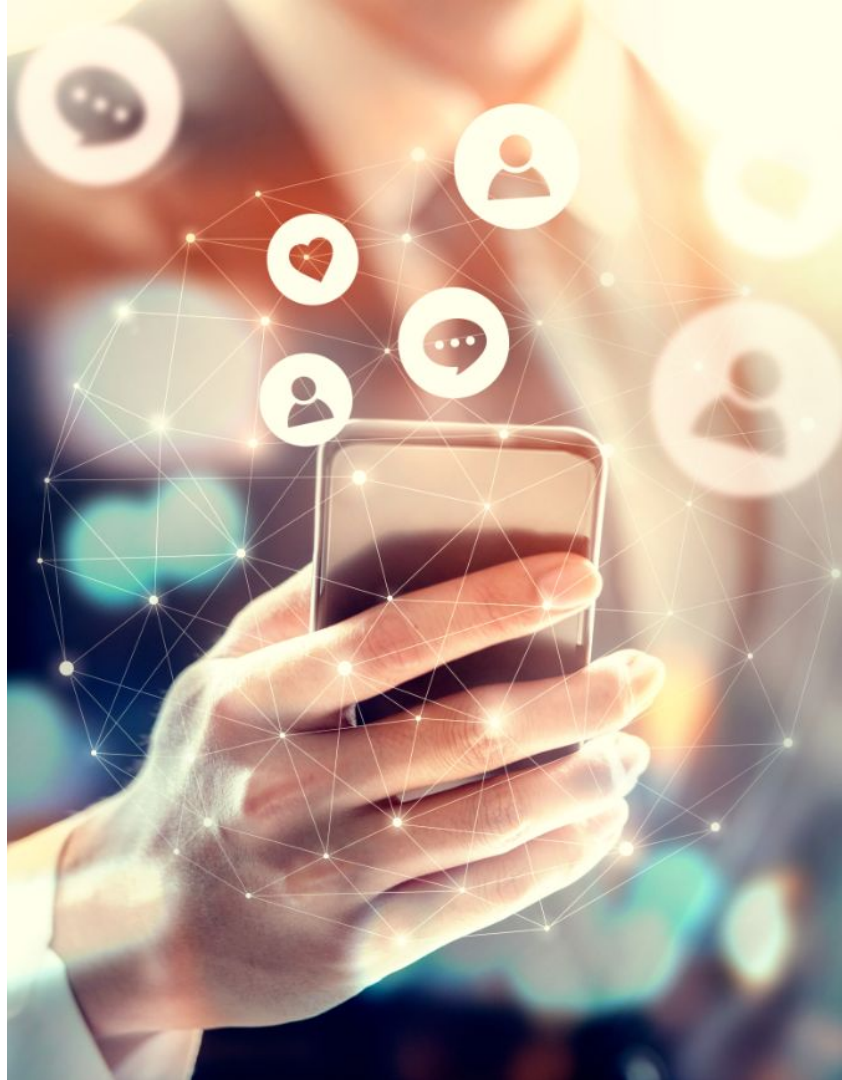
\*We recommend having some developer assistance to set up using Google Tag Manager



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# Maximize Your Channel Mix

- Identify which platforms your target and existing audience are engaging with
- Be thoughtful about trends
- Maintain brand continuity
- Adapt your content plans to avoid overwhelming your staff and resources





# #7 Artificial Intelligence (AI)





# AI Explained

- Using computers to do things that traditionally require human intelligence
- Creating algorithms to classify, analyze, and draw predictions from data
- Marketers use AI to try and predict the behavior of their audience



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# Ways to Use AI in Your Marketing

- Personalization
- Conversational experiences (chatbots)
- Predictive analytics
- Marketing operations
- Dynamic pricing



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*All of these come into play with PPC campaigns automatically.*

# Educate Your Leadership

- Lack of knowledge
- Untrusting of salespeople
- Resistance by staff
- Perception of high price point



# #8 Responsive Search Ads (RSAs)



# 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



Ad group: [Select an ad group](#)

Final URL

Display URL

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](#)

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

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

**ADD HEADLINE**

Descriptions

New description 0 / 90

New description 0 / 90

**ADD DESCRIPTION**

Ad URL options

**Responsive search ads are only available in English, French, German, and Spanish.** If you're creating an ad in any other language, create a text ad. [Learn more](#)

Preview



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
- Compete in more auctions and queries
- **Higher CTR (10% increase) and conversion rates (7% increase)**





# #9 Chatbots

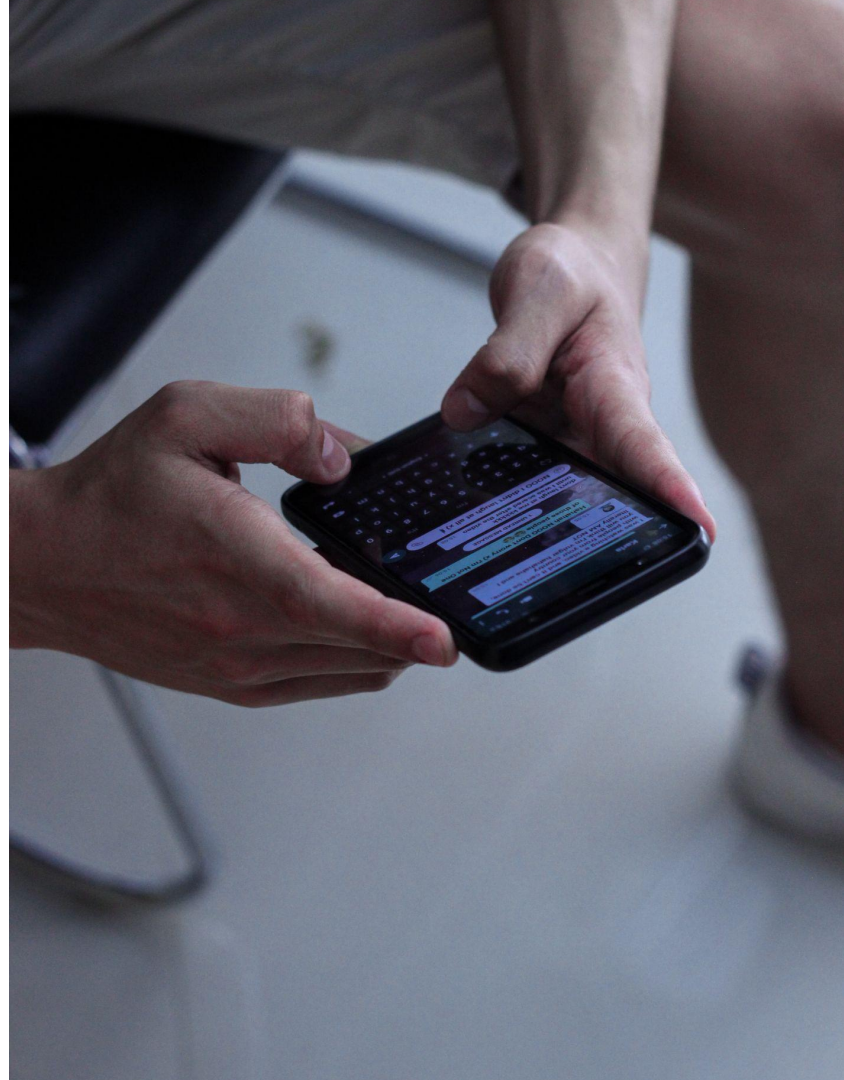


# Using Chatbots

- A form of AI with huge payoffs
- Most bots follow a set of rules programmed by a human via a bot-building platform
- As simple as ordering a list of if-then statements and writing canned responses, often without needing to know a line of code



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# Benefits of a Chatbots

- Provides members, prospective members and industry partners the answers they need faster
- Creates an additional touchpoint/connection
- Frees up staff time by answering basic questions
- Expands an organization's reach without hiring more



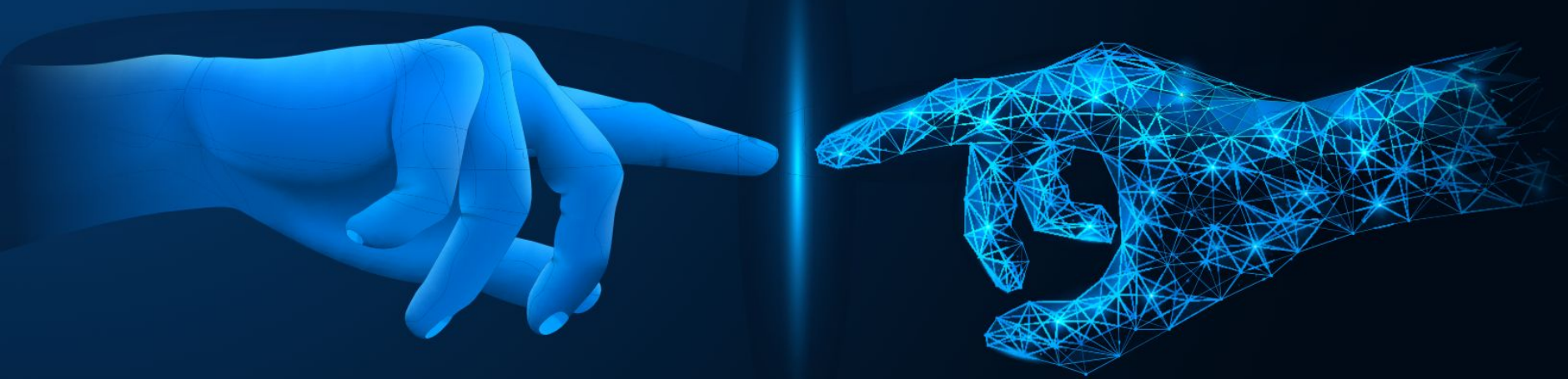
# Do You Need a Chatbot?

- How busy are your customer service or client-facing teams?
- What is the influx of people asking the same types of questions or seeking the same information?
- Do you have the technology to support a chat bot wiring into your systems to track inquiries, history (membership, learning courses, etc.)?



Find the right mix of auto-response and live response

Make sure your auto-responses capture the essence of your voice and brand



Keep track of data and iterate often

“Everyone always wants new things. Everybody likes new inventions, new technology. People will never be replaced by machines. In the end, life and business are about human connections...

And computers are about trying to push you in a lake. And to me the choice is easy.”

*- Michael Scott*



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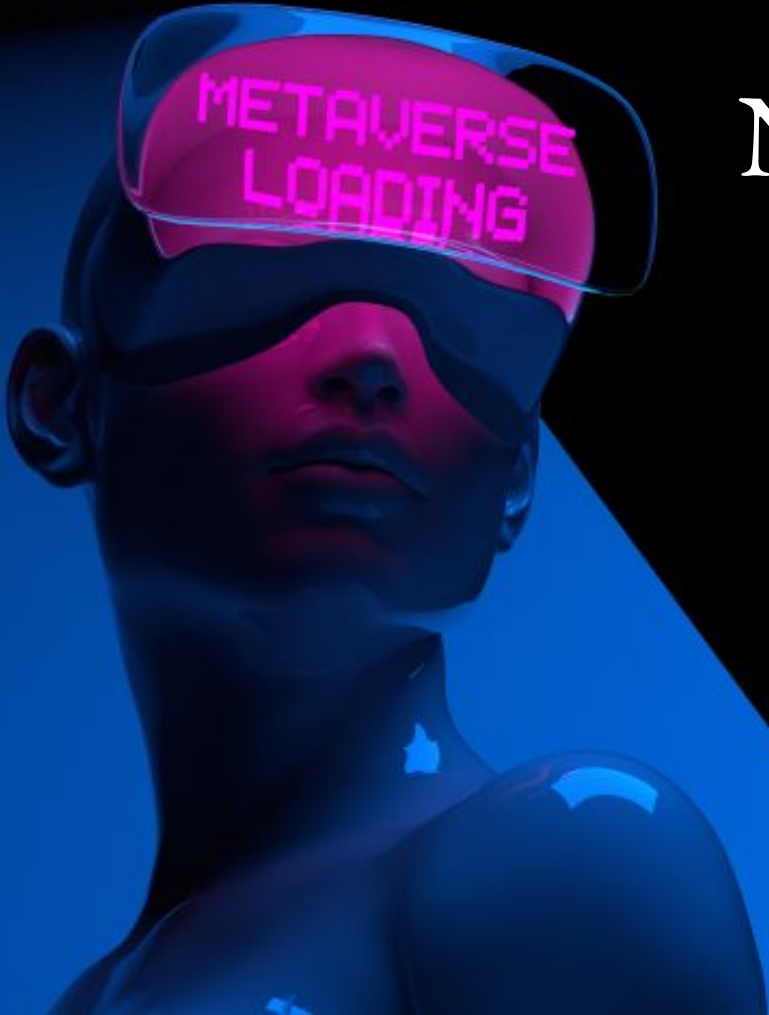


*The machine knows!  
Stop yelling at me! Stop yelling!*



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# Notable Mentions

- Metaverse
  - Augmented Reality (AR)
  - Virtual Reality (VR)
- Non-Fungible Tokens (NFTs)
- LinkedIn is Growing

# Top 5 Recommendations to Start Today

1. Start the discussion and make a GA4 transition strategy.
2. Audit your current usage of third party data and plan for a first party data strategy.
3. Reconsider your audience and determine the best type of content for them: social impact, video, influencers, etc.
4. Find a tool or tools that work best for your team to audit and monitor your site's optimization.
5. Start taking advantage of the newest technology in your *current* marketing campaigns: AI, RSAs, chatbots, etc.



# 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](#)





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

**Get started at:**  
**[themightygps.com](https://themightygps.com)**

# The Mighty GPS

- 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:

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Email me: [chansen@mightycitizen.com](mailto:chansen@mightycitizen.com)



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