



# Reimagine Your Marketing: 5 Digital Strategies to Get You There

Thursday, Oct. 6, 2022 | 1-2 p.m. CT

Mightier  
Marketing in



A THREE-PART SERIES  
TO PREPARE FOR 2023

# Cassandra Hansen

Digital Marketing Strategist,  
Mighty Citizen

**Strengths:** Spreadsheets,  
Analytics, Language

**Weaknesses:** Snapchat &  
Extreme Heat 🥵



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# Jarrett Way

Content & Digital Marketing  
Manager, Mighty Citizen

**Strength:**

Storytelling

**Weakness:**

Breakfast tacos



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# Branding and digital transformation for mission-driven organizations.

Research & Analytics

Branding & Strategy

UX Design & Content

Web Development

Marketing, Media & Search

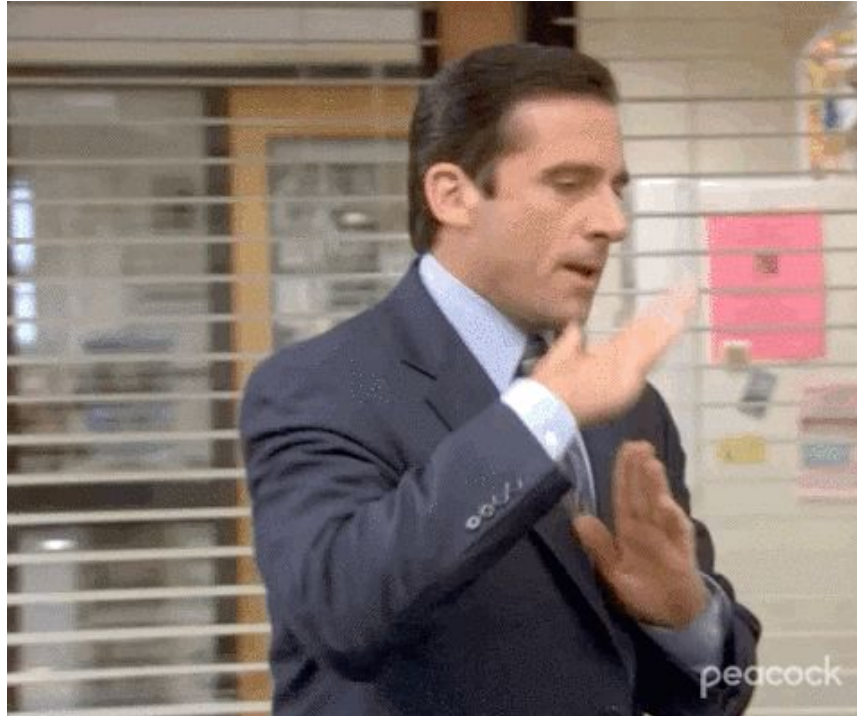


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# Before We Start



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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)



# 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



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Google Analytics

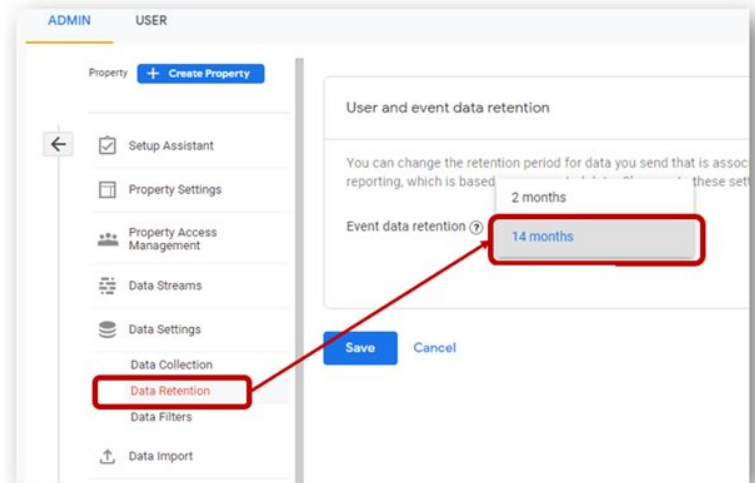
# Why It Matters

- **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



# 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.



# #2 Privacy Challenges







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# 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



# 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 communications plan.
5. Build a plan and implement tools to maintain and update first party data.





# #3 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.

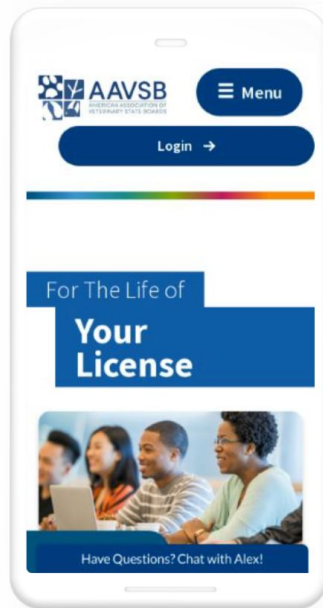
[Learn more](#)

## QUARTERLY TREND

**Speeding Up**

Your site has gotten 0.1 seconds faster this quarter

[Learn more](#)













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# Site Optimization

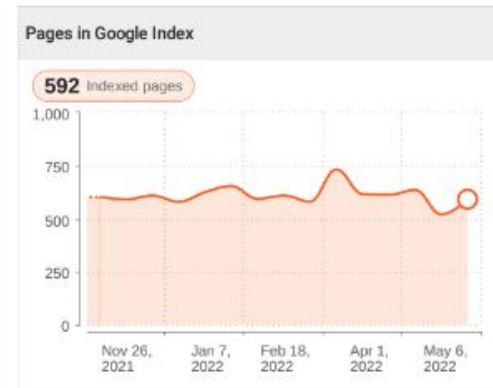
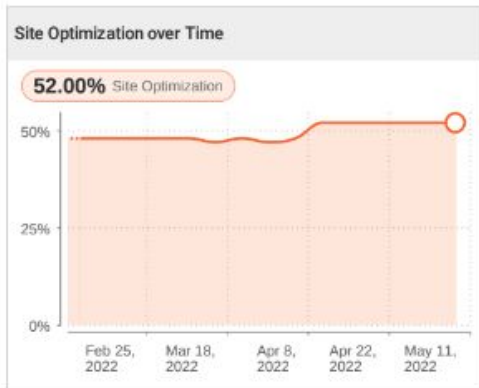
- Speed (especially mobile)
- Mobile friendliness score
- Technical SEO: meta tags, alt tags, image/video/link errors, indexing, XML sitemap
- Backlinks
- SEO Tools:
  - Easy: Google Core Web Vitals, Google Search Console, HubSpot
  - Advanced: WebCEO, SEMrush, Ahrefs, Moz



# What an Audit Can Tell You

Technical Issues		
 Unique broken links	 No 404 Issues	 No Server Issues
	 No Broken Images	 No Page Access Issues
 <b>3</b> 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



# 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.





# #4 Video Marketing



# Poll

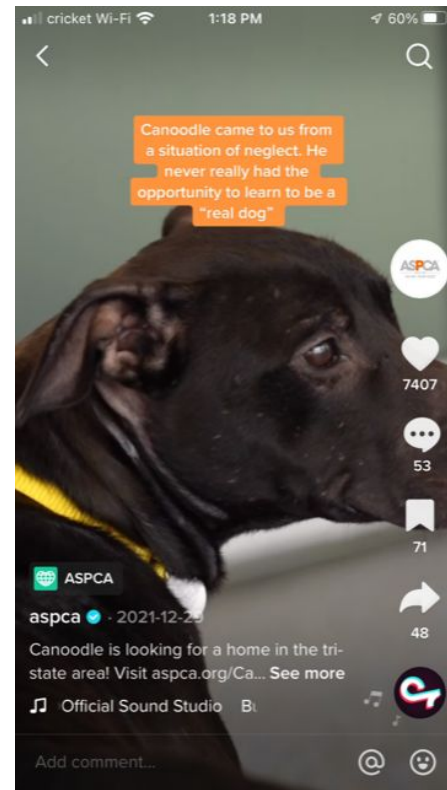
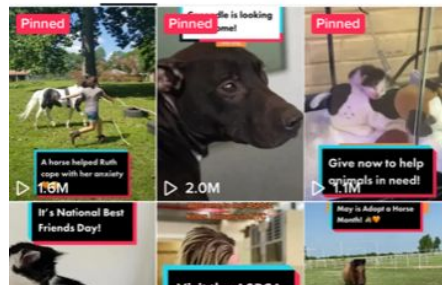
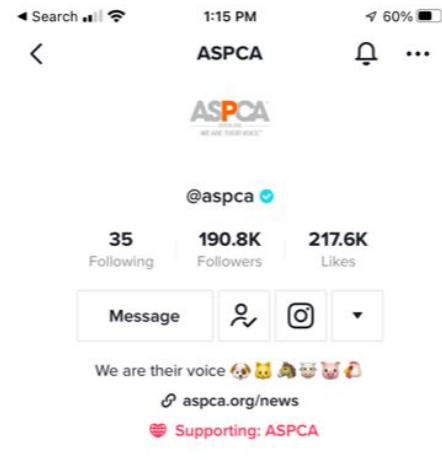
- a. My organization has already integrated video marketing
- b. My organization has thought about video marketing
- c. We don't even know where to start



# 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



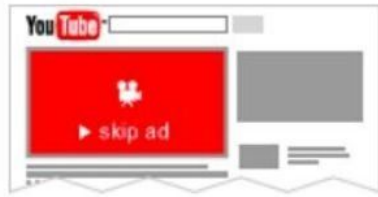
# YouTube Advertising

- 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

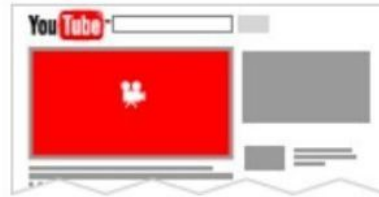


# Types of YouTube Ads

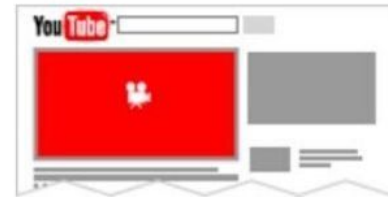
Skippable video ads



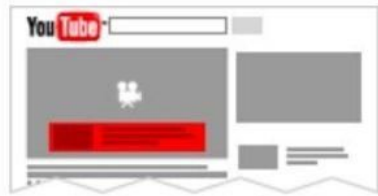
Non-skippable video ads



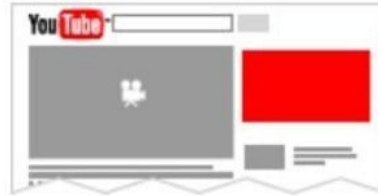
Bumper ads



Overlay ads



Display ads





# 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!



# Other Considerations

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



# Take Action: Video Marketing

1. No videos just for videos' sake. Start conversations now if you plan on having a video strategy for 2023.
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!



# #5 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





# 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)**





# 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

- Metaverse
- Influencer Marketing
- Social Impact
- Use of AI/ML
- Non-Fungible Tokens (NFTs)
- 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](#)





*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.

# Measure and Improve Your Marketing Effectiveness in 2023

Thursday, Sep. 15, 2022 | 2-3 p.m. ET

# Reimagine Your Marketing: 5 Digital Strategies to Get You There

Thursday, Oct. 6, 2022 | 2-3 p.m. ET

# How to Build Your 2023 Communications Plan

Thursday, Oct. 27, 2022 | 2-3:30 p.m. ET

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