8 Tips to Better Engagement

Discover the Story in the Data

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Today's **Speaker Lineup**

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8 Tips to Better Engagement

Discover the Story in your Data

Madeline O'Phelan

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What is Digital Engagement?

Definition: Digital engagement is the degree and depth of online interactions between an organization and an audience member.

The Intent: Use technology to design more compelling, personally relevant, engrossing experiences that lead to lasting, productive relationships and higher levels of citizen satisfaction.

Digital Engagement Mad Libs

I use digital tools including _____ *(examples: email, website, social)* and track digital metrics including _____ *(examples: open rate, website visitors)* so that I can better understand my audience.

As a result of increased digital engagement, I'm hoping my audience will _____ *(examples: participate in my program, get a flu shot, join our initiative).*

Primary Digital Platforms

Email, Website, Mobile

85% of adults read emails every day.

91% of government leaders identify their website as extremely or very important.

Mobile devices account for half of all website traffic.

8 Tips to Better Engagement: Discover the Story in the Data

Tip 1:
Make a Strong First Impression
Working? Check the Open Rate

1. Welcome Emails: In the private sector, welcome emails get 320% more revenue than promotional emails.*

2. Improve Subject Lines: 47% of marketers say they test different email subject lines to optimize their emails' performance.**

Open Rate =

Emails Opened
—————————
Emails Delivered

*Source: Entrepreneur. com
**Source: Hubspot

Tip 1: Make a Strong First Impression
The Story is in the **Open Rate**

Increase Urgency

Compel your readers to click act, but don't overdo it (or you may be 'boy who cried wolf')
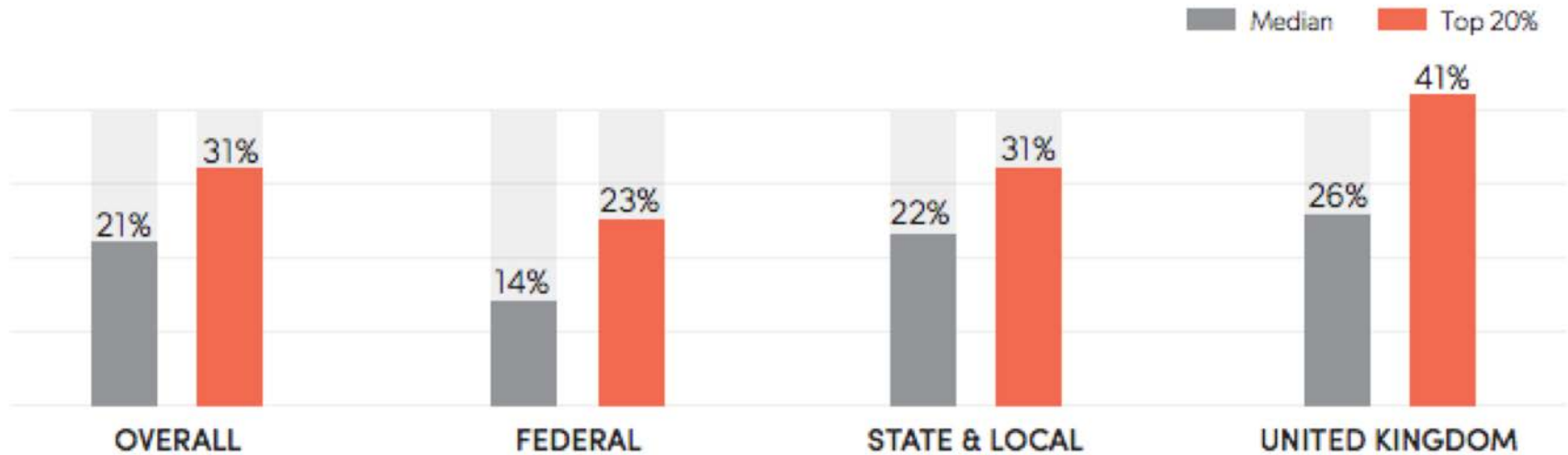
Tap into Curiosity

Incorporating trending topics or timely headlines can establish your brand as an authority.

Keep it Short

With 77% of email opens taking place on mobile, keep subject lines fewer than 50 characters.

Tip 1: Make a Strong First Impression
The Story is in the **Open Rate**

Median Top 20%

- OVERALL: 21% / 31%
- FEDERAL: 14% / 23%
- STATE & LOCAL: 22% / 31%
- UNITED KINGDOM: 26% / 41%

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Tip 2:
Provide Engagement Options
The Story is in the Click Rate

Scanners: 80% of people are scanning your email – make sure the CTA is bold and clear.*

Increasingly Mobile: 56% of emails are opened on mobile devices.**

Click Rate =

$$\frac{\text{\# Clicks}}{\text{\# Emails Opened}}$$

Tip 2: Provide Engagement Options
The Story is in the **Click Rate**

Optimize CTA Size

Optimal CTA size is between 175px to 200px wide (accounts for mobile users)
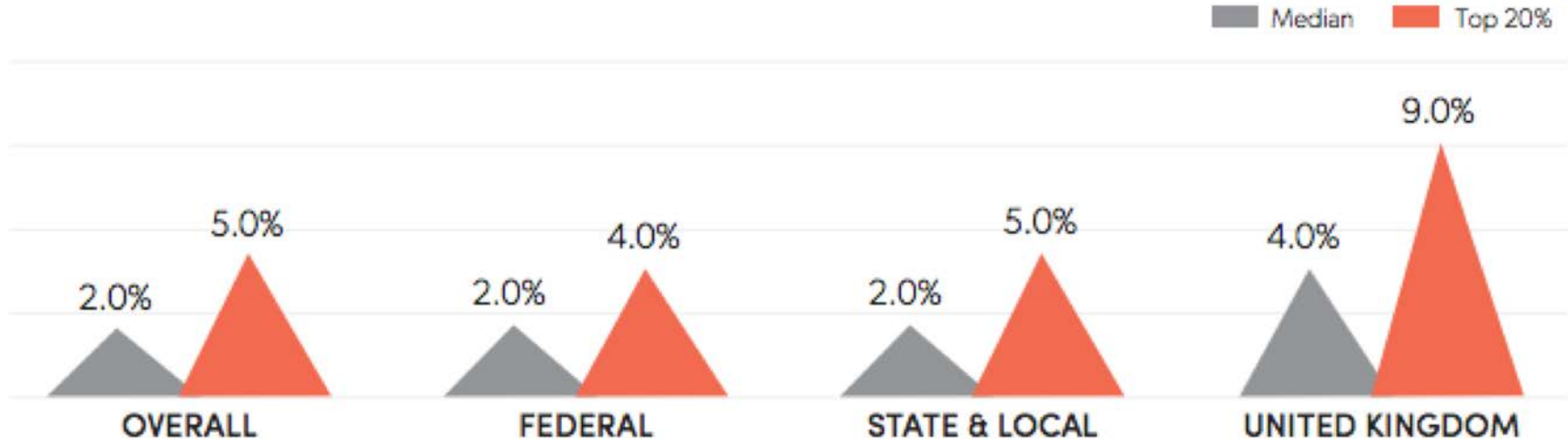
Character Count

Make sure that your CTA doesn't drop to 2 lines on mobile. Optimal character count is between 15 to 20 characters.

Preview and Test

Before you hit 'send,' make sure you test all links and CTAs.

Tip 2: Provide Engagement Options
The Story is in the **Click Rate**

Median | Top 20%

	OVERALL	FEDERAL	STATE & LOCAL	UNITED KINGDOM
Median	2.0%	2.0%	2.0%	4.0%
Top 20%	5.0%	4.0%	5.0%	9.0%

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Tip 3:
Win With Relevant Content
The Story is in the Engagement Rate

Targeted: Relevant emails drive 18X more revenue than broadcast emails.*

Personalized: Personalized emails improve click-through rates by 14 percent.**

Engagement Rate =

$$\frac{(Clicks + Opens)}{\text{\# Emails Delivered}}$$

*Source: Juniper Research
**Source: Aberdeen Group

Tip 3: **Win With Relevant Content**
The Story is in the **Engagement Rate**

Segment Subscribers

Take a hard look at your subscribers – are you segmenting and targeting with the right info?
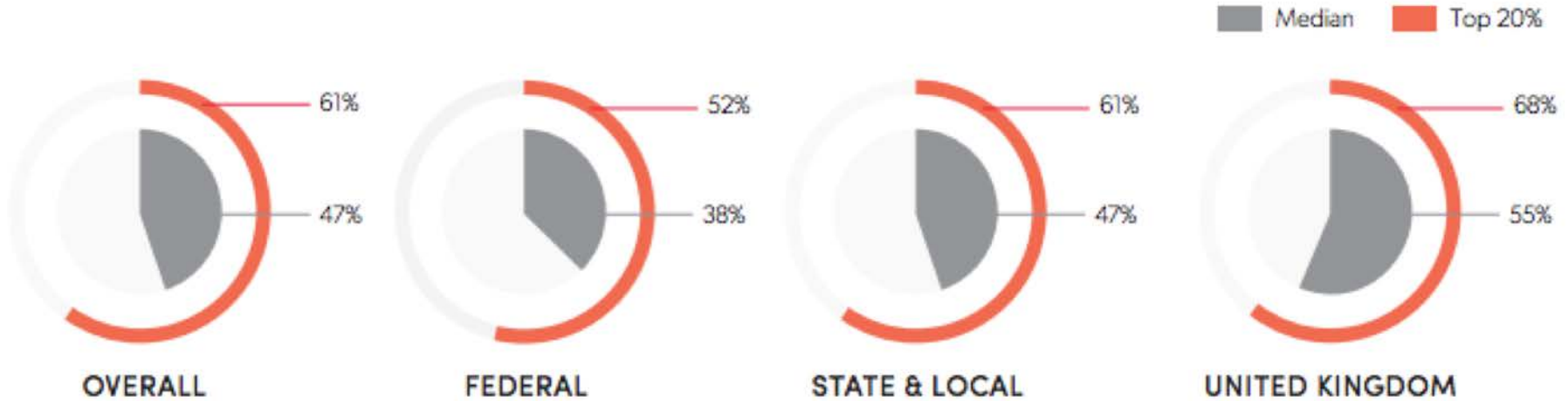
Use First Names

Trust me, it works! Getting a personalized email is the equivalent of hearing your name shouted out in a loud room.

Try The A.M.

With 58 percent of adults reading email right away in the morning, you may get an easy lift.

Tip 3: Win With Relevant Content
The Story is in the **Engagement Rate**

Median   Top 20%

OVERALL — 61% / 47%
FEDERAL — 52% / 38%
STATE & LOCAL — 61% / 47%
UNITED KINGDOM — 68% / 55%

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Tip 4:
Stop Blasting *(if you are)*
The Story is in the Subscriptions-Per-Subscriber

Subscription Rates: Receiving too many emails is the #1 reason people unsubscribe.

Subscriptions Per Subscriber $=$

$$\frac{\text{Total \# Subscriptions}}{\text{Total \# Subscribers}}$$

Source: Chadwick Martin Bailey

Tip 4: *Stop Blasting (if you are)*
The Story is in the **Subscriptions-Per-Subscriber**

Gather Data

What type of information would help you provide more relevant content?
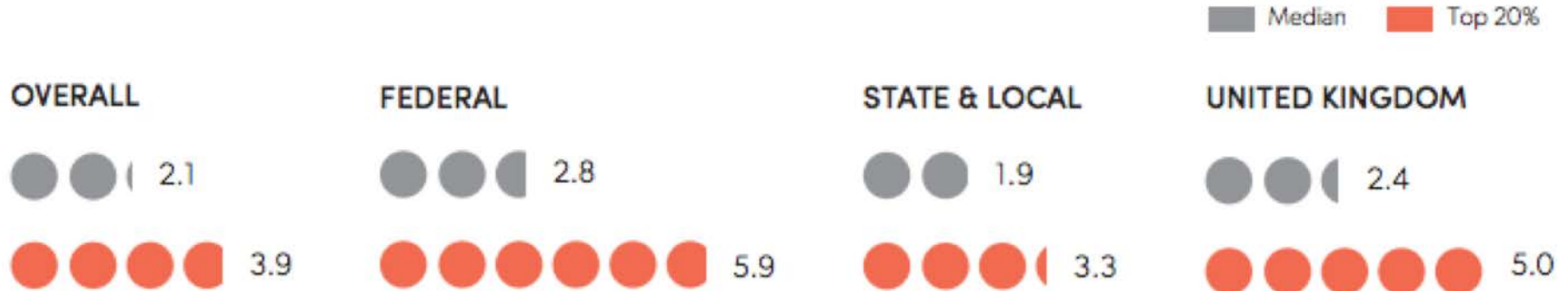
Use Targeting

Segment by topic, provide relevant content with targeted messaging.

Perfect Your Cadence

While it depends, sending audience members content once a week is a sweet spot.

Tip 4: **Stop Blasting** *(if you are)*
The Story is in the **Subscriptions-Per-Subscriber**

Median | Top 20%

OVERALL

2.1

3.9

FEDERAL

2.8

5.9

STATE & LOCAL

1.9

3.3

UNITED KINGDOM

2.4

5.0

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Tip 5:
Try a Website Overlay
The Story is in the Overlay Impact

Impact: The median organization that implemented a website overlay in 2017 saw a 162% increase in subscribers.

$$\text{Overlay Impact} = \frac{\text{Total \# Overlay Subscribers}}{\text{Total \# Direct Signup Subscribers}}$$

*Source: Granicus Benchmark Report

Tip 5: Try a Website Overlay
The Story is in the **Overlay Impact**

Keep it Simple

Adjust the settings so visitors aren't annoyed. Make it obvious on how to close it or opt-out.
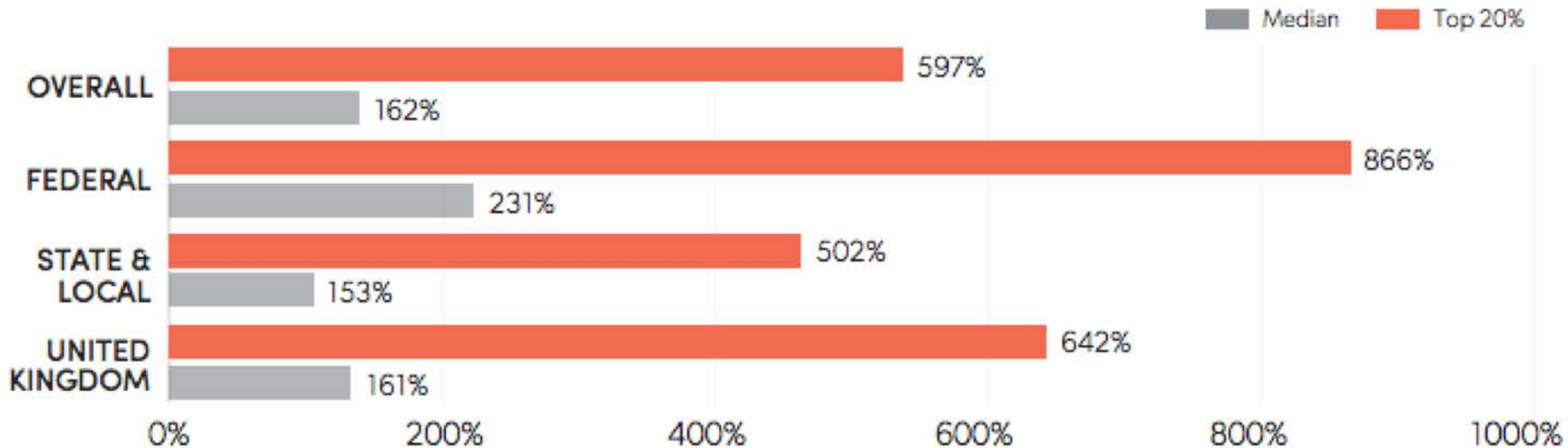
Test Internally

New to overlay's? Try testing it on high-traffic internal pages first.

Watch Your SEO

Some overlays can trigger longer load speeds, so be sure your overlay is not impacting SEO.

Tip 5: Try an Overlay
The Story is in the **Overlay Impact**

Legend: Median (gray), Top 20% (orange)

	Median	Top 20%
OVERALL	162%	597%
FEDERAL	231%	866%
STATE & LOCAL	153%	502%
UNITED KINGDOM	161%	642%

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Tip 6:
Optimize for Mobile
The Story is in the Device Usage

Device Usage =

# of Visitors from Specified Device
_____
Total # of Web Visitors

The New Normal: Mobile now accounts for nearly 70% of digital media time.*

Website: 50% of all government website visitors are from mobile devices.**

Tip 6: Optimize for Mobile

The Story is in the **Device Usage**

Top Tasks

Make top tasks easy to find, regardless of device.
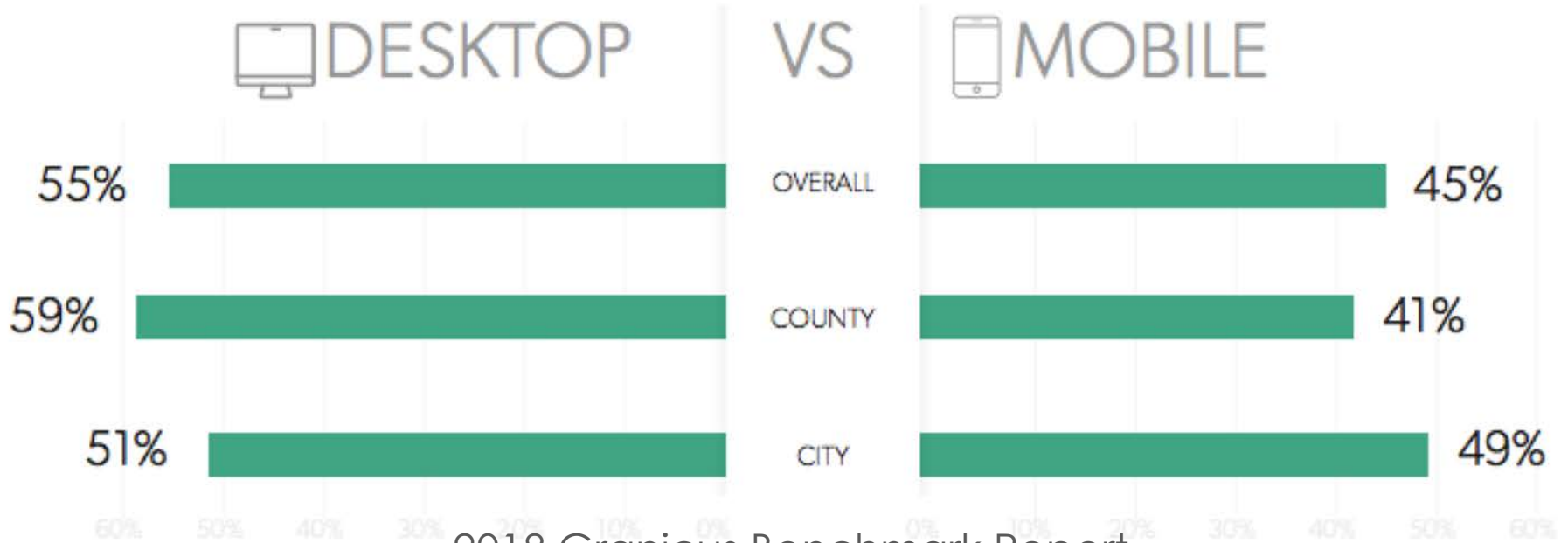
App-Like Look

Update your homepage, so the mobile view is app-like and easy to use. No need to create an app.

Responsive

Your website should be responsive and auto-resizes.

Tip 6: Optimize for Mobile
The Story is in the **Device Usage**

DESKTOP VS MOBILE

	DESKTOP		MOBILE
OVERALL	55%		45%
COUNTY	59%		41%
CITY	51%		49%

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Tip 7:
Make Data-Driven Decisions
The Story is in the Website Entrance Page

Entrance Pages: While some might expect the homepage to be the primary entrance page, 65 percent of visitors enter a government website on an interior page.*

Entrance Page =

$$\frac{\text{\# of Visitors First Page}}{\text{Total \# of Web Visitors}}$$

*Source: Granicus Benchmark Report

Tip 7: **Make Data-Driven Decisions**
The Story is in the **Website Entrance Page**

Examine

Identify the top trafficked interior pages to determine which ones serve as entrance pages.

Decision Making

Understand the purpose and intent of your web pages. Check metrics to see if they align and adjust as needed.

Optimize

Differentiate top interior pages by using unique branding (imagery, font, colors) and navigation.

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Tip 8:
Adjust for SEO
The Story is in the Website Traffic Source

Organic Search: By far, organic search is the primary source of government website traffic, accounting for more than 60 percent.

$$\textbf{Traffic Source} = \frac{\text{Visitors Origin*}}{\text{Total \# of Web Visitors}}$$

*Source: Granicus Benchmark Report

Tip 8: Adjust for SEO
The Story is in the **Website Traffic Source**

Identify

Try Google Keyword Planner to identify popular search terms that lead to your website.

Social Content

Social can be a great driver of website traffic. Re-visit your social strategy with this in mind.

SEO-Friendly CMS

Use a CMS that offers built-in SEO prompts so good keyword tagging is part of the content creation process.

Thank You!

Discover The Story In The Data

Scott **Meyer**

Digital Communications
Manager
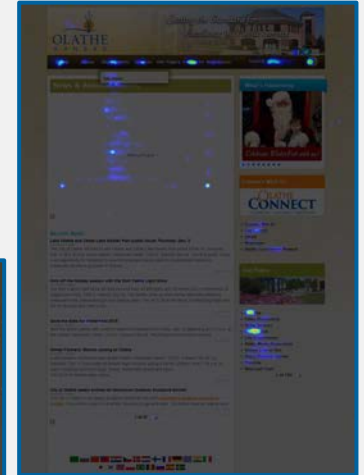City of Olathe, Kansas

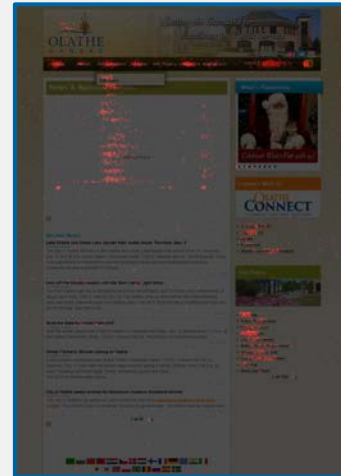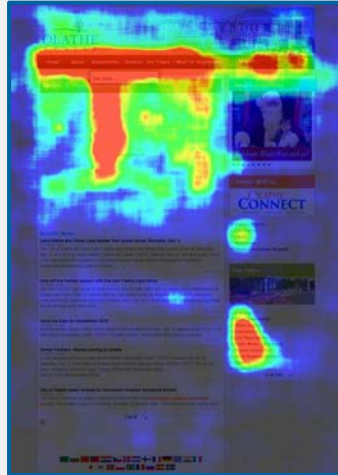# Discover The Story In The Data

Scott Meyer

Digital Communications Manager – Olathe, KS

OlatheKS.org

Data-Driven Redesign – OlatheKS.org

- Raw Analytics
  - Pageviews
  - Average Time On Page
  - Entrances
  - Bounce Rates

- Heatmapping
  - Mouse Hover
  - Clicks

- User/Stakeholder Surveys
  - Who uses the website?
  - How do they use it?

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Pinching & Zooming – Make it Mobile!

- The Old Site…Was Old!
  - Responsive

- Data-Driven
  - Research Mobile Device Usage/Access
    - Pageviews
    - Entrances
    - Average Time On Page

- Visually Appealing & Intuitive
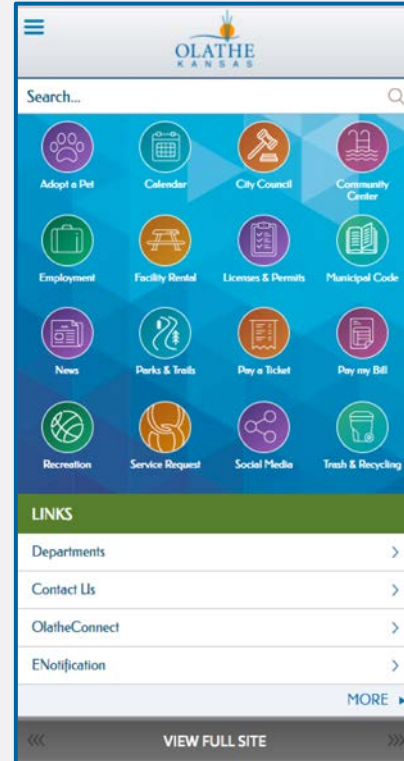
They're Coming For The Content

- Make It Actionable & Conversational
  - Leave out the rules and reasons why
    - Plain Language

- Approach Content Like The Customer
  - What do they want? vs. What do we think they need?

- Leverage Creative Content
  - Be a news source
  - Promote an event
  - Invite and welcome engagement
  - Try to spark interest

- It Can Be Changed
  - Use the data to determine what is next/necessary

The Future Is Now…

- Monitor Open & Click Rates
  - Drive them to the content

- Build A Following
  - Create engaging content

- Understand Subscriber Actions
  - Keep content delivery consistent

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Questions?

Submit them in the Q&A widget!