



# Leveraging Digital Tools & Insights to Drive Visitors, Members, and Advocates

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**American  
Public Gardens  
Association**

[PublicGardens.org](http://PublicGardens.org)

# Today's Agenda

1. Trends & Insights
2. AdWords Overview
3. Google Analytics Overview
4. YouTube Overview
5. What can you do tomorrow?



*Palm House at the Franklin Park Conservatory and Public Gardens*

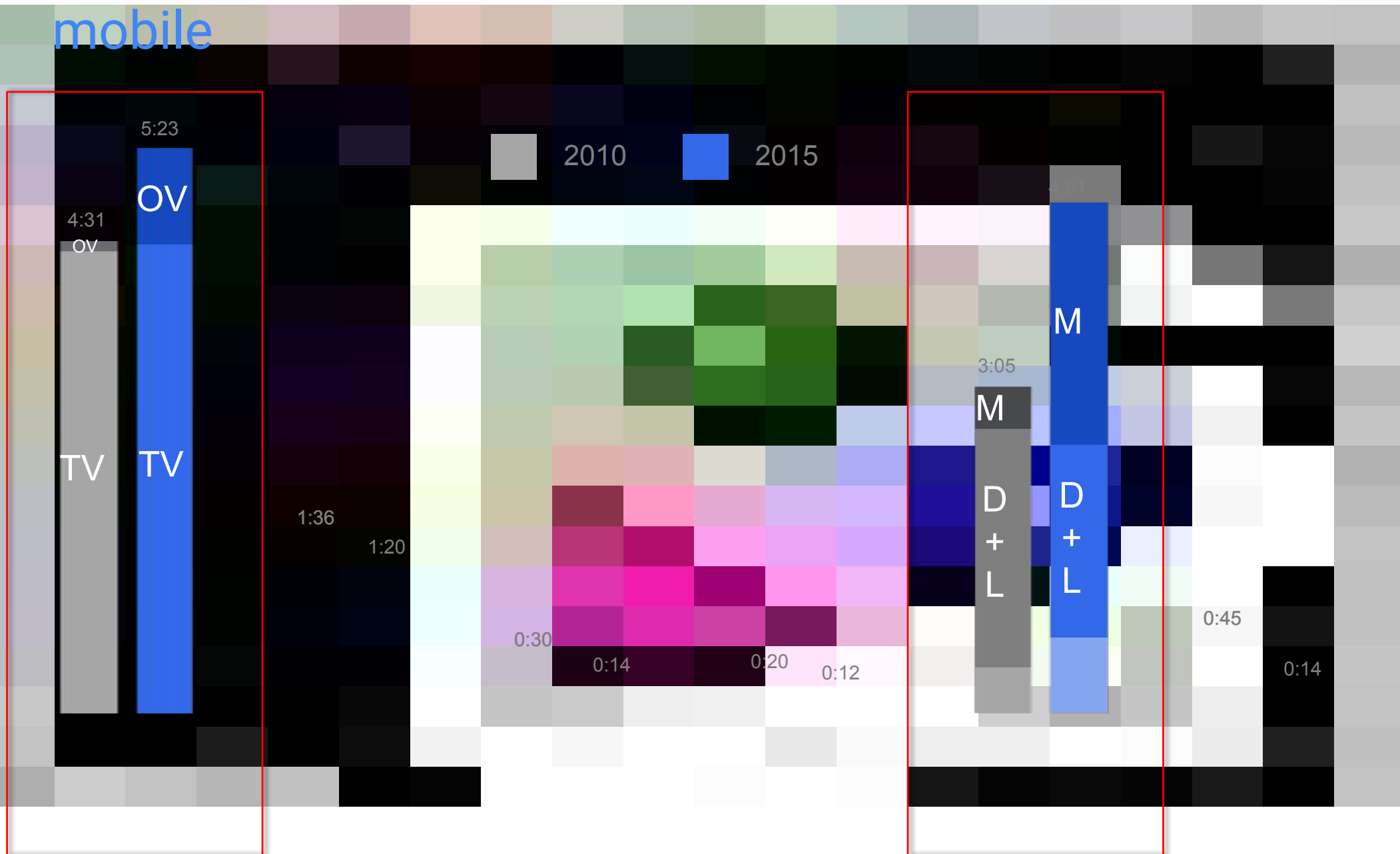


# Trends & Insights



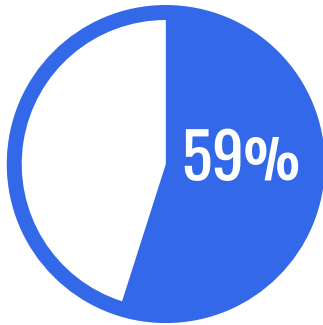
*'Earth Goddess' plant sculpture at Atlanta Botanical Garden*

# Consumers continue to shift to digital, mostly video and mobile

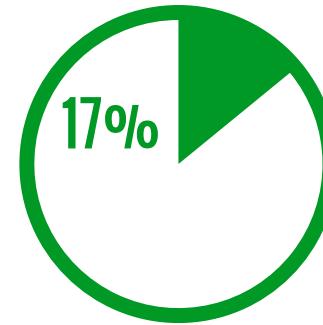


# When it comes to travel and recreation, people are constantly using digital tools to plan their next getaway

## PLANNING

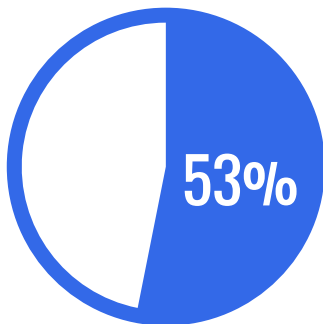


of travelers in the U.S. are always planning their next vacation.<sup>1</sup>

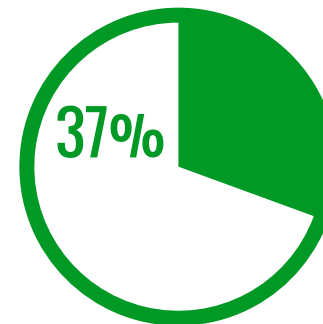


of travelers in the U.S. think about planning a trip at least once a week.<sup>1</sup>

## ACTIVITIES

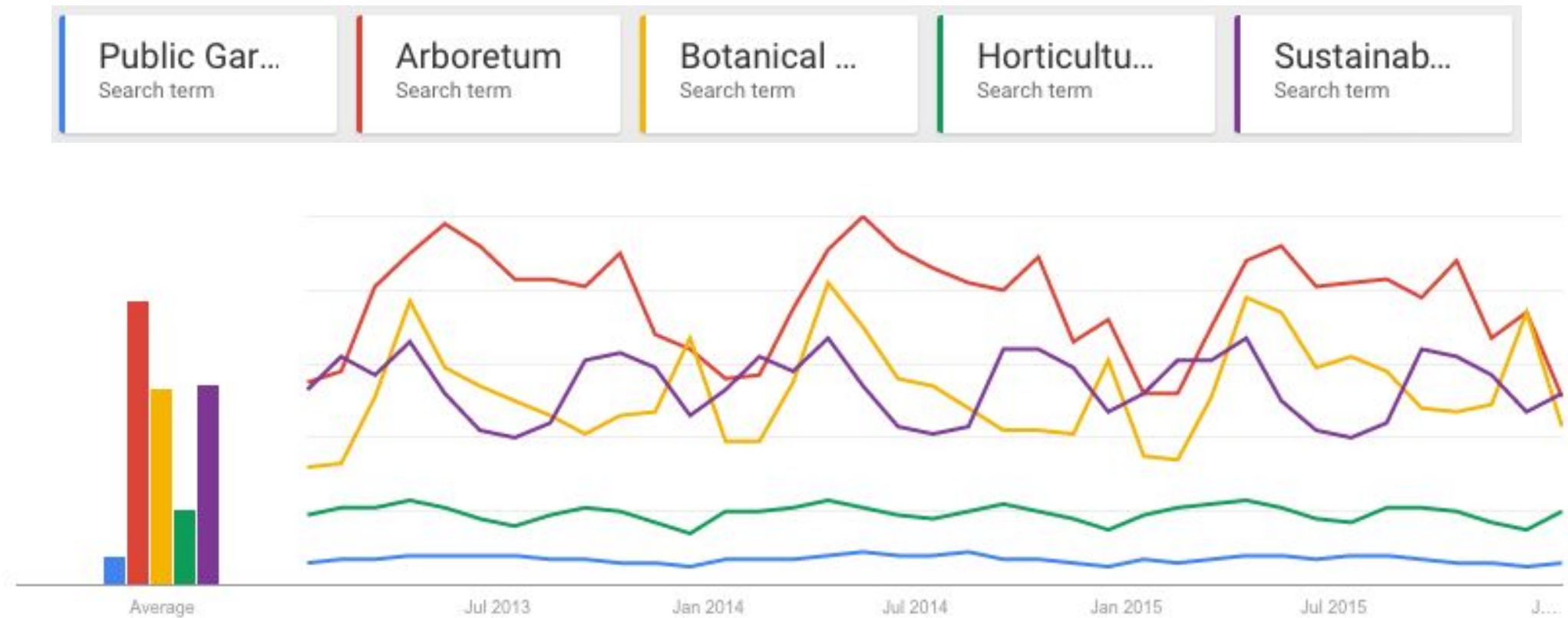


of travelers want to explore somewhere they've never been on their next vacation.<sup>2</sup>



of travelers want to visit an off the beaten path places on their next vacation.<sup>2</sup>

# User searches for Parks focus on specific institutions, with seasonal spikes



Source: Publicly available data from Google Trends, [www.Google.com/Trends](http://www.Google.com/Trends)



# AdWords & Google Ad Grants



*Longwood Gardens Conservatory*

# Google Ad Grants at a glance

**Mission:** drive change by connecting nonprofits with the world through online advertising

- Launched in 2003
- Live in 53 countries and regions
- Currently supports over 30K Grantees globally
- Helps promotes causes ranging from:
  - Education
  - Public & Societal Benefit
  - Environment & Animals
  - Arts & Culture
  - Human Services
  - Youth Development
  - Volunteerism
  - Health



**WaterAid**



**Direct Relief International**



**Samasource**



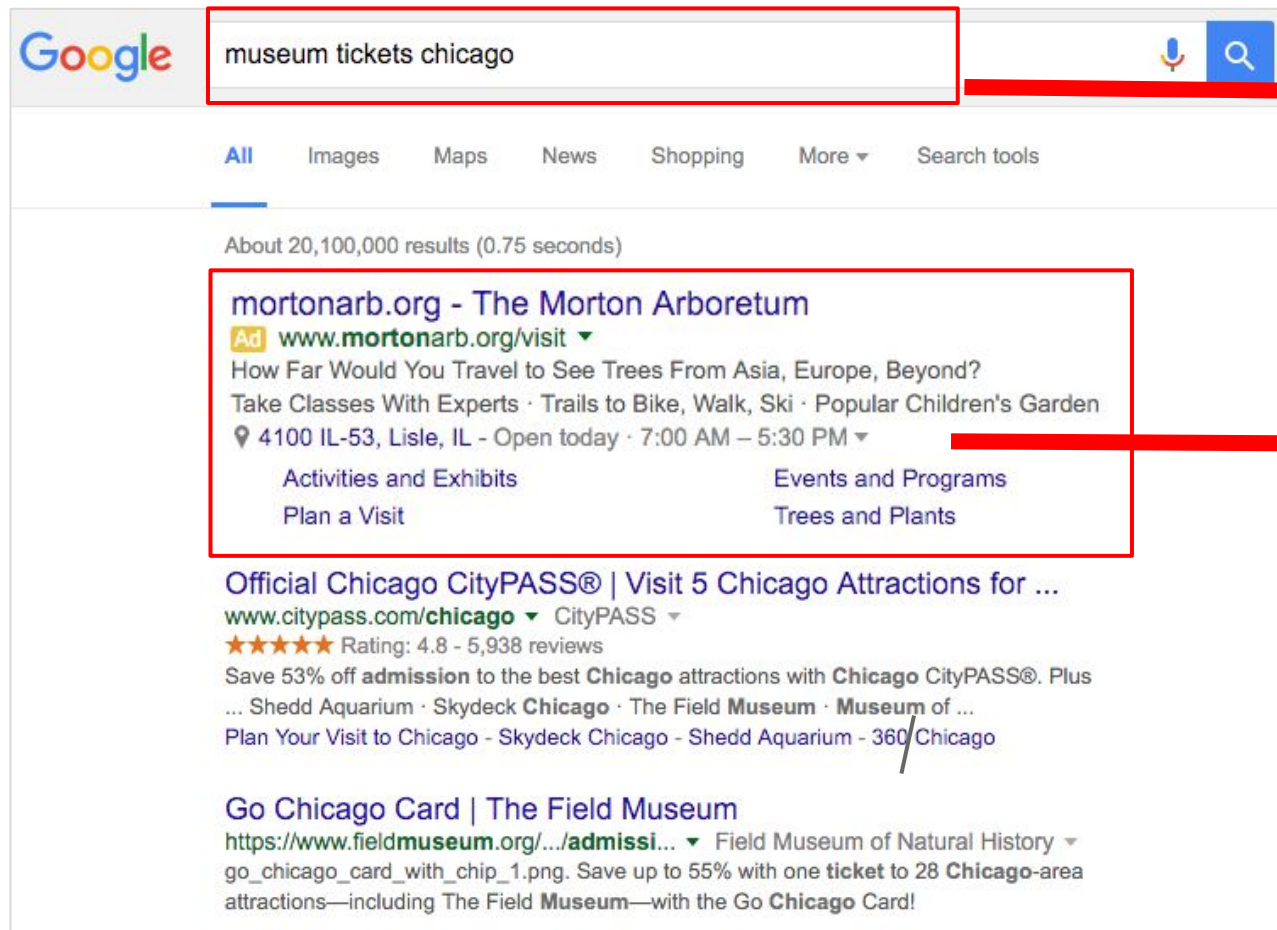
**Anaheim Ballet**



# How do Google Ad Grants ads work?

Google Ad Grants ads are free AdWords ads that run on Google search.

1. You create your ads and choose keywords related to your cause
2. Your ad appears beside relevant search results on Google
3. You attract new audiences to your website



A user searches  
on a keyword:  
"museum tickets  
chicago"

The user  
interested in  
your cause  
clicks on your ad  
and is taken to  
your website

# Increase your AdWords presence - GrantsPro Program

The Grantspro program offers eligible Ad Grantees\* an **increased budget cap of \$40,000 USD per month**, (up to \$1,315/day)

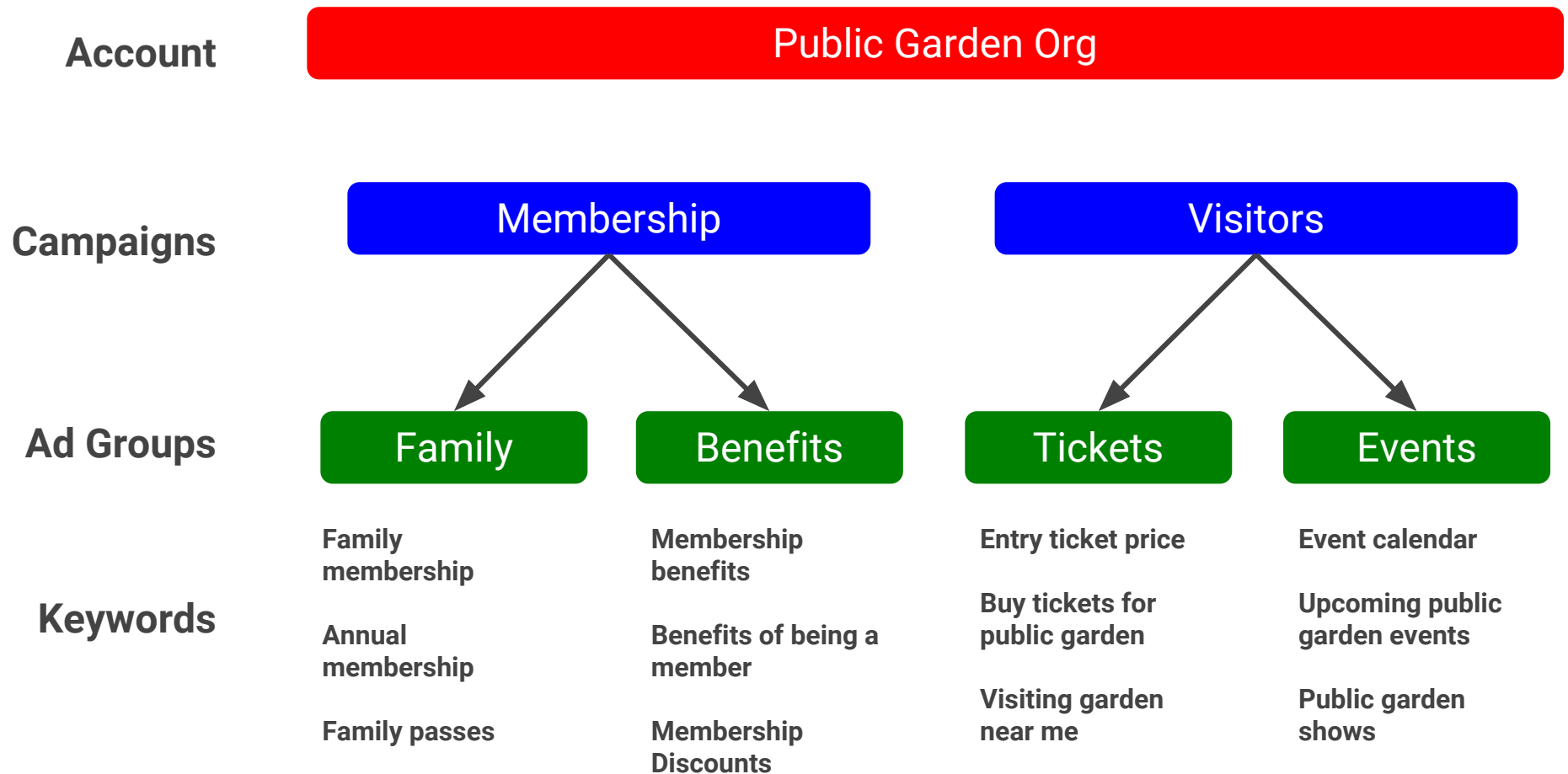
## Eligibility Requirements:

- **Tracking conversions:** more than just page visits
- **Hitting budget cap:** Have spent \$9,900 USD or more per month for at least two different months over the last six months. No need for the months to be consecutive
- **High CTR:** Have maintained an average account level clickthrough-rate (CTR) of 1% or higher over the past 6 months
- **Application submitted:** [www.Google.com/Nonprofits](http://www.Google.com/Nonprofits)
- **Good standing**
- **Commitment to bi-weekly maintenance**
- **Agree to participate in annual survey & share impact data**

\* Because space is limited, meeting the minimum eligibility requirements does not guarantee acceptance into the Grantspro program.

# Optimize your account structure

- With a well-structured account, you can easily see which campaigns, keywords and ads are performing well, and which need adjusting
- Mirror your account after your website



# Keyword best practices

- Add **synonyms** of existing keywords
- Add **plural and singular variations** of keywords
- **Remove duplicate** keywords to prevent them from competing with one another
- Create a **negative** keyword list to filter out irrelevant traffic
- Consider using different keyword **match types**
- Use **multi-word keywords** that are specific and targeted



# Take advantage of ad text format enhancements

## App Extension

**Example mobile app**  
**Ad** [www.example.com/](http://www.example.com/)  
Example app is terrific!  
Buy example app now  
**E** [Download Example App Here](#)

## Call Extension

**Buscot Travel Agency**  
**Ad** [www.example.com/](http://www.example.com/)  
Visit Thames Valley Cheese Wharves  
Call Mimi for special rates  
 **Call**

## Review Extension

**Mushroom Foraging Tours**  
**Ad** [www.example.com](http://www.example.com)  
Find chanterelle, porcini, oyster mushrooms with a fungi guide!  
"So impressed. Brought home a pound of ceps." - [exampleblog.coi](#)

## Location Extension

**Amherst Ice Cream Parlour**  
**Ad** [www.example.com](http://www.example.com)  
(413) 123-4567  
Our specialty is pistachio.  
English majors, buy 1 get 1 free.  
 [100 Dardanelles Rd, Amherst MA](#)

## Sitelink Extensions

**Walter's Bakery for Dogs**  
**Ad** [www.example.com](http://www.example.com)  
Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

- [Hours](#)
- [Specials](#)
- [Biscuits](#)
- [Special diets](#)

# Google Analytics



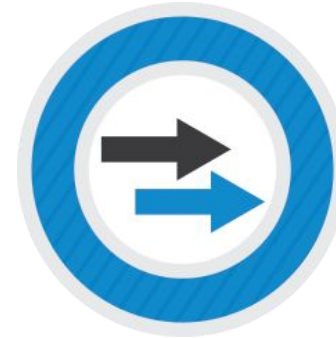
*Red Butte Garden in Utah*

# The fundamentals of increased website insight



## Audience

Who are you reaching?



## Traffic Sources

Where are they coming from?



## Content

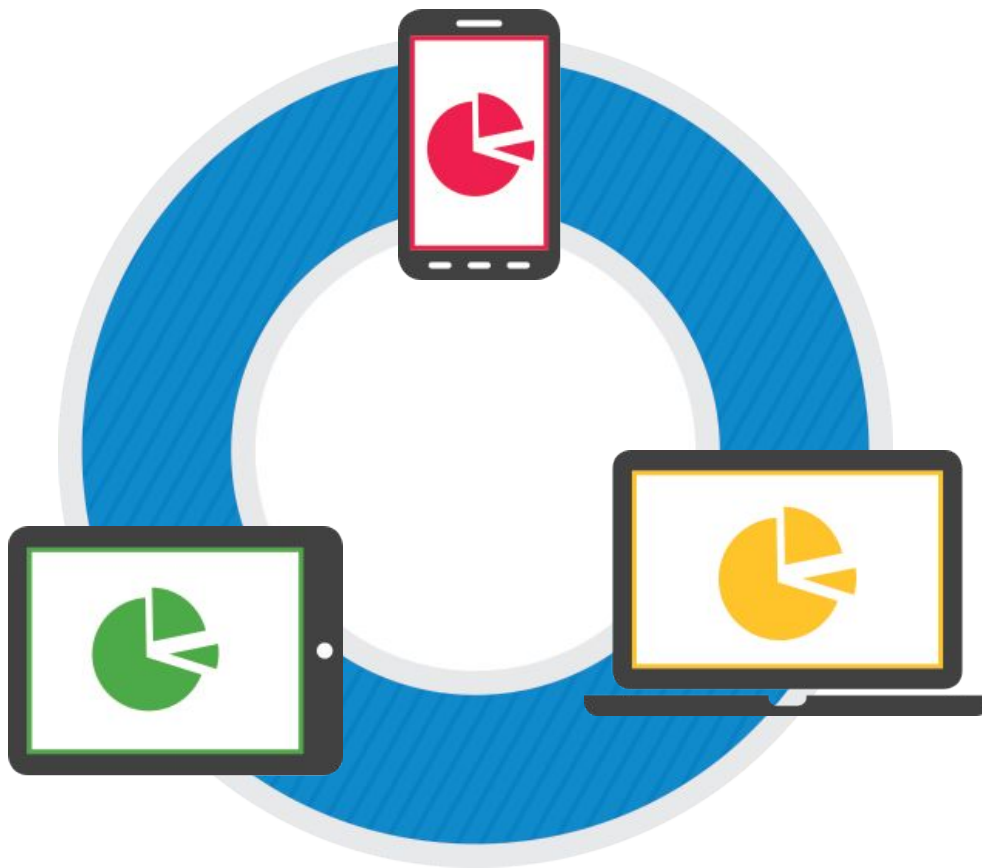
How are they reacting to your messages?



## Conversions

Are they taking action?

# “How should I be optimizing for **mobile**?”

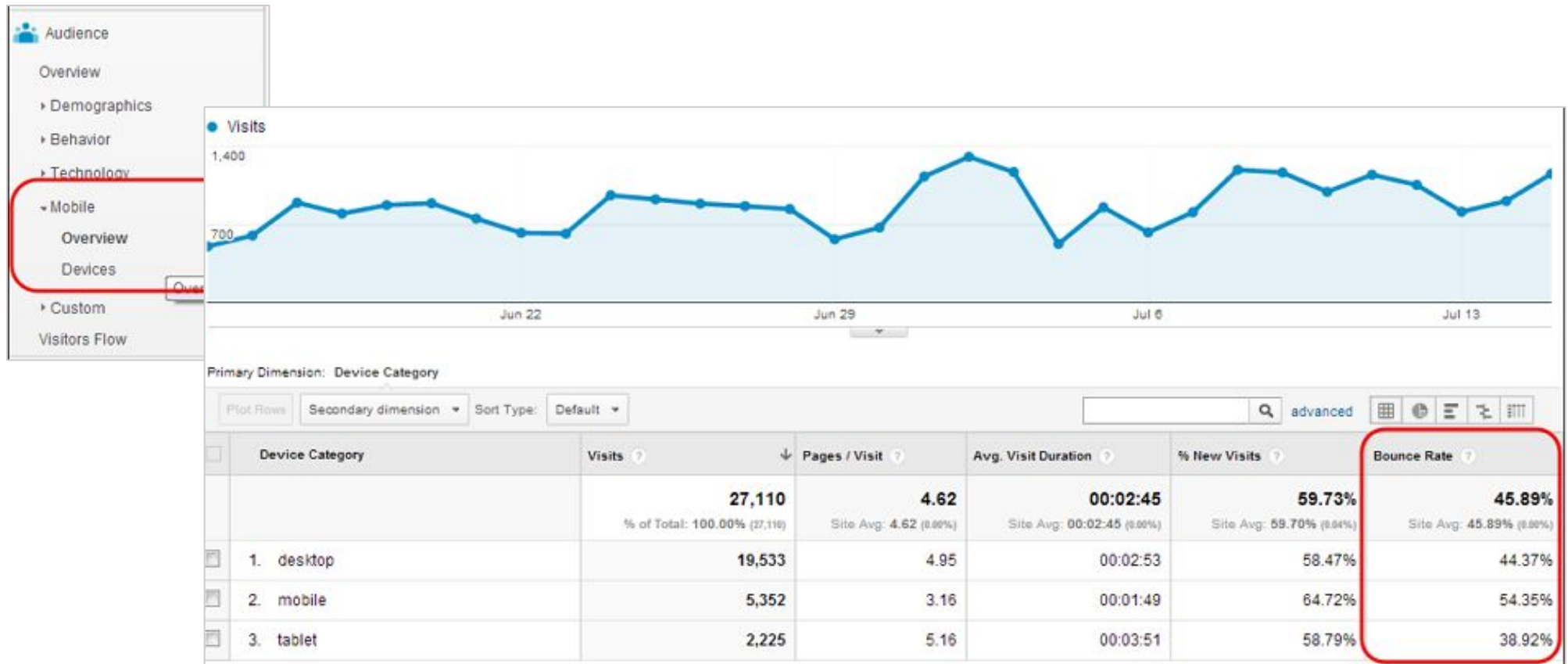


- See the breakdown of visitors viewing your site content on mobile, tablet, and desktop and link behavior to those segments.
- Ensure you're not losing users due to suboptimal mobile experiences.
- Create targeted and efficient marketing campaigns and content tailored to the mobile consumer.

**MOBILE USER MONITORING**



# Example: Site Traffic Overview by Device



## Expected Insights:

How does mobile traffic behave?

Are there drop-off points on mobile that can be optimized?

“How do I know everything that **influenced** my conversions?”



- Go beyond “last click” measurement to see the entire customer journey.
- See which marketing channels customers interacted with up to 30 days before conversion.
- Build stronger marketing campaigns with proven data on what works and what doesn’t.

**MULTI-CHANNEL FUNNELS**

# Example: Multi-Channel Conversion Funnels Report

Conversions		
Goals		
Ecommerce		
Multi-Channel Funnels		
Overview		
Assisted Conversion...		
Top Conversion ...		

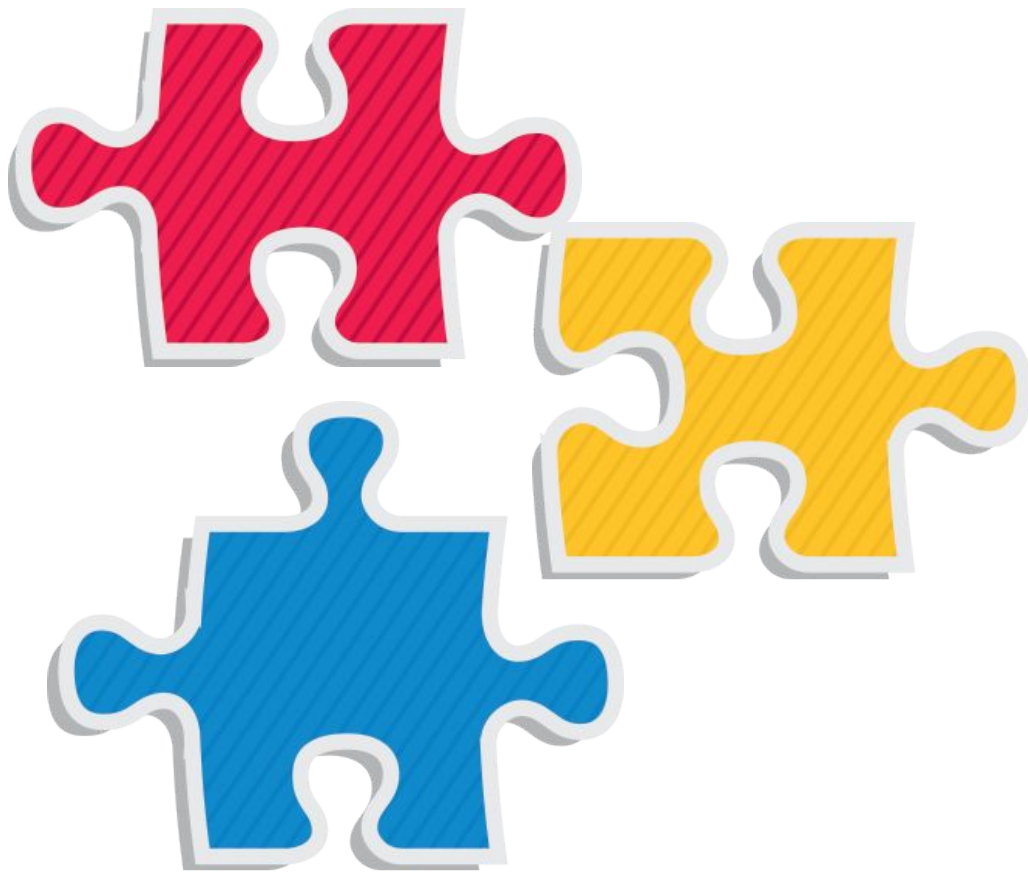
MCF Channel Grouping Path ?		Conversions ?	
1.	Direct	696,246	(21.88%)
2.	Organic Search	546,208	(17.16%)
3.	Referral	222,331	(6.99%)
4.	Paid Search	84,674	(2.66%)
5.	Direct × 2	83,097	(2.61%)
6.	Display → Paid Search	69,579	(2.19%)
7.	Display → Organic Search	65,589	(2.06%)
8.	Organic Search → Direct	52,911	(1.66%)
9.	Display → Direct	49,701	(1.56%)

## Expected Insights:

Top conversion paths by channels

Indicator of whether your promotional efforts are effective

# “How can I get the most out of my Google products?”



- Integrations with Google products like **AdWords** provide essential insights into business performance.
- Easily share data & audience lists across platforms
- Get the insights you need without an army of consultants or expensive build-out.

**GOOGLE INTEGRATION**



# Example: AdWords Paid Search Report



## Expected Insights:

Top converting paid keywords

More rich information about how different keywords drive site behavior

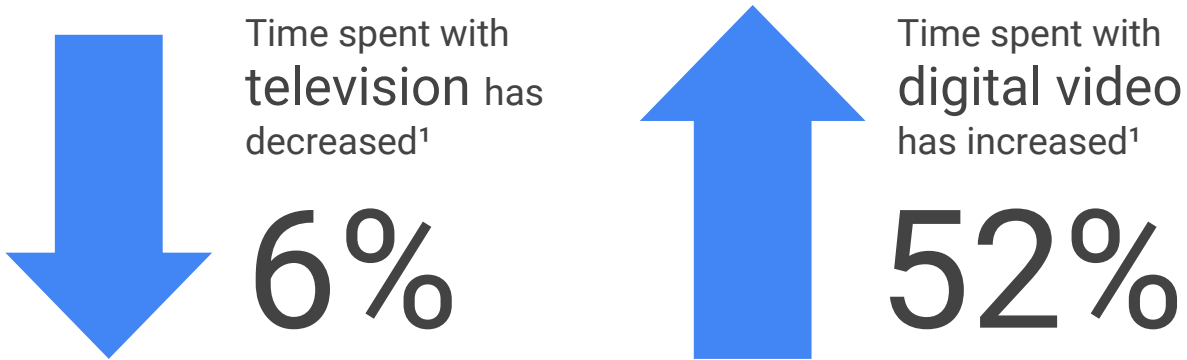
# YouTube



*Children's Garden at The Morton Arboretum*

# Online video viewing patterns are accelerating

Since 2013:



Daily time spent with digital video on MOBILE devices has increased<sup>2</sup>

2X

1. "Q2 2015 State of Video", US, eMarketer, as published by Contently Jul 2015
2. "Mobile Spearheads Digital Video Advertising's Growth", US, eMarketer Feb 2016



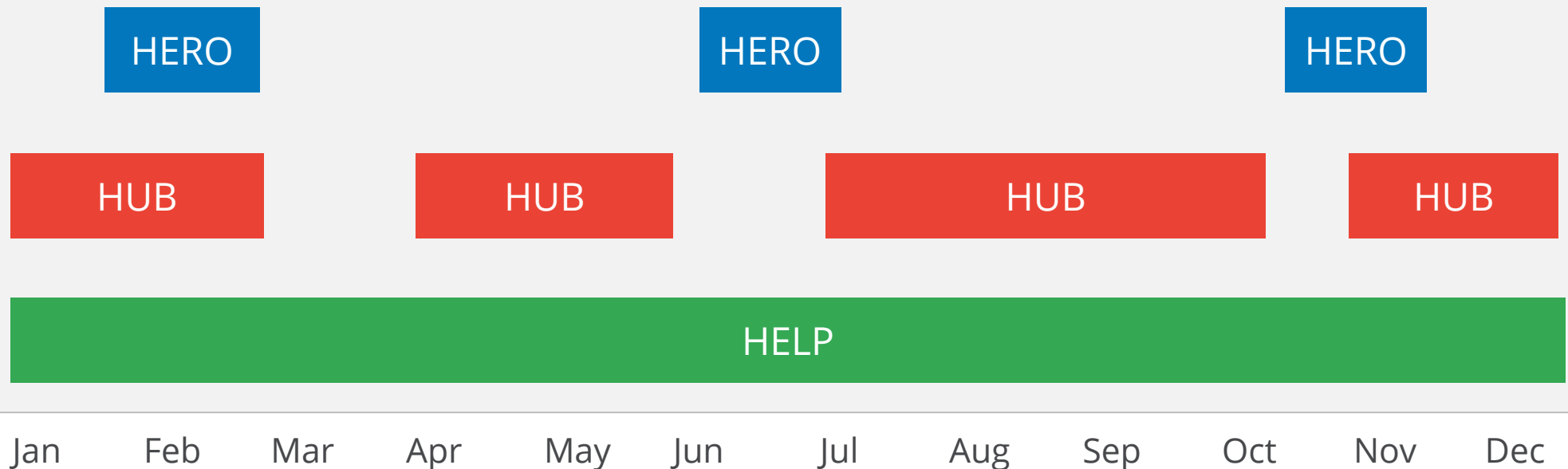
*"I love YouTube because it's given us a global stage to perform on."*

*- Evan Rosenberg, Media Director, Anaheim Ballet*



# Tell better stories to the right people with the right content with a 'Hero, Hub, Help' strategy

Sample Editorial Calendar to align with your Annual Marketing Plan



## Hero Content

Large-scale, tentpole events or "go big" moments that drive awareness at scale

## Hub Content

Regularly scheduled "push" content around customer passions

## Help Content

Always-on "pull" content optimized to users' intent and interests

# Brands and organizations can connect with YouTube searchers and browsers in different ways

Search

Consumers are looking for answers



Brands and organizations can be the most compelling answer to those questions

HELP

Browse

Consumers are looking to be entertained and ready to be distracted

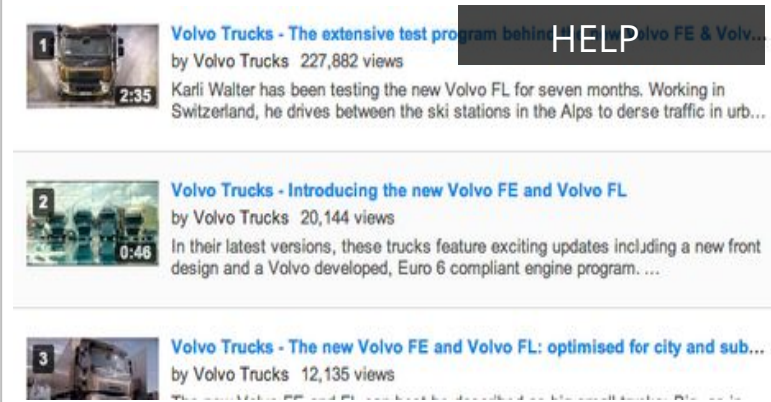
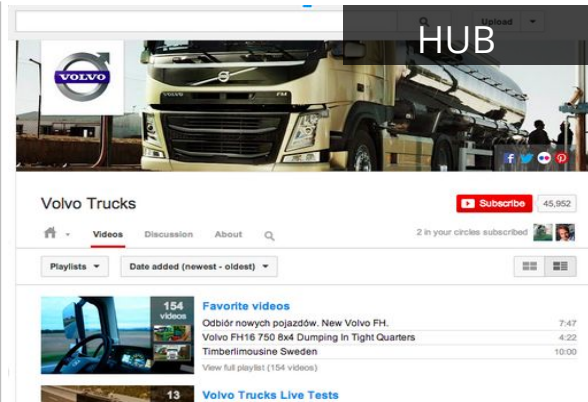


Marketers can entertain and inspire through emotional storytelling

HERO

HERO

# Case study: Volvo uses 'HHH' framework to connect to people in different stages of interest



## GOAL

increase **brand awareness**

find **new customers** and  
**drive sales**

## APPROACH

**Hero:** A series of "epic stunts"

**Hub:** Original episodic content  
oriented towards the trucker  
community

**Help:** In-depth FAQs about their  
truck technology

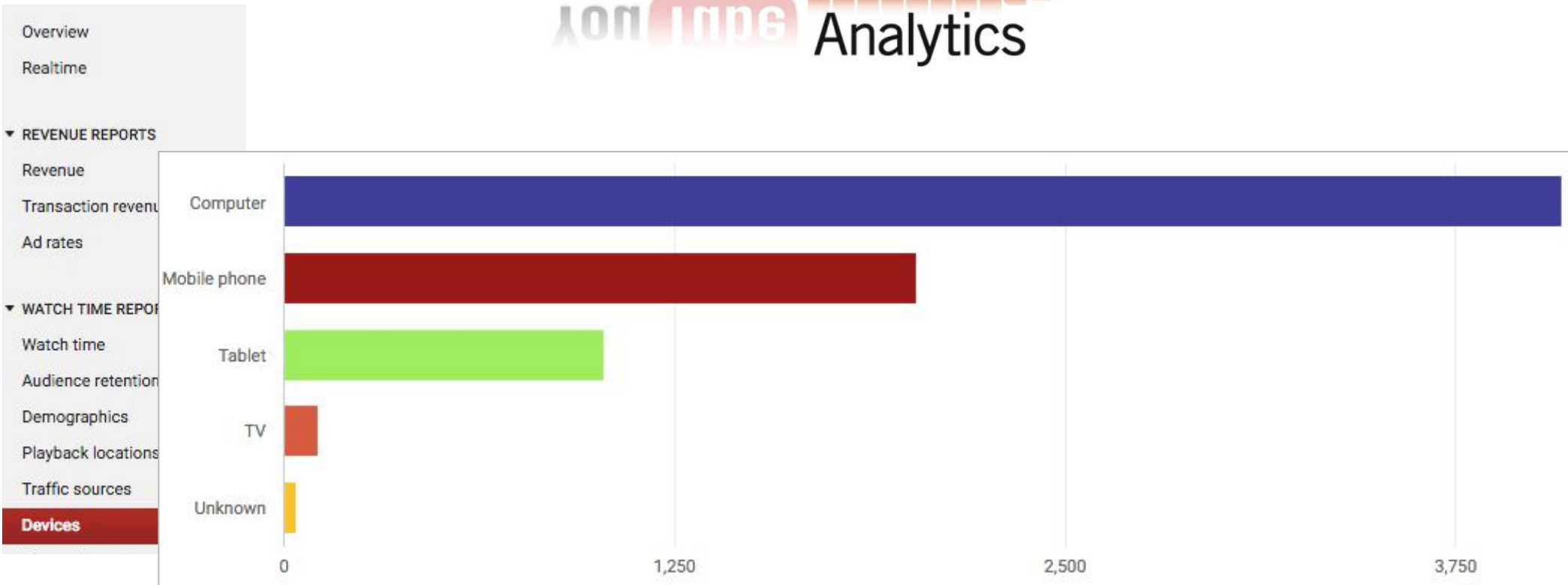
## RESULTS

70 Million video views

46K subscribers on  
**YouTube brand channel**

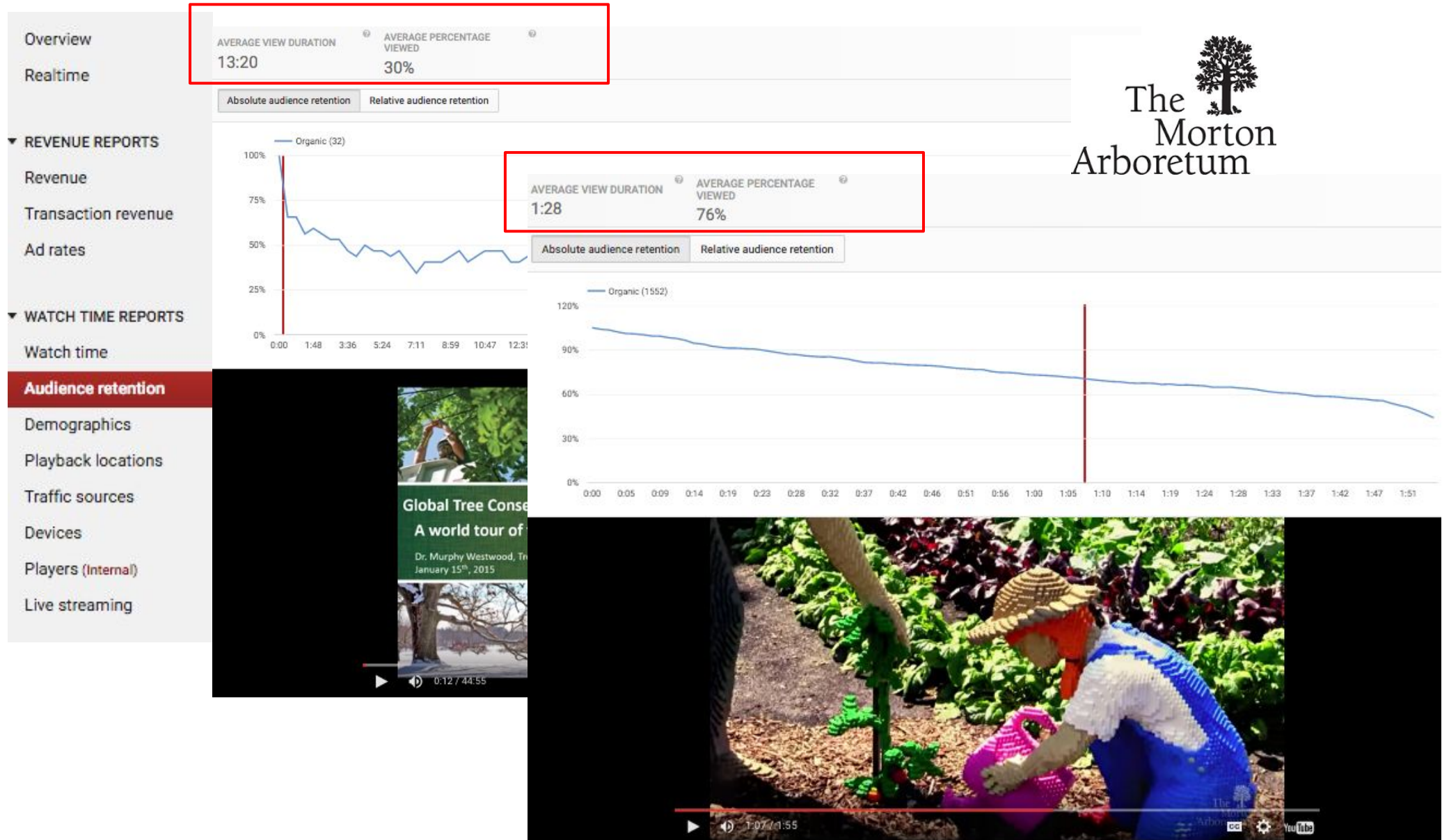
**VOLVO**

# Measure the impact of your YouTube content strategy



Sample data. You can view your channel metrics by logging in at [www.youtube.com/analytics](https://www.youtube.com/analytics)

# Measure the engagement and retention of specific videos





# Wrap-up & Ideas



*Buffalo and Erie County Botanical Gardens*

# What can you do tomorrow?

1

## AdWords:

- Do a hygiene check on account structure & keywords
- Add extensions to increase CTRs
- Look into GrantsPro Program

2

## Google Analytics:

- Link Google Analytics and AdWords accounts
- Set-up regular reporting for most useful metrics to help optimize site content & promotional activities

3

## YouTube

- Think about an “HHH” strategy for content development
- Use YouTube Analytics to uncover insights & optimizations



Thank you!



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