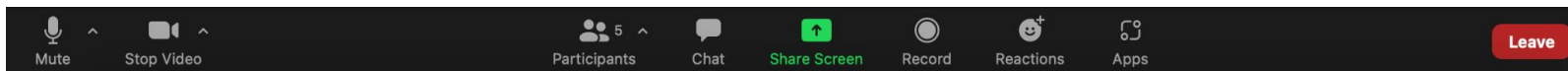# Measuring Digital Success

Say Hello!

While we wait for other attendees to join, feel free to introduce yourself in the chat by clicking on the button above in your zoom window.

Recording Starting!

A recording of this workshop will be available

About Lightful

A technology company powering social and environmental change

Lightful is a technology company for social good, and certified B Corp. We believe those doing the greatest good deserve the best technology.

Our mission is to strengthen relationships between good people and great causes. Lightful's digital products and services are designed for charities to simplify their work and amplify their impact. We achieve this by delivering custom technology solutions, and helping charities upskill and save time with our social media management and e-learning tool.

Agenda

Learning objectives

Why is data important

Breakout activity - how do you use data?

What metrics matter - social media, email, website

Reporting

Data-backed insights - how will you leverage data?

Q & A

Learning objectives

Understand importance of data to help measure digital success

Identify key metrics that relate to your digital goals

Understand how you can turn data into insights

Why is data so important?

What is your understanding of data?

What is data?

A collection of raw information, including text, numbers, images, audio, or video that you collect from individuals or organisations.

Start with the basics

- Name
- Address
- Email
- Payment info
- Gift amount

Continue to collect

- Age
- Interests
- Employment
- Other organisations they support

Ongoing information

- Additional gifts
- Event attendance
- Online engagement

Why gather data?

It's about making **informed decisions** and knowing what aspects of your organisation inspire your donors.

Knowing what works and what doesn't work will help you develop a clear, long-term plan which you know will **drive results**.

Why measure?

Improve understanding of audience and social channels

Be more effective with your content

Communicate your results to the team

Every supporter interaction results in new data.

This data can help shape your communications, your campaigns, and your events, leading to stronger donor relations and fundraising strategies that work!

![Lightful learning logo]

How does your organisation use data?

- Are you currently collecting and using data in some way? How?

- Share to the rest of the group

Let's talk data!

What metrics matter?

Social media

- Reach

- Impressions

- Audience growth

- Engagement

- Profile views

- Link clicks

- Most popular post

- Audience insights

Email

- Click-through rate

- Conversion rate

- Bounce rate

- List growth rate

- Open rate

- Unsubscribe rate

113	2	16	1
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	308 95.1%	Clicks per unique opens	1.8%
Total opens	161	Total clicks	
Last opened	3/14/21 7:57AM	Last clicked	3/12/21 10:22PM
Forwarded	0	Abuse reports	

Website

- Number of visitors

- Average page views and page sessions

- Session duration

- Average time on page

- Top traffic sources

- Devices used

- Audience insights

- Drop-off rate
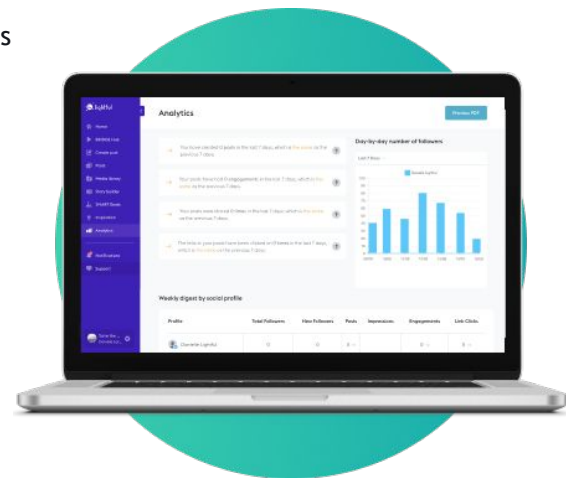
Fundraising

- Income from different digital fundraising tools

- Number of donations

- Amount

- Number of new donors

- Which campaign/project they donated to

- Contact details

What are you measuring?

- **Awareness**: people who know you exist

- **Engagement**: people who interact with you

- **Interest**: people who show interest in your cause (e.g. visit to your site, sharing a post, supporting a campaign)

- **Conversion**: people who perform more practical actions (donate, volunteer, champion your cause as ambassadors, fundraise,subscribe to your email, etc)

AWARENESS

ENGAGEMENT

INTEREST

CONVERSION

bridge
powered by lightful

20
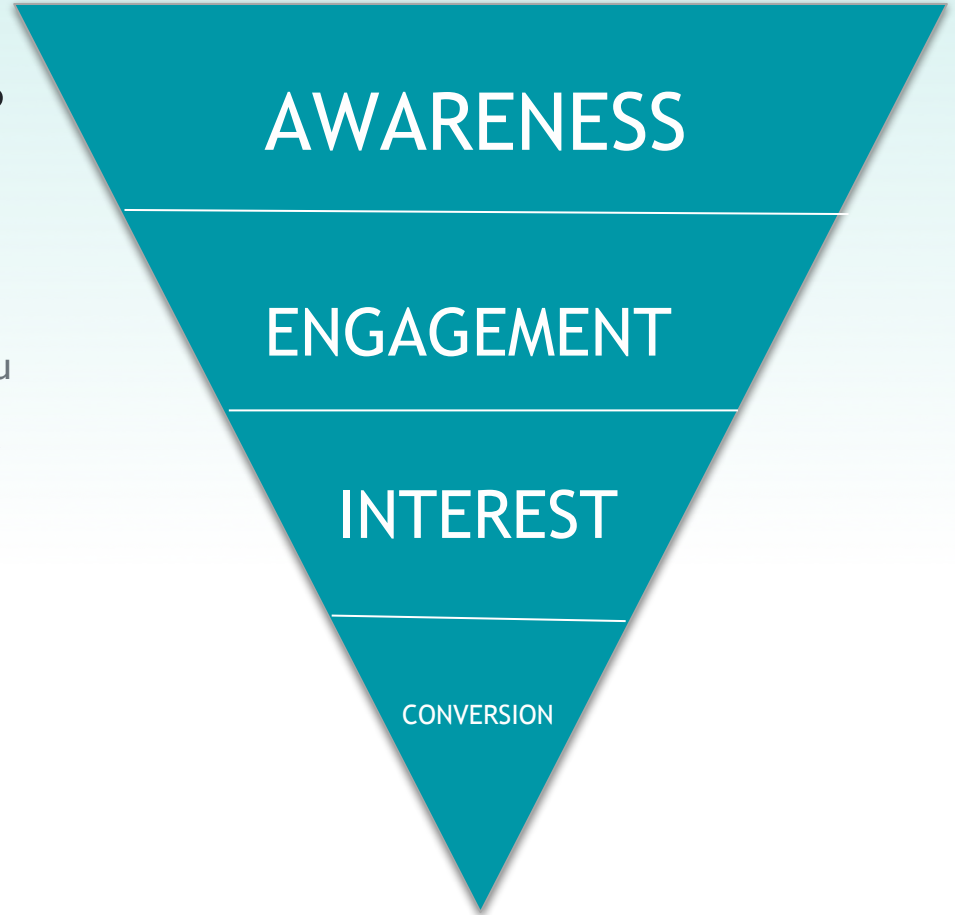
Reporting

Measuring Return on Investment (ROI)

Awareness
Engagement
Media opportunities
Driving donations
Recruiting volunteers
Sharing impact
Telling (and sharing) stories
Better understanding of supporters
Website traffic

$$ROI = \frac{Return}{Investment}$$

Time
Resources
Technology
Training
External support
Advertising budget

What to include in a report

- **Summary of results**
- **Opportunities** based on your objectives
- **Challenges** and how you want to tackle them
- **Successful examples** from charities of similar size
- **Key stats** from your social media performance
- **Screenshots** of successful posts
- **Next steps** and the need for a buy-in

SOCIAL MEDIA REPORT CARD
CLIENT NAME   DATE

FACEBOOK
SUMMARY   [Enter summary of week here]

ENGAGEMENT*

TOTAL FANS	ENGAGEMENT	POST CLICKS
12,010	12,010	4,333
+302	+3%	+3%

LIKES	COMMENTS	SHARES
997	432	221
+102	+0.39%	-0.78%

SOCIAL MEDIA REPORT DATA

THIS WEEK

DATE OF POST	POST CONTENT	RETWEETS	LIKES	MENTIONS	CLICKS	POTENTIAL	ENGAGEMENT
8/30/17	CONTENT 1	89	22	100	300	1000	511
8/31/17	CONTENT 2	150	200	150	500	1000	1000
9/1/17	CONTENT 3	89	300	88	150	1000	627
9/2/17	CONTENT 5	95	140	55	150	1000	440
9/2/17	CONTENT 4	55	55	77	150	1000	337
9/3/17	CONTENT 8	77	99	66	200	1000	442
9/3/17	CONTENT 7	86	156	55	357	1000	654
9/4/17	CONTENT 6	45	577	44	597	1000	1263
9/5/17	CONTENT 11	22	215	33	215	1000	485
9/5/17	CONTENT 19	111	211	22	155	1000	499

PREPARED BY YOUR.COM   PREPARED BY YOUR.COM

How often should you measure your success?

- **Weekly**: a quick look at your latest content and any important mentions and updates you need to include in your report
- **Monthly**: a closer look at your performance per channel to update your metrics
- **Quarterly**: a strategic look at what changed over the last quarter
- **Annually**: an update to your strategy based on your learnings and what you want to improve
- **Post-Campaign Wrap up**

How will you leverage data going forward?

Let's talk data!

- What is one key takeaway from today's session?

- Share to the rest of the group

Data-backed insights

Let the data guide you

1   **2**   **3**

Data

The metrics you track - the raw data

Insights

The analysis of those numbers

Application

Use these insights to inform your future digital communications and fundraising

Q&A