

# Optimizing Your GOTC Program



# Hi, I'm Sadia!

Sadia Iqbal  
Director of Data &  
Analytics  
*270 Strategies*



# Who We Are



270 STRATEGIES

DBT

## 270 Strategies and Do Big Things

We are community organizers, digital strategists, communications professionals, and data scientists who have dedicated our lives to building communities, campaigns, and organizations focused on making the world a better place.

We got our start working for presidential campaigns and cause-based organizations and know that organizing starts with a deep understanding of your community. Over the last five years, we've worked with hundreds of national and international campaigns and advocacy organizations to build out their campaign and engagement programs.

# Do you have census specific questions?

Check out these census resources:

- [U.S. Census Bureau](#)
- [Census Counts Website](#)
- [Census 2020 HTC Map \(CUNY\)](#)
- [Count All Kids](#)

*Note: Count All Kids is a good example of a constituency-focused resource, of which there are many, and we recommend finding resources that speak to your constituencies*

# Our Process

Content will be driven by a comprehensive analysis of the field, paired with our organization's wealth of experience in relevant civic engagement work

Since October 2018 our team has conducted digital assessments of National Hubs:



Ongoing Collaboration:



The Leadership  
Conference

# Training Schedule

- JUL 24 Crafting Your Census Campaign Plan
- AUG 13 Assessing Your Digital Readiness
- SEP 10 Content Strategy for HTC Communities
- SEP 26 Developing Your Hard to Count List
- OCT 8 Optimizing your GOTC Program**

TODAY

This is the fifth of five online trainings that will walk you through GOTC from **plan development to program evaluation**

# Goals for Today's Training

- 1) Define programmatic optimization and its benefits
- 2) Understand what metrics to track and analyze for your program
- 3) Understand how digital ads can support outreach to HTC universes

# Today's Agenda

Training Goals

Why Optimize

Use Data to Optimize

Reports

Digital Ads

Q&A // Wrap Up



# Program Optimization & Insights



## Shoreburn Counts

*(Hypothetical example)*

Goals:

1. **Get out the count**
2. Broader civic engagement (advocacy, c3 activity)
3. Get out the vote, voter registration for 2020

The goal we are focusing on is GOTC

# Why does Shoreburn Counts optimize?

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- They have **limited resources** and a small team, making TV and large-scale offline work not an option.
- Their staffer, Tania, is using **digital ads for the first time**. They need to learn and evaluate this to inform future investments.
- They're **working in coalition** with four other groups and want to be able to report out their progress. They're focusing on rural communities within the state.

# Defining Optimization

# Optimization

*“Does this help us  
achieve our goal?”*

Optimization means regularly evaluating and modifying your program to work more efficiently and effectively.

Given limited resources and the many unknowns related to HTC outreach, optimization is a must for all census work.

It applies to all types of programs (offline, online). This training will focus on optimizing online programming.

# So... Why Optimize?

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- Confirmation that your program is working
- Tells you where you should allocate budget and capacity
- Allows you to better plan for the future
- Enables you to report out to stakeholders (your manager, board, funders, & partners)

Using Data to Optimize

It is important to **ground evaluation in your strategy and goals** – we don't want to report “for reporting's sake,” but so you can learn from your reporting and **make your program better.**

Revisit the Crafting your Census Plan to think about your strategy



# Matching Goals & Metrics to Program Type

Awareness and Education	Engagement and Persuasion	Direct Response
Messaging and information to teach your community more about the importance of the census	Change opinions of others; help folks understand why they need to fill out the census form	Take direct action – sign up for a list, donate money, sign a pledge card
<ul style="list-style-type: none"><li>• Page Impressions</li><li>• Page Reach</li><li>• Post Reach</li></ul>	<ul style="list-style-type: none"><li>• Likes</li><li>• Comments</li><li>• Shares</li></ul>	<ul style="list-style-type: none"><li>• Conversions</li><li>• Sign-ups</li><li>• Donations</li></ul>

# Reports

# Who are Reports for?

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## INTERNAL

You: Reports will help you to run your own program more effectively

Team: Needs to know the specifics of all outreach and how to replicate it

Your Manager: Needs to know that the program is working

## EXTERNAL

Coalition Partner: Allows you to demonstrate progress and see the progress of others towards shared goals

Funders: Demonstrate to your funders the impact that you've had and the capacity that you have built

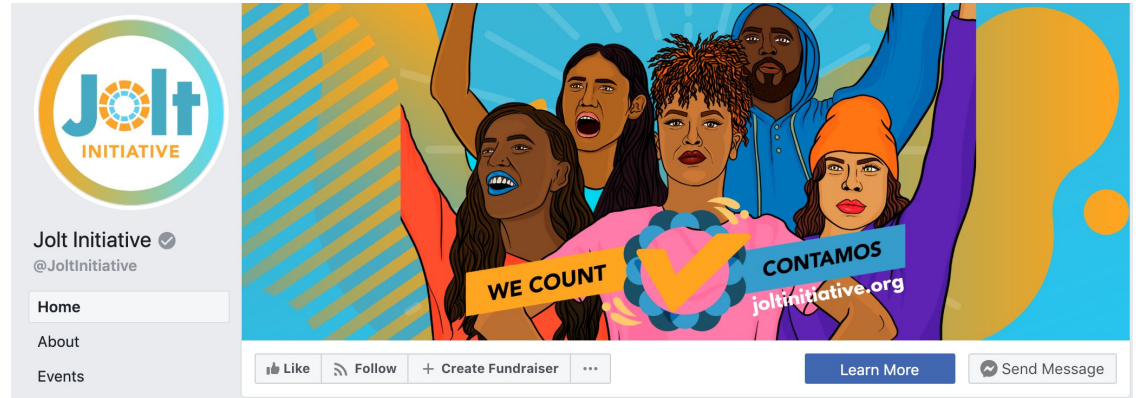
# Reporting Best Practices

- Make sure that key staff are informed and participate in reporting from the beginning of the program
- Make sure that your reporting is not only good for your funders, but that it is good for your organization
  - Make sure metrics are tied to the quality of work
  - Ensure the reporting is actually driving decisions

# Reporting Cadence

- Set a frequency that works for all levels of your team (weekly, bi-weekly, monthly, quarterly, etc.)
- Reporting should correlate with budget decisions and decision making timelines
- Reports should also reflect the broader context; in this situation, the GOTC program timeline

# Dedicated Learning Times



- Testing period of Sept - Dec
- Running variations of messages on platforms (Facebook, Instagram, & Twitter)
- Figuring out what resonates with their audience and where their audience is
- Will make decisions for 2020 program based on testing period findings

# Campaign Plan Template

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## HTC Outreach Campaign Planning Guidance:

- What will you accomplish if your campaign is successful?
- Who are you trying to reach? Who are you best suited to reach?
- What messages do you know will be effective?
- What actions do you want your audience to take?
- Who is going to execute this program?
- What additional costs are tied to this program?
- How will you know if your program is working?

**Every major part of your program should have corresponding metrics and reports to ensure ongoing learning and evaluation.**

# How Do You Put All of This Information into One Place?

## Digital Engagement Tracker

### Overall Metrics

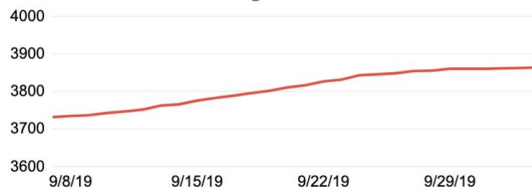
Total Page Likes

3,865

Total Reach

84,031

Page Likes



Page Reach



Reporting Period	9/5	10/5
Updated as of	10/5/19	

### Page Metrics

#### Page Metrics

Metric	All Time	This Week	Last Week	Δ from Last Week
Page Likes	3,865	27,029	30,681	-12%
Engaged Users	4,035	481	1,525	-68%
Total Reach	84,031	7,022	26,363	-73%
Total Impressions	101,329	10,536	32,733	-68%

Sample reporting template [here](#).

To update this template, go to your Facebook page, click on 'Insights' and 'Export Data'. From there, you can download page and post metrics on a weekly or bi-weekly basis.



# How Do You Put All of This Information into One Place?

## Digital Engagement Tracker

### Post Metrics

#### Post Metrics

Metric	All Time	This Week	Last Week	Δ from Last Week
Likes	3,865	27,029	30,681	-12%
Shares	17	0	15	-100%
Comments	54	0	44	-100%
Post Reach	7867	530	6165	-91%
Post Impressions	13698	644	11297	-94%

#### Top Posts - Last Month

Message	Date	Likes	Shares	Reach	Impressions	Post Link
Test Message C	9/26	162	9	4,588	9,018	<a href="#">Link</a>
Test Message E	9/20	62	6	1,173	1,698	<a href="#">Link</a>

#### Worst Posts - Last Month

Message	Date	Likes	Shares	Reach	Impressions	Post Link
Test Message B	10/1	2		252	312	<a href="#">Link</a>
Test Message A	10/3	6		278	332	<a href="#">Link</a>

#### Top Posts - All Time

Message	Date	Likes	Shares	Reach	Impressions	Post Link
Test Message C	9/26	162	9	4,588	9,018	<a href="#">Link</a>
Test Message E	9/20	62	6	1,173	1,698	<a href="#">Link</a>

# Reporting Checklist

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- ☒ How is the report connecting to your goals? What decisions will it inform?
- ☒ Who is the report for?
- ☒ What are the metrics that you will use to measure?
- ☒ At what frequency will you report out?

# Digital Ads

# Hi, I'm Ryanne!

Ryanne Brown  
VP of Digital  
Advertising  
*Do Big Things*



# Digital Advertising Overview

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**Digital advertising leverages the popularity of channels like email, social media, search engines, and websites to deliver promotional messages to users.**

- Each day, millions of people across the globe are influenced to take action after seeing an advertisement
- Reach the right people with the right message at the right time.

# Why Digital Ads for HTC outreach?

**HTC targets are increasingly online, making digital ads a great way to reach them.**

- African Americans and Latinx people are among the biggest group of people who use mobile phones to access the internet
- 77% of African Americans report using Youtube and 70% report using Facebook
- 78% of Latinx Americans report using Youtube and 69% report using Facebook
- About 75% of people 65 and older report going online daily

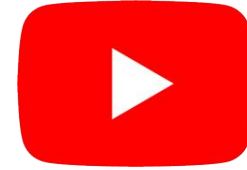
# Why Digital Ads for HTC outreach?

**Digital ads may be a good choice for HTC outreach because:**

- They are efficient and targeted
- They can be changed and adjusted relatively quickly, unlike other paid mediums
- They don't require a ton of capacity (people power)
- They meet folks where they are
- They are cheaper than TV!

# Platforms

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# Types of Digital Ads Goals

## Awareness and Education

Messaging and information for soft supporters; messaging and information to teach your community more about the census

## Persuasion

Change opinions of others; help make up your mind; help folks understand why they need to fill out the census form

## Engagement and Direct Response

Take direct action; share a post, like or comment, sign up for a list, donate money, sign a pledge card

# How to Make Budgeting Decisions (Guidelines)

# Budget: Guiding Principles

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Budget	Paid Search	Facebook & Instagram	Twitter	Display & Video
< \$5,000	x	x		
\$5,000 - \$20,000	x	x	x	
\$20,000 & up	x	x	x	x

# Pricing Type

## Cost Per Click (CPC)

Also known as Pay-per-click (PPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.

## Cost Per Thousand Impressions (CPM)

Also called cost per mille, is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage.

# Pricing Type

## Fixed Cost

Does not change with an increase or decrease with user interaction

## Cost Per Acquisition (CPA)

Also known as cost per action, pay per acquisition (PPA) and cost per conversion, is a pricing model where the advertiser pays for a specified action or conversion. Examples include lead generated, form submitted, petition signed, newsletter sign-up.

# Reporting & Optimizing Digital Ads



# Reporting & Optimizing Digital Ads

## Measures of success

You should define only **one measure of success** (clicks, sign ups, donations, etc.) before the start of a digital ads campaign. Can only optimize for one metric for each campaign.

## Testing

Recommend running **A/B tests** based on your campaign goals to learn what works (and what doesn't).

# Optimizing

Platforms allow you to upcycle your existing content to reach a larger audience with boosted or promoted posts.

It's best to boost/promote posts that are high performing — you can check which of your post are performing well organically by checking the Insights page on Facebook or the Analytics page on Twitter.



# Boosted Posts

Boosted posts are ads you create from existing posts on your Facebook Page.

- **Objective:** Increase post engagement or acquire new fans of your Facebook page
- **Targeting:** Target your existing audience, their friends, or create a custom audience
- **Cost:** A minimum \$10/day
- **Best Practice:** Always boost post with a call-to-action

# Promoted Tweets

Promoted Tweets are existing tweets that organizations put money behind to increase their reach.

- **Objective:** Increase post engagement or acquire new followers
- **Targeting:** Get as specific as possible; target based on who people follow or a hashtag
- **Cost:** \$50-\$5,000
- **Best Practice:** Always promote tweets with a call-to-action

# Digital Ad Reporting

FACEBOOK				
Platform	Impressions	Cost	Landing Page Views	Cost per Landing Page View
Facebook	24,451	\$345.59	103	\$3.36
<b>TOTALS</b>	<b>24,451</b>	<b>\$345.59</b>	<b>103</b>	<b>\$3.36</b>

FACEBOOK				
Audience	Impressions	Cost	Landing Page Views	Cost per Landing Page View
<b>Specific</b> Interest	19,237	\$263.74	87	\$3.03
Lookalike >> Page Engagers	2,454	\$36.51	7	\$5.22
<b>Demo</b>	408	\$4.58	0	\$0.00
Voter Registration Interest	2,352	\$40.76	9	\$4.53
<b>TOTALS</b>	<b>24,451</b>	<b>\$345.59</b>	<b>103</b>	<b>\$3.36</b>

# In-House vs. Vendor

# In-House Digital Ads

If running ads in-house with a team that has limited capacity, paid social ads will provide the largest return on investment.

- **Creative Development**
  - Softwares like [Canva](#) (a free resource) enable people who are not designers to produce quality creative content
- **Campaign Execution**
  - Social media platforms like Facebook and Twitter have the capabilities to target the right audience and run ad campaigns specific to your objectives

# Hiring Outside Support

## Digital Ad Vendors

This decision is driven by how much you have to spend, since many vendors will have a minimum spend threshold.

Most digital ads vendors will charge an average of 15% of your total digital ad buy.

For that fee, vendors will advise on overall strategy, targeting, design creative and make the actual buys.

# Using Digital Ads Vendors

Firms can help provide strategic guidance from industry experts and help you think long term, build infrastructure, and leverage platform relationships.

## What to consider:

- Budget
- Internal capacity
- Internal expertise and the level of complexity of the campaign
- Creative needs - particularly if using video
- Advanced targeting - many firms specialize in data collection and allow for better methods of targeting than what is available in the platforms

# Using Digital Ads Vendors

In-House	Vendor
<ul style="list-style-type: none"><li>• Facebook / Instagram</li><li>• Google AdWords</li><li>• Twitter</li><li>• YouTube</li></ul>	<ul style="list-style-type: none"><li>• Programmatic</li><li>• DSP (Data Service Provider)</li><li>• Direct-to-Publisher</li><li>• Fixed-Rate partners</li><li>• Advanced Social Media</li><li>• Snapchat</li></ul>



# Review

# Review

## Key Takeaways

- Optimizing your program is using data to evaluate and make changes so that your program is the most effective and efficient it can be
- When evaluating your data to optimize, it is important to think about your program comprehensively and always ensure that your reports directly connect to your program goals
- Select which elements to track based on which elements will have the biggest impact on your overall program and will inform decisions

# Q&A // Wrap up

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*In the chat box:* Please tell us your biggest challenges as you organize online.

## Census Digital Organizing Training Resources

**All previous trainings  
and materials can be  
found at**

**[censuscounts.org/digital-organizing-tools](https://censuscounts.org/digital-organizing-tools)**

Thank you!

**Next Step:** Complete the evaluation, which will be in your inbox shortly.