Optimizing Your GOTC Program
Hi, I’m Sadia!

Sadia Iqbal
Director of Data & Analytics
270 Strategies
Who We Are

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.
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

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

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

Ongoing Collaboration:
## Training Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUL 24</td>
<td>Crafting Your Census Campaign Plan</td>
</tr>
<tr>
<td>AUG 13</td>
<td>Assessing Your Digital Readiness</td>
</tr>
<tr>
<td>SEP 10</td>
<td>Content Strategy for HTC Communities</td>
</tr>
<tr>
<td>SEP 26</td>
<td>Developing Your Hard to Count List</td>
</tr>
<tr>
<td>OCT 8</td>
<td>Optimizing your GOTC Program</td>
</tr>
</tbody>
</table>

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?

- 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 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.

“Does this help us achieve our goal?”
So... Why Optimize?

● 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.
Matching Goals & Metrics to Program Type

<table>
<thead>
<tr>
<th>Awareness and Education</th>
<th>Engagement and Persuasion</th>
<th>Direct Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging and information to teach your community more about the importance of the census</td>
<td>Change opinions of others; help folks understand why they need to fill out the census form</td>
<td>Take direct action – sign up for a list, donate money, sign a pledge card</td>
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</tbody>
</table>

- Page Impressions
- Page Reach
- Post Reach
- Likes
- Comments
- Shares
- Conversions
- Sign-ups
- Donations
Reports
Who are Reports for?

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
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

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?

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>All Time</th>
<th>This Week</th>
<th>Last Week</th>
<th>Δ from Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>3,865</td>
<td>27,029</td>
<td>30,681</td>
<td>-12%</td>
</tr>
<tr>
<td>Shares</td>
<td>17</td>
<td>0</td>
<td>16</td>
<td>-100%</td>
</tr>
<tr>
<td>Comments</td>
<td>54</td>
<td>0</td>
<td>44</td>
<td>-100%</td>
</tr>
<tr>
<td>Post Reach</td>
<td>7867</td>
<td>530</td>
<td>6165</td>
<td>-91%</td>
</tr>
<tr>
<td>Post Impressions</td>
<td>13698</td>
<td>644</td>
<td>11297</td>
<td>-94%</td>
</tr>
</tbody>
</table>

### Top Posts - Last Month

<table>
<thead>
<tr>
<th>Message</th>
<th>Date</th>
<th>Likes</th>
<th>Shares</th>
<th>Reach</th>
<th>Impressions</th>
<th>Post Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Message C</td>
<td>9/26</td>
<td>162</td>
<td>9</td>
<td>4,588</td>
<td>9,018</td>
<td>Link</td>
</tr>
<tr>
<td>Test Message E</td>
<td>9/20</td>
<td>62</td>
<td>6</td>
<td>1,773</td>
<td>1,698</td>
<td>Link</td>
</tr>
</tbody>
</table>

### Worst Posts - Last Month

<table>
<thead>
<tr>
<th>Message</th>
<th>Date</th>
<th>Likes</th>
<th>Shares</th>
<th>Reach</th>
<th>Impressions</th>
<th>Post Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Message B</td>
<td>10/1</td>
<td>2</td>
<td></td>
<td>252</td>
<td>312</td>
<td>Link</td>
</tr>
<tr>
<td>Test Message A</td>
<td>10/3</td>
<td>6</td>
<td></td>
<td>278</td>
<td>332</td>
<td>Link</td>
</tr>
</tbody>
</table>

### Top Posts - All Time

<table>
<thead>
<tr>
<th>Message</th>
<th>Date</th>
<th>Likes</th>
<th>Shares</th>
<th>Reach</th>
<th>Impressions</th>
<th>Post Link</th>
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<td>1,698</td>
<td>Link</td>
</tr>
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</table>
Reporting Checklist

☑ 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

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.

Check out our Digital Organizing Video Training Series: Digital Ads 101
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!

Revisit Platforms in the Content Strategy for HTC Communities Training
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

<table>
<thead>
<tr>
<th>Budget</th>
<th>Paid Search</th>
<th>Facebook &amp; Instagram</th>
<th>Twitter</th>
<th>Display &amp; Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $5,000</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000 - $20,000</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>$20,000 &amp; up</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
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
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).
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 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 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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Cost</th>
<th>Landing Page Views</th>
<th>Cost per Landing Page View</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>24,451</td>
<td>$345.59</td>
<td>103</td>
<td>$3.36</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>24,451</strong></td>
<td><strong>$345.59</strong></td>
<td><strong>103</strong></td>
<td><strong>$3.36</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience</th>
<th>Impressions</th>
<th>Cost</th>
<th>Landing Page Views</th>
<th>Cost per Landing Page View</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Interest</td>
<td>19,237</td>
<td>$263.74</td>
<td>87</td>
<td>$3.03</td>
</tr>
<tr>
<td>Lookalike &gt;&gt; Page Engagers</td>
<td>2,454</td>
<td>$36.51</td>
<td>7</td>
<td>$5.22</td>
</tr>
<tr>
<td>Demo</td>
<td>408</td>
<td>$4.58</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>Voter Registration Interest</td>
<td>2,352</td>
<td>$40.76</td>
<td>9</td>
<td>$4.53</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>24,451</strong></td>
<td><strong>$345.59</strong></td>
<td><strong>103</strong></td>
<td><strong>$3.36</strong></td>
</tr>
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</table>
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](https://www.canva.com) (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
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

<table>
<thead>
<tr>
<th>In-House</th>
<th>Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Facebook / Instagram</td>
<td>● Programmatic</td>
</tr>
<tr>
<td>● Google AdWords</td>
<td>● DSP (Data Service Provider)</td>
</tr>
<tr>
<td>● Twitter</td>
<td>● Direct-to-Publisher</td>
</tr>
<tr>
<td>● YouTube</td>
<td>● Fixed-Rate partners</td>
</tr>
<tr>
<td></td>
<td>● Advanced Social Media</td>
</tr>
<tr>
<td></td>
<td>● Snapchat</td>
</tr>
</tbody>
</table>
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

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
Thank you!
Next Step: Complete the evaluation, which will be in your inbox shortly.