Using Analytics to Reach More People

Outline

- **Catholic Communication**

- **Know Your Audience**

- **Make A Plan**

- **Analyze Your Results**

What is Catholic Communication?

- More than Marketing

- The Word Became Flesh

- St. Augustine

The Word Became Flesh

Take Up and Read

Marketing vs. Catholic Communication

It's Not About the Numbers

- **The Mass gives us a blueprint for communications.**

- **We may be the only communication of God's love someone receives.**

- **Catholic communication and marketing go hand in hand.**

- **Behind every number is a person.**

We live in an information age..

4,000- 10,000 ads per day according to Forbes.

70% of StopAd users block 200 ads per day on windows alone.

Fertile Ground

"The great social and cultural challenges presently being created by rapidly expanding urban centres, especially in developing countries, are certainly fertile ground for the new evangelization."

Know Your Audience
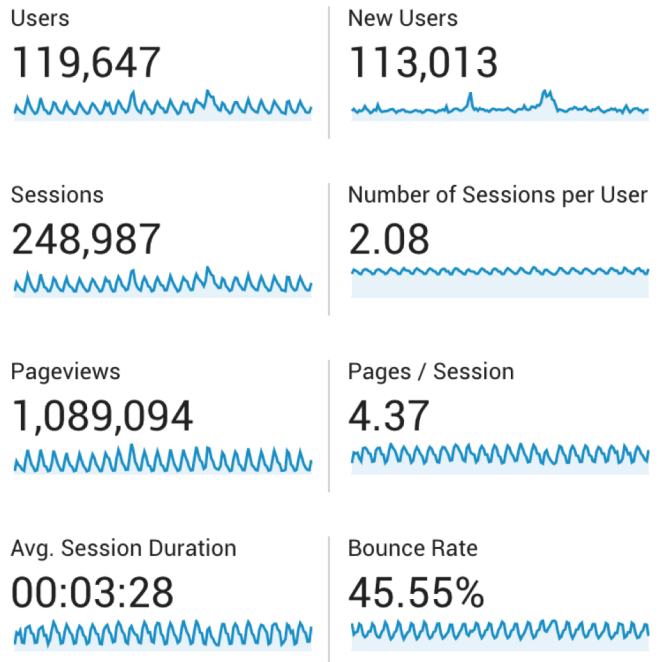
- Google Analytics
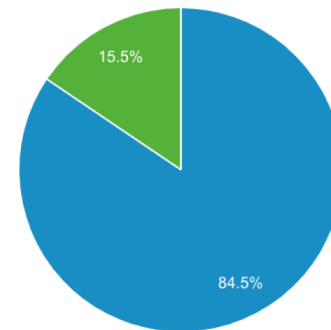
- Facebook Insights

- Surveys

Google Analytics

Enroll in Analytics Academy

Google Analytics

Audience reports will give you the information you need on your audience including, demographics, technology used, and location of users.
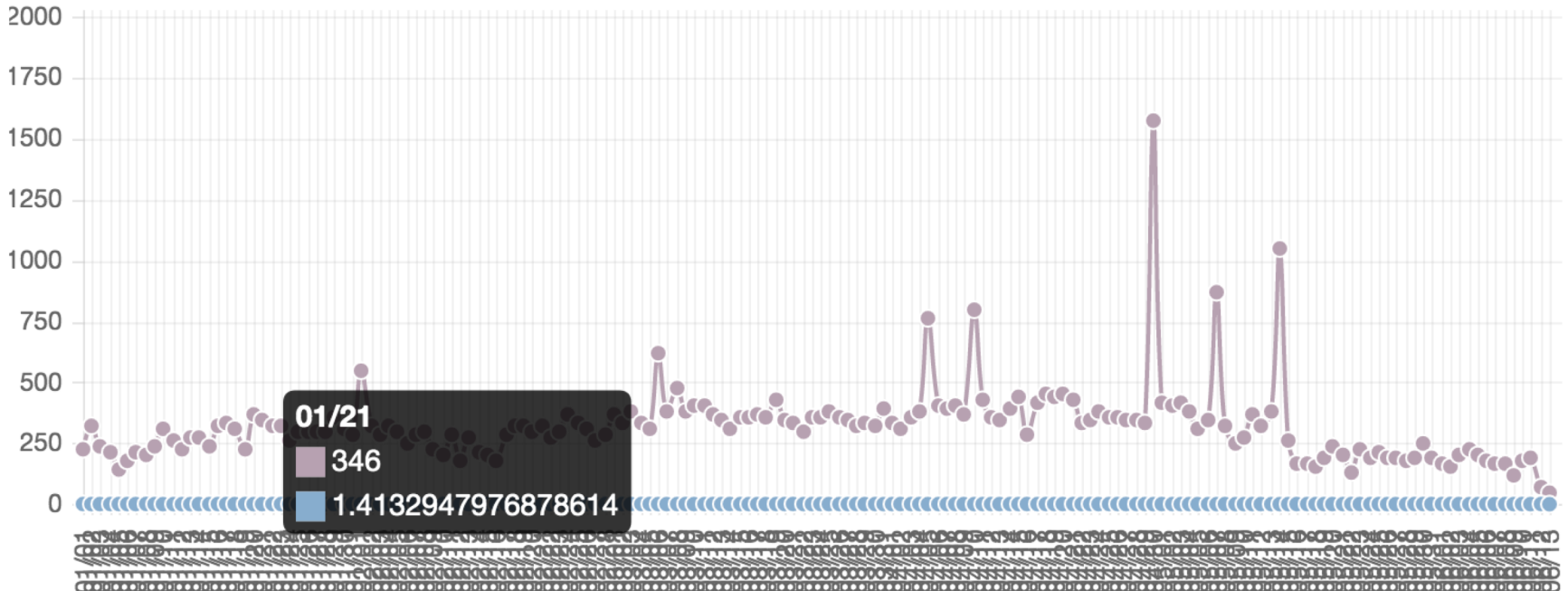
Users	New Users
119,647	113,013

Sessions	Number of Sessions per User
248,987	2.08

Pageviews	Pages / Session
1,089,094	4.37

Avg. Session Duration	Bounce Rate
00:03:28	45.55%

■ New Visitor   ■ Returning Visitor

15.5%

84.5%

Google Analytics

User Engagement
By sessions & users

| Month | Week | **Day** |

Chart showing User Engagement by sessions & users. Y-axis ranges from 0 to 2000. Tooltip displays:

01/21
- 346
- 1.4132947976878614

Legend: Users — Sessions / User

Demographics

This report was generated on 6/11/19 at 12:21:41 PM - Refresh Report

Technology

Location

Country	Acquisition			Behavior			Conversions
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
	119,647 % of Total: 100.00% (119,647)	113,062 % of Total: 100.04% (113,013)	248,987 % of Total: 100.00% (248,987)	45.55% Avg for View: 45.55% (0.00%)	4.37 Avg for View: 4.37 (0.00%)	00:03:28 Avg for View: 00:03:28 (0.00%)	0.00% Avg for View: 0.00% (0.00%)
1. 🇺🇸 United States	98,676 (82.48%)	92,645 (81.94%)	223,829 (89.90%)	41.70%	4.66	00:03:44	0.00%
2. 🇵🇭 Philippines	3,352 (2.80%)	3,337 (2.95%)	3,727 (1.50%)	88.22%	1.38	00:00:45	0.00%

Secondary dimension ▼ | Advanced Filter ON ✕ edit | ⊞ ◔ ☰

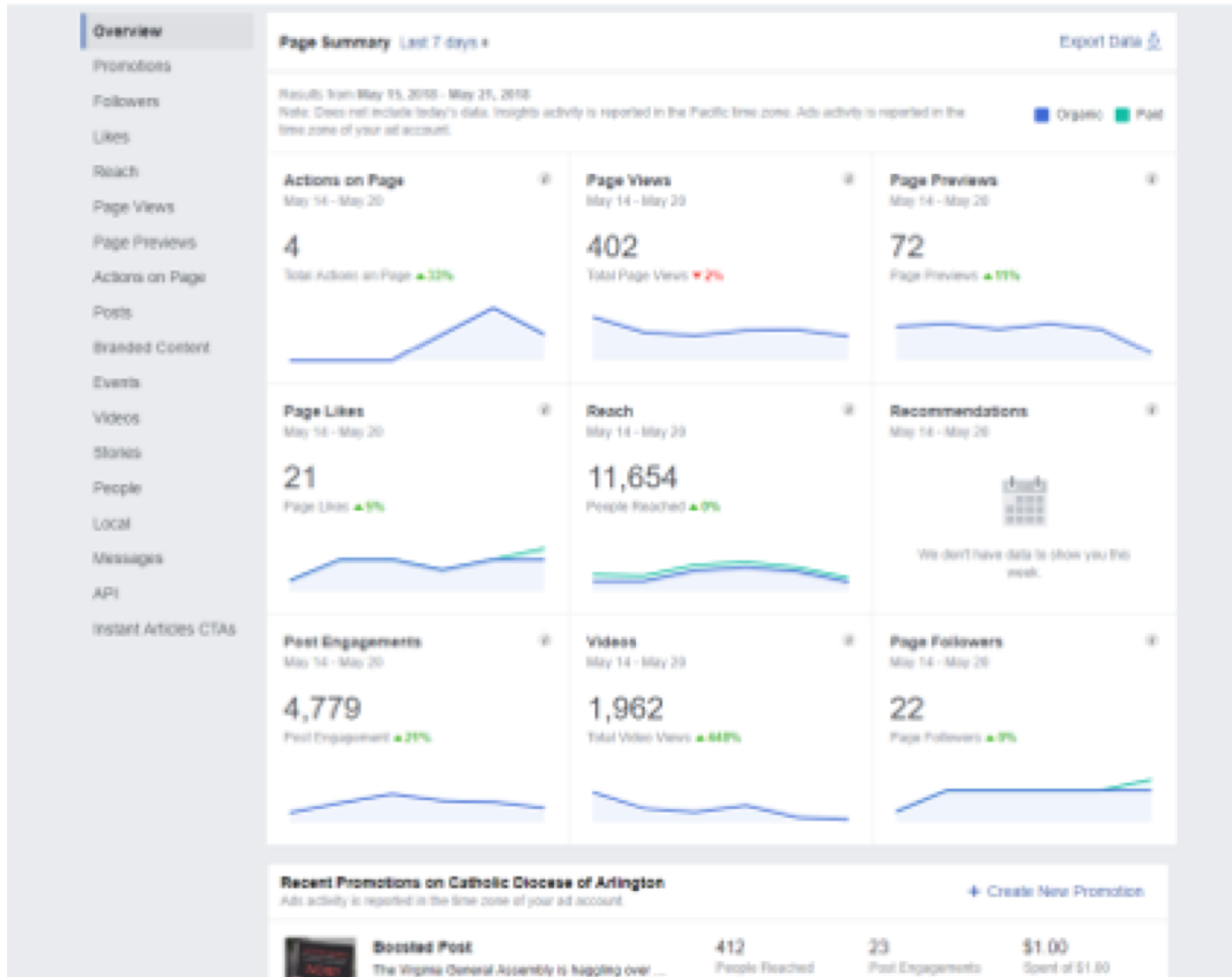| City	Acquisition			Behavior			Conversions
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
	151 % of Total: 0.13% (119,647)	128 % of Total: 0.11% (113,013)	451 % of Total: 0.18% (248,987)	18.63% Avg for View: 45.55% (-59.11%)	6.88 Avg for View: 4.37 (57.35%)	00:04:44 Avg for View: 00:03:28 (36.50%)	0.00% Avg for View: 0.00% (0.00%)
1. Kalamazoo	151 (100.00%)	128 (100.00%)	451 (100.00%)	18.63%	6.88	00:04:44	0.00%

Extras

Affinity Category (reach)

43.40% of total users

3.85%	▬	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.40%	▬	News & Politics/Avid News Readers
2.97%	▬	Media & Entertainment/Book Lovers
2.96%	▬	Shoppers/Value Shoppers
2.77%	▬	Lifestyles & Hobbies/Pet Lovers
2.75%	▬	Media & Entertainment/TV Lovers
2.57%	▬	Beauty & Wellness/Frequently Visits Salons
2.51%	▬	Lifestyles & Hobbies/Family-Focused
2.49%	▬	Lifestyles & Hobbies/Business Professionals
2.37%	▬	Lifestyles & Hobbies/Art & Theater Aficionados

Facebook Insights

View your audience information and post performance in order to target advertising more effectively.

Facebook Insights Overview

Publishing Tools Tab

Audience

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women
- 68% Your Fans

Men
- 31% Your Fans

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0%	0.726%	3%	8%	13%	19%	26%
Men	0%	0.41%	3%	6%	7%	8%	7%
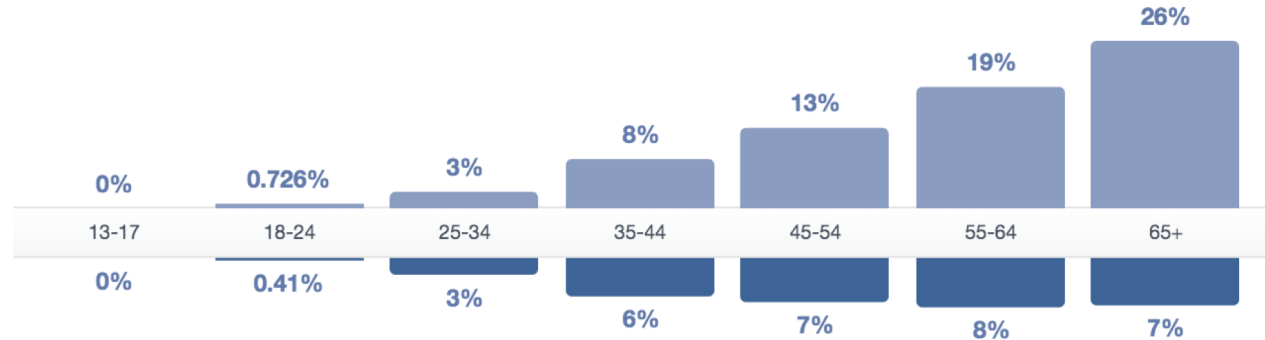
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	5,133	New York, NY	100	English (US)	5,048
Philippines	26	Grand Rapids, MI	68	Spanish	144
Canada	19	San Antonio, TX	53	English (UK)	89
Mexico	17	Houston, TX	46	Spanish (Spain)	19
India	13	Los Angeles, CA	39	Portuguese (Brazil)	13
Nigeria	13	Miami, FL	39	French (France)	11

Surveys

Over 50% of parishes have 1-2 people handling all communications at the parish.

- 8+, 3%
- 5, 7%
- 4, 7%
- 3, 22%
- 2, 34%
- 1, 28%
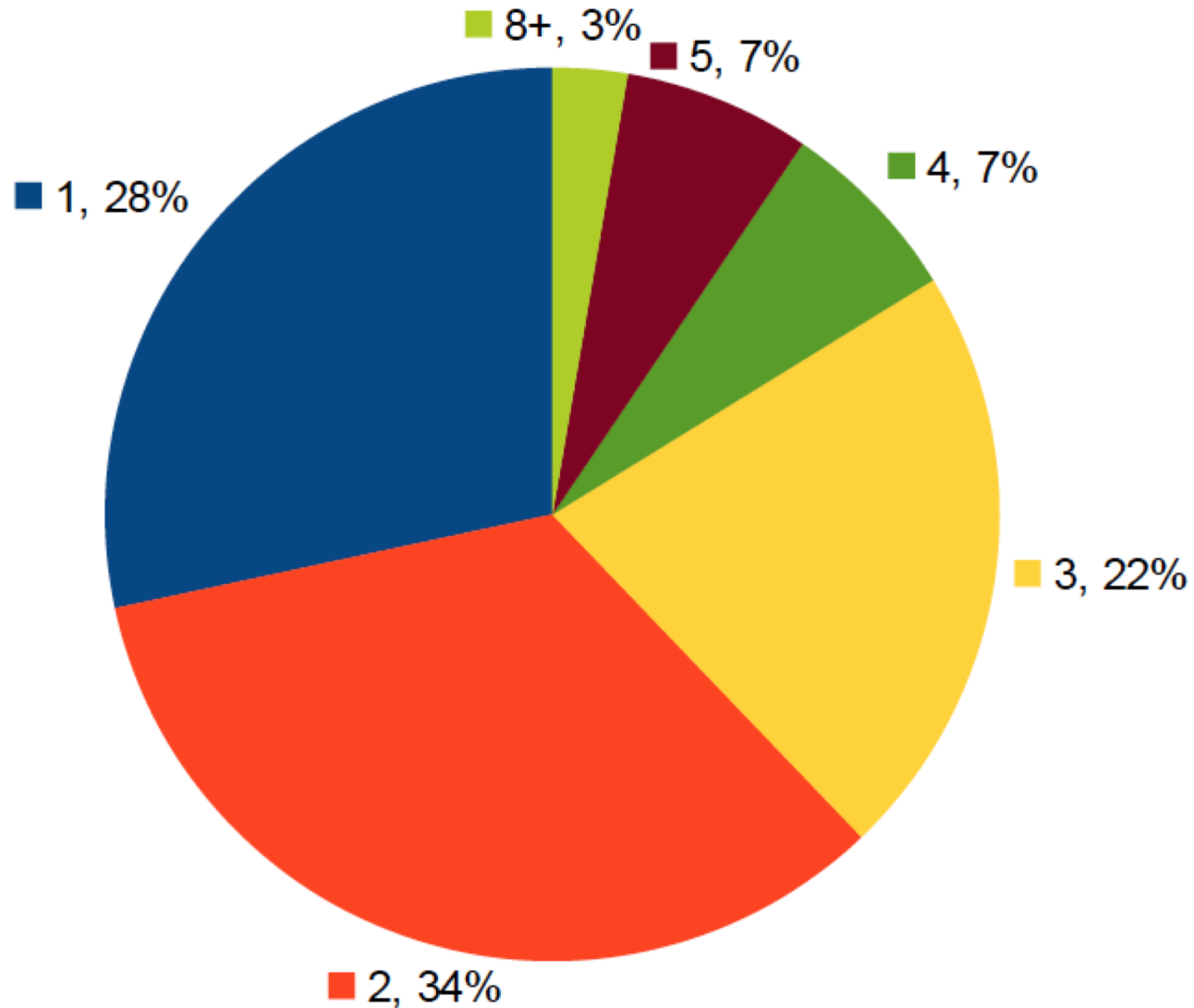
Only 8% of parishes meet on a weekly basis to discuss their communication strategy.

- Never 14%
- Other 12%
- Quarterly 5%
- Monthly 14%
- Bi-weekly 12%
- Weekly 8%
- Rarely 35%
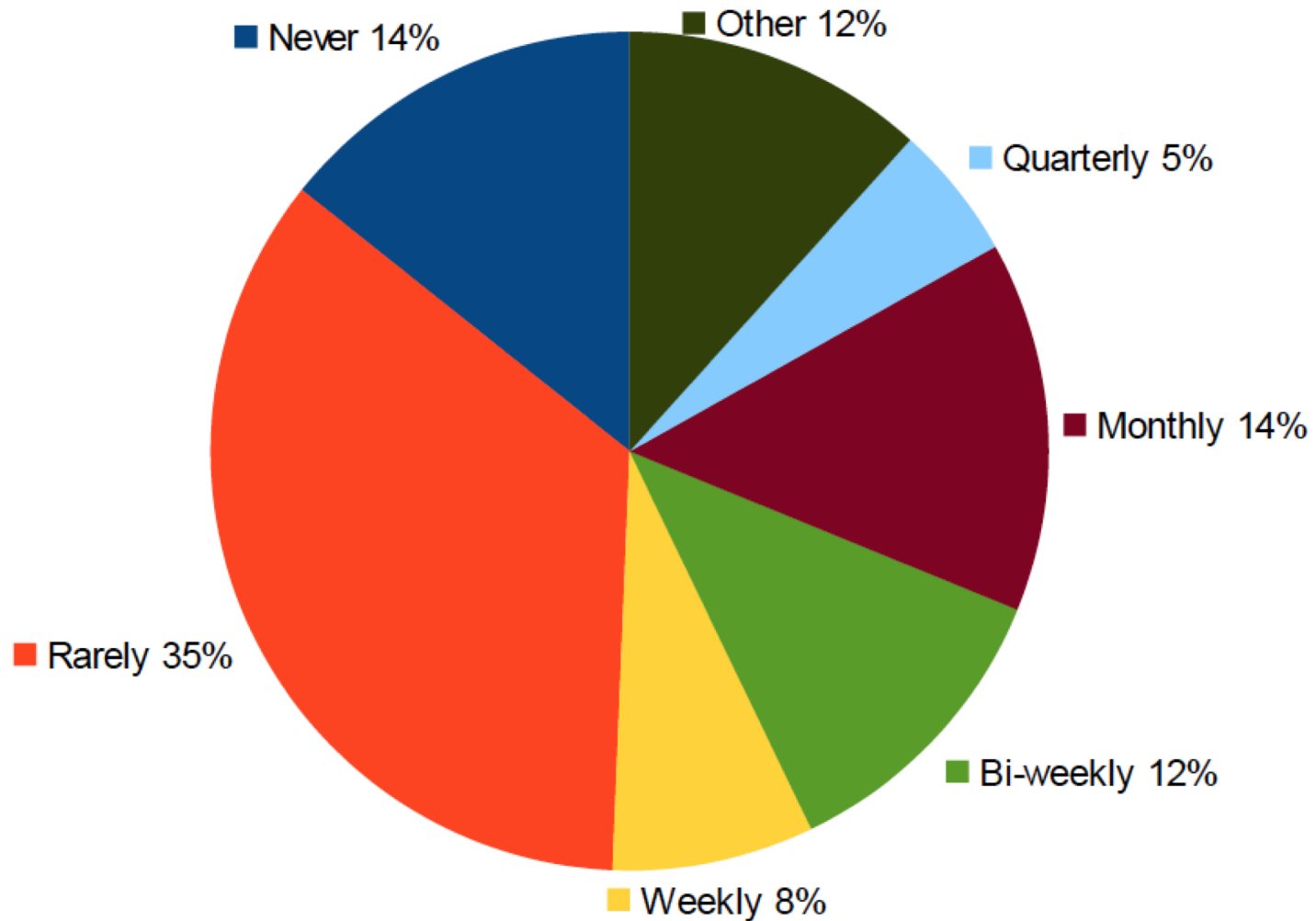
Of those 8%, over 50% do not change their strategy based on feedback or statistics.

- Yes 27
- Comment 11
- No 39
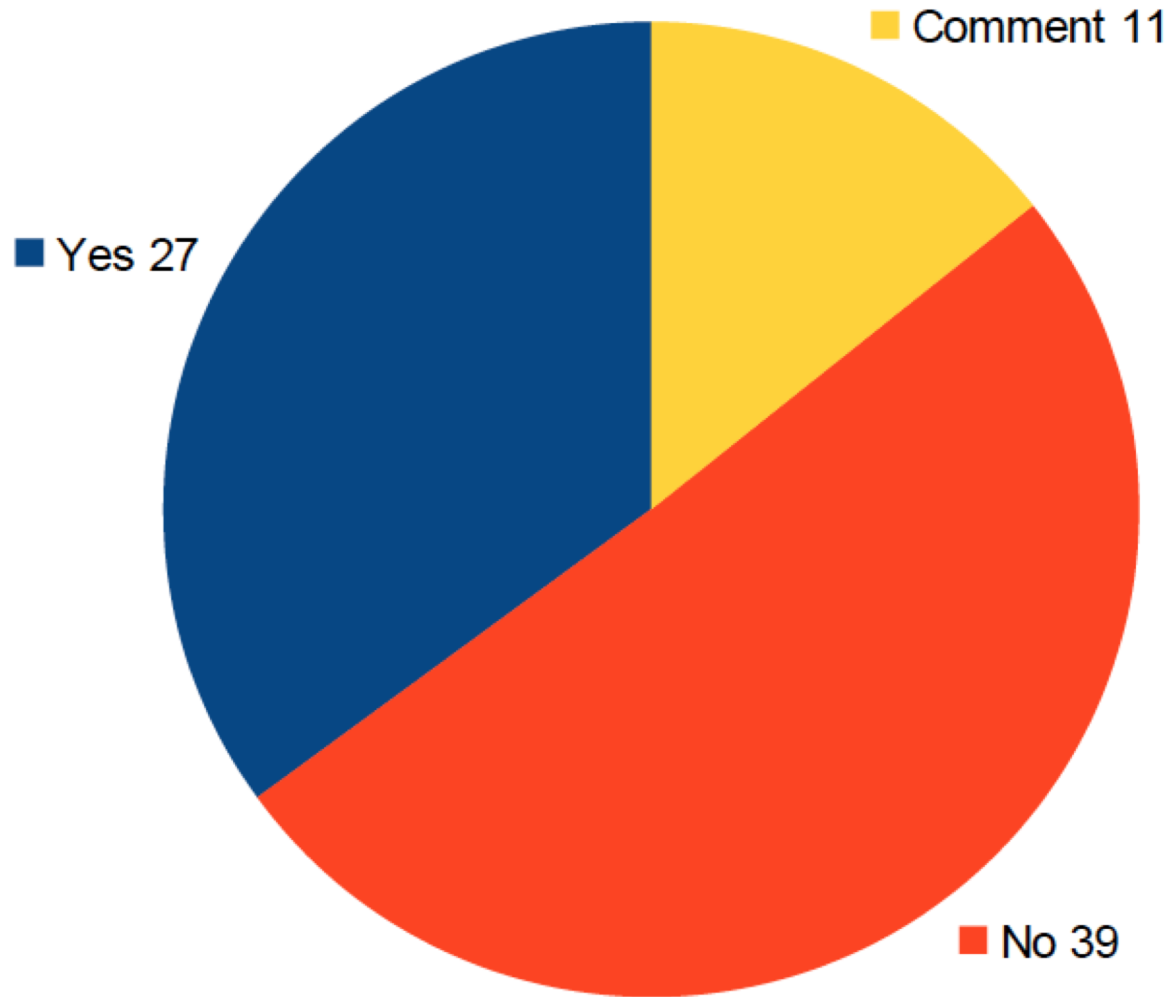
Case Study

1. The Question

How do our visitors interact with our Diocesan home page?

2. The Strategy

Retrieving reports from Google Analytics that gave us data on:

- Website entrances through home page vs. any other page
- Most-clicked elements on the home page
- Top pages viewed after the home page

3. The Visualization

Built with Microsoft Power BI using the Google Analytics reports we exported to Excel.

Case Study

Where people enter the Diocesan website

- Home 22%
- Other pages 78%

What pages people visit after the CDA home page

- Other pages 33%
- Top 25 pages 67%

CATHOLIC DIOCESE OF ARLINGTON

Important Notes

+ Dataset for charts is from **6 month span**.

+ Home page sliders receives only **2% more clicks** than cards and news area items.

+ Despite being below the fold, home page cards have nearly the **same click rate** as news area items.

What CDA home page area gets the most clicks

Area	Percent
Menu	58%
Utility Nav	12%
Sliders	10%
Cards	8%
News Area	8%
Events	2%
All Events	2%

Top 25 Pages visited after CDA home page

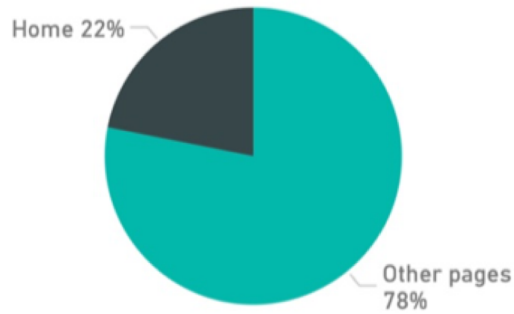| Page Title	Pageviews
Search	9144
Find a Mass	3986
Employment Opportunities	3942
Bishop's Lenten Appeal	2235
Catholic Schools Jobs	2151
Parish Finder	2090
Diocesan Press Releases	1722
Bishop's Public Schedule	1659
Child Protection	1494
Diocesan Offices	1435
Youth Ministry	1372
All Events	1210
School Personnel	1164
Latest News Coverage	1086
Bishop's Lenten Appeal 2018	1083
Schools Directory	942
Biography of Bishop Burbidge	803
Diocesan Programs and Ministries	698
Ways to Give Online to the Bishop's Lenten Appeal	673
Priest placed on administrative leave	667
Clergy Personnel Changes	660
Catholic Sports/NVJCYO	565
Catholic Schools Office	551
Bishop Burbige on the passing of Fr. Gerry Creedon	475
Conferences for the Engaged	475
Total	**42282**

- **Use Google Analytics to gather important information about your audience, their use of the data you send, and their personal profile.**

- **Use Facebook insights to view how effective posts have been and specifics about your audience.**

- **Use surveys to answer targeted questions that you want to know about your audience. Put these into a helpful format for viewing.**

Make a Plan

Listen to the Results

Targeted Campaign

Advertising

Have a Goal

Listen to the Results
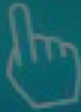
Lookalike Audiences

Find people who are similar to your current customers.

Facebook Lookalike Audiences helps you connect to people on Facebook who are similar to your customers. Use the insights you've gained from marketing on Facebook to increase your chances of reaching people who will be interested in your business. Lookalike Audiences are a fast and effective way to connect with more people likely to respond to your ads.

Audience Insights

Audience Insights help you learn more about your target audiences. It aggregates attributes about your customers, such as interests and behaviors—which you can then use to find new audiences who may be interested in your business.

Go to Audience Insights >

Inspiration Daily

Daily reflections on the scriptures to inspire your faith

Targeted Campaign

Core Audiences

Reach your core target audience.

Facebook Core Audiences helps you select the right recipients for your ad in just a few clicks. Whether you want your ad to be shown to people based on age, location, hobbies, or something else—we can help you connect to people who are likely to be interested in what you offer. Core Audiences can be as broad or well-defined as you like.

Location

Reach people in the cities, communities and countries where you want to do business.

Demographics

Select an audience based on age, gender, education, relationship status, job title and more. Facebook does not allow anyone to reach customers based on personally identifiable information.

Interests

Choose the interests and hobbies of the people you want your ad to reach—from organic food to action movies.

Behavior

Select people based on their prior purchase behaviors, device usage and other activities.

Connections

Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.

Targeted Campaign

Custom Audiences

Get in touch with people you already know.

Facebook Custom Audiences are built from customer data you have on hand, making it easy to reconnect with the people who have already shown interest in your business. Foster relationships and drive sales by reaching out to your existing connections on and off Facebook.

Contact lists

Use data from your CRM system or customer contact lists—like phone numbers or email addresses—to connect with your customers and contacts on Facebook. We'll find Facebook accounts that match that data, but we don't share who matched.

See how to use a contact list >

Site visitors

Install the Facebook Pixel on your website to create an audience of people who have visited it. You can even use site traffic data to show people ads for things they've shown interest in on your website.

See how to use your site data >

App users

Install the Facebook SDK in your app to create an audience of people who use your app, so you can inspire them to return to a game or view an item that they may be interested in buying.

See how to use your app data >

Targeted Campaign

Google Advertising

Looking For a Church Near You?

Explore Queens Catholic
Church in Jackson, MI

Looking For a New Church? - Queens Catholic Church in Jackson
Ad http://bit.ly/queens-jackson
Join us for Mass this Sunday!

Queens Catholic Church - A Vibrant Catholic Community Near You
Ad http://bit.ly/queens-jackson
Find a Catholic Church Near You

Find Your New Church Home - Queens Catholic Church in Jackson
Ad http://bit.ly/queens-jackson
Join Us For Mass This Sunday!

Find a Catholic Church Near You

Explore Queens Catholic Church in Jackson, MI

Learn More

The Queens Catholic Church Community Welcomes You!

Join Us For Mass This Sunday

> Learn More

Facebook Advertising

Choose your objective. —

To choose the right ad objective, answer the question "what's the most important outcome I want from this ad?" It could be sales on your website, downloads of your app or increased brand awareness.

[See the objectives]

What's your marketing objective? Help: Choosing an Objective

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Select your audience. +

Decide where to run your ad. +

Set your budget. +

Pick a format. +

Facebook Advertising

Have a Goal
Steps for building a report

Start with a S.M.A.R.T. business goal (Specific, Measurable, Achievable, Realistic, Timely)

S.M.AR.T. Goal Examples

- 20% more event registrations than previous year for annual conference by registration deadline [60 days]
- Increase traffic from social media by 20% to particular web page in the next 90 days

- **Be sure to listen to the analytics you gather. These are real results.**

- **Use the information about your audiences to target specific groups at specific times.**

- **Don't be afraid to pay for advertising, especially on social media.**

Analyze the Results

- Proper Tracking

- Using Reports

- Tag Manager

- Hotjar

Proper Tracking

Exclude Employee Traffic

Regular traffic:
200 pageviews

+

Employee traffic:
300 pageviews

=

Google Analytics
Inflated traffic:
500 pageviews

The Problem:

Employee visits to your website **=** artificially inflated website traffic

Proper Tracking

Track multiple marketing channels using
Google Campaign URL

Using Reports
Steps for building a report

Communicate the measured success or failure of the goal to your organization

a) Write/chart report showing success or failure of goal

b) Don't communicate isolated analytics, **communicate conclusions**

c) Explain any analytics terms

Communicating Conclusions

THIS

We had a 20% increase in social traffic (*500 pageviews*) compared to last year's campaign and 70% of it was from Facebook

NOT THIS

We had 500 pageviews from social media

Using Reports
Essential Reports

Acquisition reports include:

•Performance of campaigns and marketing channels* *(All Traffic reports and Campaign reports)*

Behavior reports include:

•Top landing pages *(Landing Page report)*

•Top pages *(All Pages report)*

•Where site visitors go after your homepage *(All Pages report – Navigation Summary Tab)*

•Top performing sections of your website** *(Content Drilldown report)*

•Top downloaded resources and clicked links*** *(Events reports)*

* Requires Google Campaign URLs
** Requires clean, organized URLs
***Requires Google Tag Manager Setup

Tag Manager
Track how people interact with your site

Hotjar
Record how people interact with your site

Hotjar
Record how people interact with your site

- **Ensure that your tracking is accurate and does not include inflated numbers.**

- **Create reports that give helpful information and be sure to explain any terms.**

- **Track how people interact with your site using tag manager or hotjar.**

Wash, rinse, REPEAT, PRAY

O God, to communicate your love to all,
you sent your only Son, Jesus Christ,
into the world
and made him our Master and
Shepherd,
the Way, Truth, and Life of humanity.
Grant that all means of
communication-
print, film, radio, television, the internet,
and all new media-
may be used for your glory and the
good of all people.
Inspire everyone of good will
to assist with prayer, action, and
financial support,
so that through these powerful means
the Church may preach the Gospel to
all peoples
Amen

Blessed James Alberione