Welcome To "How to Drive MEGA Traffic To Your Website & Events"

NOTE: PowerPoint Slide & Replay Video Will Be Emailed To You "After" Webinar

September 20, 2012

Facilitated by Phil Johncock, ANN Interim Executive Director

Agenda

- What is Driving Traffic?
- Why is Driving Traffic to your website important?
- How do you drive "targeted" traffic?
- Offline & online methods
  - Free Google AdWords (i.e., Google Grants)
  - Social media
  - Event marketing
  - Email marketing
- What do you do with the traffic that comes?
- Questions

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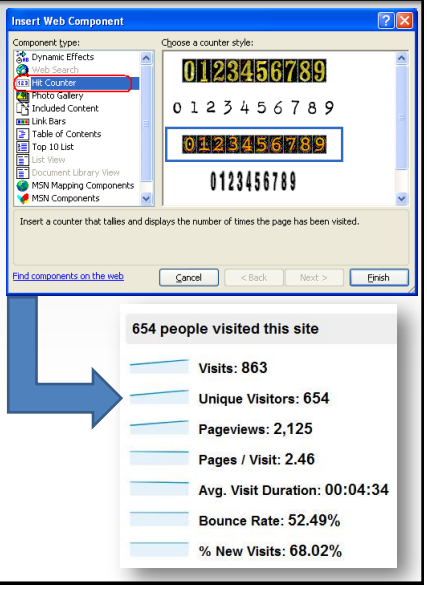
Definition

"Driving traffic" means **increasing the number of "targeted" & "untargeted" visitors (unique and/or returning) to a website, landing page or event (virtual or in person) AND tracking traffic behavior**.

- Case Study:
  - 24 visitors per month (ANN) ave. prior to Oct 2010
  - Jumped to 432 then 585 for Oct/Nov 2010

How do you measure traffic? Metrics?

- Google Analytics
- AWStats
- Others?? Facebook Insights??



Why Is It Important To Know About Driving Traffic?

1. The #1 reason Nevada nonprofits stated why they were "**NOT**" **successful** in getting online donations is **they didn't know how to drive traffic to their landing pages**.
2. Large nonprofits are hiring marketing folks with Google AdWord experience!

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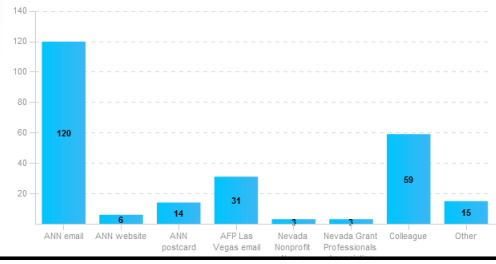
What Is Driving Traffic To Your Website/Landing Page Important?

- Increase awareness
- Increase donations
- Increase volunteers
- Increase participation in events
- Increase conversion:
  - Prospects (name & email)
  - Clients
- Shows patterns

Free ANN Nonprofit Capacity-Building Roundtable - Reno	May 11, 2012	Completed	86/90
Free Webinar: Creating a GRANT READINESS Binder & Funder Research PREVIEW	Apr 20, 2012	Completed	111/140
FREE Webinar: 2012 Assets & Opportunity Scorecard for the State of Nevada	Apr 4, 2012	Completed	75/98
Free ANN Nonprofit Capacity-Building Roundtable At Rio Las Vegas	Mar 23, 2012	Completed	251/250
Webinar: Optimizing Your New FACEBOOK Brand Page	Mar 14, 2012	Completed	31/100

Name	Size
Master List (All Members)	3,219
Distribution List - Elko	40
Distribution List - Reno/Rural Nevada	1,132
Distribution List - Southern Nevada	1,729

How did you hear about this event?



Google Analytics

	Source	Visits	% Visits
1.	google.com	43	14.68%
2.	allianceforнevadanonprofits.com	36	12.29%
3.	councilofnonprofits.org	26	8.87%
4.	grantsnevada.com	26	8.87%
5.	august30.eventbrite.com	15	5.12%
6.	36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	13	4.44%
7.	eventbrite.com	12	4.10%
8.	september6th.eventbrite.com	12	4.10%
9.	september6.eventbrite.com	11	3.75%
10.	sitextool.com	10	3.41%

	Keyword	Visits	% Visits
1.	(not provided)	94	28.14%
2.	alliance for nevada nonprofits	47	14.07%
3.	workshop	23	6.89%
4.	alliance of nevada nonprofits	19	5.69%
5.	workshops	18	5.39%
6.	nevada nonprofit association	6	1.80%
7.	association of nevada nonprofits	5	1.50%
8.	charles schwab logo	4	1.20%
9.	charles schwab bank logo	3	0.90%
10.	nevada nonprofit	3	0.90%

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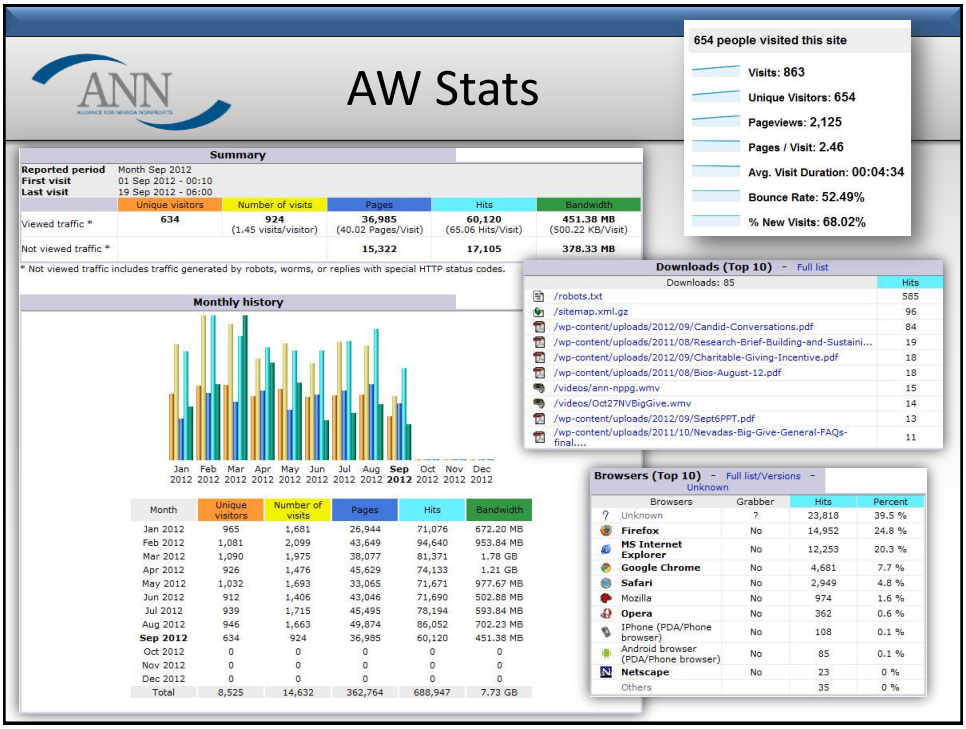
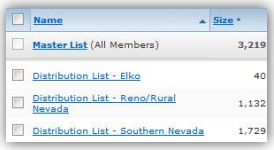
AW Stats



How Do You Get Targeted Traffic? Online & Offline Methods

Targeted Groups & Method

- Volunteers = **21.4%**
- Donors = 422 **donors** per million (Ron Paul 2008)
- Clients = ??
  - 6,626 nonprofits (.004%)



- Method: Google = relevancy (keywords)

Untargeted Group & Methods

- Nevadans = **2,723,322**
- TV
- Radio
- Yellow Pages
- Newspaper
- Posters
- Flyers
- Others?

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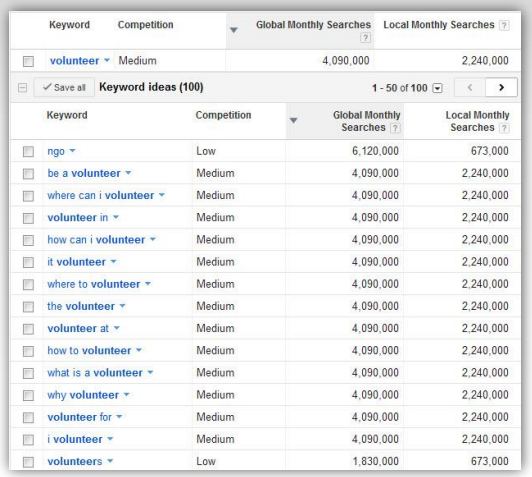
Tool for Targeting Google Keyword Tool



Keyword	Competition	Global Monthly Searches	Local Monthly Searches
volunteer	Medium	4,090,000	2,240,000

Save all | Keyword ideas (100) | 1 - 50 of 100

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
ngo	Low	6,120,000	673,000
be a volunteer	Medium	4,090,000	2,240,000
where can i volunteer	Medium	4,090,000	2,240,000
volunteer in	Medium	4,090,000	2,240,000
how can i volunteer	Medium	4,090,000	2,240,000
it volunteer	Medium	4,090,000	2,240,000
where to volunteer	Medium	4,090,000	2,240,000
the volunteer	Medium	4,090,000	2,240,000
volunteer at	Medium	4,090,000	2,240,000
how to volunteer	Medium	4,090,000	2,240,000
what is a volunteer	Medium	4,090,000	2,240,000
why volunteer	Medium	4,090,000	2,240,000
volunteer for	Medium	4,090,000	2,240,000
i volunteer	Medium	4,090,000	2,240,000
volunteers	Low	1,830,000	673,000

GoogleKeywordTool.com

10 Top Internet Marketing Strategies

1. eMail
2. eCommerce
3. Video Blogging (and commenting)
4. Social Media:
   - Facebook
   - Twitter
   - LinkedIn
   - YouTube

1. Traffic
2. Conversion
   - Opt-Ins
   - Sales/Donations

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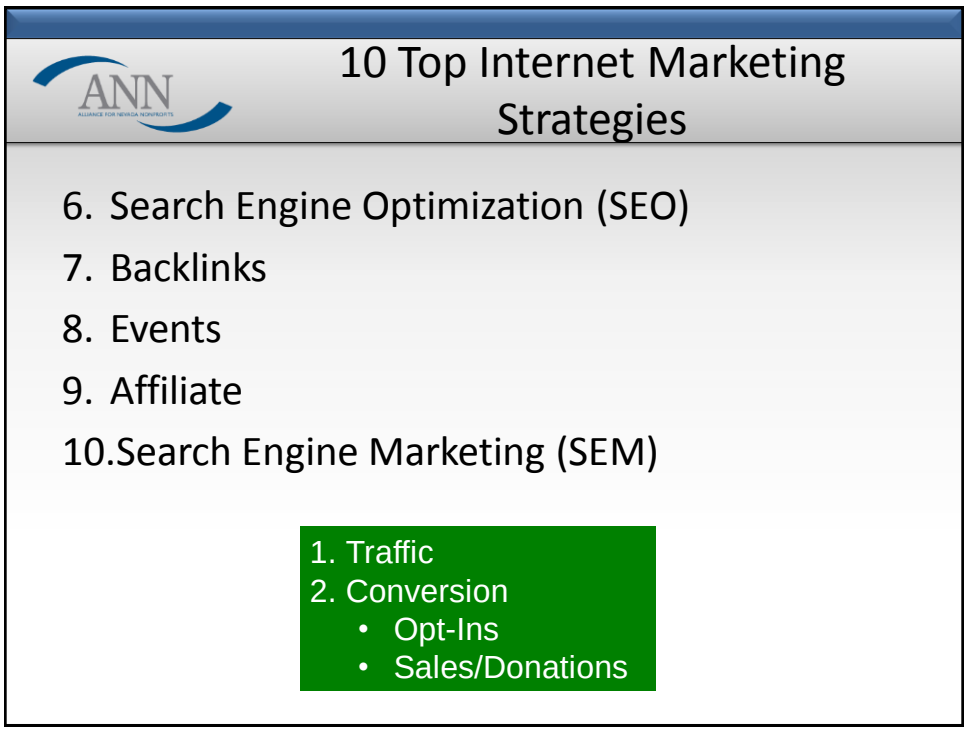

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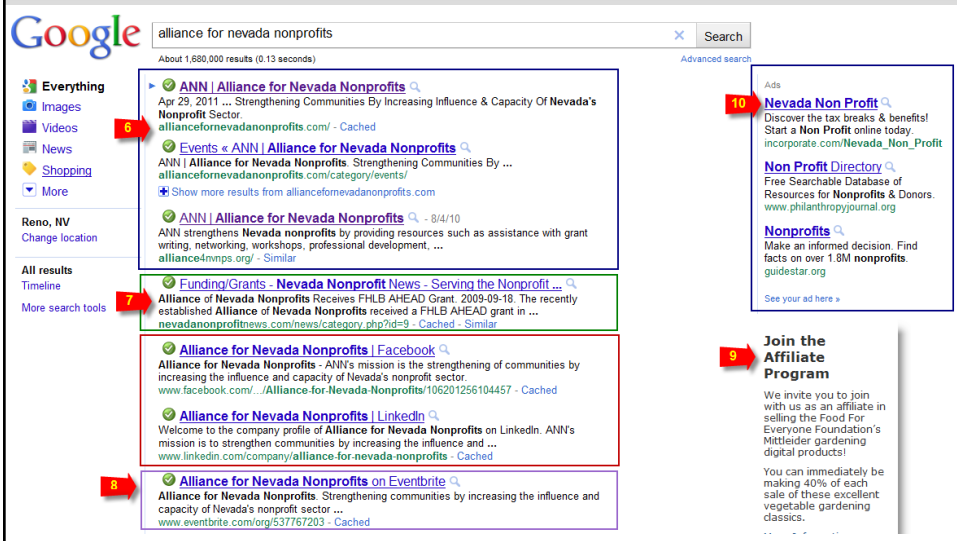
Case Study



6 Most Common Mistakes Nonprofits Make

1. No mission statement & limited public disclosures …
   - 990 forms
   - Board members, terms & minutes
   - IRS letter of determination
   - Articles of incorporation
   - Bylaws
   - Conflict of interest policy
   - Annual report
   - Policies: whistleblower, document retention/destruction, ethics, nondescrimination

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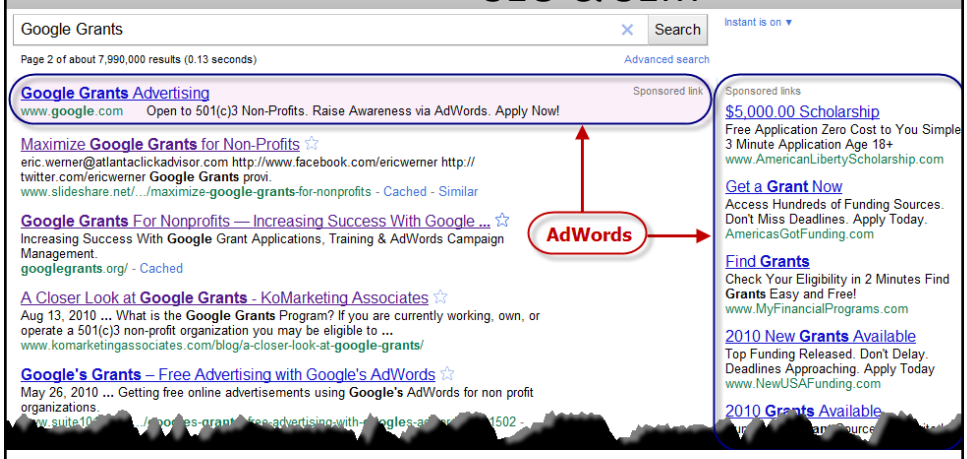
6 Most Common Mistakes Nonprofits Make

2. **Funky font sizes & types …**
3. Sites are not optimized for
   - Meta keywords …
   - Meta descriptions …
4. Google Analytics is not set up or reviewer.
5. Pages are long and not "above the fold."
6. Social media is not integrated.

Method for Targeting Traffic: SEO & SEM



Google grants

Up to $480,000/Year Free Marketing

Where Do I Get Help? GoogleGrants.org

Oct 18

October18th.eventbrite.com

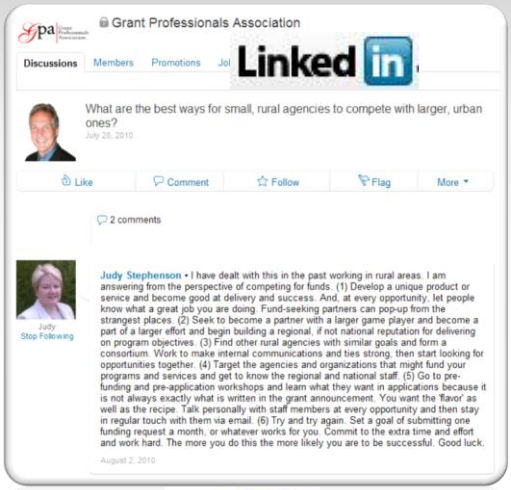
ANN Google Grant Class

**Guaranteed grant for eligible nonprofits

**Includes follow up technical assistance from ANN

**Start by creating a gmail account for the nonprofit annconnects@gmail.com

Driving Traffic with "Social Media"



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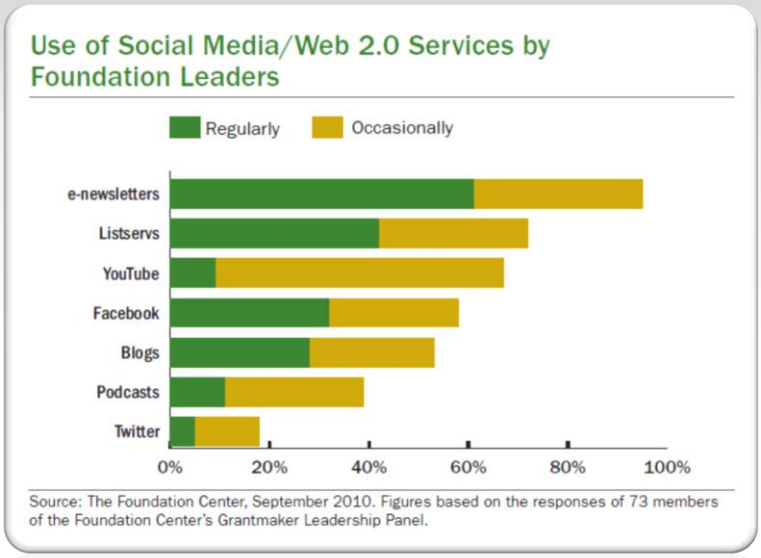
Social Media Impacts FOUNDATIONS



Social Media Impacts Your Profession: Twitter

Events (#rnc2012 or #dnc2012) | **Knowledge/Resource Sharing** | **Advocacy** and Engaging

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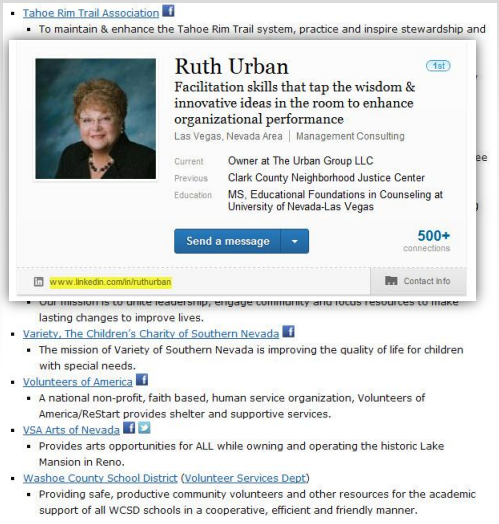
Social Media Impacts TWITTER

Social Media Impacts You Professionally: LinkedIn

- Professionally
  - Profiles
  - Recommendations
- Groups
  - Polls
  - Questions



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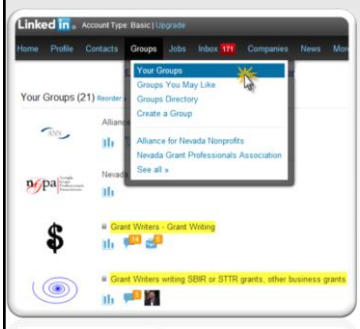
7 Top LinkedIn Groups for Grant Professionals

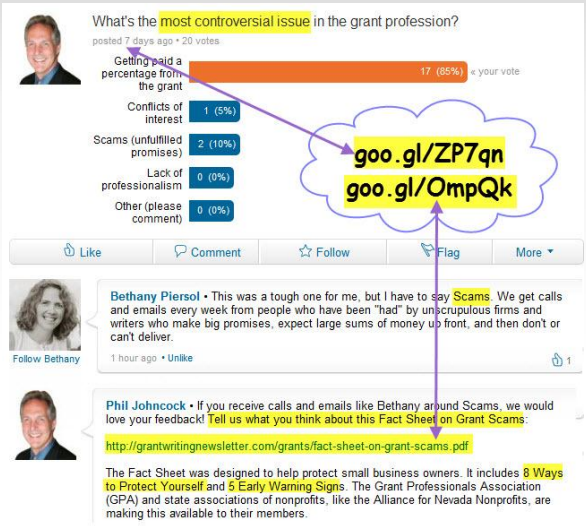
If you would like to participate in discussions and polls regarding timely issues in the grant profession and ask your questions, below are the top 7 LinkedIn groups for grant professionals by membership size that you should consider joining. Click on the links below and join in the fun!

1.	Grant Writers – Grant Writing	4,420*
2.	Professional Grant Writers – Grant Writing	2,652*
3.	Grant Professionals Association	2,323*
4.	Grant Writers Networking Group	2,274*
5.	For GrantWriters Only	1,841*
6.	SBIR/STTR Participants	1,261*
	• SBIR = Small Business Innovative Research • STTR = Small Business Technology Transfer	
7.	American Grant Writers Association	1,196*

*Number of members as of time of this presentation – August 2012

Driving Traffic With Social Media LinkedIn





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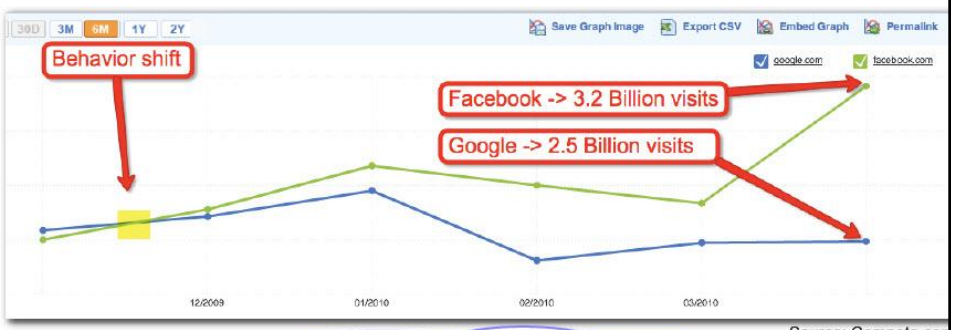
Social Media FACEBOOK

Why Facebook for nonprofits?

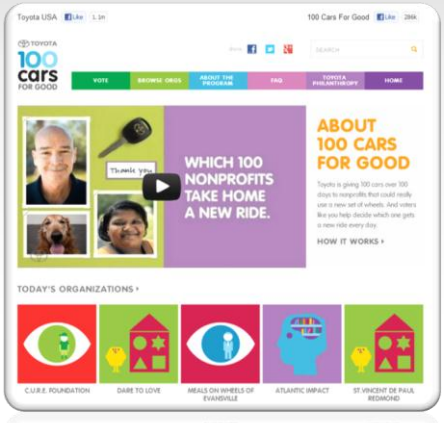
More people are relying on recommendations from friends



Source: Compete.com

From *Facebook Foundations for Nonprofits* PowerPoint by John Hadon & Charityhowto

Corporate Giving Online FACEBOOK



Reno Veterans Guest House

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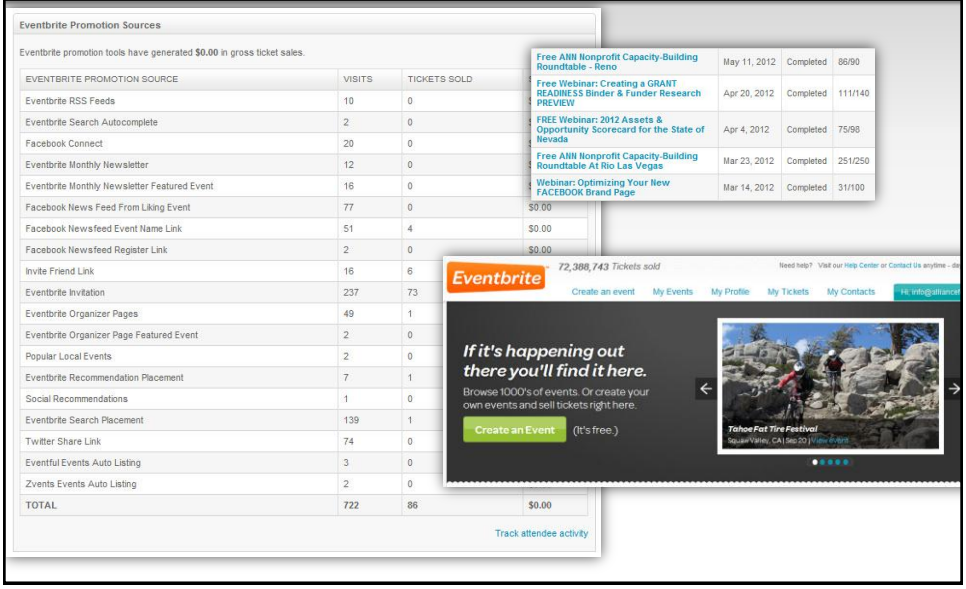
Driving Traffic with "Events" Eventbrite.com



Eventbrite Promotion Sources

Eventbrite promotion tools have generated **$0.00** in gross ticket sales.

EVENTBRITE PROMOTION SOURCE	VISITS	TICKETS SOLD	
Eventbrite RSS Feeds	10	0	
Eventbrite Search Autocomplete	2	0	
Facebook Connect	20	0	
Eventbrite Monthly Newsletter	12	0	
Eventbrite Monthly Newsletter Featured Event	16	0	
Facebook News Feed From Liking Event	77	0	$0.00
Facebook Newsfeed Event Name Link	51	4	$0.00
Facebook Newsfeed Register Link	2	0	$0.00
Invite Friend Link	16	6	
Eventbrite Invitation	237	73	
Eventbrite Organizer Pages	49	1	
Eventbrite Organizer Page Featured Event	2	0	
Popular Local Events	2	0	
Eventbrite Recommendation Placement	7	1	
Social Recommendations	1	0	
Eventbrite Search Placement	139	1	
Twitter Share Link	74	0	
Eventful Events Auto Listing	3	0	
Zvents Events Auto Listing	2	0	
TOTAL	722	86	$0.00

Track attendee activity

Free ANN Nonprofit Capacity-Building Roundtable - Reno	May 11, 2012	Completed	86/90
Free Webinar: Creating a GRANT READINESS Binder & Funder Research PREVIEW	Apr 20, 2012	Completed	111/140
FREE Webinar: 2012 Assets & Opportunity Scorecard for the State of Nevada	Apr 4, 2012	Completed	75/98
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Eventbrite — 72,388,743 Tickets sold

Create an event | My Events | My Profile | My Tickets | My Contacts

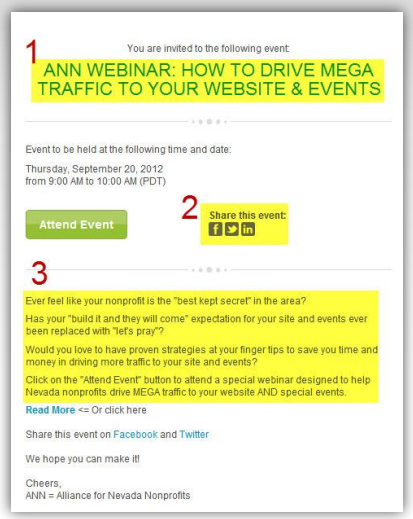
If it's happening out there you'll find it here.

Browse 1000's of events. Or create your own events and sell tickets right here.

Create an Event (It's free.)

Tahoe Fat Tire Festival

Special Invitations Eventbrite.com



1 You are invited to the following event:

ANN WEBINAR: HOW TO DRIVE MEGA TRAFFIC TO YOUR WEBSITE & EVENTS

Event to be held at the following time and date:

Thursday, September 20, 2012
from 9:00 AM to 10:00 AM (PDT)

Attend Event

2 Share this event:

3

Ever feel like your nonprofit is the "best kept secret" in the area?

Has your "build it and they will come" expectation for your site and events ever been replaced with "let's pray"?

Would you love to have proven strategies at your finger tips to save you time and money in driving more traffic to your site and events?

Click on the "Attend Event" button to attend a special webinar designed to help Nevada nonprofits drive MEGA traffic to your website AND special events.

Read More <= Or click here

Share this event on Facebook and Twitter

We hope you can make it!

Cheers,
ANN = Alliance for Nevada Nonprofits

Import Emails

How do you handle?

- Bounces
- Unsubscribes
- Complaints
- Blocked
- Undelivered

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Driving Traffic with "Email Marketing"

- Create a gmail account: annconnects@gmail.com
- Compile all emails into one place like Vertical Response or Constant Contact
  - Ask, "Does anyone 'not want to be added to the list'?"
  - Mention, "You can always unsubscribe at any time."
- Create an eNewsletter (monthly)
  - Text vs HTML (includes images)
- Clean up bounces, unsubscribes & complaints
- Combine email with social media & blogging
- Use email copy tips like "calls to action"

What do you do when traffic comes?

- Convert traffic into …
  - Opt ins (name and email) … then follow up with eNewsletters and event announcements
  - Sales/donations
- Watch relevance & bounce rate of landing pages

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What's a Landing Page?

In online marketing a landing page, sometimes known as a lead capture page, is the page that appears when a potential customer clicks on an advertisement. The page will usually display sales copy that is a logical extension of the advertisement or link.

What's the Source?

en.wikipedia.org/wiki/Landing_page

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September 20, 2012
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