



## **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




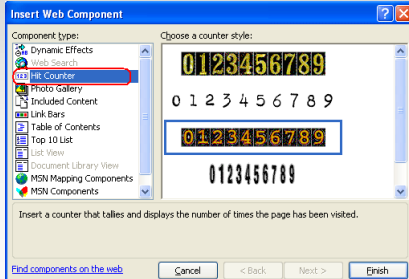
Definition


“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?



- 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.**
- Large nonprofits are hiring marketing folks with Google AdWord experience!



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

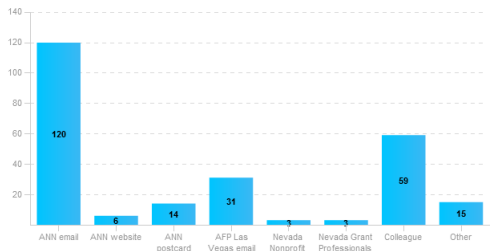
1,729




Reno Veterans Guest House

2,305 Donors  
\$412,898 Donated on Nov. 17th

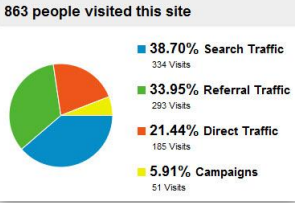
How did you hear about this event?





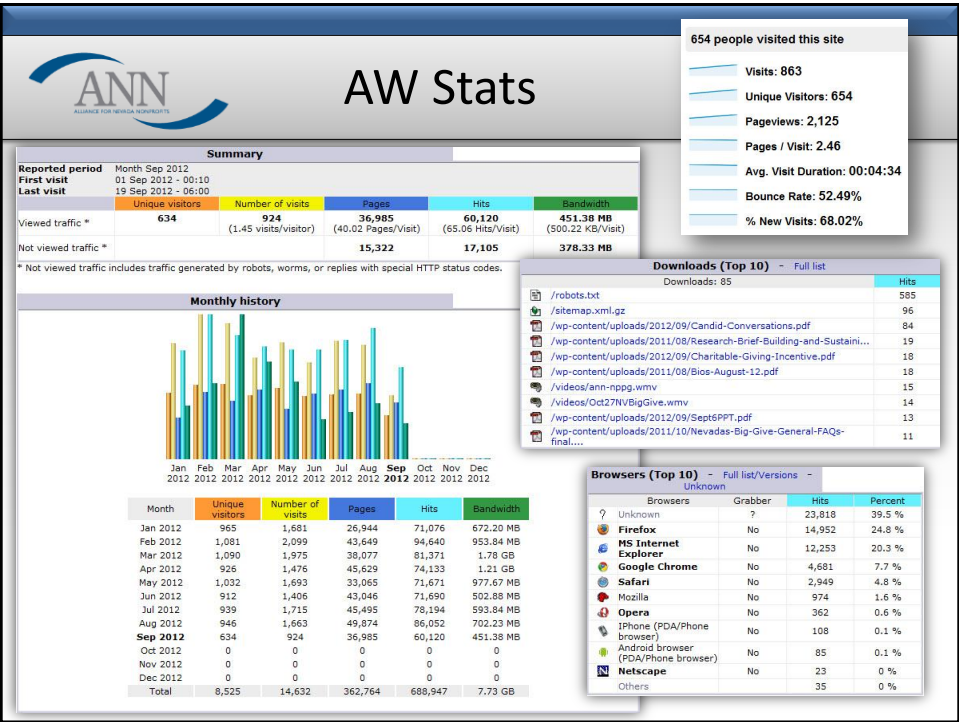
Google Analytics


863 people visited this site



Source	Visits	% Visits
1. google.com	43	14.68%
2. alliancefornevadanonprofits.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. sitetool.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%





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%)

Name

Size

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1,729

- Method: Google = relevancy (keywords)

Untargeted Group & Methods

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



Tool for Targeting  
Google Keyword Tool

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> 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
<input type="checkbox"/> ngo	Low	6,120,000	673,000
<input type="checkbox"/> be a volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> where can i volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> volunteer in	Medium	4,090,000	2,240,000
<input type="checkbox"/> how can i volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> it volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> where to volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> the volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> volunteer at	Medium	4,090,000	2,240,000
<input type="checkbox"/> how to volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> what is a volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> why volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> volunteer for	Medium	4,090,000	2,240,000
<input type="checkbox"/> i volunteer	Medium	4,090,000	2,240,000
<input type="checkbox"/> 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





# 10 Top Internet Marketing Strategies

6. Search Engine Optimization (SEO)

7. Backlinks

8. Events

9. Affiliate

10. Search Engine Marketing (SEM)

1. Traffic

2. Conversion

- Opt-Ins
- Sales/Donations




# Case Study



The screenshot shows a Google search for "alliance for nevada nonprofits". The search results include:

- ANN | Alliance for Nevada Nonprofits** (Apr 29, 2011) - Strengthening Communities By Increasing Influence & Capacity Of Nevada's Nonprofit Sector. [alliancefornevadanonprofits.com/](http://alliancefornevadanonprofits.com/) - Cached
- Events « ANN | Alliance for Nevada Nonprofits** - ANN | Alliance for Nevada Nonprofits. Strengthening Communities By ... [alliancefornevadanonprofits.com/category/events/](http://alliancefornevadanonprofits.com/category/events/)
- ANN | Alliance for Nevada Nonprofits** - 8/4/10 - ANN strengthens Nevada nonprofits by providing resources such as assistance with grant writing, networking, workshops, professional development, ... [alliance4mnps.org/](http://alliance4mnps.org/) - Similar
- Funding/Grants - Nevada Nonprofit News - Serving the Nonprofit ...** - Alliance of Nevada Nonprofits Receives FHLB AHEAD Grant. 2009-09-18. The recently established Alliance of Nevada Nonprofits received a FHLB AHEAD grant in ... [nevadanonprofitnews.com/news/category.php?id=9](http://nevadanonprofitnews.com/news/category.php?id=9) - Cached - Similar
- Alliance for Nevada Nonprofits | Facebook** - Alliance for Nevada Nonprofits - ANN's mission is the strengthening of communities by increasing the influence and capacity of Nevada's nonprofit sector. [www.facebook.com/.../Alliance-for-Nevada-Nonprofits/106201256104457](http://www.facebook.com/.../Alliance-for-Nevada-Nonprofits/106201256104457) - Cached
- Alliance for Nevada Nonprofits | LinkedIn** - Welcome to the company profile of Alliance for Nevada Nonprofits on LinkedIn. ANN's mission is to strengthen communities by increasing the influence and ... [www.linkedin.com/company/alliance-for-nevada-nonprofits](http://www.linkedin.com/company/alliance-for-nevada-nonprofits) - Cached
- Alliance for Nevada Nonprofits on Eventbrite** - Alliance for Nevada Nonprofits. Strengthening communities by increasing the influence and capacity of Nevada's nonprofit sector ... [www.eventbrite.com/org/537767203](http://www.eventbrite.com/org/537767203) - Cached

On the right side, there are ads for "Nevada Non Profit", "Non Profit Directory", and "Join the Affiliate Program".



# 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, nondiscrimination





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

Instant is on ▼

Search

Page 2 of about 7,990,000 results (0.13 seconds)

Advanced search

Google Grants Advertising

Sponsored link

www.google.com

Open to 501(c)3 Non-Profits. Raise Awareness via AdWords. Apply Now!

Maximize Google Grants for Non-Profits

eric.werner@atlantaclickadvisor.com http://www.facebook.com/ericwerner http://twitter.com/ericwerner Google Grants provi.

www.slideshare.net/.../maximize-google-grants-for-nonprofits - Cached - Similar

Google Grants For Nonprofits — Increasing Success With Google...

Increasing Success With Google Grant Applications, Training & AdWords Campaign Management.

googlegrants.org/ - Cached

A Closer Look at Google Grants - KoMarketing Associates

Aug 13, 2010 ... What is the Google Grants Program? If you are currently working, own, or operate a 501(c)3 non-profit organization you may be eligible to ...

www.komarketingassociates.com/blog/a-closer-look-at-google-grants/

Google's Grants – Free Advertising with Google's AdWords

May 26, 2010 ... Getting free online advertisements using Google's AdWords for non profit organizations.

www.suite101.com/.../google-grants-free-advertising-with-google-s-ad-words-1502 -

Sponsored links

\$5,000.00 Scholarship

Free Application Zero Cost to You Simple 3 Minute Application Age 18+

www.AmericanLibertyScholarship.com

Get a Grant Now

Access Hundreds of Funding Sources. Don't Miss Deadlines. Apply Today.

AmericasGotFunding.com

Find Grants

Check Your Eligibility in 2 Minutes Find Grants Easy and Free!

www.MyFinancialPrograms.com

2010 New Grants Available

Top Funding Released. Don't Delay. Deadlines Approaching. Apply Today

www.NewUSAFunding.com

2010 Grants Available

Free Application Zero Cost to You Simple 3 Minute Application Age 18+

www.AmericanLibertyScholarship.com

AdWords

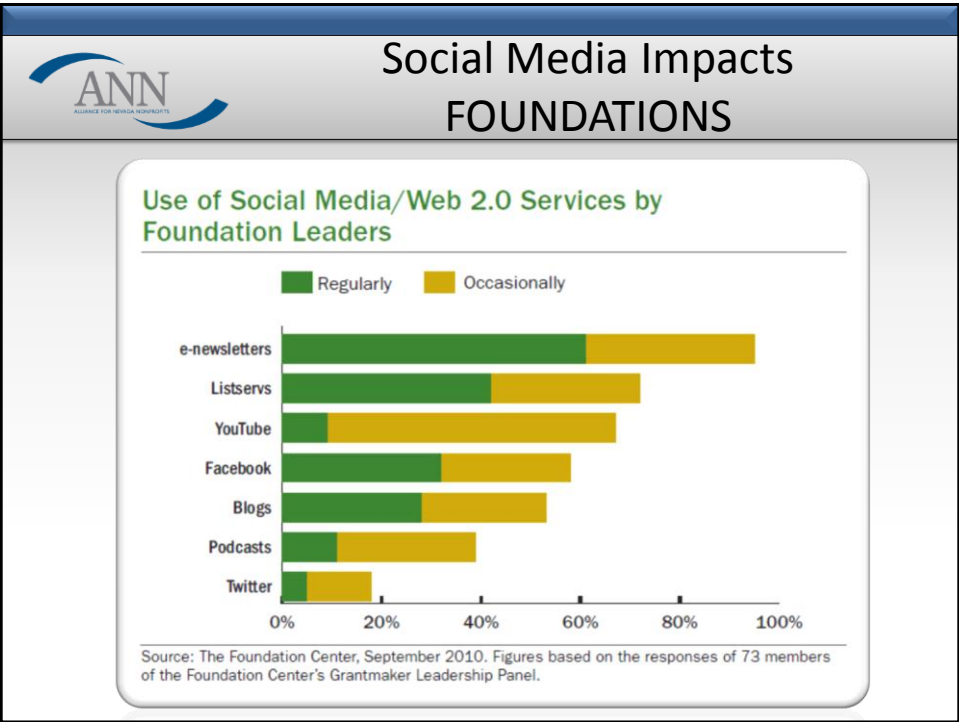
Google grants

Up to \$480,000/Year  
Free Marketing



**Oct 18**  
[October18th.eventbrite.com](https://October18th.eventbrite.com)





Social Media Impacts Your  
Profession: Twitter

Search: #foundations

Now your clicks can help make a difference. Vote and help Toyota give 100 vehicles to nonprofits in need. [100carsforgood.com](#) #100cars

RT @PurposeCap: New blog post @purposecap - Waiting for Godot: Taking Action on Impact Investing #implyr #foundations #ca investing

New blog post @purposecap - Waiting for Godot: Taking Action on Impact Investing #implyr #foundations #ca investing [http://t.co/uB2Vvp](#)

RT @PhilJohncock: 7 Top LinkedIn Groups for Grant Professionals #grants #grantwriting #philanthropy #foundations => [http://t.co/esdqwTBD](#)

RT @PhilJohncock: 7 Top LinkedIn Groups for Grant Professionals #grants #grantwriting #philanthropy #foundations => [http://t.co/HTSanGog](#)

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Search: #grantwriting

Should you experiment with form in your grant narrative? [http://t.co/MyY3yHMs](#) #fundraising #grantwriting #donors

Check out @DonorsForum's upcoming workshops... [http://t.co/MyY3yHMs](#) #fundraising #grantwriting #donors

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Search: #philanthropy

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TweetDeck.com

Set Columns to Track #hashtags

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



Social Media Impacts  
TWITTER





45 HASHTAGS  
FOR SOCIAL CHANGE!




**Social good & activism**  
#socialgood  
#cause  
#volunteer  
#4change & #video4change  
#giveback  
#dogood  
#occupy & #ows




**Nonprofits & foundations**  
#nonprofit & #nfp  
#philanthropy  
#charity  
#charitytuesday  
#nptech  
#foundation  
#crisiscommons



**Phil Johncock** @PhilJohncock  
45 hashtags for social change #nonprofits #grants [goo.gl/cCmIV](http://goo.gl/cCmIV) 2m  
Expand



Social Media Impacts You  
Professionally: LinkedIn



• Professionally


– Profiles

– Recommendations

• Groups


– Polls

– Questions



Tahoe Rim Trail Association

To maintain & enhance the Tahoe Rim Trail system, practice and inspire stewardship and



**Ruth Urban**  
Facilitation skills that tap the wisdom & innovative ideas in the room to enhance organizational performance  
Las Vegas, Nevada Area | Management Consulting  
Current Owner at The Urban Group LLC  
Previous Clark County Neighborhood Justice Center  
Education MS, Educational Foundations in Counseling at University of Nevada-Las Vegas  
Send a message 500+ connections  
[www.linkedin.com/in/ruthurban](http://www.linkedin.com/in/ruthurban) Contact Info

• Our mission is to foster relationships, engage community and mobilize resources to make lasting changes to improve lives.

• [Variety, The Children's Charity of Southern Nevada](#)  
The mission of Variety of Southern Nevada is improving the quality of life for children with special needs.

• [Volunteers of America](#)  
A national non-profit, faith based, human service organization, Volunteers of America/ReStart provides shelter and supportive services.

• [VSA Arts of Nevada](#)  
Provides arts opportunities for ALL while owning and operating the historic Lake Mansion in Reno.

• [Washoe County School District \(Volunteer Services Dept\)](#)  
Providing safe, productive community volunteers and other resources for the academic support of all WCSD schools in a cooperative, efficient and friendly manner.

Copyright © 2012 Alliance for Nevada Nonprofits

11



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.	<a href="#">Grant Writers – Grant Writing</a>	4,420*
2.	<a href="#">Professional Grant Writers – Grant Writing</a>	2,652*
3.	<a href="#">Grant Professionals Association</a>	2,323*
4.	<a href="#">Grant Writers Networking Group</a>	2,274*
5.	<a href="#">For GrantWriters Only</a>	1,841*
6.	<a href="#">SBIR/STTR Participants</a>	1,261*
	<ul style="list-style-type: none"><li>• SBIR = Small Business Innovative Research</li><li>• STTR = Small Business Technology Transfer</li></ul>	
7.	<a href="#">American Grant Writers Association</a>	1,196*

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



Driving Traffic With Social Media  
LinkedIn in



The screenshot shows the LinkedIn Groups page with a dropdown menu open for 'Your Groups'. The menu lists 'Groups You May Like', 'Groups Directory', and 'Create a Group'. Below the menu, several groups are listed, including 'Grant Writers - Grant Writing', 'Grant Writers writing SBIR or STTR grants, other business grants', and 'Grant Writers Networking Group'.

What's the **most controversial issue** in the grant profession?

posted 7 days ago • 20 votes

Getting paid a percentage from the grant 17 (85%) < your vote

Conflicts of interest 1 (5%)

Scams (unfulfilled promises) 2 (10%)

Lack of professionalism 0 (0%)

Other (please comment) 0 (0%)

[goo.gl/ZP7qn](http://goo.gl/ZP7qn)  
[goo.gl/OmpQk](http://goo.gl/OmpQk)

Like Comment Follow Flag More

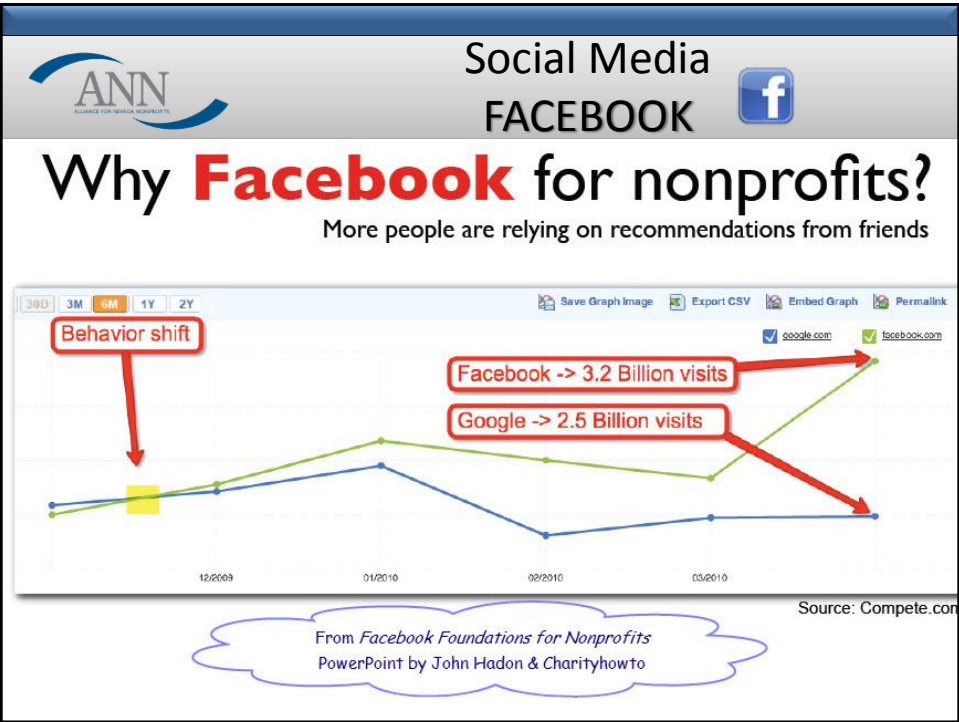
**Bethany Pierson** • This was a tough one for me, but I have to say **Scams**. We get calls and emails every week from people who have been "had" by unscrupulous firms and writers who make big promises, expect large sums of money up front, and then don't or can't deliver.

Follow Bethany 1 hour ago • Unlike

**Phil Johncock** • If you receive calls and emails like Bethany around Scams, we would love your feedback! Tell us what you think about this **Fact Sheet on Grant Scams**:  
<http://grantwritingnewsletter.com/grants/fact-sheet-on-grant-scams.pdf>

The Fact Sheet was designed to help protect small business owners. It includes **8 Ways to Protect Yourself** and **5 Early Warning Signs**. The Grant Professionals Association (GPA) and state associations of nonprofits, like the Alliance for Nevada Nonprofits, are making this available to their members.





ANN  
Alliance for Nevada Nonprofits

Corporate Giving Online  
FACEBOOK

Toyota USA

100 Cars For Good

100 CARS FOR GOOD

WHICH 100 NONPROFITS TAKE HOME A NEW RIDE.

ABOUT 100 CARS FOR GOOD

TODAY'S ORGANIZATIONS

CURE FOUNDATION

SHARE TO LOVE

HEALS ON WHEELS OF EVANVILLE

ATLANTIC IMPACT

ST VINCENT DE PAUL REDWOOD

HOPE FOUNDATION

DATE: MAR 31 2012

100 VETERANS GUEST HOUSE

250,000

TWO HUNDRED FIFTY THOUSAND DOLLARS

Reno Veterans Guest House

CHASE COMMUNITY GIVING

PLANT THE SEEDS OF CHANGE

CHASE COMMUNITY GIVING

3.3m

CHARITY TROUPE

ANN

ALLIANCE FOR NEVADA NONPROFITS

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
Facebook Newsfeed Event Name Link	51	4
Facebook Newsfeed Register Link	2	0
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

Free ANN Nonprofit Capacity-Building Roundtable - Reno

Free Webinar: Creating a GRANT READINESS Binder & Funder Research PREVIEW

FREE Webinar: 2012 Assets & Opportunity Scorecard for the State of Nevada

Free ANN Nonprofit Capacity-Building Roundtable At Rio Las Vegas

Webinar: Optimizing Your New FACEBOOK Brand Page

May 11, 2012

Completed

86/90

Apr 20, 2012

Completed

111/140

Apr 4, 2012

Completed

75/98

Mar 23, 2012

Completed

251/250

Mar 14, 2012

Completed

31/100

Eventbrite

72,388,743 Tickets sold

Create an event

My Events

My Profile

My Tickets

My Contacts

Help

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

Squaw Valley, CA | Sep 20 | 11am-6pm

ANN

ALLIANCE FOR NEVADA NONPROFITS

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

All (1900)

All (1900)

Opened (260)

Clicked (20)

Responded (7)

Not Responded (1893)

Yes (7)

Sent - Unopened (1366)

Bounced (86)

Unsubscribed (115)

Complaints (19)

Blocked (6)

Undelivered (48)

How do you handle?

• Bounces

• Unsubscribes

• Complaints

• Blocked

• Undelivered

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14



## 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

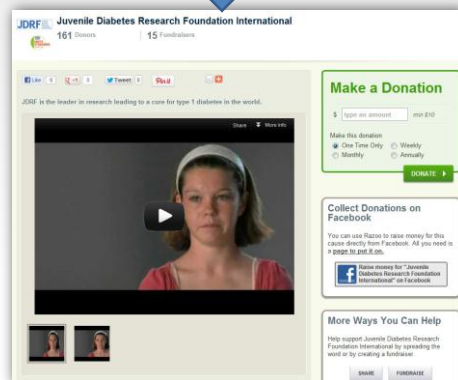




## What's a Landing Page?

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](http://en.wikipedia.org/wiki/Landing_page)



## 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