

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

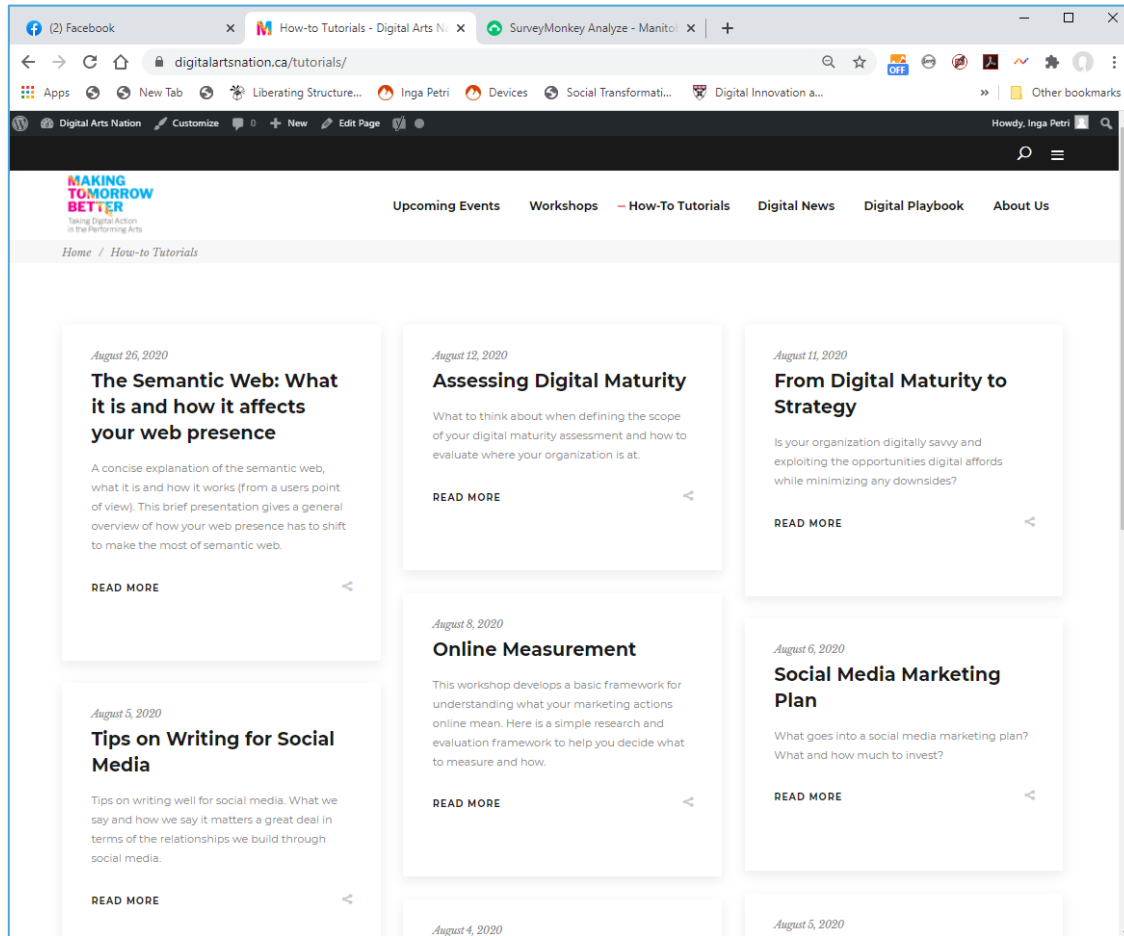
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**Social Media:
Measuring &
Evaluating Impact**

**Hosted by
BC Touring Council**

Created and presented by
Inga Petri, Strategic Moves
May 27, 2021
1 pm to 2:30 pm PDT

I acknowledge that I live on the Traditional Territories of the
Ta'an Kwäch'än Council and Kwanlin Dün First Nation
Self-governing nations that negotiated modern treaties (2002; 2005)
under the Umbrella Final Agreement between the
14 Yukon First Nations
and the Governments of Canada and Yukon.



<https://DigitalArtsNation.ca/>
How-to tutorials
Digital News
Digital Playbook

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Canada Council
for the Arts

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Atlantic Presenters
Association

We have a problem to overcome

- We see what we see
- We see what we can see
- We need to learn to see beyond our expectations

- i** We know what we know =
 - ... what we believe (we know)
 - ... what we hold dear (assumptions, mythologies, rules of thumb)
- i** Beware: What You See is All There Is (WYSIATI)



What does this mean?

MAKING
TOMORROW
BETTER



Meaning needs context



1. To make better decisions
2. To measure change
3. To understand impact of action/inaction
4. To mitigate risk

What's the point of measurement and analysis?

What is your context for online statistics?

Desired business result

- Revenue growth of xx% annually for next 3 years

Your marketing strategy

- Increasing frequency of attendance by current patrons
- Attracting new audiences and encourage greater frequency

Set specific targets

- Increase capacity used from 35% to 50% & revenue from \$xxx to \$yyy
- Year 1 = 200 members and grow by 50% each of next two years

How are you measuring them?

- Track sales revenue; track attendance/ticket buying; membership; ensure year-over year tracking

Interim marketing measures

- Specific to marketing activities

Online Measurement



Email open and
CTR

Social Media
engagement

Website traffic
& conversion

Example: Social Media metrics

- **Increase Facebook followers/page likes on average 15% each of the next three years.**
- **Increase Facebook interactions (likes, comments, shares) by 25% in each of the next three years.**
- **Convert Facebook traffic into paying customers - need to connect your metrics from Facebook to ticket buying through sources of traffic**

Facebook Business Page Insights

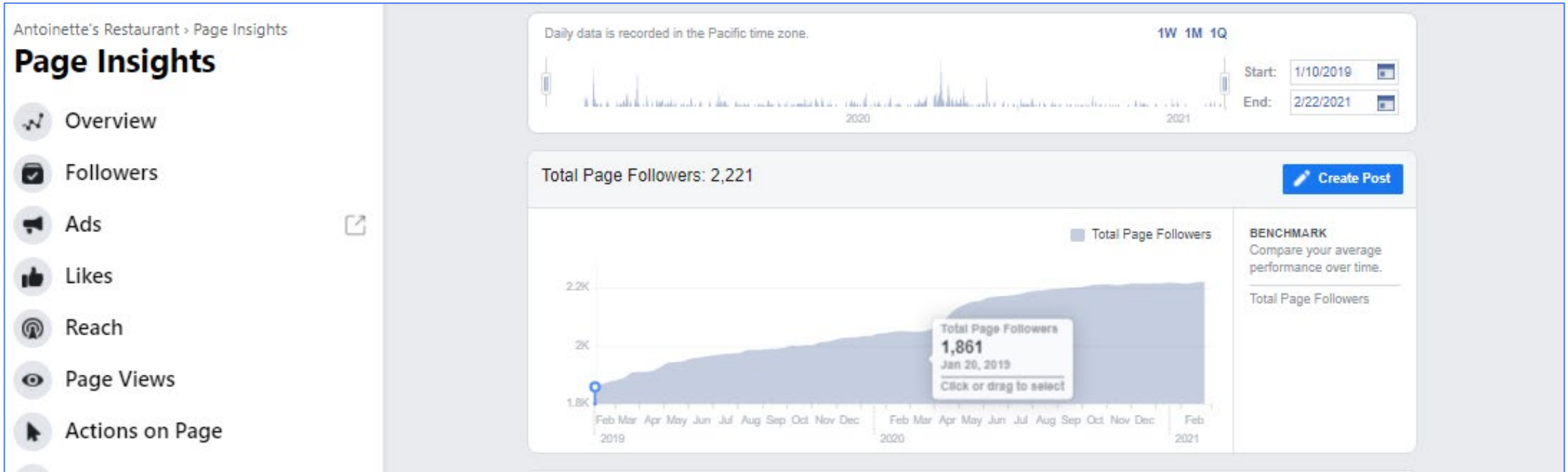
- **Insight**
 - Overview - see competitors
- **Followers**
- **Posts**
 - Engagement w posts and boosted posts
 - Hide or unfollows
 - Type of reach/impressions; type of interaction
- **Ads - details demos, devices seen**
- **Ad Manager for Ad performance - reach and cost per action**

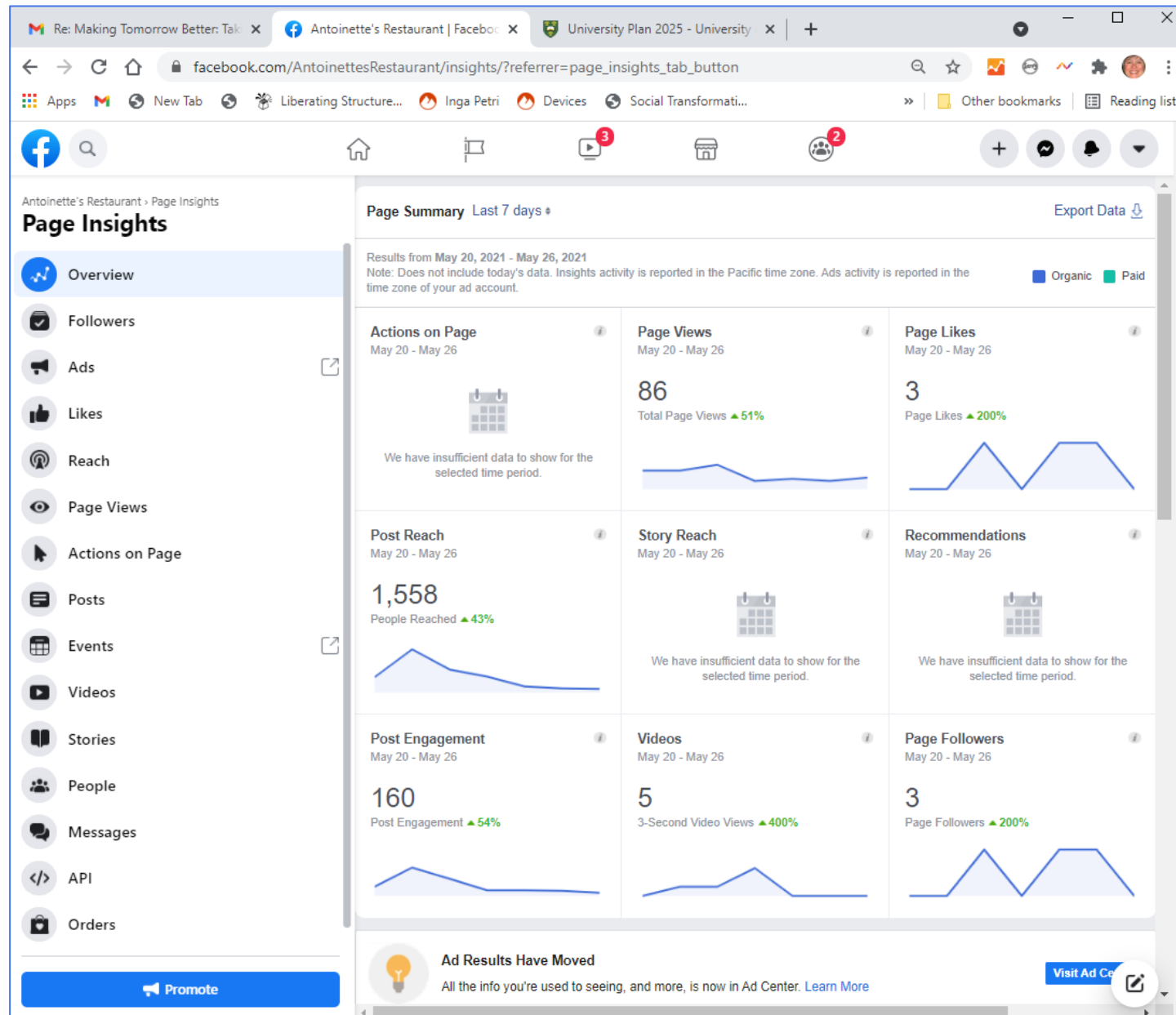
See spreadsheets

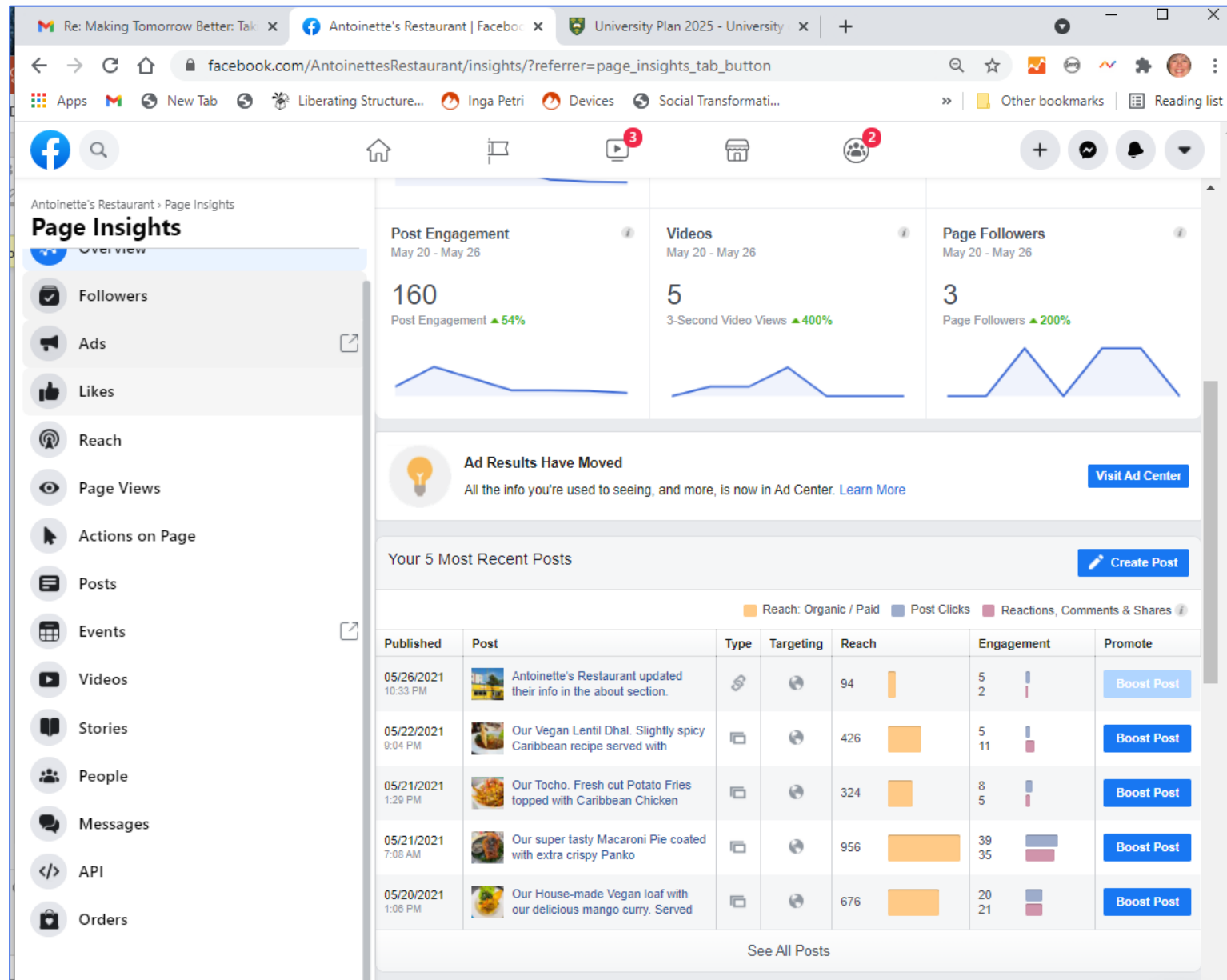
Early campaign evaluation

Campaign Name – Boosted POSTS/EVENTS	Reach (diff people)	People Taking Action	Actions /People	Spend / action
Post: "Wanna get your Rendezvousness on? How about you..."	849	97	11.4%	\$ 0.03
Post: "Our lunch guests have given us "tasty" reviews on..."	371	18	4.9%	\$ 0.12
Event: Lunch is on!	1948	89	4.6%	\$ 0.20
Post: "I'm back! Yayaya!!! And so are lunches at..."	3398	395	11.6%	\$ 0.04
Post: "Thank you to our amazing guests who spent their..."	615	28	4.6%	\$ 0.18
Post: "Oh, sweet Valentine's! Planning in our kitchen is..."	2921	150	5.1%	\$ 0.13
Post: "Sweet Valentine's is on my mind. Can't wait to..."	2521	65	2.6%	\$ 0.33
Event: Valentine's Day dinner (Sat)	2357	30	1.3%	\$ 0.67
Event: Valentine's Day dinner (Feb 14)	3628	76	2.1%	\$ 0.53
[01/27/2018] Promoting http://Antoinettesrestaurant.com/	1343	31	2.3%	\$ 0.29
Post: "Yum! We're spicing up January LIMING with new..."	4273	498	11.7%	\$ 0.05
Event: Latino Saint Valentine's Day Party	1971	99	5.0%	\$ 0.20
Post: "There is nothing like a nice warm glass of sorrel..."	1810	142	7.8%	\$ 0.14

FB followers







Antoinette's Restaurant > Page Insights

Page Insights

Overview

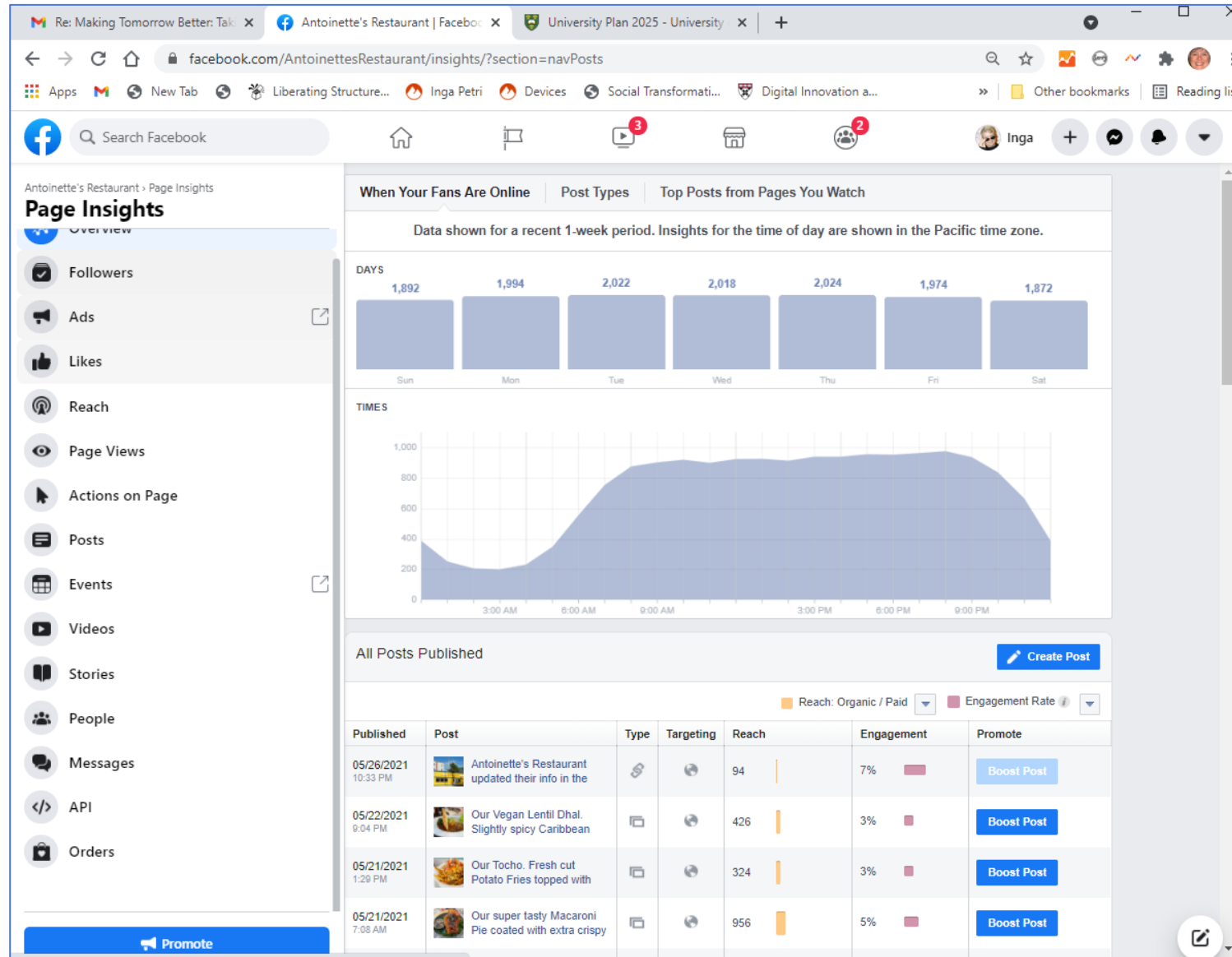
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Messages
- API
- Orders

Add Pages Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Klondike Rib & Salmon	3.9K	▲100%	6	1.3K
Whiskey Jacks Pub & Grill	3.4K	▲100%	4	373
3 G&P on Main	3.3K	▲100%	1	84
4 Wood Street Ramen	2.9K	▲100%	7	385
5 Burnt Toast Cafe	2.4K	▲100%	16	3K
6 The Wayfarer Oyster Ho...	2.4K	▲100%	1	392
7 Dirty Northern Public H...	2.4K	▲100%	2	62
8 Woodcutter's Blanket	2.3K	▲100%	2	30
9 Cultured Fine Cheese	2.3K	▲100%	5	395
YOU 10 Antoinette's Restaurant	2.3K	▲100%	5	160

Keep up with the Pages you watch. [Get More Likes](#)





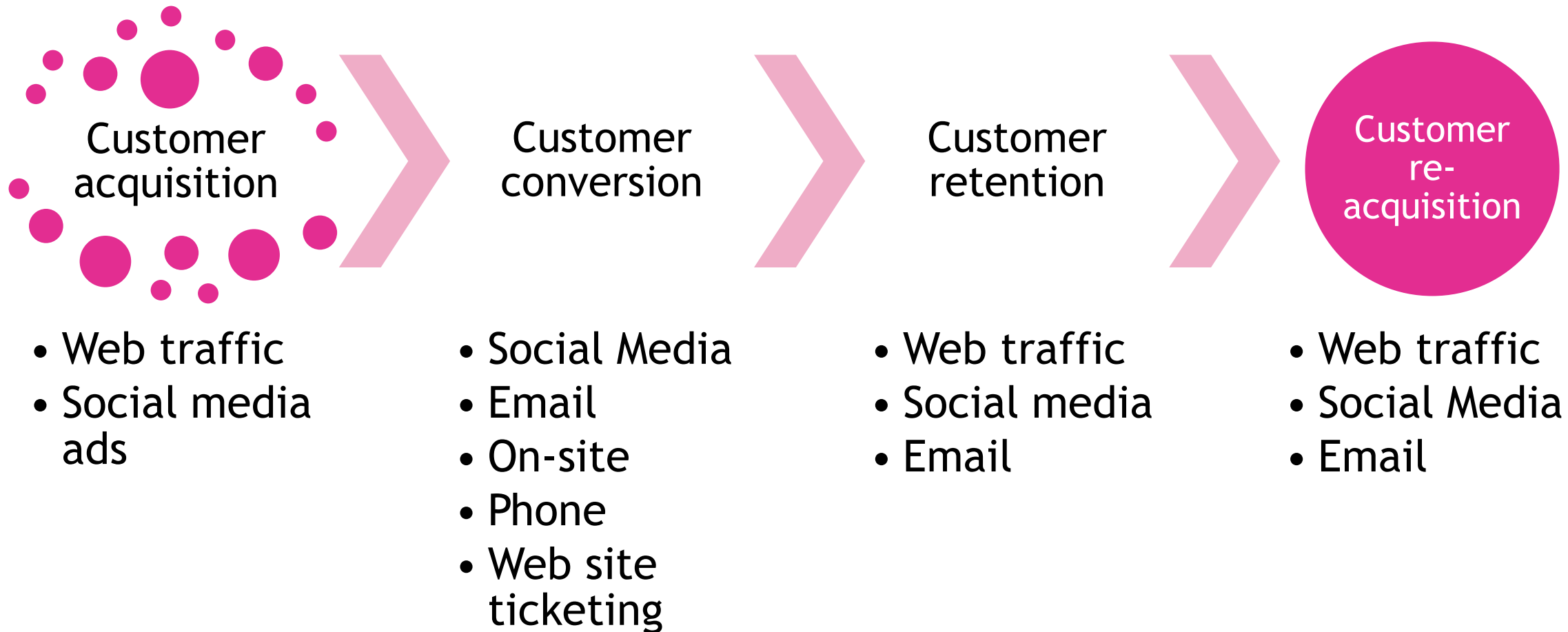
Connecting the dots as far as possible



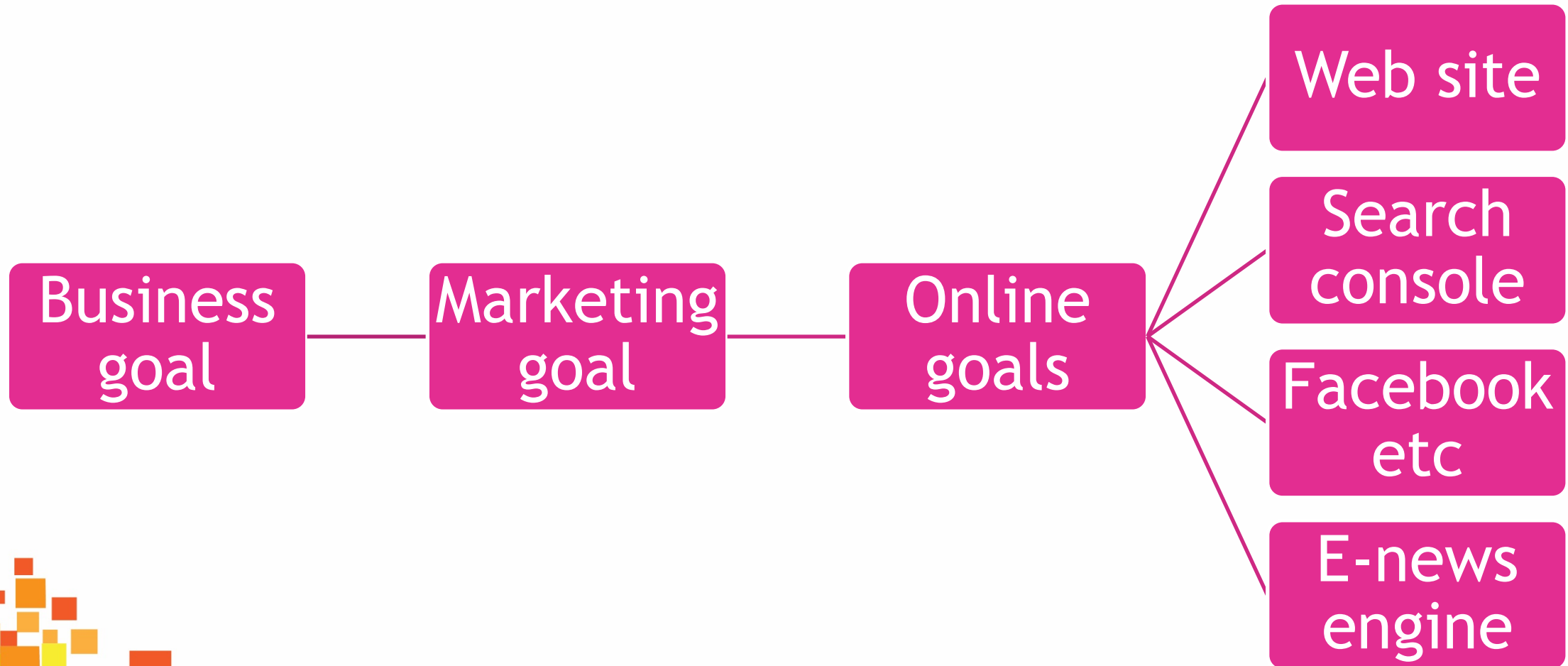
- Facebook used to drive web traffic
- Email used to reinforce social and web



Online Measurement - example



Design your measurement framework



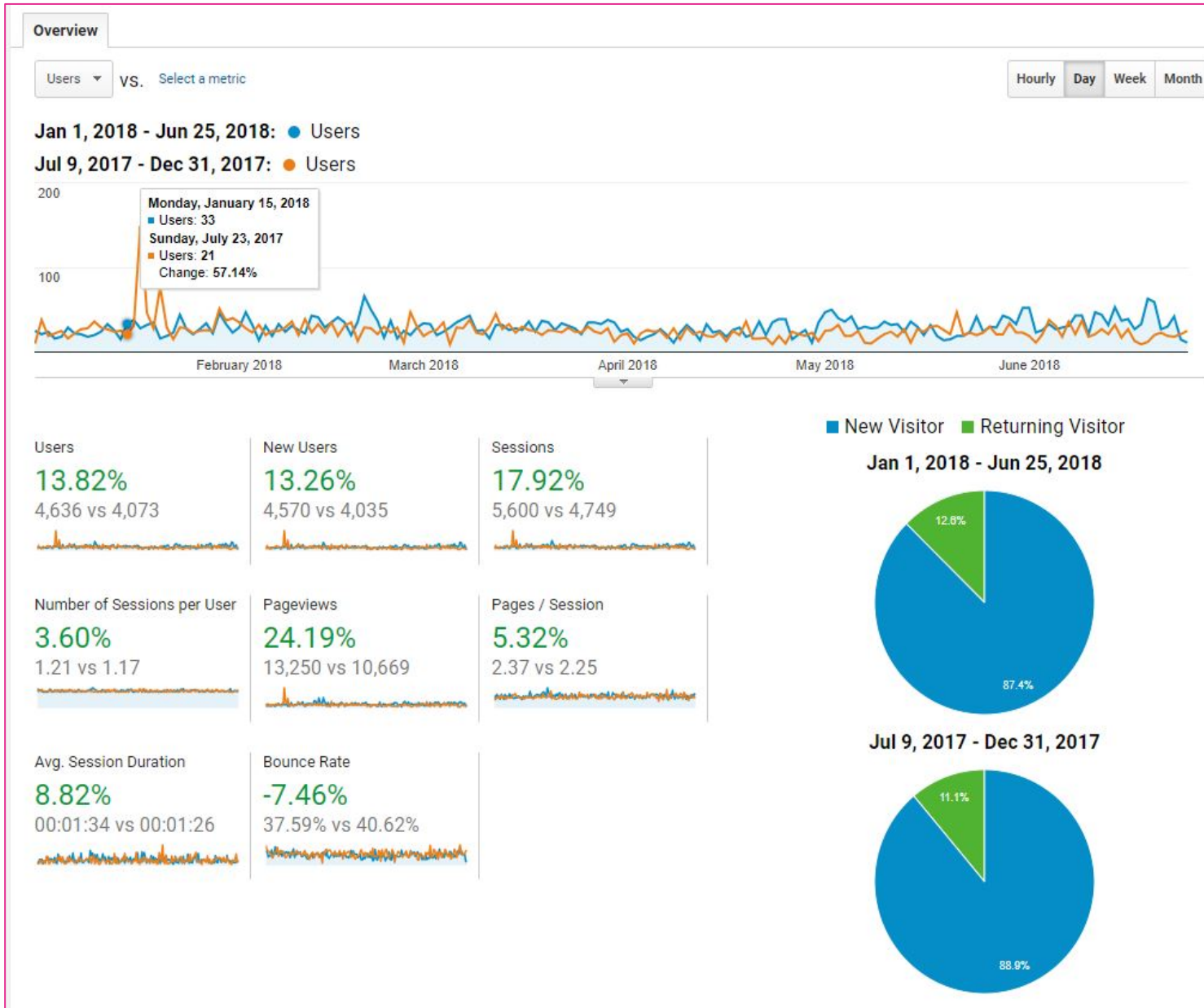
Web traffic: Google Analytics

- Audience
 - # of users
 - New vs returning (Audience → behaviour & engagement)
 - Referral from organic, Facebook, Twitter, email
- Acquisition
 - Channels and referrals
- Behaviour
 - Behaviour flow



Short term impact

Website usage has improved considerably over past 7 weeks (key date Feb 25 back), compared to prior 7 weeks despite it being Christmas season during that prior period.



Longer view

1H 2018 outperforms 2H 2017

- 13% new users
- 18% more sessions
- 24% more page views

Exemplary online measurement frame

Website analytics

- Visits and unique visitors
 - Length of visits (maybe)
- Channels/ referrals
 - Direct
 - from social
 - from email
 - from paid ads

Social networks

- Followers
- Organic/Paid reach (individuals)
- Posts & Actions
 - Comment / Converse
 - Shares / Retweets
 - Like / Favourite

Track sales, attendance

- Complete checkout
- Re-targeting

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LET'S STAY IN TOUCH

Inga Petri
Strategic Moves
Whitehorse, Yukon
www.strategicmoves.ca
ipetri@strategicmoves.ca
613.558.8433 (mobile, Canada-wide)
@ipetri