Using Data to Better Reach Disability Audiences Through Electronic Methods Melina Danko, MS, Communications Officer, WVU Center for Excellence in Disabilities

BACKGROUND

As budgets are tightening and distancing is more prevalent, many are turning to electronic dissemination to share their information. In a virtual world, it is difficult to know if you are reaching your audiences, or if users are deleting or overlooking your message before opening.

OBJECTIVES

- Provide an overview of marketing platforms that UCEDDs can utilize for outreach with the WVU Center for Excellence in Disabilities (CED) as an example
- Explore built-in data analytic features that help inform marketing strategies
- Share examples of campaigns and metrics designed to address program specific goals

OUTREACH PLATFORMS	Description	
mailchimp	Email marketing platform used to develop HTML emails, newsletters, and maintain electronic mailing lists.	C V F a fe
	Social networking site	F
facebook		P C b o s
	Collects basic data from website traffic	F
Google Analytics		
	Online form builder used for registrations	\$ F a
		u 5
qualtrics	Online survey builder	Fa
YUUUU®		

Cost

Metrics

CED uses free ersion.

Paid versions are available with more eatures.

Free: Posts and Events

Paid: Ads or Boosts Costs can be defined by a set daily amount or a campaign spending limit

link clicks, 24 hour performance, social performance

Open rates,

demographics,

Views, reach, engagement, link clicks, audience demographics,

Users, sessions, page views, duration, bounce rate, demographics, operating systems, browsers, etc.

\$349/year **Professional Account** allows 5 users, unlimited forms and 5,000 entries/month

Free with university account

User entry results, page views, regions, internet browser, operating systems, referral source

Specific data results, charts, tables, statistics, visualizations, cross tabs, weighting, etc.

CAMPAIGN EXAMPLES

Each campaign posed its own challenges. Data was analyzed throughout campaigns to assess challenges and identify potential solutions to improve results.

Campaig

Specialized

Provider Need Assessment

IMPACT WV Launch

ABA Bootcam

Analytics All V	^{pact} Veb Site Data		Go to report
Audience Overview			
All Users 100.00% Users			Sep 1, 2020 - Oct 21, 2020
Overview			
Users			
100			
50			
		1 m	
		October 2020	
			New Visitor Returning Visitor
Users	New Users	Sessions	
434	422	770	18.4%
Min		mm	10.478
Number of Sessions per User	Pageviews	Pages / Session	
1.77	4,217	5.48	
m	m	mon	83.6%
Avg. Session Duration	Bounce Rate	í.	
00:06:25	43.12%		
Anno			

CONCLUSIONS

ign	Goal	Outreach Methods	Metrics	Challenges	Solutions
(SFC) ents	Increased traffic to website	Facebook ads	Facebook Insights Google Analytics	New process for purchases	Worked with EBO to make sure it fit into "GE Expense- Advertising" budget category
eds	Gather data	Qualtrics survey MailChimp email	Qualtrics survey responses	Low initial response rate	Expanded IRB recruitment language to say, "participants will be recruited using a variety of online and written formats." This allowed all electronic media options for dissemination.
	Promote awareness of new website	MailChimp email Facebook post Email newsletters Presentations	Outreach tracking form Google Analytics Learning management system data (tracks registrant data)	Continued engagement	Individualized communication planning to address each topic area audience. Planned launch of Facebook page to drive traffic through social media.
mp	Recruit participants	MailChimp email Facebook event Wufoo registration form	Training registrants Facebook reach data	Too many registrants	Planned to limit registration on Wufoo forms next time. Established mini cohorts based on ages and needs identified in enrollment.

WEB LAUNCH GOOGLE ANALYTICS REPORTS

1.	Chrome
2.	Safari
3.	Internet Explorer
4.	Edge
5.	Firefox
6.	Android Webview
7.	Safari (in-app)
8.	Samsung Internet
2	Reach Clicks Amount Spent
	Reach Sink Clicks Amount Spent
	282
	282
	282 20.1K

• Be strategic about your marketing. Think through audiences that you want to reach and strategize how to reach them where they are.

 Use built in data metrics to analyze progress and revise strategies if needed throughout campaigns. • There are many options available for free or low cost.

• The use of digital marketing strategies can reduce your costs and time spent.

SFC FACEBOOK REPORTS

