

# Measuring and Communicating Digital Metrics

Conveying Value to Senior Management

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# Agenda

- Focused Digital
- Measure Success
- Key Performance Indicators
- Monitoring Tools
- Storytelling
- Reporting



**“Data without context is  
just counting.”**

**- Zack Condry**

# Focused Digital

Digital success requires a clear focus

**Why does your organization invest in digital?**

- Influence government policy?
- Frame the narrative?
- Drive public perceptions?

**Secondary objectives**

- Base of supporters
- Fundraising
- Advocacy actions
- Digital listening



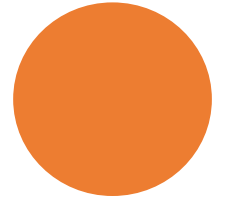
# What is Success?

Establish objectives that are achievable and make a difference for the program's **focus**

Work backwards to establish milestones and Key Performance Indicators (KPIs)

- Measure progress towards achieving goals
- Factor audience and platforms into how you measure KPIs
- Consider frequency, scale and agility as you set KPIs
- Avoid the trap of vanity metrics

**Always capture winning stories!**



# Building KPIs

Internal KPIs may look different from KPIs share with leadership

→ Right-size KPIs to organization and audience

Detailed

General

Engagement rate  
Click-through rate (CTR)  
Cost-per-click (CPC)  
Bounce rate  
Time on Site  
Response rate  
Subscribers

Impressions  
Actions taken  
Media mentions  
Letters placed  
Patch thru calls



















Officials reached  
Actions/official  
Bill supported  
Campaign wins  
New insights

vs Competitors?  
vs Industry standards?

# Best Monitoring Tools?

- It depends – size, scope, budget, objectives...
- Ensure tech stack provides adequate reporting
- **Spreadsheets**
- AI?

Popular digital marketing tools  
From sources across the web

 Google Analytics	 HubSpot	 Canva
 Mailchimp	 Semrush	 Ahrefs
 Social media	 Hootsuite	 Trello
 Marketing	 Slack	 Unbounce
 Yoast SEO	 Google	 Sprout Social
 Buffer	 Google Trends	 Hotjar



Credit: teepublic.com

# Best-in-class tools for monitoring digital



Gemini ▾

What are the best-in-class tools for monitoring digital advocacy campaigns?



## Choosing the Right Tool:

The best tool for you depends on your specific needs and resources. Here are some key factors to consider:

- **Campaign goals:** What are you hoping to achieve? Raising awareness, mobilizing supporters, or influencing legislation will require different monitoring features.
- **Budget:** Advocacy-specific platforms may have higher costs compared to general monitoring tools.
- **Data expertise:** Consider the level of data analysis your team is comfortable with.
- **Integrations:** Do you need the tool to integrate with other platforms you use, like your CRM or email marketing tool?





# Define Audiences

**Ensure leaders understand the target audiences for digital communications and why**

- Executive branch/regulators
- Legislators/policy makers
- Businesses/industries
- Media
- General public/community

# Storytelling adds Context

23 emails to officials  
8 patch-thru calls  
1 letter to the editor

+

...your issue wasn't on the Senator's radar, but when we started hearing from constituents...

# Power of Storytelling

Capture and relay stories that **demonstrate value**

- Don't assume leaders will automatically connect the dots
- Storytelling adds context to digital communications
- Results become more impactful when paired with stories and testimonials





# Reporting

Develop a regular cadence of communication that is right-sized to the program and organization

- Keep frequent updates simple with basic reports or scorecards
- Provide monthly or quarterly updates that focus on value and demonstrate learnings & growth
- Annual reports provide an opportunity to summarize program achievement and plan for the future



# Thank you

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