Big Data & Association Advocacy

Demystifying Big Data & Where to Get Started

What Are We Talking About?

Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone.

IBM - Jun 2016

Who Does Data Right?

What Are Their Goals?

User Acquisition:
Increase the number of users who are buying from them

User Engagement:
Build trust and ongoing engagement with users

Activation:
Increase repeat sales (items purchased / movies watched)

What Can Big Data Do For Your Association?

Stakeholder Acquisition:
Increase the number of users who are part of your effort and/or members of your association

Persuasion & Engagement:
Build trust and thought leadership in your effort

Activation:
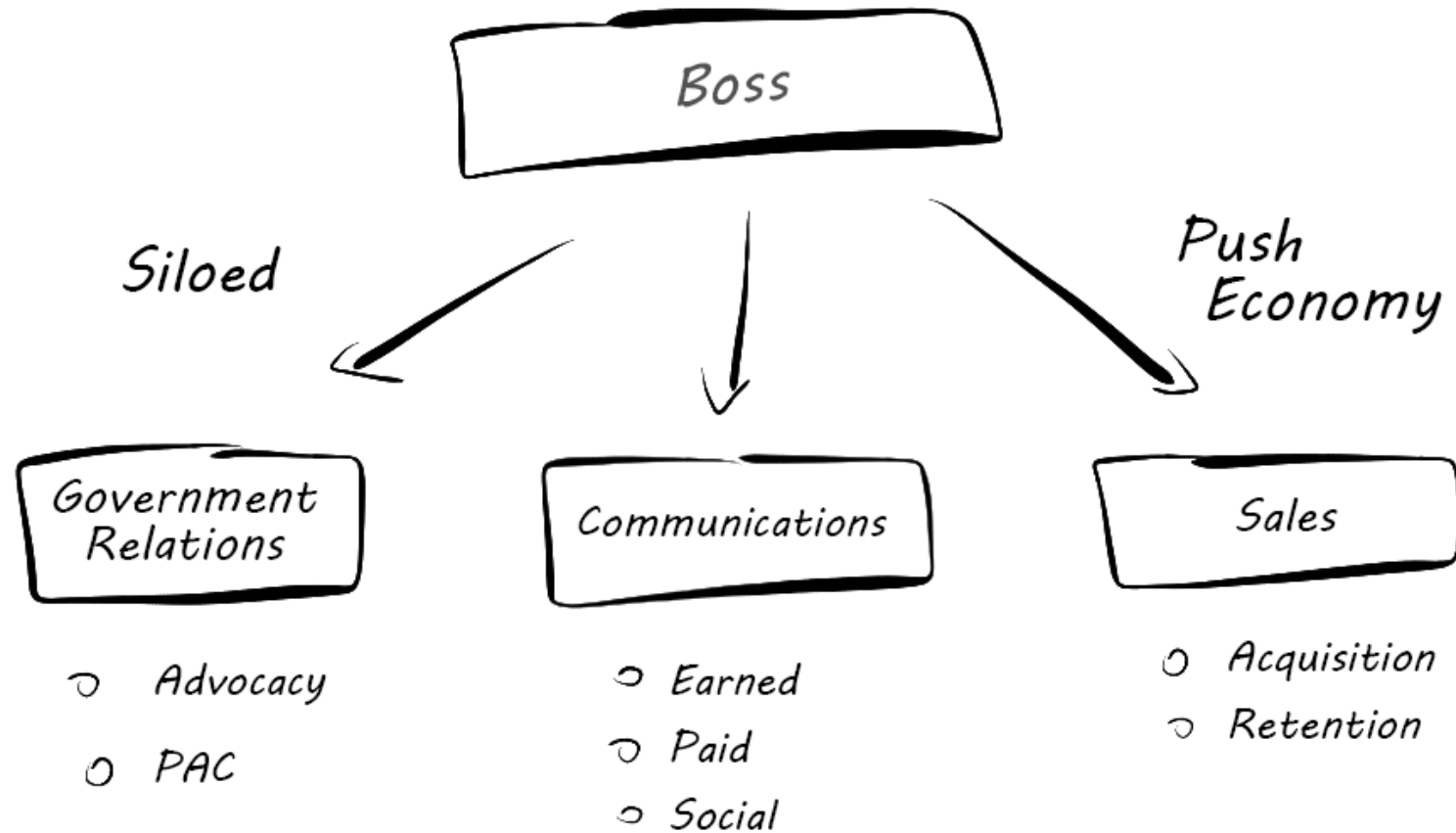Increase the turnout of stakeholders when needed

What Are We Really Talking About?

Too often, membership exists only in a database of spreadsheets and 1s and 0s
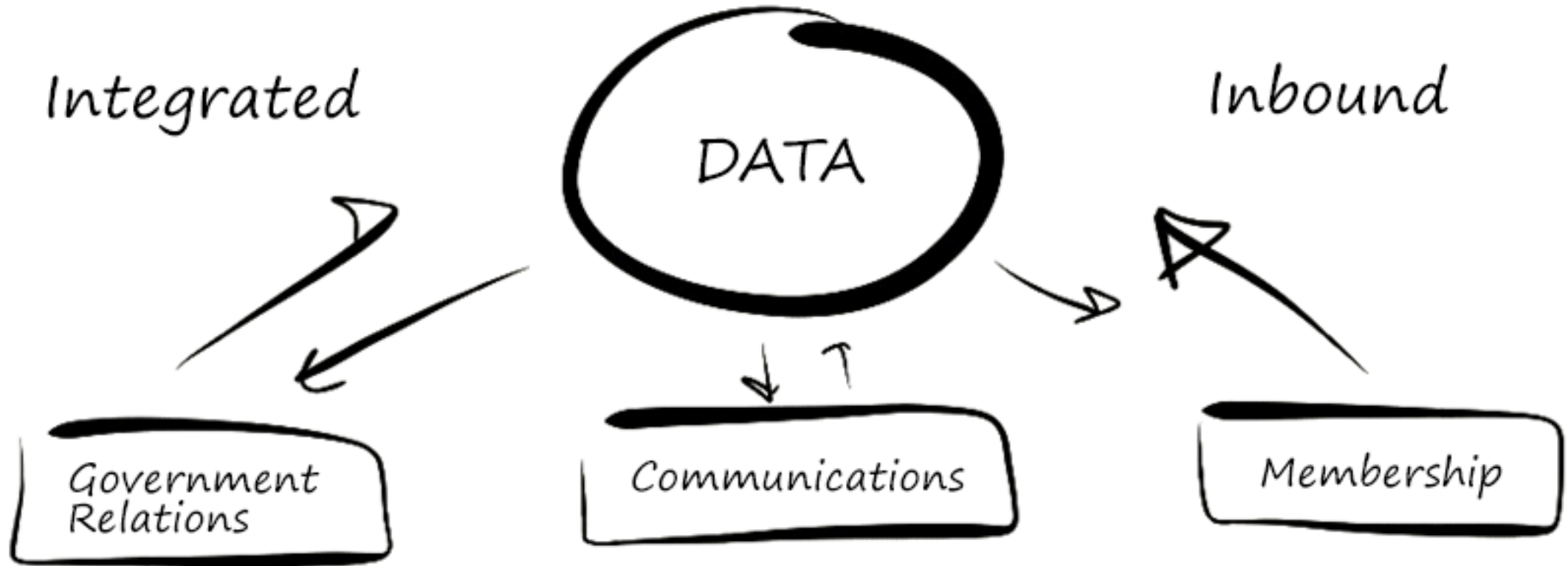
In reality, your advocacy effort doesn't just exist on a spreadsheet, your advocates don't either

Every (in)action a stakeholder takes is another data point we can use to better address **their needs** in the future
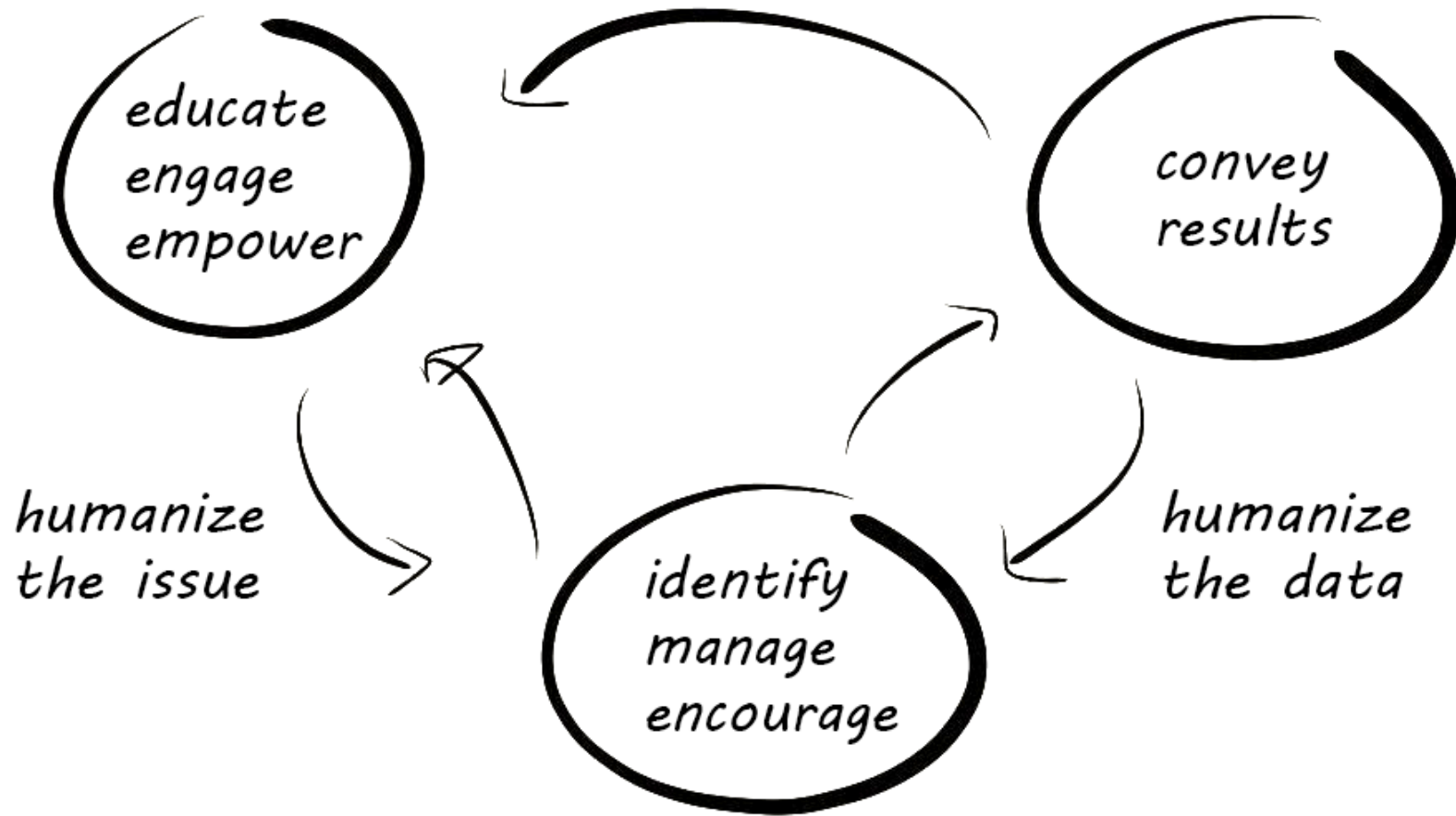
The Old Siloed Association Model

The New Integrated Association Model

Integrated

DATA

Inbound

Government Relations

Communications

Membership

Data & Advocacy: Moving Your Effort Forward

Leads Into: The New Engagement Model

Where to Get Started?

First Ask Yourself:

What does success look like?

What are you trying to accomplish over the next 3 months? 6 months? Year?

What data do we already have that we're not leveraging?

These Questions Will Drive Your Data Strategy

A Simple Example

What Data Do We Already Have – What We Know:

- Sarah opens most emails on her phone
- She's most interested in energy issues
- She takes action within minutes of being messaged
- She ignores the weekly newsletter

Diving Deeper – Social Data Added:

- Sarah follows us on Twitter but not Facebook
- She has 1347 followers & a Klout score of 47
- She tweets about our issue on our hashtag
- We've never approached her with a tweet to share

Other Data That Could Be Of Use

Going Even Further – Consumer & Voter Data Available:

- Sarah is a likely Republican Voter
- She's voted in the last 3 primaries
- She's voted in the last 4 general elections

- She has a college degree

- Her Household income is N

- Her consumer habits tell us X, Y & Z

When Data Goes Right

Client Success Rates w/Targeting & Segmentation

78% Open Rate on Targeted Email

46% Click-Thru Rate

20% Increase in Membership

535% Increase in Actions Taken

Contact Us Anytime

202.810.2702

@BryanFratkin

bryan@sparkinfluence.net