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Chautauqua Institution

Digital Marketing Audit

A different brand of thinking

Brand

Introductions



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About TMG

Founded in 2001, The Martin Group is one of Upstate New York's fastest growing integrated communications firms with an extensive background in managing robust digital marketing campaigns, as well as vast experience working with tourism and hospitality brands. Our team of digital experts is constantly growing and offers an expanded suite of digital capabilities.

We offer our clients fully integrated services focusing on strategic brand development and positioning, breakthrough creative and tactical executions, and marketing that delivers results and maximizes ROI.

Business Goals

- Increase revenue and attendance (both for day trips and long-term attendance) in the next season
- Gain larger market share in our top markets (Cleveland, Pittsburgh, NYC and DC)
- Generate more leads with the proper follow-up based on interest and website viewing activity

Campaign Objectives

- Develop an email marketing strategy and lead generation campaign targeting lookalikes and young families
- Bolster existing marketing plan, as needed, to garner leads

Digital Marketing Audit

The digital marketing audit provides our team with the necessary insight to make a strong strategic recommendation for how we can best support Chautauqua Institutions marketing plan.

As part of this digital audit we reviewed the following:

- Google Ads
- Social Platforms
- Website (UX & CMS)
- Mailchimp
- Google Analytics Account

Core Recommendations

- **Paid Media** - Adjust use of keyword, ad units, and retargeting to improve performance and reduce spend
- **Social Media** - Content strategy and execution is going well, we recommend continuing down your current path
- **Website** - Improve the speed/performance of the website,
- **Landing Pages** - Expand depth of content being presented, enhance branding
- **Mailchimp** - Reduce content being presented to keep audience focused on key tasks, alter workflow triggers to be more personalized to the recipient
- **Analytics** - Track all owned marketing channels in a cohesive manner, expand goal tracking across CHQ.org and CHQTickets.com, develop unified dashboard/report



Paid Media

Overview

Overview:

A Google Ads audit identifies aspects within the account that may have room for improvement in relation to best practices. The objective of this audit is to determine actionable insights for immediate account improvement.

What we will review:

- Account Structure
- Ad Copy / Extension Use
- Keyword Selection
- Conversion Tracking

Scope of Review

What we reviewed:

- **Date Range:** April 1, 2018 - September 30, 2018
- **Campaigns in Review:** Chautauqua Institution & Hotel Specials Landing Page

Total Spend:

- **CI:** \$15,503.07
- **HSLP:** \$690.81

Account Structure

Ad Groups

- 21 active ad groups
- Multiple ad groups contain duplicate keywords
- “Life Learning” ad group had the highest number of conversions

Ads & Extensions

- Sitelink, callout, call & snippet extensions have been implemented, yielding high CTRs
- 47% of ads received a 3 or 4 average position

Keywords

- 50 keywords currently used
- All keywords are broad match
- All keywords have a 7+/10 quality score
- Short negative keyword list (city)

Account Structure (Cont.)

Search Terms Report

- Current STR shows CI's ad appearing for irrelevant searches
ie: *hong kong chinese wedding banquet, braveheart remix music mp3 download, alicia keys new york song download*

Ad Schedule

- **CI** - Majority of conversions happened between the hours of 9am-3pm (66%)
- **SPLP** - Majority of conversions happened between the hours of 3p-7p (50%)

Account Structure (Cont.)

Bid Adjustments

- **CI** - Computers make up for 73% of the clicks within the campaign. 21% are coming from mobile and roughly 5% are from tablets.
- **SPLP** - Computers make up for 74% of clicks within this campaign. 19% are coming from mobile and 7% are from tablets.

Location Targeting

- Ohio ranks 2nd in conversions after NY-23 which are yielding majority of conversions

Account Structure (Cont.)

Attribution Tracking

- Adwords - Conversion tracking on thank you pages
- Google Analytics - Goal & event tracking
- Google Tag Manager - Switch to GTM for more agile tracking placement

Recommendations

- Separate ad groups into multiple campaigns to better control budget and targeting options
- Include phrase and exact match keywords into all ad groups
- Remove duplicate keywords across ad groups
- Include bid adjustments focusing on spending budget toward computers over mobile/tablets
- Use up as much real estate as possible within ad copy
- Include responsive search ads
- Retarget with paid search ads
- Retarget with display ads with focused messaging



Social Media

Overview

Overview:

A social media audit reviews your content strategy and advertising to identify areas of improvement in relation to best practices. The objective of this audit is to determine actionable insights to improve your organic and paid marketing strategy.

What we will review:

- Content Performance
- Account Stats
- Account Structure

Content Performance

- Content shared to social channels is consistent and engaging.
- Sharing posts from partners and press on Facebook and Twitter helps users stay engaged with the events happening at the institution.
- Creating Facebook events also helps users engage and invite friends while Facebook sends general reminders about the event to users who have RSVPed.
- Instagram photos are high quality and showcase the beautiful grounds, events, and people of the institution. Reinforces the quality experience at Chautauqua Institution.

Accounts - Current Stats

- Existing Social Networks:
 - Facebook (34,142 followers): <https://www.facebook.com/chq1874/>
 - Twitter (6,805 followers): <https://twitter.com/chq>
 - Instagram (6,409 followers): <https://www.instagram.com/chq1874/>
 - LinkedIn (845 followers): <https://www.linkedin.com/company/chautauqua-institution/>
 - YouTube (7,691 subscribers): <https://www.youtube.com/user/ciwebvideos/>
- Audience and Page Insights:
 - 71% female vs 28% male, 45% of audience is 45+
 - Top existing markets: Jamestown, Buffalo, New York, NY; and Erie, PA
 - Average reach of posts with photos yield higher engagement than posts with links only
 - Most engagement occurred on page between June 20 - July 11
- Total Spend
 - April 1 - September 30: \$6,268.76

Account Structure

- Majority of campaigns are structured properly, labeled by objective
- Ad Groups focus on audience targeting
- Pixels have been implemented
- Custom & LAL audiences have been implemented
- Ad relevance scores are 6+

Recommendations

- Organic Social Content:
 - LinkedIn can be a great tool to share industry updates and information as well as thought leadership about the institution and recruitment opportunities
 - Sharing user generated content (UGC) on Facebook and Instagram, is a great way to share additional content and encourages users to post photos at the location in hopes of CHQ sharing
- Paid Social Content:
 - Utilizing UTMs with Facebook ads can help with website tracking and analyzing ROI on the Facebook ads. Utilizing different UTMs for different campaigns can help show which campaigns performed better to help determine courses of action on future campaigns
 - Currently no ads running for Athenaeum Hotel and Chautauqua Bookstore
 - Test multiple creative against audiences
 - Refine custom audience demographics

A group of Mailchimp monkeys, which are stylized cartoon characters with large heads, small bodies, and a friendly expression. They are wearing dark blue or black jumpsuits with a large white circular patch on the chest. They are standing in a row, slightly overlapping, in what appears to be a city street at night. The background is blurred, showing city lights and buildings. The entire image has a strong red color cast.

Mailchimp

Overview

Overview:

An audit of your Mailchimp account evaluates your recent emails and workflows to identify areas of improvement. We take into consideration best practices for email marketing and opportunities to better personalize and automate your marketing efforts.

What we will review:

- Content
- Design
- Performance (Opens/clicks/unsubscribes)
- Automation workflows

Email Performance

- Overall performance across lists for individual campaigns is positive
- Solid use of messaging to specific audience to re-engage and customize content to speak directly to their interests
- Grouping layers within main Chautauqua Institution list is deep, offering lots of avenues for custom segmentation for each campaign
 - Is information actively imported for ticket purchasers to update their MC record?
 - Possibly opportunity to track interest vs. conversion regarding these same groups
- There is a balance of informational vs. actionable emails used within the Mailchimp account

Email Content

- Across most emails reviewed, there was a heavy amount of content being used
- Bolder calls to action (Colors, photos, etc) are receiving much higher performance than text-only links
- Highest click-thru rate trended towards items mentioned in subject line or direct interest to the audience segmentation
- Most visitors gravitated towards links showing the entire season/schedule instead of focusing on individual events
- Possible opportunity to focus smaller segment email blasts on limited content to improve click-thru rates

Email Design

- Email templates are responsive, conforming to mobile devices
- Similar to website, emails feel “unbranded” with only a slight association with one another
- Good use of event-specific imagery to leverage associated talent/brands
- Heavy use of images may be impacting mobile visitor’s load times (Decreasing the likelihood that they will read-thru, and possibly decreasing future open rate)
- Videos often open to Youtube or Vimeo instead of CHQ.org, possibly losing that audience’s attention in the process

Automation Workflow

- Emails are based strictly on timing, not on activity within the email or on-site

Arts & Entertainment Workflow

- High performance from the single email being sent
- Likely due to the direct nature between registration intent and content
- Opportunity to perform an automated follow up to capture more of this audience

2019 Season Workflow

- Initial email does a good job of not being too sales focused and more informative
 - This email could be shortened to ease visitors into the breadth of what CI has to offer
 - Better opportunity to trigger future messages from what they express interest in
- Emails change in overall color palette pretty drastically, decreasing the feeling of connectivity between the sequence

Recommendations

- Brand initial email to help establish CI in the recipient's mind
 - Future emails can minimize the branding
- Experiment with shorter initial email content, building to more detail as the subscriber becomes more invested
- Consider tagging contacts based on their implied interests and continue using Groups to segment based on expressed interest, providing another data point to customize content
- Leverage additional automation triggers to influence future emails:
 - Specific event link clicked - Follow up with Accomodations/Hotel information paired with that event
 - Initial email not opened - Follow up with a more direct message attempting to re-engage
 - E-Commerce trigger: If someone leaves tickets in their cart and doesn't purchase, send an email to remind them (Requires CHQTickets.com integration)



Website

Overview

Overview:

As your website is the destination for many of your marketing efforts, it's important to understand how it is positively or negatively impacting the performance of your marketing campaigns. During an audit we review the user experience and technical performance of your website to identify areas for improvement.

What we will review:

- CMS Capabilities
- CHQ.org - Desktop & Mobile User Experience
- CHQ.org - Website Performance
- Landing Page User Experience
- CHQTickets.com - User Experience

CMS Capabilities

- Leveraging a recent version of Joomla
- Using a core theme for the main site, with adjusted templates to support:
 - The Chautauqua Foundation
 - Chautauqua Theater Company
 - Chautauqua Golf Club
- Events, images, and content appear to be loaded manually on each custom page
- Leverages external platforms to support:
 - Online Donations
 - Booking Tee Times
 - Ticketing
 - Online Grounds (Streamed & Archived Events)

CHQ.org Experience

- Great use of photography to represent the region and what the Chautauqua Institution has to offer
- Website feels unbranded
 - Logo first appears in the footer of the website on most pages
 - Small design elements (Such as the vertical stripes) are consistent across marketing tactics, but do not feel substantial enough to create proper continuity
- Some elements seem to make clicking your desired link challenging - Large image blocks can be hovered anywhere, but only clicked where text appears. Inconsistent calls to action.
- Homepage newsletter popup - Would be interesting to measure the performance/impact of this popup on first time vs. repeat visitors. Opportunity to adjust how/when it appears for higher conversions.

CHQ.org Mobile Experience

- Navigation stacked oddly/difficult to access priority links
- Content collapses/splits in odd ways making content inaccessible or unreadable
- Share sheet takes up valuable space on top of page
- No fixed navigation (Or as an alternate, a “Jump to top” button)
- Content sometimes causes a horizontal scroll, making the website difficult to navigate

CHQ.org Performance

- Number of issues impacting site speed and performance:
 - Page weight is higher than recommended (Homepage is loading over 5mb of assets)
 - Site resources are not being cached properly, increasing load time
 - Homepage is loading over 100 assets (Images, Javascript, CSS) on page load
- CHQ.org has forms that are tied to usac.webhotel.microsdc.us that are being linked with an insecure (http) protocol. To receive the full benefits of your secure certificate, these references should be using https://
- PHP version used on your server is out of date and no longer supported for security updates.

Landing Page User Experience

- Similar to the full website, feels unbranded/disconnected from your paid advertising that drives to these pages
- Includes full website navigation which may be distracting/overwhelming for new visitors
- Content is light - more detail/storytelling for new visitors may aid in making the page more “sticky” and assist with SEM efforts
- Opportunity to introduce the ad look, feel, and branding more closely on these landing pages
 - This can be challenging when working within your existing site structure, but there are ways to accomplish this
- Use of [video as a background element](#) was a pleasant surprise, however the video files themselves were fairly large and may impact conversions

CHQTickets.com Experience

- Look and feel does not feel connected to the main CHQ.org site
- Styling on the site makes it difficult to tell what is a link/what is clickable
- After creating an account, it's not immediately clear where to "Sign into your account" - Other areas of the site provide a direct link to that form
- If you attempt to buy tickets and need to register an account, you are not redirected back to the entertainment you were interested in purchasing
- It's not entirely clear as a first time purchaser what a "Gate Pass" is and how that impacts ticket prices. This information is available at the main CHQ.org site
- When attempting to purchase a single day gate pass in June, I was told I could not purchase a single day pass before April 7th (Seems to be an error)

High Priority Recommendations

- Implement “quick wins” to improve website performance:
 - Re-upload optimized versions of website images on homepage and landing pages
 - Optimize all images before uploading to CHQ.org moving forward
 - Explore caching options provided by your webhost
 - Resolve HTTPs issue with usac.webhotel.microsdc.us link
- Resolve issue with “clickable” elements on main website
- Add more “branded” elements to landing pages to help visitors feel they’ve arrived on the correct website
- Expand landing page content to tell more of the CHQ story
- Review sessions recorded in MouseFlow or implement an alternative tracking tool

Additional Recommendations

- Consider larger adjustments to website look and feel:
 - Adding more above-the-fold branding to the site
 - Reducing height/dominance of hero imagery when on internal pages
 - Rethink the mobile experience - How do we best streamline interactions to drive visitors towards what they are looking for?
- CHQTickets.com
 - Identify ways to better match the look and feel between the ticketing site and CHQ.org
 - Identify ways to improve the checkout process and visitor communication to avoid potential lost sales
- Additional performance improvements:
 - Reduce the number and size of assets through consolidation, compression, and selective loading



Analytics

Overview

Overview:

An audit of your Google Analytics account is used to influence all other aspects of our audit, as it is an important part of the overall measurement of your marketing efforts. During our audit of your analytics account we look for common identifiers of tracking issues or performance concerns, while considering how to make your ongoing reporting an easier and more valuable process moving forward.

What we will review:

- Base Stats
- Traffic Sources & Attribution
- Content Performance
- Account Configuration
- Events & Goals
- Reports

Base Stats For CHQ.org

- Peek traffic between Mid-June and end of August
- Top 5 states visiting: New York, Pennsylvania, Ohio, Florida, Virginia
- 50/50 split between Desktop and Mobile visitors (Apple devices are predominately in use)
- Largest percentage of traffic coming through organic search
- Paid search audience is as engaged as your organic search audience
- High volume of backlinks with low toxicity, aiding in your organic search ranking

Traffic Sources / Attribution

- High volume of traffic coming from Chautauqua-focused search terms
- Social networks are being tracked without UTM tagging
 - Leveraging UTMs can provide valuable data about the content associated with the traffic to better measure trends in performance
- Inconsistency in how campaigns are tracked
 - Display ads tracked under multiple Source names
 - Display ads do not include detail about ad content
 - PPC ads include details about ad content, but share a common campaign name
 - Email marketing includes a unique campaign name tied to each email

Content Performance

- High drop off rates (>50%) for Homepage, Golf, Theater, Day Trips, and 2019 Schedule pages
- Season section / Event Detail pages provide the highest amount of traffic, with a large percentage coming from organic search
- Time on page consistent with type of content (Higher specificity of content leads to higher time on page)
- High volume of traffic to the Plaza Cam during the fall/winter months. Likely from those within the region.
- Duplicate content is being tracked - Pages with and without a trailing slash. This is likely causing reporting data to be skewed.

Analytics Configuration

- Basic event tracking for:
 - Checking availability at the Athenaeum Hotel
 - Signing up for the newsletter
 - Playing a video
- Only one active Goal for “Plan Your Visit”
- Single dashboard created in 2014 that highlights key site metrics
- Google Ads auto-tagging is not configured to be overridden by any custom UTM codes
- Filtering out any traffic from inside Chautauqua Institution via IP on the Main View, however Bot/Spider traffic is not being excluded
- No “Raw” unfiltered view or “Test” view for experimenting with changes to your settings

Recommendations

- Adjust tracking on CHQ.org to omit bot traffic, allow for UTM overrides, and fix duplicate content tracking
- Establish a clear tracking strategy to allow for better use of the campaign, source, medium, and content attributes provided by Google Analytics
- Create a unified dashboard that provides a better at-a-glance view of campaign performance across all of your tactics, making improving supporting marketing efforts easier
- Explore opportunities to connect tracking between CHQ.org and CHQTickets.com
 - CHQTickets.com is lacking appropriate event, goal, and e-commerce tracking
 - This will allow direct attribution from any traffic source to actual sale
- Leverage Plaza Cam page to highlight upcoming events to those within the local area and capture more subscribers for your newsletter



Next Steps

Core Recommendations

- **Paid Media** - Adjust use of keyword, ad units, and retargeting to improve performance and reduce spend
- **Social Media** - Content strategy and execution is going well, we recommend continuing down your current path
- **Website** - Improve the speed/performance of the website,
- **Landing Pages** - Expand depth of content being presented, enhance branding
- **Mailchimp** - Reduce content being presented to keep audience focused on key tasks, alter workflow triggers to be more personalized to the recipient
- **Analytics** - Track all owned marketing channels in a cohesive manner, expand goal tracking across CHQ.org and CHQTickets.com, develop unified dashboard/report

Our Support

- **Paid Media** - Consultative guidance on PPC and best practices
- **Website** - Consultative support on improving the performance of your website
- **Landing Pages** - Development of standalone landing pages (or customizations to existing ones) to enhance Chautauqua Institute branding and conversions
- **Mailchimp** - Content strategy, workflow strategy, and template adjustments
- **Analytics** - Development of a unified tracking strategy and dashboard for ongoing reporting, consult on best practices to implement ecommerce tracking on CHQTickets.com

What's Next?

- Determine roles and responsibilities between CHQ and TMG team
- Develop scope of work
- Develop campaign brief

thank you.

martin.