

HOW TO CRUNCH YOUR DEMOGRAPHIC DATA

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WHAT WE WILL COVER

- What Data Matters?
- Understand our Goals for our Assets
- Analyzing and Capturing Data
- Activating Your Assets Super Powers
- Selling our Strengths



WHAT DATA MATTERS

- Click Through Rates
- Engagement Rates
- Location Demographics
- Age and Gender Demographics

The background is a dark blue gradient with dynamic, horizontal light streaks in red and blue. These streaks vary in thickness and intensity, creating a sense of motion. Overlaid on these are several semi-transparent, glowing geometric shapes, primarily rectangles and parallelograms, in red and blue. Some of these shapes have internal patterns of small dots or lines. The overall effect is a high-tech, digital aesthetic.

Convert Or Influence Action

TEST YOUR ASSETS

- Measure your assets ability to:
 - Drive traffic to Organic vs Sponsored style content
 - Engagement (comments, likes, shares)
 - Key moments – direct contact regarding call to action
 - Increase or decrease in views/clicks over time

WHAT DOES EACH PLATFORM
DELIVER?

FACEBOOK

WHAT DOES IT DO?

- Excellent for driving traffic to Target URLs
- Easily Boosted to Reach targets
- Easy to view engagement and insights

ACTIVATE ITS SUPERPOWER

- Use for “Broadcast” style posts with the goal of driving traffic to brand URL (one stop activation, no additional steps required)
- Repetitive posting to meet targets and goals
- Redirect platform for Blog promotions
- Questions, Community Surveys for passive marketing
- Amplify content via paid amplifiers



BLUNTmoms

Published by Melissa Morritt Coble [?] · February 5 at 5:00 PM · 🌐



Ermahgerd Karen. My feed is filled today with haters about last night's Superbowl half time show. Mad, angry moms about scandalous clothing bits and stripper poles. Honestly, I had to watch the show for a second time to make sure I didn't miss anything.



BLUNTMOMS.COM

A Few Things More Damaging For Your Kid To See Than The Halftime Show



Get More Likes, Comments and Shares

Boost this post for CA\$27 to reach up to 10,000 people.

47,773

People Reached

4,634

Engagements

Boost Post

👍❤️😂 Debby Apiki, Lisa Dalke and 189 others

26 Comments 29 Shares



Like



Comment



Share



Performance for Your Post

47,773 People Reached

424 Reactions, Comments & Shares ⓘ

205

👍 Like

131

On Post

74

On Shares

49

❤️ Love

38

On Post

11

On Shares

43

😂 Haha

30

On Post

13

On Shares

1

😮 Wow

0

On Post

1

On Shares

1

😡 Angry

0

On Post

1

On Shares

92

Comments

43

On Post

49

On Shares

33

Shares

29

On Post

4

On Shares

4,210 Post Clicks

18

Photo Views

2,243

Link Clicks ⓘ

1,949

Other Clicks ⓘ

NEGATIVE FEEDBACK

5 Hide Post

10 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

INSTAGRAM

WHAT DOES IT DO?

- Demographic “activity” level will be generalized
- Visually appealing and potential for brand awareness
- Comfortable place for followers to ask questions (stories, dm’s)
- “one & done” with limited ability to amplify reach via quantity.

ACTIVATE ITS SUPERPOWER

- Work to increase followers to 10K to get swipe up- best way to generate clicks
- Use Later or Tap.Bio for a BIO url that redirects to a better clickable page
- Use calls to action in posts- (feedback, follow, etc) to provide clear data to client
- Capture “Discovery” Stats- # of accounts reached and % not follow you.
- Redirect to timeline post via stories

Post Insights

Interactions ⓘ

8

Actions taken from this post

Profile Visits	8
----------------	---

Discovery ⓘ

464

Accounts reached
39% weren't following you

Follows	1
---------	---

Reach	464
-------	-----

Impressions	572
-------------	-----

From Home	323
-----------	-----

From Hashtags	177
---------------	-----

From Location	14
---------------	----

From Other	58
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YOUTUBE

WHAT IT DOES BEST

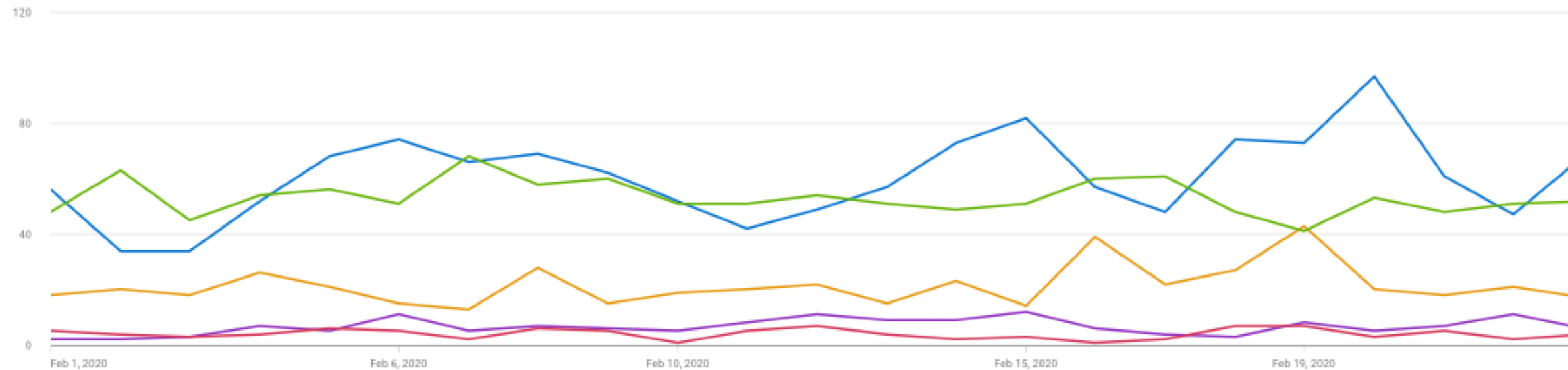
- Solve problems and answer questions!
- Keyword search value
- Redirects via cards and annotations
- Reaches men more than women (in most cases)
- Confirm age demographics of your account

ACTIVATE ITS SUPERPOWER

- Ensure all videos are fully optimized
- Use titles and keywords that “teach” or solve a problem. Capture URL’s in description
- Insert annotations to clients YouTube account or other videos
- Embed in content for greater reach, and “double whammy” of blog asset

Views by Traffic source ▾

Select secondary metric ▾



Traffic source	<div>+</div> Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate	
<input type="checkbox"/> Total	4,367	123.7	1:41	32,375	7.2%	
<input type="checkbox"/> Suggested videos	1,779 40.7%	58.2 47.0%	1:57	10,472	9.9%	
<input type="checkbox"/> YouTube search	1,508 34.5%	36.7 29.7%	1:27	18,759	6.1%	
<input type="checkbox"/> External	641 14.7%	15.9 12.9%	1:29	—	—	
<input type="checkbox"/> Browse features	183 4.2%	5.6 4.5%	1:49	1,246	8.8%	
<input type="checkbox"/> Direct or unknown	122 2.8%	3.6 2.9%	1:46	—	—	
<input type="checkbox"/> Other YouTube features	60 1.4%	2.1 1.7%	2:06	—	—	
<input type="checkbox"/> Channel pages	34 0.8%	0.7 0.6%	1:16	1,599	1.1%	

TWITTER

WHAT IT DOES BEST

- Broadcast, broadcast broadcast – saturate market with links
- Creates an “expert level” conversation opportunity
- Impression reporting (hashttracking etc)

ACTIVATE ITS SUPERPOWER

- Easy to increase impressions by increasing quantity
- Easy to increase click thru by increasing quantity
- Hashtag r/t add value to your brand

[Overview](#)[Top Lists](#)[Media](#)[Contributors](#)[Transcript](#)[show full list](#)

Most Popular i

**Cyn Gagen** @CynGagen**18**

mentions + retweets

[Follow](#)**Lindsay TravelWriter** @carpediemourway**6**

mentions + retweets

[Follow](#)**AG Knapper** @sillymummyft**6**

mentions + retweets

[Follow](#)[show full list](#)

Most Tweets i

**Julie Nowell** @julienowell**11**

tweets

[Follow](#)**werf** @missteenussr**5**

tweets

[Follow](#)**Alison Tedford** @alliespins**4**

tweets

[Follow](#)[show full list](#)

Most Reach i

**Betsi, Betsi's World** @betsihill**79,782**

reach

[Follow](#)**Lindsay TravelWriter** @carpediemourway**38,599**

reach

[Follow](#)**Laura O'Neill** @LauraOinAK**31,473**

reach

[Follow](#)[show full list](#)

Most Timeline Deliveries i

**Julie Nowell** @julienowell**207,861**

timeline deliveries

[Follow](#)**Betsi, Betsi's World** @betsihill**79,782**

timeline deliveries

[Follow](#)**Lindsay TravelWriter** @carpediemourway**77,151**

timeline deliveries

[Follow](#)[show full list](#)

Most Retweeted Tweets i

**Cyn Gagen** @CynGagen**9**

retweets

[Follow](#)**ashley picco** @tisofmommyhood**3**

retweets

[Follow](#)**AG Knapper** @sillymummyft**3**

retweets

[Follow](#)

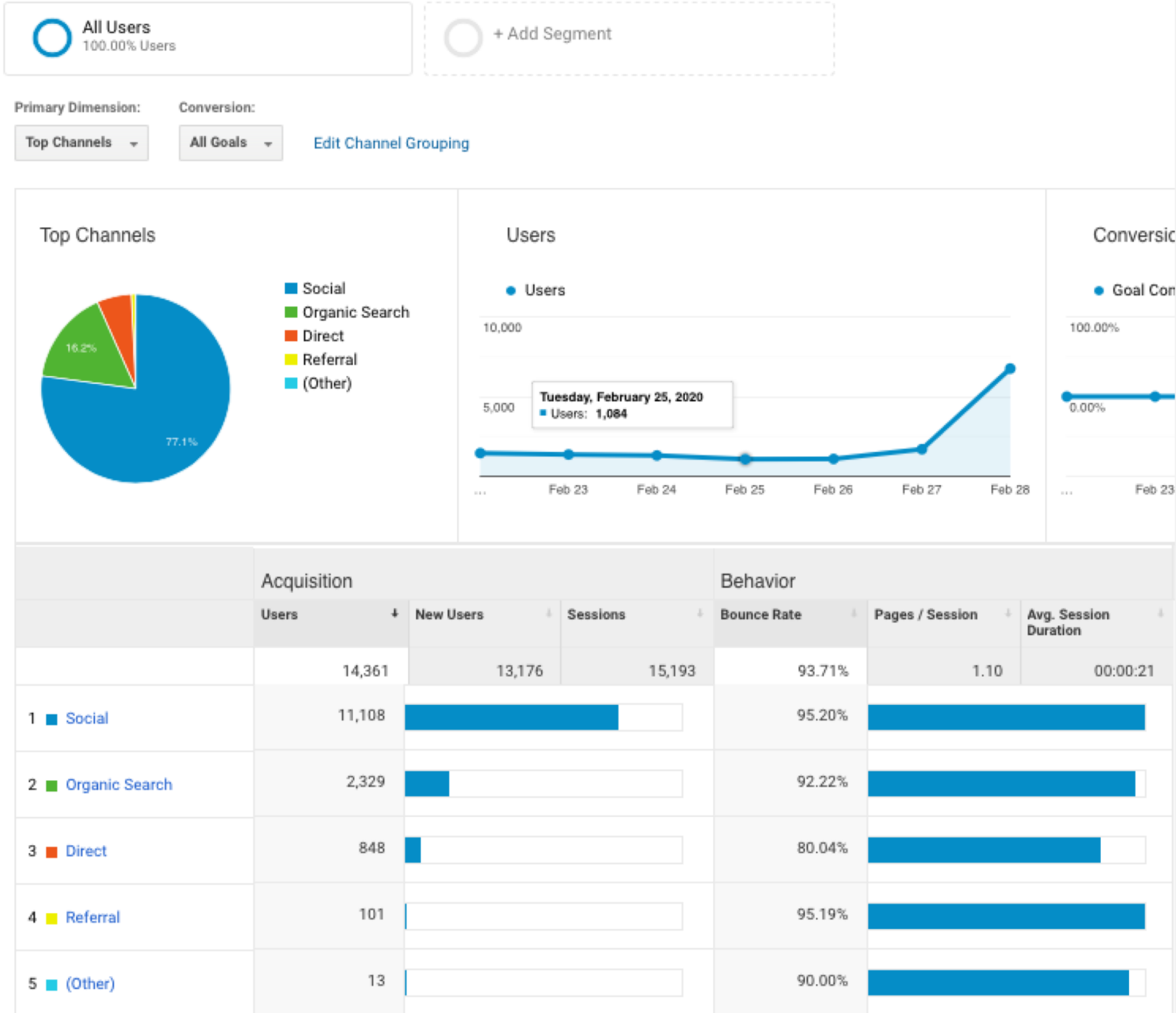
BLOG/CONTENT

WHAT IT DOES BEST

- Lasts “forever”
- Permanent shareable content for the brand
- Filled with juicy branded bits (photos, links, etc)

ACTIVATE ITS SUPERPOWER

- Know your views per post (sponsored vs unsponsored)
- Share, share, share - to drive views and traffic
- Create multiple click through calls to action
- Know HOW to get your readers to your blog posts!!!!



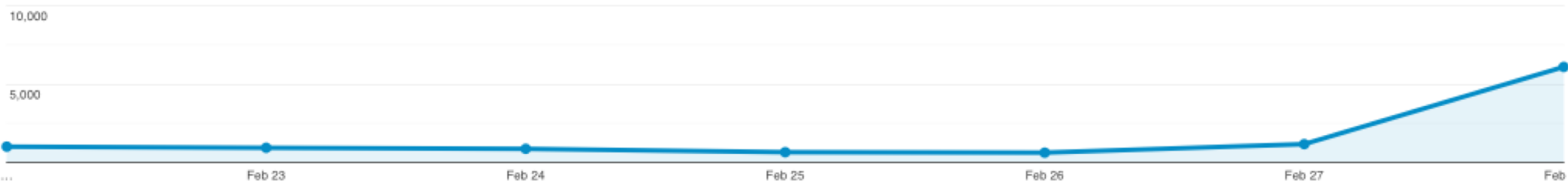
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Overview
- All Traffic
- Channels
- Treemaps
- Source/Medium
- Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover

Explorer

Summary Site Usage Ecommerce

Users vs. [Select a metric](#)

Day Week Month



Primary Dimension: [Social Network](#) [Landing Page](#) [Other](#)

[Plot Rows](#) [Secondary dimension](#) [Sort Type: Default](#)

Social Network

Acquisition			Behavior			Conversions			
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
11,108 % of Total: 77.35% (14,361)	10,012 % of Total: 75.99% (13,176)	11,615 % of Total: 76.45% (15,193)	95.20% Avg for View: 93.71% (1.60%)	1.06 Avg for View: 1.10 (-3.23%)	00:00:16 Avg for View: 00:00:21 (-21.97%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0)	
1. Facebook	11,077 (99.78%)	9,991 (99.79%)	11,590 (99.78%)	95.21%	1.06	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Pinterest	12 (0.11%)	11 (0.11%)	12 (0.10%)	91.67%	1.08	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Instagram	9 (0.08%)	8 (0.08%)	10 (0.09%)	90.00%	1.20	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Twitter	1 (0.01%)	0 (0.00%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. WordPress	1 (0.01%)	1 (0.01%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. YouTube	1 (0.01%)	1 (0.01%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 6 of 6

Overview

SAVE EXPORT SHARE INSIGHTS

Feb 22, 2020 - Feb 28, 2020

All Users
100.00% Pageviews

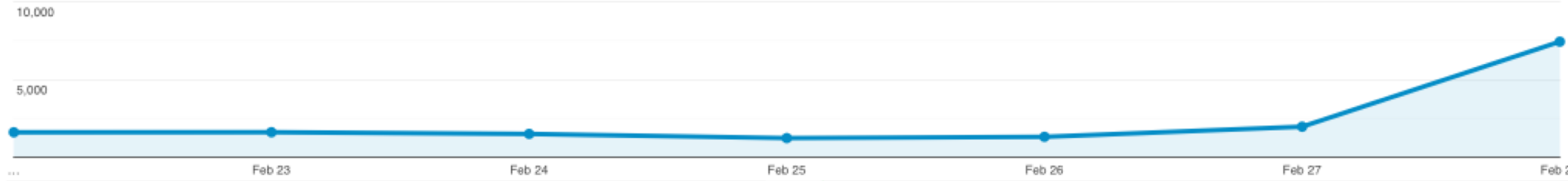
+ Add Segment

Overview

Pageviews vs. Select a metric

Hourly Day Week Month

Pageviews



Pageviews
16,686

Unique Pageviews
15,833

Avg. Time on Page
00:03:28

Bounce Rate
93.71%

% Exit
91.00%

Site Content

Page
Page Title
Site Search
Search Term

Page

	Pageviews	% Pageviews
1. /dear-kids-if-i-die-please-dont-be-a-sh-head/?fbclid=IwAR0PJhH38tAEBWwAZ6hhH6tfoZ5txxvLQ_VemV18E_HM6wSJNjrk54KSllk	5,095	30.53%
2. /the-darker-side-of-the-moon-what-does-being-a-mother-of-a-bully-feel-like/	2,329	13.96%
3. /letter-teenager-cant-write/?fbclid=IwAR0QFMvPngLQq4JRIYVi-fnltARD9ds79fmfm6NWbEf5A7ETDIwoU3kROI	1,382	8.28%

HOW DO WE SELL OUR STRENGTHS?

Creating Strategic and Lasting Partnerships

KNOW YOUR TOOLS

- Understand WHAT your assets will do
- Understand HOW to convert your fans to action
- Know WHO you reach on each platform
- Break your “assets” into products that deliver a specific result
- Understand the Value of each “result” that you can provide
- Sell the right tool, for the right job and you will create lasting partnerships

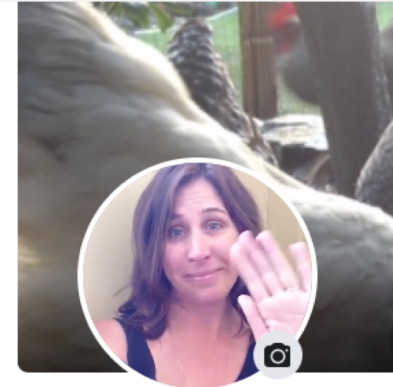
What kind of hole does
the brand want to dig



LET'S CONNECT

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Julie Nowell ✓

Facebook:
Julie Nowell
DM, connect, ask
questions



Twitter-
[@julienowell](https://twitter.com/julienowell)
Follow and engage!



Instagram:
[@julesnowell](https://www.instagram.com/julesnowell)
Follow & DM (lots
of chickens here
folks)