

An Arts Organization's Guide to Integrating Digital Analytics into Social Marketing

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INTRODUCTION

Arts organizations can understand their audiences better through a concerted effort to leverage digital analytics. The following report explains how arts organizations can extract customer psychographic, sentiment, and online behavior pattern data and for what purposes this data is useful.

In 2012, [The Pew Research Center](#) showed that 99% of the 1,244 arts organizations that participated in an online survey had their own website, 97% had a social media presence on Facebook, Twitter, YouTube, Flickr or other platform, and 56% had profiles on between four and nine social media sites. However, a pervasive online presence does not necessarily lead to a strategic use of the digital technology. Three years later, arts organizations were still slowly grasping the importance of digital analytics for their social media efforts. According to the 2015 Arts Industry Digital Marketing Benchmark Study on over 130 arts organizations surveyed by [Capacity Interactive](#), a digital marketing consulting firm, only 41% of organizations checked their social media insights at least once a week. In a social marketing report conducted by [Forrester Consulting](#) in 2014 on companies with revenue of one billion dollars or greater, “nearly three out of four enterprise companies use data and insights to identify social marketing strategies that influence customers.” Additionally, in an article published by [Mckinsey](#), corporations are tapping into the social data to “draw strategic meaning from social-media data and develop a “social intelligence”.

On the whole, it is predicted that digital marketing spending over a 10-year span from 2011 to 2021 will increase 21%; among that

growth, social will continue to “dominate marketing channels for increased spending over the next 12 months.” according to the “2016 State of Marketing”, the third annual report issued by Salesforce, where nearly 4,000 marketing leaders around the globe were surveyed in order to uncover industry trends and insights. 82% of marketing leaders agree that social media marketing is core to their business (Figure 1). Marketing professionals are changing their view on the value of social media marketing from “indirect impact” to “directly link” to their primary revenue source in the past 3 years.



Figure 1. Salesforce found 82% of marketing leaders agree that social media is core to their business.



The report also shows that 91% of marketers are using data to segment or target advertising; top performers are more likely than underperformers to use a variety of data points to segment ads.

How can a local community-based arts organization draw insights from the information gathered on social media when they don't have the luxury to rely on market research firms? This whitepaper will provide a hands-on approach on how to collect, analyze and make decisions with digital data points.

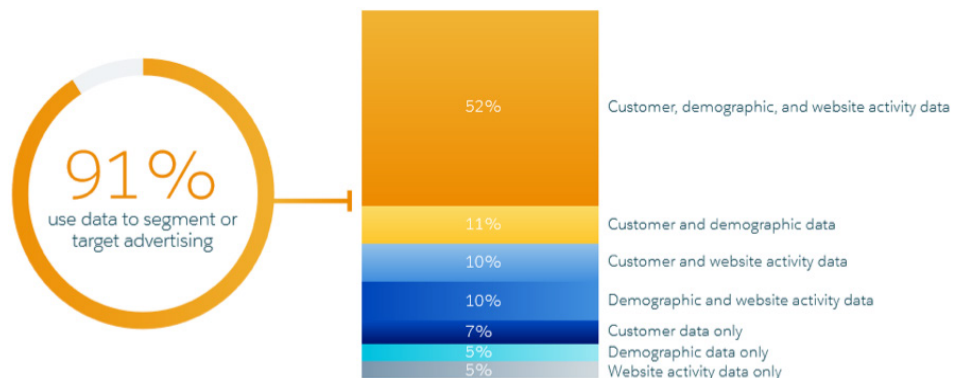


Figure 2. Salesforce also found that 91% of marketers use data to segment or target advertising.



I. How to understand different kinds of data

If a marketing manager sets up Google AdWords, sends newsletters or buys media placement, he/she will be able to collect an array of information about relevant internet users. However, detailed information on search engine optimization, email blasts and media buying is beyond the scope of this paper.

Today, many arts organizations now understand how to leverage their structured data, or organized and aggregated information from relational databases. However, unstructured data, or “human-generated and people-oriented content”, such as social media status, message board thread, blog posts, and web search histories, is less easily understood and analyzed, yet can lead to deep insights when leveraged correctly. As Darin Stewart explained in his blog post “[Big Content: The Unstructured Side of Big Data](#)”, unstructured data can be a direct line into the hearts and minds of customers. Blogs, tweets, comments, and ratings are reflections of the current state of public sentiment at any given point in time.” In the following pyramid of web analytic data from Eric Peterson’s [Web Analytics Demystified](#), information on uniquely identified users is the most valuable data but also the most difficult to obtain. Data on unique visitors will suffice for the purpose of segmentation of our potential audience in this paper.

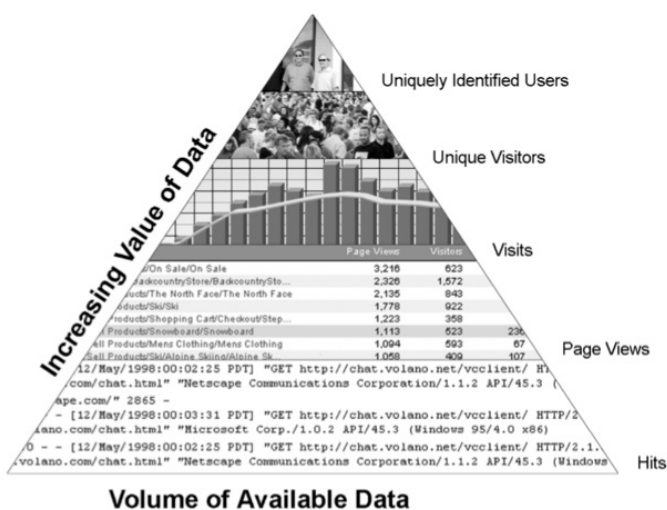


Figure 3. The pyramid model of web analytics data, showing increased value let less availability.

Facebook and Twitter are rated as effective channels by high-performing marketers more than underperformers in the 2016 state of marketing report. Facebook is most effective in gathering data on unique visitors, as it records actions to users instead of cookies. For example, when a user is signed in to his or her Facebook account, we can track metrics in aggregate terms across all browsers and devices, and then target the segment of consumers that user belongs to. Conversion rate has always been a challenge to measure as its hard to gauge how many impressions it takes for a customer to take action. It's not unusual for conversion rate discrepancies to occur between Google Analytics and other social analytics, such as Facebook Insights because Google Analytics relies on cookies, which are unique to each web browser used by the person.

Imagine that Google Analytics is an API connecting the end user to a repository of data points collected from your organization's website domain. All you need is to ask the right the questions in order to understand the behaviors of your website visitors. The data could be anything from where your website visitors came from, what demographics and psychographics they have, which page(s) they viewed, how long they stayed on that page, and what sequences of pages they clicked along the way.

Social media analytics provided by the social media websites gives you another lens through which to look at the people who interact with your social media account and how effective your social media tactics are. You can share news about your organization's performance or exhibition and promote ticket sales or fundraising campaigns on your social media account, but you must analyze your website's data directly or a vendor report to understand whether those social media tactics actually convert fans to take the actions you desire.

Meanwhile, with the aid of social listening tools, you can also monitor how your visitors feel about your organization and take advantages of business intelligence to revise your website and social media tactics.

Dividing the data into customer, demographic, website activity, and sentiment data, the following

steps will demonstrate how to examine the dynamics surrounding a potential audience's interaction with a website after clicking through from another social media site and the audience's expressed opinion online. We will feature Google analytics and Facebook Insights to present how to analyze unstructured data to inform social marketing efforts. We will also demonstrate how to use proprietary software to show how to draw insights from social listening on Twitter.

and continue that engagement on your website. The first step would be to check out the overall traffic to the website in Google Analytics. Doing this gives you an overall view of how many users are sent to your website from various channels. If you haven't set up your google analytic account, please refer to the instructions provided by Google: [Get started with Analytics](#). If you have everything in place, go to the Overview section on the left menu in Google Analytics. Here, you can see that social network contributed 14.2% of the overall traffic (See step 1, Figure 5).

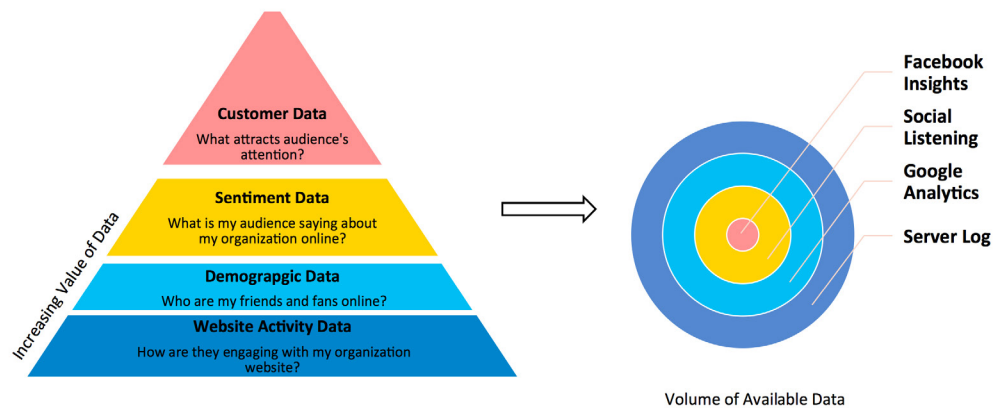


Figure 4. The pyramid model of web analytics can also be compared to data from the sources shown according to volume. Source: Author, 2017.

II. How to extract demographic data

When it comes to decision making in arts marketing, some might make decisions based off a gut instinct. While having industry experience certainly helps, data from your audience speaks louder and is more reliable in the long run than intuition alone.

If you have a specific goal in mind, you can set up and monitor it through Google Analytics while refining your strategies based on its performance. In AMT Lab contributor Kristen Sorek West's report, From Strategy to Analysis: A Guide to Navigating Google Analytics, she explained detail about ticket sale marketing strategies in Google Analytics.

On the other hand, suppose you don't have a goal in mind but you have questions about where to allocate your marketing budget and resources. You might be interested in conducting some exploratory research to develop a deeper understanding of who is most likely to click through your Facebook page

The definition of the channel complies with the default settings in Google Analytics. If you want to go further and check out what those specific

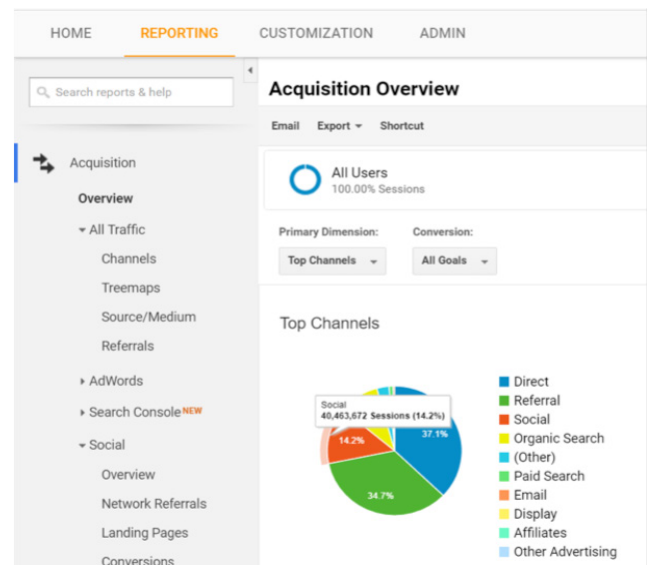


Figure 5. Step 1: The acquisition overview page shows overall traffic sources. Source: Screenshot, Google Analytics.

social channels are, you can navigate to “Network Referrals” under the Social button to get a detailed list. The pseudo organization used as an example has a huge Facebook fan base: 67.27% social traffic was directed from Facebook (see step 2, Figure 6).

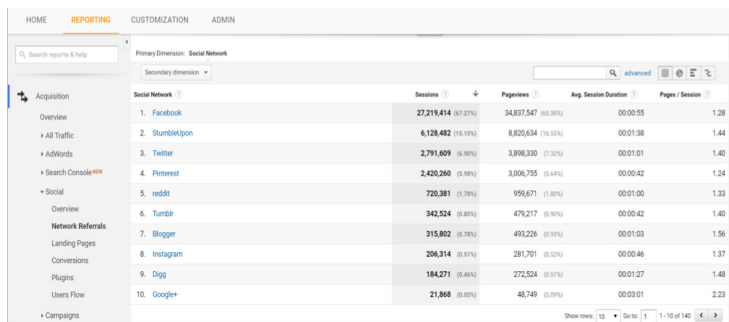


Figure 6. Step 2: Google analytics allows you to check which social channel your traffic is coming from. Source: Screenshot, Google

So, as a preliminary conclusion, you could spend most of time and budget for social media marketing on Facebook. Next, you can gain intel on what segment of visitors on the website and Facebook page you should target.

The motivation of staying on social media and visiting an arts organization’s website could be different. People who are fans, who comment or liked your organization on Facebook might not be the same as the visitors who were sent from Facebook to the website and people who visit the website from other sources in general.

Could there be a portion of your audience that was neglected by your previous segmentation when you look at the traffic source across all digital platforms? Under the demographics section on the left menu, you can click the Age button and choose secondary dimension as gender to see the age and gender breakdown of your website visitors from Facebook (see step 3, Figure 7).

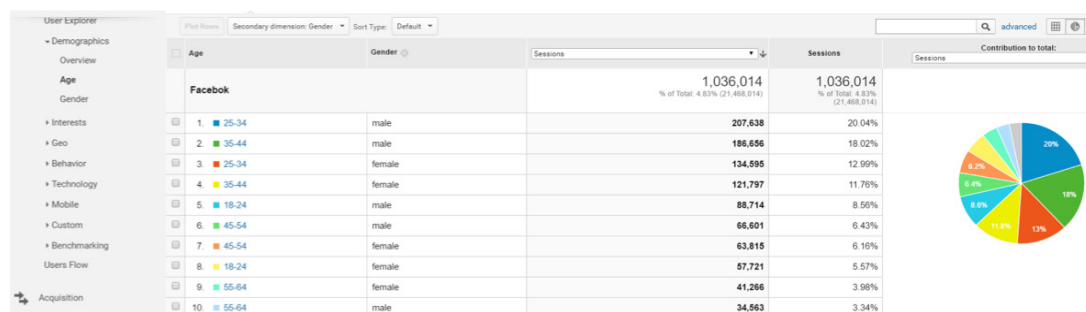


Figure 7. Step 3: Check the age range and sex of your website traffic. Source: Screenshot, Google Analytics.

In your Facebook insights account, the people are sliced into three categories: your fans, people researched and people engaged (see step 4, Figure 8).

Comparing to the demographic information on Google Analytics, you can see even though males aged between 18-24 consistently have a high reach and engagement rate on Facebook, the website sessions from that segment are lower than those of the females between 35-44, which means they are much less likely to click through Facebook link to your website. Male facebook users between 35 - 44 have a lower reach and engagement rate than those of female Facebook users aged between 25 - 34, but they are 5% more likely to continue browsing the website than the younger female Facebook users. The demographic groups that might be an area for potential growth are females between the ages of 25 and 44.

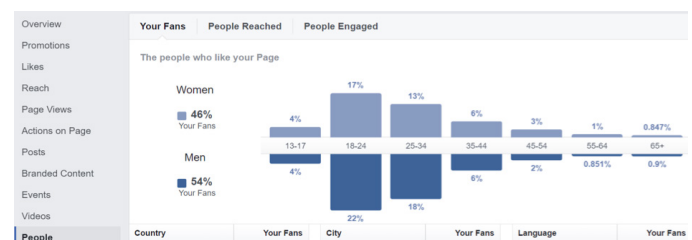


Figure 8. Step 4: Use Facebook insights to check the demographics of either your fans, people reached, or people engaged by selecting the appropriate category at the top. Source: Screenshot, Google Analytics.

III. How to discover what attracts my audience

Once you have discovered the basic audience demographic information that you should focus on engaging, you may want to identify what combination of interests the audience has so you can spend the marketing budget on the right groups.

When setting up campaigns on Facebook, you can specifically target to build your optimal segmentation (see step 5 , Figure 9).

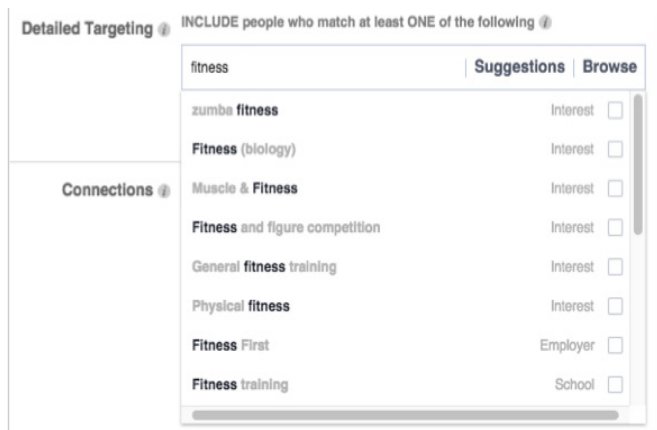


Figure 9. Step 5: Target specific individuals in Facebook based on their interests. Source: Screenshot, Facebook.

What keyword should you use to ensure the campaign will reach the right audience? Collecting information from post-show surveys is one way of gauging the interest of your audience, but if you can't afford to conduct a survey, what other information can you use?

An alternative option is to take advantage of the psychographic information on your website visitors in Google Analytics' Affinity Group. Google does not provide the exact definition of Affinity Group, but it is construed as a user's overall interests, passions, and lifestyle by Google who concludes from the information of "[a user's search history, social activity, and content consumption patterns](#)". Anyone using Google's search engine service provides this personal data and preferences to be used at Google's disposal.

To look at who is sharing your website's pages, go to the Network Referrals section of Social, then choose Shared URL as the secondary dimension. If you click any of the hyperlinks such as Facebook and Instagram before adding the secondary dimension, Google Analytics will give you a list of the most shared URLs by all the social websites (see step 6, Figure 10).

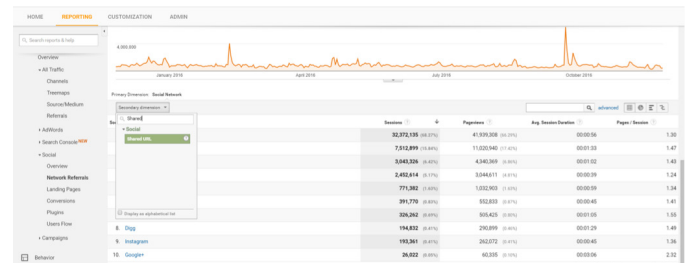


Figure 10. Step 6: Use Google Analytics to check which of your pages were shared most by social media channel. Source: Screenshot, Google Analytics.

You could also choose Shared URL as the primary dimension to compare the overall sharing of each webpage (see step 7, Figure 11).

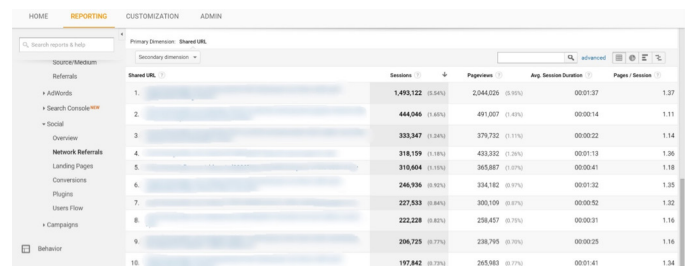


Figure 11. Step 7: Choosing shared URL as the primary dimension allows you to see what pages were shared the most. Source: Screenshot, Google Analytics.

However, this requires some data processing before you can make meanings of the longwinded URLs by simply exporting the data into a Google Sheet (see step 8, Figure 12).

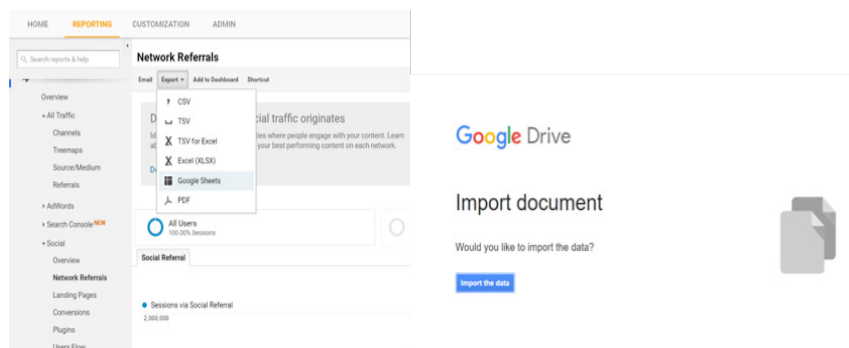


Figure 12. Step 8: Export the data into a Google Sheet to understand which URLs correspond to pages on your website. Source: Screenshot, Google Analytics.

One solution is to download the report to your local drive, but Google Sheets might be faster since you won't have to switch back and forth between your internet browser and Microsoft Excel (see step 9, Figure 13).

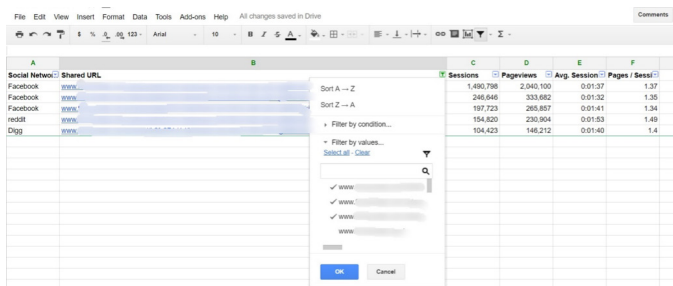


Figure 13. Step 9: Download Google Analytics data and open with Google Sheets for navigation ease. Source: Screenshot, Google Sheets.

Now, you will be able to filter the URLs. It shows that the same page was shared by Facebook, Reddit and Digg. What makes it so popular? We can look into this through Facebook Insights. It turns out a lot of the marketing budget was spent on promoting the post. How can you be sure what organically attracts your audience? Is there any way to validate these findings from another perspective? (see step 10, Figure 14).

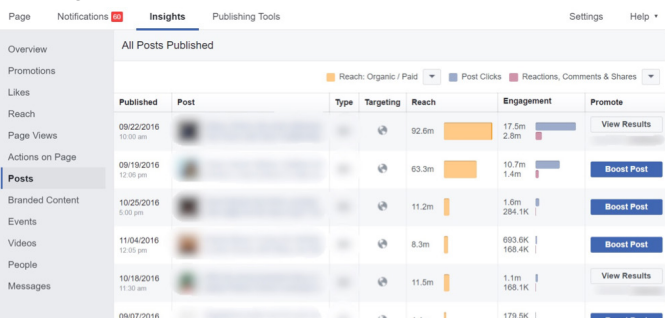


Figure 14. Step 10: Click "Posts" in Facebook Insights to initiate the process of understanding post popularity. Source: Screenshot, Facebook Insights.

You can backtrack the interests of your audience by adding a secondary dimension, Affinity Group, to the data of shared URLs on Google Analytics (see step 11, Figure 15).

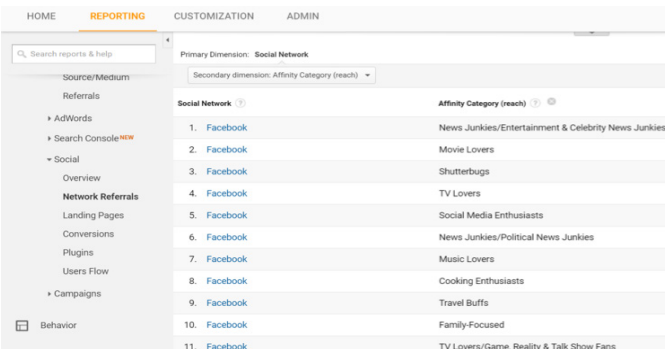


Figure 15. Step 11: Use Google Analytics to check Affinity Category per social network to understand the interests of your audience. Source: Screenshot, Google Analytics.

After exporting the report to google sheet for the ease of analysis, you can filter the data by Social Network, or Affinity Group. The top affinity categories that share your website on Facebook are low-hanging fruit to target on Facebook (see step 12, Figure 16).

	A	B	C	D
7	Social Network	Affinity Category (reach)	Sessions	Pageviews
8	Facebook	News Junkies/Entertainment & Celebrity News Junkies	21,087,152	27,010,116
9	Facebook	Movie Lovers	16,641,186	21,748,308
10	Facebook	Shutterbugs	16,220,790	21,014,799
11	Facebook	TV Lovers	14,979,562	19,302,029
12	Facebook	Social Media Enthusiasts	12,525,798	15,765,465
13	Facebook	Music Lovers	12,071,721	15,553,396
14	Facebook	Cooking Enthusiasts	11,154,834	14,272,249
15	Facebook	Political News Junkies	10,982,684	14,002,797
16	Facebook	Family-Focused	10,358,951	12,893,800
17	Facebook	Pet Lovers	10,295,330	13,284,257
18	Facebook	Travel Buffs	10,037,105	12,810,220
19	Facebook	TV Lovers/Game, Reality & Talk Show Fans	9,853,728	12,616,863
20	Facebook	Comics & Animation Fans	9,835,016	12,221,417
21	Facebook	Sports Fans	9,576,790	12,609,378
22	Facebook	Music Lovers/Pop Music Fans	9,570,553	12,211,437
23	Facebook	Shoppers/Shopaholics	9,496,953	12,092,928
24	Facebook	Technophiles	9,050,360	11,892,086
25	Facebook	TV Lovers/TV Comedy Fans	8,078,585	10,300,320
26	Facebook	Cooking Enthusiasts/Aspiring Chefs	8,072,347	10,407,602
27	Facebook	Home Decor Enthusiasts	7,923,899	10,245,432
28	Facebook	Beauty Mavens	7,540,927	9,457,034

Figure 16. Step 12: Export data to Google Sheets to understand what groups are best to target on Facebook. Source: Screenshot, Google Sheets.

After these steps, you have found information to help you decide to target women between the age of 25 and 44, with interests in News, Entertainment and Celebrity news.

IV. How to understand how my audience behaves on my organization's website

The final question is how to design the layout of the webpage so that traffic is driven to the page you want them to see. You might need to promote a blog post on the production process of your newly mounted show, or a podcast discussion with the curator and the artist. The User Flow on Google Analytics' Social Section can visually display the patterns of audience journey from social networks to your website (see step 13, Figure 17).

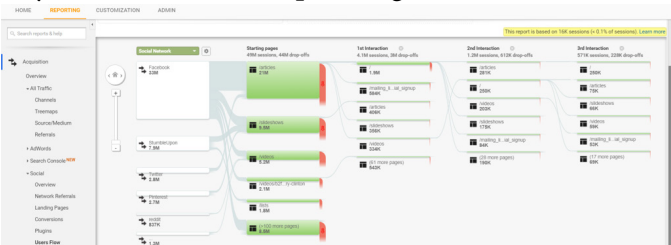


Figure 17. Step 13: User Flow in Google Analytics allows you to see how users arrived at your site and where they went after. Source: Screenshot, Google Analytics.

Click any social website to view a specific segment. Here, we selected to examine the path of an audience from Facebook (see step 14, Figure 18).

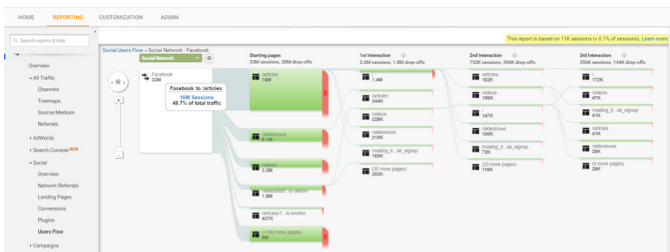


Figure 18. Step 14: Understand the specific path of an audience, in this case, from Facebook. Source: Screenshot, Google Analytics.

You can check the details of the “/articles” group to understand why users dropped off in certain categories of pages. The top ranked pages from the “/articles” group almost have 100% drop-off rate (see step 15, Figure 19).

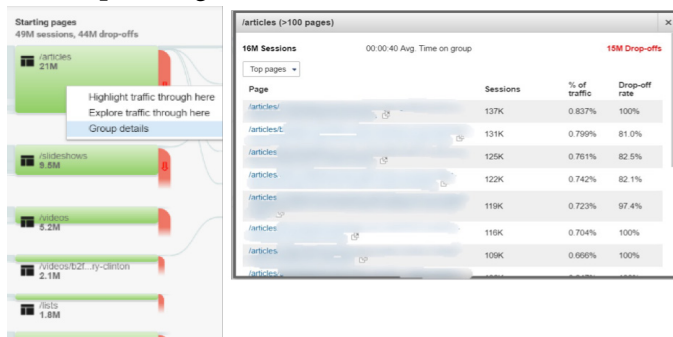


Figure 19. Step 15: Analyze the drop off rate per page of your website to make improvements to certain areas of your site. Source: Screenshot, Google Analytics.

On the other hand, the “/slideshows” group has a slightly better retention rate. Looking into those individual pages that perform well or poorly will provide reference for your future content selection and page design (see step 16, Figure 20).

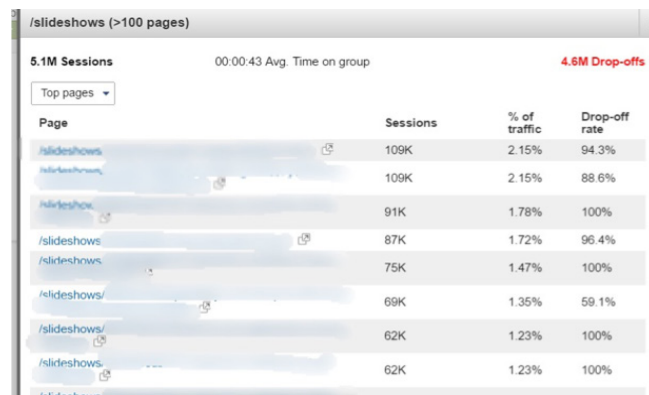


Figure 20. Step 16: Compared to the previous image, this group has a better retention rate, indicating potentially stronger content or page design. Source: Screenshot, Google Analytics.

V. How to find out what my audience is saying about my organization

Aside from choosing the right group to promote your webpage, you can use social listening to grasp the public perception of your organization and decide which keywords to use for a A/B testing of your Google AdWords.

Social listening is the real-world application of sentiment analysis that employs natural language processing and statistics to identify the sentiment content of a text unit. Without getting deep into the weeds of machine learning methods, arts marketers can take advantages of free online tool such as the [Twitter Advanced Search](#), or paid APIs such as [Hootsuite Insights](#), [Semantria](#) and [Rapidminer](#). In this section, we will use [Brandwatch](#) to demonstrate one of the many audience insights that could help to inform your digital campaigns.

With Brandwatch, you can create a query to gather every time Twitter mentions a link to your website and generate a word cloud of people’s comments about your organization. For detailed steps, please refer to Phillip Agnew’s [Update](#). In the following cases, “music”, “video” and “vote” are given the biggest weights. You might try out a combination of those words to determine the best keyword that could increase the click through rate.

CONCLUSION

In this report, it is clear that data lies at the core of every part of the analysis. Essentially, integrating digital analytics means combining multiple datasets from disparate data sources that the marketer can get his or her hands on. Quantitative, qualitative, structured and unstructured data are all the different types of data that we can collect from Google Analytics and social media channels, but how to synthesize this data and take data-driven action is what matters the most to any organization who wants to build a deeper connection with their audience. A more scientific approach might be exporting the data into a statistical software and use regression analysis to determine the correlation and possible causal relationships. However, we can still spot different patterns in audiences we've reached when we integrate various digital analytic tools in the above steps and draw more actionable insights than looking at the data on one platform alone.

As more and more arts marketers recognize the potential of social media marketing, integrating digital analytic tools will be crucial to deriving value from various data points and constructing a comprehensive, multi-dimensional picture of the audience. Understanding your audience's existing behavior, needs and wants will lead to a future success in achieving your marketing goals.



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