

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Who is speaking?



Stefan Byrd-Krueger
Chief Analytics Officer

P|TKO



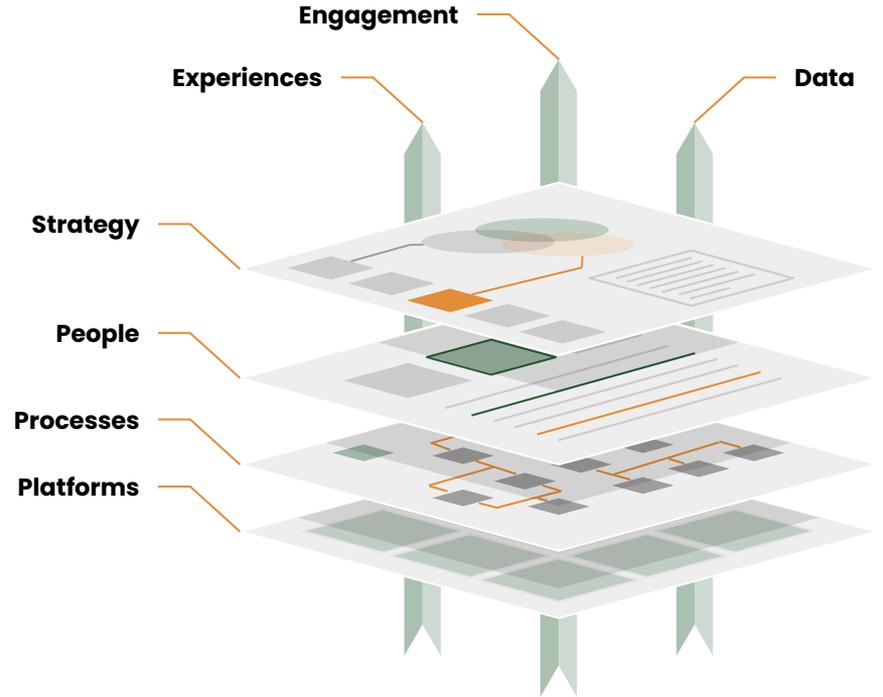
ParsonsTKO

The Engagement Architects

The way we see possibilities

Engagement Architecture ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



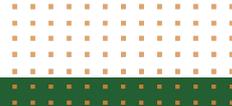
PARSONS | TKO



Impactful Campaigns:

The marriage of data and creativity

April 14, 2021



Agenda

- (15 min) Ways to think about data in campaigns
- (20 min) How to work with data in the campaign process
- (10 min) Some stories “from the front”: Unifying data for “Big Engagement”
- *Q&A
- **BONUS:** Office hours after the webinar

*If we get to it! 🙌

The best proverbs
are **either true or
relevant**

My advice is only
**as relevant as
you make it**

Storytelling is not
about you telling
your story

It's about finding
your place in an
audience's story

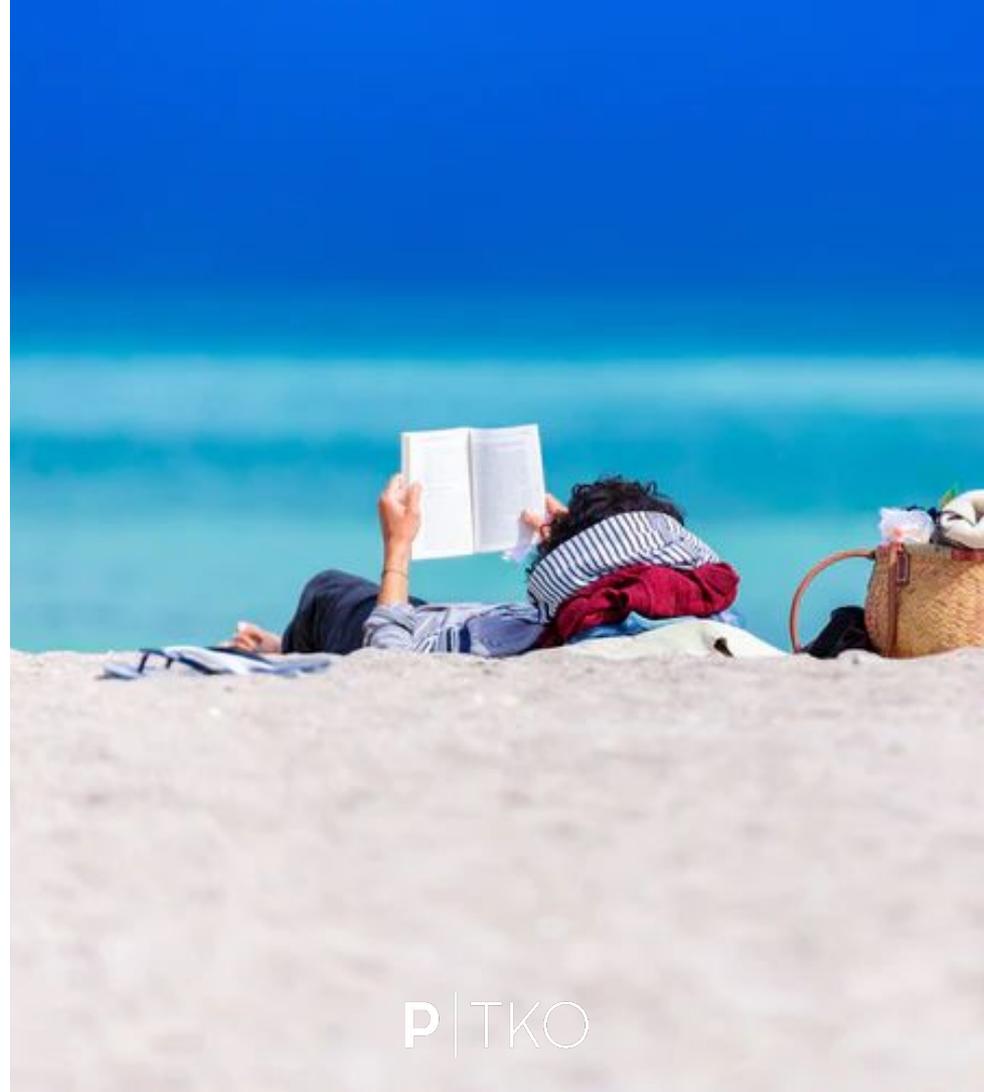
Analytics is more
than practicing a
technical skill

Analytics is a
**management
philosophy**

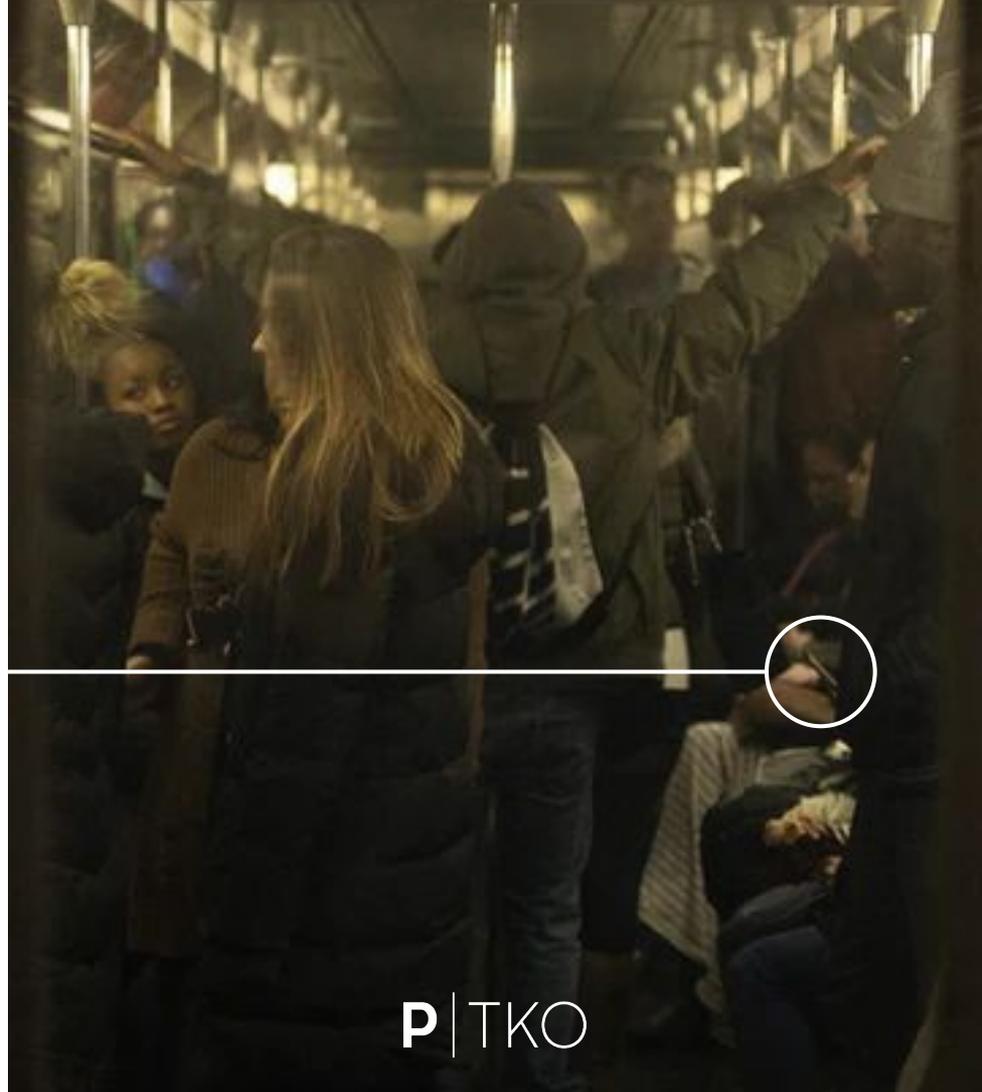
Campaigns are
how we **organize**
our content

Campaigns are
unified audience
experience

How do people experience your campaigns?



Reconcile with your audience's reality



Here's what I'm gonna ask you to change

- Experience planning
- Campaign calendar
- Documentation
- How you use your tools
- The way you work with peers
- How you spend your time

Do you want to play bingo?

- Pencils down. Forms up. Click [this link](#).
- The form mirrors the sections of this presentation
- Mark down your self-evaluations, reflections, and the parts you are most interested in
- If you share your email, we'll send you a follow up summary of your thoughts along with links & materials

The screenshot shows a presentation slide with a dark green header containing the 'PARSONS | TKO' logo. The main title is 'Impactful Campaigns Bingo'. Below the title is a paragraph: 'This worksheet is designed for webinar participants to follow along and mark down things that they recognize or realize about yourself and your organization. Filling it out will help you engage more deeply with the content.' A sub-heading reads 'When you see this slide, click next below'. The slide features a dark green box on the left with the text 'How should we think about campaign data?'. To the right of this box is a bulleted list: 'Engagement Architecture', 'Data operations', and 'Campaign process <-- Today'. The 'PARSONS | TKO' logo is at the bottom left, and a small number '14' is at the bottom right.



How should we think about campaign data?

- Engagement Architecture
- Data operations
- Campaign process <-- Today

Ways to think about campaign data

Engagement Architecture

Where can you find data?

Where can you use it?

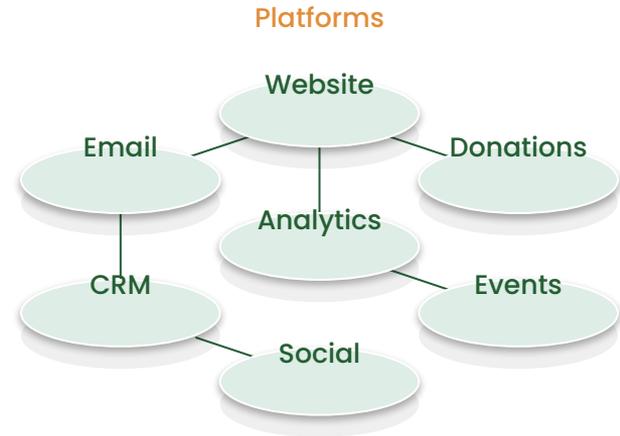
How is it connected?



Stakeholders

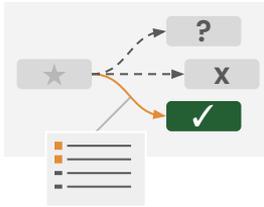


Strategy & Products



Ways to think about campaign data

1. Strategy Definition



2. Tracking



3. Reporting



4. Adoption & Optimization



Data operations

What capabilities does data support?

Who leads which data practices?

How is data collected?

Ways to think about campaign data

Campaign process

How can data lead to outcomes?

What data formats work best?

When should you use data?

- 1 Planning
- 2 Targeting
- 3 Optimizing
- 4 Evaluating
- 5 Demonstrating
- 6 Recording



Tips and tricks

How to work with data at each stage
of the campaign process

How do you
create a good
user experience?

Good campaign
management
experience

Campaign planning process

Improve this campaign...

1

Planning

2

Targeting

3

Optimizing

...improve the next one

4

Evaluating

5

Demonstrating

6

Recording



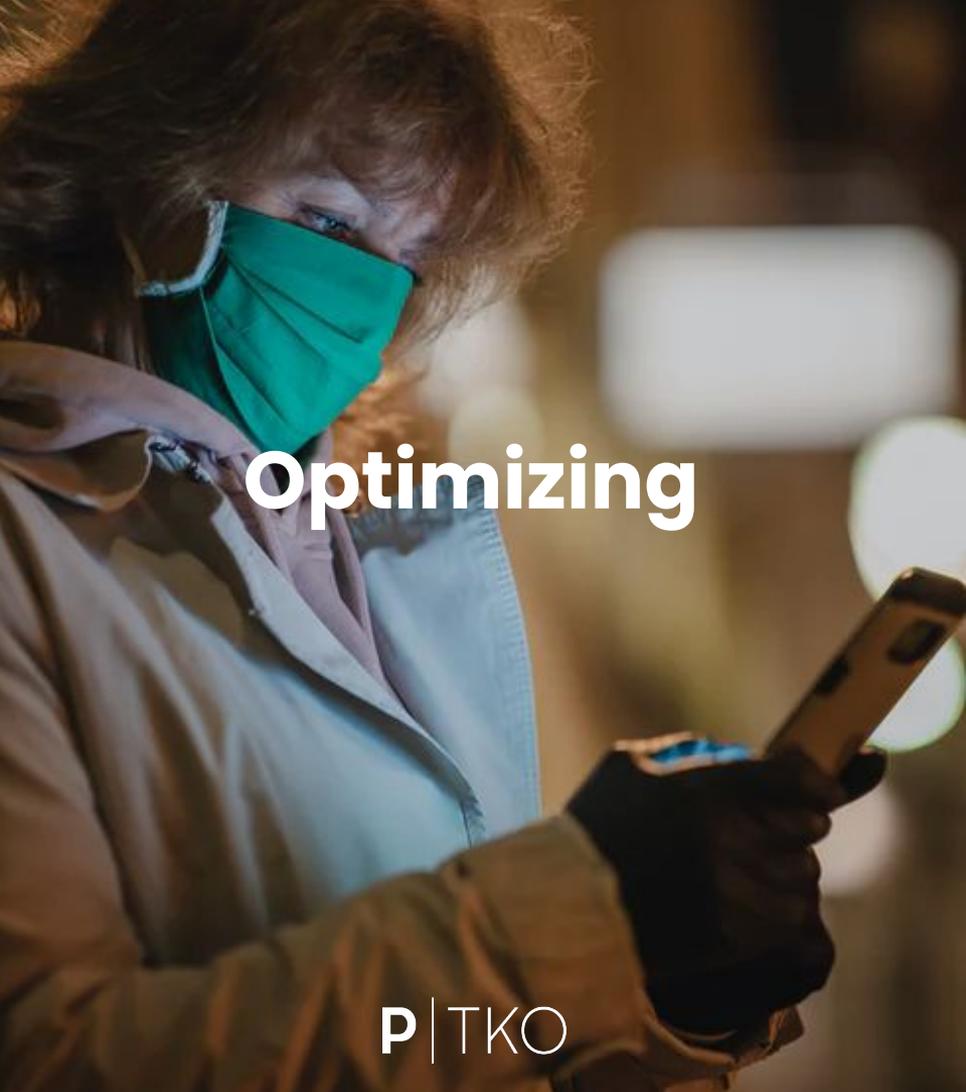
Planning

- Build a content library that you can explore by performance
- Modernize your audience personas to be data-relevant
- Conduct audience research based on search/social listening

A photograph of a silver MacBook Air laptop on a wooden desk. The laptop screen shows a Facebook advertisement for targeting. The ad features a group of people and the text "Facebook ads" and "Advertising on Facebook makes it easy to find the right people capture their attention and get results." Below the ad, there are icons for a smartphone and a group of people. The laptop keyboard is visible in the foreground. To the right of the laptop is a clear glass filled with a yellow liquid, possibly lemonade. The word "Targeting" is overlaid in large white text on the laptop screen.

Targeting

- Leverage the unique targeting abilities of each channel
- Keep a data catalog and educate on possibilities
- Be realistic (or ambitious?) about targeting precision



Optimizing

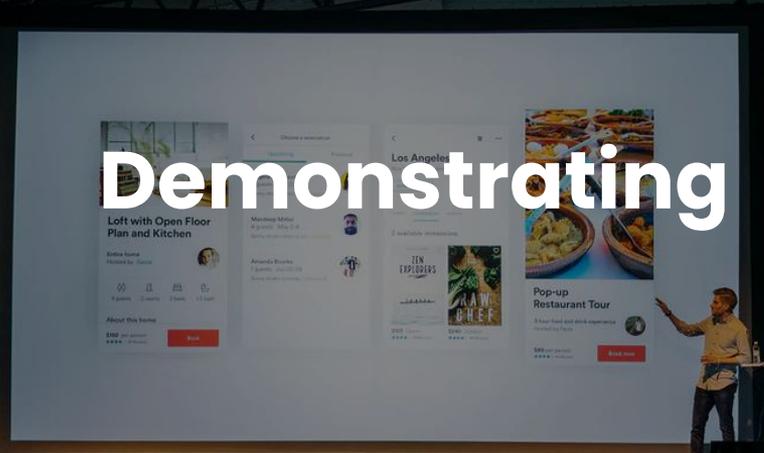
- Prepare a clear sense of your alternative paths and triggers
- Build a reliable reporting pipeline and/or process
- Communicate performance early... but informally



Evaluating

- Put the retrospective on your calendars... Now.
- Democratize hypotheses, if not also analysis
- Look for small data: surprises, good and bad

Demonstrating



- Boardroom or bar? Find the right format for your audience
- Curate and create a narrative. Then curate again.
- Remember what the numbers represent: human experience

A stack of several books with colorful ribbons (red, blue, black) and tassels (black, red) protruding from the pages. The word "Recording" is overlaid in white text on the stack.

Recording

- Be clear about what you will do with your data
- Migrate campaign data to a system of record/action
- Put the lessons in your institutional memory

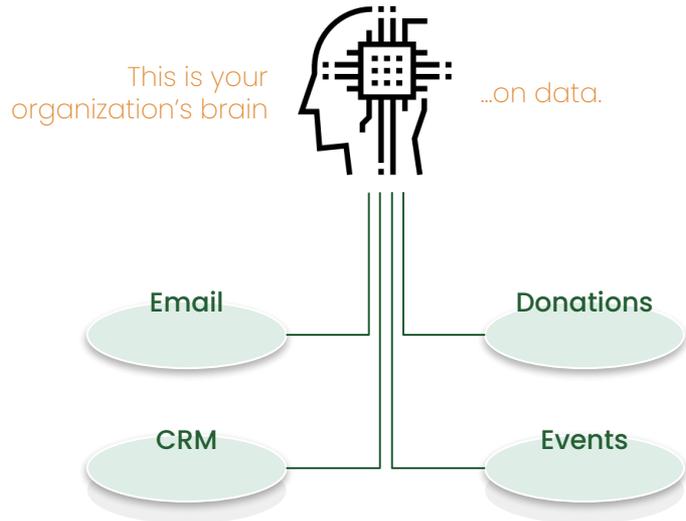


Campaign data vignettes

What is the point? What does it look like to put these ideas into practice?

Long-term relationships

Data == memory



- What does your organization “remember” about the people who engage with you?
- How do you expect people to grow through the campaign? How will you know?
- What will your audience do for you, and will they expect to be treated differently down the road?

What can we learn at each stage

First Touch



An anonymous person might stumble upon your content on the web, through a friend, or any other number of ways

Affinity Building

- Topical interests uncovered
- Preferred content formats
- Preferred outreach channels

Positive Second Experience

- Virtual event attended
- Email Newsletter consumed
- Retweeted content

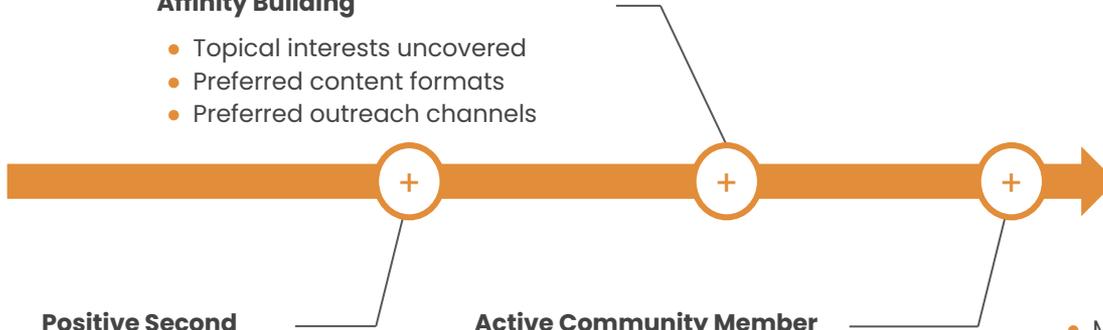
Active Community Member

- Key relationships to other influencers
- Willingness to engage on specific issues
- Who has done what with the org

Long term engagement



- Met staff last year at luncheon
- Likes short form content via email
- Interested in urban green space, volunteer events
- Attended 10 events, spoke at 3, Congresswoman X will take her call



Carry what you learn forward

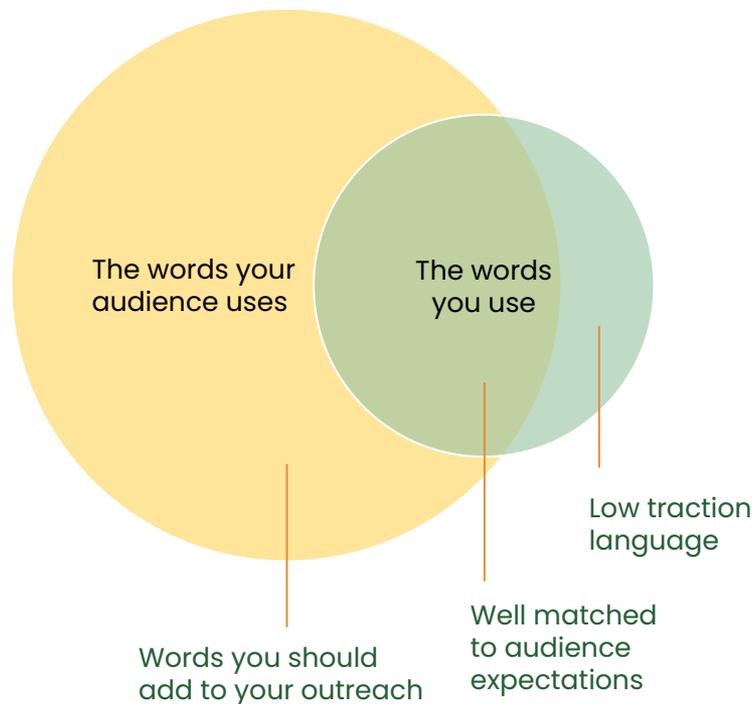
Data captured early on...

...can help you win at the end

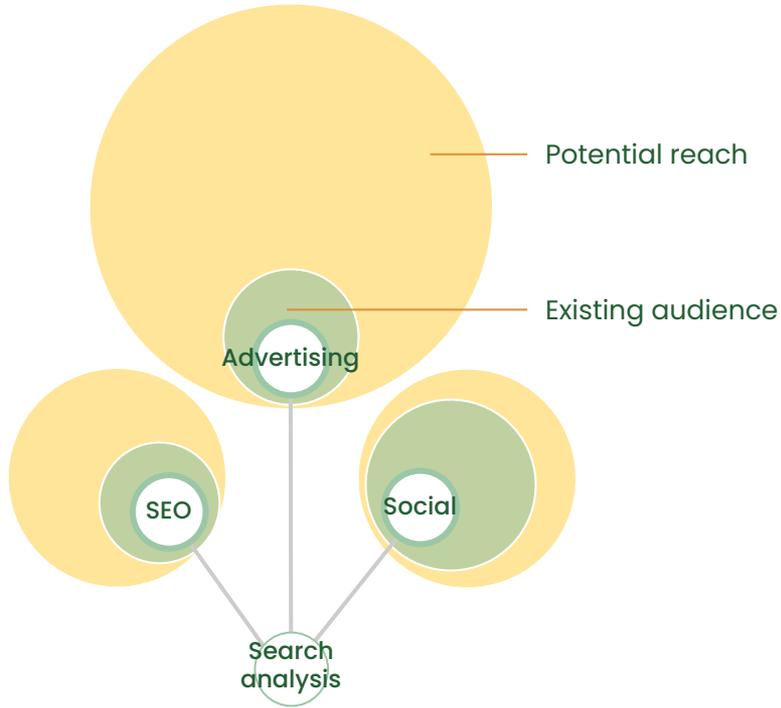


Audience insights from search

- Use your audience's words to choose the words you use to reach your audiences
- Use search (and social) data ahead of campaign launches in lieu of full market research studies



One search analysis, many uses



- Apply lessons from one part of your ecosystem throughout your outreach
- Applied correctly & comprehensively, data can have a multiplier effect on reach and engagement

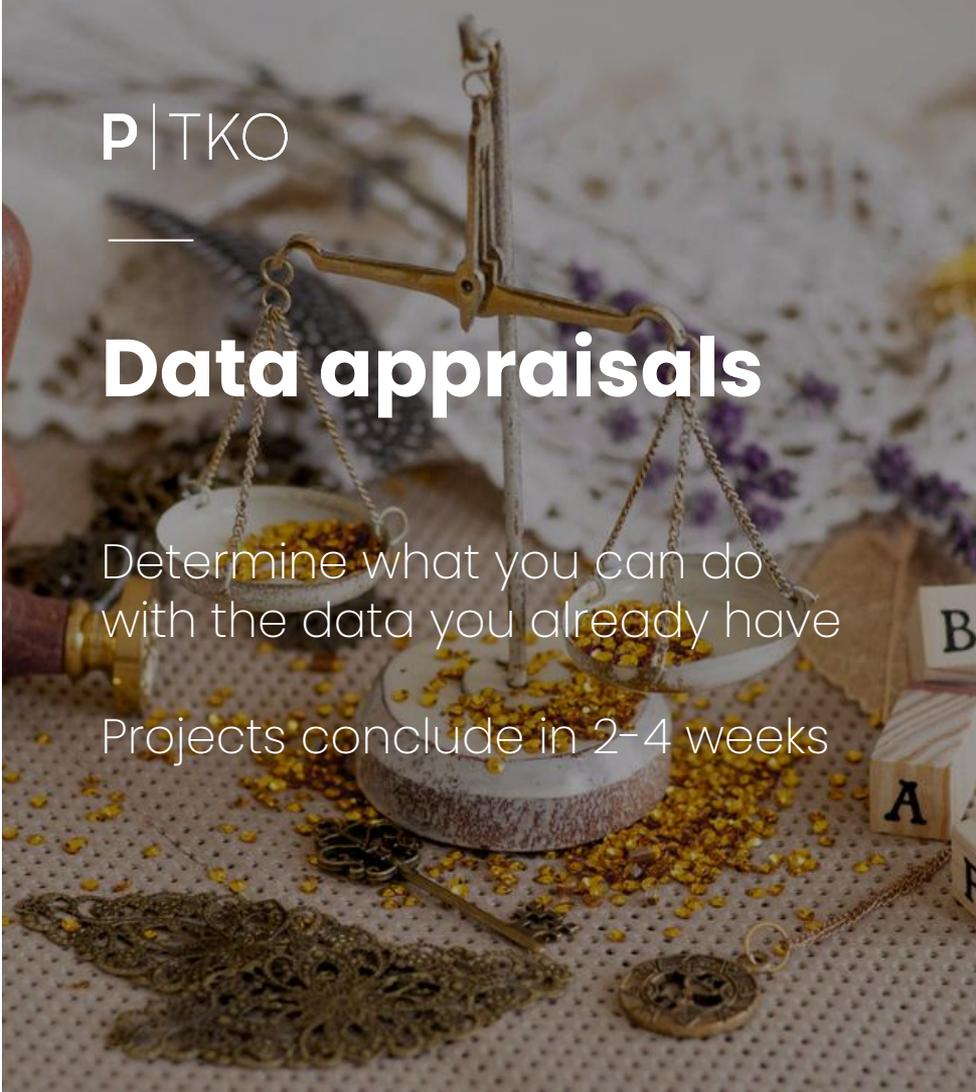
OK, so what should I do?

- 1. Build a data inventory**
Exactly what you need will change as often as your campaign strategy
- 2. Audience analysis**
How well do you know your audience?
Is it really one audience?
- 3. (Re)frame strategy with data**
Reconceive “audience” in precise & actionable ways, and map campaign decisions to relevant metrics
- 4. Commit time & attention**
Put it on your calendar, put it on your agenda—build consistent habits with data so it is ready when it can help
- 5. Challenge yourself**
Reexamine your current content creation and campaign planning practices. Does data refute or reaffirm?



This is a call-to-action

P | TKO



Data appraisals

Determine what you can do
with the data you already have

Projects conclude in 2-4 weeks



Any questions?

Would you like to continue the conversation?

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 [linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)

Want to dive in?

parsonstko.com/project

How did we do?

Please let us know by filling out our

[Survey](#)