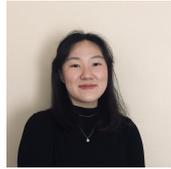


Welcome

- 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?



Name

Stefan Byrd-Kruger

Mikayla O'Reggio

Chelsie Lui

PARSONS | TKO



Leveraging data to explore the content lifecycle

A conversation with Jamie Perez of the Center for American Progress

August 11, 2021

**We help teams
accomplish
more with their
audiences.**



PARSONS | TKO

Consulting

Roadmapping

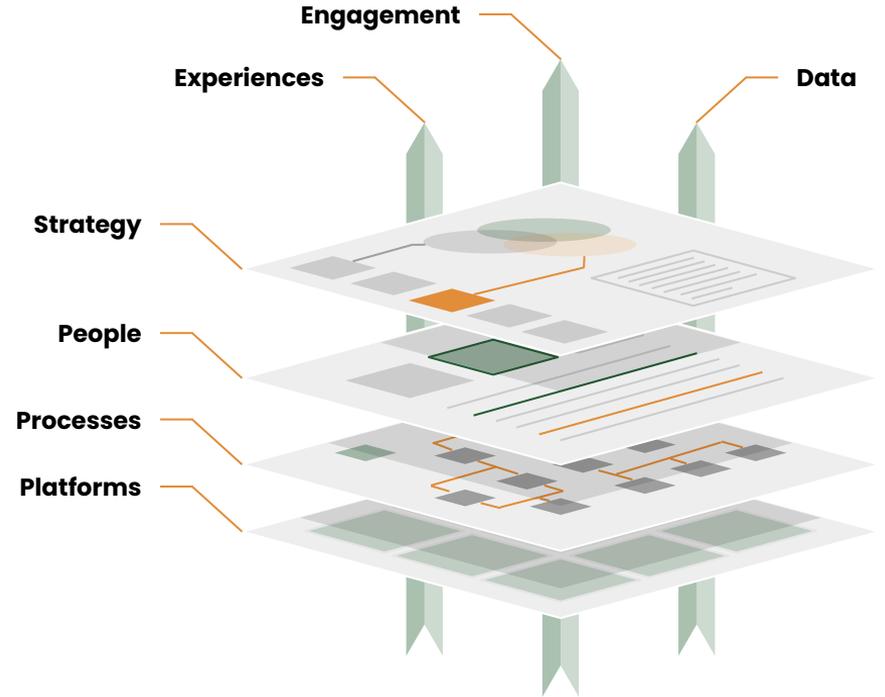
Technical platforms

Data Strategy

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.



P|TKO



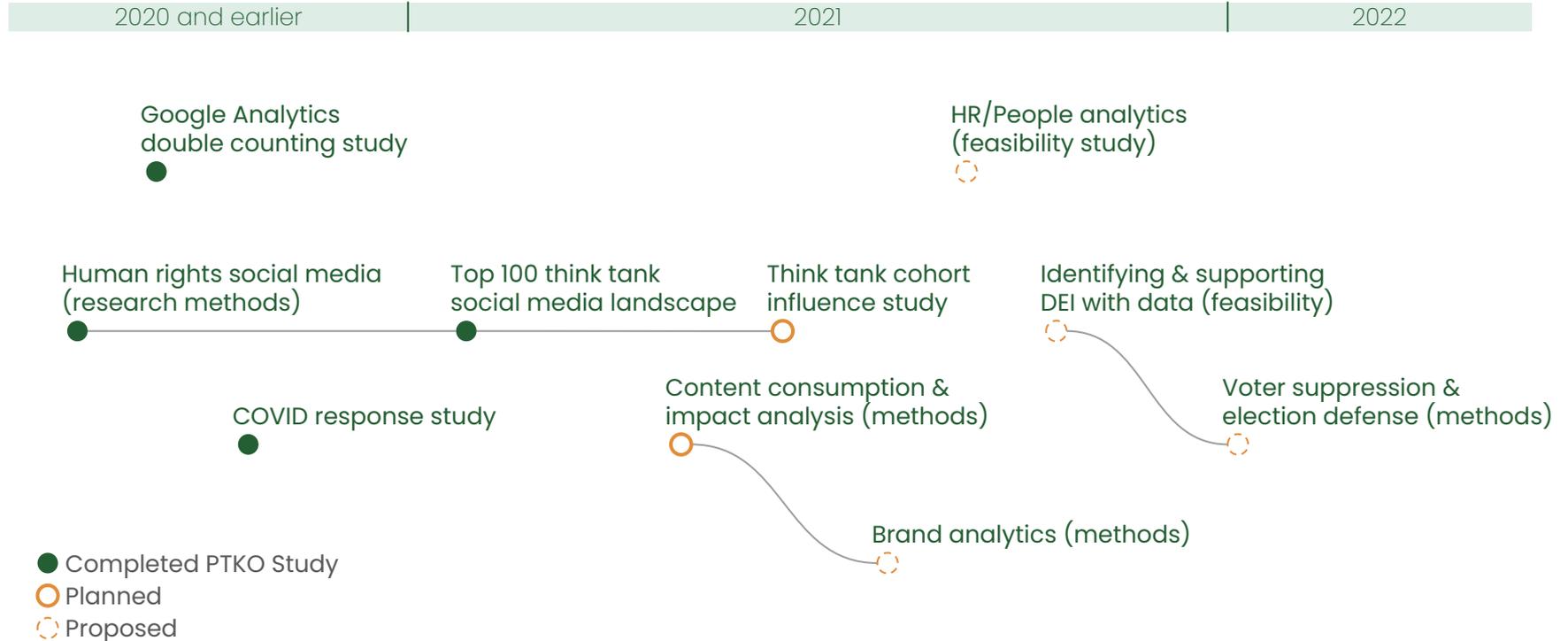
Data Innovation Studio

What is the Studio?

- Independent research on the use of data in the mission-driven sector
- New approaches to using **data as a strategic asset** in your organization and across the sector
- Frameworks for the mission-driven industry



Study trajectory



How members interact with the Studio



- Review exclusive findings, attend webinars, and join conversations
- Share insights with colleagues and gain access to a community of peers
- Influence the **direction of studies**, gain new data resources, and solutions to your most pressing data challenges

P|TKO



Jamie Perez

A conversation with Jamie Perez

- What does “content” mean to you and your organization?
- What decisions does your team face in managing content?
- What might you do differently with access to better data?
- Why is it valuable to understand the impact of your content?



Jamie Perez

Vice President
Digital Strategy
Center for American
Progress



Jamie Perez

Chief Analytics Officer
ParsonsTKO

P|TKO

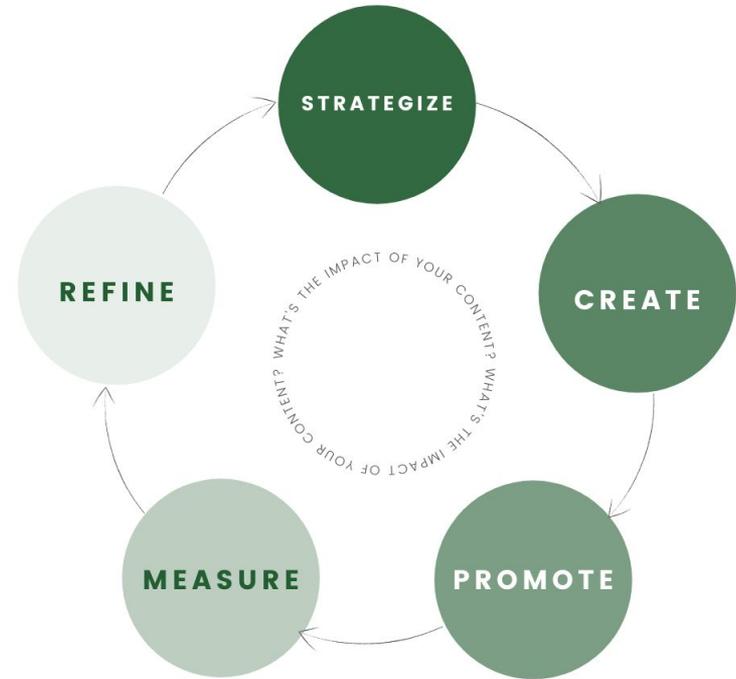


Content Study Methodology

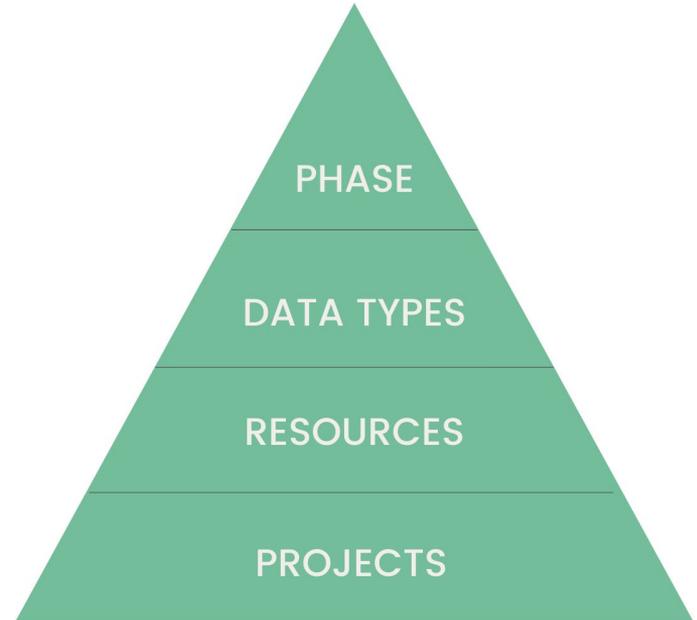
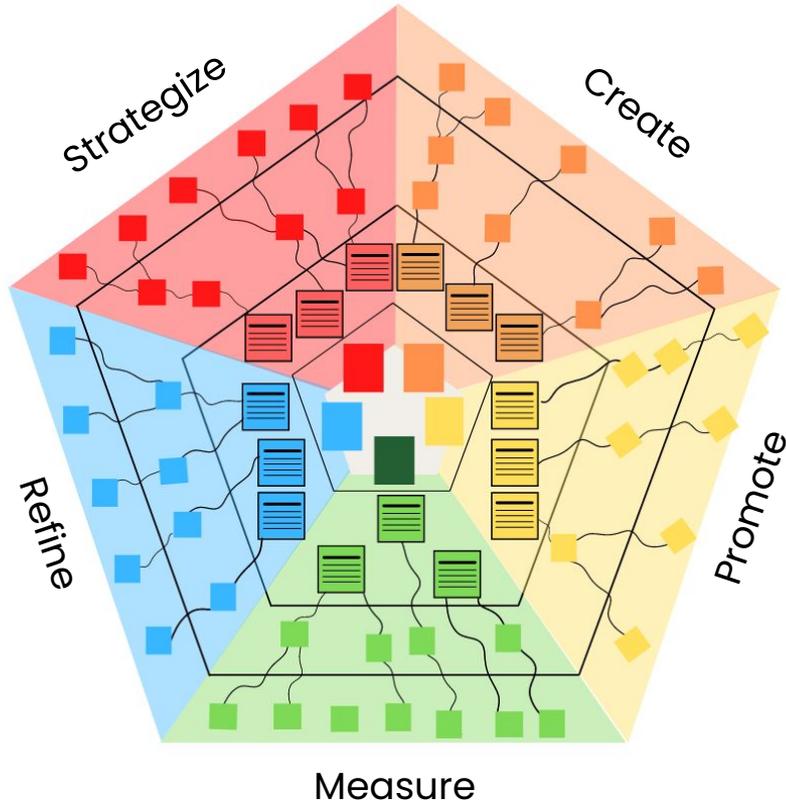
2021 Study: Role of content in nonprofits

Developing our **Content Lifecycle Map**:

- Aggregates PTKO's extensive experience with mission-driven organizations into **a roadmap**
- Allows any member of your team to **understand the role content and data plays** in your organization and its impact
- **Makes sense of the various variables** and dimensions that are unique to your work



Turning research into insights



Web engagement data

The data types recommended in each phase correspond to certain **actions**.

Variables of **context**, **organization**, and **experience** go into determining the actions a user takes on a website.

- **Context:** the entry-point into the website.
- **Organization:** the taxonomy of the website.
- **Experience:** the user experience and engagement with the website



Web analytics are *tired and true*

Milestone report on website engagement data

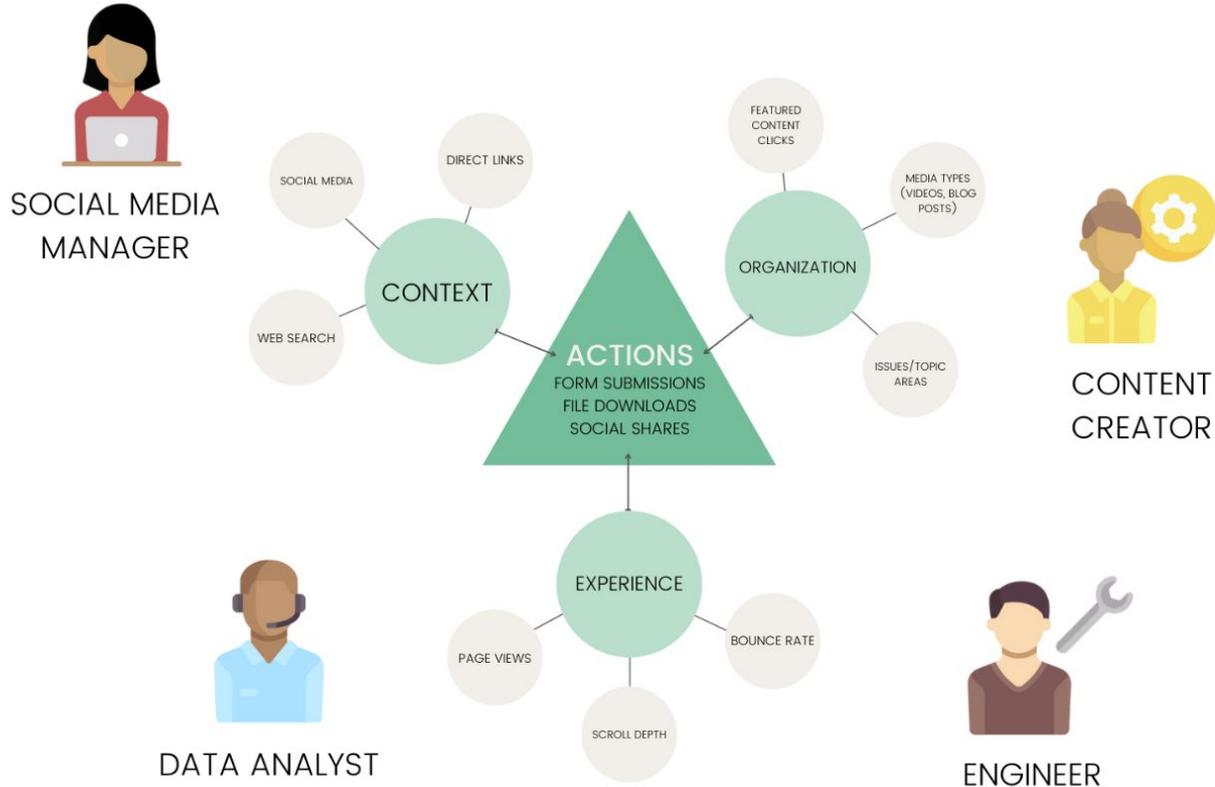
We're presenting the **directions** to help you navigate the map.

Report includes:

- Types of engagement data
- Research about impact of content
- Interviews and case studies from peers and members
- Role specific guidance on how to use content data



Practical steps for your people



A mental exercise



Think of something you could improve

- Where in the life cycle might you do something differently?
- Who's responsibilities and what tasks are involved?
- What specific decisions would be made differently?
- What data would you like to have at your disposal to guide them?



Any questions?

Would you like to continue the conversation? Schedule a call with us!

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

Want to dive in?

[parsonstko.com/content-impact-study/](https://www.parsonstko.com/content-impact-study/)