



offMetro Deep Dive and Strategic Analysis

TEAM TWO – FAB FOUR

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Objectives:

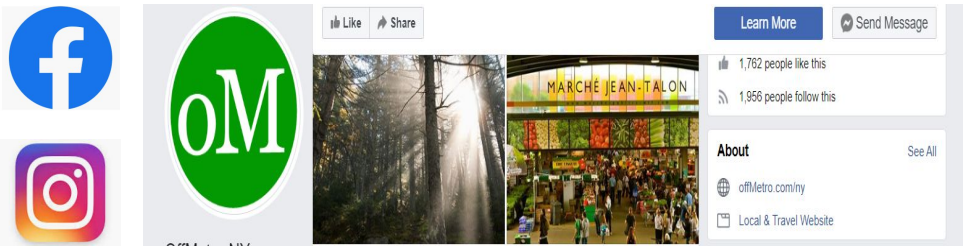
- ▶ Develop Strategies to Grow Readership
 - Based on an understanding of industry standards and offMetro's own unique content, what strategies do you recommend offMetro put in place to encourage continued growth (of readership)?
- ▶ Inform Decisions with Google Analytics Data
 - Which dashboards / Google Analytics pages were most useful? What process would you recommend for pulling and analyzing this information long term?
- ▶ Track Successful Content
 - How can offMetro continue to understand and track successful content?

There's so much to do in Westchester County this summer, no car needed

- 2,099 Total Reach with 2,836 Total Impressions

There are Different IG and Facebook Accounts by City. Would Combining Them Help Maximize Followers?

Focus on Hiring Content Managers to Strengthen Social Media Presence



The offMetroNY Account has at Least 5X More Followers than the Other City Accounts, and Most of Them do not Show Up on the First Page of the Search Function. Focus on Expanding these Audiences to Gain Readers or Consider Combining Them into One Main Account.

Tweet with the Largest Number of Impressions Last Quarter: Read why Saratoga is the perfect car-free weekend getaway

@SaratogaChamber @saratogacom
 @SaratogaNHP @ILoveNYPR @SaratogaArms
 @CDPHPCycle @MagicofSPAC
 @wearepintsize https://t.co/UhubrdRaJS



Increase Frequency of Posts

Review Trends Such as "Total Pins per Post". Create Content Based on User Activity



Pinterest User Analytics

Full Name	offMetro
User Name	offmetroworld
Location	-
Country	US
Followers / Following	2728 / 4625
Board Count	53
Pin Count	8270
Most Recent Pin Date	Tue, 20 Aug 2019 04:45:21 GMT

Traffic Sources

Traffic Source	Percentage
Search	73.11%
Direct	25.31%
Social	1.58%



Develop Strategies to Grow Readership: Influencer Engagement

Based on industry standards, influencer Marketing can result in an average of **\$5.20-\$6.50** for every \$1 spent. Select campaigns have generated \$20+ per \$1.



Cost □
\$1,100

Revenue
□ \$5,720
- \$22,000

Strategic Recommendation

Document an influencer as they test OffMetro's travel plans and suggested activities in select cities

According to the Digital Marketing Institute, the Influencer Marketing Industry is expected to hit **\$10 billion** by 2020.

Funds spent on an Influencer Marketing Campaign could replace the need for additional Content Managers at OffMetro

Influencers typically charge **\$100 per 10,000 followers, or \$1,000 per 100,000 followers.** A test run would have a small financial impact with a potential for significant returns.

Kick-Off Post Suggestion



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Influencer Selection



toomuchfood

Follow

2,683 posts 111k followers 423 following

Morgan | NYC Food & Travel 🍷🍷

My palate is extremely unsophisticated ||

@morgan.chase.raum & @drawingbymorgan

New York, NY 🗽

toomuchfood@gmail.com

#toomuchfood

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Inform Decisions with Google Analytics Data

Patterns:
Highly Dependent on Unique Events
Low Returning Visitors Driving Bounce Rate

Reader Engagement

94% of engagement is unique event driven

~**18,952** of unique users who had at least one session within a 28-day period.

Pageviews
42,230

Unique Pageviews
36,701

Avg. Time on Page
00:02:50

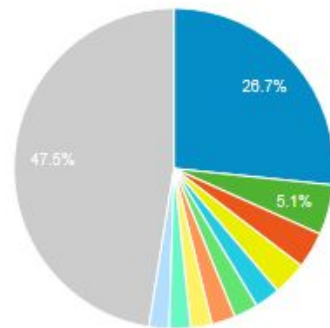
Bounce Rate
77.50%

% Exit
71.22%

New Visitors – 89%
Returning Visitors – 11%

Events:
Outbound Traffic – 96%
Affiliate Link – 4%

Contribution to Total Events: Landing Page
~27% from unique events



Session Duration

	Sessions	Page Views
0-10 seconds	79%	58%
11-30 seconds	2%	3%
31-60 seconds	3%	4%
61-180 seconds	6%	11%
181-600 seconds	5%	12%
601-1800 seconds	3%	9%
1801+ seconds	0%	2%

Count of Sessions

	Sessions	Page Views
1	83%	81%
2	10%	9%
3-8	6%	7%
9-14	1%	1%
15-25	0%	1%
26-50	0%	1%
51-100	0%	0%
101-200	0%	0%
201+	0%	1%

Inform Decisions with Google Analytics Data

Patterns:
Not Attracting Returning Visitors
Average Page Load Time is High

► Exits – Higher Than Average Rates

78% Bounce Rate -- **22%** Exit Rate

*Do some
pages deliver
all of the
information
somebody is
looking for on
a single
page?*

Retention Rates:

- On average ~1.33% of the visitors acquired come back the following month
- Drops to ~0.26% 2 months after Acquisition Date

	Month 0	Month 1	Month 2	Month 3
All Users 57,684 users	100.00%	1.33%	0.26%	0.06%
Jul 1, 2019 - Jul 31, 2019 19,893 users	100.00%	1.27%	0.26%	0.06%
Aug 1, 2019 - Aug 31, 2019 20,787 users	100.00%	1.50%	0.26%	
Sep 1, 2019 - Sep 30, 2019 17,004 users	100.00%	1.18%		

Site Speed

Page Views	Avg Page Load Time (sec)	PageSpeed Score
6,422	9.6	62
1,858	8.7	80
1,613	3.8	47
1,237	6.3	75
1,068	4.3	71
694	3.3	70
583	2.2	77
562	3.8	74
555	5.9	73
554	1.9	73

Inform Decisions with Google Analytics Data: Instant Gratification



The Desire For Instant Gratification: Every Second Counts

YEAR	TIME USERS WILL WAIT FOR A PAGE TO LOAD
1999	8 SECS
2006	4 SECS
2010	3 SECS
TODAY	2 SECS OR LESS

25% of users will leave a webpage if it takes more than 4 seconds to load

Use Expertise to Drive Outcome

- Understand reader development & actions affecting it
- Look for issues that have the greatest impact on load times
- Increase the # of pages Google can crawl and index

Enhanced Analytics

- Well-optimized page can lower your bounce rate
- Quantifying user engagement and experience
- Increase average session duration and conversions

Produce & Deliver Content Articles

- Optimized pages serve to attract more visitors
- Measure micro conversions for effectiveness of content
- Establish a level of trust & consistency; meeting expectation

Improve Site Speed

Opportunities:

- + file compression & image optimization
- + removing unneeded characters that are cluttering up your data
- + leverage browser caching

Track Successful Content: Determine Valuable Readers

Bounce Rate: *the % of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.*

User Profile	Bounce Rate (avg: 73%)
25-34; female; returning user	65%
25-34; male; returning user	64%
55-64; female; returning user	66%

Pages/Session (Average Page Depth): *the average number of pages viewed during a session. Repeated views of a single page are counted.*

User Profile	Pages / Session (avg: 1.47)
25-34; female; returning user	1.78
25-34; female; returning user	1.99
55-64; male; returning user	1.70

Avg. Session Duration: *the average length of a session.*

User Profile	Avg. Session Duration (avg: 82)
25-34; female; returning user	132
25-34; male; returning user	128
18-24; male; returning user	141

► Female, 25-34, Returning Users

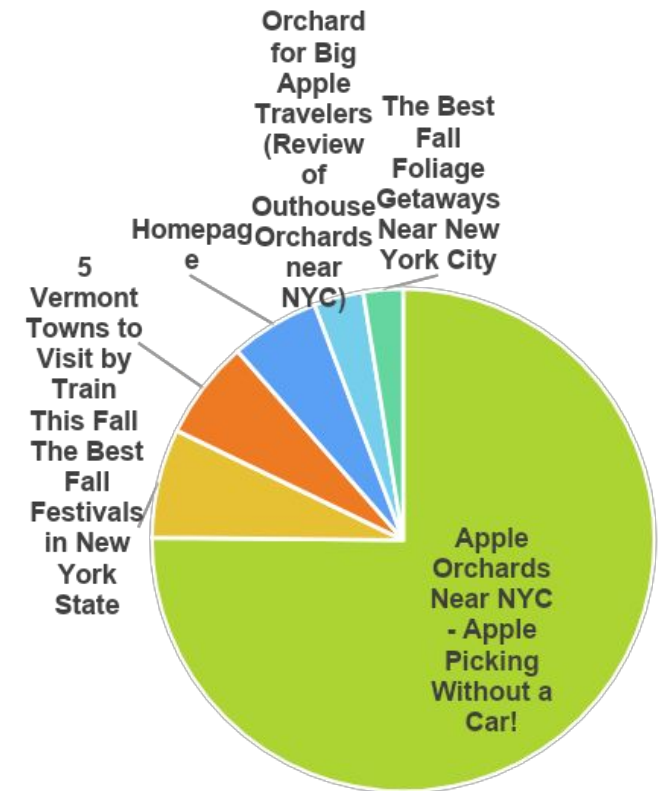
233 of 6319 Users □ Opportunity to Grow!

Data based on previous 30 days (9/9/2019 – 10/8/2019)

Track Successful Content: Determine Successful Content Amongst Valuable Readers

► Seasonal Content Drives Valued Readers: Fall

Page Title	Entrance/ Pageviews	% Total
<i>Apple Orchards Near NYC - Apple Picking Without a Car!</i>	118	75%
<i>Homepage</i>	11	7%
<i>5 Vermont Towns to Visit by Train This Fall</i>	10	6%
<i>The Best Fall Festivals in New York State</i>	9	6%
<i>Orchard for Big Apple Travelers (Review of Outhouse Orchards near NYC)</i>	5	3%
<i>The Best Fall Foliage Getaways Near New York City</i>	4	3%
TOTAL ENTRANCE/ PAGEVIEWS	157	100%



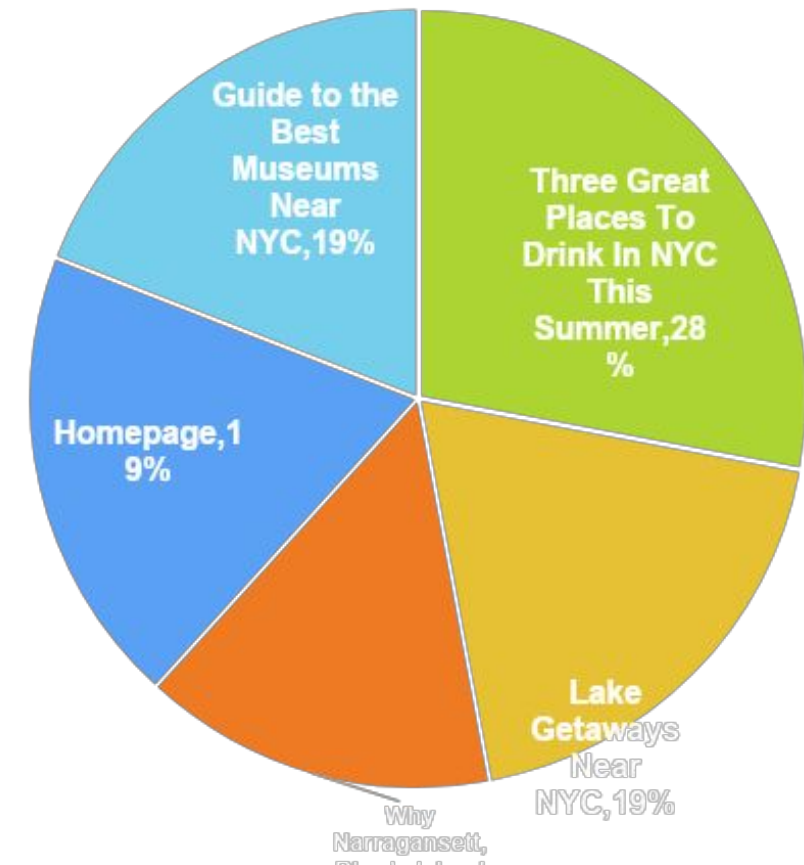
Data based on previous 30 days (9/9/2019 – 10/8/2019)

Track Successful Content: Determine Successful Content Amongst Valuable Readers

► Seasonal Content Drives Valued Readers: Summer

Page Title	Entrance/ Pageviews	% Total
Three Great Places To Drink In NYC This Summer	19	28%
Lake Getaways Near NYC	13	19%
Why Narragansett, Rhode Island Should Be Your Next Beach Getaway	13	19%
Homepage	13	19%
Guide to the Best Museums Near NYC	10	15%
TOTAL ENTRANCE/ PAGEVIEWS	68	100%

Data based on July 1, 2019 – July 30, 2019



Track Successful Content: Increase Seasonal Content Creation



Season	Month	Users	Page Views	Bounce Rate	Entrance Rate	Avg Session Duration
Fall	Oct-18	486	1219	66.06%	57.59%	114.04
	Nov-18	208	422	69.71%	63.98%	87.72
	Dec-18	180	415	70.85%	58.31%	75.05
Winter	Jan-19	212	657	62.78%	52.51%	151.82
	Feb-19	173	634	60.07%	44.32%	150.17
	Mar-19	210	554	69.63%	57.40%	87.34
Spring	Apr-19	206	1216	61.23%	26.23%	271.87
	May-19	219	717	58.79%	42.68%	100.65
	Jun-19	196	527	65.95%	51.80%	110.97
Summer	Jul-19	200	511	70.14%	53.23%	133.78
	Aug-19	216	505	68.49%	56.44%	73.63
	Sep-19	223	500	73.29%	63.00%	77.88

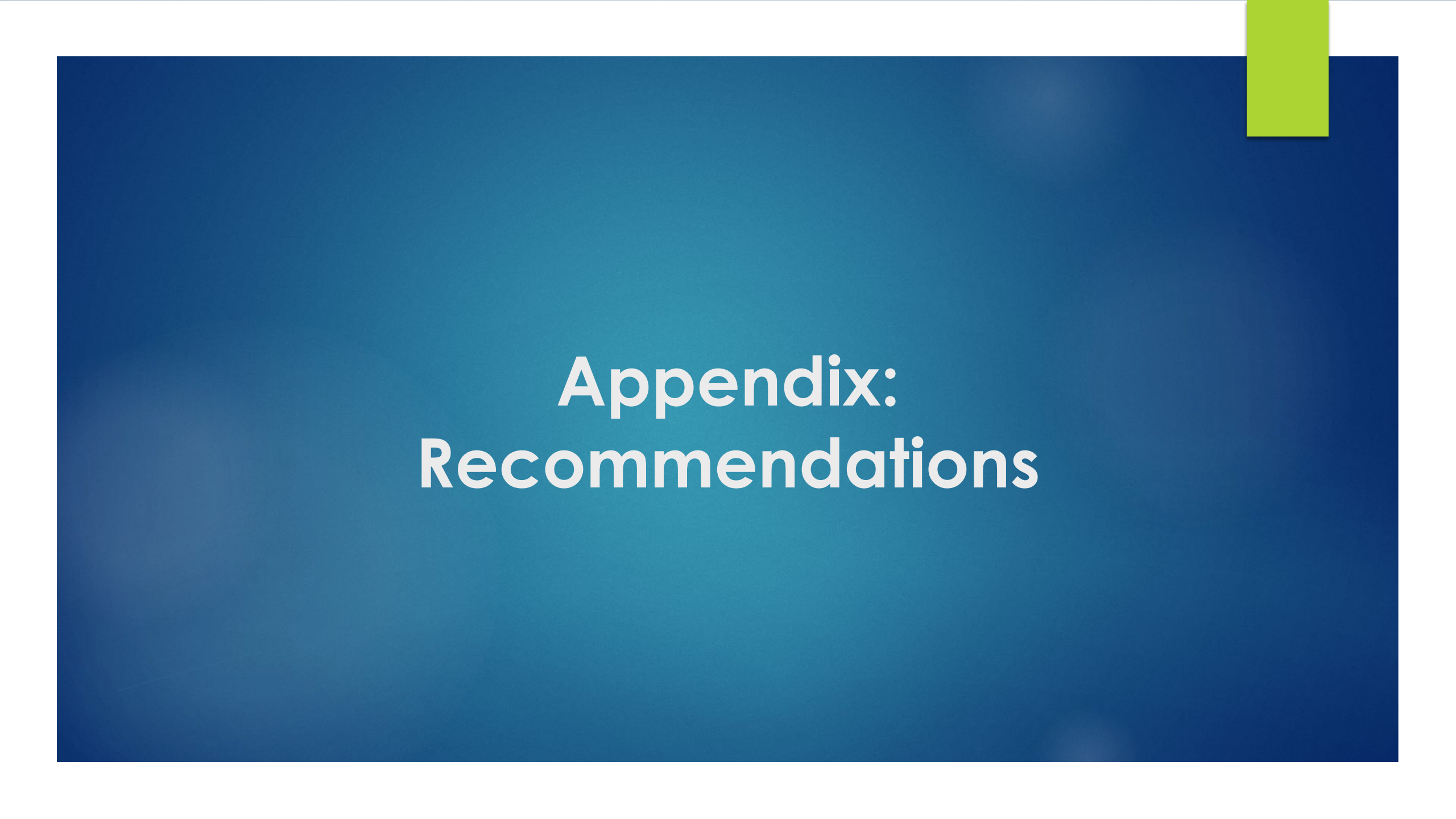
Final Recommendations

Implement Influencer Marketing

Increase Site Speed

Focus on Seasonal Content





Appendix: Recommendations

Develop Strategies to Grow Readership

Recommendations to Grow Readers

- ▶ Boost social media footprint
 - ▶ Hire a content or community manager to strengthen overall social media presence
 - ▶ Increase frequency of posts
 - ▶ Combine multiple accounts to maximize readers and centralize focus
- ▶ Develop creative content to increase leads
- ▶ Embrace influencer engagement to expand viewership
- ▶ Benchmark to posts with largest # of impressions to inform future content creation decisions
- ▶ Integrate influencer engagement into social media campaigns
- ▶ Analyze traffic sources in Google Analytics
 - Utilize multiple channels to attract traffic, while maintaining a consistent brand image
 - Prioritize Direct & Organic Search
- ▶ Inform Keyword and GoogleAd creation with Organic Search data

Inform Decisions with Google Analytics Data

Recommendations for Retaining and Engaging Viewers

- ▶ Retain Returning Visitors - understand why they return
 - Ensure a high-quality website experience (fast loading, intuitive site navigation, aesthetically intriguing, etc.)
 - Track when a post loads, when the viewer scrolls mid-way, when the viewer reaches the bottom of the content and when the viewer reaches the bottom of the page
 - Recommend articles based on past engagement

Track Successful Content

Recommendations to Target & Increase Valuable Readership Using Successful Content

- ▶ Increase targeting to most valuable readers: female; 25-34; returning users
 - ▶ Create targeted remarketing list
 - ▶ Develop a seasonal email series that highlights the seasonal based articles that week
 - ▶ Set up remarketing search campaigns in GoogleAds
- ▶ Use season names and “near NYC” in article titles
 - ▶ Bid on these keywords in GoogleAds

Additional Recommendations

- ▶ Leverage value proposition to monetize:
 - Quick e-book guides
 - Curated experiences via brand partnerships
 - Affiliate marketing of sustainable travel products
- ▶ Integrate traditional marketing formats (e.g. print ads and direct mail)
- ▶ Note time to read article
- ▶ Understand your Audience overlap to create more strategic business solutions
 - Research what magazines your target audience read
 - Know what substitutes your loyal customers consider
- ▶ Focus on gaining more followers and traffic on more popular sites like Instagram and Facebook
 - Link and promote all social media accounts