BARKLEY REI

BARKLEYREI

Full Service
Digital Marketing

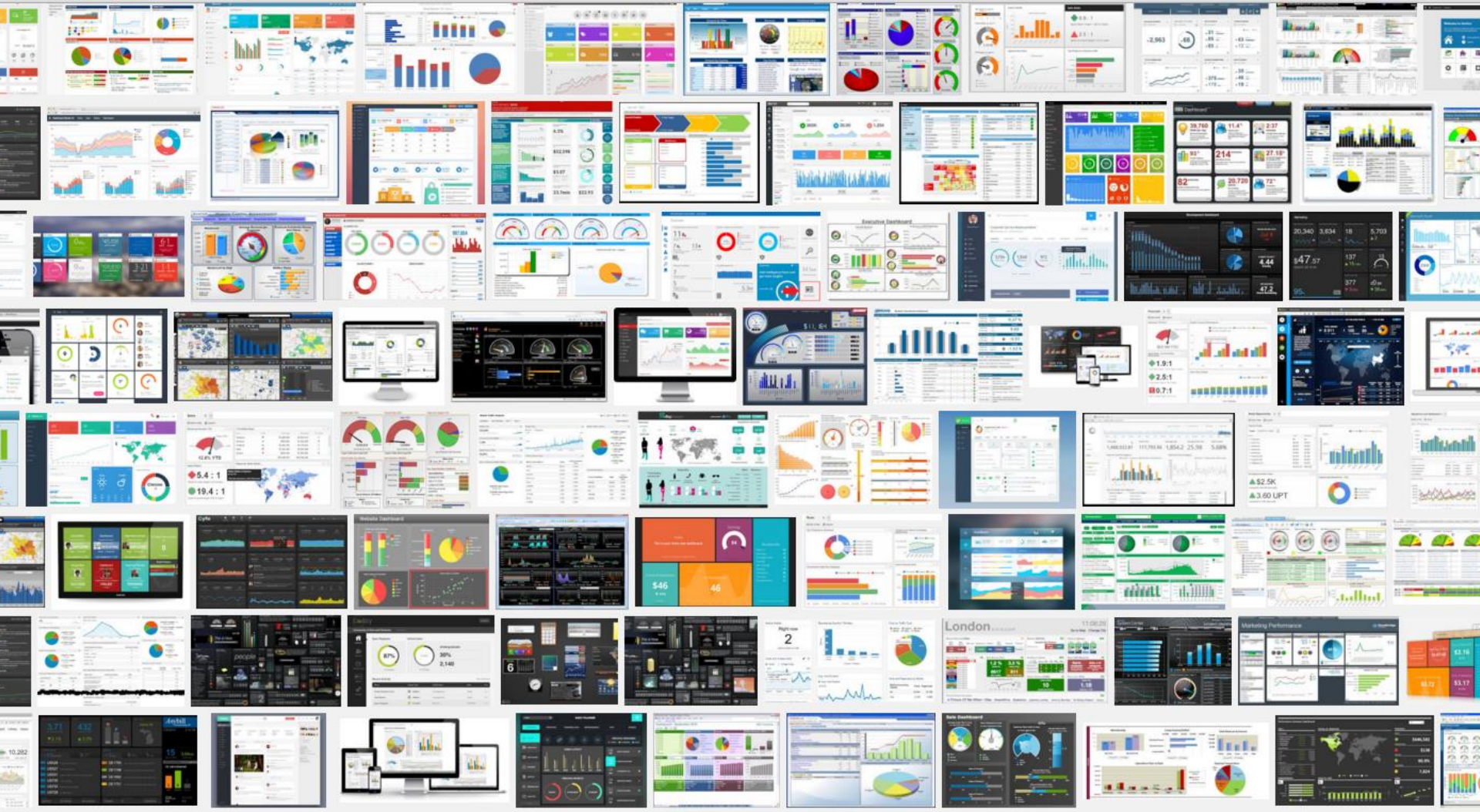
Chris Herring
@ccherring

LinkedIn:
chrisherringrei

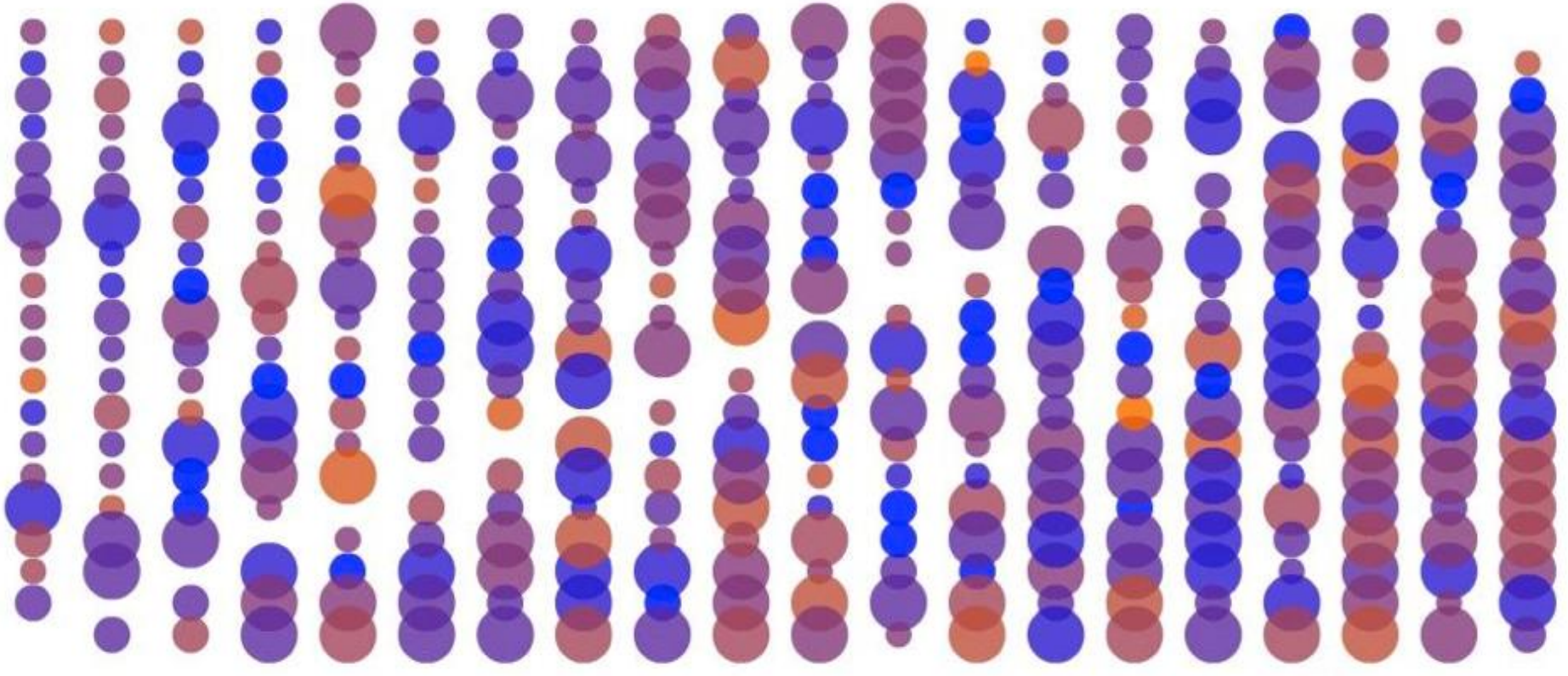
analytics

Dashboards

Dashboards



Dashboards



“Hope is not a strategy”

- Rick Geswell, Former President of the Crohns’s & Colitis Foundation of America

analytics

"Not a Strategy Either"

GOALS

NBC

NBC

GOALS

- Website Visits
- Revenue
- Ticket Sales
- Engagement
- Downloads
- Email Signups
- Inquiries
- Donations
- Brand Awareness

STRATEGY

how we will achieve a goal

Analytics

= tools

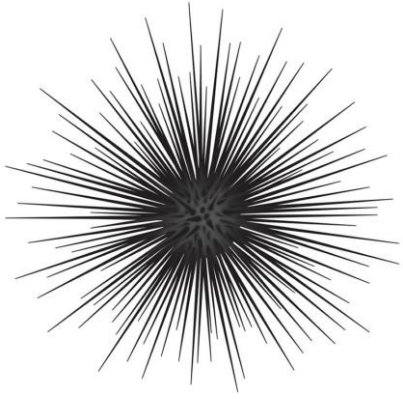
“Analytics involves the tools of data gathering, data management, statistical analysis, data visualization and information systems to deliver better information, more efficiently, to decision makers within an organization.”

- Benjamin C. Alamar

MEANT TO MEASURE v. MADE TO MEASURE

BASICS

“ JUST DO IT. ” Google Analytics



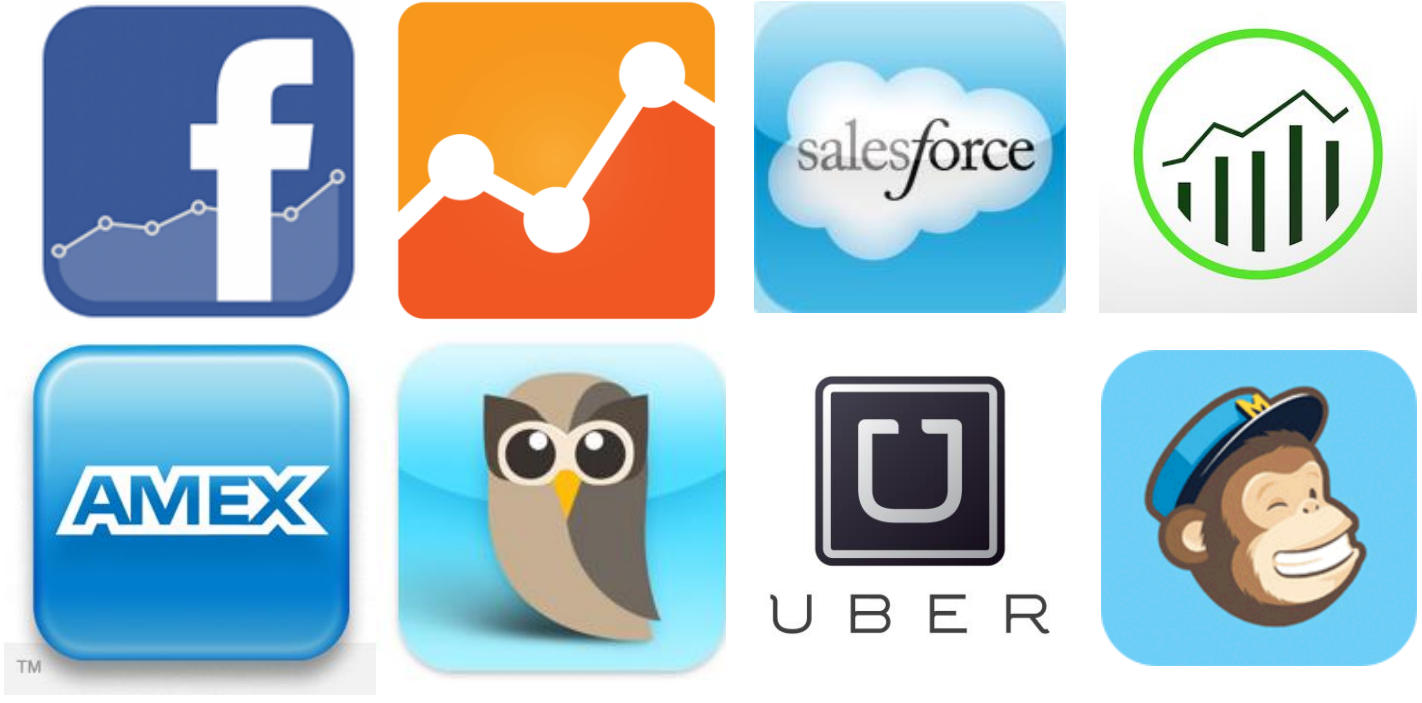
Keep It Updated

Universal Analytics + Tag Manager

Google

Webmaster Tools

Use Accessible Analytics


salesforce
AMEX
UBER

Vary Sources

HUMANS

How is my website doing? v.

How are humans using my website?

How is my campaign doing? v.

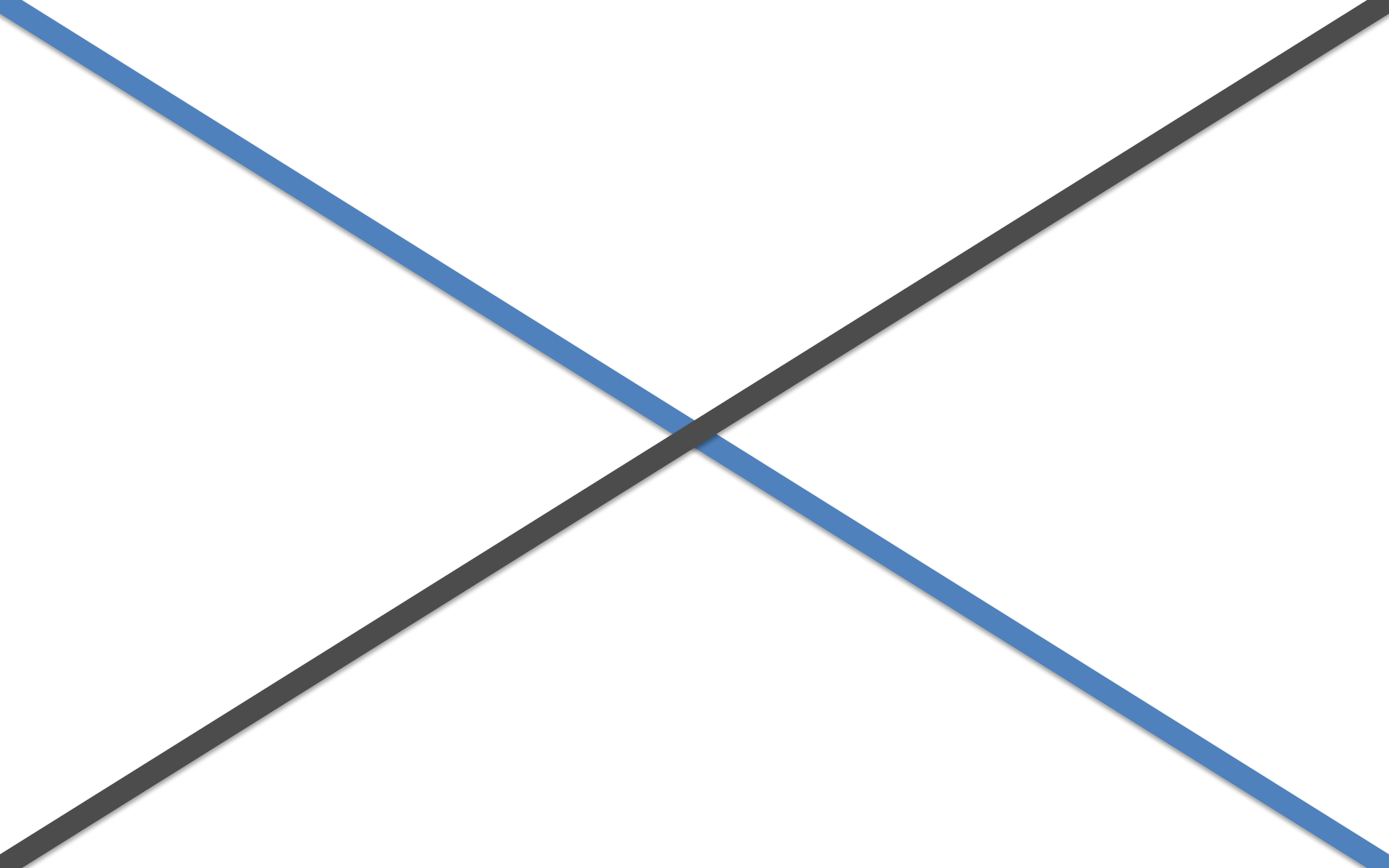
How are humans interacting with my campaign?

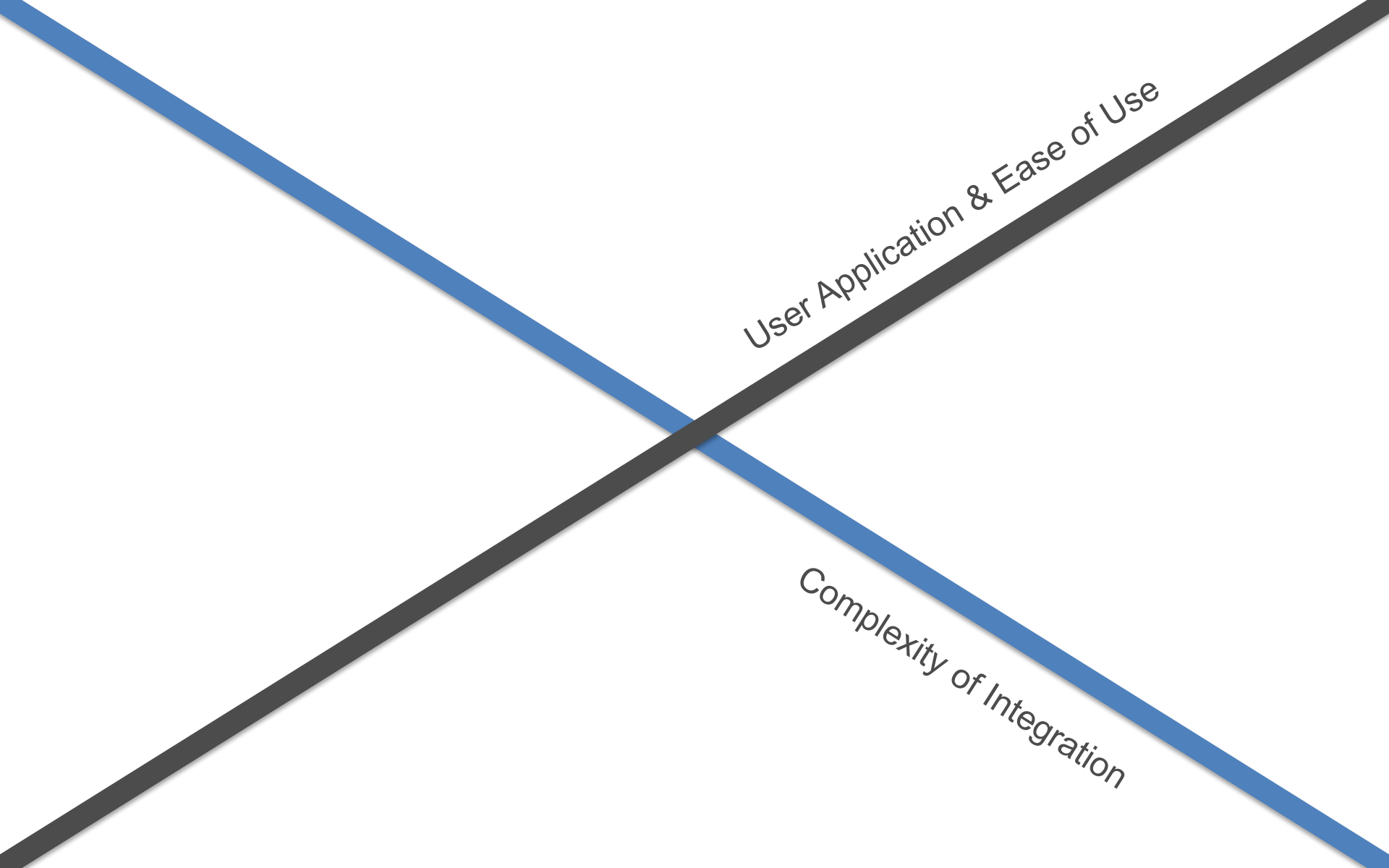
How is my social media doing? v.

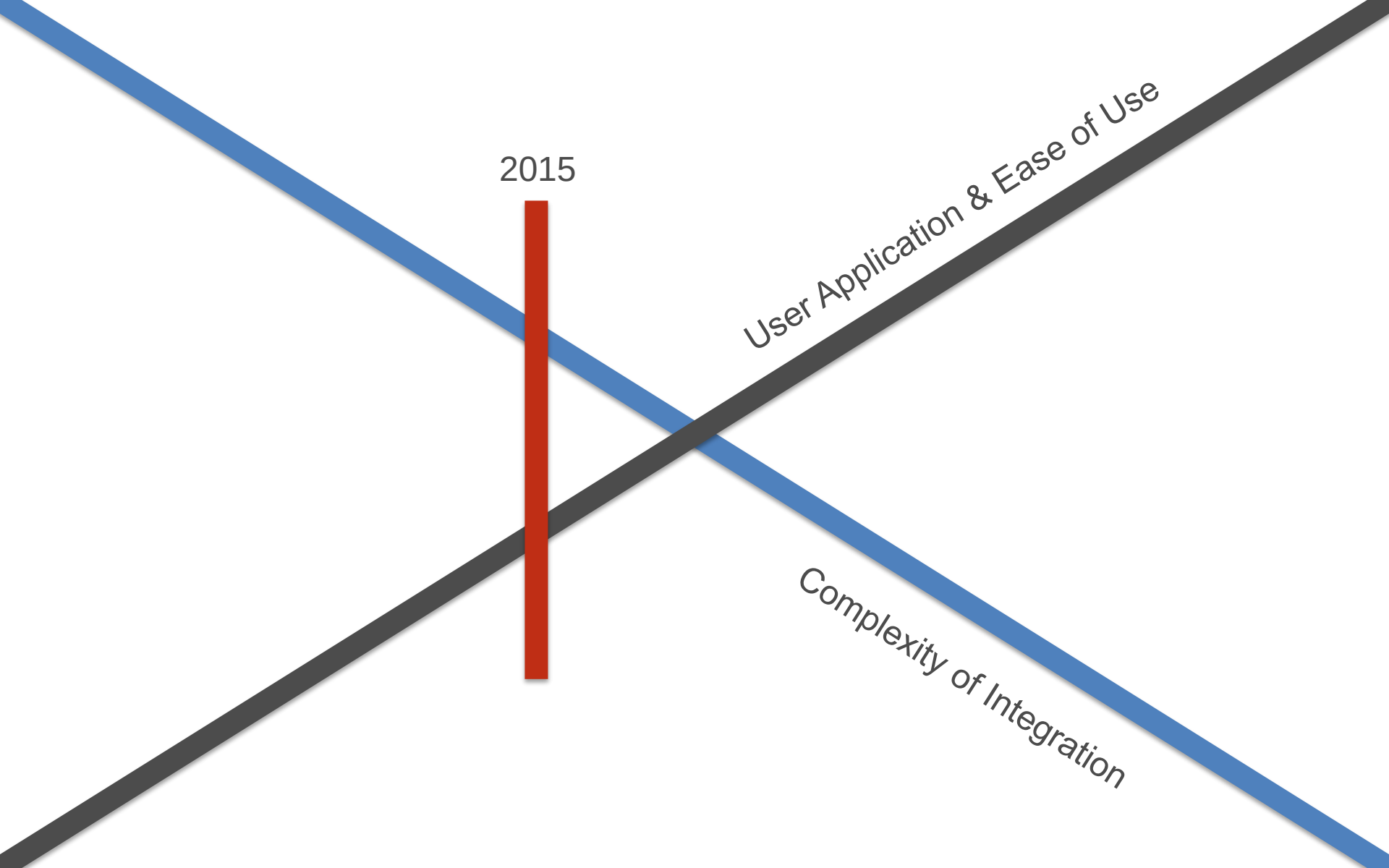
How are humans interacting with my content on social media?

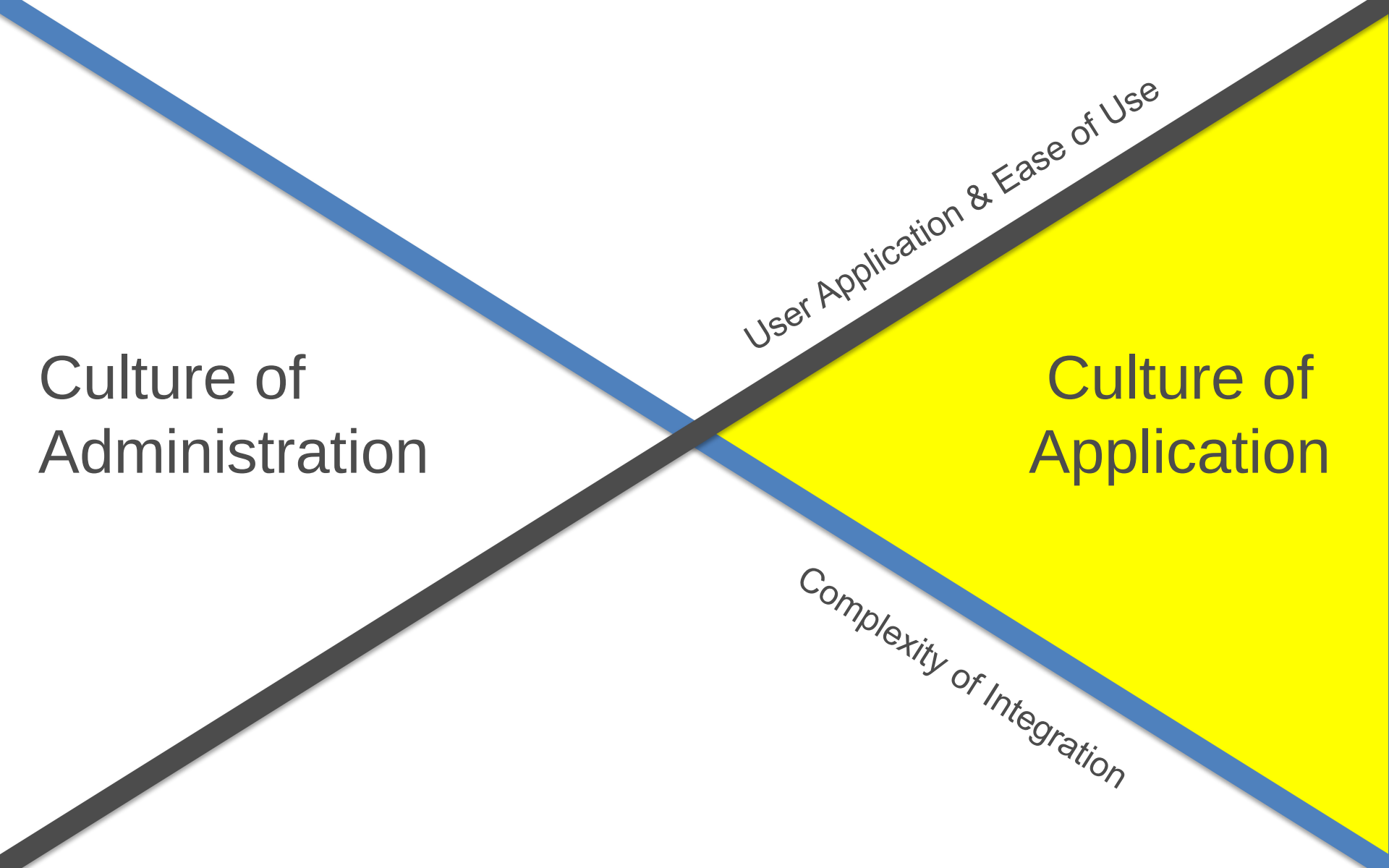
Analytics are

“ ”

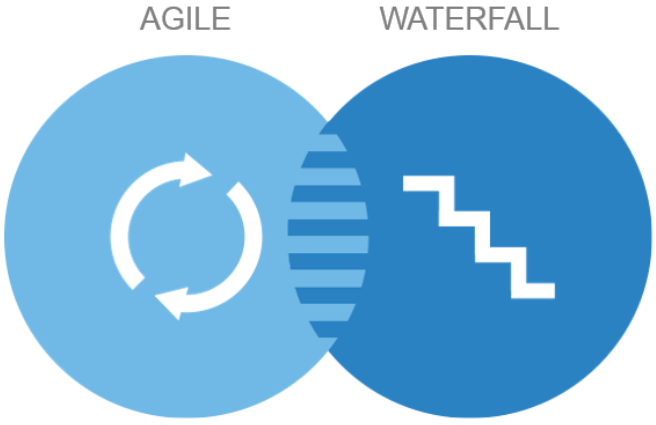


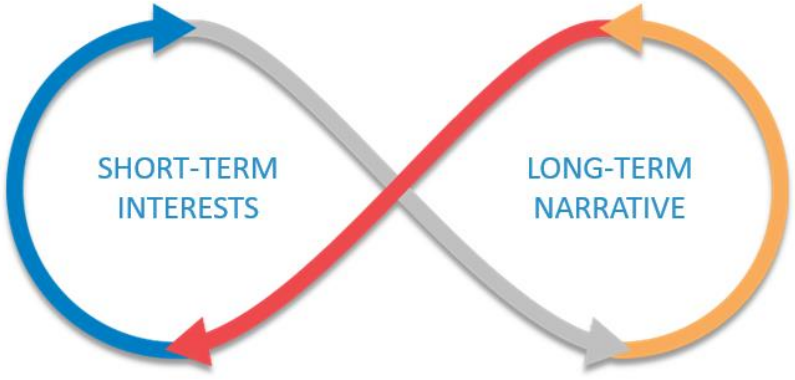

User Application & Ease of Use
Complexity of Integration

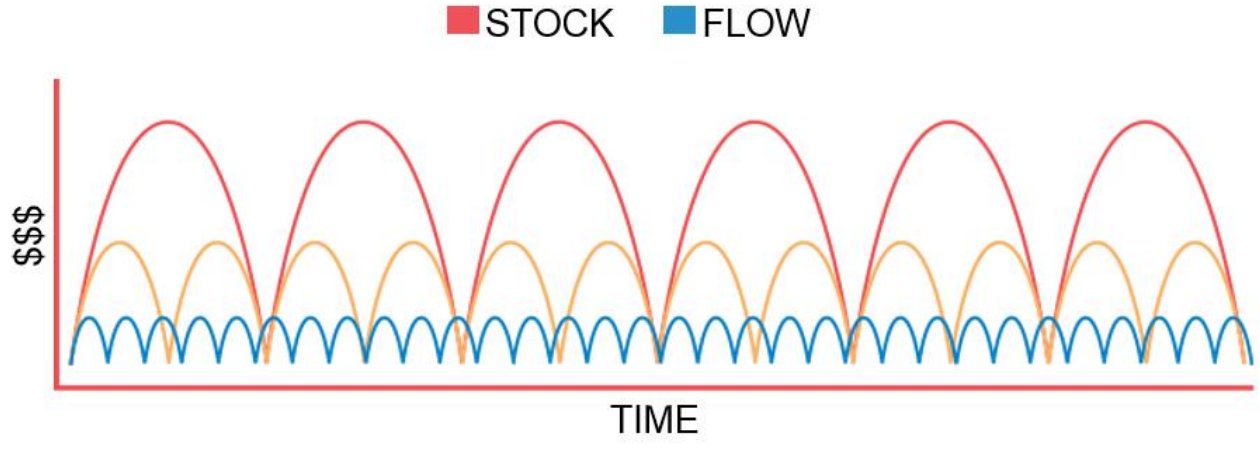

2015
User Application & Ease of Use
Complexity of Integration


Culture of Administration
User Application & Ease of Use
Culture of Application
Complexity of Integration

Made to Measure Content


AGILE
WATERFALL

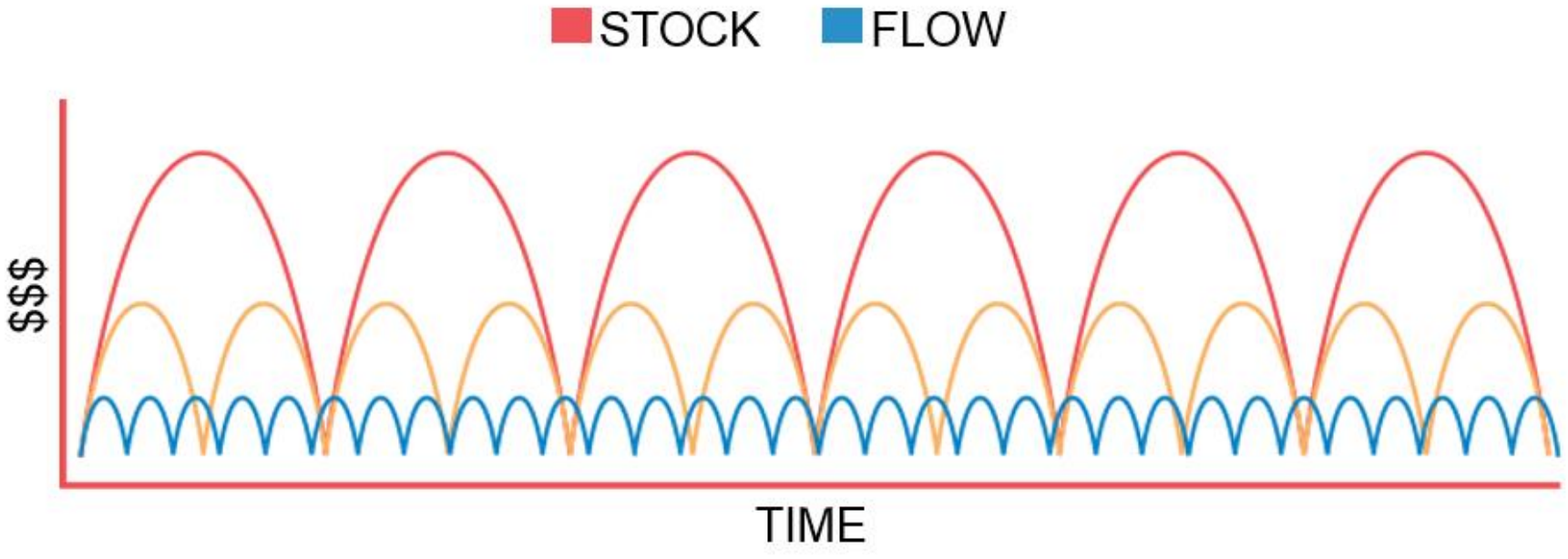

SHORT-TERM
INTERESTS
LONG-TERM
NARRATIVE


STOCK
FLOW
$$$
TIME

methodology

Waterfall

Agile


STOCK
FLOW
$$$
TIME

Future-Proof Strategy #1

Change the pace at which you create brand marketing.

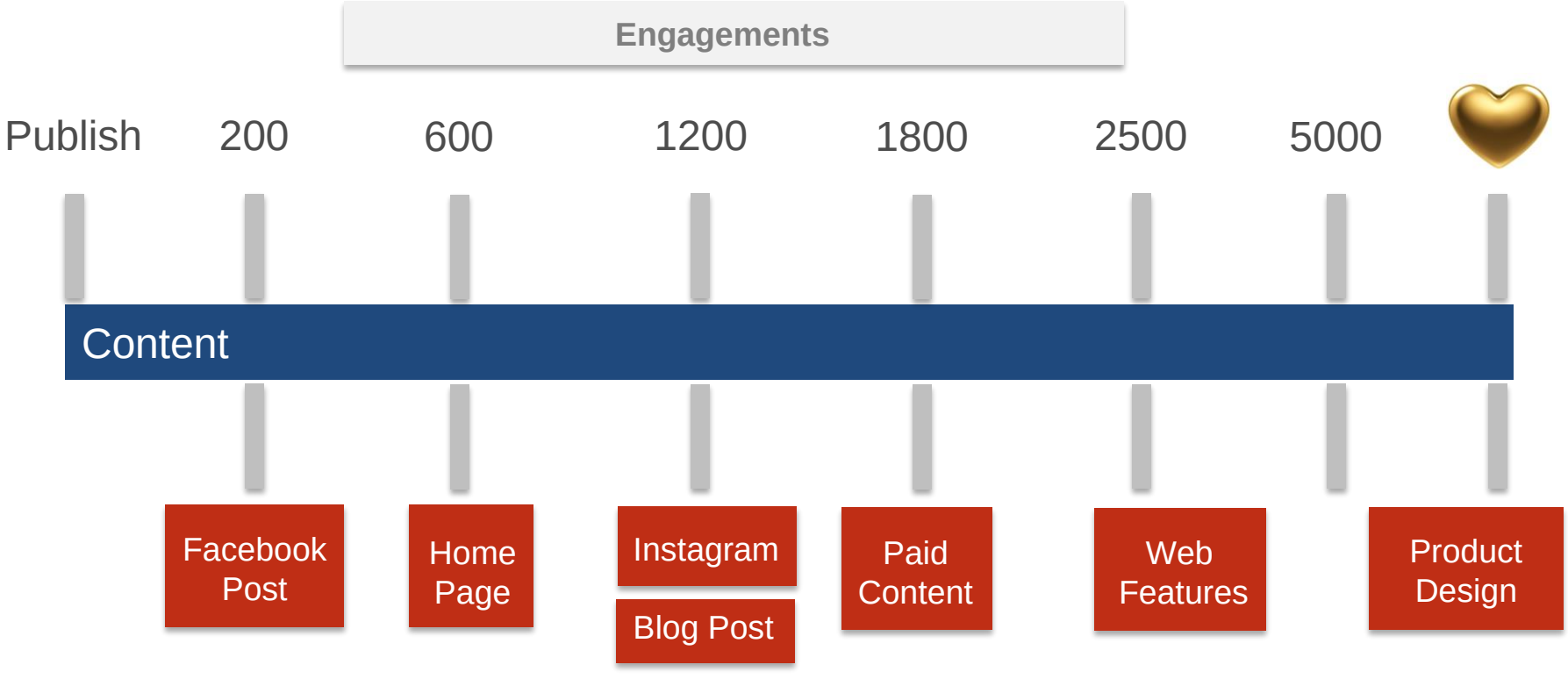
SF/Arts.org's searchable calendar offers hundreds of events in all disciplines. Credit: RJ Muna/Alonzo King LINES Ballet

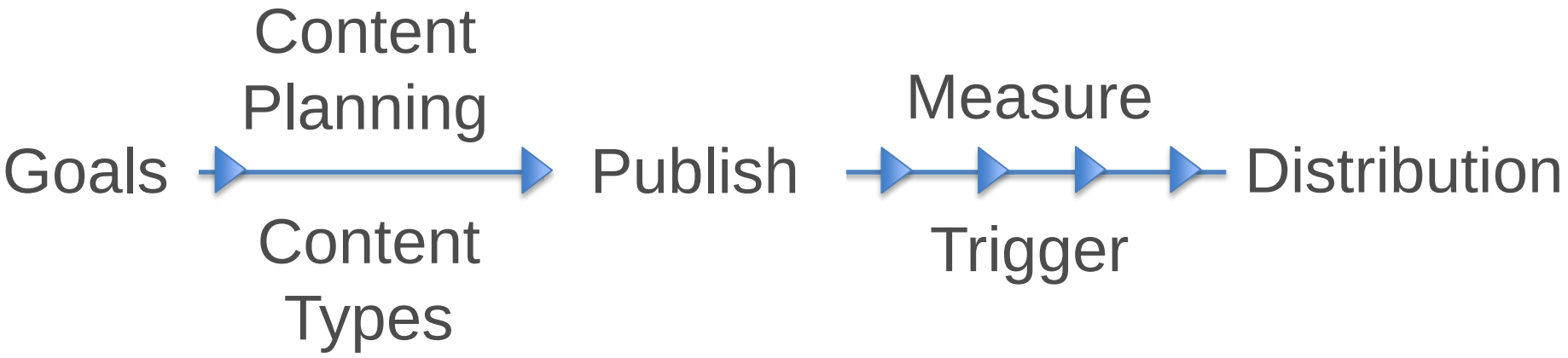
Japan Forever Altered Monet and Van Gogh. Here's How.

Jewel City: On View at de Young Through January 10, 2016

San Francisco's Open Studios in Five Easy Steps

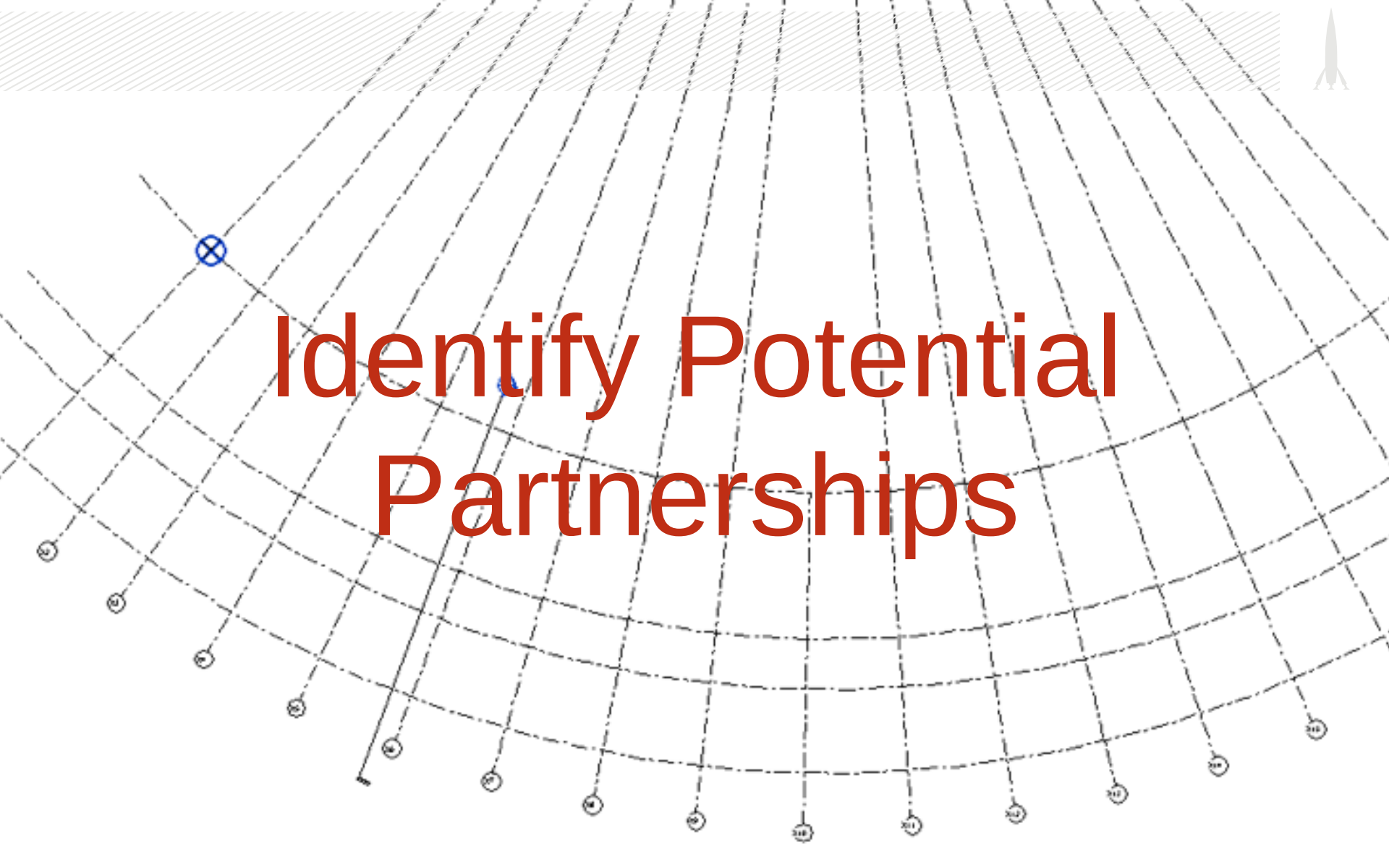
San Francisco's Robust Fall Film Calendar


Engagements
Publish
200
600
1200
1800
2500
5000
Content
Facebook Post
Home Page
Instagram
Blog Post
Paid Content
Web Features
Product Design


Content
Planning
Goals
Publish
Measure
Distribution
Content
Types
Trigger

Activation Tips

1. Set Goals
2. Plan Content
3. Establish Success Thresholds
4. Develop Workflow
5. Activate



Identify Potential Partnerships

VISIT PHOENIX

1.	thehotsheetblog.com	14,288	(22.36%)
2.	t.co	5,460	(8.54%)
3.	m.facebook.com	4,311	(6.75%)
4.	nce.aasa.org	2,806	(4.39%)
5.	bing.com	1,891	(2.96%)
6.	electrochem.org	1,853	(2.90%)
7.	stafda.org	1,715	(2.68%)
8.	apwa.net	1,713	(2.68%)
9.	facebook.com	1,453	(2.27%)
10.	search.yahoo.com	1,412	(2.21%)

PEOPLES NATURAL GAS

1.	equitablegas.com	17,060	(40.80%)
2.	bing.com	3,584	(8.57%)
3.	imasdk.googleapis.com	1,862	(4.45%)
4.	peoplesplace.peoples-gas.com	1,795	(4.29%)
5.	search.xfinity.com	1,493	(3.57%)
6.	marcelluscoalition.org	1,380	(3.30%)
7.	search.yahoo.com	1,065	(2.55%)
8.	search.tb.ask.com	971	(2.32%)
9.	puc.state.pa.us	888	(2.12%)
10.	m.wtae.com	790	(1.89%)

CROHN'S & COLITIS FOUNDATION OF AMERICA

21.	search.tb.ask.com	711	(0.48%)
22.	google.com	707	(0.48%)
23.	everydayhealth.com	534	(0.36%)
24.	bing.com	475	(0.32%)
25.	search.xfinity.com	461	(0.31%)
26.	tinyurl.com	394	(0.27%)
27.	bitchesgottaeat.blogspot.com	393	(0.27%)
28.	ccfa.convio.net	393	(0.27%)
29.	vteameagles.com	362	(0.25%)
30.	broadfoundation.org	339	(0.23%)

DICK'S SPORTING GOODS PITTSBURGH MARATHON

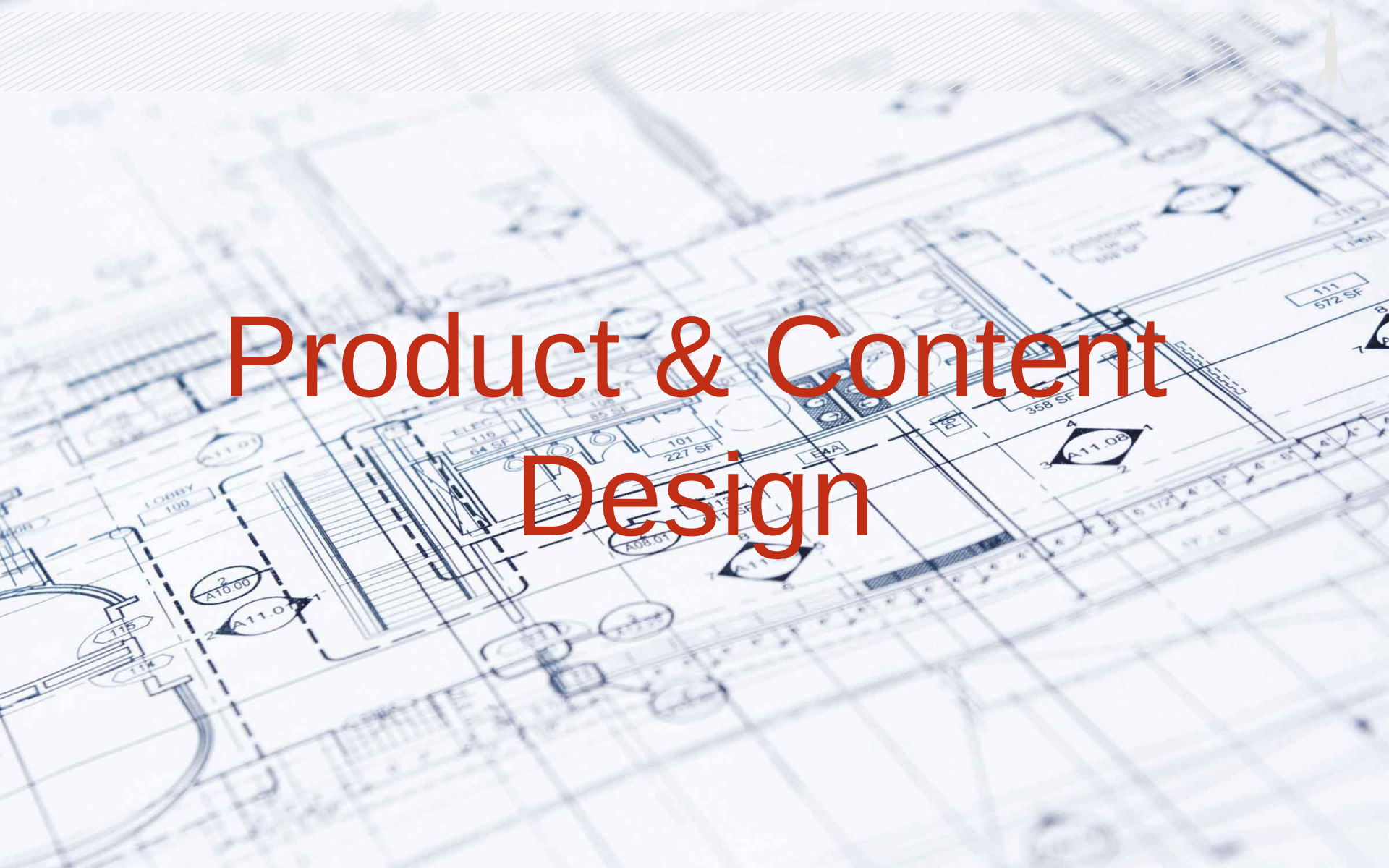
1.	runningintheusa.com	458	(11.93%)
2.	active.com	337	(8.78%)
3.	marathonguide.com	294	(7.66%)
4.	usamarathonlist.com	278	(7.24%)
5.	m.facebook.com	236	(6.15%)
6.	facebook.com	203	(5.29%)
7.	p3r.org	148	(3.86%)
8.	visitpittsburgh.com	140	(3.65%)
9.	visitpittsburgh.mobi	113	(2.94%)
10.	pittsburghcc.com	110	(2.87%)

1.	visitcorpuschristitx.org	2,016	(25.68%)
2.	tripadvisor.com	844	(10.75%)
3.	floating-share-buttons.com	799	(10.18%)
4.	free-share-buttons.com	198	(2.52%)
5.	omnihotels.com	182	(2.32%)
6.	site4.free-share-buttons.com	147	(1.87%)
7.	social-buttons.com	145	(1.85%)
8.	m.facebook.com	140	(1.78%)
9.	tripbuzz.com	115	(1.47%)
10.	search.yahoo.com	113	(1.44%)

11.	portaransas-texas.com	839	(1.23%)
12.	sharepoint	767	(1.13%)
13.	l.facebook.com	724	(1.06%)
14.	search.yahoo.com	717	(1.05%)
15.	gotexas.about.com	672	(0.99%)
16.	corpuschristi-tx.net	621	(0.91%)
17.	ccrvresorts.com	618	(0.91%)
18.	hotdeals.com	602	(0.88%)
19.	tripbuzz.com	527	(0.77%)
20.	lm.facebook.com	467	(0.69%)

Activation Tips

1. Navigate to Google Analytics
   - Acquisition > All Traffic > Referrals
2. Discover & Research
3. Establish Value Based Relationship


Product & Content
Design

Site Intelligence

1.	Search Phoenix	11.	lure	21.	halloween
2.	scottsdale	12.	Free	22.	hiking
3.	Scottsdale	13.	family	23.	butterfly wonderland
4.	Enter Keywords	14.	golf	24.	free events
5.	grand canyon	15.	Grand Canyon	25.	music
6.	free	16.	Halloween	26.	request a travel guide
7.	weather	17.	map	27.	botanical
8.	concerts	18.	staff	28.	horseback riding
9.	sedona	19.	convention center	29.	jobs
10.	trail guide	20.	desert botanical garden	30.	phoenix trail guide

Site Visitor Interests

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
		139,148 % of Total: 100.00% (139,148)	115,560 % of Total: 100.00% (115,560)	00:01:42 Avg for View: 00:01:42 (0.00%)	68,646 % of Total: 100.00% (68,646)
1.	/index.aspx	**18,506** (13.30%)	14,018 (12.13%)	00:01:21	13,277 (19.34%)
2.	/see-and-do/	**8,307** (5.97%)	5,800 (5.02%)	00:00:46	4,218 (6.14%)
3.	/explore/trip-ideas/must-see/51-free-things-to-do-in-october/	**7,616** (5.47%)	6,687 (5.79%)	00:05:02	5,748 (8.37%)
4.	/eat/localsweighin-best-seafood-in-corpus-christi/	**6,974** (5.01%)	6,623 (5.73%)	00:03:48	6,613 (9.63%)
5.	/events/	**6,793** (4.88%)	5,095 (4.41%)	00:00:48	2,596 (3.78%)
6.	/see-and-do/beaches/	**6,093** (4.38%)	4,398 (3.81%)	00:01:21	3,108 (4.53%)
7.	/events/1622/texas-jazz-festival	**5,423** (3.90%)	4,755 (4.11%)	00:03:28	4,625 (6.74%)
8.	/see-and-do/family-fun/	**2,859** (2.05%)	2,110 (1.83%)	00:00:55	357 (0.52%)
9.	/events/1639/dia-de-los-muertos-festival	**2,381** (1.71%)	2,176 (1.88%)	00:02:31	1,516 (2.21%)
10.	/see-and-do/arts-culture/	**2,262** (1.63%)	1,930 (1.67%)	00:00:42	1,295 (1.89%)

Site Visitor Interests

Pageviews vs. Select a metric

Day Week M

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

selena advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	1,364 % of Total: 0.52% (264,615)	1,236 % of Total: 0.56% (221,249)	00:04:04 Avg for View: 00:01:44 (134.34%)	1,141 % of Total: 0.83% (137,554)	65.30% Avg for View: 66.23% (-1.41%)	81.60% Avg for View: 51.98% (56.97%)
1. /see-and-do/882/selena-museum	**1,097** (80.43%)	1,006 (81.39%)	00:04:29	976 (85.54%)	64.21%	84.87%
2. /see-and-do/1373/selena-memorial-mirador-de-la-flor-overlook-of-the-flower	**233** (17.08%)	204 (16.50%)	00:04:16	164 (14.37%)	71.52%	74.68%

Fiesta de la Flor

Presented by CITGO

Translate: English

May 6-7, 2016

FIESTA DE LA FLOR

213 : 05 : 02 : 18

days hours min. sec.

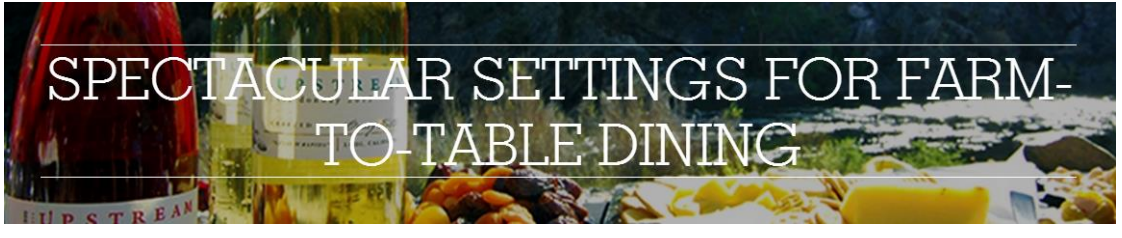
Email address

Add your email address to our mailing list for more information.

Product Design

Content Design

California dream big



ITINERARIES

Half the fun of planning a trip is planning it. Unless you hate planning trips, in which case it's none of the fun.

If that's you, these ready-to-go carefully curated itineraries will help you get to the being-on-your-trip part of your trip faster without spending any longer on the part you hate than necessary.

A Weekend in the Wild West

*an Itinerary written by **Mikhael Romain***

Until last week I had never really experienced the Wild West. In fact, the closest I've been to homesteading was helping gather eggs from my friend's urban

Winter Getaway to the Rogue Valley

*an Itinerary written by **Emily Forsha***

Visit the stage of Southern Oregon when you plan a wintercation in Medford and the Rogue Valley, where fine wine, gourmet food and art can be found just

Whales, Storms and Brews on The People's Coast

*an Itinerary written by **Emily Forsha***

Miles of kayaking trails, crashing waves, crabbing, whale watching and award-winning brews await you at

Resource Design

WORN WEAR

MORE IN ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

- Vote the Environment
- Becoming a Responsible Company
- The Footprint Chronicles: Our Supply Chain
- Corporate Responsibility
- Environmental Grants and Support
- The Responsible Economy

WORN WEAR BLOG

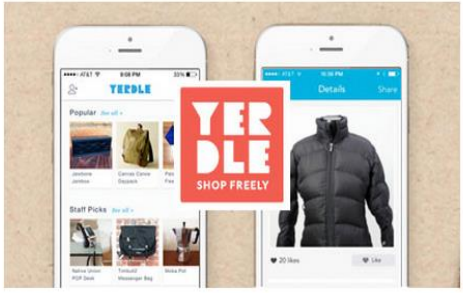
Stories and pictures submitted from our customers about Patagonia clothes that have lasted for decades and become old friends.

Read the blog & share your story

IFIXIT MANUALS

With our friends at iFixit, we put together easy-to-follow online guides to help you care for your Patagonia gear and repair the holes and tears that happen along the way.

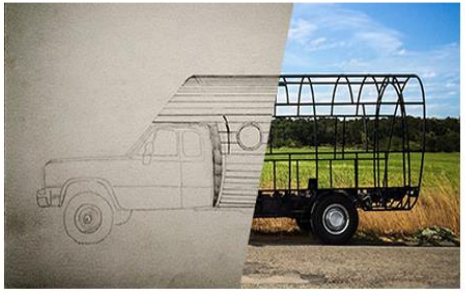
Get your fix



YERDLE

Find an item you want; buy it with Yerdle credits; post your own stuff to ear more credits. Yerdle helps you save money and reduce waste.

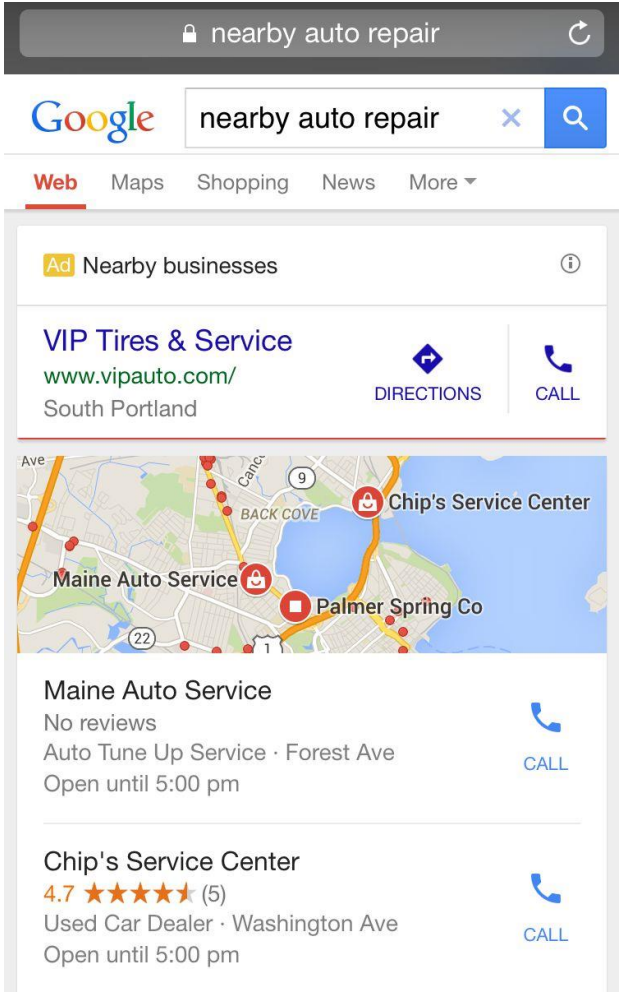
Get the app



WORN WEAR REPAIR TRUCK

We're building a one-of-a-kind vehicle, staffing it with Patagonia clothing-repair experts and heading out on tour this spring. Stay tuned for more details as we prepare to hit the road.

Mobile Design



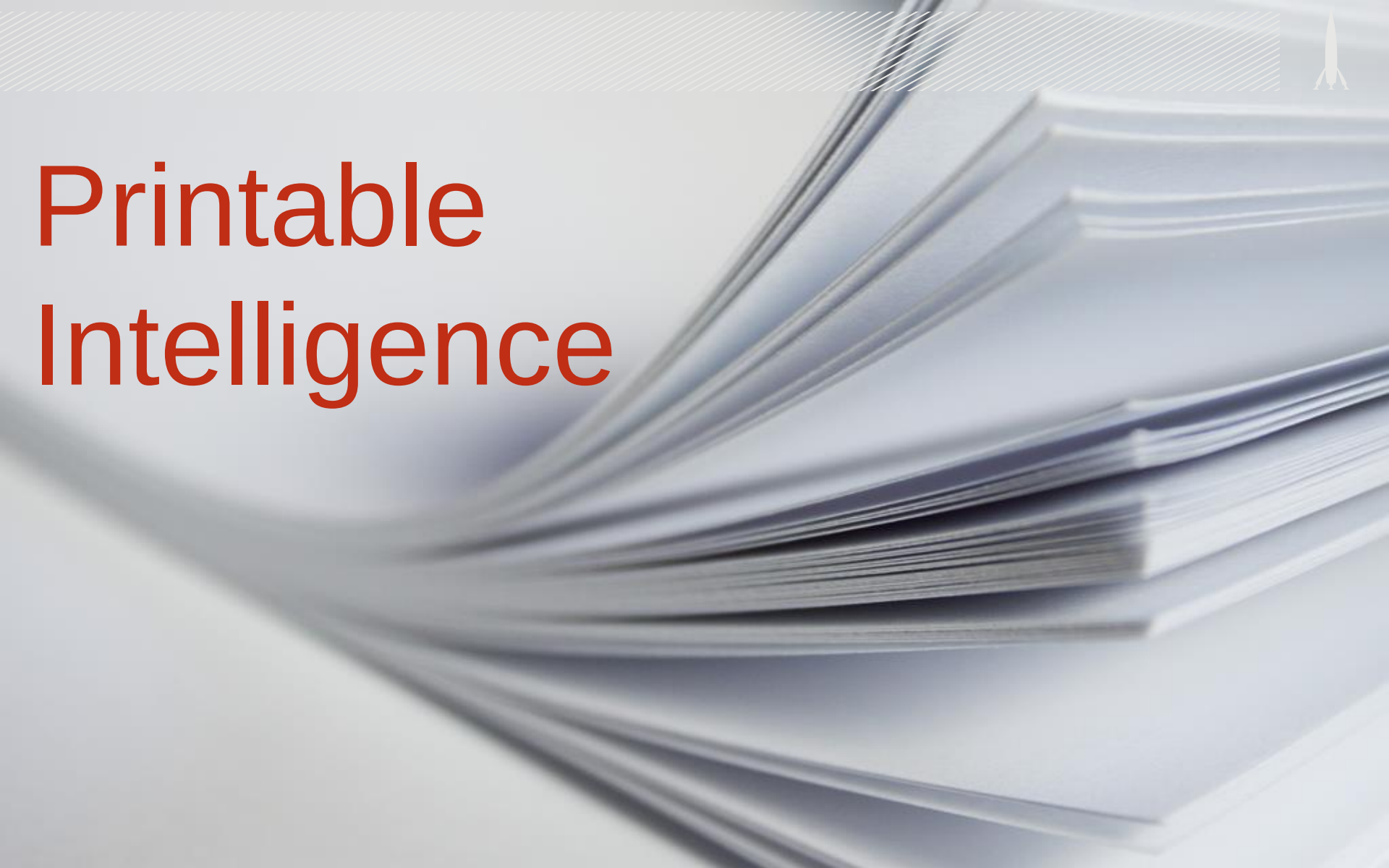
1. Look at mobile as filter
2. Review landing pages
3. Look at all info on mobile
4. If not responsive:

    *Review all info on partners

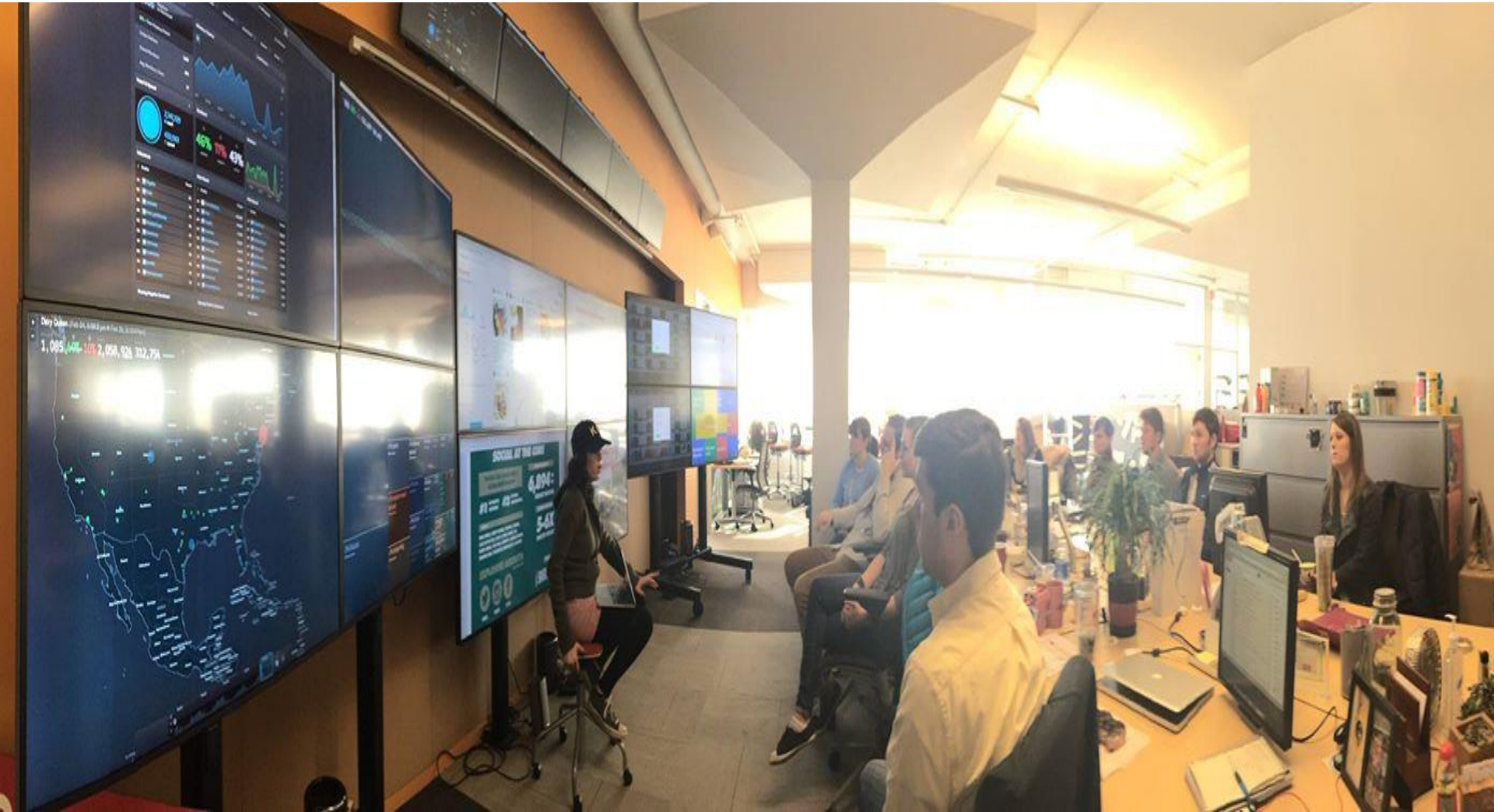
Activation Tips

1. Navigate to Google Analytics
   - Behavior > Site Search (if available) or
   - Behavior > Site Content > Page Selections
2. Use Mobile Filters
3. Discover & Research
4. Influence Design & Customer Experience

Printable Intelligence



Get Social
SCENE & BE HERD
DELL



Facebook

Elmer's Black Foam Board

Activation Tips

1. Identify Common Area
2. Place Foam Boards
3. Print & Post Analytics
4. Stand Up Meetings

Thank you.

BARKLEYREI

Chris Herring
cherring@barkleyrei.com
@ccherring
LinkedIn: chrisherringrei