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| Platform Focus: Social Media  Philanthropy Focused Business |
| Course Name: Digital Marketing MAR3700  Group Members: Donovan Foote, Charles Friedlander, Trevor Newsome, Neha Thota |

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| Group 2: Florida Council on Economic Education |

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| Final Group Project Report |
| Opportunity |
| https://lh5.googleusercontent.com/VyaPgqt1sVoFjIK_N-jNDZHgQYuHKJujVL-HqZU0H66CQEb7VfUjGTPIZFVgLLeP1BBumheBGHN6GqZ4IAs3suOfLdy16kFJKRC9aC_IUbYG4Xr1xiDTl9JTzhNPxRnVE4S12AfwWebsite The Florida Council on Economic Education’s (FCEE) website is efficiently designed. The homepage is laid out in a clean manner, with a fixed navigation bar at the top, allowing visitors to scroll and still have easy access to other pages on the website. The navigation bar contains FCEE’s logo, links to other pages of information within the website, and a call-to-action ‘*Donate*’ button. Additionally, a background graphic depicting a piggy bank and other various financial and educational aspects, as well as the slogan ‘*Train one, Teach Thousands*’, provides the immediate message of who, why, and how they support. The homepage continues with presenting their mission and information about the organization. The website is both desktop and mobile friendly, although an automatic pop up for requesting contact information for their newsletter takes over a lot of the mobile screen space. Additionally, the FCEE has a newsletter sign up form on the ‘*Contact*’ page of their website. This shows they have a focus on emailing updates to interested parties. Overall, the website is well developed, as there is a call-to-action button on every page of the website. Social Media Facebook  Facebook Icon Symbol - Free vector graphic on PixabayThe FCEE Facebook page is updated frequently and contains the basic information to drive visitors to their website or contact them. However, the page lacks a cover/wallpaper photo, and overall post engagement is low. The low post engagement can stem from only having 835 followers. Additionally, the ‘*Contact Us*’ button on their Facebook page leads to a dead URL.  Twitter  The FCEE’s Twitter page is similar to their Facebook page. However, there are fewer posts (similar posts from their Facebook page), and even less engagement. They do have more followers (1017 total) of their Twitter page, though. Additionally, there is a cover/wallpaper photo.  What Is Your Soul Symbol? Your birth month has the answer - Emmanuel&#39;s Blog  | Instagram logo, Instagram logo transparent, Get instagramInstagram  The FCEE’s Instagram page is updated frequently, but also lacks high engagement from an even lower follower count (186 total) than their Facebook page.  linkedin | QVCCLinkedIn  The FCEE’s LinkedIn page is not updated frequently (most recent post 2 months ago), showing maintenance of this page is not a top priority. The page also has a low follower count of 217 in total (Appendix: Social Media Infographic). No Ads Icon HD Stock Images | ShutterstockAds While searching for the FCEE on Google, no ads came up in search results. Additionally, when scanning the FCEE’s social media pages, there were not any ads in their post feeds. Use Google Analytics to Optimize Advertising Spend — Zach Heller MarketingGoogle Analytics The FCEE’s website has seen 407 users since July 1, 2021. Of these users, 336 are new to the website, making up for 82.7% of total users (Appendix: Figure 1). 38.8% of these users found the website by doing an organic search and 53.3% of these users by direct search, with less than 8% of users by referral or social media (Appendix: Figure 2). It is surprising that only 5 out of the 407 users found the website through social media because more than 50% of them are aged 18 to 34 (Appendix: Figure 3). Throughout the month of July, there have been 567 total visits to the site, showing users are returning to the website. The average number of sessions per user is 1.39, so almost half the users are returning to the website for another visit. The average session duration is 3 minutes and 9 seconds, with only 2 pages per session. The website takes about 28 seconds to load a page, which does not sound like a long time, but people have become impatient with technology. This may be why users are only viewing 2 pages while on the website. Finally, the bounce rate is 61.38%. This means more than half of the people visiting the website leave after viewing the first page. This could be due to the pop up asking for your information when you first visit the site. Picture Library Stock At Desk Transparent Images Pluspngcom - Businessman  Clipart Png Transparent PNG - 1198x1445 - Free Download on NicePNGClient Persona Philanthropy focused businesses are high revenue companies/corporations that have the ability to donate a minimum of $15,000 a year (Appendix: Client Persona). They are located within the state of Florida where they can witness the changes and improvements made with their donations. These businesses are likely within the same financial niche as FCEE, as they are hoping to influence and educate the leaders of tomorrow who can help build up their company’s legacy. Some examples of these businesses are Raymond James, Northwestern Mutual, Midflorida Credit Union, and possibly even some commerce companies such as Crown Automotive Group. Client Journey Chart, funnel chart  Description automatically generatedThe client journey for the FCEE begins at the top of the funnel in the *awareness* stage (Appendix: Client Journey Infographic). This is where the FCEE grows brand awareness and initiates customer recognition by using outlets such as social signals (both paid and organic), sponsorships (schools and their Florida Stock Market and Budget Challenge), and with influences like Brandon Copeland. This is where companies familiarize themselves with FCEE and learn their message. The second level of the funnel is the *acquisition* stage. At this point, their target audience, philanthropy-focused businesses, gain an attraction to FCEE. Companies start learning more, and eventually start looking into their material or following the FCEE. From here, the funnel drops down into the *activation* stage. Companies that are supportive of FCEE’s goals and mission become more engaged with the nonprofit. They attend webinars or workshops. They download financial resources to check FCEE’s authority in finances and even subscribe to newsletters to keep up to date on their actions. They may approach FCEE representatives at fundraisers or conferences to shake hands and inquire about the roadmap of FCEE. As they fall further down the funnel, some eventually drop into the beloved *conversion* bucket. This typically takes place around the end of the fiscal year or tax season. The interested party has performed due diligence and is ready to write out the donation check. The once labeled *prospect* is deemed a contributed donor. However, even though funds have been received, the work does not stop there. *Retention* must be performed to keep the donor actively engaged and interested in the following year. This is where collateral such as calendars from the Calendar Contest are sent out, as well as the annual flyer which covers allocations of the donated resources. Additionally, donors are presented with future event invites for fundraisers and conferences. In time, with perseverance and consistency, these one-time donors become repeat donors for years to come. How to do a competitive analysisCompetitor Analysis A competitor for FCEE can easily be found by searching for one of their highly desired keywords on a search engine. In this case, the key phrase ‘personal finance courses for high school students’ was used, and the competitor, National Financial Educators Council (NFEC), was found to be lingering at the top of the Google search results.  Analyzing the NFEC from a website point of view (both desktop and mobile), they have developed a site that is optimized for friendly engagement. Their interface offers a plethora of options, from the basics of their mission and goals, to resources, whether they are for a financial education or financial coaching purpose. The homepage easily dictates the purpose of the business, as well as what they are looking to achieve; “*Providing the resources, training, & support to financial educators & financial coaches called to help communities work toward greater financial well-being.*” Below the fold, they layout their solutions, role, social performance goals, and shared outcome goals. Overall, they have formatted a successful homepage, which can reach the visitor and display the purpose of the website.  NFEC has built out the page for readers, however, it lacks the ability to capture the visitor and take them to the next level, the acquisition stage. The only location for conversion would be in the navigation bar under the ‘*Contact* & *Support*’ tab. The homepage lacks basic calls-to-action (CTAs) that could potentially capture an email for a newsletter or follow up. A chat bot is available in the lower right-hand side of the screen. However, it does not pop up automatically, so it is difficult to locate if visitors have any questions. It is also difficult to locate their social signals from their website. The social media icons are disguised in the footer and are a shade or two lighter than the background color, making them hard to see at first glance. These icons are for their Twitter, Facebook, and LinkedIn pages.  From a social media perspective, NFEC is quite active. They average about 7 posts a week and the same posts are shared throughout the three platforms. They publish a new blog on their website every day, and they uses the blog to publish a new post on their social platforms.  At this time, it does not look like NFEC is running any paid advertising on digital platforms. Their Facebook and LinkedIn pages do not contain any previous ads. Previous Google Ads can be found; however, these have not run since 2019. It looks as though a light Adwords campaign was ran, but it is highly unlikely they were able to see many conversions. The landing pages associated with the ads were informational pages providing free resources to visitors. Those pages also lacked any CTAs. Therefore, it is safe to say most of the traffic received on their website and social media pages is by organic means.  Strategy Social Media: Make It Part of Your Marketing Toolbox - By Chris Carroll -  GoldenSocial Media Strategy There is a lot of opportunity for the organization to improve their social media presence and drive traffic to their website for further information and calls-to-action. Based on their mission, improving their social media presence through consistent posting on all existing social media platforms will also increase their network and drive positive public relations. Free Ad Cliparts, Download Free Ad Cliparts png images, Free ClipArts on  Clipart LibraryAd Strategy Ad campaigns are beneficial but should be tailored towards their social media pages. Additionally, ad campaigns should be used until social media following numbers increase significantly. How to set effective goals in 2020 for you and your students - BAST - Be A  Singing TeacherSMART Objective The objective is a 10% increase in traffic for the FCEE’s website by August 6, 2021, utilizing social media posts.  Action   * Post on Facebook, Instagram, and Twitter at least twice a week * Make weekly posts on LinkedIn * Use trending hashtags to attract more followers * Use Google Analytics to monitor social media activity * Utilize Instagram and Facebook stories. * Follow accounts in the Tampa Bay area that are likely to follow FCEE back * Stay consistently active * Respond to comments from followers to develop relationships |
| Appendix FCEE Google Analytics Figure 1. FCEE visitors https://lh4.googleusercontent.com/G45ux-TNjV68u8odIQ4YzhnZrz1Iz4BXFaljVC6TQVFBlxVuHY2l5TZ8SY7qUXr7areYWaJvlYQwprReLOBDnEctahw78qly30Ajy7KOohWlxKE72VtJ0r5FImh2SubJA2CRvJ2W Figure 2. How users are finding the website  https://lh6.googleusercontent.com/4IutL2Jf8FOvk0bI82CvL52tacUDlBkYHKUvQqlnR2Hx3qgpZ1P39uE9kvyuAg9mYYMsbRpe_fEl604Lt-mHhjnH--4tlk5EAzsnEfjVOAwdql_Va-nDtWbeQ9uTip68uivXEd-u  Figure 3. Age range of users  https://lh5.googleusercontent.com/28bh2e2jeBc2FvxKxqVd7AKMvsiQZtiwY22t7XjIUt4qufNByVxulKw-hgpOBmWCZO8Viq_lwHmp_zY3fhBEO21t2YAUy_Sm3EhEuzsHc8x7feDq1sZJigAtJ4TJ9cHCCA0hr6so Client Persona https://lh5.googleusercontent.com/IceXKpSNyzqWXYO60c0dN5zVcP0JPxBUAi5dq5TPxB6VvD8W60tdVTKT9EulyxEmrLrJK_3WQ_os2dKFuXhqOvNzVK3enrUpCTEve5JLQdQsnbYAwJAaDnB3l0DtFaNnphMoPnfR Client Persona 1  Client Persona 2  Client Journey Infographic https://lh6.googleusercontent.com/hVb4HHyofdVFRwBkhEY2bPDM-hd24atufiZ2svQ2glk_248PWLT_wtRpzVX5-FpzreEQ2E6H2DzsOzZg3CaNhyJH_xLH3-XqAj99X8LRWeehcLNJzpltBB4GDCMdJaSBWXWxlZut |

# **Social Media Infographic**

# Graphical user interface, application Description automatically generated