January 2017

• IA websites weren’t responsive design
  – irrigation.org + 4 microsites
• No one owned data analysis
• No one was an expert in Google Analytics
2017 Progression

May
• Launched new website

July-September
• Swapped IT staff

October
• Identified site goals
Digital Journey
Organization & Site Goals

• WHO you’re creating it for
• WHAT their motivations are
• HOW you expect them to interact with you over time

It is equally important to understand your journey as a company and how your efforts in the digital space can support broader organizational goals.
**Strategic Plan & Organizational Goals**

**MISSION:**
To promote efficient irrigation

**VISION:**
To be the recognized authority on irrigation

**CORE STRATEGIC INITIATIVES**

**ADVOCACY**
- Government Affairs
- Public Affairs
- Standards & Codes

**PROFESSIONAL DEVELOPMENT**
- Education & Training
- Certification
- Workforce Development

**CORE SUPPORT INITIATIVES**
- Membership
- Irrigation Show
- Magazines

[www.irrigation.org]
# Identify Audiences – Members

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Audience Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Companies</td>
<td>Membership benefits, Contact legislators, Promote my company, Education/certification, Resources, Advocacy</td>
</tr>
<tr>
<td>Associate Members</td>
<td>Access to members/market, Attend events</td>
</tr>
<tr>
<td>Prospective Members</td>
<td>Learn about products/services, Find member companies</td>
</tr>
<tr>
<td>Affiliate Organizations</td>
<td>Resources, Revenue sharing, Co-promote events</td>
</tr>
<tr>
<td>Volunteers</td>
<td>Resources, Volunteer opportunities, Recognition/awards</td>
</tr>
</tbody>
</table>
## Identify Audiences - Nonmembers

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Audience Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>Learn about:</td>
</tr>
<tr>
<td></td>
<td>Events</td>
</tr>
<tr>
<td></td>
<td>Advocacy</td>
</tr>
<tr>
<td></td>
<td>Members</td>
</tr>
<tr>
<td>Government</td>
<td>Expertise</td>
</tr>
<tr>
<td></td>
<td>Documentation</td>
</tr>
<tr>
<td>University (Students &amp; Academics)</td>
<td>Resources</td>
</tr>
<tr>
<td></td>
<td>Training</td>
</tr>
<tr>
<td></td>
<td>Careers (students)</td>
</tr>
<tr>
<td></td>
<td>Recognition/awards (faculty)</td>
</tr>
<tr>
<td>General Population</td>
<td>Learn about irrigation</td>
</tr>
</tbody>
</table>
## Site Goals

<table>
<thead>
<tr>
<th>Drive Revenue</th>
<th>Audience Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>New memberships</td>
<td>Be a go-to resource</td>
</tr>
<tr>
<td>Renewals</td>
<td>Engage with resources</td>
</tr>
<tr>
<td>Event/class attendance</td>
<td>Contact legislators</td>
</tr>
<tr>
<td>Store purchases/book sales</td>
<td>Traffic to member sites</td>
</tr>
<tr>
<td>Certification registrations</td>
<td>Document downloads</td>
</tr>
<tr>
<td>New subscriptions</td>
<td>Audience loyalty</td>
</tr>
</tbody>
</table>

www.irrigation.org
Execution & Measurement
Google Analytics Strategy & Dashboard

• Set key performance indicator (KPIs)

• Developed template for quarterly assessments

• Reorganized Google Analytics dashboards using Google Tag Manager

DEFT $2,500
digitallydeft.com
IA Measurement Plan

• Increase **awareness**
  – Increase number of sessions
  – Increase in traffic from searches
• Increase **engagement**
  – Increase return visitors
  – Increase time on site
  – Increase sharing & sign-ins
• Increase **sales volume**
  – Increase store purchases, new certifications, renewals, subscriptions
Final Step – Site Content Audit

- Automated site inventory
- Identify criteria for assessment & produce scorecard
- Detail content gaps & opportunities
- Engage all association departments
Irrigation provides the food we eat as well as the outdoor spaces we enjoy every day.

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