HARNESSING THE POWER OF ANALYTICS TO TELL YOUR STORY

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POLL

Who can log into their organization's analytics accounts?

- Google: 10
- Facebook: 20
- Instagram: 30
- Email: 40
- Database: 50
OBJECTIVES

HARNESSING THE POWER OF ANALYTICS TO TELL YOUR STORY

OBJECTIVE 1
LEARNING THE INTERSECTION OF DATA + COMMUNICATION

OBJECTIVE 2
ANALYZING YOUR DATA IN ORDER TO BETTER TELL YOUR STORY

OBJECTIVE 3
TELLING A DATA-DRIVEN STORY THAT CREATES INSPIRED ACTION
LEARNING THE INTERSECTION OF DATA + COMMUNICATION

OBJECTIVE 1
CASE STUDY

PALMETTO MEDICAL INITIATIVE

Using data to connect with supporters + prepare for growth.
ANALYTICS
What are people responding to?

TEST
Experiment with communication.

CONNECT
Use your data to talk to your supporters.
MEET YOUR AUDIENCE AT THEIR ENTRY POINT
ANALYZING YOUR DATA TO BETTER TELL YOUR STORY

OBJECTIVE 2
CASE STUDY

BRIGHT HOPE INTERNATIONAL

Responding to data by changing strategy + creating a bigger impact.
GOALS
What type of action are you trying to produce?

MEASURE
Set benchmarks and adjust along the way.

IMPACT
Stay focused on your mission and be creative in your solutions.
ALL DATA IS IMPORTANT
TELLING A DATA DRIVEN STORY THAT CREATES INSPIRED ACTION

OBJECTIVE 3
YOUR ORGANIZATION

Harnessing the power of your analytics to create inspired action.
Understanding what moves your supporters is key.

Don’t be afraid of failing, use it to grow.

Telling a powerful story that resonates creates inspired action.
KEY TAKEAWAY

BE A POINT OF CONNECTION
QUESTIONS?

THANK YOU FOR YOUR TIME!

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