

# 2017 Benchmark Survey Data Requirements

## Overview

Let's get down to brass tacks.

Here are the steps you need to follow to complete the survey.

Only one submission per organization should be completed, please.

### Step One:

Identify who is best suited to take the survey. The person completing the survey should have:

In-depth knowledge of your marketing operations from start to finish, including infrastructure (e.g., your website, tracking set up, segmentation practices, staff/resources, etc.)

OR

The ability to gather that info before taking the survey.

### Step Two:

Round up the data points you'll need on the survey. Here's a list of 13 items you might not have in your head, along with tips and instructions for finding them. Please note:

Specific data is requested from your 2017 Fiscal Year and is noted as such. Otherwise, answer for your current practices.

All data and responses to this survey will be kept completely confidential and will in no way be tied to your organization when we report results.

# 2017 Benchmark Survey Data Requirements

## Budget Numbers

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1. FY17 Operating Expenses (\$)

TIP: that's line 18 on your Form 990

2. FY17 Marketing Budget (\$)

In order to compare across different organizations, please include the following set items in your calculation. Please do not include regular staff payroll.

- a. all paid media expenses (digital & non-digital)
- b. creative & content-related costs
- c. consulting/outside agency costs
- d. digital infrastructure (if applicable, such as website, email platform, etc.)
- e. all other marketing operation costs

3. FY17 Marketing Budget category breakdown (% of budget number calculated in #2)

TIP: Here, "Paid Media" refers to the costs for placements, not content creation costs associated with ads

- a. \_\_\_ % Paid Media – DIGITAL  
social media, remarketing/display advertising, video advertising, paid search, email (exclusive of platform costs), etc. Do not include your Google Grant award.
- b. \_\_\_ % Paid Media - NON-DIGITAL  
print, broadcast, radio, direct mail (including print/postage/list brokerage), etc.
- c. \_\_\_ % Creative & Content-Related Costs  
graphic design resources such as licenses, images, visuals;  
all other content productions costs/fees;  
freelance graphic designers, videographers, editors,  
writers/bloggers/contributors, etc.

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## Budget Numbers

- d.  % Consulting or Outside Agency Costs (ad agencies, digital consulting, etc.)  
**TIP: make sure you don't double count anything included in the "Creative & Content-Related Costs" category**
- e.  % Infrastructure, if applicable  
email platform, website maintenance, CRM license, etc.  
**TIP: enter "0" if these costs are not part of your marketing budget.**
- f.  % All Other Marketing Expenses  
all other marketing operation costs, telemarketing, promotional partnerships, etc.

#### 4. FY17 Paid Media Allocation areas (checkboxes, no \$ required)

- a.  Display: Direct placements on websites (i.e., NYTimes, local newspaper website, Pandora, Spotify, etc.)
- b.  Display: Behavioral/content networks or Programmatic (i.e., through a 3rd party such as Rocketfuel, AdRoll, Quantcast, OR through a display network, such as Google Display Network)
- c.  Paid Search Engine Marketing (do NOT include Google Grant)
- d.  Facebook - via Facebook Ads Manager account
- e.  Facebook - via Boosted Posts (i.e., clicking "boost" in your org's Facebook account)
- f.  Instagram
- g.  Twitter
- h.  Snapchat Geofilters
- i.  YouTube

#### 5. FY17 Paid Media Allocation - top category for spend (check one of those selected in preceding question)

# 2017 Benchmark Survey Data Requirements

## Staff & Resources

### Staff & Resources

6. How many team members in, or working with, your department are creating digital content for your website, social media, email, media campaigns, etc.? This includes copy, visuals/assets, design, video, and any other content.

Please give the full time equivalent (FTE) for all staff (full-time, part-time, or temporary) completing these tasks. For example, if three full time staff across your organization are doing this with half of their time, your response would be 1.5. If none, enter "0". (#, can be decimal)

- a. FTE (full time equivalent) for all digital creative/content: \_\_\_\_
- b. Of those, how many are creating video (give FTE): \_\_\_\_

7. How many team members in, or working with, your department dedicate time towards data analysis for digital marketing? This could include monitoring data quality, reporting from multiple data sources, analysis of the data against Key Performance Indicators (KPIs).

Again here, please give the FTE (full time equivalent) for all staff (full-time or part-time) completing these tasks. For example, if three full time staff across your organization are doing this with a quarter of their time, your response would be .75. (#, can be decimal)

- a. FTE Data analysis for digital marketing: \_\_\_\_

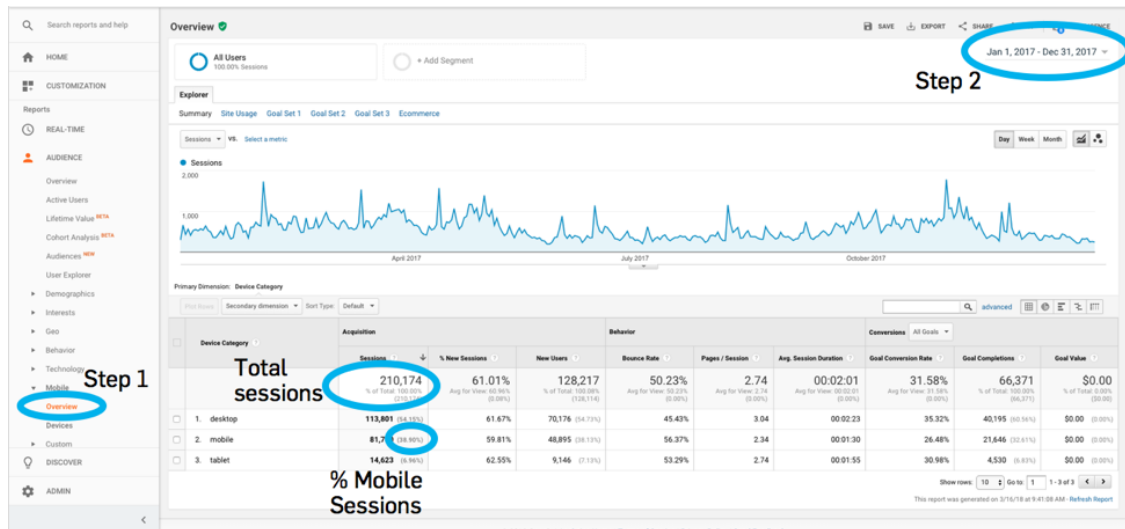
# 2017 Benchmark Survey Data Requirements

## Website

### Website

8. Years of your two most recent website redesign/overhaul (Calendar YR)
  - a. The year of your most recent major website redesign/overhaul: \_\_\_\_
  - b. The year of your second most recent major website redesign/overhaul (Calendar YR): \_\_\_\_
  
9. Two data points from your website analytics platform:
  - a. Total number of visitor sessions on your website in FY17. Here, we're looking for total, not unique. (#) \_\_\_\_\_
  - b. Of those total visitor sessions on your website in FY17, the percentage that were on a mobile device. Please do not include tablets in your calculation. (%) \_\_\_\_\_

**TIP: Here's how to find this data in Google Analytics:**



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## Website

Step 1 of 4: Navigate to the Mobile Overview report, located in the Audience section of GA reports

Step 2 of 4: Change the date range to your FY17 fiscal year (e.g. 7/1/2016 - 6/30/2017)

Step 3 of 4: Grab the data point for total sessions (for some organizations, this might be the 3rd column, not the 1st)

Step 4 of 4: Grab the data point for percent of sessions from mobile devices (for some organizations, this will not be the first row)

10. Percentage of total ticketing/admissions revenue that came through online sales in FY17 (%) \_\_

# 2017 Benchmark Survey Data Requirements

## Facebook Metrics

### Email Metrics

11. Average open rate (% opened) by email category in FY17. (%)

**TIP: If the categories is not applicable to you, you can enter "0"**

- a. Newsletters: \_\_%
- b. Production, exhibition, or event promotions: \_\_%
- c. Donation appeals: \_\_%
- d. Pre-performance, -exhibition, or -event focused: \_\_%
- e. Post-performance, -exhibition, or -event focused: \_\_%
- f. Triggered emails based on patron behavior: \_\_%

# 2017 Benchmark Survey Data Requirements

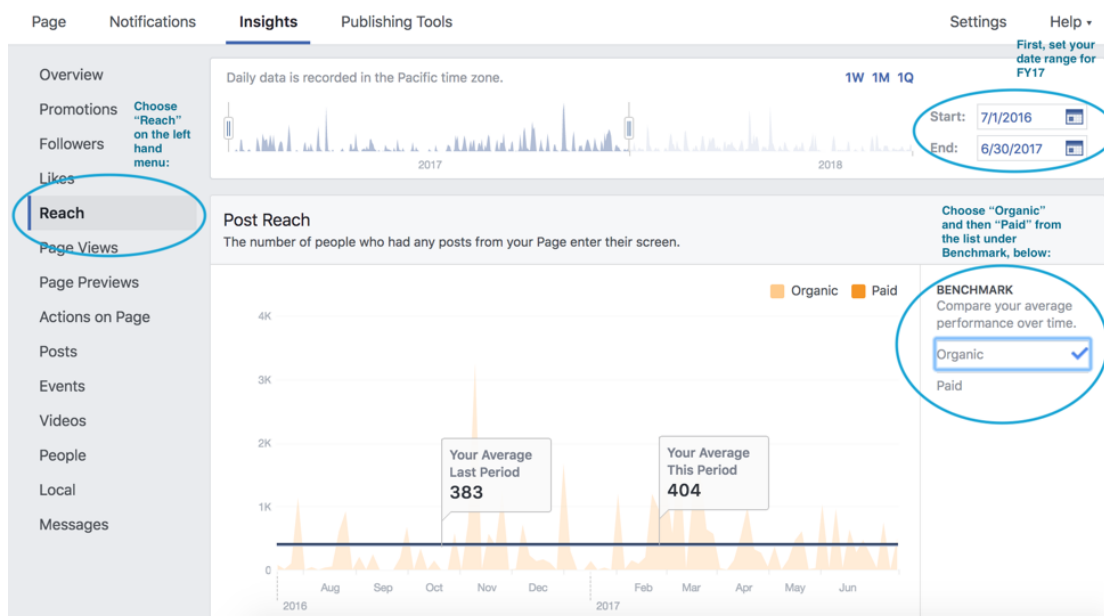
## Facebook Metrics

### Facebook Metrics

12. Average daily organic reach and post reactions on Facebook in FY17. (#)

- a. Average daily organic reach in FY17: \_\_\_\_\_
- b. Average daily paid reach in FY17: \_\_\_\_\_
- c. Average daily # of post reactions in FY17: \_\_\_\_\_

**TIP: Follow these steps to get this data-**



Step 1 of 4: Go to your Facebook Insights page and choose "Reach" on the left hand menu.

Step 2 of 4: Select the date range at top for your FY2017 (e.g. 7/1/2016 - 6/30/2017)

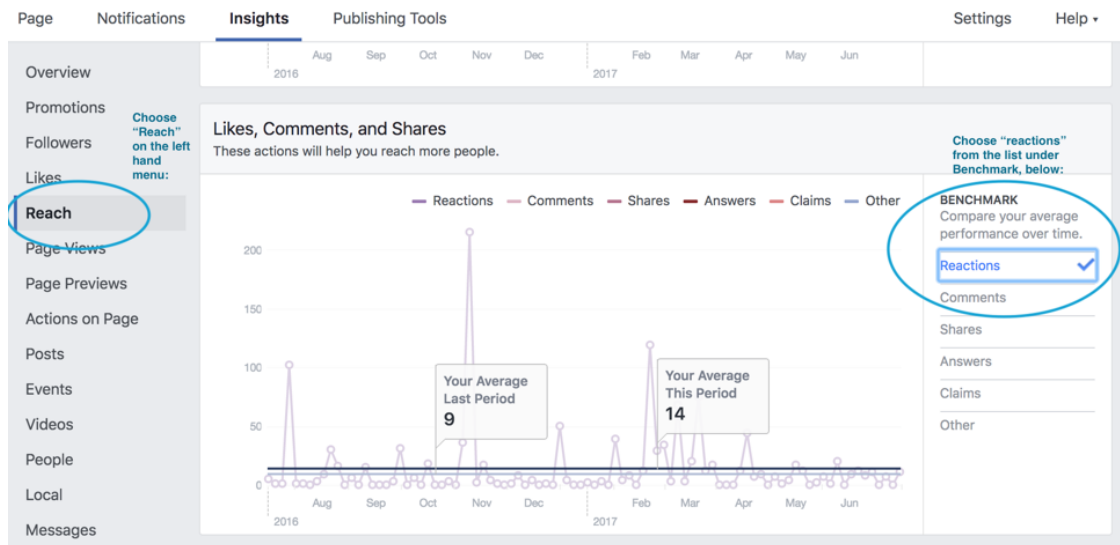


# 2017 Benchmark Survey Data Requirements

## Facebook Metrics

Step 3 of 4: Then look at the first graph for "Post Reach" and toggle on the "Organic" and "Paid" options for the first two requested data points (the # associated with "this period")

Step 4 of 4: Next, scroll down to the graph that reports "Reactions, Comments, Shares, and More" and find the requested data points (the # associated with "this period")



# 2017 Benchmark Survey Data Requirements

## Video Metrics

### Video Metrics

13. Number of marketing videos created in FY17. (#)

TIP: This includes all videos- bigger budget productions or iPhone videos; if you've created videos for digital fundraising campaigns or promoting other departments' activities (e.g., classes, tours), you can include those, as well.

Ready to dive in? [Proceed to the 2017 Arts Industry Digital Marketing Benchmark Survey here.](#)