



NEW HAMPSHIRE POLITICAL LIBRARY MARKETING DASHBOARD



Program Comparison Metrics

The Library needs to focus on those things that most directly influence their goal of increasing the number of donors and sponsors. Those metrics are:

1. Cost per minute spent with potential donor/member

By looking at both the time spent and the cost of acquiring that person's attention for a period of time, The Library can best determine where it should expend its effort in the future.

2. % increase in awareness of the library and its mission statewide.

By monitoring statewide awareness and preference you will have both a strategic planning tool and a measure of your success. By tracking awareness among different segments of the population the Library can figure out where its strengths and weaknesses are and where it needs to concentrate its effort. Specifically they should analyze the data to determine whether gender, region or political affiliation has any bearing on the status of the donor.

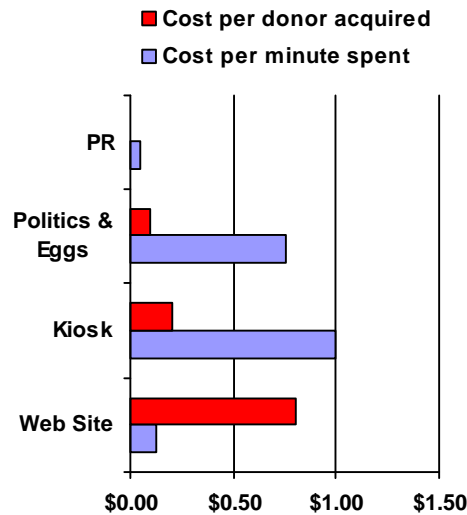
3. Promotional cost per donor acquired

Ultimately the effectiveness of any promotional program will be measured by the dollars it brings in. The Library needs to divide its PR Budget by the number of donors acquired to develop a benchmark ratio. Success will be measured by improvements in the program's cost effectiveness over time.



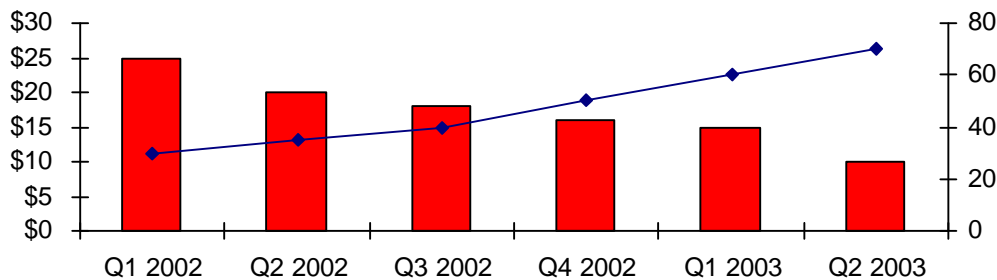
The most effective techniques this quarter were joint local promotions, particularly when they were paired with popular programs held in local venues outside of the studio. The least effective tactic this month was the newspaper ads.

PR is the most cost effective way to get messages out



Marketing efforts are getting more efficient

■ Average cost per minute spent with prospect ◆ Number of contacts





RECOMMENDED METRICS



We recommend several specific measures for your dashboard as well as two global metrics. Program-specific measures should include:

1. Web visitors per month & Average time spent on site per visitor per month

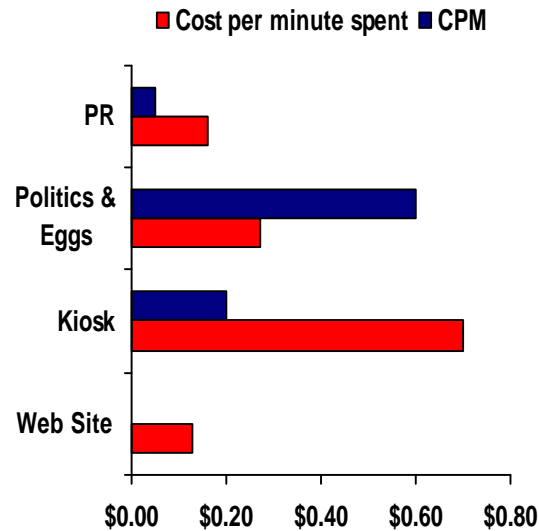
Monthly tracking of web site traffic, specifically looking at the rate of hits to visits and the average length of time spent on the site. Additionally, web traffic data will tell you where on the site people are going and if they are taking advantage of the richness of your offering. If possible you should track your cost per click through rate by dividing the cost of the web site by the number of visitors.

2. Cost per impression

Manchester airport traffic figures should be obtained and used to calculate the CPM (Cost per thousand opportunities to see) from the Kiosk. These CPM figures should be compared to other marketing options such as NHPR underwriting (approximate \$3 CPM); media publicity (should be around \$3-5 CPM); paid advertising (up to \$10-50 CPM).

3. % of articles containing key messages over time

Local, regional and national newspapers should be manually or electronically searched via Nexis, Factiva or the equivalent, to determine the extent to which the Political Library is mentioned. Articles mentioning the Political Library and/or the Primary report should be examined to determine if they contain the key messages and the desired positioning, who is



being quoted, how many people saw the story, and what aspects of the library were discussed. Ideally they would be read by a student intern or someone outside the Library to preserve objectivity.

4. Share of quotes

An excellent measure of credibility and impact is the extent to which Library spokespeople are quoted in the media. A high "Share of Quotes" index is a sign that you have control over your messages and are proactively engaged in your media awareness efforts.

5. % increase in awareness and preference

Track attendance at Politics & Eggs events. Conduct a random survey of attendees to determine extent of awareness of the Political library as its sponsor.

What will the Library compare its results to?

If possible, the Political Library should team up with another complementary non-profit to conduct the audience research and share costs. If this is not feasible, the Political Library should track results monthly and keep track of improvements over time.





RECOMMENDED ACTIONS



How NH Political Library should implement its program:

1. Web site tracking:

Contact your ISP and make sure that they make their Web Trends or other data available to you. Analyze for length of visit, ratio of hits to visits, and the cost per visitor:

2. Media analysis:

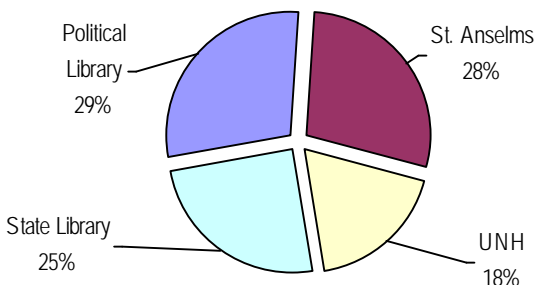
Have an intern or other volunteer read the press coverage. Analyze for who was quoted, what their affiliation is, what if any messages were communicated, how the Library was positioned, and whether the article leaves the reader more or less likely to donate to the Library. If it leaves them more likely, rate it as positive, if it leaves them less likely rate it negative, if it doesn't sway them much either way, rate it neutral. Divide the total positive exposure into the budget for PR to come up with a cost per favorable impression. Divide the budget by the number of articles that communicated key messages to determine your cost per message communicated.

3. Analyze to determine the cost per favorable article

It is critical that one looks only at the favorable articles since there one wouldn't spend money to place any other type of article.

Budget

Share of Primary Coverage



Step 1

TRACK EXPOSURE THROUGH ALL FORMS OF COMMUNICATIONS.

Step 2

CONTACT ISP TO GET WEB TRAFFIC DATA

Step 3

ANALYZE RESULTS, MAKE RECOMMENDATIONS TO BOARD

1. Analysis:

Data should be available from your ISP at little or no cost.

2. Media Analysis:

Depending on the salary of the intern: \$100-\$500 plus Excel or the equivalent software.

3. Audience research:

This requires a statistically valid survey of the state. A telephone poll could be conducted of 400 to 500 residents of the state by the University of New Hampshire Survey Center as a work-study project. The approximate budget requirement would be in the neighborhood of \$4000-\$5000 or less than 10% of the current marketing budget.





SITUATION ANALYSIS



The New Hampshire political library is a non-profit, non-partisan educational organization devoted to the documentation and preservation of New Hampshire's first-in-the-nation presidential primary. The Political Library collects, preserves, and interprets primary source materials that tell the stories of New Hampshire's political tradition. The organization also sponsors public events and educational activities that encourage public participation in the political process. While most people are aware of New Hampshire's efforts to preserve its status, few are aware of the Library's role in the process. Because "the library" is housed within the state library, and has little public presence outside of the functions it sponsors, it has had a hard time building a name for itself.

The primary objective of the marketing efforts of The Political Library is to increase the number of donors as well as the overall charitable contributions it receives. Increasing awareness and use of the library is also a key objective.

Additionally, The Political Library faces the classic non-profit Catch 22. How can it raise money for an organization that no one knows about? But how can it gain awareness if it has no money for promotion? And how can it measure success if it has no money for promotion, never mind research?

It needs to define measures of success so it can win support for its promotional efforts from its donor publics as well as its board. It also sees measurement as a way to prioritize its efforts to establish an effective public message.

Positioning

The Library is the center of the First-in-the-nation Primary universe. Whatever goes on within the State or outside of it that has to do with the First-in-the-nation Primary, its history and/or its promotion, should funnel through the Library.

Geographic Reach

The Political Library serves the people and interests of New Hampshire, but in fact has a national presence both because of its role in the primary process and the involvement of national figures such as former governor

Hugh Gregg on its board.

Staff & Budget

The Political Library currently has a total staff of four who share promotional duties. It has a PR Budget of under \$25,000. Using common standards for measurement, it should be spending between \$1000 and \$2000 a year on research and measurement.

Current marketing activities

Its most visible presence is a kiosk at the Manchester airport, which is seen annually by the 3 million or so passengers who pass through the airport. It has a deep and informative web site that offers access to virtually anything you want to know about politics or the First-in-the-Nation Primary. Additionally it has created Presidential candidate "trading cards" that are used in schools to teach students civic affairs and government. It also sponsors a number of events throughout the year, including a series of "Politics and Eggs" breakfasts, which feature political topics. Additionally it publishes a report on the impact of the Primary on the New Hampshire economy, the results of which are widely covered in the media.

Benchmarks & Competition

The problem with New Hampshire is that it is home to a disproportionately large number of political junkies. Which means that there are a disproportionately large number of organizations and outlets that promote and or offer information on the Primary.

The Library has competition for donor dollars from other educational non-profits in the state such as the St. Anselm's Institute for Politics, Museums, and the homes and libraries of former political figures such as Franklin Pierce.

Its competition in terms of its "content" and its role in educating the public includes: WMUR TV, The Union Leader, NHPTV, NHPR, On the web, there are several other sources of political information including: PoliticsNH.com, NHspyglass.com, Nh.com and NewHampshire.com as well as the Saint Anselm Institute for politics.