

Arizona Association of REALTORS®

Communications Update

Professional Business Development Meeting | April 11, 2013

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Arizona Association of REALTORS® communications strive to accomplish the following strategic objectives:

1. Create and maintain a consistent system of communication management (including methods of communications and options for communications delivery).
 2. Disseminate pertinent, relevant and timely industry information.
 3. Increase effectiveness of AAR's efforts to reach out to members.
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This report will give an update of AAR's 2013 Q1 communications results in its key communications vehicles:

- Website: www.AARonline.com
- Publications: *Arizona REALTOR® Monthly* (digital) and *Arizona REALTOR® Quarterly* (print)
- Social Media: Blog, Facebook, Twitter, YouTube

Website Statistics| www.AAROnline.com

A quick refresher

Visits:

The number of visits to your site.

Unique Visitors:

Unique Visitors is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

Page Views:

Page views is the total number of pages viewed. Repeated views of a single page are counted.

Unique Page Views:

Unique Page views is the number of visits during which the specified page was viewed at least once. A unique page view is counted for each *page URL + page Title* combination.

Pages Viewed per Visit:

Pages/Visit (or Average Page Depth) is the average number of pages viewed during a visit to your site. Repeated views of a single page are counted.

Average Time on Site (Minutes):

The average time duration of a session.

Bounce Rate:

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

New Visits:

An *estimate* of the percentage of first time visits.

Website Statistics Cont'd | www.AAROnline.com

Website Performance Overview: Q1 2013

	January Stats	Δ Year-on-Year	Notes:
Visits	32,518	↑ 2,923	-These stats encompass all of January 2013, including the redesign on 1/28/2013. -Unique Views jumped significantly YoY.
Unique Visitors	21,156	↑ 789	
Page Views	102,753	↑ 6,756	
Unique Views	70,121	↑ 12,252	
Pages Viewed/Visit	3.16	↓ .12	
Avg. Time on Site	2:56	↑ 0:02	
Bounce Rate	54.88%	↓ 3.55%	
New Visits	54.57%	↓ 1.56%	

	February Stats	Δ Year-on-Year	Notes:
Visits	27,176	↓ 534	-February was the first full month of the redesigned site. -We saw a fairly large increase to "time on site" over the previous month which could be explained by people becoming more familiar with the new site. -AAR also introduced two new forms that could account for a spike.
Unique Visitors	16,174	↓ 4,063	
Page Views	108,990	↑ 23,582	
Unique Views	75,833	↑ 19,149	
Pages Viewed/Visit	4.01	↑ 1.04	
Avg. Time on Site	4:21	↑ 2:09	
Bounce Rate	44.27%	↓ 14.84%	
New Visits	55.09%	↓ 1.11%	

	March Stats	Δ Year-on-Year	Notes:
Visits	26,054	↓ 2,146	-Web traffic in March seemed to normalize and has returned to levels consistent with 2012.
Unique Visitors	15,748	↓ 3,990	
Page Views	94,359	↑ 8,917	
Unique Views	67,531	↑ 11,144	
Pages Viewed/Visit	3.62	↑ .59	
Avg. Time on Site	3.50	↑ 1:11	
Bounce Rate	41.81%	↓ 16.68%	
New Visits	45.58%	↓ 11.68%	

Additional Notes:

- AAR launched a re-designed website on January 28, 2013. This site features a design that more closely aligns to our value proposition and highlights new and popular content.
- Although AAR's search is vastly improved, Search is one of the least popular features on AAR's website.
- To increase AAR member security, AAR's new site required all members to select a new password. The transfer of data from AAR's database (Rappatoni) to the AAR website encountered some issues and affected member logins.
- Currently the AAR website is functioning properly and data is being refreshed on a nightly basis. Since February 28 more than 1,300 passwords have been successfully reset through the AAR website.

Publication Statistics| Arizona REALTOR® Monthly (Digital)

Publication Performance Overview: Q1 2013

	January	Most Popular Content
Opens	7,027	Lerner v.DMD Realty, LLC:
Open Rate %	24.55%	Updates to the Residential Lease Agreement
Click Through	1,652	Legal Hotline
Click Through %	6%	
Unsubscribe	23	

	February	Most Popular Content
Opens	7,122	Vacant Land/Lot Purchase Contract
Open Rate %	26%	Last Look: Buyer Pre-Closing
Click Through	1,379	Legal Hotline
Click Through %	5%	
Unsubscribe	15	

	March	Most Popular Content
Opens	5,073	Property Management
Open Rate %	20%	RESPA Revisited
Click Through	1,066	eSign
Click Through %	4%	
Unsubscribe	11	

Additional Notes:

AAR's open-rate is on par with the rest of association newsletters. However, our click through rate is extremely low.

Publication Statistics| *Arizona REALTOR® Quarterly* (Print)

Sent Spring Issue of *Arizona REALTOR® Quarterly* to 4,833 Brokers.

Number of Opt-Ins: 373

Number of Subscriptions: 3

Social Media Statistics | Blog.AARonline.com

Blog Performance Overview:

	January 2013
Site Visits	1938
Page Views	3030
Pages/Visit	1.56
Avg. Visit Duration	1:11
Number Posts	11

January Most Read: Dodd-Frank Rule Impacting Seller Carryback Financing

	February 2013
Site Visits	2,649
Page Views	4,908
Pages/Visit	1.85
Avg. Visit Duration	1:48
Number Posts	15

February Most Read: AAR Introduces Four New Forms (905 Unique Views)

	March 2013
Site Visits	2,161
Page Views	3,308
Pages/Visit	1.53
Avg. Visit Duration	1:13
Number Posts	16

March Most Read: MongoFax Closes Its Doors (117 Unique Views)

Social Media Statistics | Facebook (AZRealtors)

Facebook Likes: Q1 2013

2013	January	February	March
New Likes	108	120	73
Dislikes	16	8	16
Net Likes	92	112	57
Total Likes	4822	4945	5022
Avg. Likes Per Day	6	7	5

Facebook Engagement Details: Q1 2013

2013	January	February	March
Total # Hidden Page From Newsfeed (Negative Feedback)	15	13	12
Avg. People Talking About (Daily)	18	19	13
Avg. Engaged User (Daily)	36	37	34
Avg. Total Reach (Daily)	525	619	695
Avg. Post Reach (Daily)	347	479	
Avg. # Clicks (Daily)	25	24	26

Definitions:

- **Negative Feedback:** The number of people who have given negative feedback (via hiding posts) to your Page. (Unique Users)
- **People Talking About This:** The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location. (Unique Users)
- **Avg. Engaged User:** The number of people who clicked on any of your content. Clicks that create stories are included in "Other Clicks." Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included. (Unique Users)
- **Total Reach:** The number of people who have seen any content associated with your Page. (Unique Users)
- **Post Reach:** The number of people who saw any of your Page posts. (Unique Users)
- **Daily Engaged Users:** The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Social Media Statistics Cont'd | Twitter (@AARSuccess)

Twitter Overview:

2013	January	February	March
Followers	3690	3830	3902

Social Media Statistics | YouTube (AAR Editor)

YouTube Overview:

	January	February	March
Total Views	1,166	1,048	1,195
Estimated Minutes Watched	1,048	1,419	1,482
Net New Subscribers	7	5	3

Total Subscribers: **137**

YouTube Details: Q1 2013

Jan 1, 2013 – Mar 31, 2013

Performance



VIEWS
3,409



ESTIMATED MINUTES WATCHED
4,441



SUBSCRIBERS
12

Engagement



LIKES
3



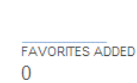
DISLIKES
1



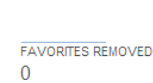
COMMENTS
0



SHARES
1



FAVORITES ADDED
0



FAVORITES REMOVED
0

Most Watched: Q1 2013

Top 10 videos [Browse all videos](#)

VIDEO	VIEWS ↓	ESTIMATED MINUTES WATCHED	LIKES
eSign1 Print Driver to eSign	1,222	1,445	1
eSign2 Direct Login to eSign	311	196	0
AAR Brings Senior Real Estate Specialist Co...	204	214	0
eSign3 Create Signing Session and Invite Sig...	137	161	0
eSign5 eSign Step 4 Adding Editing Signing ...	136	264	0
eSign4 eSign Steps 2 & 3: Invite Signers and ...	133	223	0
REALTOR® Mediation Program - Arizona Ass...	112	143	0
eSign7 Client Signing Process & Signed Doc...	112	247	1
eSign6 eSign Steps 5 & 6: Preview, Send Se...	104	185	0
rCRMS: Certified Risk Management Specialist	62	55	0