

Arizona Association of REALTORS®

Communications Update

Professional Business Development Meeting | October 21, 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 communications results to-date, 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

October 2013 Update

Website:

- Visits and Page Views to the AAR website were on a steady rise until the August/September months. A sharp decline brought them back to March/May levels.
- Implemented "Search by Tag" in September to increase time-on-site and help drive better search results. However, more than 90 percent of AAR website users do not use search.
- Implemented "Similar Stories" in September at the end of each post. This should also increase time-on-site and Bounce Rate.
- With the demise of Google Checkout, AAR implemented a new eCommerce portal that links directly to NAR for Michelle Lind book.
- Refreshed Home Page for a consistent look and feel.
- Added the Ask Scott page to the Manage Risk section (<http://www.aaronline.com/manage-risk/askscott/>) and added a feature to enable submissions.

Social Media:

- Facebook continues to be the most utilized for our members. Although we continue to grow our Twitter following.
- Produced new videos:
 - Interview with FEMA Reps. Regarding Floodplain Map Changes (193 views)
 - Why AZ REALTORS® Invest in RAPAC? (39 views)
 - Ask Scott Videos (Intro, Episode 1, Episode 2, Episode 3) (Total combined views: 500)
- Blog continues to drive readership and will undergo a refresh in the near future.

Publications: Arizona REALTOR® Magazine & Arizona REALTOR® Quarterly

- The monthly, online magazine has been pushed twice a month since June. We've seen a slight rise in readership, but nothing significant. We're going to continue to push it twice for the remainder of the year. And will re-evaluate strategy for 2014.
- The printed quarterly magazine will end in December 2013 and will continue in 2014 as an online publication only that will be emailed to Broker/Owners on a quarterly basis.

Current Projects:

- Working on Member Benefits printed brochure to convey member value proposition and help inform members of the benefits of AAR. Look and feel will match website and will be carried into social media channels for consistency.
- Updating GRI collateral to reflect changes.
- Updating rCRMS collateral.

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

Unique Page Views:

Unique Page views are 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: **May to September 2013**

	May Stats	Δ Month-on-Month
Visits	28,618	↑ 2,030
Unique Visitors	17,565	↑ 1,136
Page Views	90,937	↑ 1,372
Unique Views	66,969	↑ 1,233
Pages Viewed/Visit	3.18	↓ .19
Avg. Time on Site	3:31	NC
Bounce Rate	46.11%	↑ 1.5%
New Visits	47.47%	↓ .16%
Notes:		
Our Bounce Rate rose slightly higher than last month, but time-on-site seems to be leveling out, possibly indicating an increased comfort level the membership is having with the new site. Most Popular Content: 1)e-Sign 2)zipForm@ 3)Buyer Advisory Most Popular Search Terms: 1)e-Sign 2)Buyer Advisory 3) Forms		

	June Stats	Δ Month-on-Month
Visits	28,696	↑ 78
Unique Visitors	18,011	↑ 446
Page Views	96,416	↑ 5,479
Unique Views	70,566	↑ 3,597
Pages Viewed/Visit	3.36	↑ .18
Avg. Time on Site	3:36	↑ .05
Bounce Rate	46.29%	↑ 1.5%
New Visits	48.94%	↑ 1.47%
Notes:		
Most popular content and most searched content remained unchanged.		

	July Stats	Δ Month-on-Month
Visits	31,464	↑ 2,768
Unique Visitors	19,676	↑ 1,665
Page Views	107,773	↑ 11,357
Unique Views	79,180	↑ 8,614
Pages Viewed/Visit	3.43	↑ .07
Avg. Time on Site	3:28	↓ :08
Bounce Rate	47.17%	↑ .88%
New Visits	48.88%	↓ .06%
Notes:		
Most popular search terms: eSign, forms, zipForm 93.4% visits without site search vs. 6.6% with site search		

Website Statistics Cont'd| www.AAROnline.com

	August Stats	Δ Month-on-Month
Visits	29,695	↓ 1,769
Unique Visitors	17,622	↓ 2,054
Page Views	100,055	↓ 7,718
Unique Views	72,991	↓ 6,189
Pages Viewed/Visit	3.37	↓ .06
Avg. Time on Site	3:29	↑ .01
Bounce Rate	46.69%	↓ .41%
New Visits	44.86%	↓ 4.02%
Notes:		
Most popular search terms: eSign, zipForm, property management forms (Note: introduced new pm forms in Aug.) 93.5% visits without site search vs. 6.5% visits with site search		

	September Stats	Δ Month-on-Month
Visits	26,286	↓ 3,409
Unique Visitors	15,801	↓ 1,821
Page Views	87,082	↓ 12,973
Unique Views	64,442	↓ 8,549
Pages Viewed/Visit	3.31	↓ .06
Avg. Time on Site	3:32	↑ .03
Bounce Rate	44.85%	↓ 1.84%
New Visits	44.29%	↓ .57%
Notes:		
Site traffic overall declined in September, especially in views. The most popular search terms: Esign, forms, buyer advisory 92.4% of visits are without site search		

Publication Statistics| Arizona REALTOR® Monthly (Digital)

Publication Performance Overview: January to September 2013

Arizona REALTOR Magazine												
Issue	Push Date	Push Time	Total Recipients	Total Opens	Total Click-Throughs	Total Opt-Outs	Recipient Opens	Percentage Opens	Receipt Click-Throughs	Percentage Click-Throughs	Forwarded Opens	Forwarded Click-Throughs
January-13	1/9/2013	5:48 PM CST	28,787	12,895	2,659	23	7,027	24.55%	1,652	5.77%	3,175	66
February-13	2/12/2013	7:30 PM CST	27,329	13,121	2,296	15	7,122	26.28%	1,379	5.09%	3,343	59
March-13	3/8/2013	9:27 AM CST	26,459	8,379	6,179	11	5,073	19.83%	1,066	4.17%	1,840	49
April-13	4/11/2013	10:57 AM CST	26,486	10,113	12,060	14	6,135	23.32%	985	3.74%	2,024	47
May-13	5/6/2013	11:13 AM CST	29,829	11,812	5,419	10	6,724	22.64%	1,600	5.39%	2,621	45
June-13	6/6/2013	12:38 PM CST	30,177	10,739	1,868	24	6,553	21.72%	1,146	3.80%	2,179	41
June-13	6/21/2013	11:00 AM CST	30,356	13,923	1,704	6	8,478	27.92%	1,236	4.07%	3,048	44
July-13	7/7/2013	4:00 PM CST	30,278	13,489	9,090	14	7,330	24.27%	2,029	6.72%	3,176	91
July-13	7/24/2013	7:35 PM CST	30,523	11,071	5,000	13	7,552	24.84%	1,066	3.51%	1,876	33
August-13	8/9/2013	11:00 AM CST	30,588	10,779	1,927	16	6,234	20.48%	1,041	3.42%	2,158	81
August-13	8/21/2013	11:20 AM CST	30,590	15,487	2,957	9	9,340	30.85%	2,188	7.23%	3,213	91
September-13	9/10/2013	9:00 AM CDT	30,749	10,839	6,244	10	6,431	21.15%	1,464	4.81%	8,443	4,034
September-13	9/26/2013	6:00 PM CDT	30,844	9,462	2,211	8	6,398	20.81%	874	2.84%	4038	974

Data Interpretations

Average Opt Out Per Month

13.30769231

Average Percentage Open Per Month

23.74%

Average Click Through Per Month

4.66%

Average Click Through Without Second Push

4.77%

Average Click Through of Only Second Push

4.41%

Arizona REALTOR® Quarterly (Print)

Social Media Statistics | Blog.AARonline.com

Blog Performance Overview:

	May 2013
Unique Site Visits	1,662
Page Views	2,798
Pages/Visit	1:46
Avg. Visit Duration	1:09
Number Posts	15
Subscribers	298

May Most Read: The Case For Buyer-Broker Agreements (126 Unique Views)

	June 2013
Unique Site Visits	3,635
Page Views	5,366
Pages/Visit	1.30
Avg. Visit Duration	:48
Number Posts	16
Subscribers	

June Most Read: REALTOR® Safety Alert (1,702 Unique Views)

	July 2013
Unique Site Visits	1,910
Page Views	3,164
Pages/Visit	1.43
Avg. Visit Duration	1:12
Number Posts	13
Subscribers	309

July 2013 Most Read: Ask Scott (210 Unique Views)

	August 2013
Unique Site Visits	2,086
Page Views	3,464
Pages/Visit	1.41
Avg. Visit Duration	1:02
Number Posts	12
Subscribers	303

August 2013 Most Read: Fannie Mae (217 Unique Views)

	September 2013
Unique Site Visits	2,598
Page Views	4,139
Pages/Visit	1.35
Avg. Visit Duration	:57
Number Posts	11
Subscribers	345

September 2013 Most Read: Status of Dotloop Licensing Agreement (446)

Social Media Statistics | Facebook (AZRealtors)

Facebook Likes: April to September 2013

2013	April	May	June
New Likes	87	104	94
Dislikes	7	8	10
Net New Likes	80	96	84
Total Likes	5,073	5,132	5,189
Avg. Likes Per Day	3	3	3

2013	July	August	September
New Likes	114	114	107
Dislikes	8	11	7
Net New Likes	106	103	100
Total Likes	5,258	5,322	5,383
Avg. Likes Per Day	3	4	4

Facebook Engagement Details: Q2-Q3 2013

2013	April	May	June
Total # Hidden Page From Newsfeed (Negative Feedback)	8	1	23
Avg. People Talking About (Daily)	13	24	16
Avg. Engaged User (Daily)	48	63	46
Avg. Total Reach (Daily)	618	1099	898
Avg. Post Reach (Daily)	526	1013	770
Avg. # Clicks (Daily)	41	95	63

2013	July	August	September
Total # Hidden Page From Newsfeed (Negative Feedback)	17	13	30
Avg. People Talking About (Daily)	26	18	25
Avg. Engaged User (Daily)	51	48	71
Avg. Total Reach (Daily)	945	726	1208
Avg. Post Reach (Daily)	850	808	928
Avg. # Clicks (Daily)	39	38	59

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	May	June	July	August
Followers	4,195	4,536	4,686	4,721

2013	September	October	November	December
Followers	4,907			

Social Media Statistics | YouTube (AAR Editor)

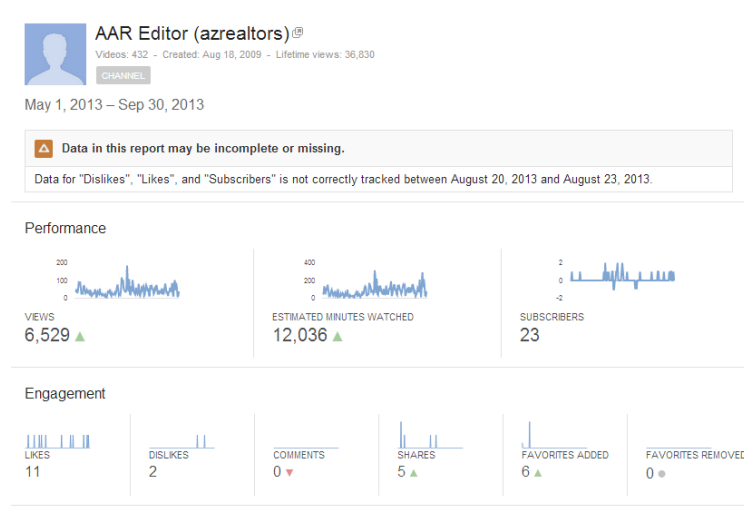
YouTube Overview:

	May	June	July	August
Total Views	1291	712	1764	1438
Estimated Minutes Watched	1831	1074	3078	3023
Net New Subscribers	-2	+5	+9	-

	September	October	November	December
Total Views	1324			
Estimated Minutes Watched	3025			
Net New Subscribers	+7			

Total Subscribers: 158

YouTube Details: May - September 2013



Most Watched: May - September 2013


Top 10 Videos
[Browse all content](#)

VIDEO	VIEWS ↓	ESTIMATED MINUTES WATCHED	LIKES
eSign1 Print Driver to eSign	1,281	1,263	1
Video 1 zipForm through Step 1	978	2,941	0
AskScott Episode 1	316	788	1
RETeach	264	124	0
REALTOR® Mediation Program - Arizona As...	249	271	0
eSign2 Direct Login to eSign	196	109	0
Introducing the "Ask Scott" Video Series	184	151	0
Video 3 Step 3	147	385	0
Video 6 signing process and download docs	143	599	0
Video 2 Step 2 to end	136	182	0

Demographics


TOP GEOGRAPHIES

- United States
- Canada
- India
- Australia
- Mexico



GENDER


- Male 34.5%
- Female 65.5%



Discovery

TOP PLAYBACK LOCATIONS

- Embedded player on other websites 50.5%
- YouTube watch page 45.1%
- Mobile devices 4.3%
- Other 0.1%



TOP TRAFFIC SOURCES

- Mobile apps and direct traffic 64.7%
- View referrals from outside YouTube 25.5%
- View referrals from YouTube 9.8%

