



Arizona Association of REALTORS®

Communications Update

Professional Business Development Meeting | January 16, 2014

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Arizona Association of REALTORS® 2014-2015 purpose and strategic objectives:

Purpose: AAR communicates the right message to the right people in methods that reach out, inform and engage the membership.

Strategic Objective 4.A: AAR creates and maintains a consistent system of communication management (including methods of communication and options for communication delivery)

Strategic Objective 4.B: AAR disseminates pertinent relevant, timely industry information

Strategic Objective 4.C: AAR investigates and implements communication methods to increase the effectiveness of AAR's efforts to reach out to members

This report will give an update of AAR's 2014 communications results to-date, in its key communications vehicles:

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

January 2014 Update

Mission:Connect

- In December 2013, AAR was notified that it had received a grant from NAR to work with nSight Marketing to launch a year-long communications audit and help with creating a cohesive communications plan between the state and local associations.
- This project involves conducting focus groups and surveys of our membership. Ron LaMee will be heading the project as his new focus is now Member Benefits.
- Our first meeting with nSight Marketing was January 10, 2014; workshop scheduled for February 25, 2014.
- WEMAR, Prescott and SEVRAR are also participating in the project.

Website

- Since launching a new website in January 2013, AAR has seen a total of 1,143,670 page views on its site and averages approximately 13,618 unique visitors a month.
- Highlights from 2013:
 - AAR introduced a responsive website in January 2013
 - The calendar allows members to sort by date, type, etc.
 - Expanded member profiles feature photo, social media contact information and a short bio.
 - 524 Total people have added at least one thing to their member profile.
 - 391 Total people have uploaded a profile photo.
 - Social sharing buttons
 - Polls for user engagement
- See Appendix A (page 11) for a profile of the “average aaronline.com visitor”
- See Appendix B (page 12-13) for 2013 poll results

Social Media:

- AAR currently uses the following social media channels: Facebook, Twitter, Google+, LinkedIn, YouTube and flickr.
 - It has been recommended that we use Instagram for sharing photos and producing short, 15-second videos.
- Facebook continues to be the most utilized for our members.

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. Went back to once a month in December & January.
- The printed quarterly magazine officially ended in December 2013, and will continue in 2014 as an online-only publication only that will be emailed to Broker/Owners on a quarterly basis.

Collateral Update:

- Updated the GRI collateral to reflect changes.
- 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 rCRMS collateral.

Current Projects:

- AAR App. Working with mobi media to develop an App for AAR.
- Spring Convention 2014 Promotions & Communications
- February & March eMagazine
- Mission:Connect

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: October to December 2013

	October Stats	Δ Month-on-Month	
Visits	26,692	↑ 406	
Unique Visitors	16,205	↑ 404	
Page Views	96,812	↑ 9,730	
Unique Views	71,065	↑ 6,623	
Pages Viewed/Visit	3.63	↑ .32	
Avg. Time on Site	3:52	↑ 0:20	
Bounce Rate	42.24%	↓ 2.61%	
New Visits	44.35%	↓ .06%	

Notes:

Unique visitors and page views increased slightly this month. There were 2,023 visits with search (7.58%). 92.4% no site search. Most popular search terms were: eSign, Buyer Advisory and Forms. Google introduced demographic stats–turned them on the site on 11/8/2013.

	November Stats	Δ Month-on-Month	
Visits	22,967	↓ 3,725	
Unique Visitors	14,099	↓ 2,106	
Page Views	87,384	↓ 9,428	
Unique Views	64,406	↓ 6,659	
Pages Viewed/Visit	3.88	↑ .25	
Avg. Time on Site	3:58	↑ 0:06	
Bounce Rate	42.58%	↑ 0.34%	
New Visits	44.15%	↓ .20%	

Notes:

92.2% did not use the search bar.
Most popular search terms: eSign, Buyer Advisory, Forms

	December Stats	Δ Month-on-Month	
Visits	21,414	↓ 1,553	
Unique Visitors	13,087	↓ 1,012	
Page Views	78,513	↓ 8,871	
Unique Views	58,100	↓ 6,306	
Pages Viewed/Visit	3.67	↓ .21	
Avg. Time on Site	3:44	↓ 0:14	
Bounce Rate	42.83%	↑ .25%	
New Visits	44.25%	↑ .10%	

Notes:

92% did not use the search bar.
Most Popular Search Terms: eSign, Forms, zipForm

Website Statistics Cont'd| www.AAROnline.com

	2013 Overall Stats	2013 Average/Month	
Visits	329,048	27,420.666	
Unique Visitors	163,418	13,618.166	
Page Views	1,143,670	95,305.83	
Unique Views	829,155	69,096.25	
Pages Viewed/Visit	3.48	-	
Avg. Time on Site	3.38	-	
Bounce Rate	45.40%	-	
New Visits	46.90%	-	

Publication Statistics| Arizona REALTOR® Monthly (Digital)

Publication Performance Overview: January to December 2013

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%	1464	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
October-13	10/8/2013	9:01 AM CDT	31,027	10,976	2,311	10	6,579	21.48%	1,542	5.03%	4,656	259
October-13	10/24/2013	6:07 PM CDT	30,841	15,306	3,012	9	8,972	29.80%	2041	6.78%	6,851	517
November-13	11/7/2013	10:33 AM CDT	30,336	9,854	1,387	14	5,842	20.03%	893	3.60%	4,217	205
November-13	11/21/2013	6:00 PM CDT	29,834	14,301	2,837	18	8,173	27.59%	1,768	5.97%	6,543	417
December-13	12/18/2013	4:30 PM CST	29,470	11,311	2,042	9	6,362	22.73%	1,373	4.91%	5,263	314

Average Opens of eblast No. 1 = 22.37%

Average Opens of eblast No. 2 = 26.97%

Social Media Statistics | Blog.AARonline.com

Blog Performance Overview:

	October 2013
Unique Site Visits	2,293
Page Views	3,543
Pages/Visit	1.38
Avg. Visit Duration	1.02
Number Posts	7
Subscribers	364

October 2013 Most Read: Flood Plain Map Changes (486)

	November 2013
Unique Site Visits	1,561
Page Views	2,343
Pages/Visit	1.33
Avg. Visit Duration	1:02
Number Posts	4
Subscribers	375

November 2013 Most Read: AAR Makes Updates to Domestic Water Well Addendum (61 views)

	December 2013
Unique Site Visits	2,685
Page Views	3,663
Pages/Visit	1.35
Avg. Visit Duration	1:19
Number Posts	7
Subscribers	360

December 2013 Most Read: AAR Introduces New Forms to Assist with Dodd-Frank Compliance (1,457 views)

	2013 Overall
Unique Site Visits	23,254
Page Views	35,397
Pages/Visit	1.45
Avg. Visit Duration	1:09
Number Posts	137
Subscribers	360

Social Media Statistics | Facebook (AZRealtors)

Facebook Likes: October to December 2013

2013	October	November	December
New Likes	94	88	81
Dislikes	8	13	9
Net New Likes	5,442	5,495	5,534
Total Likes	86	75	72
Avg. Likes Per Day	3	3	3

Facebook Engagement Details: Q4 2013

2013	October	November	December
Total # Hidden Page From Newsfeed (Negative Feedback)	11	9	1
Avg. Engaged User (Daily)	33	41	19
Avg. Total Reach (Daily)	577	700	222
Avg. Post Reach (Daily)	762	623	185
Avg. # Clicks (Daily)	54	29	12

Definitions:

- **Negative Feedback:** The number of people who have given negative feedback (via hiding posts) to your Page. (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	September	October	November	December
Followers	4,907	5,203	5,291	5,555

In 2013, AAR added 1,865 Twitter followers; a 33% increase.

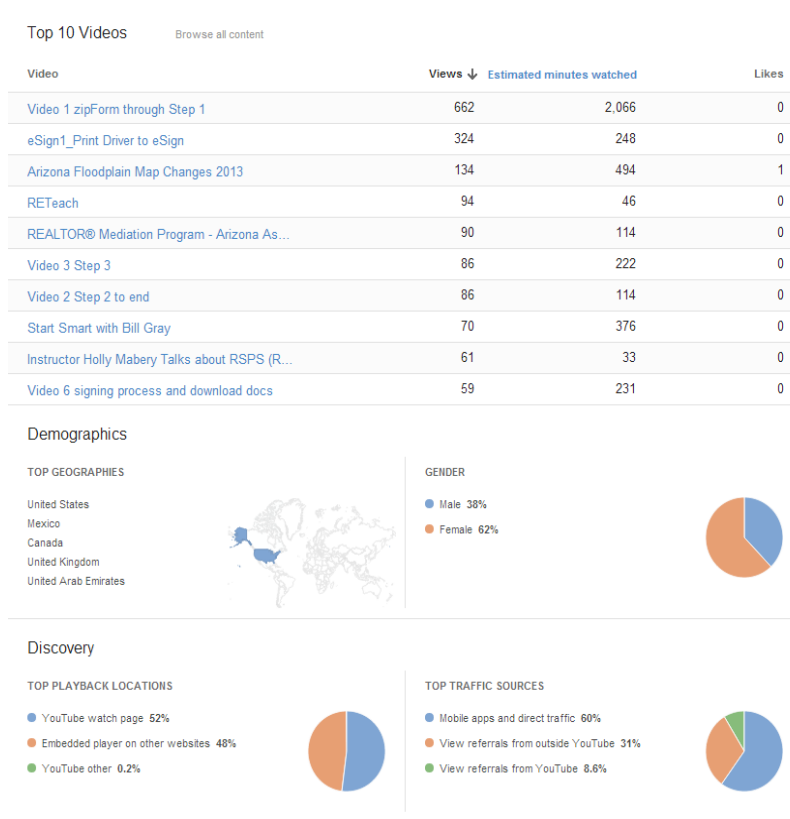
Social Media Statistics | YouTube (AAR Editor)

YouTube Overview:

	September	October	November	December
Total Views	1324	1227	1087	916
Estimated Minutes Watched	3025	2898	2539	1941
Net New Subscribers	+7	-1	+1	+1

Total Subscribers: 167

YouTube Details: October - December 2013



Appendix A: Average aaronline.com User

Using data compiled from Google Analytics from January 1- December 31, 2013, this is the profile of the average aaronline.com user.

Meet "Joe":



Joe lives in **Phoenix** (27.05%) and **Cox Communications** is his cable provider (41.17%).



He accesses the AAR website from his **laptop or desktop** that runs on a **Windows** operating system (73.44%) and uses **Internet Explorer** as his browser (43.6%).

Add Bookmark

Joe comes to our site **directly** by a bookmark he's created in IE or by typing in our URL. If Joe ever lost his bookmarks, he'd search for us on Google using a derivative of our name (AAR, Arizona Association of REALTORS, AAR Online, etc.)

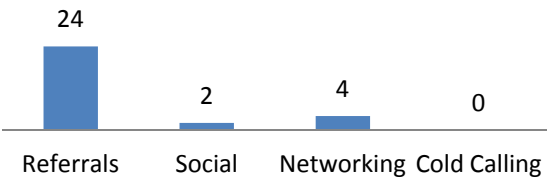
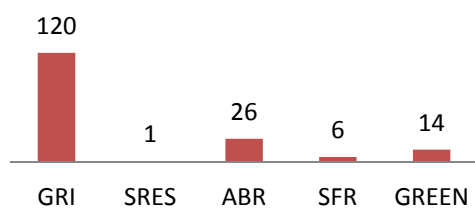
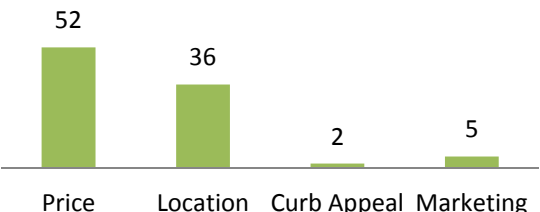

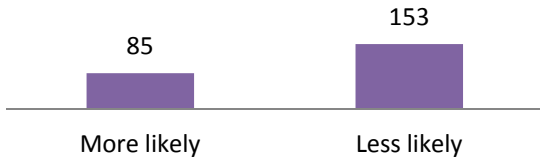
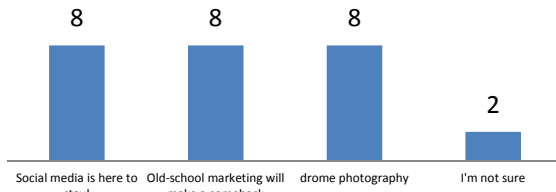
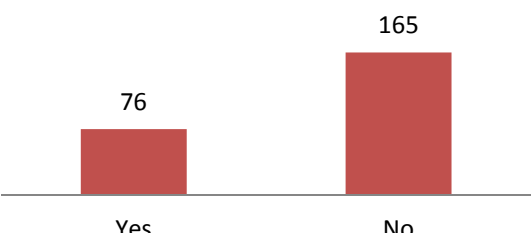
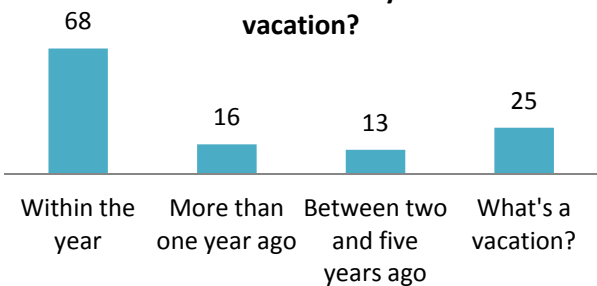


Joe visits our **homepage first**. From there he'll visit a total of **3.48 pages**. He typically spends **3 minutes 38 seconds** looking at content on our site.

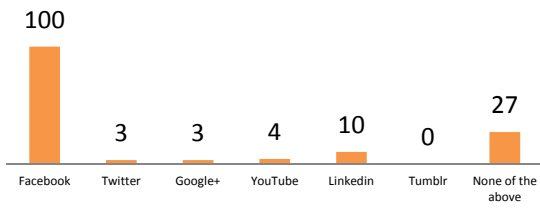


If Joe can't find something on our site, he **won't use the search box** (93.1%). (And he doesn't typically remember his password.) If he does search our site, he's looking for **eSign, zipForms, AAR forms** and the **Buyer Advisory**.

Appendix B: aaronline.com Poll Results 2013

<p>What is the best way to get new clients?</p>  <table border="1"> <thead> <tr> <th>Method</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Referrals</td> <td>24</td> </tr> <tr> <td>Social Media</td> <td>2</td> </tr> <tr> <td>Networking</td> <td>4</td> </tr> <tr> <td>Cold Calling</td> <td>0</td> </tr> </tbody> </table>	Method	Count	Referrals	24	Social Media	2	Networking	4	Cold Calling	0	<p>What is the best designation for new REALTORS?</p>  <table border="1"> <thead> <tr> <th>Designation</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>GRI</td> <td>120</td> </tr> <tr> <td>SRES</td> <td>1</td> </tr> <tr> <td>ABR</td> <td>26</td> </tr> <tr> <td>SFR</td> <td>6</td> </tr> <tr> <td>GREEN</td> <td>14</td> </tr> </tbody> </table>	Designation	Count	GRI	120	SRES	1	ABR	26	SFR	6	GREEN	14
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When it comes to social media, I spend most of my time on?



Will you make a New Year's resolution this year?

