



180Degrees
CONSULTING

Open Primaries
Final Presentation

June 1st, 2021



Project Overview

OPEN PRIMARIES

Mission

To advocate for the adoption of **non-partisan** and **open primary elections** in the USA

Why?

- Hyperpartisan districts mean primary elections often decide the winner
- Closed primaries exclude independent/minority party voters
- Open primaries would ensure all voters have a say

Organizational Structure



OPEN PRIMARIES ADVOCACY
501c(3)



OPEN PRIMARIES EDUCATION FUND
501c(4)

NO ONE SHOULD BE **REQUIRED** TO JOIN A POLITICAL PARTY TO VOTE.

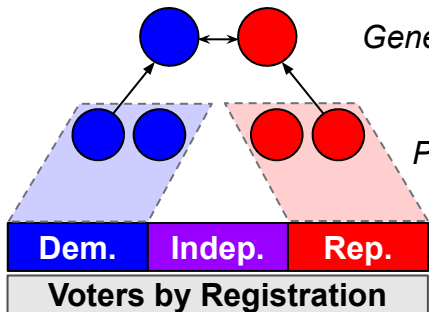
LET ALL VOTERS VOTE!



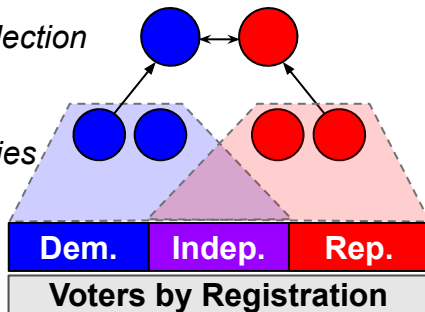
Open Primaries | What are they?

- **Primary elections** are used to determine the general election candidates
- They are state-sponsored but **exclude** independent voters
- Open Primaries **expand voters options**, and **produce more moderate candidates**

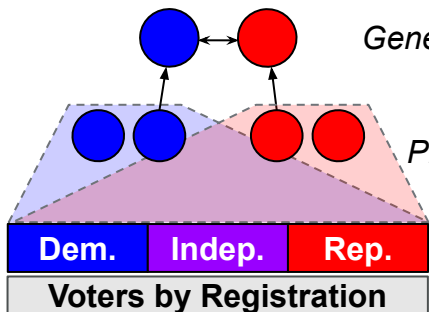
Closed



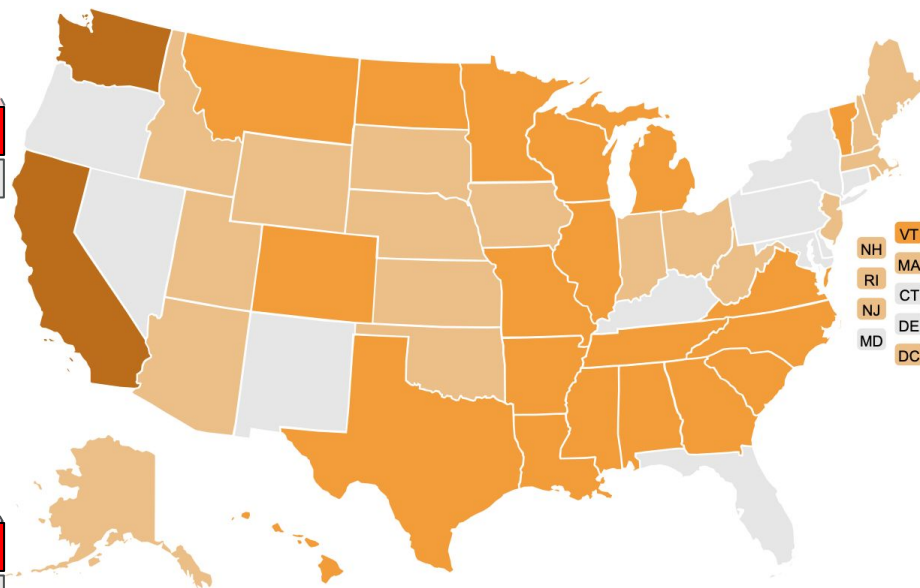
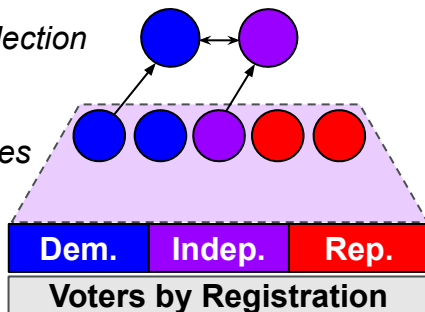
Semi-closed



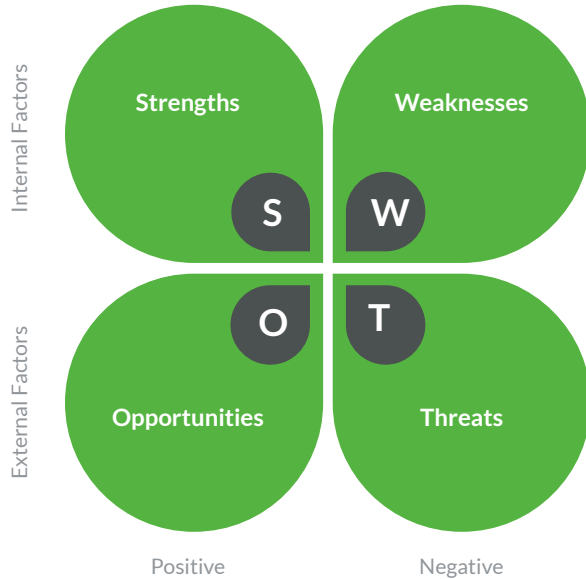
Open



Top Two



SWOT Analysis | Snapshot of Open Primaries



STRENGTHS

- Deep legal expertise in primary elections
- Generate quality informational content about a pressing social issue
- Track record of successful campaigns

OPPORTUNITIES

- Gen-z voters are highly skeptical of political parties
- Increased number of independent voters

WEAKNESSES

- Not using social media + website optimally
- Limited understanding of how their online content is reaching potential supporters
- Slow growth in subscriber base

THREATS

- Hyperpartisan environment could increase opposition to moderate or "centrist" reforms

Open Primaries should improve its online presence to take advantage of opportunities to grow with younger voters

Growing the movement for Open Primaries | Email Subscriptions

Why email subscriptions are a great target for growth

Grow base and boost initiatives

Open Primaries wants to **boost local campaigns**, rather than impose policies on specific states.



Sustainably grow base



Notify subscribers about local initiatives



Amplify grassroots campaigns



Segment subscriber list to keep content relevant

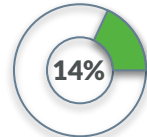
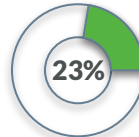
Reach followers with high engagement rates

Email tends to have **high engagement rates**

Sector Average



Open rate

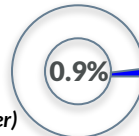


Click-through Rate



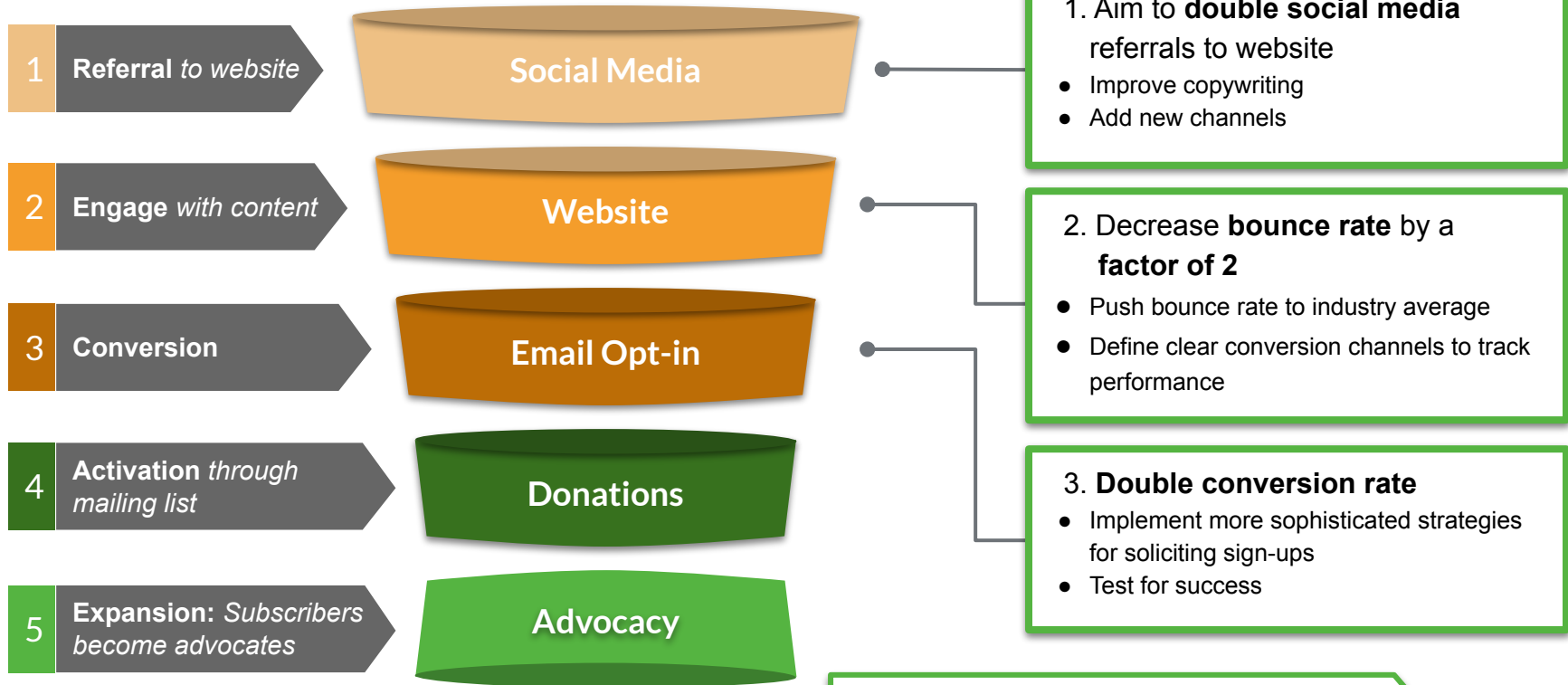
Engagement Rate

(engagements/post/follower)



Growth funnel | Identifying choke points

Constraint: One staff member responsible for maintaining online presence



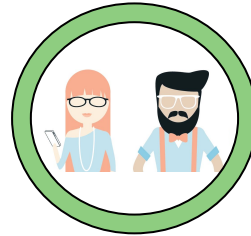
Eliminating these choke points could result in a **8x increase** in email subscription rates

Social Media

Potential Supporter Profiles



Older Voters



Millennials



Gen Z

Harder / more resource intensive to reach on a wide scale basis

Less likely to support Open Primary's cause and favours partisanship

Most Likely to Vote in referendums and are generally more politically active

Easier to reach through social medias such as Facebook and Twitter

Likely to support Open Primary's cause and are more independent and anti-establishment

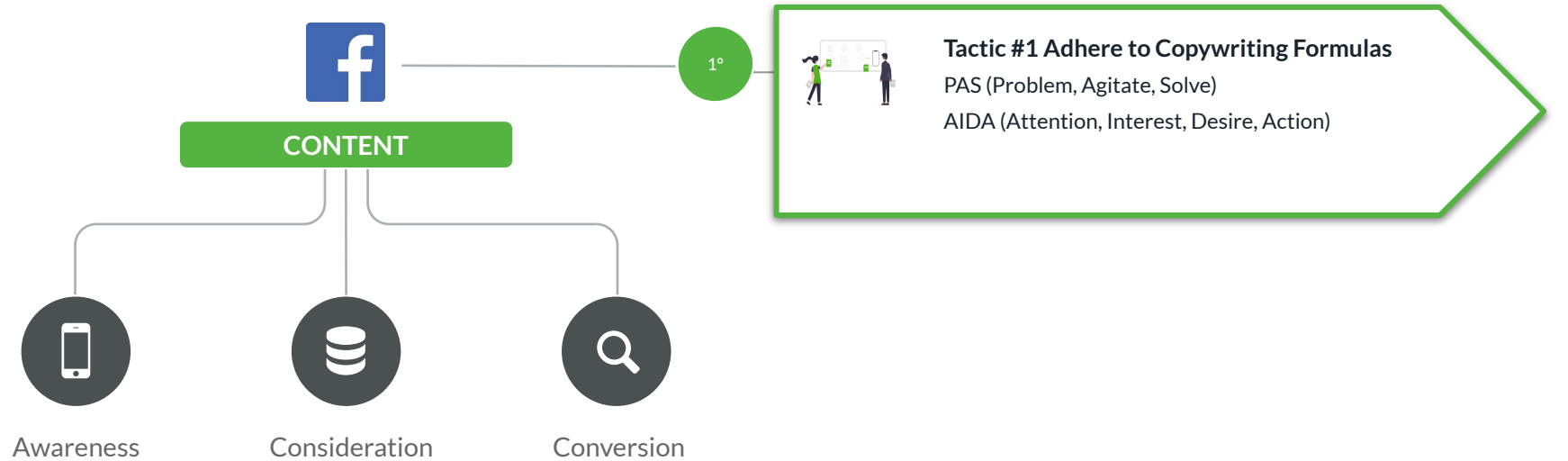
Have segments that are very politically active and others that are less active

Most easy and cost effective to reach through social media channels

Most likely to support Open Primary's cause

Least likely to vote due to age and time constraints

Recap of Phase I | Content, Copywriting and Visual Language



A. Content Structure

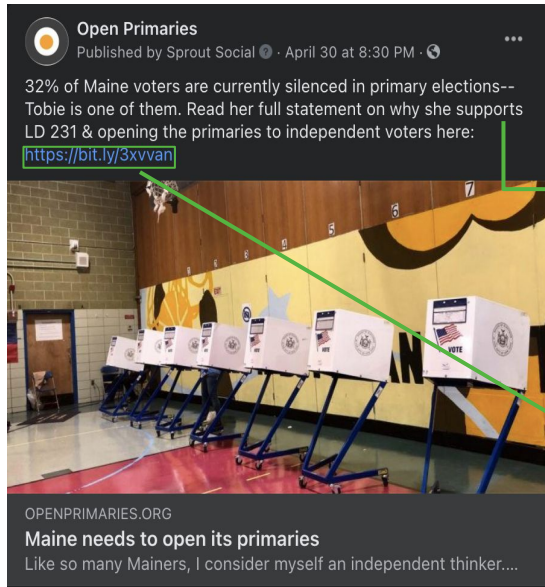
Succinct (< 200 words) captions following either the problem/action or interest/action approach with a strong call to action

B. Call to Action: OP Website, OP's/external channels

Lead traffic towards the OP website, YT/Twitter/Instagram or an external org/news site.

Copywriting, Visuals & CTA | Anatomy of an effective post

Op-Eds: Pathway to OP website



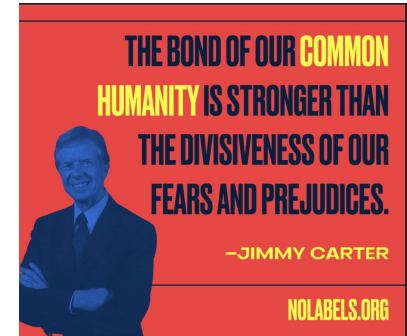
👍 Uses PAS

Opportunity to have a more specific CTA

Recommendation I:

1. Link to our *most desired CTA: newsletter sign-ups.*
2. Design separate post for collecting donations.

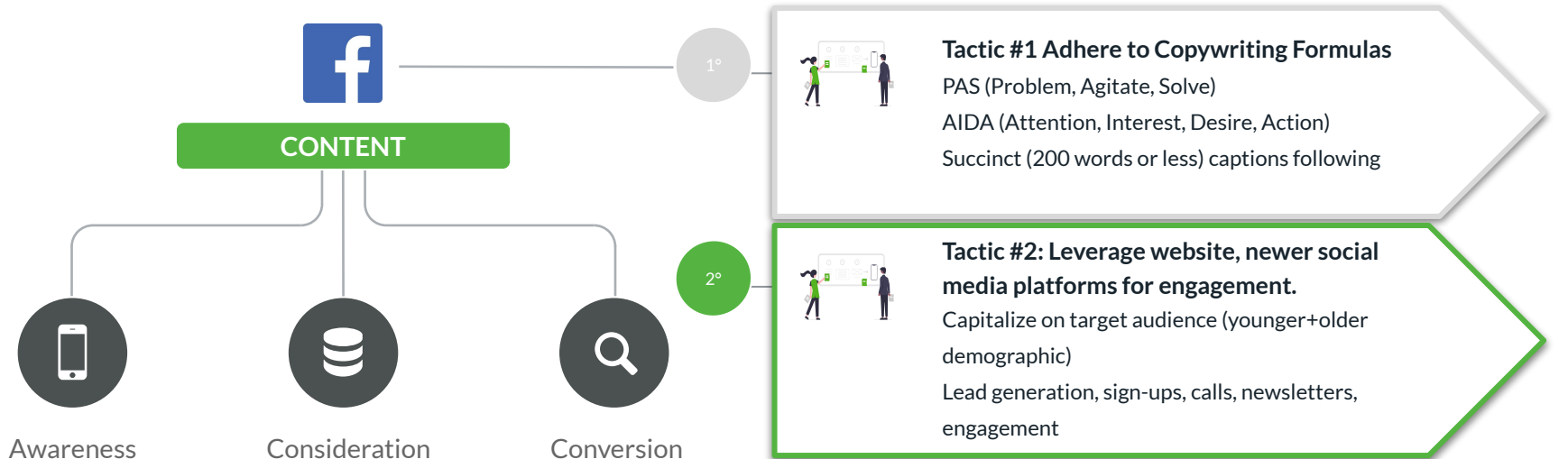
Visual Posts: higher reach and engagement



Recommendation II:

1. Broaden scope to *overarching ideas: divisive/polarizing politics, disenfranchisement,*
2. *Increase content diversity: quotes, memes and visual summary of political events.*

Towards Phase II | Content, Copywriting and Visual Language



Directing Facebook Traffic

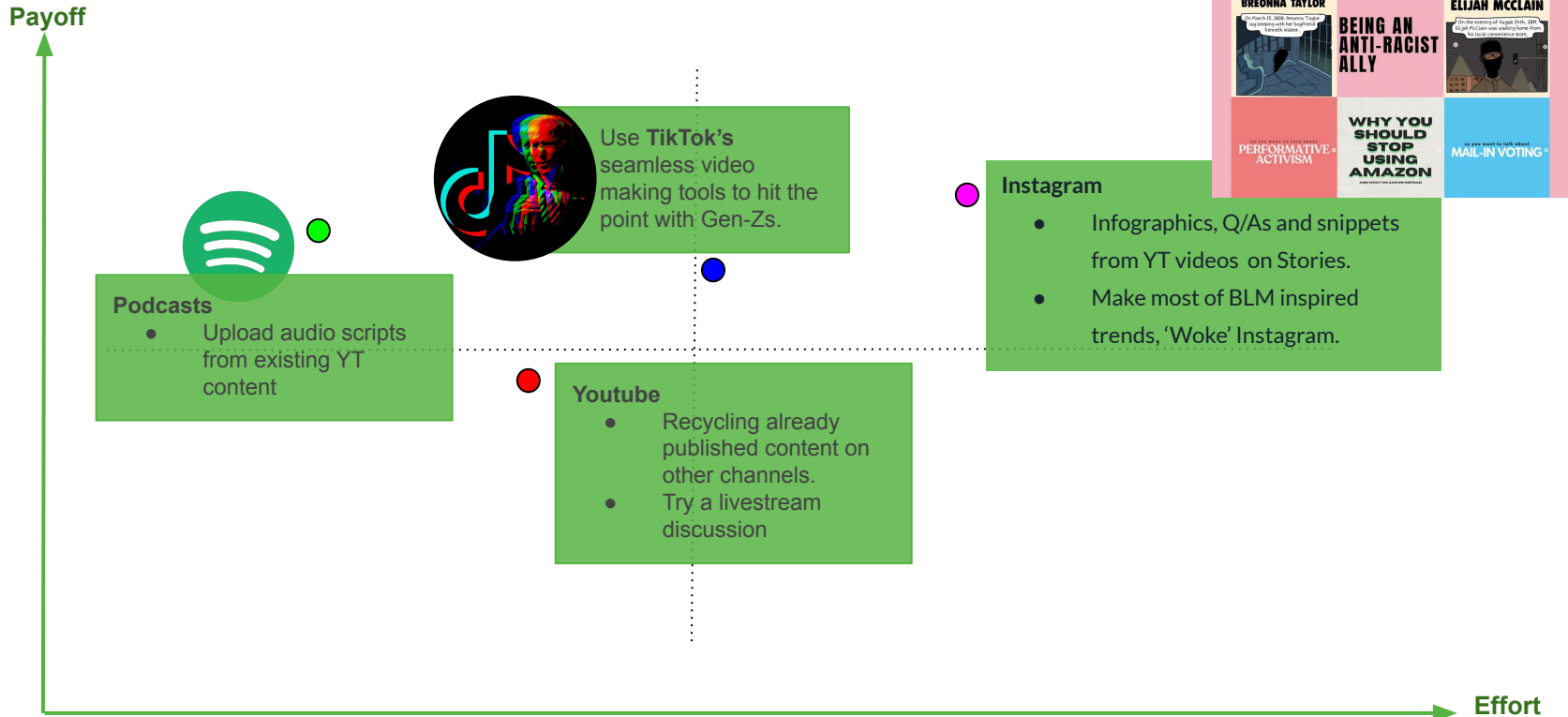
towards OP website, build audience on newer platforms, and tailor-recycle content across platforms.

Wider Content Sources

Expand to Podcasts, Instagram, and TikTok and find alternative sources of content

Exploration| Which newer channels deserve our time?

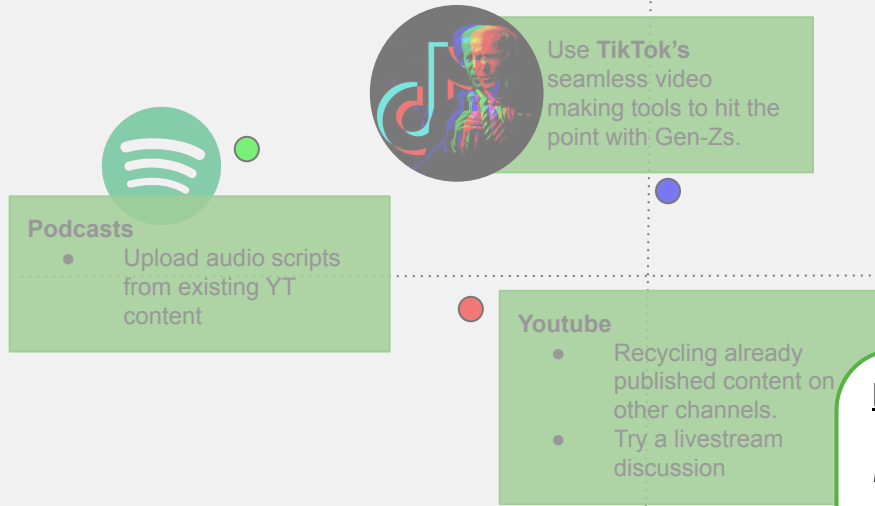
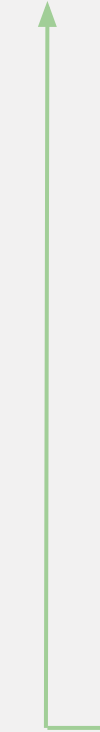
Given the constraints on time and resources, we look for a few standout channels



Exploration| Which newer channels deserve our time?

Given the constraints on time and resources, we look for a few standout channels

Payoff



Instagram

- Infographics, Q/As and snippets from YT videos on Stories.
- Make most of BLM inspired trends, 'Woke' Instagram.



Recommendations:

1. *Recycle content from Youtube into Podcasts, Instagram, TikTok and Facebook.*
2. *Workflow: design first for Instagram (unexplored channel) and then recycle onto Facebook, Twitter (older, established channels)*

Website

Website | Problems and Bottlenecks

Only **3.7%** of visitors make it to the third interaction

78% BOUNCE RATE

COMPARED TO INDUSTRY
AVG. 41-55%

83% is the **drop off rate** after the first page of interaction

How are they important?

Website Visitors/Day

% visits by non-subscribers

% of visitors who didn't bounce

% of visitors redirected to sign up page

% of visitors who sign up

Target

Website| Problems and Bottlenecks

How are they important?

Only 3.7% of visitors make it to the third interaction

78% BOUNCE RATE

COMPARED TO INDUSTRY AVERAGE

83% is paid

- **Significance:** Decreasing bounce rate from 78% to industry average 41% could **roughly double subscriptions**
- **Action:** Regularly update, optimize and clean the website
- **Result:** A more engaging, clutter-free website decreases bounce rates.

Website Visitors/Day

% visits by non-subscribers

% of visitors who didn't bounce

visitors redirected to sign up page

visitors who sign up

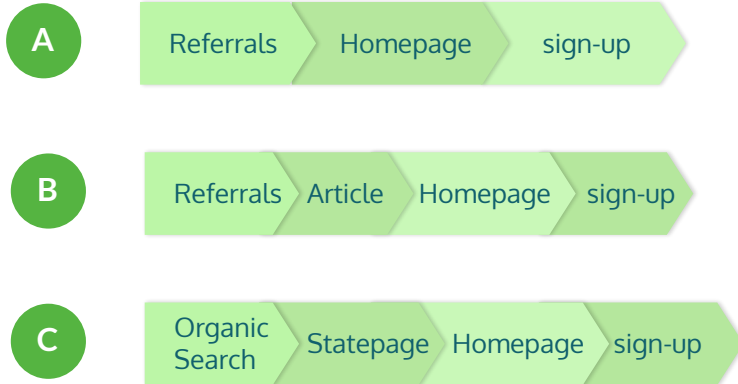
What needs improvement

Recommendation| Define and track conversion paths

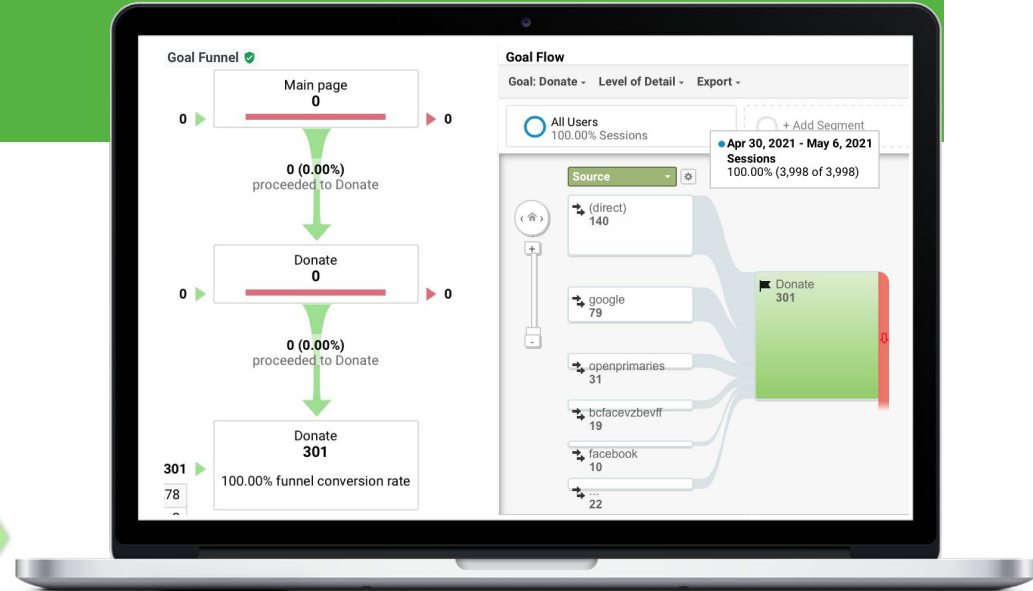
CONVERSION FUNNEL: LEVERAGE ANALYTICS

Open Primaries should define clear conversion paths and track performance in Google Analytics

Examples:



Google Analytics provides useful visualizations for understanding *which conversion paths are most successful*.



Tracking conversion paths will allow Open Primaries to focus referrals on the content that will maximize email subscriptions.

Conversion| Strategies for improving email sign-ups

Open Primaries provides a single mailing list to opt-in to, which turns off potential customers who only want to hear about specific topics.

Open primaries should see **more conversions on website visits** and be able to **test strategies** that optimize sign-ups. Subscribers will receive **the content they are looking for**.



Pop-up messages to signup

Options:

1. Ask for email right away
2. After set amount of time on site
3. When "exit intent" is detected
4. Require email address to view certain content



Provide multiple tiers of opt-in (state updates, discussions only, etc.)

1. First time user is asked should be for "low commitment" opt-in (e.g. just about state).
2. After user starts filling out form, prompt for more.



Perform A/B test on sign-up page

1. Create variations of sign-up page
2. Show different variants of the same web page to different segments of website visitors
3. Compare which variant drives more conversions

Recommendation | Outsource Website Tasks

Better user experience with efficient use of resources

Reconfiguring the website and google analytics setup can be efficiently accomplished by experts, and is not an optimal use of the Communications Director's time.

01

HIRE FREELANCERS

Websites like [fiverr.com](https://www.fiverr.com) and [freelancer.com](https://www.freelancer.com) have freelancers offering building a website for under \$100

02

CUSTOMIZED PROJECT CONTENT

Redesign web content, website functionality and setting up analytics dashboard

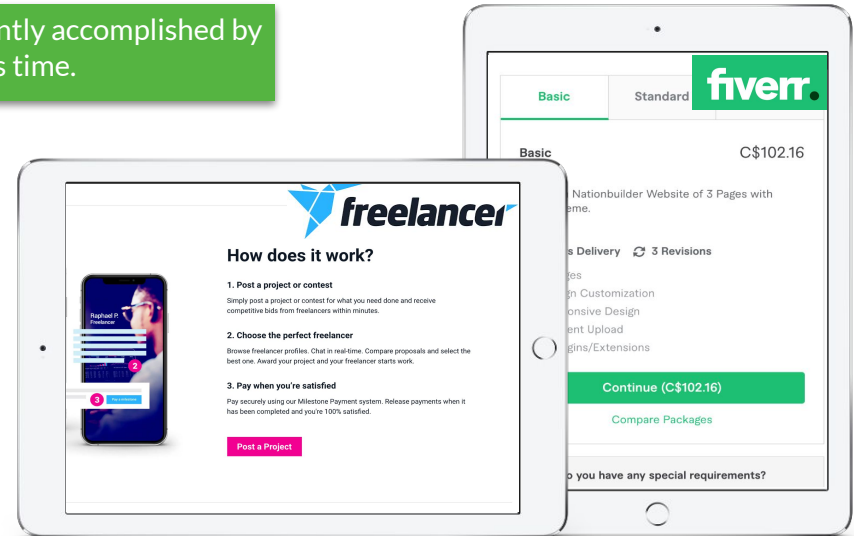
03

BE AWARE OF SCAMS & START SMALL

Pick a freelancer with more reviews and higher rating
Start with a basic plan to see the quality and satisfaction
Maintain a good relationship with the freelancer

Projects to consider:

1. **Implement email sign-up strategies + A/B testing**
2. **Build Google Analytics Dashboard**



Result: Improve website functionality and analytics capabilities while freeing up staff to focus on their core expertise.

Summary of Recommendations

- 01 IMPROVE SOCIAL MEDIA (x2)
- 02 INCREASE WEBSITE RETENTION (x2)
- 03 IMPLEMENT STRATEGIES FOR BOOSTING SIGNUPS (x2)
- 04 USE FREELANCERS

*Eliminating these choke points would result in a **8x increase** in email subscription rates*

QUESTIONS?

APPENDIX

APPENDIX A: Social Media

Appendix A1: Front Page




OPENPRIMARIES About - The Movement - Get Involved - Take Action - Open Primaries Education Fund

NO ONE SHOULD BE REQUIRED TO JOIN A POLITICAL PARTY TO VOTE.
LET ALL VOTERS VOTE!

Research & Resources
Open Primaries Current Campaigns
Virtual Discussions Series

News & Updates
Spokesperson Center

The fight for open primaries

-  **Open Primaries in the News** April 19, 2021
Joe Kirby: Healthy democracy requires competition
-  **Open Primaries in the News** April 07, 2021
Sen. Hickman: Mainers must have the right to vote in all taxpayer-funded elections
-  **Open Primaries in the News** March 05, 2021
Closed Primaries Disenfranchise Millions of Young People

86% of Americans believe the government is broken
43% of Americans, including 50% of Millennials, identify as politically independent
70% of Americans support open primaries
Primaries are conducted with taxpayer money. The closed presidential primaries in 2020 cost taxpayers a quarter billion dollars, yet left out 30 million voters

Learn more about how primaries are conducted in your state.
Enter zip code Search

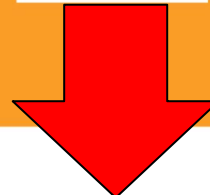
Keep campaigns up to date


This should link to "Breaking news" page (slug:in_the_news) -> More engaging

Appendix A2: URL Problem

- 86% of Americans believe the government is broken
- 43% of Americans, including 50% of Millennials, identify as politically independent
- 70% of Americans support open primaries
- Primaries are conducted with taxpayer money. The closed presidential primaries in 2020 cost taxpayers a quarter billion dollars, yet left out 30 million voters

Learn more about how primaries are conducted in your state.



The logo for NationBuilder, featuring a stylized hash symbol (#) inside a circle with a rainbow gradient.

NationBuilder

Page cannot be found.

The URL you requested either moved or no longer exists.

- Great Idea, but the link is dead
- State abbreviation (e.g. CA for California) might be more natural

Appendix A3: Fiverr

Select website platform

- | | |
|---|---|
| <input type="checkbox"/> GoDaddy (61) | <input type="checkbox"/> Joomla (58) |
| <input type="checkbox"/> Wix (56) | <input type="checkbox"/> SiteBuilder (50) |
| <input type="checkbox"/> Blogger (43) | <input type="checkbox"/> Squarespace (35) |
| <input type="checkbox"/> Drupal (34) | <input type="checkbox"/> Webflow (20) |
| <input type="checkbox"/> Adobe Dreamweaver (18) | <input type="checkbox"/> Django (16) |
| <input type="checkbox"/> ClickFunnels (8) | <input type="checkbox"/> Weebly (8) |
| <input type="checkbox"/> vBulletin (5) | <input type="checkbox"/> Umbraco (4) |
| <input type="checkbox"/> Duda (2) | <input type="checkbox"/> Mobirise (2) |
| <input type="checkbox"/> Jekyll (1) | <input type="checkbox"/> Tilda (1) |

freelancer.com

1. Post a project or contest Simply post a project or contest for what you need done and receive competitive bids from freelancers within minutes.
2. Choose the perfect freelancer Browse freelancer profiles. Chat in real-time. Compare proposals and select the best one. Award your project and your freelancer starts work.
3. Pay when you're satisfied Pay securely using our Milestone Payment system. Release payments when it has been completed and you're 100% satisfied.

How to avoid being scammed (picking top rated and most reviewed)

APPENDIX B: Google Analytics

Appendix B1: What Insights Can we Gain?

How many users are being reached?

- Page Views
- Number of Sessions

Who is being reached?

- Audience Demographics

How do users interact with the web?

- User Flow Report
- Landing Page

Which channels do viewers come from?

- Organic viewers vs. Paid
- Which social media platforms are most effective

Is the website fulfilling its purpose?

- Action Rates
 - Sign-ups, donations, signatures, etc.

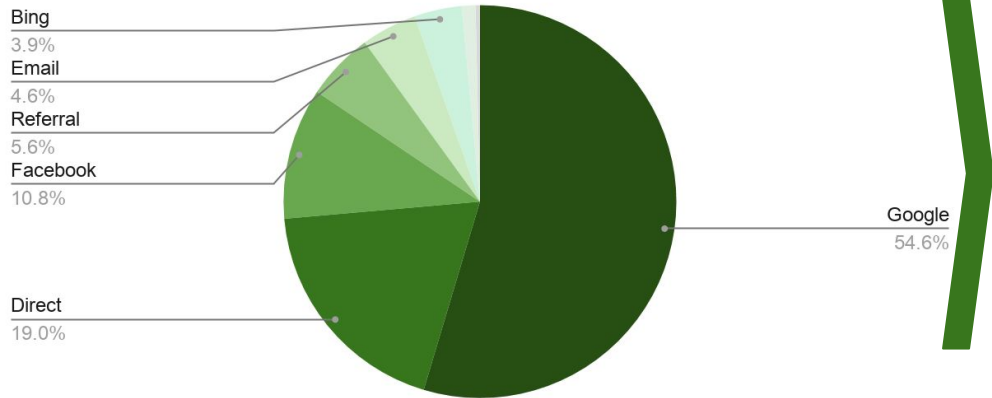
How effective is the site at engaging and keeping viewers?

- Bounce Rates
- Average Session Durations



Appendix B: Users' Path

Traffic Channels



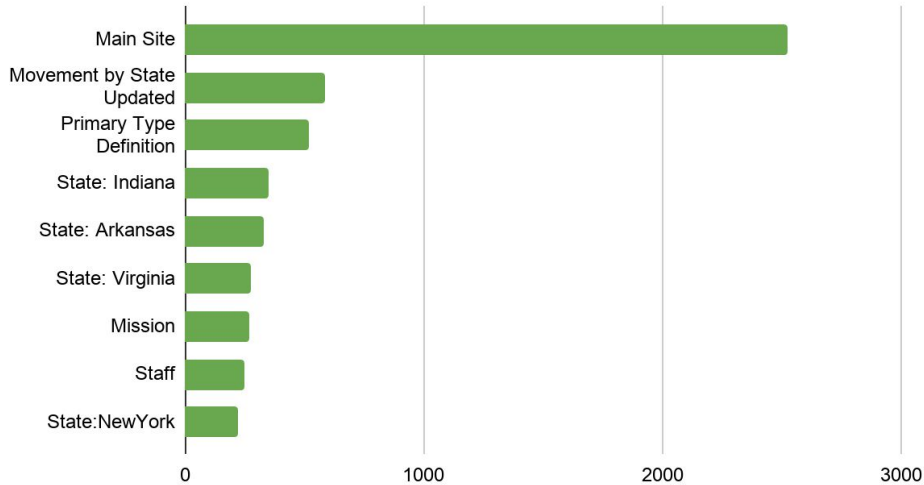
Insights:

- Most visitors reach Open Primaries through **Organic Google searches**
 - These visitors tend to bypass the homepage -> all pages should guide users toward donating/volunteering
 - *Google ads might be a great choice for advertisement & campaign.*
- Facebook (10.8% of traffic) dominates social media referrals (11.2%)
 - Alternative channels are underutilized; look for upticks in traffic when these come online

Preliminary Insights: Content

Where do visitors spend their time?

Content Drilldown

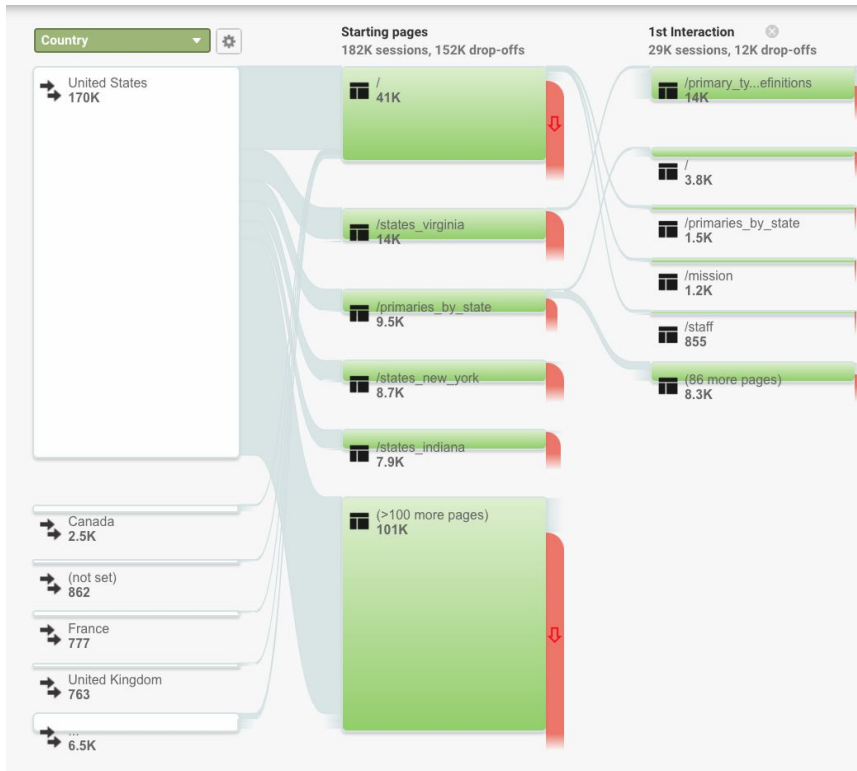


*Data is collected by Google Analytics from January 1, 2021 to March 3, 2021.

Insights:

- Open Primary could share the most popular pages on Facebook+Twitter more to **get people in the door**.
- For most users, Landing Page is the Exit Page . Content should be more closely linked across the site **keep people engaged**.

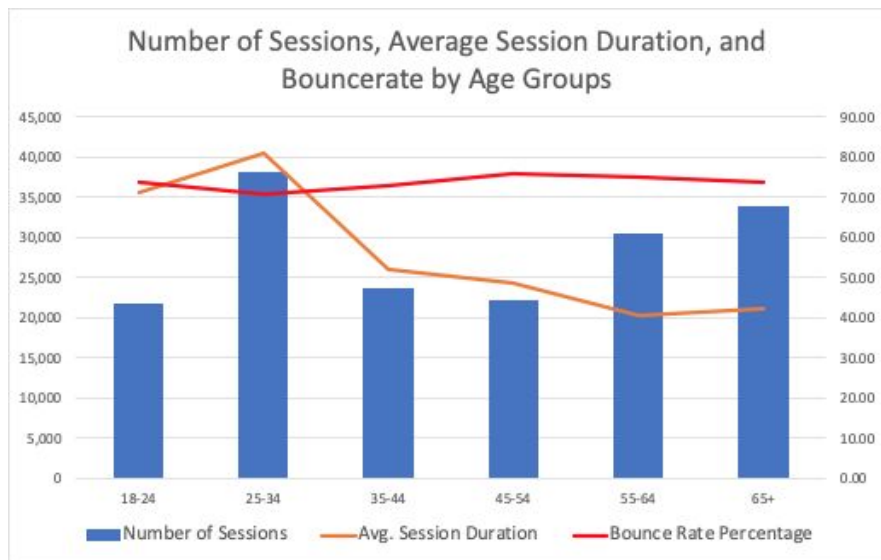
Preliminary Insights: User Flow and Bounce rates



Insights:

- Most users only look at a single page
 - (83% drop off rate after starting page)
 - Only 3.7% of sessions make it to the third interaction
- **78% Overall Bounce rate** (percentage of single interaction visits to a website)
 - 41%-55% is average
 - **Phone users have higher bounce rate** and lower session duration
- **Most page views are organic**
 - Starting page varies
 - Most users are those who 'accidentally' traversed onto the site. (See Appendix)

Google Analytics | User Engagement



Key Takeaways:

The site is having trouble engaging and keeping its viewers

- Most users only look at a single page
 - Only 3.7% of sessions make it to the third interaction
- **78% Overall Bounce rate** (percentage of single interaction visits to a website)
 - 41%-55% is average

Recommendation:

1. Remove dead links and outdated pages to make sure users stay engaged.
2. Make all pages link to *action* pages (sign up/donate) and track these conversions

Users by Device Category

Google Analytics

<input type="checkbox"/>	Device Category [?]	Acquisition			Behavior		
		Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
<input type="checkbox"/>		305,088 % of Total: 100.00% (305,088)	307,981 % of Total: 100.01% (307,949)	358,382 % of Total: 100.00% (358,382)	76.63% Avg for View: 76.63% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)
<input type="checkbox"/>	1. desktop	147,558 (47.92%)	146,860 (47.68%)	174,540 (48.70%)	72.76%	2.05	00:01:14
<input type="checkbox"/>	2. mobile	142,843 (46.39%)	143,876 (46.72%)	163,851 (45.72%)	80.69%	1.40	00:00:36
<input type="checkbox"/>	3. tablet	17,496 (5.68%)	17,245 (5.60%)	19,991 (5.58%)	77.21%	1.56	00:00:44

Search Queries

Search Query [?]	Clicks [?] ↓
	39,261 % of Total: 40.34% (97,314)
1. open primaries	1,842 (4.69%)
2. virginia open primary	1,005 (2.56%)
3. georgia open primary	650 (1.66%)
4. is virginia an open primary state	567 (1.44%)
5. can independents vote in primaries in ny	523 (1.33%)
6. michigan open primary	506 (1.29%)
7. virginia primary voting rules	495 (1.26%)
8. can independents vote in primaries in wv	482 (1.23%)
9. massachusetts open primary	458 (1.17%)
10. is virginia an open primary	351 (0.89%)

Appendix C: Mail Blast Statistics:

Performance of Email Blasts

Sender	Open Primaries	Jeremy Gruber	Industry Average
Average Sent	8221.68	8402.96	
CTR:	0.68%	1.45%	2.37%
CTOR:	5%	9%	10%
Open Rate:	13%	16%	22.94%
Unsub Rate:	0.18%	0.34%	0.21%
Donation per 1k opened emails	\$ 9.22	\$ 1.55	

Performance of Email Blasts

Open Primaries						
Day of Week	Total Sent (thousands)	CTR:	Open Rate:	Unsub Rate:	Donation per 1k opened emails	Donations per 1k sent emails
Monday	539.4	0.77%	14%	0.36%	\$ 3.56	\$ 0.51
Tuesday	692.4	0.53%	12%	0.12%	\$ 1.23	\$ 0.15
Wednesday	344.6	1.26%	18%	0.11%	\$ 1.13	\$ 0.20
Thursday	380.3	0.59%	11%	0.14%	\$ 1.36	\$ 0.15
Friday	556.1	0.32%	10%	0.14%	\$ 1.40	\$ 0.14
Saturday	76.7	0.12%	6%	0.08%	\$ 0.76	\$ 0.05

Email Blast Stats: Industry Averages

Performance of Email Blasts

1.2 PREFERRED CHANNEL FOR PERMISSION-BASED PROMOTIONAL MESSAGES (BY AGE GROUP)

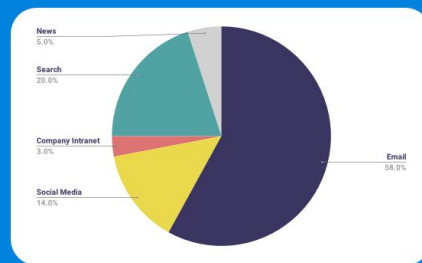
PROMOTIONAL MESSAGES FROM COMPANIES WHOM I HAVE GRANTED PERMISSION TO SEND ME ONGOING INFORMATION

	OVERALL	15-17	18-24	25-34	35-44	45-54	55-64	65 PLUS
Email	77%	66	74	75	81	79	81	79
Direct mail (letters, catalogs, postcards, etc.)	9%	6	6	6	9	10	14	14
Text messaging (SMS) on a cell phone	5%	10	5	7	4	6	1	0
Facebook	4%	8	7	3	4	3	1	0
Telephone	2%	0	5	3	2	1	1	2
Twitter	1%	4	1	1	0	0	0	0
Mobile App	1%	2	1	1	0	1	0	0
LinkedIn	0%	0	0	1	1	0	0	0

Source: ExactTarget. 2012 Channel Preferences Survey, February 2012 • N = 791 US Online Consumers, age 15 and older

www.ExactTarget.com/SFF

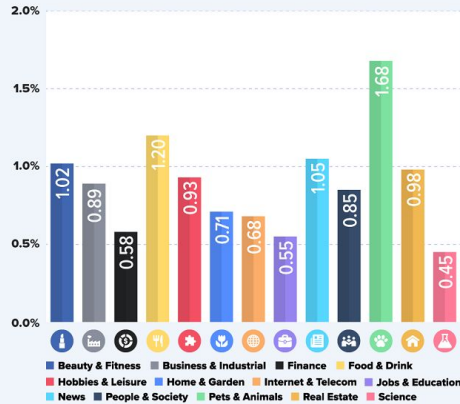
Email vs. Social Media, First Check of the Day



FACEBOOK ADVERTISING BENCHMARKS

AVERAGE CTR

The average **click-through rate (CTR)** on Facebook Ads across all industries is **0.89%**.

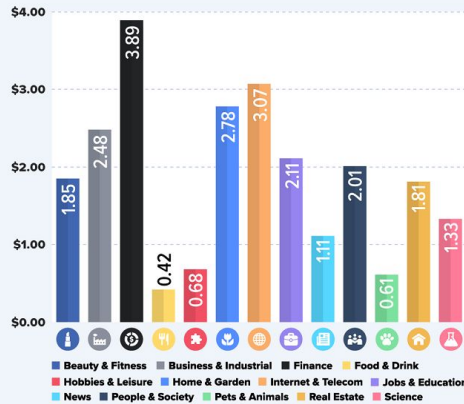


WordStream
Online Advertising Made Easy

FACEBOOK ADVERTISING BENCHMARKS

AVERAGE CPC

The average **cost per click (CPC)** on Facebook Ads across all industries is **\$1.68**.

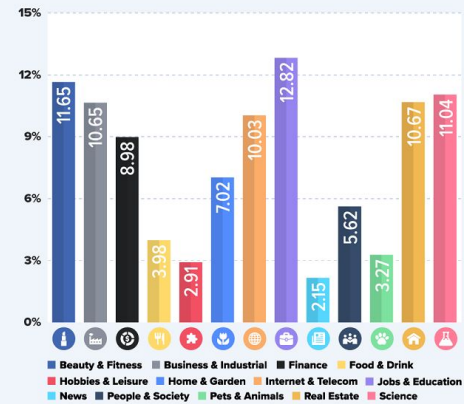


WordStream
Online Advertising Made Easy

FACEBOOK ADVERTISING BENCHMARKS

AVERAGE CVR

The average **conversion rate (CVR)** on Facebook Ads across all industries is **9.11%**.



WordStream
Online Advertising Made Easy

Appendix D: NationBuilder

Appendix D1: Basic Information about NationBuilder

NationBuilder is an online platform for political parties and advocacy groups to host websites and manage political campaigns



Provides organizations access to a database of Voter Files with detailed information regarding each voter, including:




- 01 POLITICAL INTEREST
- 02 CONTACT INFORMATION
- 03 DURATION OF ENGAGEMENT WITH THE ORGANIZATION

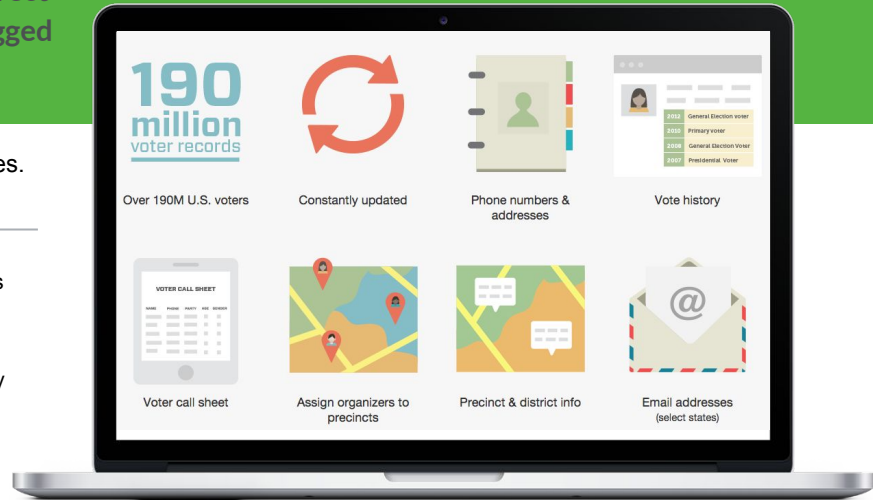
Appendix D2: Leverage voter files to improve outreach

Context: Previous efforts used the Voter Files as a direct emailing list, resulting in the emails being spam tagged and provided limited outreach

Future Plans: Explore alternative methods to utilize the Voter Files.

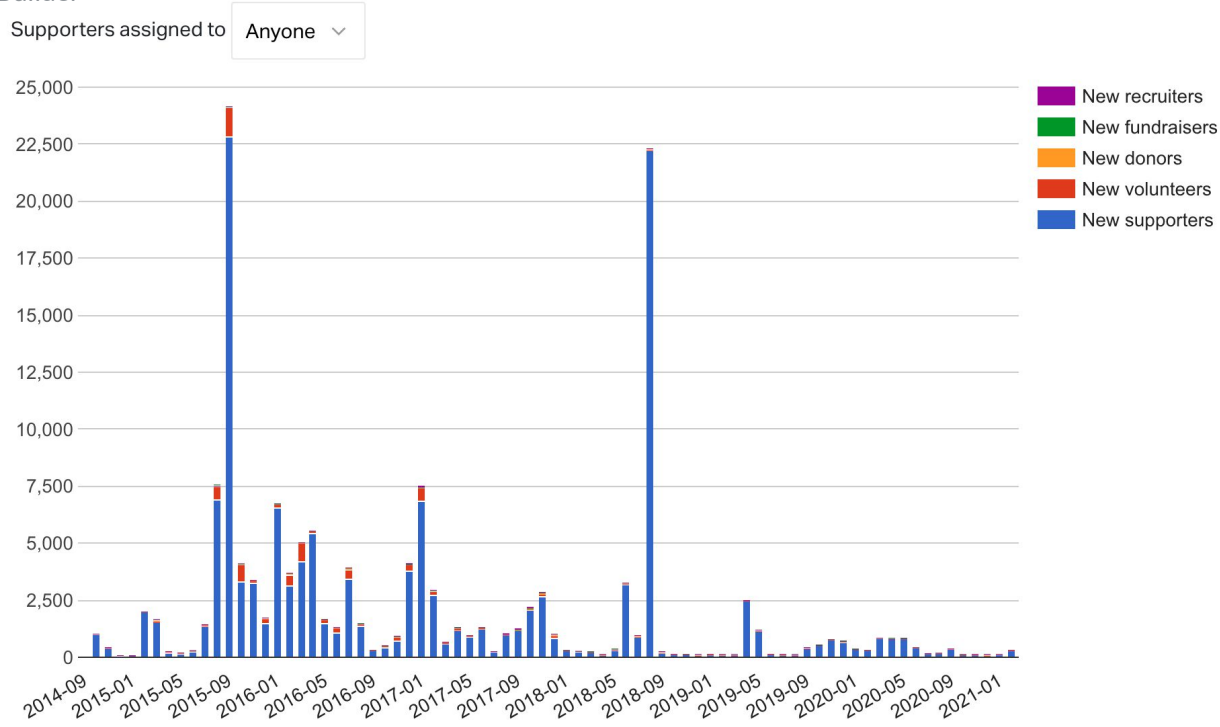
Possible considerations are:

-  Tracking the **supporter growth rate** over time to assess effectiveness of different campaigns and marketing efforts
-  Gaining insight into what is **keeping people engaged** by tracking a voter's duration of engagement with the organization
-  **Unintrusively delivering marketing information to targeted users** using Facebook or Google Ads, by using the provided emailing list



Appendix D3: Track Supporter Growth

Data from NationBuilder



Appendix E: Marketing Budget Allocation

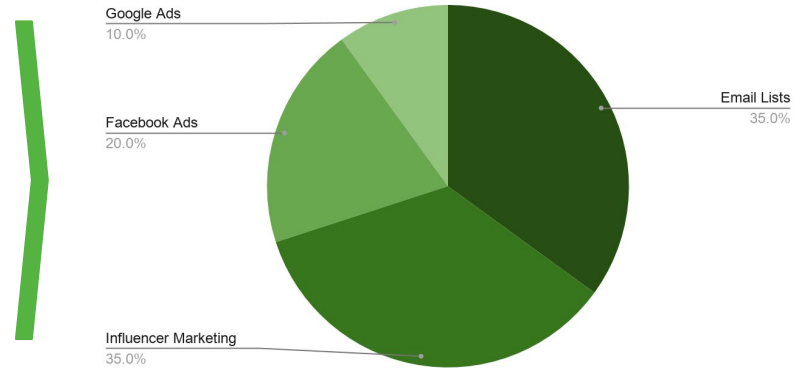
Budget Allocation: Which areas should marketing plan focus on?

- Marketing Strategies Comparison

	Google Ads	Facebook Ads
Monthly Budget	\$1500	\$1500
Cost per Click	\$1.79	\$1.06
Conversion Rate	7.93%	13.58%
Return on Investment	-72.1%	-35%

- We apply ROI calculators from Hubspot and extract industry average indicators for CPC and CVR .
- Calculations are made base on the monthly budget of \$1500.

Marketing Budget Allocation



- We recommend Open Primary to focus on expanding the mailing list and developing influencer marketing strategy.
- Notice that Traackr serves as a great platform for connecting influencers and organizations.