

The **Cornell** Lab  of Ornithology

**Integrated and Inbound
Marketing
AVAP July 2013**

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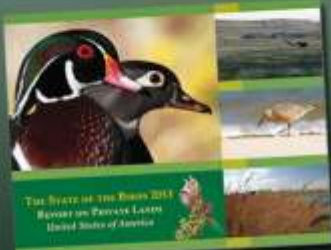
Good morning. My name is Sean Scanlon, Sr. Director, Cornell Lab of Ornithology.

I am very happy to be here today to discuss the Cornell Lab of Ornithology as a case study of Integrated and Inbound marketing.

Start with CONTEXT – you are all associated with Vet schools. I would like to give some background on the Lab and what we are, and what we aren't, so you can understand our case study.

Following that, I will be walking you through the I think you may find many things to apply to your work, or perhaps none.





The State of the Birds 2013

New report highlights enormous contributions of private lands to bird and habitat conservation

[Read the report](#)

State of the Birds
2013

Get Sounds of 722
Bird Species

Take an Online
Course

Latest Issues of Living
Bird

Bird-of-Paradise
Project

About Us

We use science to understand the world, to find new ways to make conservation work, and to involve people who share our passion.

[Learn More](#)

Annual
Report

[Read Now](#)



Your passion
is our mission.

Join as a
Member



Sign Up for eNews

Get bird info, tips, and news via email

[Go](#)

All About Birds



Search
Online Bird Guide

Try This



Can you guess whose
voice this is?

Gunnison Sage-Grouse



DISCOVER
CENTENNIAL CAMPAIGN

The Discover
Campaign

Our Stories,
Your Impact

Giving
Opportunities

Discover Your
Role



TACKLING BIG QUESTIONS
opens the way to new answers and the best conservation outcomes. Help us discover—and together we can CHANGE THE WORLD.

[John Fitzpatrick shares the Lab's vision. Watch Video >](#)

© The Lab

DISCOVER **INNOVATE** **TEACH** **INSPIRE** **ACT**

What does one bird's 18,000-mile migration teach us about protecting shorebirds everywhere?

[Find Out More](#)



All About Birds

Like You, Ken Hrubalowski and 13,129 others like this.

Search in Website Bird Guide

Find



Help build our bird ID tool
Go

Bird Guide

Bird Cams

Birding Basics

Living Bird

Get involved



Welcome to All About Birds

Your online guide to birds and bird watching

Search Our Bird Guide

Find

Or Browse by Taxonomy, Name, or Shape



Twitter Facebook @ this is for the birds

Features

Featured This Week

Congratulations to Funky Nests in Funky Places winners! Also, YardMap project participant honored as **Champion of Change** in White House ceremony.

Question of the Week

How can we keep ants out of our hummingbird feeder? [Answer](#)

WELCOME TO ALL ABOUT BIRDS

Your guide to birds and bird watching

Information on 588 species in our online bird guide

Latest updates: Expanded info on Green Heron, Broad-winged Hawk, Great Horned Owl, and Osprey.



FEATHERWEIGHT CHAMPION
OF DOWN AND DUSK.

MONARCH



Welcome to eBird

Birding in the 21st Century.

The Cornell Lab
of Ornithology



Help Support eBird



BirdCast

View migration forecasts!

eBird Rarity Photos
Pool



News and Features

[2013 State of the Birds Report](#)

15 July 2013

The 2013 State of the Birds report draws heavily on eBird data in its analysis of private lands and the important role that they play in landscape-scale bird conservation. Roughly 60% of land in the U.S. (1.8 billion acres) is privately owned and more than 100 bird species have more than half of their distribution on private lands, so protecting birds at a continental scale requires engaging private landowners in bird conservation. These activities are not necessarily at odds with bird conservation and the 2013 highlights ways in which private landowners can be engaged in bird conservation.

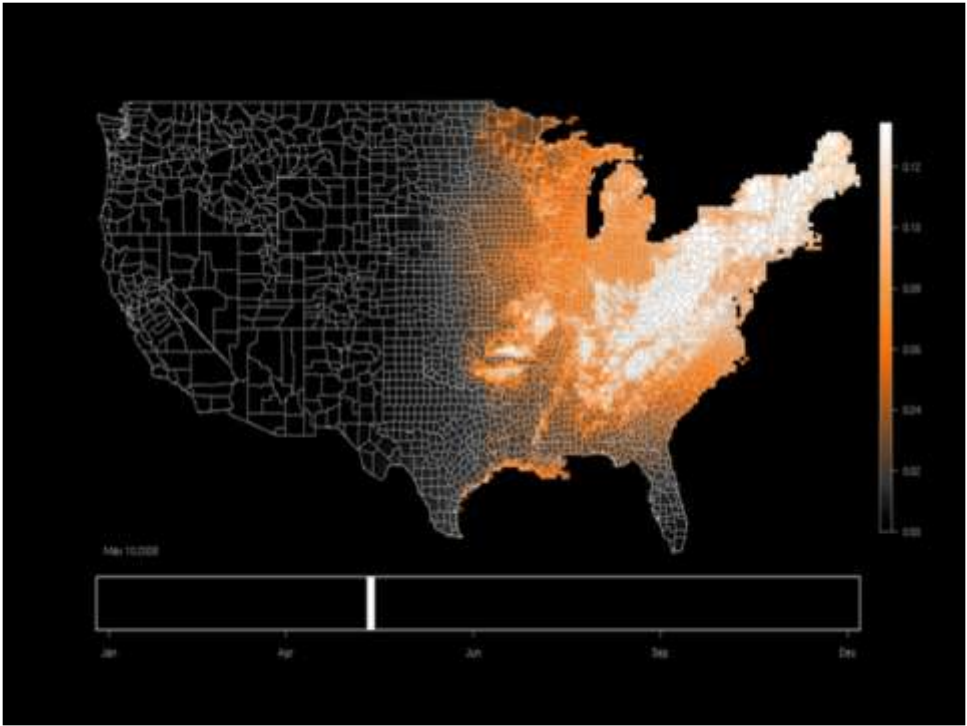


[eBird Top100 goes global!](#)

12 July 2013

The eBird Top100 is one of the more popular pages in eBird. It displays the contributions of individuals, showing how many species and how many checklists our contributors have reported. The Top100 was released before eBird went global a couple years ago, and we are excited to announce today that it is now possible to see the Global Top100. Check out where your world life list falls compared to other eBirders. In addition to comparing World life lists and global checklist submissions, you can also compare a







Project FeederWatch

Join or Renew!

Embrace the winter. Count feeder birds for science!

The Cornell Lab of Ornithology



[CLICK HERE](#)

[Learn More!](#)

[About FeederWatch](#) | [Instructions](#) | [Data Entry](#) | [Explore Data](#) | [News](#) | [Birds and Bird Feeding](#)

Quick Links

[Participants' Corner](#)

[Education / Home School](#)

[Electronic Newsletter](#)

[Media](#)

[Citizen Science](#)

Help support **FeederWatch**
[Donate Online!](#)

[Visit our](#)



FeederWatch News & Features

It's time to sign-up

We are taking signups for the 2013-2014 season of Project FeederWatch, which begins November 9.

[JOIN NOW](#)

Still time to enter 2012-13 data

Data entry is still open. Counts collected during the 2012-13 FeederWatch season can be submitted through the summer.

TRICKY BIRD ID:



The Cornell Lab of Ornithology

Right Whale Listening Network

Bioacoustics Research Program

About Right Whales Threats Sounds Solutions Partnerships

Home Threats to Right Whales Explore Whale Sounds

Helping Ships Avoid Endangered Whales

The world's last 350 North Atlantic right whales live along the East Coast. Collisions with ships are a deadly hazard, but new listening buoys are helping. Here's how.





Life as a Right Whale

Find out the basics: Where they live, what they eat, why

Right whale detections: last 24 hours

New smart buoys listen for whale calls all day, every day. Frequent alerts let ship captains know where and when to slow down—and save a whale.

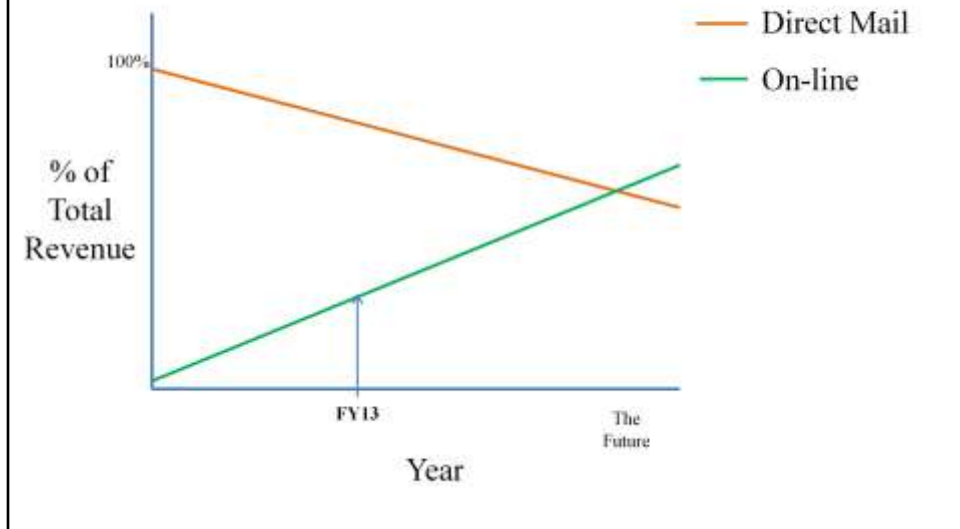
0 Right Whale Calls Detected Within 24 Hours



We also do whales...

**So where to begin with this
complicated inbound
marketing stuff...?**

Growth of online efforts (2008-?)



In fall 2008 years ago I presented our board with this slide – at that time our entire membership program was direct mail, we had no significant email communications to speak of with an email list of under 50,000 email addresses, and our revenue from online sources was perhaps 2% of our total program. So the graph was meant simply to show that we knew that online giving would be growing and that we would need to adapt and grow with it. And, at some time the percentage of revenue we were receiving online would equal the percentage through the mail. And, we also knew back then that we had a great strategic advantage in our amazing communications people and programs at the time. We have amazing content, compelling stories to tell and we are lucky to be led by one of the most skilled (and patient) people in Miyoko Chu. But you will also notice the x axis is missing measurements – that is because we didn't know how this would play out as we made these changes.

Despite the unknowns we started to make strategic changes and investments in our approaches, and for the past couple of years, especially in the last 12 months, we are starting to realize some significant benefits that seem to be increasing and accelerating. You'll see in a little while that we can start to add some measurements to the x axis even. (We are somewhere around here...)

**And who is good at this?
A group we can model
ourselves after?**



Featured Highlight



Molly and Joey Join Forces for No Pet Store Rubens Day
Meet Molly! She needs your help in the fight against puppy mills!
[Read more](#)

Take Action Now



Ways to help End Dog Fighting
Despite the widespread reality of dog fighting, people all over the world are participating in dog fights in communities around the country. Find out more about how you can help end this cruel sport from happening in your neighborhood.
[Read more](#)

**A creative, flexible, and smart
communications program
is the key**

What is Inbound Marketing?



Inbound Marketing – turning anonymous web traffic into leads by offering content relevant lead capture opportunities. Pull not Push



Inbound Marketing – turning anonymous web traffic into leads by offering content relevant lead capture opportunities. Pull not Push

Growing Focus on Online Marketing



Web Traffic, How We Compare

- Cornell Lab (allaboutbirds.org)
 - 700k unique visitors per month
 - U.S. rank 9,956
- The Nature Conservancy (nature.org)
 - U.S. rank 13,496
- National Wildlife Federation (nwf.org)
 - 500k unique visitors per month
 - U.S. rank 15,946
- National Audubon Society (audubon.org)
 - U.S. rank 23,759

Source: Alexa.com

2012 visits: 16,827,651

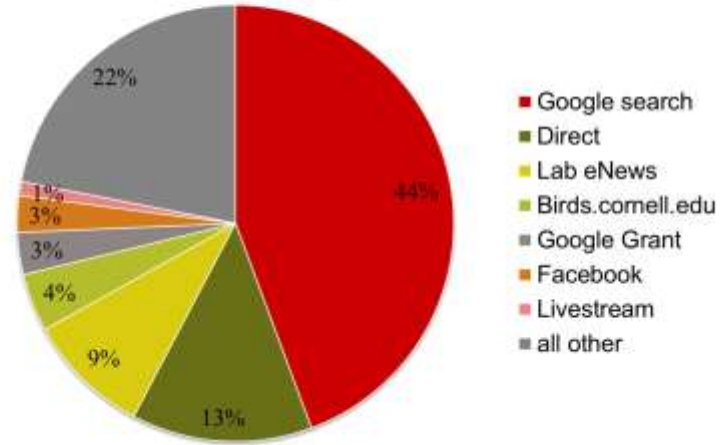
Unique visitors: 8,368,181 (+66.8%)

How we compare

- Facebook Fans:
 - Audubon – 70k
 - National Wildlife Federation – 116k
 - Cornell Lab – 150k
 - The Nature Conservancy – 438k 149k now
- YouTube Views:
 - Audubon – 119k
 - National Wildlife Federation – 1.3 million
 - The Nature Conservancy – 3.1 million
 - Cornell Lab – 5.6 million

AAB Traffic Sources

2012 Unique Visitors



Inbound Marketing



- It's all about email capture and turning anonymous traffic into names
- Create lead capture opportunities based on what visitors are looking for

Inbound Marketing, example

Hubspot Landing Page

The Cornell Lab of Ornithology
BIRD RESEARCH & CONSERVATION CENTER

Wilson's Oriole



Download Free Owl Sounds!

Over 100 beautiful audio downloads are now online and available for download. This sounds is a pleasure to listen to and use for work.

Why download owl sounds? Includes owl and sound clips from the Cornell Lab's Beauty Library.

- Great for work
- Great for school
- Great for home
- Great for work
- Great for school
- Great for home
- Great for work
- Great for school
- Great for home

Find the information you need to download. You will receive a PDF file with MP3 audio files. Click on the owl icon to download the file. You can also download the file to your computer. Please note you will need to download the file to your computer. This sounds is available for use on your phone.

Download Owl Sounds

First Name

Last Name

Work Email

Home Email

Phone

Country

City

State

Zip

Download Owl Sounds

Hubspot Download Page

The Cornell Lab of Ornithology
BIRD RESEARCH & CONSERVATION CENTER

Thank you. Enjoy your new collection of owl sounds!

Download Owl Sounds is available for download. You will receive a PDF file with MP3 audio files. Click on the owl icon to download the file. You can also download the file to your computer. Please note you will need to download the file to your computer. This sounds is available for use on your phone.



You can also use the sounds on your phone. You will receive a PDF file with MP3 audio files. Click on the owl icon to download the file. You can also download the file to your computer. Please note you will need to download the file to your computer. This sounds is available for use on your phone.

For more information on our products, services, and programs, please visit [www.cornell.edu/ornithology](#) or call us at 607-255-5888.

Inbound Marketing, example

The image shows a Google search for "Great Horned Owl". The search results include a link to "Great Horned Owl | allaboutbirds.org". A red arrow points from this link to a "Download Owl Sounds" banner. Another red arrow points from the banner to a "Download Free Owl Sounds!" page. A third red arrow points from the "Download Free Owl Sounds!" page to a "Download Owl Sounds" form. The "Download Free Owl Sounds!" page lists various owl species: Great Horned Owl, Eastern Screech Owl, Western Screech Owl, Barn Owl, Barred Owl, Long-eared Owl, Spotted Owl, and Screech Owl. The "Download Owl Sounds" form has fields for "First Name", "Last Name", "Email", and "Phone No. ()".

Google Great Horned Owl

Web Images Maps Shopping News More Search tools

About 2,500,000 results (0.25 seconds)

(4) related to great horned owl (4)

Great Horned Owl | allaboutbirds.org
www.allaboutbirds.org
Check all allaboutbirds.org sites
Learn to identify them by sound from the experts at Cornell Lab.

Download Owl Sounds
Right in time for Halloween!
Click here

The Cornell Lab of Ornithology
All About Birds
Bird Center Bird Care Birding Action Long Bird

Barred Owl

Download Free Owl Sounds!
Owl calls recorded in their natural habitat, so they can be difficult to hear. Learning owl sounds is a great way to identify them with your eyes.

This download package includes nine owl sound clips from the Cornell Lab's Macaulay Library:

- Great Horned Owl
- Eastern Screech Owl
- Western Screech Owl
- Barn Owl
- Barred Owl
- Long-eared Owl
- Spotted Owl
- Screech Owl

Download Owl Sounds

First Name: _____
Last Name: _____
Email: _____
Phone No. (): _____

Thank you so much for your interest in our owl sounds! We'll email you when they're available!

Inbound Marketing, example

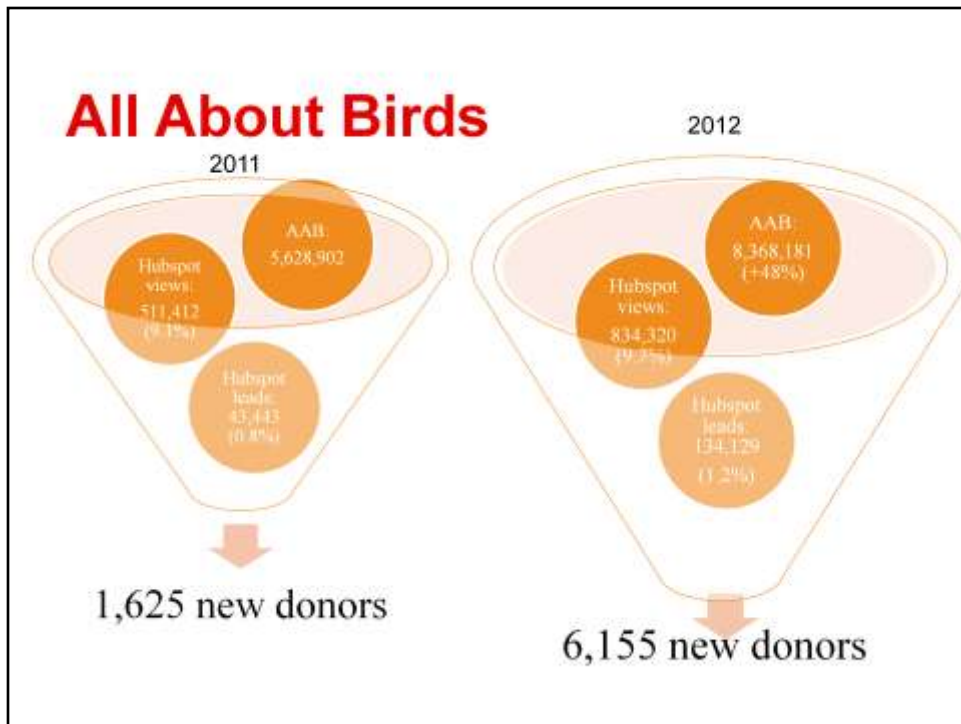
- Lead nurturing emails, triggered by filling out a form:
 - Immediate - thank you email
 - 3 days later – *More Owl Sounds*, ML "Voices of North American Owls"
 - 3 days later – NW *Build an Owl Nest Box*, YouTube Eastern Screech Owl and Barred Owl videos
 - 6 days later – Invitation to Join the Lab
- Monthly:
 - New leads are added to MailChimp for the Lab's eNews
 - New leads with mailing address receive direct mail membership offer
- Quarterly:
 - New leads with mailing address receive *Living Bird News*

Inbound Marketing, example

- Owl Sounds Results since 10/14/12
 - 1,039,904 Impressions
 - (pop-up = 282,681 + species pages = 194,316 + Google ads = 562,907)
 - 39,823 (3.8%) landing page views
 - 4,952 (12.4%) filled out the form
 - 3,838 (77.5%) are new leads to the Hubspot database
 - 125 donors

Best Calls-to-Action

- Download free bird songs to improve your birding
- eNews signup
- 2012-13 PFW calendar
- NestWatch poster
- Vote to Name Big Red's Mate
- GBBC – download songs of the top 5 birds reported



Add in YE results!!
Compare to other NGOs (Jamie, Cody)

Hubspot New Donors

- 7,780 new donors since filling out a Hubspot form
 - Average first gift = \$29.35
 - Average "sales" cycle = 78 days
 - 30% appear to be new FeederWatchers
- 198k contacts in the Hubspot database

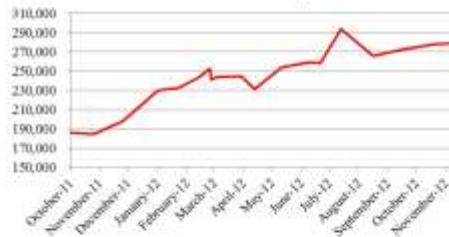
Cornell Lab eNews growth



Oct 2011
185,964

Dec 2012
279,192

Total eNews Recipients



354k now

- 50% increase over 14 months
- Winter '09 ~ 50k
- House file in MC at 342k
- Feb eNews = 302k
- Facebook crossover

The importance of email

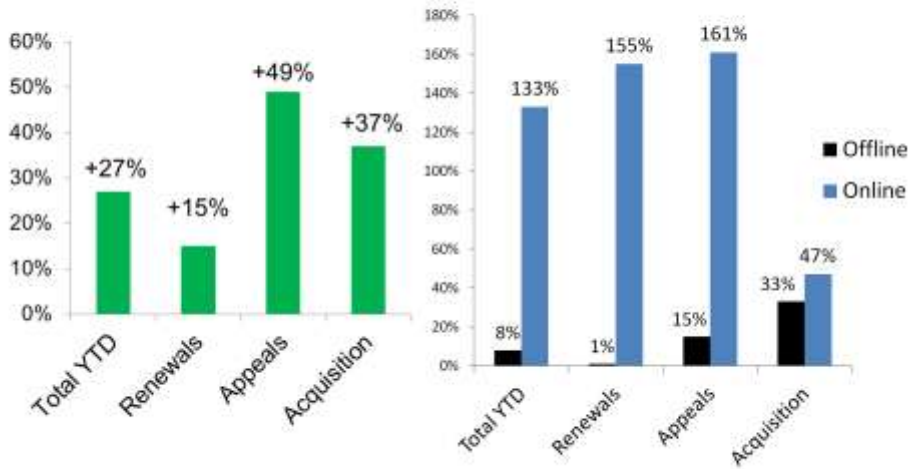
- 54% of online gifts are in response to email solicitations (73% of online appeals are email driven)
- Our email file has grown from 252k in May 2012 to 360k in May 2013 (+56% in 12 months)
- 4,300 new-to-file donors on-line channels FY13

*Revenue results vs. last year, gifts under \$5,000

Online share of revenue has increased from 17% in FY12 to 27% ytd FY13
For total revenue, including gifts over \$5, online share grew from 12% to 17%. The industry benchmark is 7% for all charitable giving (Blackbaud)

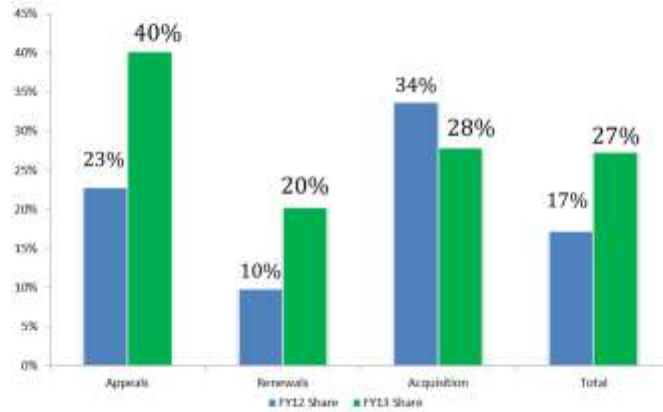
And now I will turn it over to Lynn who will show how this activity is looking from the overall program level. Lynn

The Shift Online



Revenue results vs. same period last year, gifts under \$5,000

The Shift Online



Revenue results vs. last year, gifts under \$5,000

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2013

- Pinterest
- Crowdfunding
- Include calls-to-action across more Lab sites
- YouTube lead capture

Cornell Lab of Ornithology Q

You are posting, commenting, and liking as Cornell Lab of Ornithology — [Change to Your Account](#)

Admin Panel Edit Page Build Audience Help Show



© Chris Alford



Cornell Lab of Ornithology ✓ Liked ⌵

111,155 likes · 7,839 talking about this · 2,429 went here

Non-Profit Organization:
The Cornell Lab of Ornithology is a world leader in the study and conservation of birds. We use science to understand the world, to find new ways to make

[About](#) [Photos](#) [Likes](#) [Events](#) [Signup](#) [Map](#)

[Highlights](#)

Facebook fan growth

- Fans increased from 60k in January 2012 to 150k today
- 64% of the eNews list is on Facebook, but only 14% of those are fans of our Facebook page
- Conversely, only about 18% of our Facebook fans receive the Lab's monthly eNews

[Search](#) [Images](#) [Maps](#) [Shopping](#) [Videos](#) [More](#)

Google chickadee

[Web](#) [Images](#) [Maps](#) [Shopping](#) [Videos](#) [More](#) [Search tools](#)

About 625,000 results (0.31 seconds)

Ad related to chickadee ⓘ

Chickadee Attracting Tip - Download a free copy of Bird Notes
www.aboutbirds.org/chickadee

Learn how to attract a Chickadee.

Black-capped Chickadee Identification, All About Birds - Cornell U...
www.allaboutbirds.org/guide/black-capped_chickadee


Learn how to identify Black-capped Chickadee, its life history, cool facts, sounds and calls, and watch videos. A bird almost universally considered "cute" fluffs ...
 Black-capped Chickadee - Life History

Carolina Chickadee Identification, All About Birds - Cornell Lab of...
www.allaboutbirds.org/guide/carolina_chickadee

Learn how to identify Carolina Chickadee, its life history, cool facts, sounds and calls, and watch videos. John James Audubon named this bird while he was in ...

Black-capped Chickadee - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Black-capped_Chickadee

The Black-capped Chickadee (*Parus atricapillus*) is a small, North American songbird, a passerine bird in the tit family Paridae. It is the state bird of both Maine ...
 Taxonomy - Description - Distribution and habitat - Diet and foraging



Black-capped Chickadee

tit

The Black-capped Chickadee is a small, North American songbird, a passerine bird in the tit family Paridae. It is the state bird of both Maine and Massachusetts in the United States, and the provincial bird of New Brunswick in Canada.

Scientific name: *Parus atricapillus*
Rank: Species
Lower classifications: Southern Appalachian Black-capped Chickadee
Higher classifications: Paridae
Symbol of: Maine, Massachusetts

Google Grant Results

- Almost \$1 million in free advertising in 2.5 years
- Since August 2011, 65,650 leads captured through the Google Grant (33% of Hubspot database)
- All clicks are now going to lead capture landing pages:
 - Lead capture rate before this strategy = 0.23%
 - Lead capture rate now = 5.98%

1,794,872 Clicks

52,402,526 Impressions

Online Year-End Results

- Increase in online efforts for year-end, cultivation/engagement/solicitations
- Increase from \$78k in 2011 to \$184k in 2012
- Online transactions increased from 991 in 2011 to 2,874 in 2012
- Avg. gift = \$64
- Of the 2,874 transactions, 1,040 are new donors totaling \$49,931
- Avg. gift = \$48



(avg gift = \$64).

36% are new donors, Average gift = \$48.

Summary

- Creative communications to use and understand web traffic based on passionate interests
- Grow traffic
- Capture email addresses with many calls-to-action
- Cultivate, test, solicit – show impact.