I Live Here
I Give Here®

Using UTMs

Presented by:

Robynne Parkington, I Live Here I Give Here

Nice to Meet You!

- Sr Director of Marketing

- This will be my 3rd Amplify Austin Day

- 15 years as a marketer

- 10 years as a designer

- Favorite marketing campaign:

  - #ChuysAF

  - WeWork Barton Springs

Do What
you Love

we.co/weworkatx

Workshop Agenda

- The What and Why

- How To...

- Best Practices

- Amplify and Beyond

- Questions

I Live Here
I Give Here®

The What and Why

UT What?

- UTM (Urchin Tracking Module)

- A special piece of code added to the back of a normal URL

- It allows you to track data everytime that URL/UTM combo link is clicked

- All of the tracking can be found in Google Analytics

- They can only track traffic to a website domain that YOU OWN

Anatomy of a UTM

I Live Here I Give Here®

UTM Parameters

- **URL** is the website where your user will land

- **Source** tracks where the traffic is coming from (vendor or platform type)

- **Medium** shows the type of traffic, what tool was used to get the link

- **Campaign** is the name you give to every UTM in a campaign/initiative

www.ilivehereigivehere.org **>** https://www.ilivehereigivehere.org?utm_source=social-media&utm_medium=facebook&utm_campaign=amplify-austin-day-2024

Anatomy of a UTM: Make it Make Sense

UTM Parameters as Party

- **Campaign** Charli's Birthday Party

- **URL** Party

- **Source** Your House

- **Medium** Your Car

Why Should I Use UTMs?

- Level up your marketing strategy

- Gather data about which marketing channels are most effective
  - This will help you maximize your advertising budgets

- You can learn more about your donor behavior

- Test which Call to Action (CTA) is best

- You can see traffic but you can also see conversions
  - Donations, downloads, email sign ups, event RSVPs

UTM Use Cases

Anywhere that you can put a link:

- Social Media

- Email

- Event listings

- Advertisements
  - Links for digital
  - QR codes on print

How To...

How To Set Them Up

1. Start with a spreadsheet to organize all of your UTMs

- [Template available here](#)

2. Create your UTM using a UTM link creator tool

- [Google Analytics Campaign URL Builder](#) is easy and free
  - It easily connects to Bitly to shorten long UTMs
  - If you have a Bitly account and click "Shorten URL" you will be prompted to connect it to the tool

3. Fill in the tool for only the following 4 parameters:

- Website URL
- Campaign Source
- Campaign Medium
- Campaign Name

4. Voila! Your UTM is automatically generated

How To See Your Data in Google Analytics

But first…

- If you DO NOT have a Google Analytics account, get one

- If you DO have Google Analytics, ensure you have a property set up in the new GA4 platform

  - The old version, Universal Analytics (UA) was closed in July

- Great tutorial by Loves Data to help set it up for the first time, upgrade your existing account, and learn how to use it

- You will need access to your website backend to set this up

Google Analytics
Free web analytics platform that provides basic analytical tools for search engine optimization (SEO) and marketing purposes. It is part of the Google Marketing Platform and is available for free to anyone with a Gmail account.

- If you do not use Gmail at your nonprofit set up a basic Gmail account that can be easily accessed by anyone at your org

I Live Here
I Give Here®

How To See Your UTM Data in Google Analytics

1. Visit your Google Analytics (GA4) account

2. Set your date range in top left corner

3. Select the Reports icon from the right toolbar

4. Acquisition > Traffic Acquisition

5. Set the dropdown from "Session default channel group" to "Session campaign"

6. You can now see traffic data from any UTM that is used to go to your website

- Basic data: users, sessions, engagement, events
- More advanced data: conversions, revenue

# Free Tutorials for Setting Up Events to See Conversions, Revenue, and More

From Mighty Citizen
These were all written FOR nonprofits

- [Setting up Events in Google Analytics 4 (GA4)](#)

- [Building Custom & Recommended Events in Google Analytics 4](#)

- [Google Analytics 4: An Introduction](#)

- NOTE: You will need access to your website backend to set this up

Best Practices

Best Practices: Naming Conventions
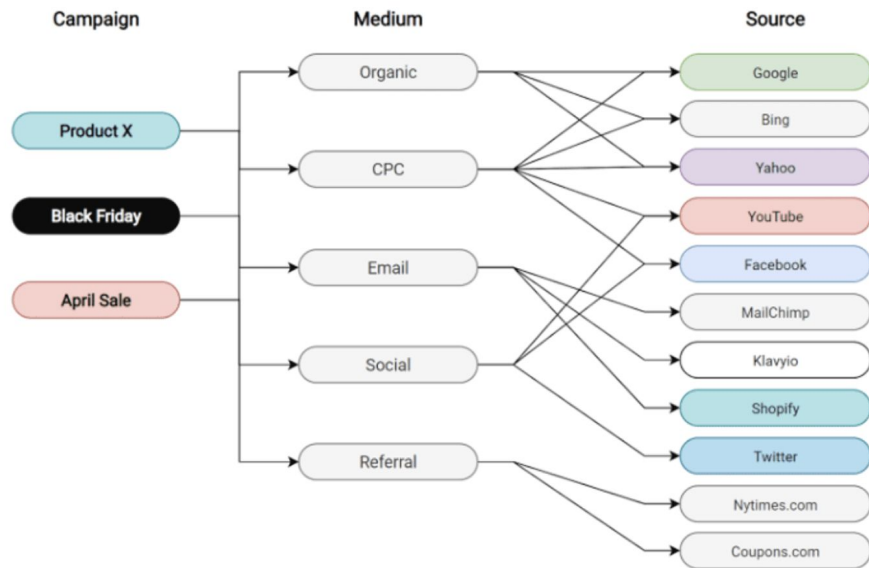
- You can use whatever naming convention makes sense for you

- KEEP THEM CONSISTENT

- Track them in one place, like a spreadsheet

- UTMs are case sensitive, use lower case only

- Use - or _ to connect more than one word or the link may break

  - EX: amplify austin day 2024 > amplify-austin-day-2024

- Keep them simple

- Make your campaign name unique and specific

  - Add a date range, year, month

Best Practices: Quick Tips

- Use a link shortener like Bitly
  - Makes links look better
  - Helps with character count
  - You can track clicks through Bitly
  - Option to use vanity URLs (with paid subscription)

- Use a QR code generator for print ads

- Use LinkTree for Instagram or TikTok links

- REMEMBER: You can only see the data from website domains that YOU own

I Live Here
I Give Here®

Using UTMs for Amplify and Beyond

Using UTMs: Amplify Austin Day

- Share you campaign name with me!
  - I can pull a report for you after Amplify Austin Day is over

- Add a UTM to links that will visit your profile page on AmplifyATX.org
  - QR codes on print materials
  - Emails
  - Social Media
  - On your website

- Add a UTM on any links that direct back to YOUR website
  - Your profile page on AmplifyATX.org

Using UTMs: Beyond

- Assign them to any major campaign/initiative

    - Galas

    - Fundraisers

    - Volunteer Events

    - Programs

    - Services

- If it is a recruitment opportunity for you gather donors or constituents to serve, use UTMs to track your advertising

Questions

Thank You!

robynne@ilivehereigivehere.org