

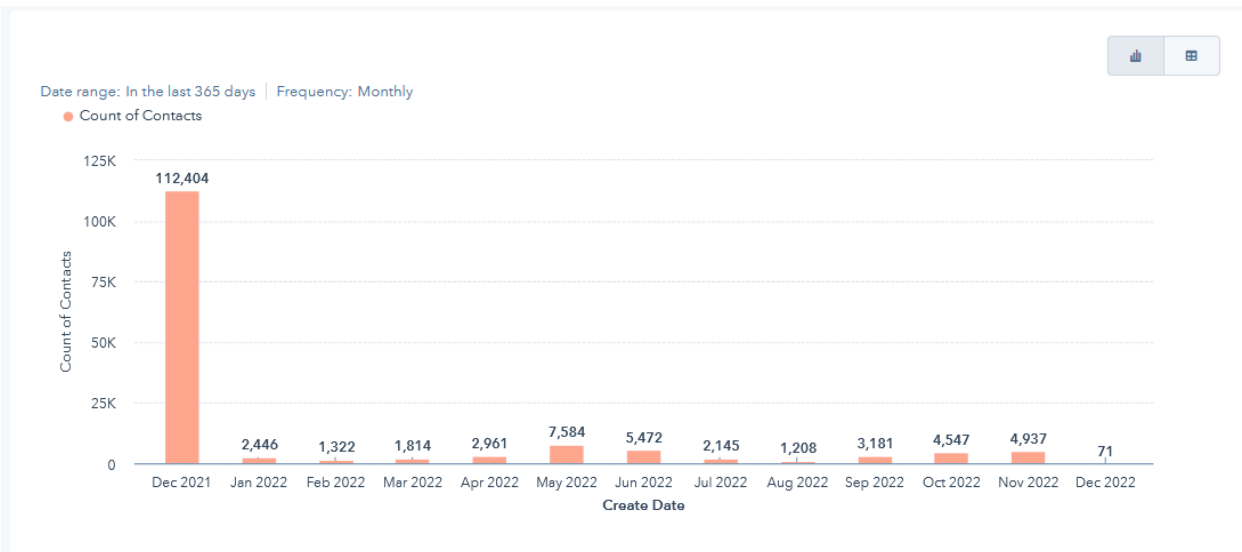
Parker Schaffel's Accomplishments as Marketing Team Lead: Insight, Data and Analysis

From 2020 to 2022, I led the Partnership for Public Service's marketing team, at first comprising just an associate marketing manager, but eventually overseeing the social media manager and two interns. As part of our annual review of metrics, we compiled the following charts, which we pulled from data in our HubSpot instance, Google Ads and Analytics accounts, Optinmonster and more.¹

This document highlights the strong accomplishments my team achieved in 2022, including our focus areas of subscriber growth, email marketing, social media, paid advertising and revenue generation. I have provided respective data and charts as well as relevant commentary as to our goals and impact.

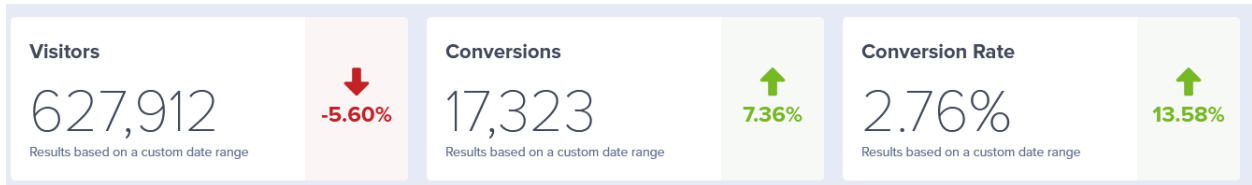
Subscriber Growth

In 2022, the marketing team focused on subscriber growth through the creation of HubSpot landing pages, Optinmonster popups and embedded forms. We designed each of them using visual design and accessibility best practices, then optimized them using A/B tests. Throughout the year, we averaged 3,100 new subscribers per month (more than 35,000 for the year and far more than the 25,000 per year we targeted).

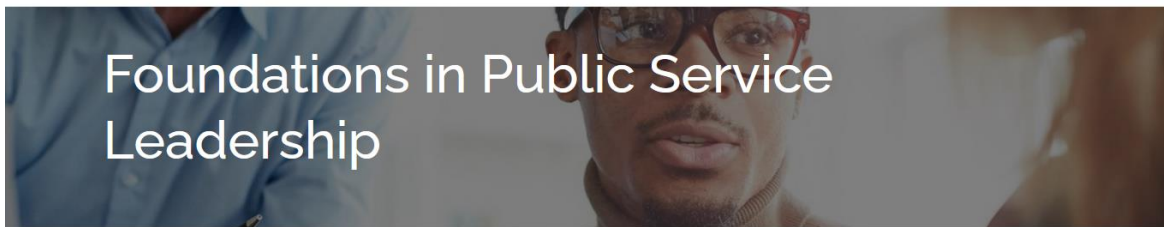


The chart below shows our Optinmonster popup performance for the year. Despite a decrease in visitors, the number of conversions and conversion rate increased significantly. As mentioned above, this was because of a concentrated A/B testing strategy that optimized the popups based on placement, color, font, time-on-page duration and more factors.

¹ Most of the HubSpot data is robust, but note that other HubSpot data charts might be skewed as this was our first year using HubSpot, so the platform did not have a full previous year to compare this year's data.



Below is an example of one of the landing pages my team created. This was a more engaging page with a higher conversion rate than the standard website that had an embedded signup form.



Program Description

As innovation, collaboration and delivering results are more important than ever, mid-career professionals must develop these leadership attributes to ensure their teams can achieve their missions. The Foundations in Public Service Leadership Program helps federal employees enhance their leadership style, improve their communication skills and understand how to successfully lead others to achieve outcomes and goals.

By the end of the course, participants are able to:

- More effectively influence others.
- Manage and lead change.
- Make decisions that positively impact their teams, agencies and customers.

Want to learn more? Sign up to get an informational PDF about the program.

First name* Last name* Email Address*

Send me the PDF

Quick Details

Location
Virtual

Duration
6 months, part-time
39 total hours

Cost
\$4,500

Audience
GS-12 to GS-13 federal employees; leaders of teams, new supervisors, and technical experts who lead projects

Developing mid-career federal professionals to assume greater responsibility

During virtual sessions, experienced instructors facilitate engaging conversations, activities and workshops on key course concepts. Guest speakers with extensive federal government and private sector expertise provide real-world perspectives on overcoming public sector leadership challenges.

"I have a whole new outlook on my career and see myself as a true leader now."

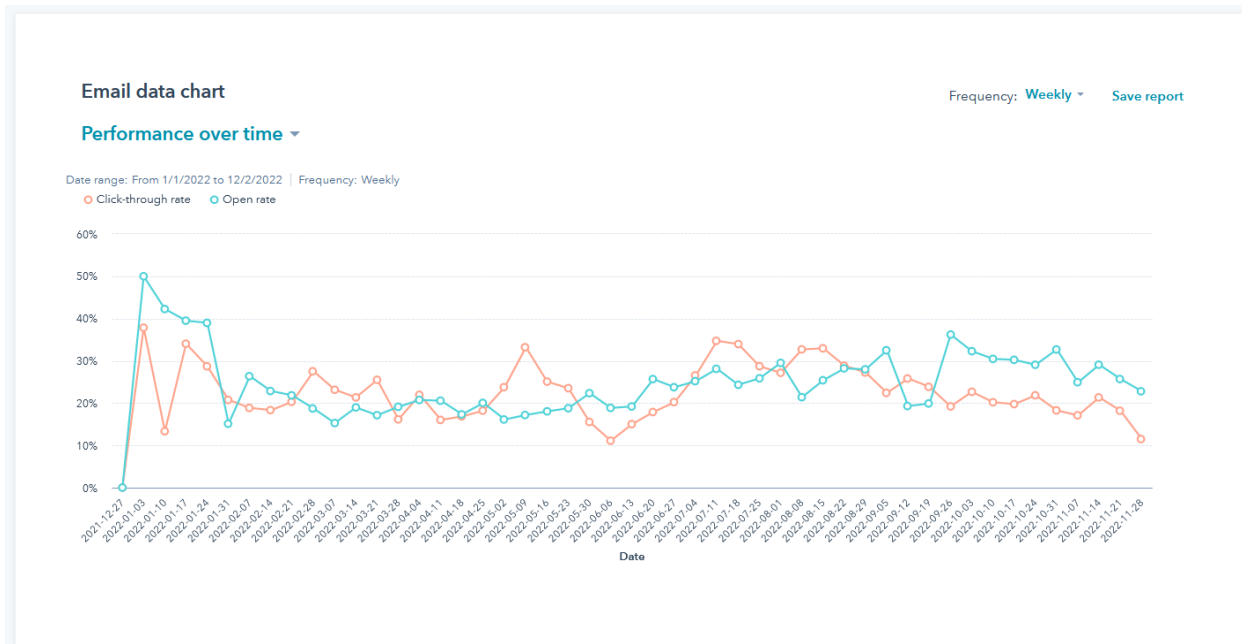
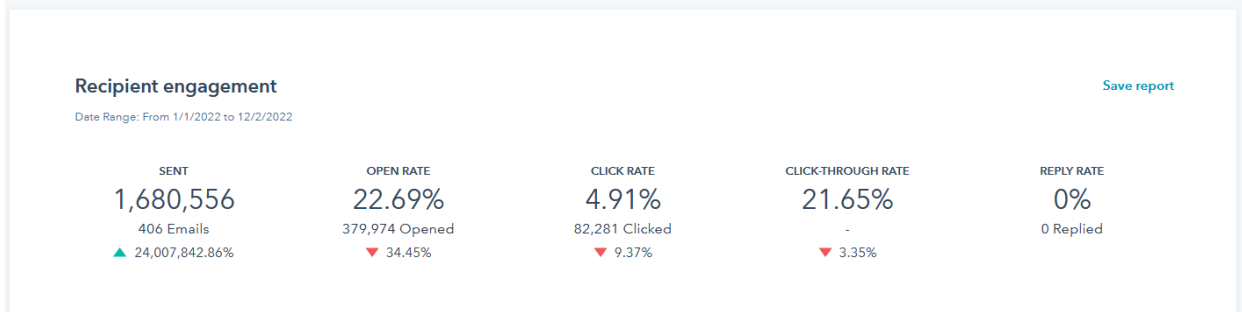
- Former participant

"I know myself better as a leader and have gained confidence I never had before."

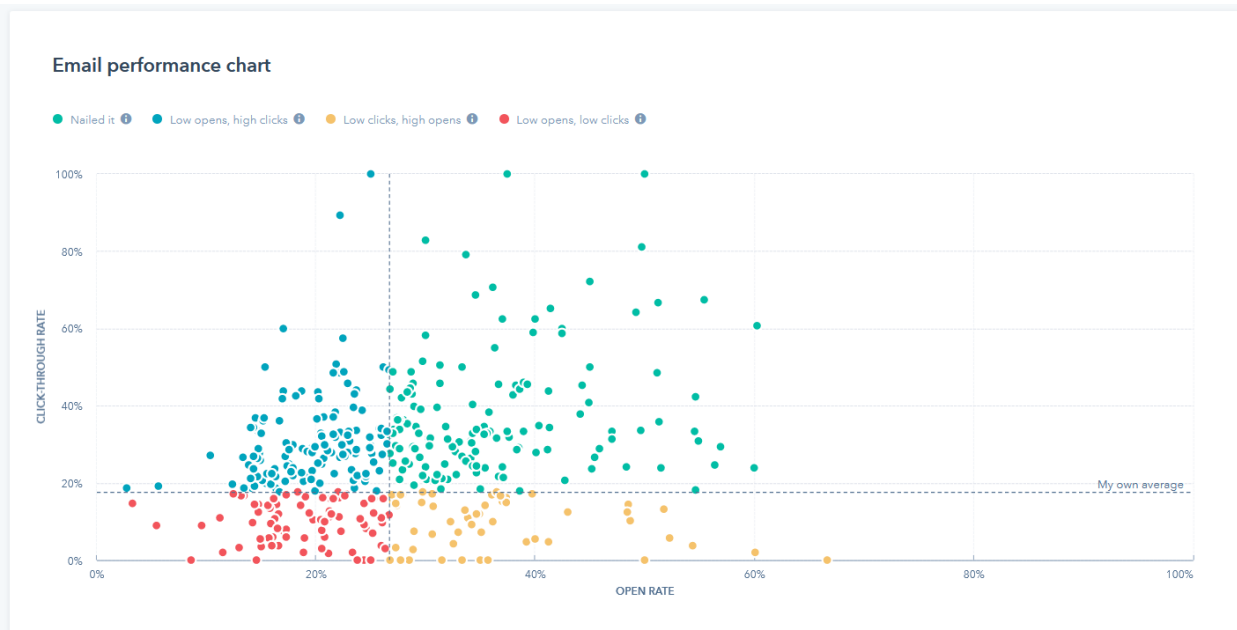
- Former participant

Email Marketing

The Partnership's marketing subscriber list is more than 75,000 divided into hundreds of nuanced lists based on their interests and communications preferences. In 2022, we sent more than 400 emails to these groups, while achieving a 22.69% open rate, 4.91% click rate and 21.65% click-through rate.



While most of our marketing emails generated a strong click-through rate (the blue and green dots above the line), we had room for improvement in our open rates (the red and blue dots).



Social Media

In the beginning of 2022, I became responsible for overseeing the Partnership’s social media ([LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#)), which allowed me to fully integrate it into our overall comprehensive digital marketing strategy. I directed our social media leads to focus on follower growth, an updated and refined posting cadence per platform and generating strong engagement rates.

By the end of 2022, we had achieved a 30% increase in followers on LinkedIn, the platform we focused most on throughout the year. Our strong growth on LinkedIn was due to a robust strategy that enabled us to reduce the number of times we posted, prioritize important content, hone our posting strategy, and successfully engage and tag other staff and supporters outside the organization.

This led to significantly higher impressions, interactions and engagements than compared to the available data from 2021. All these interactions, shares and clicks led to more than 50,000 sessions on Partnership web content.²³

² The significant increase in Instagram followers is a novelty statistic as most of the subscriber growth came from bots, almost certainly because our Instagram account was verified (a tactic used by bots).

³ Please note that Twitter impressions are unavailable in HubSpot and the data on the Clicks chart for the 2021 comparison is almost certainly inaccurate, as we did not have HubSpot in 2021 and the data was not available for a direct comparison.

Audience 📘

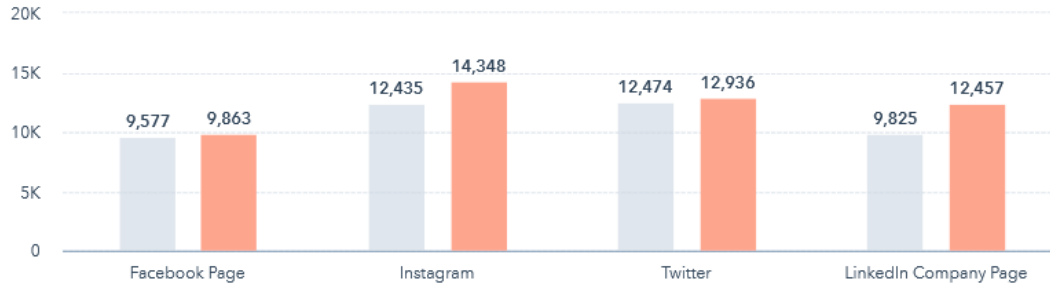
[Save report](#)

Activity between 1/1/2022-12/1/2022 vs. 1/31/2021-12/31/2021

Date range: From 1/1/2022 to 12/1/2022 | Compared To: Previous 335 days

● Previous period ● Audience size

49,604 ▲ 11.95%



Published Posts 📘

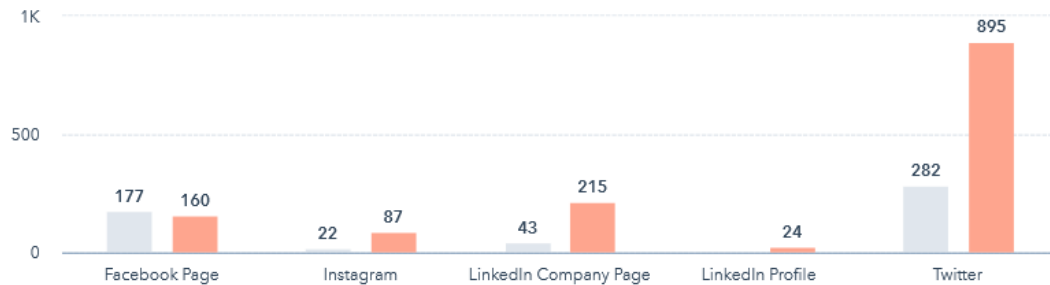
[Save report](#)

Posts published between 1/1/2022-12/1/2022 vs. 1/31/2021-12/31/2021

Date range: From 1/1/2022 to 12/1/2022 | Compared To: Previous 335 days

● Previous period ● Published Posts

1,381 ▲ 163.55%



Impressions ?

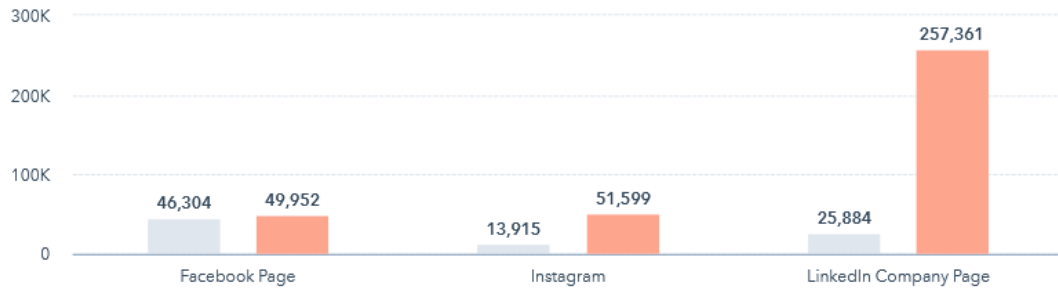
[Save report](#)

Posts published between 1/1/2022-12/1/2022 vs. 1/31/2021-12/31/2021

Date range: From 1/1/2022 to 12/1/2022 | Compared To: Previous 335 days

● Previous period ● Impressions

358,912 ▲ 316.84%



Interactions ?

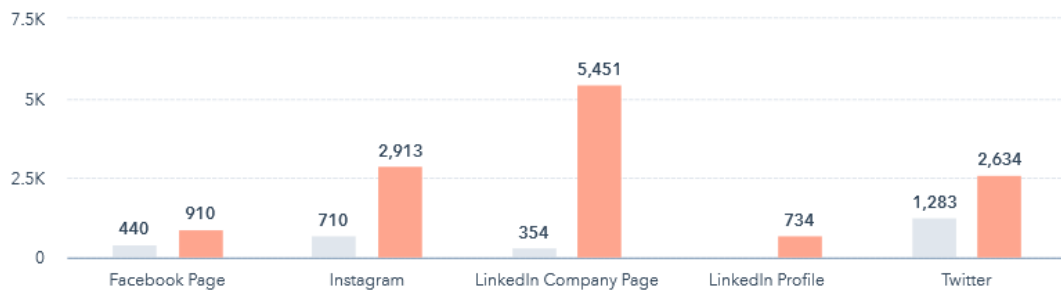
[Save report](#)

Posts published between 1/1/2022-12/1/2022 vs. 1/31/2021-12/31/2021

Date range: From 1/1/2022 to 12/1/2022 | Compared To: Previous 335 days

● Previous period ● Interactions

12,642 ▲ 353.61%



Shares 📄

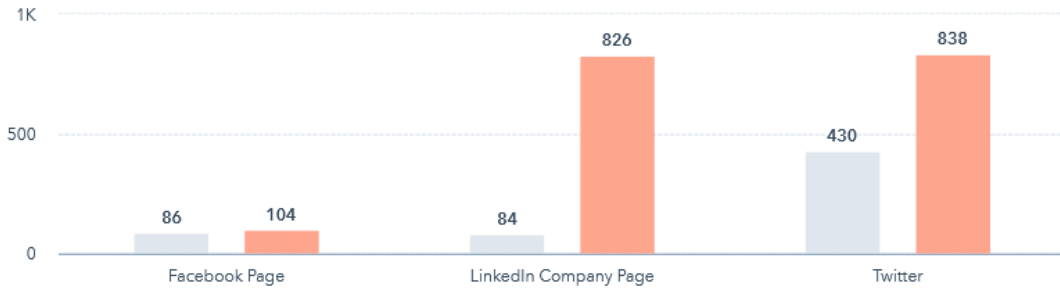
[Save report](#)

Posts published between 1/1/2022-12/1/2022 vs. 1/31/2021-12/31/2021

Date range: From 1/1/2022 to 12/1/2022 | Compared To: Previous 335 days

● Previous period ● Shares

1,768 ▲ 194.67%



Clicks 📄

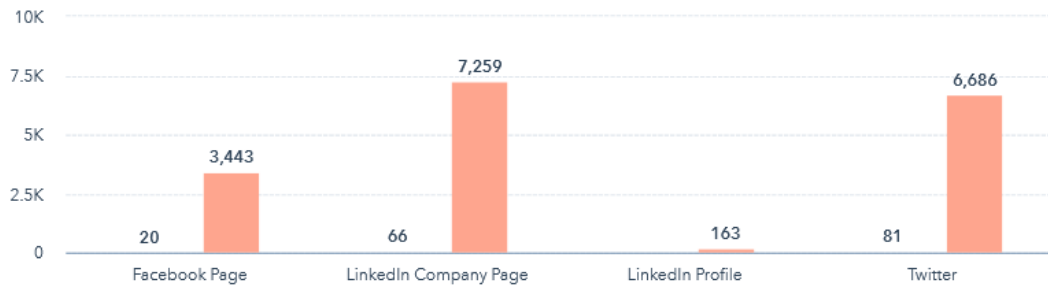
[Save report](#)

Posts published between 1/1/2022-12/1/2022 vs. 1/31/2021-12/31/2021

Date range: From 1/1/2022 to 12/1/2022 | Compared To: Previous 335 days

● Previous period ● Clicks

17,551 ▲ 10,409.58%



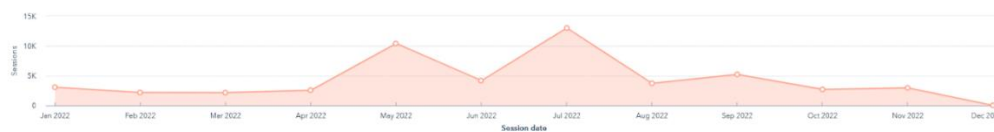
Sessions 📄

Activity between 1/1/2022-12/1/2022

Date range: From 1/1/2022 to 12/1/2022 | Frequency: Monthly | Compared To: Previous 335 days

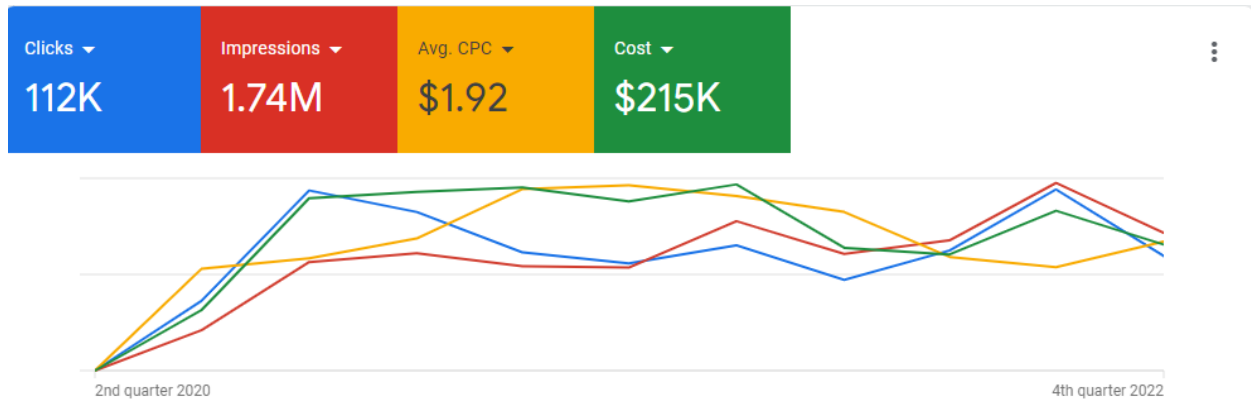
● Organic social

52,366 ▲ 1,292.34%



Paid Advertising

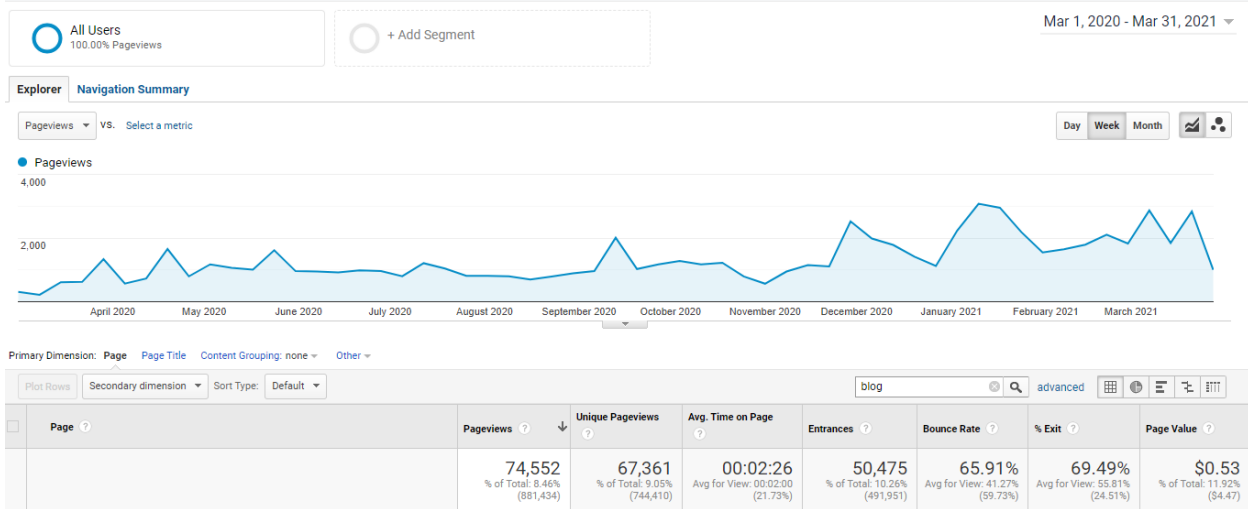
When I arrived at the Partnership in 2020, the organization did not have a paid advertising strategy, and there was no money in the budget for one. I immediately addressed this by applying for and earning approval for Google Grants, enabling the Partnership to spend up to \$10,000 a month in Google search ads. I launched our Google Ads account, created our first set of ads and began iterating them with my associate marketing manager. By the end of 2020, we were spending close to \$9,000 per month of our allocated ad space. By the end of my tenure, we had generated 112,000 website clicks and 1.74 million impressions, spending more than \$215,000.



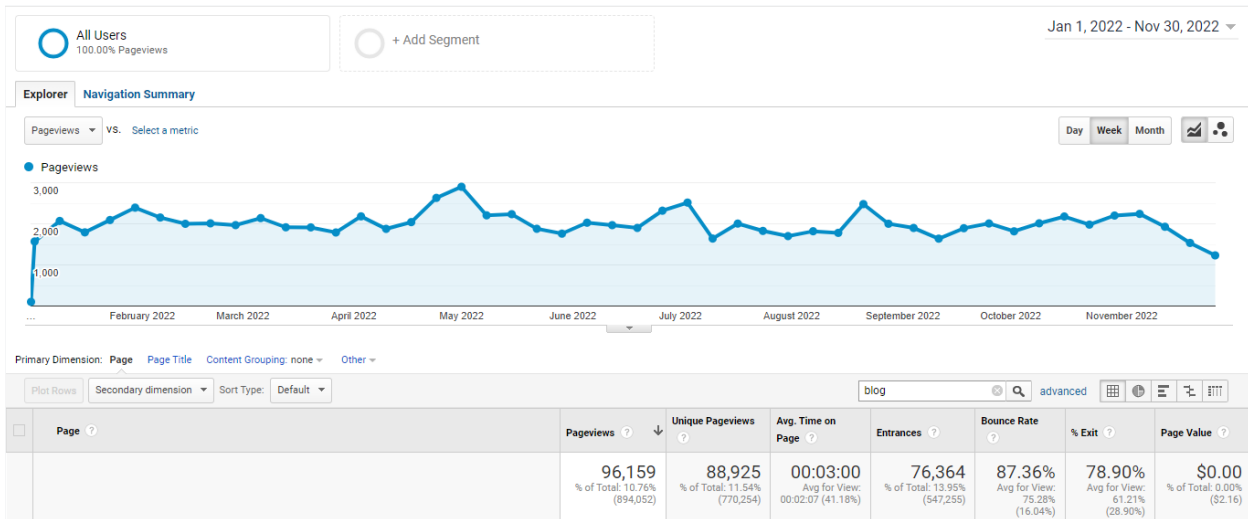
In addition to Google Ads, I oversaw paid social media promotion for several large initiatives, most notably the announcement of the 2022 Service to America Medals. With a \$3,500 budget, I optimized the ad using refined audience targeting that led to an extremely low \$0.57 cost per click. This low CPC enabled us to stretch our budget and generate thousands of extra clicks to our content.

Blog Management and Oversight

Part of my responsibilities included managing the Partnership for Public Service's blog. When I began my tenure, the blog received about 1,000 views per week. I determined that the blog needed a lot of work, including a more robust publishing schedule, features on employees, more recaps of current events (rather than only evergreen content), and the inclusion of new visuals like graphics, photos and videos. As seen in the chart below, by the end 2020, blog readership had increased to about 1,500 views per week.



I also directed my team to conduct keyword research using SEMRush and the Google Ads keyword tool to determine blogs topics. We determined several topics that hadn't been written about and then created a content schedule that used SEO best practices to drive impressions and readership. By the end of 2022, the blog was averaging more than 2,000 views per week, almost double the amount from when I started.



In addition to my oversight of the blog, I also contributed to the blog by authoring 24 separate blog posts. You can read them via links on [my website](#).

Revenue Generation

Prior to 2022, revenue generation for the Partnership's leadership development programs fell solely to the organization's business development team. With the introduction of HubSpot in 2022, the marketing team finally had a role it could play in generating revenue.

One of the first things I did was create workflows that triggered once a prospective applicant signed up for more information about a program. I enabled HubSpot to send follow-up information to the

prospective applicant while also sending an internal notification to the business development team of the new subscriber's contact information and area of interest. From there, the business development team followed up with the contact.

To make this more robust, my team designed and enacted several landing pages (seen in the example above) for leadership programs that increased the conversion rate from embedded forms. At mid-year, the marketing team had generated \$146,291, and by year end, we generated \$197,794 more, a total of \$359,285 for the year. This revenue was attributed to the marketing team because these contacts were first influenced by a marketing team product (subscriber sign up, lead magnet, landing page, social media, etc.). This was an unprecedented accomplishment at the Partnership.

| Leadership Program | Mid-Year | End-Year | Total |
|--|-----------------|-----------------|--------------|
| Excellence in Government | \$83,300 | \$178,500 | \$261,800 |
| Mission Support Leadership Program | \$0 | \$13,000 | \$13,000 |
| Preparing to Lead | \$35,000 | \$0 | \$35,000 |
| Foundations in Public Service Leadership | \$4,500 | \$0 | \$4,500 |
| Gov21 Innovation Program | \$26,991 | \$17,994 | \$44,985 |