

POWER OF TAGGING

A white icon of a tag with a hole on the left and a pointed right side, set against an orange background.

Features & Functionality Webinar Series

Tagging

The Challenges with Advocacy Data

OR - How do I sort through it all?

- **Advocacy is about Quantity & Quality**
- **I have a mass of data, but what are my individual groups doing**
- **If I can't measure it, I can't improve it**

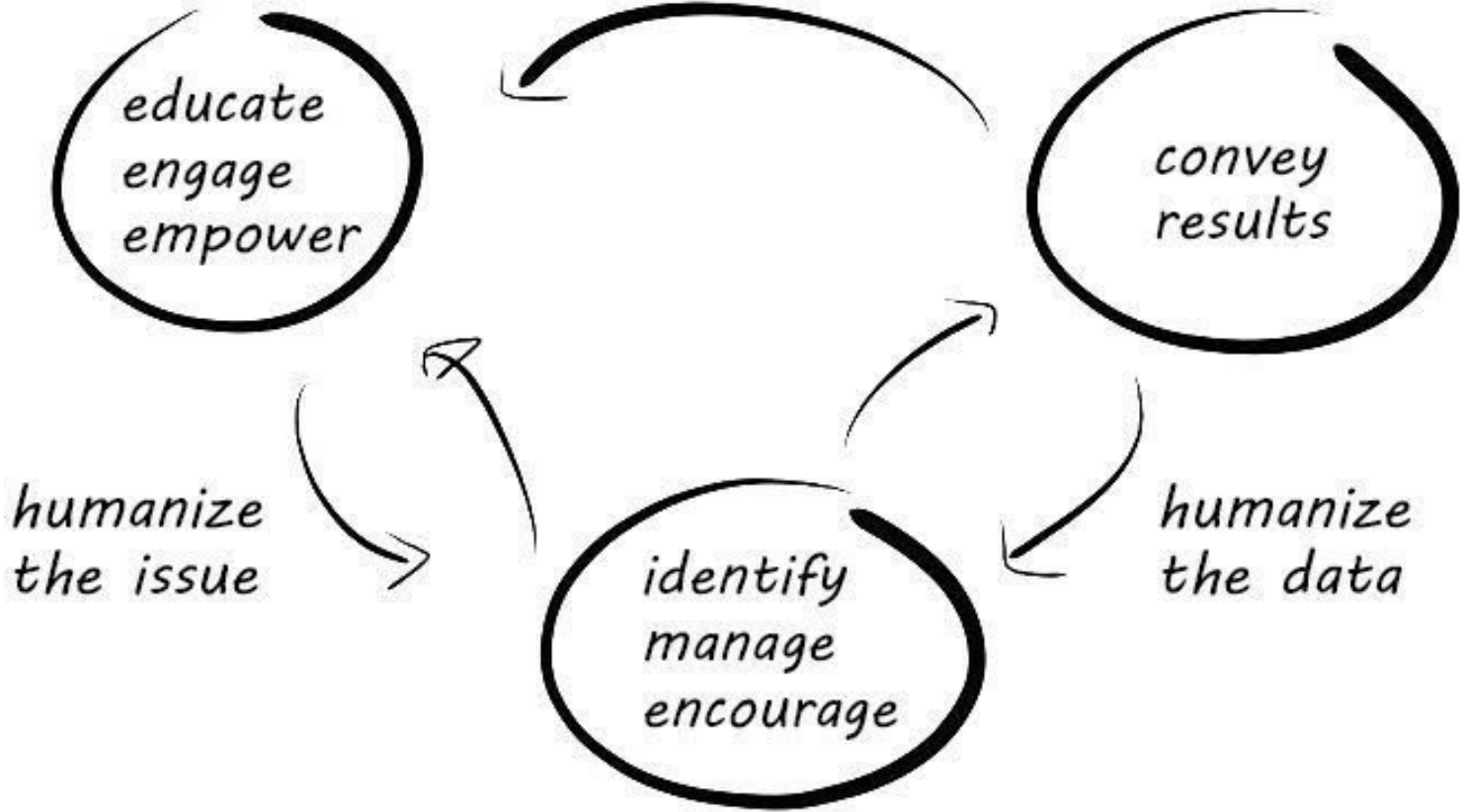
I have an 18% action taken rate. But what does that mean?





The Challenges with Advocacy Data

What is Effective Advocacy?

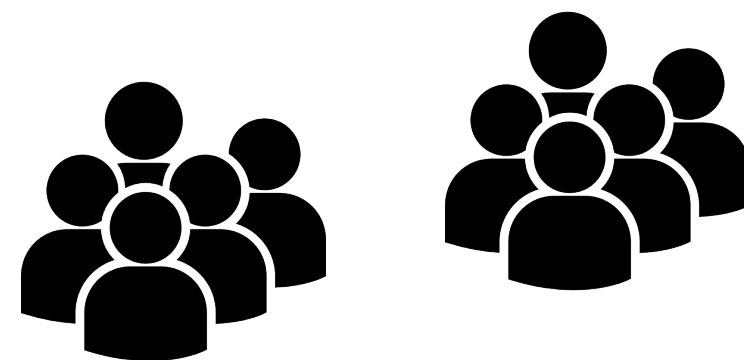




The Challenges with Advocacy Data

The Advantages of Tagging

- **Group Stakeholders How You Want**
- **Report immediately on tag activity (both actions & emails to stakeholders)**
- **Know in-the-moment which groups need help & which are excelling**
- **Segmentation & Targeting**



Where to Get Started?

Start Here

- **Status:** Member, Non-Member, Prospect
- **Type:** Practitioner, Staff, Group Lead
- **Issue:** Energy, 5G, Student Debt
- **Leaders:** 2019Summit, 2019Champions

Imagine saying to leadership, the entire 2019Board took action on this item, and better, finding that data in 2 clicks



What are the Best Practices?

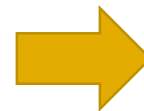
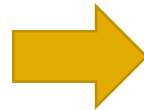
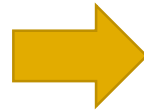
What to avoid - What to do instead

Don't Do This

Tag by Specific Action Taken
Took Action - Fall Funding

Only Use Vague, Open-Ended Tags
Fly-In Participant

Tag on State, District, Relationship
OH, Knows Steve Daines



Do This Instead

Tag by Issue Area / Interest
Energy, 5G, Ethanol Issues

Timebox Tags & General
2019 Fly-In, All Fly-Ins

Tag on Innate Qualities
R&D, Registered Voter



Where to Can I Add Tags?

A Number of Places

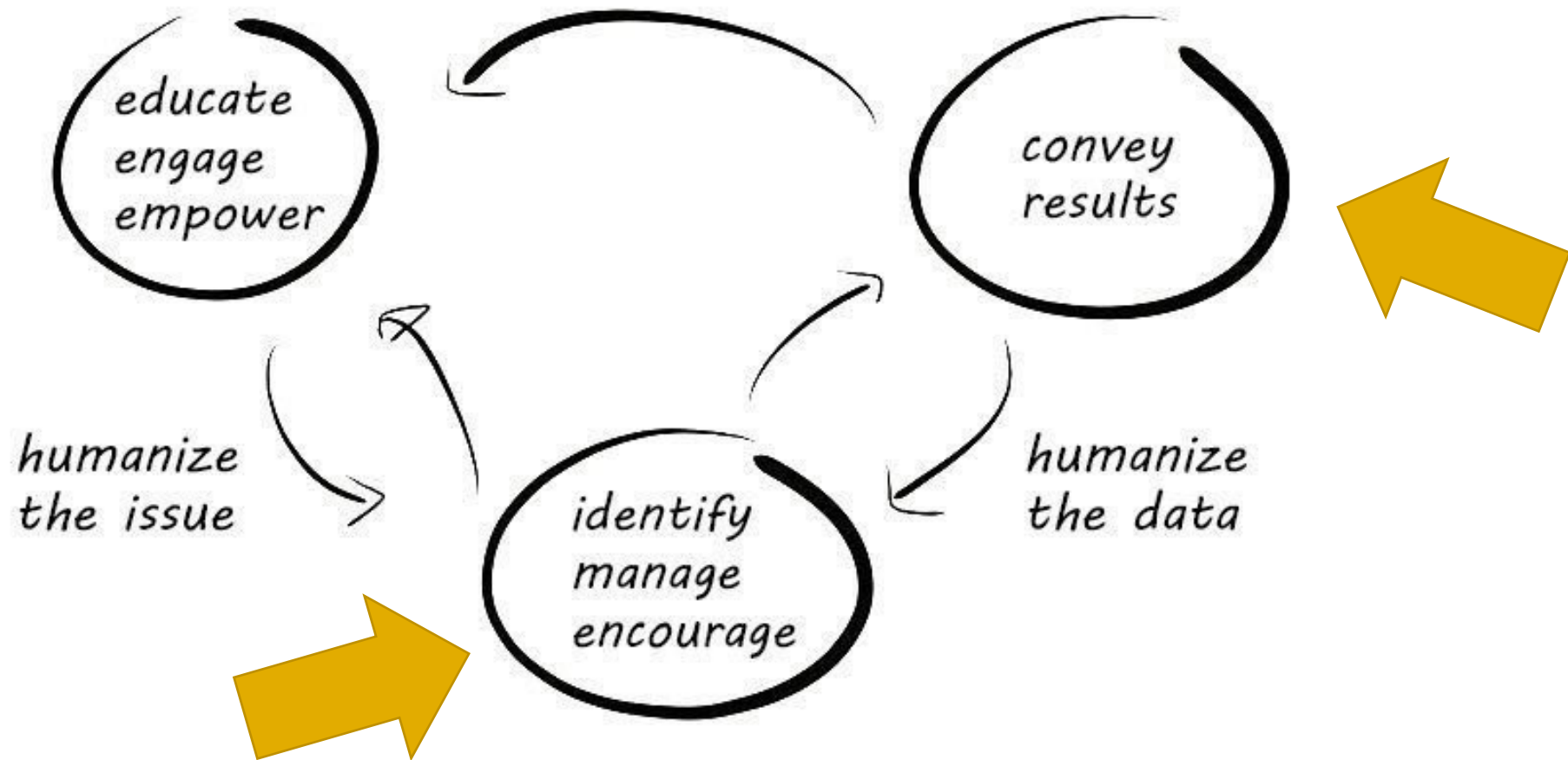
- **Stakeholder:** Add Tags to Individuals
- **Import:** Add Tag to Those Imported
- **Action/Widget:** Add Tag to Acting
- **Search:** Bulk Tag on Search Results

You can add tags throughout the application. **BUT** - Be cautious. Don't overdo it. There's a search for that.



The Challenges of Advocacy Data

What is Effective Advocacy?





What's on Tap?

What's Coming Soon to SparkInfluence

- **Compare:** Like Product Comparisons (think BestBuy)
- **Personas:** Telling You the Types of People Acting
- **Predictive:** Telling You What's Worked

Imagine creating an email to a tag and being presented with the top 5 Subject Lines they've opened previously



Questions?

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