



FNE website and social media audit: Recommendations

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Website

I've run a number of tests for the website and here are my top recommendation for improving both speed and conversion rates.

Marketing Automation

SumoMe plug in. It's free and it's powerful. Amongst many the functions of the plug-in I would recommend using two:

- **dynamic pop-ups.** This is one of the best tools for lead generation and directing traffic to social media pages. I would suggest to add a pop-up window, preferably upon closing of the site by the viewer, that encourages visitors to LIKE your Social Media fanpage. You have to come up with a short, persuasive line showing benefits of the action to be taken, f.ex. *Want a daily dose of European cinema news on your timeline?* Like us and we will provide you with: (...put three items here...). >LIKE BUTTON< . Second pup-up should encourage to sign up for the newsletter. You can do A/B testing between them two and choose one that converts most prospects.
- **social media panels.** This is a powerful social media panel that appears next to every blogpost/article you write for the website (sample image----->)



SumoMe for Joomla

<https://extensions.joomla.org/extension/sumome-for-joomla/>

SEO

SEOSimple. Joomla's alternative to YoastSEO. This is one of the most popular Joomla extensions. It allows a user to either insert Meta data manually or can choose automated meta data based on the page you are trying to optimize. As the plugin says, it "generates the meta data 'on the fly.'"

<https://extensions.joomla.org/extensions/extension/site-management/seo-a-metadata/seosimple/>

Automated image compression

I have run a series of speed test for the website. PageSpeed Insights from Google show LOW Optimisation for Mobile. The score was 56/100 with 19% visitors bouncing due to slow download, and MEDIUM optimisation for PC viewing with a score of 65/100.

(Full report attached)

Since 70,3% of content size are images I'd suggest downloading a free, automated Joomla compression plug-in and reduce the size of existing pictures and any images uploaded to the website in the future.

<https://extensions.joomla.org/extension/jomcdn/>

Benefits of jomCDN Site Accelerator

- Instantly improve your overall site performance for better customer experience
- Faster speed improves your conversion and sales rates, and reduce customer or cart abandonment
- Gain Google SEO ranking with faster loading sites
- Gain more visitors, and keep them longer
- CDN helps you avoid risk of Google page rank penalty due to a slow-loading site
- Substantial reduction to your server load, reducing bandwidth use by up to 80%
- Reduce chances of server crash with CDN asset management
- Your new CDN will help you each mobile and global visitors who were previously unable to access your site due to bandwidth or performance challenges
- Relax, knowing you've got professional support from 'corePHP' ready to help you keep your site and CDN performing at its peak

Features of jomCDN Site Accelerator

- Smush.it Automated Image Optimization: All your images are enhanced, automagically
- Instant Cache Loading: Browser caches after first page view, dramatically improving page load for all subsequent views
- Traffic Balancing: Improved web server performance, even during sustained high traffic periods
- Minify & Compression: Reduces bandwidth by 80% with HTTP Compression and minify-ing and HTTP compression of CSS and JavaScript files
- Full documentation and live U.S.-based support desk

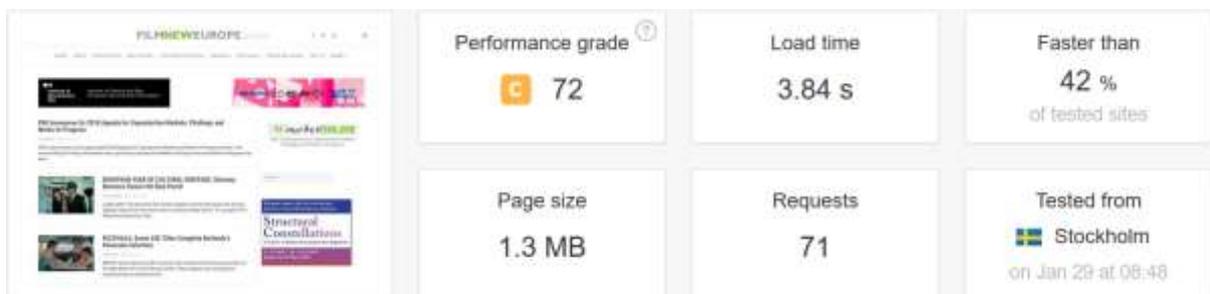


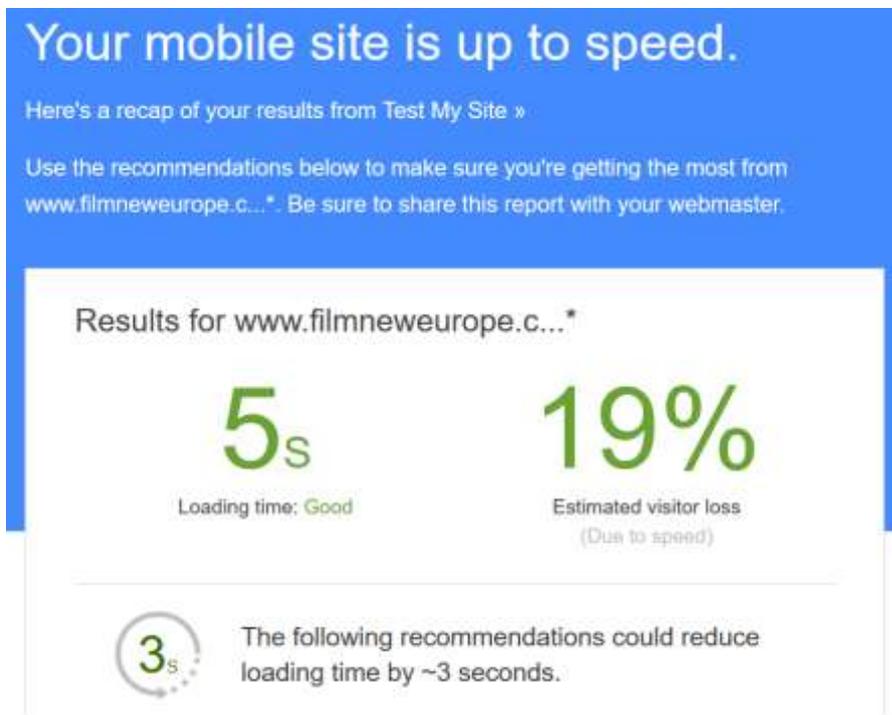
Image: Overall score on Pigdom.com

Newsletter

Give a choice between daily **or** weekly newsletters sign up. Most people opt out when they have no choice here. If it comes to collecting new site members, there are some universal rules to be applied. These days we consume much more sophisticatedly, unlike 10-15 years ago, when asking for an email you would get an email. Now people are more private with their information.

Mobile Speed Test

SpeedTest for Mobile platforms gives good result. Although some minor improvements should be implemented.



Your mobile site is up to speed.

Here's a recap of your results from Test My Site »

Use the recommendations below to make sure you're getting the most from [www.filmneweurope.c...*](#). Be sure to share this report with your webmaster.

Results for [www.filmneweurope.c...*](#)

5s	19%
Loading time: Good	Estimated visitor loss (Due to speed)

3s The following recommendations could reduce loading time by ~3 seconds.

Make your site faster

SPEED : Good  Should fix  Consider fixing  Looks good

Reduce page weight

-  Compress images
[See how to optimise images so your page loads faster »](#)
-  Compress resources with GZIP
-  Minify resources

Reduce number of requests

-  Leverage browser caching
[See how storing data in your local browsers can reduce network delays »](#)
-  Eliminate render-blocking JavaScript and CSS in above-the-fold content
[See how scripts may be slowing your site down »](#)
-  Avoid landing page redirects

Social Media Recommendations

Goal for 2018: to collect 600 extra fans via both organic traffic and paid ads

BUYER PERSONA

To avoid #1 biggest mistake in marketing, that is putting execution before the strategy, prior to creation of any original content, best practices would be to design a Buyer Persona. There are many methods of doing so, but I would suggest you to start with a free tool such as <http://www.makemypersona.com/>.

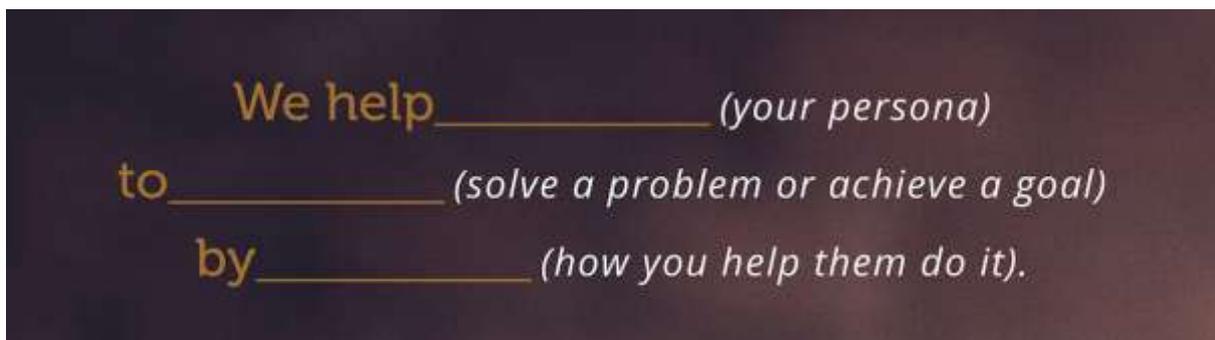
Find that one person who is your demographic, speak to them based on their age group, find out where they hang out; know who they are, and you will build traction with this one persona - the rest who have similarities will follow.

Create profiles for two personas, male and female and when designing original content or Facebook Ads, always pay attention to your buyer personas.

USP

Another question to be asked before jumping into digital marketing is this: **What is your unique selling proposition (USP)?**

The easiest way would be to fill the gaps in the following statement:



Facebook

BEST TIMES TO POST

- 12 pm - 1 pm Saturday and Sunday
- 3 pm - 4 pm Wednesdays
- 1 pm - 4 pm Thursdays and Fridays

1. Create an engaging **explainer cover video**. This could be stitched together using fragments of various movies, with overlaying text briefly explaining what the organisation does. Length: **30s video on a loop**.
2. **Top pin**. Choose a content piece that you could refer to as an 'evergreen' and pin it to the top of your fanpage. This could be anything that you think has made the biggest impact in terms of impressions/CT/Shares. Maybe a **powerful interview** you conducted in the past? If there is nothing like it, you can think of then I'd suggest making one from scratch. Again, this could be a **showcase video**, summing up your work. This will require doing research, writing a script, designing visuals, choosing video material and finally putting it all together. with this content piece you can

create a longer video, but still stay within safe limits for microvideo content which is **up to 3 minutes in length**.

3. A good way for engaging people and attracting new followers is to **create a dedicated Facebook group** for your followers. A place for young, aspiring filmmakers to exchange their ideas and get their questions answered.

4. **Re-post other popular content pieces** to direct more traffic to your page. 'Ride on the shoulders of the giants'. In search for what is generating the biggest buzz in real time, you can use tools such as BuzzSumo.

5. Promote FilmNewEurope in **other facebook groups** related to your field (film forums, european cinema forums, moviemakers forums etc.).

6. **Promote an Event**. This could be anything- from competition to cameral talks with filmmakers. Maybe a formula similar to TED would be worth considering? **FNE Talks with filmmakers for filmlovers**. This will be in line with educational mission of the organisation, and could be a good argument for securing future grants. Re. competition a good practice is to ask highly meritorical question and choose f.ex. 3 best answers to reward. Bear in mind that asking for likes and shares is against Facebook's T&C.

7. **Tag other people (@)** and share their post.

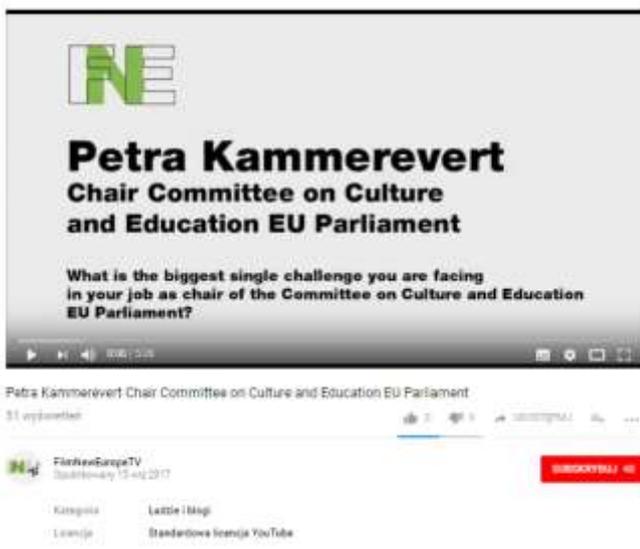
YouTube

1. Create **chanel art**.
2. Use **thumbnails** with branded graphics for each uploaded video. The title/content of the uploaded video should be included on the graphic. Here's an example of how we do it for one of our clients:

Przesłane filmy ODTWÓRZ WSZYSTKIE

🔖 SORTUJ WEDŁUG

 Gdzie po kredyt firmowy? Kredytmarket vs Bank. <small>5 wyświetleń • 1 miesiąc temu</small>	 Case study: Sprzedaż książek w sieci - kredytowanie <small>1 wyświetlenie • 1 miesiąc temu</small>	 Pierwsze Urodziny! Olek Widera opowiada historię <small>46 wyświetleń • 1 miesiąc temu</small>	 JPK_VAT 2018. Nowy rok, nowe obowiązki. <small>19 wyświetleń • 1 miesiąc temu</small>	 Odroczenie płatności - ciężar czy błogosławieństwo? <small>16 wyświetleń • 2 miesiące temu</small>
 Duże błędy małego przedsiębiorcy. <small>12 tys. wyświetleń • 2 miesiące temu</small>	 Ile warto zapłacić za robotę? <small>1,3 tys. wyświetleń • 2 miesiące temu</small>	 Kredyt a VAT - jak uniknąć pułapek? Przeczytaj na... <small>4,1 tys. wyświetleń • 2 miesiące temu</small>	 5 wskazówek jak uniknąć pułapek przy zaciąganiu... <small>1,3 tys. wyświetleń • 2 miesiące temu</small>	 BIK for YouTube 1080p <small>3,1 tys. wyświetleń • 2 miesiące temu</small>

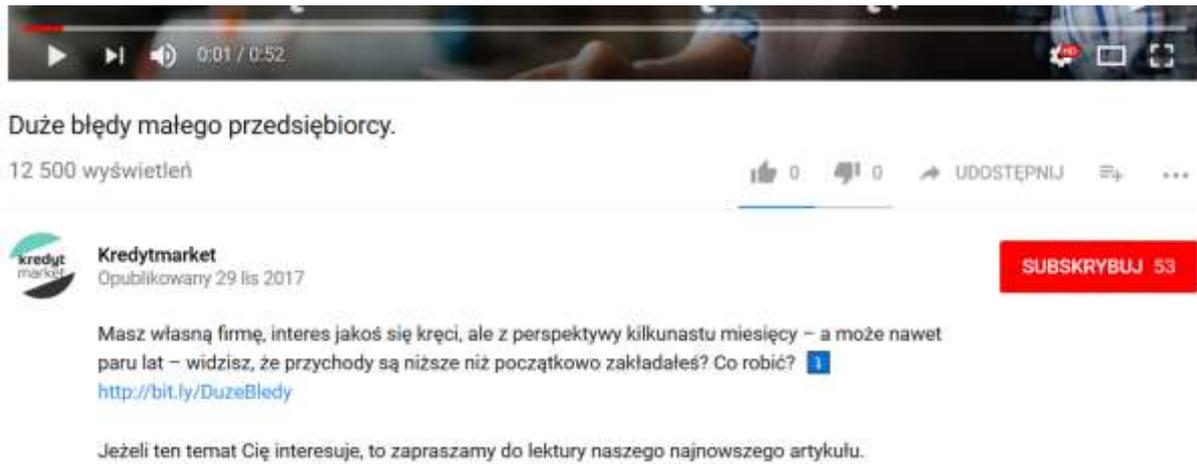


2. Make sure you ALWAYS have a **SEO sensitive title** and a description of the uploaded video underneath. There should always be a **CTA (call to action)** in the copy, and if there's no particular CTA, please **direct viewers to FNE website**.

In the picture on the left, the title should be something indicating educational value, say:

'What makes Petra Kammerevert's executive job in the EU Parliament most challenging?'

In addition, make sure that FNE website link is mentioned in the first two lines of text. See the example below:



Podcast

As discussed before, starting a podcast would be a part of the innovative approach to communication. Producing a podcast is actually a fairly straightforward thing. It only takes 8 steps from initial idea to uploading to iTunes:

1. **Plan your podcast**, from listener, to problem, to unique solution. We've talked about it, and agreed that educational approach should be your main focus. Talks with filmmakers from around Europe could be a very good idea to attract more people to FNE website and FB fanpage.
2. **Name your podcast** – and don't take long to do it!
3. **Plan initial episodes** to get a feel for your topic and its longevity. I would suggest to create a formula for interviews and carry the USB microphone to every industry event. You can either make appointments prior to interviews or talk to people ad-hoc. If there's an event say in Warsaw, you could line up a few interviews and then have enough material for a few months worth of uploading (given you upload once a month. Ideally however, you would upload a new piece of content once every 2 weeks).
4. **Choose a format** which balances quality.
5. **Choose your equipment** and use it to record a show. See the microphone suggestion below.
6. **Produce** your show.
7. **Publish** your podcast to iTunes and elsewhere (Podcast Addict etc.)
8. **Promote** your podcast across every FNE media.

You will have to create a good-looking artwork, too.

Simple as that!

Equipment

You simply use your laptop, a microphone and utilise a quiet place to record. Modern microphones perfectly mute background noises, but it's always a good idea to find a quiet spot for an interview.

This is one of the best 'value for money' portable USB microphones currently available on the market and widely used by youtubers:

https://www.ceneo.pl/15436320;pla?se=GbURRsztAQBwHckf6xcbggU3m_HZ5_bB&qclid=CjwKCAiAqIHTBRAVEiwA6TgJwz5WamA6jp_9PkdLgfe4ZtpCkCIVpMtr4cgjKcBqVncSBL9zlxHwVxoCEnsQAvD_BwE#tab=click

Tools to be used for creating video/graphics content:

Filmora. On-line video maker. <https://filmora.wondershare.com/>
Graphic design. Canva.com <https://www.canva.com/>

Branding/Design

Refresh your branding. Since you are targeting your communication efforts at the millennials, the visual side of your activities should reflect current branding standards for the aforementioned group of consumers.