

Pre-Cohort and Post-Cohort Survey Results

| Statement | Before the Training (n=14) | | After the Training (n=5) | |
|---|----------------------------|------|--------------------------|------|
| | Average* | SD | Average* | SD |
| Understanding marketing concepts and strategies (target audiences, calls to action, multi-channel campaigns, permission-based marketing, content marketing) | 1.93 | 0.88 | 3.86 | 0.64 |
| Defining target audiences using tools such as personas, journeys, empathy maps, or segmentation | 1.50 | 0.63 | 3.86 | 0.64 |
| Creating relevant messaging that motivates people to follow through on priority calls to action | 2.29 | 0.80 | 3.86 | 0.64 |
| Knowing when to use and how to write in various styles, including news writing, thought leadership opinion pieces, lifestyle/social media, fundraising copy, and storytelling | 2.14 | 0.83 | 3.71 | 0.7 |
| Understanding the differences between the major social media platforms and what content works best on each | 2.21 | 0.77 | 4 | 0.53 |
| Understanding email marketing best practices, including how to increase email open rates and grow and manage an email list for engagement | 2.00 | 0.76 | 3.57 | 0.9 |
| How to use storytelling to motivate people to take action | 2.14 | 0.83 | 3.71 | 0.45 |
| How to plan a multi-channel, multi-week online marketing campaign | 1.57 | 0.49 | 3.71 | 0.88 |
| How to set up and manage an editorial calendar that specifies what content will go out, when, and through which communications channels | 1.50 | 0.63 | 3.86 | 0.64 |
| How to set objectives for and measure the effectiveness of online marketing campaigns | 1.57 | 0.62 | 3.71 | 0.45 |

*1=unaware. 2=aware/basic knowledge but are not ready to implement it. 3=ready to implement with some support or have some limited experience. 4=capable of implementing the concept now and gaining experience. 5=skilled/regularly apply knowledge without assistance and can teach others