

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