

PLEASE PULL OUT YOUR MOBILE DEVICE AND GO TO:

<http://Kahoot.it>

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# Using Analytics to Understand Your Audience

**Presented by:**  
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**and**  
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# Recycle, MI Campaign



Recycle where you Live, Work, & Play

- **What is Recycle, MI?**

**A statewide marketing campaign that aims to connect, proclaim, and remind Michiganders of the recycling opportunities around them.**

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# Effective Communication



## What Is Effective Communication?

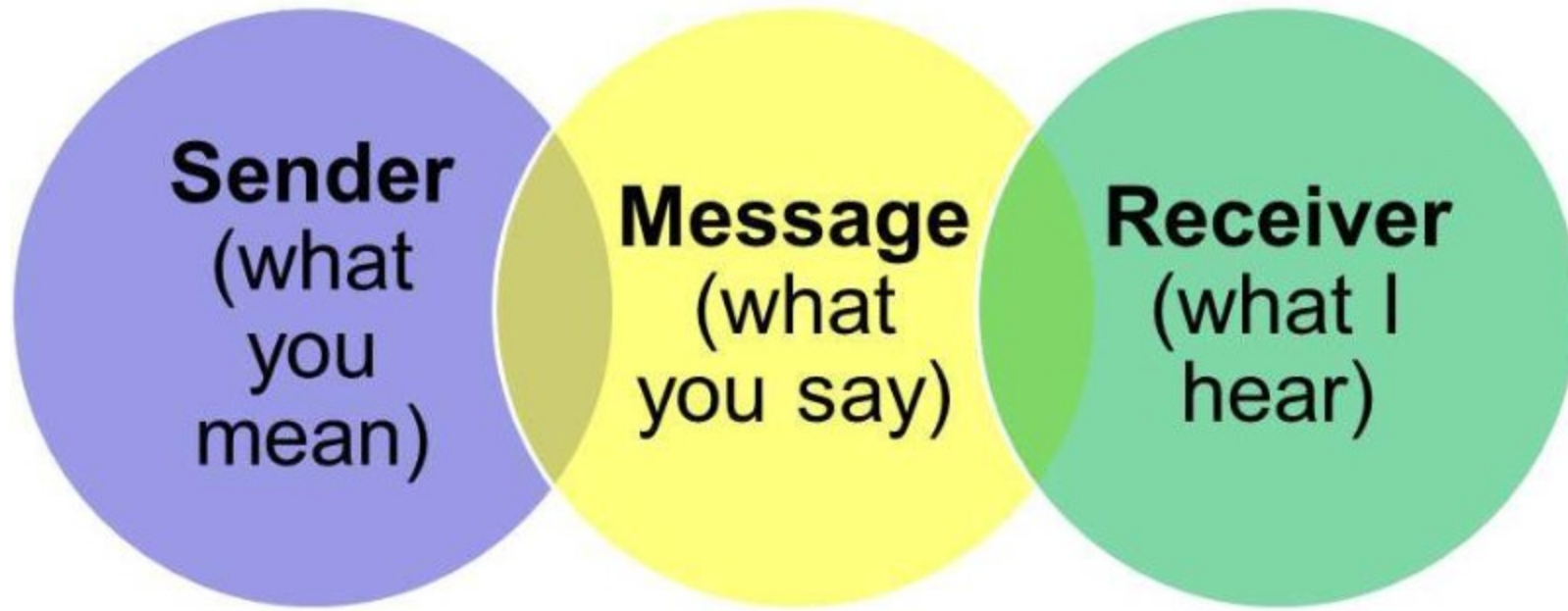
Conveying a *specific* message to your *target* audience to achieve identified *goals*.

The message must be received and understood by someone in the way it was *intended*.

## What Are the GOALS of Effective Communication?

- Create a common perception
- Change behaviors
- Share information





# Recycle, MI Project guides

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- What is our program Goal?
- Who is our target audience?
- What tools and resources are available to us before, during, and after?



# Why Understand Your Audience?

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- Know your audience to know what data you need to collect
- Create the right content for the right people.
- Create content that benefits your audience's needs.
- Remember who you are communicating with (external versus internal)
  - Outside of Your Organization (Residents, Customers, Haulers, etc.)
  - Inside of Your Organization (Staff, Co-Workers)

# Why Understand Your Audience?

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- People are motivated by different reasons.
- Demographic factors affect participation & the means in which information is received.
- There are barriers to participation.
- You are not your audience.
- Know your audience's vocabulary.
- Understand the habits of your audience.

# Target Audiences: MRC vs. Recycle, MI

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## MICHIGAN RECYCLING COALITION

- **Potential members-** Recycling Professionals, Coordinators, Communities, Businesses, Non-profits, etc.
- **Current Members-** connecting with tools and updates
- **Professional Recyclers**
- **Political Officials**
- **Press and Media**



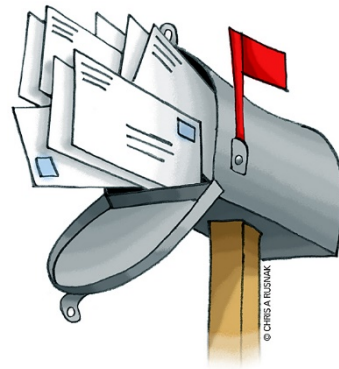
## RECYCLE, MI

- **Residents of Michigan-** including employees from places where Michiganders live, work, and play
- **Recycling Coordinators-** Those who would benefit from free tools
- **Recycle, MI Partner Program Partners-**



# How People Prefer to Receive Information

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Which of the following ways would you prefer a company communicate with you?



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EMAIL

TEXT

PHONE CALL

SNAIL MAIL

72% of consumers chose email when asked, “In which of the following ways, if any, would you prefer companies to communicate with you?”



# What Can Data Tell You?

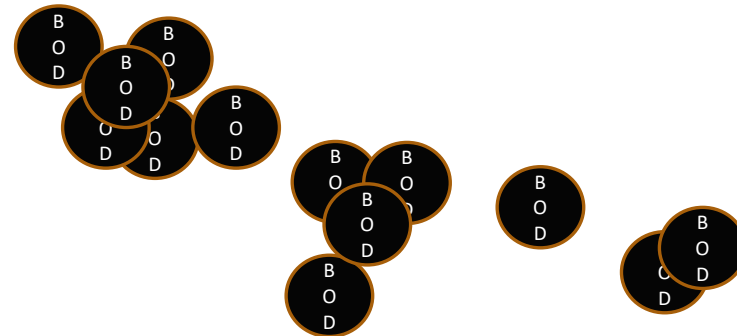
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- What Customers/Members Are Thinking And Doing
- How Money Is Being Spent
- About Program Effectiveness
- How To Make Data Supported Decisions
- Who Is Participating and Who Isn't





# Where are our Board Members From?









# Digital Marketing: E-Newsletters

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- Cost-efficient, effective communication channel
- Provides a higher response rate because it is being sent to a more receptive audience. *Of those that opt in to email messages from a brand, 95% find these messages somewhat or very useful.*
- E-newsletters drive website traffic

# How long do you spend reading an electronic newsletter?



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1 MINUTE

3 MINUTES

5 MINUTES



**51 seconds**

how long the average person spends reading a newsletter.





# Digital Marketing:

## Analytics



### **Get the Click!**

Use clear, strong and specific calls-to-action.

- Keep it brief & aim for a click. *Adding video to an email can increase click rates by 300%.*
- Exciting, informative subject line. *Personalizing subject lines see 26% more opens.*
- You are 6x more likely to get a click-through from an email campaign than you are from a tweet.
- There are 3x more email accounts than Twitter and Facebook accounts combined.
- 57% of email subscribers spend 10-60 minutes browsing marketing emails during the week.
- 72% of consumers chose email when asked, “In which of the following ways, if any, would you prefer companies to communicate with you?”

May 2017

**Household Hazardous Waste Event**  
May 11, 2017  
1:00 pm - 7:00 pm

**SCHEDULE YOUR APPOINTMENT NOW**



**RESIDENTS**

Appointments are required for all HHW events and can be made

1. Online using the scheduling system at [www.recyclesmart.info](http://www.recyclesmart.info)
2. By calling the RecycleSmart hotline at 231-941-5555

**NON-RESIDENTS (businesses, organizations, schools, etc.)**

1. Download the [2017 CESQG Registration and Certification](#) form.
2. Download the [2017 CESQG Hazardous Materials Inventory Worksheet](#).
3. Appointments are required. Call the RecycleSmart Hotline at 231-941-5555 to register for an HHW event. **(CESQGs are NOT allowed to make an online appointment).**
4. Not sure if you are a Conditionally Exempt Small Quantity Generator (CESQG)? Review the State of Michigan guidelines [here](#).

What can you bring to a Household Hazardous Waste event? Click [here](#).

Click [here](#) for more information about proper paint disposal.

**Compost Is Good Stuff!**

In celebration of Earth Day, the City of Traverse City and Grand Traverse County teamed up on Saturday April 23 to give away 100 yards of compost. Those willing to shovel and haul got some black gold for their garden beds. Special thanks to the good Samaritans that stayed at the end to help RecycleSmart staff clean up the remnants of compost.



RecycleSmart is the Resource Recovery program of Grand Traverse County, Michigan  
Operated under contract by Iris Waste Diversion Specialists, Inc.  
231-941-5555 | [recyclesmart@grandtraverse.org](mailto:recyclesmart@grandtraverse.org) | [www.recyclesmart.info](http://www.recyclesmart.info)



## Recycling Authority - March 2016

20000 West Eight Mile Road | Southfield MI  
248-208-2270 | [www.rrrasoc.org](http://www.rrrasoc.org)

### Materials Recovery Facility Prepares to Reopen

RRRASOC, in cooperation with our private recycling partner, ReCommunity Recycling, began test operations of the newly rebuilt materials recovery facility (MRF) in Southfield last week with a sample load of recyclables.

The MRF will be fully operational later this week when it begins processing recyclables from the curbside collection programs of our



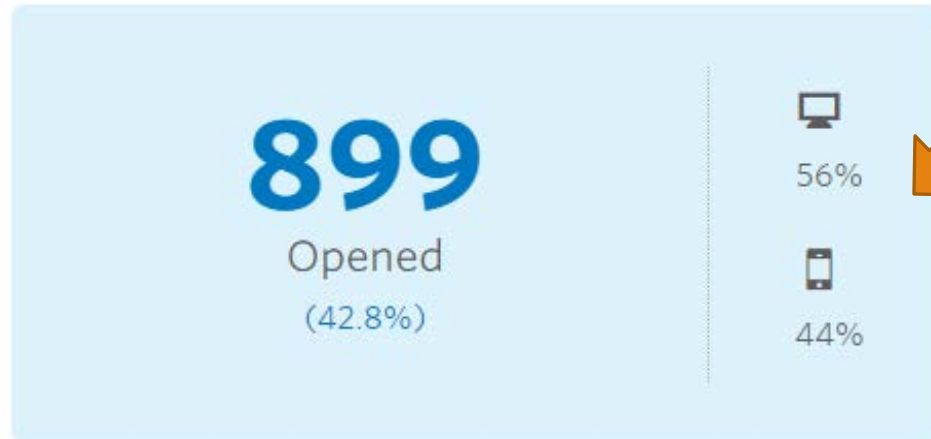
First test load with the new system.



# E-Newsletter: Analytics

- Provides instantaneous trackable results
- Identifies undeliverables so an effort can be made to correct them and resend them

## Email Stats



## My Reports

- Sent (1190)
- **Opened (461)**
- Clicked (64)
- Spam (1)
- Bounced (14)
- Unsubscribed (1)
- Did Not Open (715)



# MRC Newsletter



Campaigns

Templates

Lists

Reports

Automation

5 M

MichiganRecycles  
MichiganRecycles

Overview

Revenue

All Lists

Open rate Click rate Industry avg. open rate



- Dashboard
- Messages
- Search Appearance i
- Search Traffic
  - Search Analytics**
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl
  - Security Issues
  - Other Resources

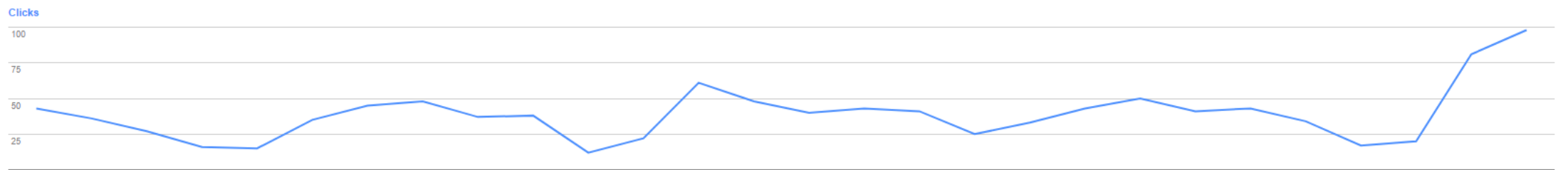
### Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks
  Impressions
  CTR
  Position

Queries No filter
 Pages No filter
 Countries No filter
 **Devices** No filter
 Search Type **Web**
 Dates **Last 28 days**

**Total clicks**  
**1,092**



Devices	Clicks
1 Desktop	669
2 Mobile	384
3 Tablet	39

Download

Show 50 rows 1 - 3 of 3

# The Case for Mobile

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- Mobile matters: 41% of emails are opened on a mobile device.
- 23% of readers who open an email on a mobile device open it again later.
- Mobile email will account for **15 to 70% of email opens**, depending on your target audience, product and email type.
- 30% of consumers now read their email **exclusively on mobile devices**





# Comparison by Industry Chart – Open Rates

Business Type	Open Rate	Bounces Rate	Clicks (Click-Through Rate)	Opt-out Rate
Accommodations (ex. hotel, inn, B&B, campgrounds)	19.34%	7.83%	8.35%	0.37%
Accountant	12.19%	5.56%	7.69%	0.14%
Animal Services	21.43%	6.55%	9.03%	0.40%
Art, Culture, Entertainment (ex. galleries, museums, musicians, theatre, film, crafts)	17.39%	7.59%	9.15%	0.14%
Automotive Services	13.21%	4.92%	9.90%	0.28%
Child Care Services	21.28%	5.76%	10.11%	0.38%
Civic/Social Membership (ex. associations, chambers, clubs)	19.57%	9.31%	8.92%	0.08%
Consultant, Training (ex. marketing, management)	13.63%	10.10%	8.34%	0.16%
Education - Primary/Secondary (ex. elementary, middle, and high schools)	23.92%	7.08%	9.87%	0.15%
Education - Higher Education (ex. colleges, universities, trade schools)	18.14%	7.15%	8.74%	0.13%

Government Agency or Services	23.06%	8.18%	9.59%	0.12%
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The average open rate across all industries is 24%

# 205

## Unique Clicks

What gets the most clicks?

## 23% Click-through rate

23% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

12 URLs

Display: **By URL**

Link URL	Unique Clicks	Distribution
<a href="http://files.constantcontact.com/c5a45631601/2e78ef81-8058-43bd-82e8-a0c439093ce6.pdf">http://files.constantcontact.com/c5a45631601/2e78ef81-8058-43bd-82e8-a0c439093ce6.pdf</a>	21	10%
<a href="http://files.constantcontact.com/c5a45631601/a07f4625-dc72-4916-a9eb-db52bae4ea1c.pdf">http://files.constantcontact.com/c5a45631601/a07f4625-dc72-4916-a9eb-db52bae4ea1c.pdf</a>	1	0%
<a href="http://files.constantcontact.com/c5a45631601/aeb9215a-a4c4-46fc-a4bd-db1d8026701f.pdf">http://files.constantcontact.com/c5a45631601/aeb9215a-a4c4-46fc-a4bd-db1d8026701f.pdf</a>	12	6%
<a href="http://files.constantcontact.com/c5a45631601/aebfc710-37a2-427d-b8e5-6b03394e461c.pdf">http://files.constantcontact.com/c5a45631601/aebfc710-37a2-427d-b8e5-6b03394e461c.pdf</a>	16	8%
<a href="http://recyclesmart.info/905/Brush-Drop-Off-Site">http://recyclesmart.info/905/Brush-Drop-Off-Site</a>	7	3%

<a href="http://www.recyclesmart.info">http://www.recyclesmart.info</a>	76
<a href="http://www.recyclesmart.info/1213/Examples-of-Hazardous-Waste">http://www.recyclesmart.info/1213/Examples-of-Hazardous-Waste</a>	81
<a href="https://www.youtube.com/watch?v=nvAoZ14cP7Q">https://www.youtube.com/watch?v=nvAoZ14cP7Q</a>	2



# E-Mail Metrics Worth Tracking

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- Open Rate
- Click-through rate
- Conversion rate
- Bounce rate; Unsubscribers; SPAM reports
- List growth rate
- Email share/forwarding rate
- Overall return on investment

# Recycling Directories

## *Recycling Directory*

### **Learn where to recycle, compost or properly dispose of just about anything!**

We have created an easy to use directory to help residents of Farmington, Farmington Hills, Milford, Milford Township, Novi, South Lyon, Southfield, Walled Lake and Wixom learn where to recycle, compost or properly dispose of various materials.

RECYCLING DIRECTORY

[Need help?](#) [Share](#) ▾

Type the name of an item and we'll tell you how to recycle or dispose of it.

[Terms of Service](#)

[List of Materials](#)

Powered by **ReCollect**



▶ *2017 Events*

*Recycle More but*

*Welcome*

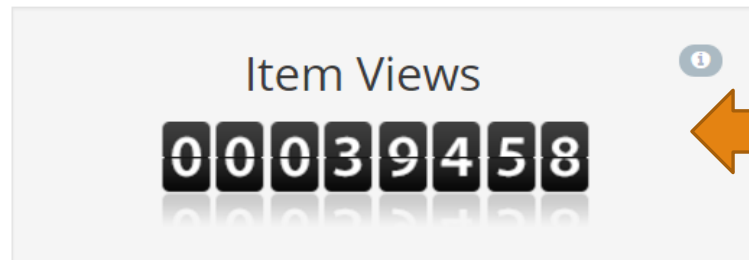
If your views are low or stagnant, it means the web app (widget) is likely placed on websites and webpages that aren't getting a lot of visitors. So considering moving the web app to more prominent places on your website or webpages. Read our [User Guide](#) for ideas on where to place the web app to maximize its exposure.

If your views are high and growing, it means the web app (widget) is likely placed on websites and webpages that gets a lot of visitors. Keep it up!

Type	Views	URL
wizard	25852	<a href="http://rrrasoc.org/">http://rrrasoc.org/</a>
wizard	10954	<a href="http://www.cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Recycling-and-Household-Hazardous-Waste.aspx">http://www.cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Recycling-and-Household-Hazardous-Waste.aspx</a>
wizard	7861	<a href="http://www.cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx">http://www.cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx</a>
wizard	3845	<a href="http://www.fhgov.com/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx">http://www.fhgov.com/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx</a>
wizard	3476	<a href="http://cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx">http://cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx</a>
wizard	1344	<a href="http://cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Recycling-and-Household-Hazardous-Waste.aspx">http://cityofnovi.org/City-Services/Public-Services/Field-Operations-Division/Recycling-and-Household-Hazardous-Waste.aspx</a>
wizard	1178	<a href="http://www.cityofnovi.org/Government/City-Services/Public-Services/Field-Operations-Division/Recycling-and-Household-Hazardous-Waste.aspx">http://www.cityofnovi.org/Government/City-Services/Public-Services/Field-Operations-Division/Recycling-and-Household-Hazardous-Waste.aspx</a>
wizard	1094	<a href="http://www.villageofmilford.org/government/departments/dps/recycling.php">http://www.villageofmilford.org/government/departments/dps/recycling.php</a>
wizard	922	<a href="http://www.wixomgov.org/government/public-works/recycling-and-solid-waste">http://www.wixomgov.org/government/public-works/recycling-and-solid-waste</a>
wizard	674	<a href="http://www.cityofnovi.org/Government/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx">http://www.cityofnovi.org/Government/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx</a>
wizard	421	<a href="http://ci.farmington-hills.mi.us/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx">http://ci.farmington-hills.mi.us/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx</a>
wizard	411	<a href="http://cityofnovi.org/Government/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx">http://cityofnovi.org/Government/City-Services/Public-Services/Field-Operations-Division/Trash-Collection-Services.aspx</a>
wizard	381	<a href="http://www.ci.farmington-hills.mi.us/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx">http://www.ci.farmington-hills.mi.us/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx</a>
wizard	277	<a href="http://www.farmington-hills.mi.us/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx">http://www.farmington-hills.mi.us/Government/Departments-Divisions/Department-of-Public-Services-(Public-Works)/Recycling.aspx</a>



- Messaging
- Recycling Directory
- On-Call Collection
- Sorting Game
- Calendars
- Addresses
- Mobile Apps
- Settings
- Links & Help
- APIs



- Popular Materials
- Suggested Items
- Popular Depots
- Popular Streams

Which items are most viewed?

1. Televisions 1343 hits
2. Paint - latex (full or partially full) 902 hits
3. Styrofoam 758 hits
4. Batteries (disposable) 746 hits
5. Plastic bags 623 hits
6. Computers 528 hits
7. Paint - oil (full or partially full) 513 hits
8. Styrofoam egg carton 417 hits
9. Paper 388 hits
10. Electronics and electric equipment 377 hits



Based on the data from the recycling directory analytics, what subject would you choose as the focus of your upcoming educational campaign:



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E-WASTE

HHW

RECYCLE RIGHT

OTHER



- If you chose “E-waste” why?
- If you chose “HHW” why?
- If you chose “Recycle Right” why?
- If you chose “other” what would be the focus and why?



# MRC directory

directory.michiganrecycles.org



MRC Main Website

Recycler Aluminum Cans x Services See All

 WM - Iron River Transfer Station (Superior Waste) ★

Address	2261 West U.S. 2, Crystal Falls, MI 49920 about 933 miles away
Phone	906-875-4456
Materials Accepted	Aluminum Cans, Clear Glass, Computer Paper, Junk Mail, Mixed Office Paper, ONP, PET/PETE (1), Tin Cans, Green Glass
Services	Collector
Service Area	Iron County
Collection 	Drop off, Pick up

Sort by distance from

Current Location ▼

We think you're at  
393 Chestnut Rd  
Okemos, MI 48864, USA

WM - Menominee Hauling ★

Export Results

# Surveys

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- Event/Satisfaction – HHW, Recycle Event, MRF Tour, Presentation/Assembly, etc.
- Informational – Outreach and Education, Protocols, etc.
- Paper or Digital
- Know your audience...administer a survey now or later? *How likely are they to log in and participate at a later date?*
- Not everyone is digitally connected.

# Surveys

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## GOALS

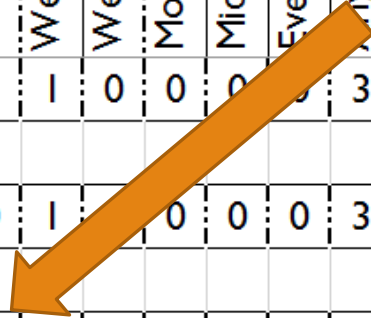
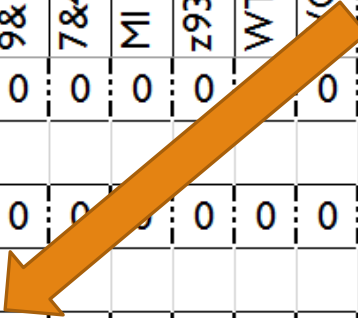
- Have a clear purpose
- Easy to administer
- Easy to take
- Produce accurate data
- Let you confidently make informed decisions

## PURPOSE

- Get answers
- Evoke discussion
- Base decisions on objective information
- Compare results



March 23, 2017	Attend B4?		# of Households	Radio/TV						News			Other				Best days/times for HHW events					Pay a Fee			
	Yes	No		9&10 News	7&4 Up North Live	MI News 26	z93Hits	WTTCM 103.5 FM/580 AM	WCCM.FM 107.5 Classic Hits	Traverse Ticker	Record-Eagle	Northern Express	called hotline	called municipal office	family/friend	RecycleSmart website	E-newsletter	Weekdays	Weekends	Morning	Mid-day	Evening	anytime	Yes	No
<b>Community</b>																									
<b>Acme Township</b>	6	5	11	0	0	0	0	0	0	1	0	0	0	0	2	3	1	0	0	0	0	3	4	0	
<b>Blair Township</b>	3	3	5	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	0	0	3	2	0	
<b>City of Traverse City</b>	15	14	29	0	0	0	1	1	0	1	0	0	1	0	3	10	5	0	0	0	0	7	7	1	
<b>East Bay Charter Towns</b>	8	6	14	0	0	0	0	0	0	0	0	0	1	3	4	2	3	0	0	0	0	4	6	0	
<b>Fife Lake Township</b>	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
<b>Garfield Charter Towns</b>	16	8	26	0	0	0	0	0	0	0	0	1	1	1	5	12	5	0	0	0	0	4	6	0	



Source	October 1 – Novi			October 15 - Southfield		
	Number of Respondents	Percentage of All Sources	Rank Top 5	Number of Respondents	Percentage of All Sources	Rank Top 5
Postcard Mailing	65	26.9	1	140	43.5	1
RRRASOC E-Newsletter	9	3.7		26	8.1	4
Municipal Newsletter	7	2.9		9	2.8	
Called RRRASOC	0	0		0	0	
Called Municipal Office	0	0		7	2.2	
RRRASOC Website	2	.8		14	4.3	5
Municipal Website	6	2.5		33	10.2	2
Unspecified Website/Online	29	11.9	3	12	3.7	
Family/Friend	22	9.1	5	13	4.0	
Newspaper	23	9.5	4	12	3.7	
Radio	0	0		1	.3	
TV	1	.4		0	0	
City Calendar	2	.8		32	9.9	3
Flier	32	13.2	2	2	.6	
Email (unspecified)	11	4.5		5	1.5	
Other	33	13.6		16	4.9	
TOTAL	242			322		







# In Person- Member/Attendee Feedback

Game PIN

Enter

## Q6 How much do you think it would cost your County to revise its Solid Waste Mgt. Plan?

Answer options	▲ "\$0 - \$49K"	◆ "\$50K- \$99K"	● "\$100K - \$199K"	■ "More than \$200K"
Number of answers received	13	15	10	5
Average time taken to answer (seconds)	14.85	17.53	19.83	7.08

## Q7 How much do you expect the State to pay for your County's planning process?

Answer options	▲ "0%"	◆ "33%"	● "66%"	■ "100%"
Number of answers received	17	13	12	7
Average time taken to answer (seconds)	6.59	13.05	12.18	8.55

## Q8 What's the biggest recycling challenge facing communities?

Answer options	▲ "paying for recycling services"	◆ "increasing participation"	● "getting support to provide services"	■ "enhancing current programming"
Number of answers received	20	13	13	3
Average time taken to answer (seconds)	15.68	14.66	16.95	14.76

What do people want to know?

How to drive traffic?

Can this be another data point?

Which audiences care?

Before,  
During,  
and After  
Collection

Can time  
and  
resource  
efficiencies  
help?

# Sharing Data as a tool-

# Sharing the data-

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- Can Raise awareness
- Can show connections
- Can provide a new way to engage
- Can motivate different audiences
- Can allow for real time data collection



# Signage- Proclaim and remind!

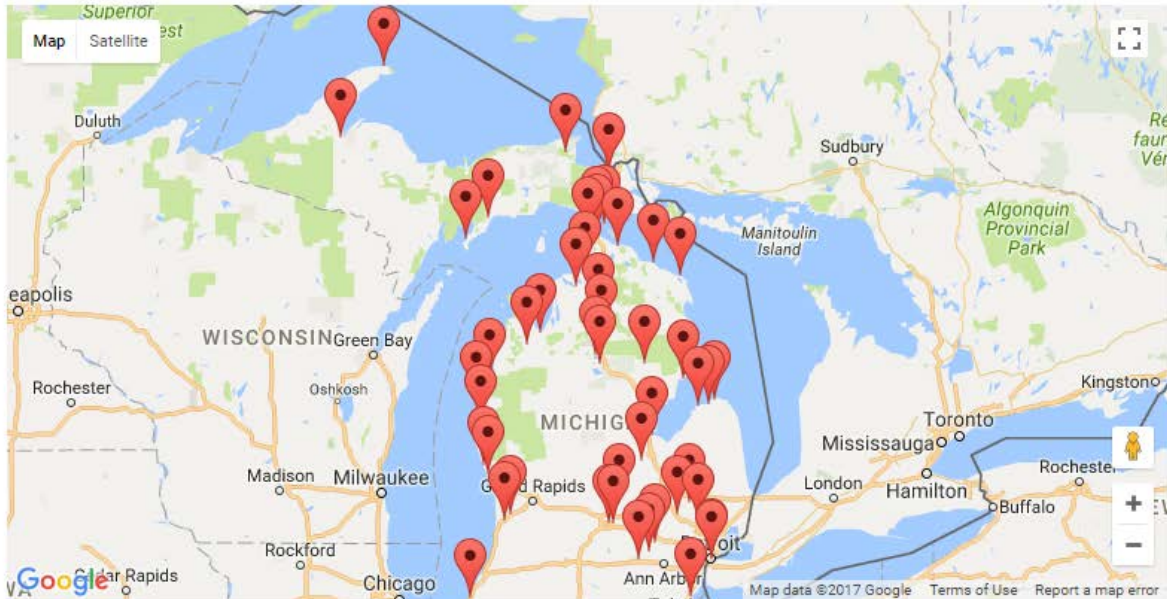




# Recycle, MI - [www.RecycleMichigan.org](http://www.RecycleMichigan.org)

recyclemichigan.org/where-is-recycle-mi/

**Find Our Partners-**  
**This map shows where you can find Recycle, MI Signs across our state!**



The map displays the state of Michigan and its surroundings, including parts of Wisconsin, Illinois, and Ontario, Canada. Numerous red location pins are scattered across Michigan, indicating the locations of Recycle, MI signs. The map also shows major cities like Duluth, Green Bay, Milwaukee, Chicago, Ann Arbor, Detroit, Toledo, and Toronto, as well as geographical features like Superior Lake, Lake Michigan, and Algonquin Provincial Park. The map interface includes a search bar, map controls, and a Google logo.



See a Recycle, MI Sign? #RecycleMI

Post a picture with #RecycleMI for a chance to be featured on our website!

[#RecycleMI](#)



# Social media! - #RecycleMI

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## Be a Part of #RecycleMI

December 26, 2016

One of the easiest ways to get involved with Recycle, MI, is by using **#RecycleMI** when you see recycling, or a Recycle, MI sign. #RecycleMI means you're helping people find recycling opportunities where they live, work, and play.

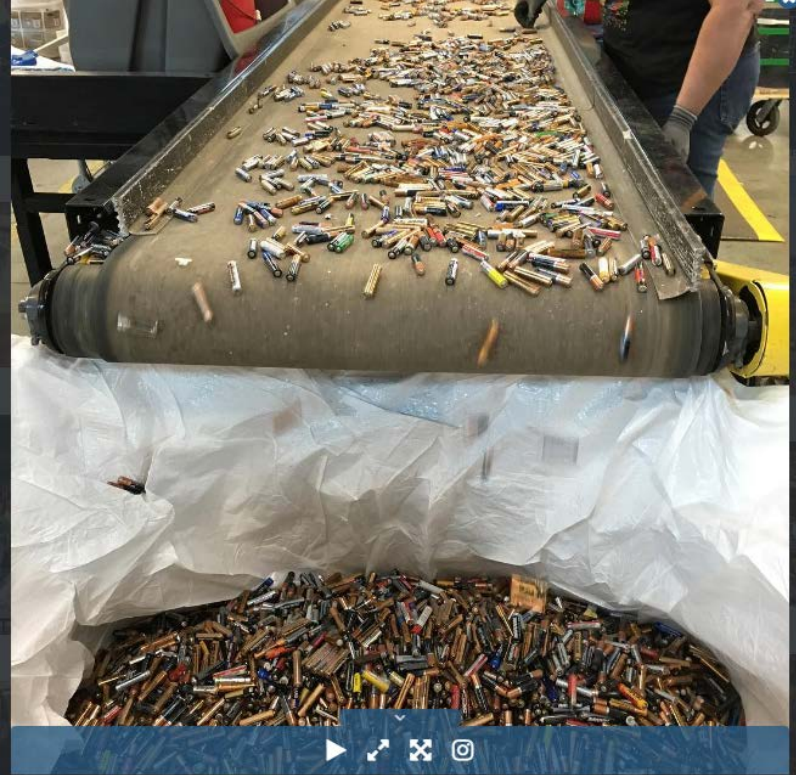
Explore below to see others helping spread the word about how everywhere is Recycle, MI!

### Instagram #RecycleMI:



#recyclemi





Roger Cargill added 4 new photos.

February 10 at 1:36pm · 🌐

General Motors learning about recycling Flint water bottles



👍 Like    💬 Comment    ➦ Share

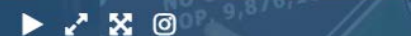
👤 🗿 Kate Meyer Neese, Matt Flechter and 6 others





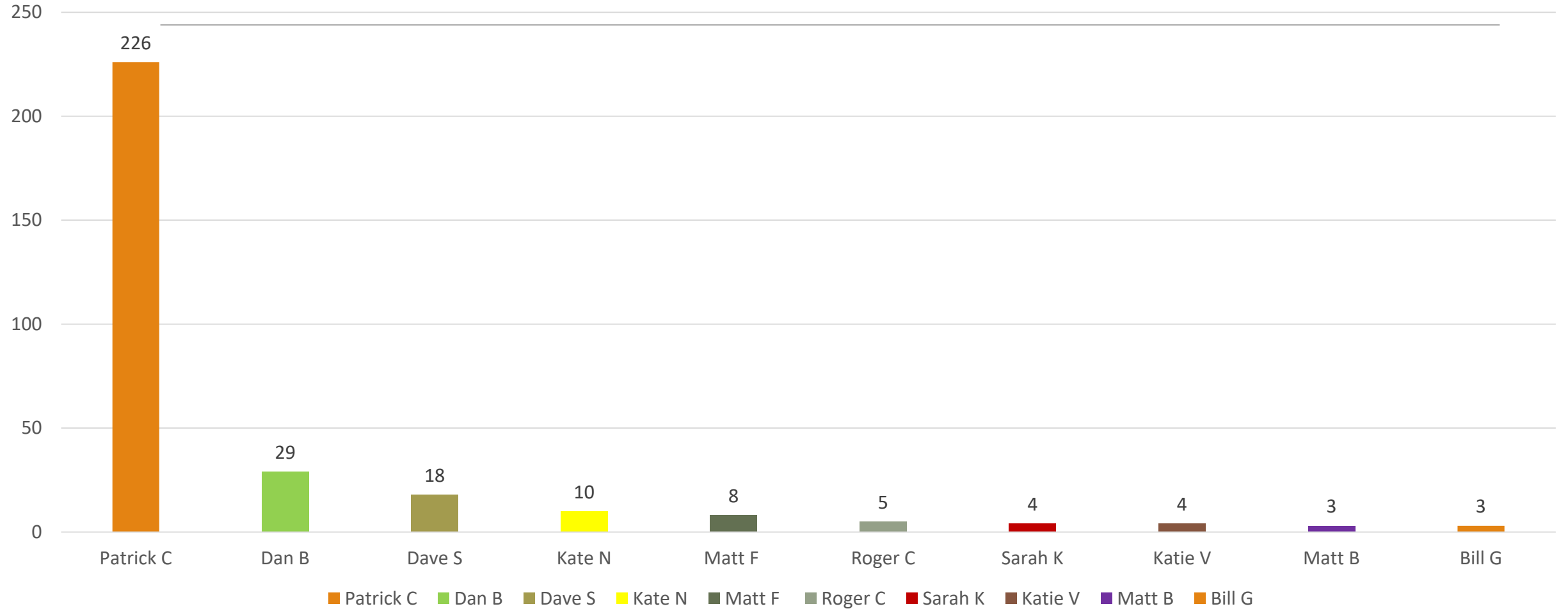






# 1 month in results!

Total Scores as of 2/13/2017 8:00am



What content?

What kind of images?

What Content Management System?

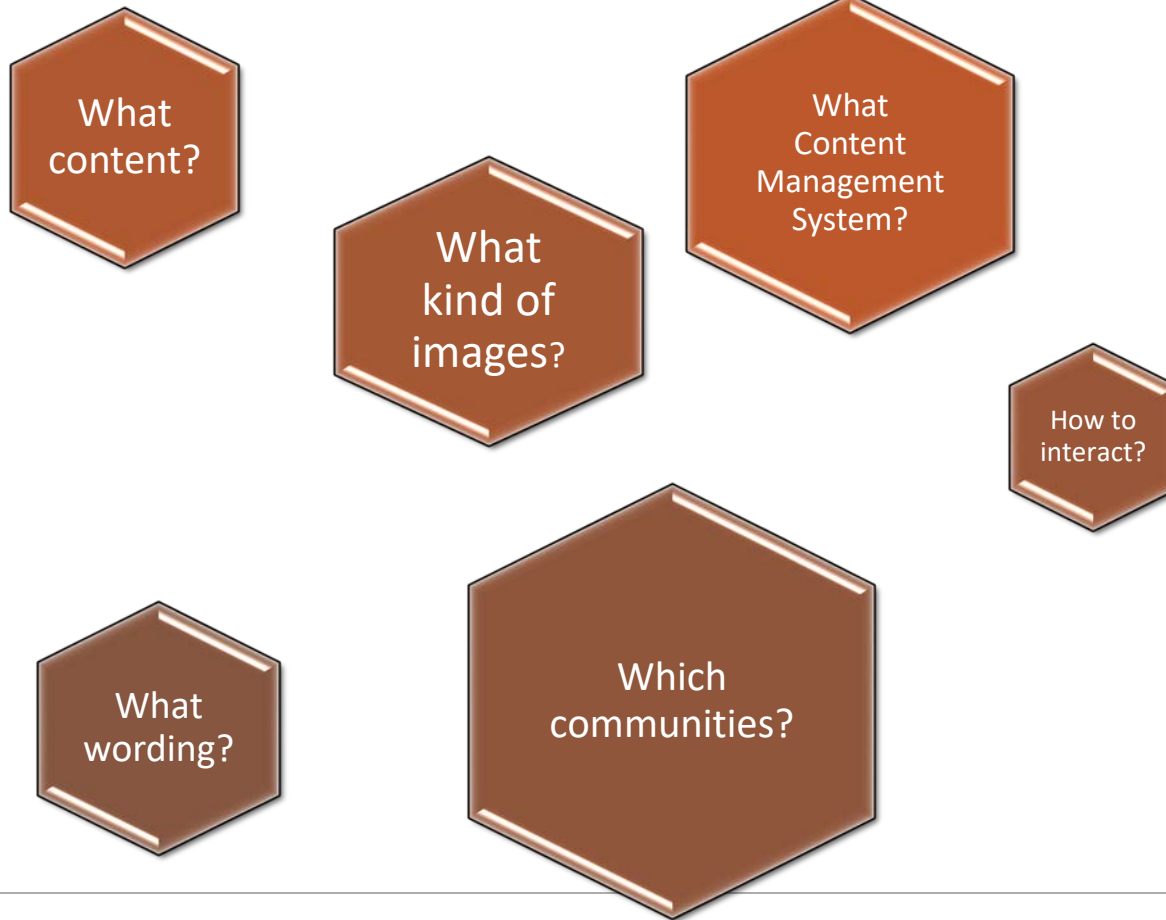
How to interact?

What wording?

Which communities?

---

We want to develop a new Website, what information is best to use?



# Who is our target audience?

## Michigan Recycling coalition vs. Recycle, MI

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### MICHIGAN RECYCLING COALITION

- **Potential members-** Recycling Professionals, Coordinators, Communities, Businesses, Non-profits, etc.
- **Current Members-** connecting with tools and updates
- **Professional Recyclers**
- **Political Officials**
- **Press and Media**

### RECYCLE, MI

- **Residents of Michigan-** including employees from places where Michiganders live, work, and play
- **Recycling Coordinators-** Those who would benefit from free tools
- **Recycle, MI Partner Program Partners-**

# How do you think this data could inform a new Recycle, MI website?

---

- Content
- Menu Items
- Design capabilities
- Graphics
- Etc.

### Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.



THE KEY IS FREE!

# Website & Social Media Data





## Search Console

Overview  
Promotions  
Likes  
Reach  
Page Views  
Actions on Page  
Posts  
Events  
Videos  
**People**  
Messages

**Your Fans** | People Reached | People Engaged

The people who like your Page

**Women**  
61% Your Fans

**Men**  
38% Your Fans

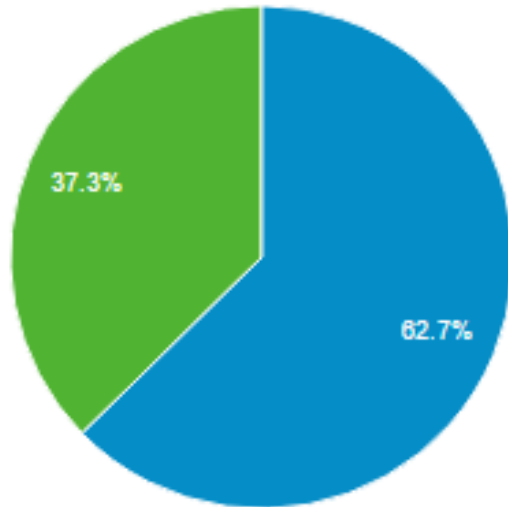
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of Ameri...	888	Lansing, MI	63	English (US)	893
Canada	10	Grand Rapids, MI	54	English (UK)	22
Puerto Rico	3	Detroit, MI	32	Spanish	4
Brazil	3	East Lansing, MI	29	Portuguese (Brazil)	3
Spain	2	Livonia, MI	21	Arabic	2
Italy	2	Ann Arbor, MI	19	German	2
Egypt	2	Saginaw, MI	14	French (France)	2
South Korea	2	Holt, MI	11	Korean	2
Pakistan	2	Chicago, IL	10	Spanish (Spain)	1

	Queries	Clicks ▼
1	<a href="#">michigan recycling coalition</a>	107 >>
2	<a href="#">michigan recycling coalition conference 2017</a>	59 >>
3	<a href="#">michigan recycling</a>	23 >>
4	<a href="#">what can be recycled</a>	17 >>
5	<a href="#">mrc conference 2017</a>	11 >>
6	<a href="#">michigan recycle</a>	9 >>
7	<a href="#">mi recycle</a>	9 >>
8	<a href="#">mrc conference</a>	8 >>
9	<a href="#">recycle michigan</a>	7 >>
10	<a href="#">recycling in michigan</a>	6 >>

# Choosing a new system-



■ New Visitor ■ Returning Visitor

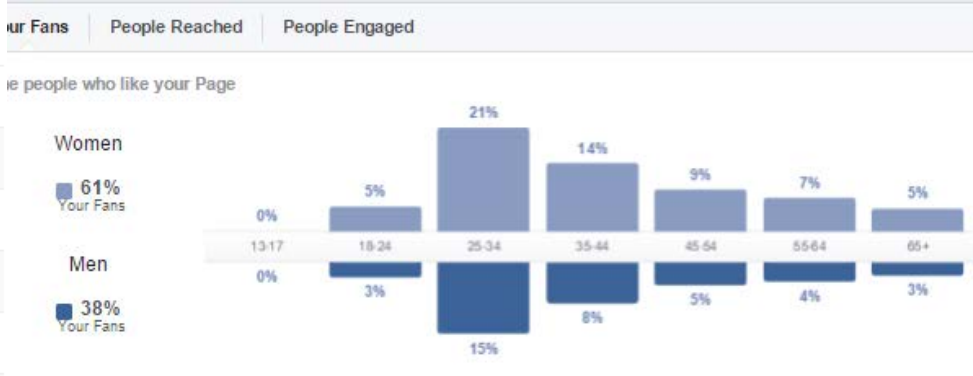


	Browser	Sessions	% Sessions
1.	Chrome	521	50.00%
2.	Safari	237	22.74%
3.	Internet Explorer	152	14.59%
4.	Firefox	72	6.91%
5.	Edge	29	2.78%

# How do you think this data could inform a new Recycle, MI website?

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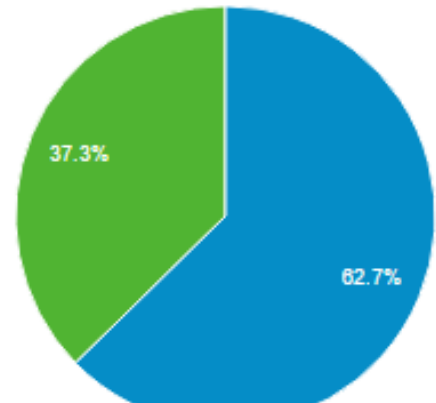
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■ New Visitor ■ Returning Visitor



# What we ended up doing- Content design

## What Can Be Recycled?

**Recycling can be confusing!**

Although many materials are technically recyclable it can be difficult to figure out what and where you can recycle. Recycling often becomes confusing quickly because everywhere recycles a little differently. In Recycle, MI we have an easy trick for you to always recycle right-you just have to ask yourself two questions.

- 1. Can this material be recycled?
- 2. Where can I recycle it?

**Using This Page**

You can sort the page by 'Common' and 'Special' materials. Many of the items are only accepted at certain times or locations. Please check the program before assuming they are. Most of the items are from a household. Choose the material you are interested in.

ALL COMMON MATERIALS SPECIAL MATERIALS

Styrofoam

## Recycling in Michigan

Recycling happens in many ways across Michigan, whether it's a curbside program in Grand Rapids or a drop-off recycling center in Houghton.

Recycling is the act of converting waste into reusable materials. 'Waste' is anything that is not used during a process or cycle. What types of waste do we produce and how can they be recycled?



Why Recycle?



What Can I Recycle?



Frequently Asked Questions







	Queries	Clicks ▼
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# Your data shows your success

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Are you reaching your goals and target audiences?

Do you have the information you need?

Even if you don't understand what you're going to use it for, if there is an opportunity to gather it you should ! You never know what you may need it for:

- Program Planning
- Grant Applications
- Award Applications
- Budgets
- Audience Engagement
- Fun Facts

# Free Resources

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- **Website Analytics**- Google Analytics, Google Search Console,
- **Social Media**- Opt in to Twitter analytics, Facebook Insights, Instagram Insights
- **Survey Tools**- Kahoot, Survey Monkey, Google Forms, Doodle
- **Email**- MailChimp, Google Groups,