The National Association for the Employment of People who are Blind

NAEPB Marketing Committee Board Report
March 3, 2025

The status and key activities for each initiative are provided below.

INITIATIVE #1: 2024 NIB/NAEPB TRAINING CONFERENCE AND EXPO

Empower Training Conference and Expo, October 14-18

- 900+ registrants
- 70+ exhibitors
- 79 Employees of the Year
  - National winners:
    - Oleksandr "Olek" Onikiienko of AVRE
    - Terrie Collins of Alphapointe
- Speakers from the U.S. AbilityOne Commission, U.S. General Services Administration, Office of Federal Procurement Policy, Defense Logistics Agency Troop Support, and more.
- Three training tracks: AbilityOne Program in Action, Business Excellence and Federal Procurement, and Leadership and Workforce Development.
- Awards presented to agency, commercial, and government partners.
- CEO panel discussions, including one composed of female CEOs who shared the paths they took to achieve agency leadership and another featuring agency CEOs who "came up through the ranks" to lead their organizations.
- Shared online photo albums with all attendees after the event.
- Shared highlights video on social media and website.

AccessTech Smart Office and Accessible Technology Showcase, October 15-16

- Open to the public, NIB's Smart Office and Accessible Technology Showcase provided an opportunity for visitors to try out the latest tools and technologies designed with accessibility in mind.
- Envision, a leader in next-generation assistive technologies known for its smart glasses, debuted its brand new personal and conversational artificial intelligence (AI) assistant for the first time in the United States.

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- NIB screened the Oscar-nominated short film “Feeling Through,” the first to star a DeafBlind actor, and held a panel featuring the film's writer/director on the power of collaborative and inclusive storytelling.
- Smart Office and Accessible Technology Showcase participating organizations:
    - Amazon Business
    - Envision
    - LightHouse for the Blind and Visually Impaired, San Francisco
    - American Printing House for the Blind
    - Glidance
    - Lighthouse Louisiana
    - Freedom Scientific

INITIATIVE #2: 2024 NIB ANNUAL REPORT

Instead of a print or PDF annual report, we created an interactive microsite to share NIB’s successes over the past fiscal year.

Once approved by the NIB Board of Trustees, the Annual Report was launched via email and on social media on February 14.

Website Statistics

- 344 Active users
- 1.5K Page views
- We are using heat-mapping software to measure engagement by page on both desktop and mobile platforms.
    - Intro Page: 233 visits, 271 clicks
    - Impact in Numbers: 77 visits, 160 clicks
    - Workforce Development: 63 visits, 99 clicks
    - Growth & Innovation: 37 visits, 43 clicks
    - Advocacy & Awareness: 30 visits, 34 clicks
    - Events & Celebrations: 28 visits, 28 clicks
    - Financial Summary: 44 visits, 31 clicks
    - NIB Leadership: 34 visits, 33 clicks

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Email Statistics

- Audience: 1,222 recipients
  - Agency CEOs, NIB Employees, NIB Board Members, AbilityOne Commission Members/Liaisons/Staff, and other interested parties identified by NIB stakeholders
- Open Rate: 14.24%
  - Unique Opens: 174
  - Several users shared through their organizations, as emails were opened up to 30 times by the same user
- Click-Through Rate: 32.18%
  - Unique Clicks: 56

Social Media Campaign

- NIB is running a 30-day social media campaign to increase engagement with and website traffic to the online Annual Report.
- The campaign was launched February 26 and is structured into two phases – testing and optimization.

Annual Report Promotional Video

- Received 71 organic views before launching the social media campaign.
- 76% of viewers are still watching at around the 0:30 mark, which is above typical.

INITIATIVE #3: SKILCRAFT PRODUCTS AND SERIVCES CAMPAIGNS

Google Grants

- This program provides eligible nonprofits with up to $10,000 per month in free search ads on Google.com. The goal is to help nonprofits connect with people searching for their cause, raise awareness, and attract donors and volunteers.
- Performance – October 2024 through February 2025
  - Clicks increased by 69.5%
  - Impressions increased by 57.9%
  - Click-through rate was 13.77%, significantly higher than the industry average of 2%.
  - The average cost per click went down 23.6%. The average was $7.79, higher than the industry average of $4

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Paid Google Ads

- Performance – October 2024 through February 2025
  - Clicks increased by 234.2%
  - Impressions increased by 10.1%
  - Click-through rate was 3.15%, higher than the industry average of 2%.
  - The average cost per click was $0.81, much lower than the industry average of $4.
  - Video continues to perform well – there were 41,435 video views during this period.

Website Traffic

- SKILCRAFT Product Page – October 2024 through February 2025
  - Sessions increased by 189.5%
  - Users increased by 199.1%
  - New users increased by 207.4%
- SKILCRAFT Services Page – October 2024 through February 2025
  - Sessions increased by 1604.9%
  - Users increased by 1,750.6%
  - New users increased by 2,319.4%

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