



Premium Engagement

Acquiring Prospects through Social Media

LIZZY LUDWIG, INTERNATIONAL CAMPAIGN FOR TIBET
BRAD LEVINSON, SCHULTZ & WILLIAMS

THURSDAY, OCTOBER 10, 2019

engaging NETWORKS

ENCC-DC 2019

Introductions



LIZZY LUDWIG

Director of Development
International Campaign for Tibet

Schultz & Williams

Powering Missions That Matter™

BRAD LEVINSON

Director, Digital Experience
Schultz & Williams

What is Digital List Growth?

EXPANDING AND GROWING AN ORGANIZATION'S EMAIL LIST by having new-to-file audience members take part in an activity or an action that furthers the organization's mission.



Why List Growth?

Key Goals Include:

- **EXPANDING THE BASE OF PROSPECTS:** Digital list growth is a key strategy for bringing in new internal (social media fans, mail file) and external audiences.
- **PROVIDING MEANS OF SUPPORT FOR AN ORGANIZATION'S KEY INITIATIVES:** Bringing in and mobilizing external audiences to help move key stakeholder outreach and/or organizational initiatives forward.
- **BUILDING ORGANIZATIONAL AWARENESS:** Action/signup-based online advertising is a potential solution for having audiences engage and interact with organization (but will likely lead to less efficient signup than organizations with awareness).
- **MESSAGE, THEME AND CREATIVE TESTING:** Campaigns can be structured to have different test panels, and can be placed in front of targeted audiences to see how they interact and engage with different messages, themes, and imagery.
- **CONVERTING INTO DONORS:** A digital list growth campaign is only effective if there's an overall strategic plan to convert these prospects into donors, staunch advocates, etc., and to cultivate them over the long term.

Building a List Growth Campaign

Identify Opportunities:

- What current projects/initiatives are compelling?
- What do current stakeholders respond to? What initiatives are motivating them to take action?
- Can we reach a desired outcome through the efforts of external audiences?

Identify Audiences & Stakeholders:

- Who is our natural audience - our advocates and stakeholders? Who do our initiatives affect?
- Why do stakeholders care about our issues? Will they support future initiatives?
- How do we support them? How do we provide them with something that's useful, purposeful, and valuable to them - that meets their needs, interests, goals, etc.?
- What is audience and stakeholder role in creating the outcome that you are seeking? How do we demonstrate that?

ICT: Goals for Donor Acquisition and List Growth

Key Goals Include:

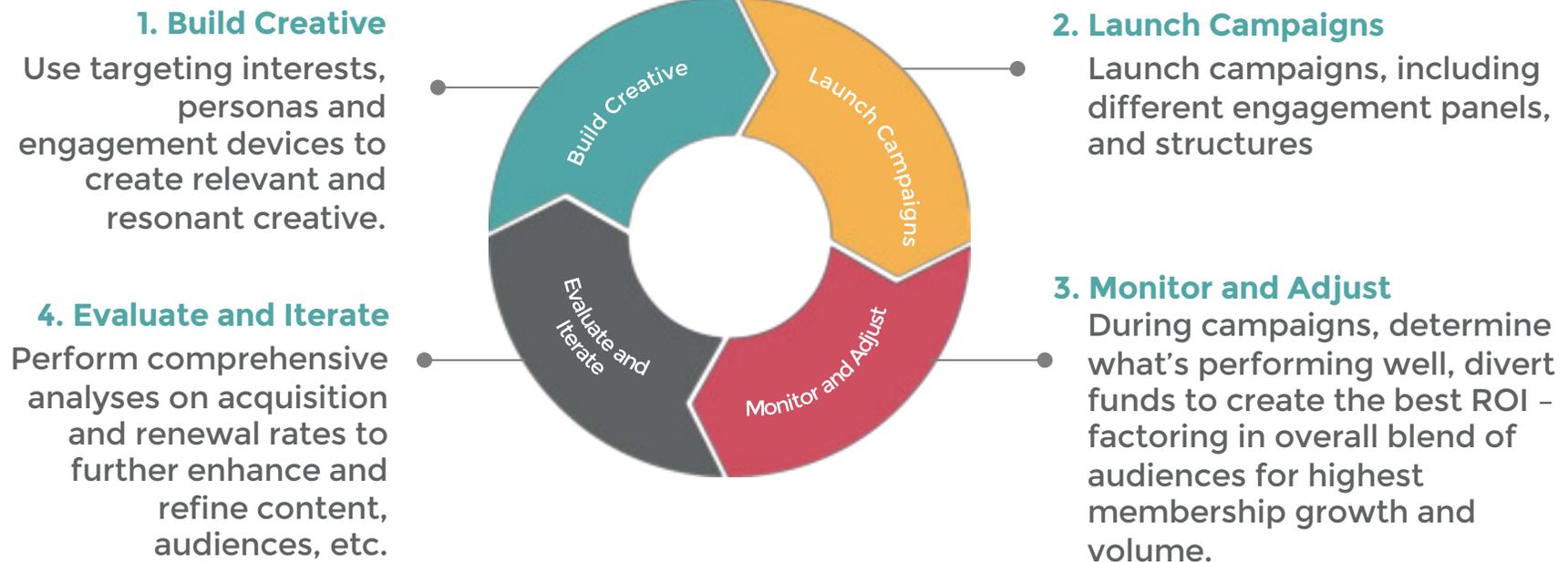
- Expanding efforts and building a replicable control for online donor acquisition: Past efforts for list growth had been successful, but focused on efficient email acquisition (petition-based and message-based) as a primary goal, and donor acquisition as a secondary goal.
 - “Mission-based” panel, “flag-based” panel, refreshed welcome series, and downloadable toolkit.
 - Determining best-performing creative, audiences and strategies over multiple flights of ads, and omitting/enhancing ads as results come in.
- Making use of control acquisition mail package: In bringing on new prospects, we wanted to make this a truly integrated online and mail-based campaign to shorten the length of time for donor conversion by making strategic use of the control acquisition mail package—consisting of handmade Tibetan prayer flags.
- Determining long-term value of new prospects and donors who would be acquired through these efforts.

What Must Be in Place

Before a digital list growth campaign, an organization must have the following:

- **COMPLETED A DIGITAL INFRASTRUCTURE ASSESSMENT:** In order to be done effectively, organizations need the infrastructure to support a list growth campaign. Whether you are making use of features in your current toolset, or establishing new ones, this may be a lengthy process.
- **SOURCE CODE TRACKING:** In order to track campaign performance, as well as long-term value, some architecture to attribute prospects and donors to their entrance point/version/campaign source needs to be established and used.
- **A PLAN FOR WHAT COMES NEXT:** A digital list growth campaign is only effective if there's an overall strategic plan to convert these prospects into donors and to cultivate them over the long term. Think of a list growth campaign as a promise to prospects that you're working on a goal together—and that you won't abandon them or the mission.
- **ACTUAL CONTENT THAT COMES NEXT:** A welcome series, cultivation campaigns, or appeals should actually not just be planned, but ready to go or in the immediate future.

Ad Creation, Launch and Refinement



Where?

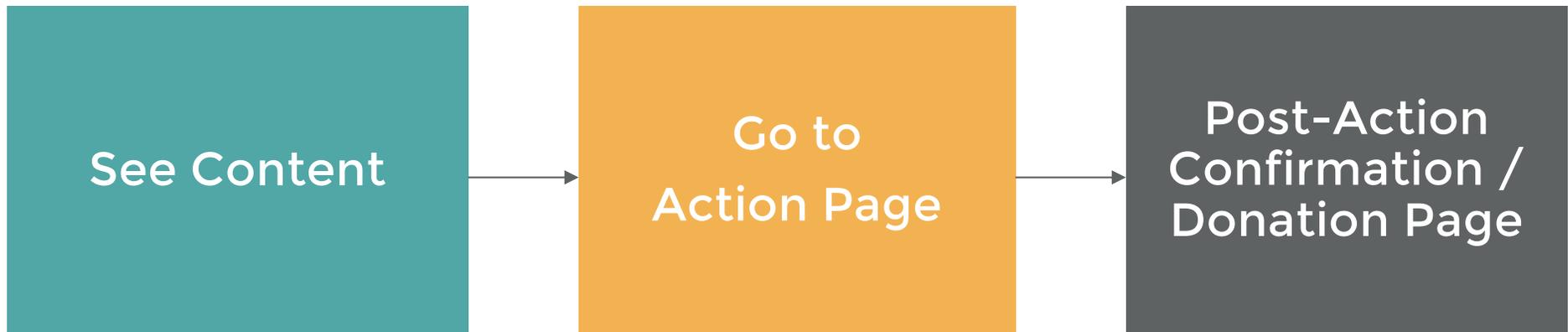
Places to Perform Digital List Growth Include:

- **FACEBOOK ADS PLATFORM:** Highly effective given targeting capabilities, we often see these campaigns have the best ROI.
- **BANNER ADS:** Often takes place through the Google Display Network due to ability to remarket/retarget past visitors, as well as the number of sites that participate on the network. Can also be individually placed through outreach to websites.
- **LIST GROWTH PARTNERS:** This can include partnerships with online communities. Can sometimes be a large commitment in terms of costs or minimums for smaller organizations, but can help to create a well-diversified list of multiple entrance points.
- **SOCIAL MEDIA POSTS:** Organic posts on places like Facebook and Twitter can lead fans and followers to sign-up/action pages.

Experiment with Structures

- 1. Direct-To-Donate Framework**
Bring donors in through an immediate ask.
- 2. Premium and Signup-Based Offers**
Bring new prospects in through free, mission-based premium offers, and offer membership.
- 3. Petition and Letter-Writing Campaigns**
Gear up for major events and strategic priorities for the organization.
- 4. Rapid Response Opportunities**
Have new prospects engage with the organization through rapid response situations or important milestones for progress.

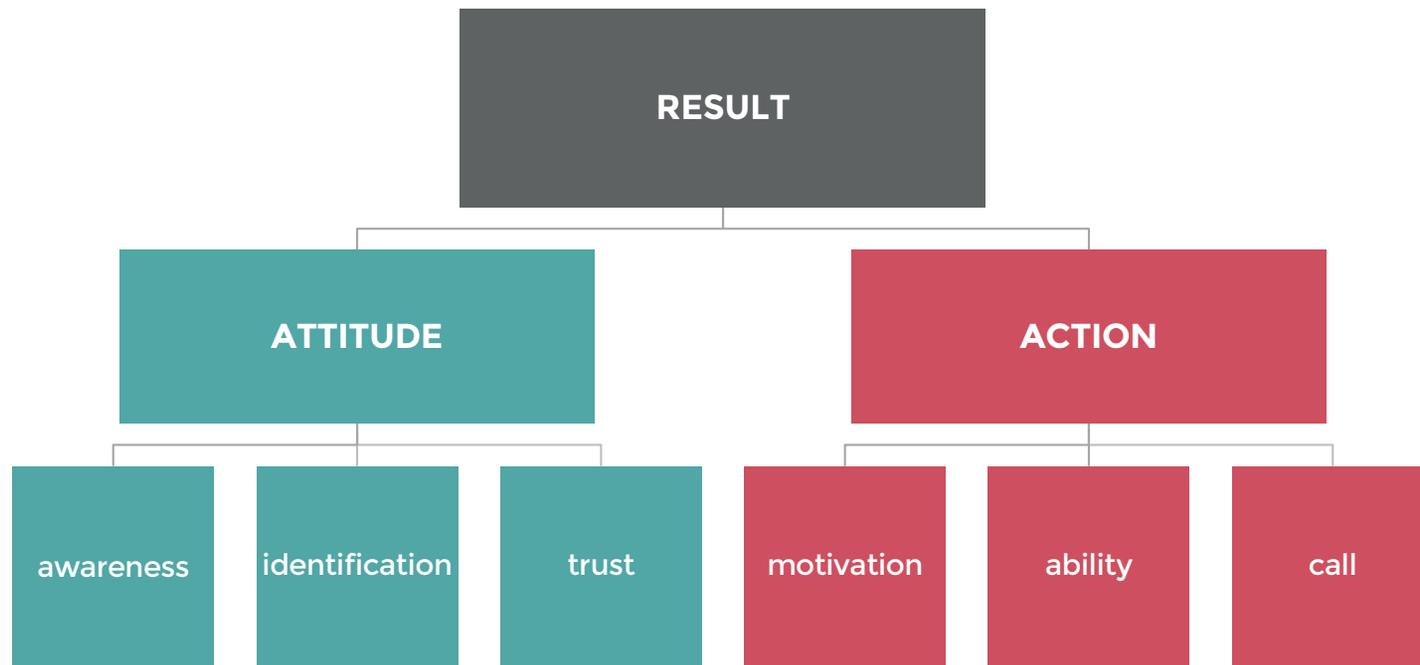
Core Structure of a Digital List Growth Campaign



Core Structure: ICT



Core Methodology of Driving Digital Participation



* Adapted from Clout by Colleen Jones

Audiences and Targeting

Custom Audiences: Tool That Allows Us to Use Includes, Excludes, and Create Modeled Lists:

- Exclude current email list.
- Include prospects and donors on mail file—whose email addresses we do not have—to obtain email addresses.
- Create an audience of Facebook and Instagram fans/followers whose email addresses we do not currently have.
- Build a “lookalike” audience to model, and then use interest targeting to narrow the audience.
- Create a remarketing audience of people whose email addresses we do not currently have.
- Create an audience of people who engaged on social media and aren’t on current email list.

Custom Audience Tool

Create a Custom Audience

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

[Read best practices for preparing your customer data](#)

Identifiers you can use (16)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code

City State/Province Country Date of Birth Year of Birth Gender Age

Facebook App User ID Facebook Page User ID

Original Data Source

Add a new file (CSV or TXT) [Download file template](#)

Drag and drop your file here or

Copy and paste

Audience name 50 X [Show description](#)

ICT: Audiences and Targeting

Facebook and Instagram Ads:

- **Lookalike and Interest-Based:** Built lookalike models of donors, high-frequency donors and mid-level donors—and narrowed by using interest-based targeting that was successful in previous list growth efforts.
- **Remarketing-Based:** People within the United States who have been to ICT-based pages, but who are not matched to a list of current donors.

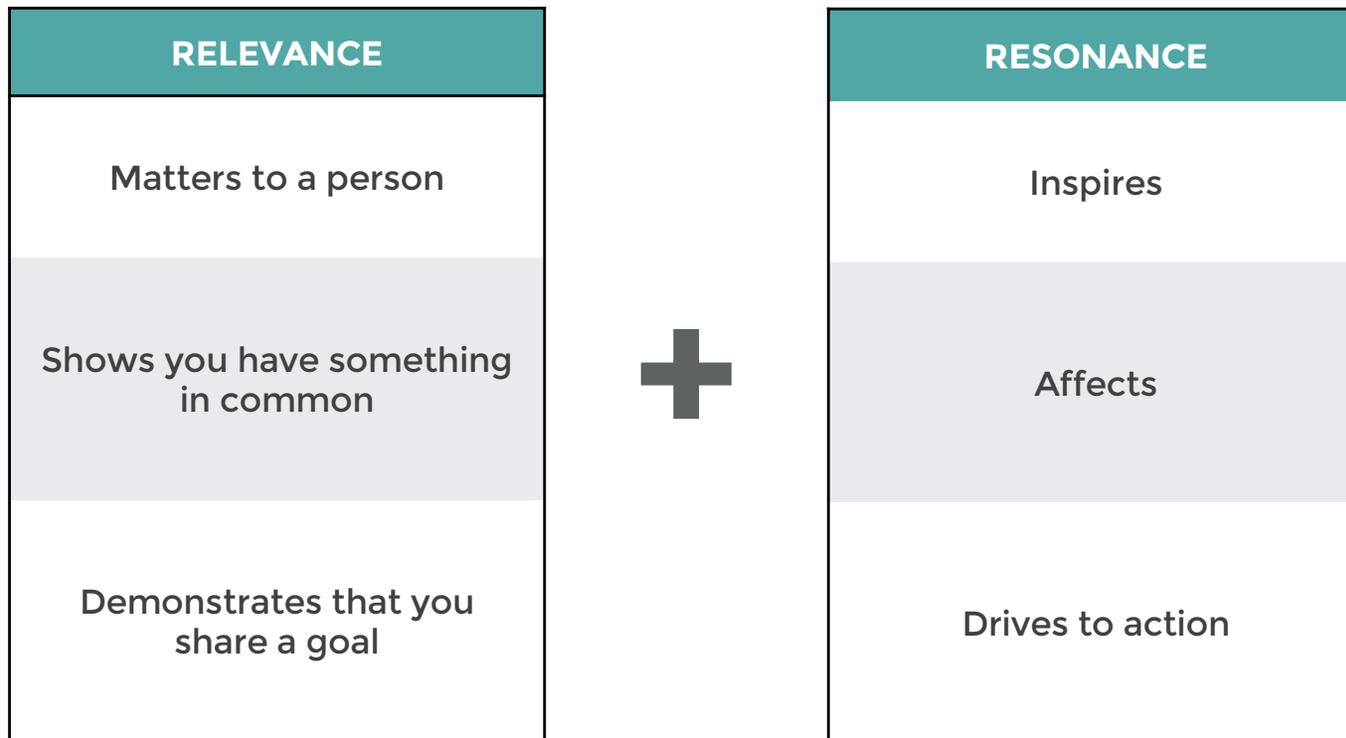
Google Display Ads:

- Remarketing-Based

Managed Placements:

- Lion's Roar and Tricycle websites

Developing Creative: Relevance and Resonance



Ad Copy: Using Premiums While Making it Mission-Based

 **International Campaign for Tibet** ...
Sponsored · Paid for by the International Campa... · 

A people. An identity. A way of life.
That's what will be lost if China erases Tibet.
Join our movement, and we'll send you a special gift.



SAVETIBET.ORG
Join Our Movement to Save Tibet

 498 22 Comments 169 Shares

 Like  Comment  Share

 **International Campaign for Tibet** ...
Sponsored · Paid for by the International Campa... · 

When you join our movement to bring peace to Tibet, we'll send you a FREE set of Tibetan prayer flags. You'll show your solidarity and make the Tibetan cause even stronger.



saveitbet.org
Get Your Free Prayer Flags
These Tibetan flags can be yours who...

 258 8 Comments 55 Shares

 Like  Comment  Share

Using Tags to Determine Best-Performing Ads

Your Tracking URLs

PE219-FBA-AD219-AD219 - PE219 Facebook Ad - Mexican Donats Conversion - PT and iPlus Model and Interests Not on File

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-FBA-AD219

PE219-FBA-AD219-AD219 - PE219 Facebook Ad - Mexican Sigmap Conversion - PT and iPlus Model and Interests Not on File

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-FBA-AD219

PE219-FBA-AD219-AD219 - PE219 Facebook Ad - Mexican Sigmap Conversion - Online Donor Model and Interests Not on File

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-FBA-AD219

PE219-FBA-AD219-AD219 - PE219 Facebook Ad - Mexican Donats Conversion - Online Donor Model and Interests Not on File

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-FBA-AD219

PE219-FBA-AD219-AD219 - PE219 Facebook Ad - Mexican Sigmap Conversion - Remarketing Not on File

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-FBA-AD219

PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Red - Join - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Red - Join - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Red - Sign Up - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

PE219-FBA-AD219-AD219 - PE219 Facebook Ad - Mexican Donats Conversion - Remarketing Not on File

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-FBA-AD219

PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Red - Sign Up - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Blue - Join - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Blue - Join - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

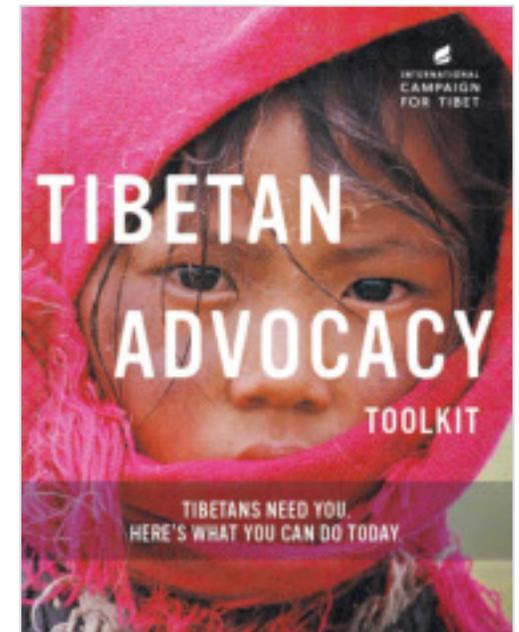
PE219-GDN-AD219-AD219 - PE219 GDN Ad - Don't Let - Blue - Sign Up - 336x280 - All Remarketing

https://ad.asafbet.org/page/02f1subscribe?fb_tracking=PE219-GDN-AD219

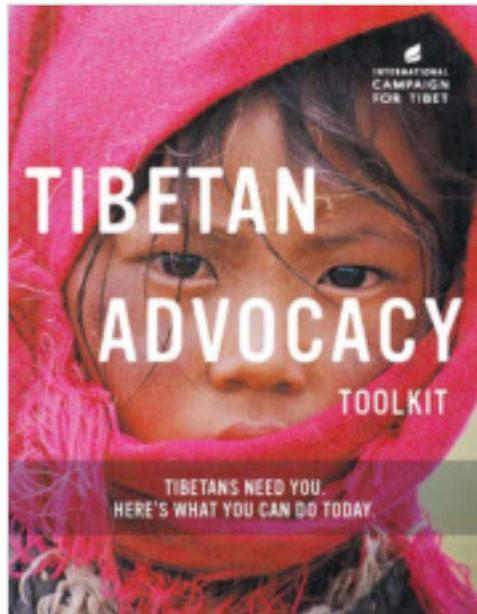
Converting Signups to Donors: Immediacy Matters

THE “AMAZON EFFECT”: Rather than just pointing to a donation page, what can you offer as an immediate opportunity—something the prospect can get their hands on right now, while they wait—that can convert them into a donor?

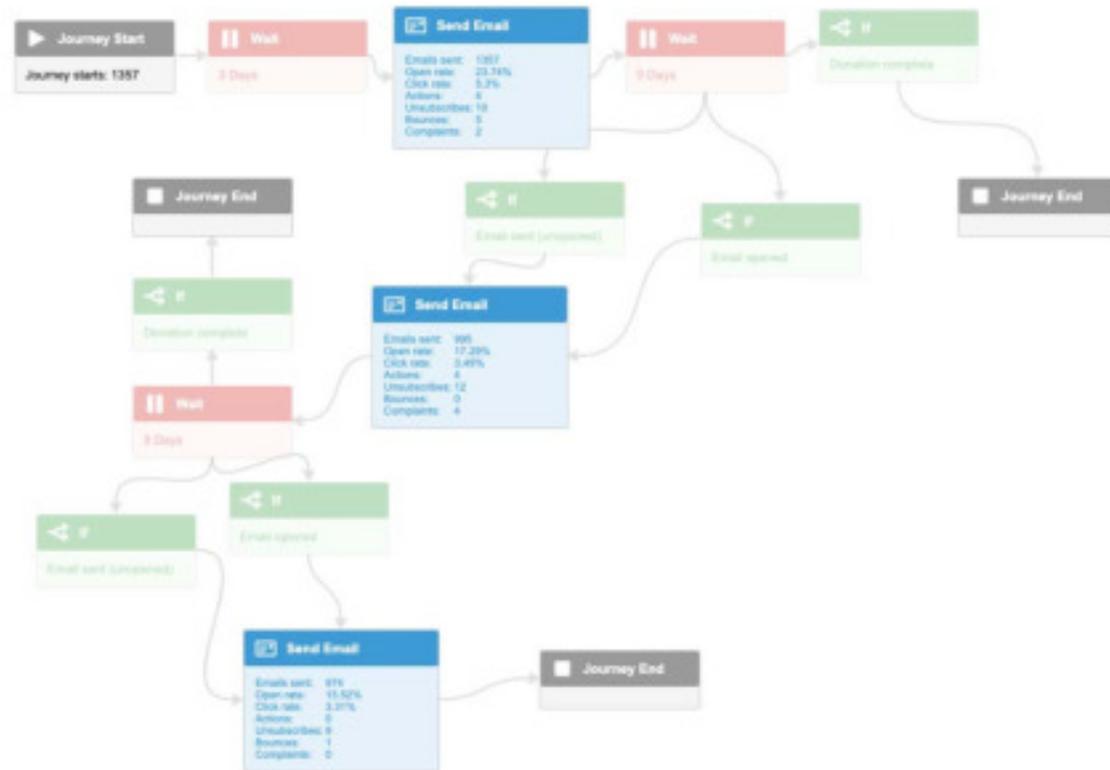
The screenshot shows a donation form for the International Campaign for Tibet. At the top, it says "INTERNATIONAL CAMPAIGN FOR TIBET". Below that, a heading reads "(your first name-Welcome to the ICT Community), Your Prayer Flags are on the Way!". The form includes fields for "First Name", "Last Name", "Address", "City", "State", and "Zip". There are also fields for "Card Number", "Exp. Date", and "CVV". A "DONATE" button is prominently displayed. The form also includes a "SUMMIT" button at the bottom.



ICT: Tibetan Advocacy Toolkit



Welcome Series: Setup



Welcome Series: Creative



WELCOME SERIES

FULFILLMENT EMAIL

Metrics for Success

1. Audience Measures:

- Who are best audiences/geographic locations to fold into the campaigns? Who has best cost per signup? Best cost per donation?
- Who is the most likely to respond to emails (opens, clicks, take action)?
- How many people sign up from each audience?
- What is the blend that yields most prospects and donors, balanced with the best return on investment?

2. Engagement Metrics:

- How is the audience responding to campaign elements, such as emails (open, clicks, action-based and donation-based conversions)? What types of campaign content lead to the most engagement? Is it statistically significant?

Metrics for Success

3. Social Media Metrics:

- What content is most often shared? What is response/action when content is shared?

4. Return on Investment:

- Measure ROI to establish baseline metrics for future campaigns and determine the elements that will maximize ROI.

ICT: Key Metrics

1. Media Cost per Email Address

- Both legs of campaign achieved a similar media cost per email of around \$1.19 (first phase) to \$1.08 (second phase) for interest-based targeting on Facebook, but these can vary tremendously across missions, organizations, asks, structures, etc.

2. Media Cost per Donor and Donation Statistics:

- Both phases of ICT campaign received similar average gifts of around \$17, with higher average gift via mail-based channels (fulfillment package).
- Achieved a Facebook media cost per dollar raised of \$2.33 in first phase and \$1.95 in second phase.

3. Platforms:

- Facebook tends to be the most cost-efficient across the board—but other platforms have indicated clues that point toward a higher long-term value.

Key Takeaways

1. Identify audiences central to your mission, and determine how your mission can help further their goals and interests.
2. Identify or create mission-based premiums that would be attractive to these audiences.
3. Write ads, emails, landing pages, and donations with the audiences in mind.
4. Fold them into your mission as soon as possible—if not immediately.

Thank You.

LIZZY LUDWIG: lizzy.ludwig@savetibet.org

BRAD LEVINSON: blevinson@schultzwilliams.com