

Digital Lead Generation

Playing the Long Game

21/05/2020

Digital Lead Generation

Making a purely online approach to acquisition and conversion work:

- Acquisition at Liberty
- Making the case
- Testing approaches: Facebook and Care2
- A consistent pipeline

Reversing the Membership Decline



Challenges at Liberty

- Acquisition peaks linked to public profile of former director and external world events.
- Intermittent inserts programme which was unable to exceed annual attrition.
- Small email list, receiving intermittent communications.
- Online forms behind industry best practice standards
- Online actions not being utilised for membership conversion.

Making the Case



An Integrated Approach

Selling the need for:

- Consistent investment in online acquisition and engagement activities including better forms
- Testing across online channels: Facebook and Care2
- Testing a variety of approaches including value exchange and promoting actions etc
- Well optimised supporter journeys
- A long term view rather than the expectation of an instant ROI

Testing: Facebook and Care2

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The Care2 logo, featuring the word "care" in black lowercase letters and the number "2" in green. A green butterfly is perched on the top of the "2".

care2


Achieving success with Facebook

- Well targeted ads/audience planning
- Testing ad copy length
- Testing image types
- Value exchange vs actions
- Well optimised forms
- Testing and optimising supporter journeys

Facebook ad testing

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Facial recognition is a threat to your privacy.
Help us bring an end to its use in public places.
SIGN THE PETITION.




LIBERTY.E-ACTIVIST.COM
TAKE ACTION NOW
Ban this dangerous technology

[SIGN UP](#)

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Liberty
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Facial recognition technology is being used by police on our streets and by private companies in places like shopping centres and train stations. It must be banned. SIGN OUR PETITION NOW.



LIBERTY.E-ACTIVIST.COM
SIGN OUR PETITION NOW
Ban this dangerous technology

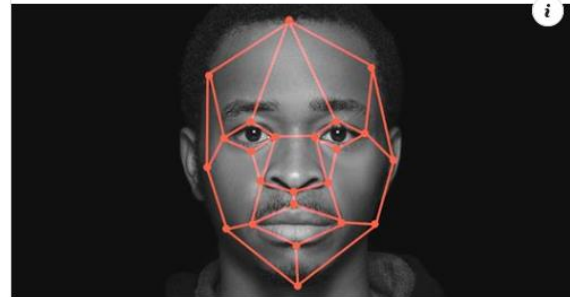
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👍 🤔 🙄 Russell W. Owen, Steve Hackford and 399 others 168 Comments 233 shares

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Ban this dangerous technology

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👍 🤔 🙄 Ray Angel, Cheryl Mildenhall and 89 others 35 Comments 41 shares

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Facebook ad testing

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Extraordinary times call for extraordinary measures – but we can't let our rights be taken away.



LIBERTY.E-ACTIVIST.COM
Defend your rights
Act now for rights during COVID-19

SIGN UP

Like Comment Share

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We will beat this virus the right way: with our rights and freedoms intact. ADD YOUR NAME



LIBERTY.E-ACTIVIST.COM
Demand rights protection
TAKE ACTION with Liberty

SIGN UP

Like Comment Share

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We will beat this virus the right way: with our rights and freedoms intact. ADD YOUR NAME




LIBERTY.E-ACTIVIST.COM
Demand rights protection
TAKE ACTION with Liberty

SIGN UP

Like Comment Share

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TAKE ACTION to defend your rights during coronavirus. We're all making sacrifices, but civil liberties must be protected.

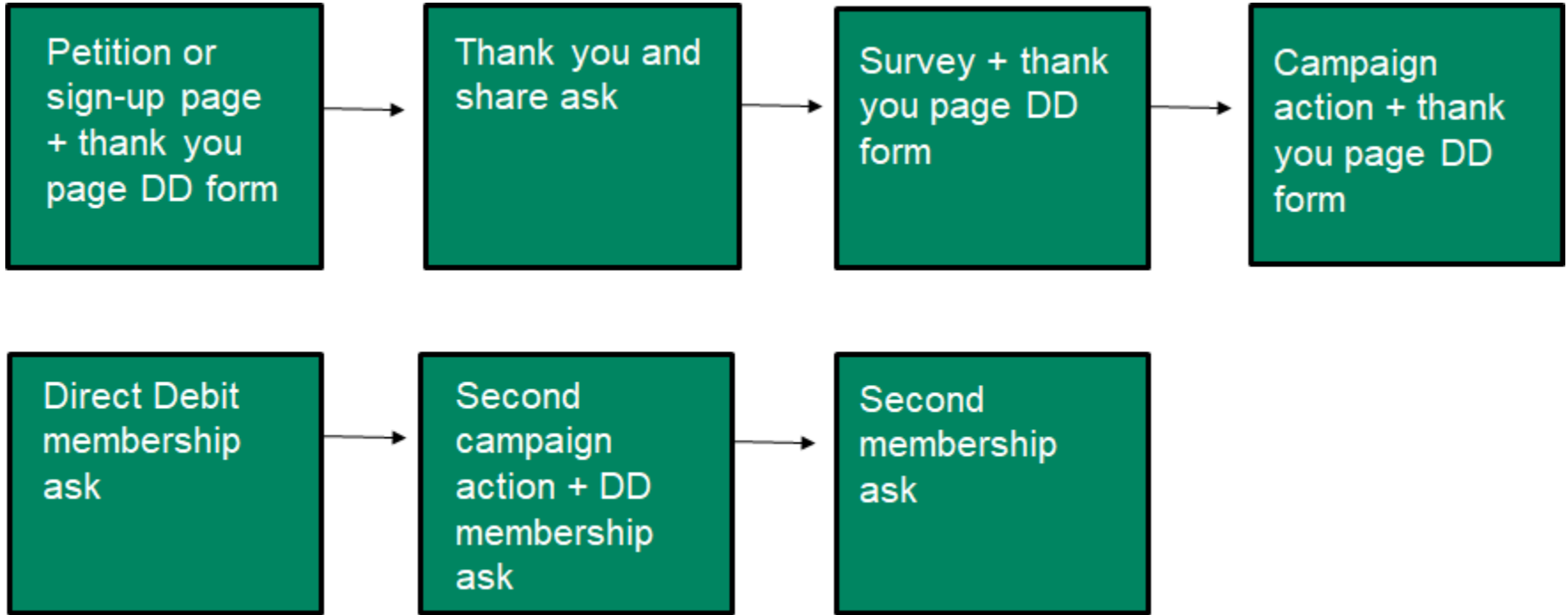


LIBERTY.E-ACTIVIST.COM
Protect our rights
Defend rights with Liberty

SIGN UP

Like Comment Share

Supporter journeys



Facebook: Results and learnings

- Consistently higher conversion rates with value exchange - 1.5%- 3% conversion on thank you page. Approx 0.3%-0.5% additional conversions during journey.
- Action based FB ads achieve up to 2% conversion in year 1. Targeted at 1%-1.5%.
- Impossible to only do value exchange. Decision taken to carry out a mix of action and value exchange campaigns.
- Direct marketing language is most effective e.g. 'TAKE ACTION NOW,' 'CLAIM YOUR FREE GUIDE' etc.

Drawbacks with Facebook

- Campaigns not being approved or being taken down with little explanation.
- Sudden changes in performance and diminishing returns over time.
- Difficulty of maintaining consistent acquisition throughout the year.

Working with Care2

- Initial test using Care2 leads and petition signups
- Conversion model adapted from FB journeys. Additional conversion opportunities added, due to lack of thank you page on sign-up
- Strong results from initial campaign.
- Roll-out of ongoing work throughout 2020
- Care2 leads perform as well as petition sign-ups

Care2 petitions

← → ↻ thepetitionsite.com/takeaction/571/152/581/



care2 PETITIONS

Like 1.7M

START A PETITION BROWSE sign in



Defend Human Rights During The Coronavirus Crisis

by: Liberty

recipient: UK Government

LIBERTY

1,431 SUPPORTERS

2,000 GOAL

We're living through an unprecedented public health emergency, and

SIGN PETITION

FIRST NAME



LAST NAME

EMAIL

COUNTRY

United Kingdom

FULL POSTAL ADDRESS

WHY IS THIS IMPORTANT TO YOU? (optional)

☐ Share this petition with friends!

Email me with updates about Care2 petitions that I may be interested in.

☐ Yes, please

☐ No thank you

Sign Now

☐ don't display my name

Care2 petitions

care2 PETITIONS



RESIST FACIAL RECOGNITION

by: [Liberty](#)

.LIBERTY

1,601 SUPPORTERS

2,000 GOAL

Discriminatory facial recognition technology is being used on our streets and in public places like shopping centres. It's time to ban it.

Facial recognition cameras scan everyone in range to make uniquely identifiable maps of our faces – more like fingerprints than photographs. These maps are then compared to images on secretive watch lists which can be of anyone, whether or not they're suspected of wrongdoing.

care2 PETITIONS



RESIST FACIAL RECOGNITION

by: [Liberty](#)

recipient: The Home Secretary

.LIBERTY

9,107 SUPPORTERS

10,000 GOAL

Discriminatory facial recognition technology is being used on our streets and in public places like shopping centres. It's time to ban it.

Facial recognition cameras scan everyone in range to make biometric maps of their faces – more like fingerprints than photographs. These maps are then compared to images on secretive watchlists which can be of anyone, whether or not they're suspected of wrongdoing.

Care2 opt in:

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Defend Human Rights
Coronavirus Crisis

by: Liberty
recipient: UK Government

1,439 SUPPORTERS 2,000 GOAL

We're living through an unprecedented public health emergency, and extraordinary times call for extraordinary measures. But any measures that affect our civil liberties must be a last resort — and for as short a time as possible.

Throughout history governments have overstepped the mark in times of crisis, with hard-won rights and freedoms all too easily taken away again. We will not let this happen as we fight coronavirus in the UK.

Keep In Touch With Liberty

Liberty is an organisation that campaigns to protect human rights for everyone in the UK

No, thank you! Yes, please!

To understand how Liberty will use your personal information, [click here](#)

LIBERTY

☐ Share this petition with friends!

☐ don't display my name

Privacy Policy
By signing, you accept Care2's Terms of Service.
You can unsub at any time here.
Having problems signing this? Let us know.

Sign Now

Keep In Touch With Liberty

Liberty is an organisation that campaigns to protect human rights for everyone in the UK

No, thank you! Yes, please!

To understand how Liberty will use your personal information, [click here](#)

Care2 - EN API and automations

Workflow: Facial recognition supporter journey



Summary:

Type: General
Object: Send a series of messages
Activation date: 24/09/2019 14:54 pm
Applies to: People who match the query now and also people that will match the query into the future.

[Show query information](#)

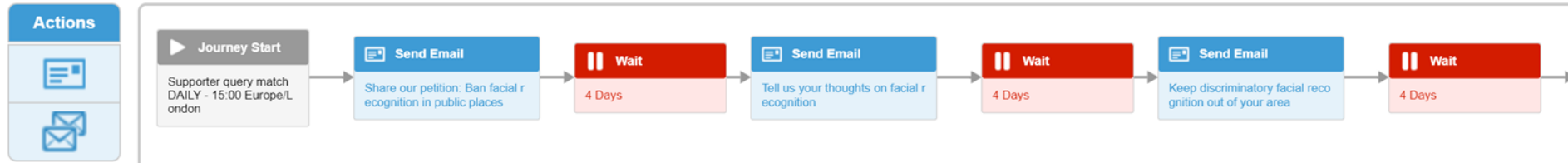


Quick Stats:

Journey Starts: 12907
Avg. Open Rate: 29.4%
Avg. Click Rate: 10.04%

Actions:
Donations:

[View full stats](#)



A consistent pipeline

Ongoing membership growth

- Consistent incremental growth of email list.
- Spikes in acquisition provided by Facebook work and reactive activity.
- Baseline weekly memberships increased three-fold.
- Consistent use of welcome journeys
- Continual ongoing communication - seeing conversions well beyond initial journey e.g. at 6 months and 9 months.
- Send effective content to everyone! Don't ring fence for the sake of it.

Conclusions

- Buy-in to the approach is key. Online engagement of this kind doesn't see a quick ROI!
- Keep testing and refining as it's an incremental process
- Use more than one channel to achieve consistency in your pipeline
- Make the most of all your content. If people have opened an email about an action or a conversion asked - target them again!
- Work towards a target weekly sign-up rate and achieving peaks on top of this.

Care2 Is Committed To Helping The global Community Cope With COVID-19 [Take Action!](#)

[JOIN US](#) | [SIGN IN](#)

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[Petitions](#) ▼ [Start A Petition](#)

Progress. Kindness. Community. Action.

683,446 311 Signatures

Care2 gives you the tools
to make the *impossible*
possible.

[Sign Trending Petitions](#)

THE
WORLD'S LARGEST
SOCIAL NETWORK
FOR GOOD

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CONNECT
Care2 connects
you with the
right donor
leads.


BUILD
Let us help you
build your base
of activists.

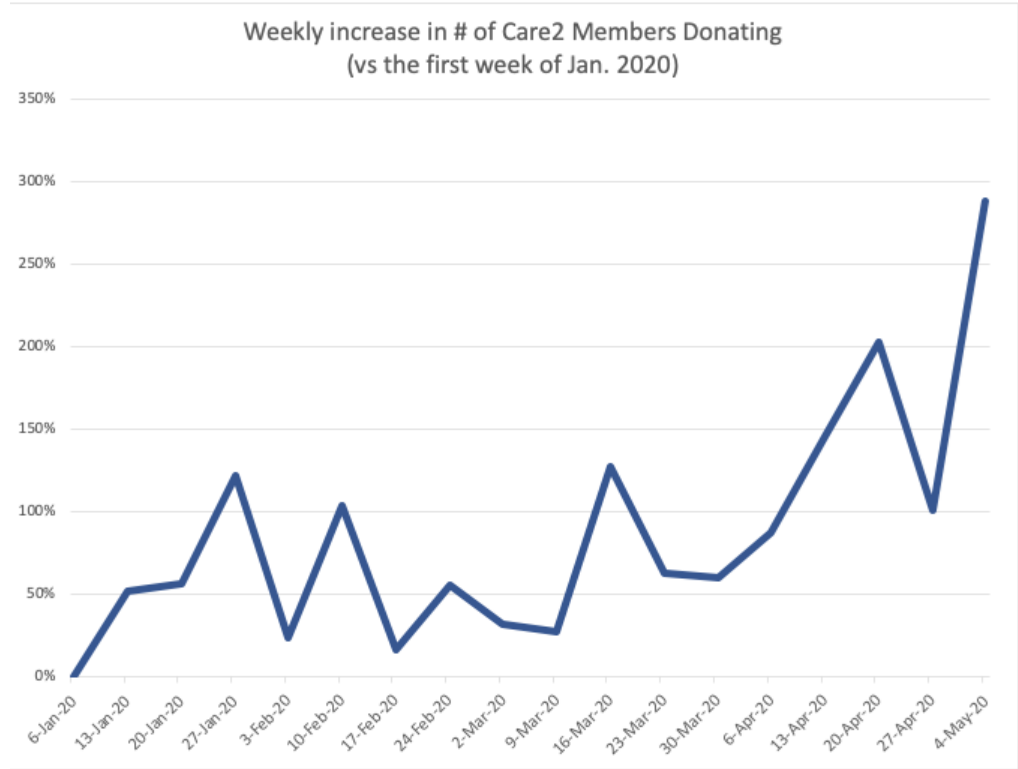

GROW
We grow your
email lists with
fully engaged
subscribers.


BOOST
Care2 will boost
your social
media
engagement.

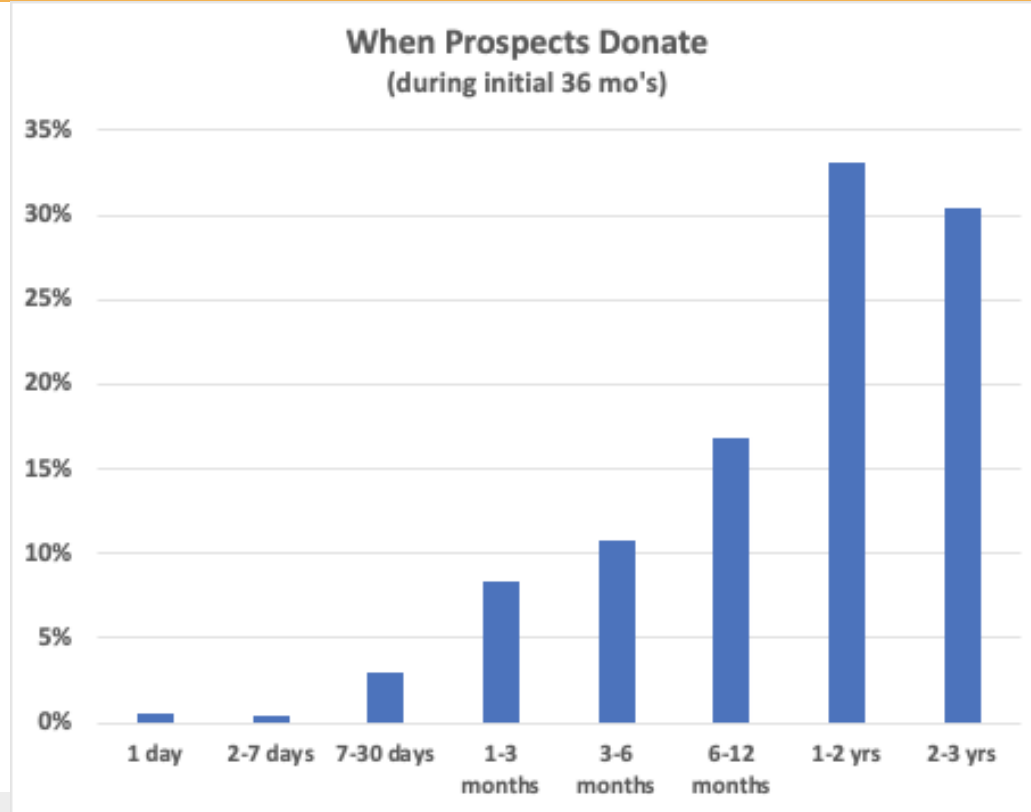
Care2 COVID-19 insight

The # of Care2 members donating each week of 2020.

46% of clients with the pixel had their best week of the year last week or the previous week.



Care2 pixel data results



Care2 case study

Dec 2019

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Pledge To Save Pangolins: The desperate creatures almost nobody's even heard of.

by Fauna & Flora International



9,360 SUPPORTERS

10,000 GOAL

If you're like me, when it comes to animal protection you spend your time holding out for good news stories, whether it's gorilla numbers rebounding or elephant poaching being eliminated, those headlines are the goal we're all in this game for.

And I really, truly wish this could be one of those stories. **But it's not.**

Because this one's about pangolins.

February 2020

care2 PETITIONS



Coronavirus potentially linked to Illegal Pangolin Trade - this could be disastrous

by Fauna & Flora International



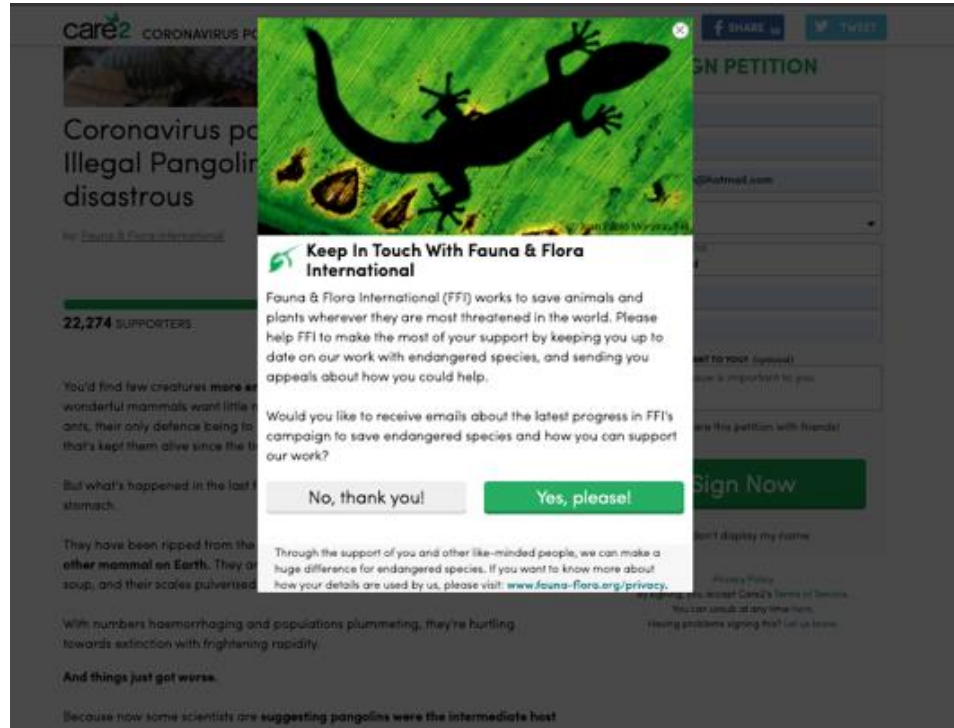
17,075 SUPPORTERS

18,000 GOAL

You'd find few creatures **more endearing than a pangolin**. These wonderful mammals want little more than to be left in peace to forage for ants, their only defence being to curl up and wait until danger goes away - a trick that's kept them alive since the time of the dinosaurs.

But what's happened in the last few decades is enough to make you sick to your stomach.

Client opt in on Care2



Care2 case study - thinking long term

UK conservation charity, Fauna and Flora International

6 month automated onboarding process for each pledge/petition subject. This uses entirely pre-existing email content, making it both less time intensive and more reliable quality for them.

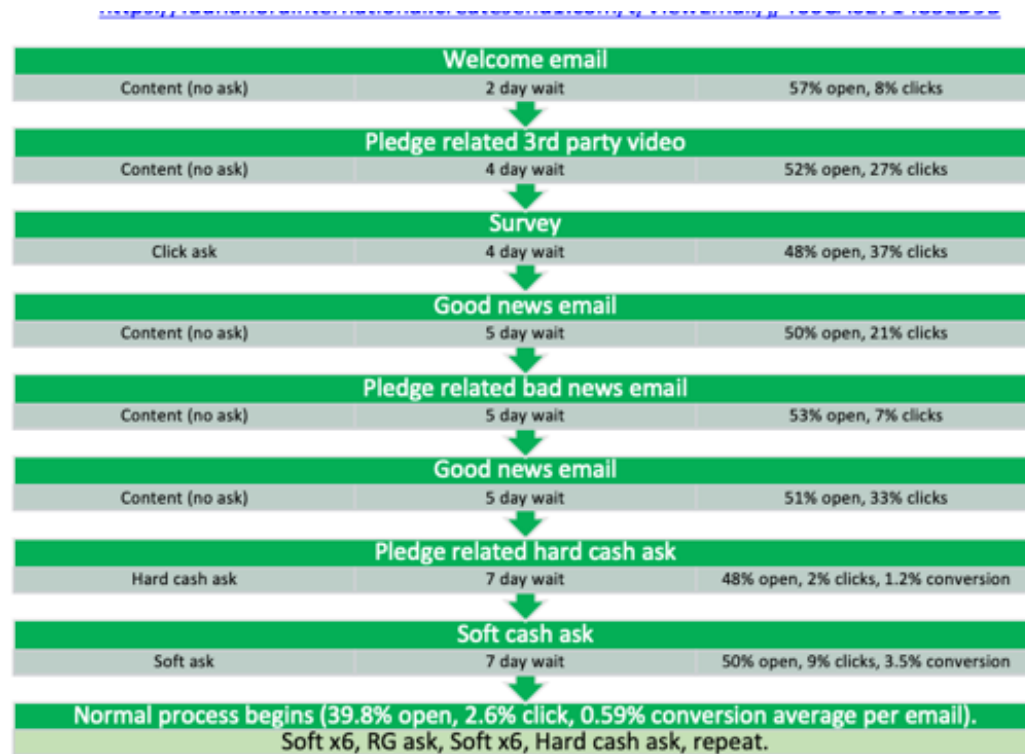
The first ~4 weeks of this process do not contain financial asks.

FFI have tested the 'first ask' timing fairly extensively, and found that a ~4 week wait works best with Care2 leads for increasing their long term response rate.

Following that, the process contains a financial ask every week focussed around a new species.

They introduce RG asks after 10 weeks.

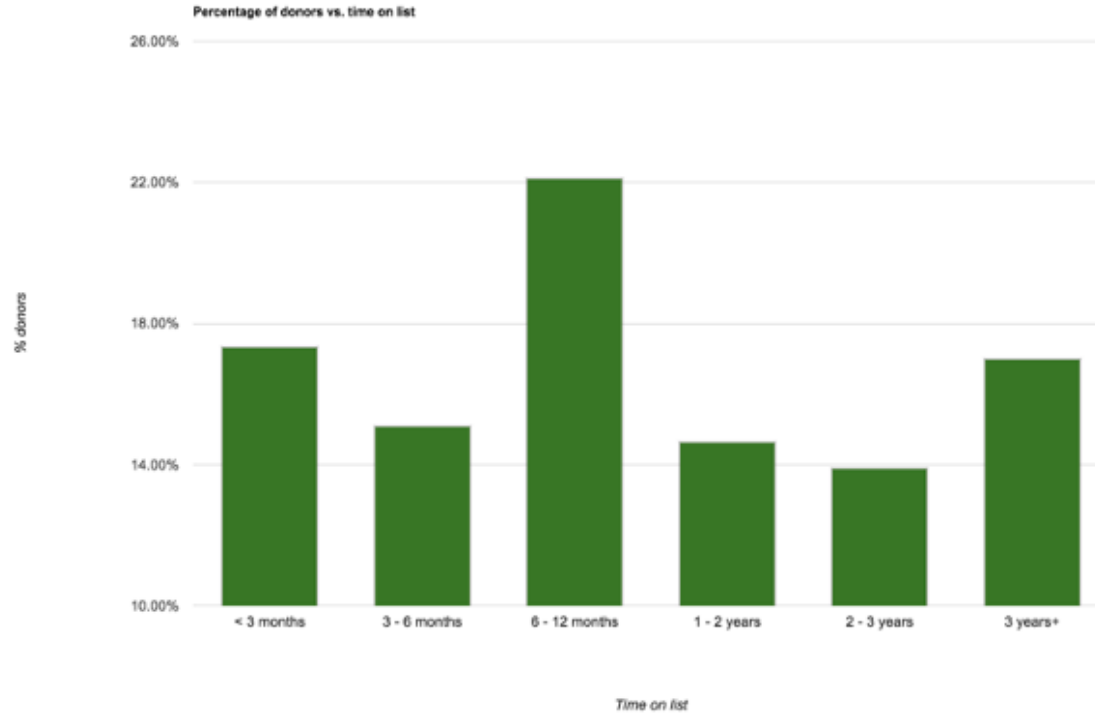
Supporter journey



Care2 results, taking the longer view

November 2016	March 2018	March-December 2019	December 2019	January – March 2020	January – April 2020
UK Care2 leads	UK Care2 leads	UK Care2 leads	USA Care2 leads	USA Care2 leads	UK Care2 leads
11,065 leads	20,191 leads	30,000 leads	32,108 leads	30,545 leads	4,348 leads
5.92 ROI to date	3.37 ROI to date	0.82 ROI to date	0.69 ROI to date	0.26 ROI to date	0.21 ROI to date
1,460 donors	3,068 donors	2,285 donors	607 donors	249 donors	116 donors
7,650 still active subscribers	17,262 still active subscribers	27,372 still active subscribers	28,386 still active subscribers	27,659 still active subscribers	4,142 still active subscribers

Greenpeace UK / Care2 UK leads



Thank You.

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