

Public Service Organization

INCREASES AWARENESS AND SUPPORT

Opportunity

The public service organization historically relied on workplace support and corporate relationships for the bulk of its funding. As the current workplace support model is changing, the organization realized the necessity to talk to individuals on their terms, not exclusively through the workplace, and the necessity to better explain their valued role in the community. Facing a lack of personal data and of private backing, the organization partnered with our marketing experts to build communication strategies and reach lapsed, current, and future supporters.

Strategy

- Clean up current database with fresh information.
- Segment current & lapsed supporters based on personas, and match this data to their devices across the web. Social account matching was also conducted via Facebook, Instagram and Twitter.
- Find potential supporters across the web by seeking sympathetic behaviors, coupled with various net worths.
- Our firm then leveraged content, imagery and personalized messaging to these audiences across email, native content, social media, display, video and Google Grants. These messages were tailored to each persona, and walked potential supporters through the decision journey.

Goals:

- Build awareness
- Increase online support by 10%
- Increase social reach by 25%
- Increase site traffic by 20%

Results

AWARENESS

8.5 K

NEW USERS TO SITE

+ 90%

IN PAGE LIKES

+ 22%

IN SITE TRAFFIC YOY

SUPPORTER CONTRIBUTIONS

+ 6%

IN SUPPORTER TRANSACTIONS

+ 62%

IN ONLINE SUPPORTERS

+ 20%

IN ONLINE CONTRIBUTIONS

