

# **Social Media Campaigns**

## Successful Planning and Organization

**Marketing Day 2014**

**United Way of Greater Chattanooga**

**LIVE UNITED**

**United  
Way**



# 1. Define Your Goals

- Extend Reach – Get impressions & increase awareness
- Increase conversions – Drive sales, donations, volunteerism or however you define conversions
- Expand Audience – Get more fans & followers
- Increase engagement – Build community & conversations
- Drive Web Traffic – Get clicks
- Capture User Data – Collect emails, mailing addresses, etc.

**Which is the most important to you!**

## 2. Select your calls-to-action

What immediate action should your campaign participants take?

These should align with your goals

- Like this page
- Share this page
- Vote for your favorite pig
- Enter your best photo of .....
- Download now
- Enter this contest
- Use this app

### 3. Define your campaign's rationale

What is your campaign's primary purpose?

- Are you promoting a new product?
- Introducing a seasonal program?
- Building awareness around an issue?
- Revamping an older program?

## 4. Choose a target audience

Who is your intended audience?

- Millennials
- Senior Citizens
- Wealthy women
- CEOs
- Moms with children under 5
- High school dropouts
- Teens

## 5. Choose your channels

Where does your campaign live? Are you focusing on growing Facebook fans, or engaging fans across a variety of mediums? Is there a central location where you will provide info and accept entries.

Select channels that align with your goals.

- Facebook
- Website
- Twitter
- Pintrest
- Instagram

## Channels, continued...

Where will you promote your campaign, and how? What channels will you use to drive awareness?

Email

Radio

Website

Print

Twitter

Signage

Instagram

TV

Pinterest

In-store

Tumblr

Live Event

Blog

Other

## 6. Choose the right tactics for you & your audience

There are many variations of social marketing campaigns. You don't have to choose just one.

- User Generated Content Campaigns: *Ask users to submit content through photo contests, video contests, content galleries, caption contests, and more.*
- Curated experiences & Galleries: *Create Look Books of product collections and displays of user photos.*
- Coupons & Discounts: *Offer deals and rewards that drive more engagement.*

## Tactics, continued....

- Quizzes and Polls: *Create fun interactive experiences and capture user data.*
- Refer a friend campaign: *Give user incentives to spread the word about your campaign.*
- Sweepstakes signup: *Prompt users to submit their contact info in exchange for chances to win.*

## 7. Articulate key campaign messages

Write down the key campaign message you need to hit in all of your campaign creative.

Key Message – What is the core message you want to get across?

- United Way provides free books to children under 5
- United Way works to help kids graduate high school on time
- United Way helps families get back on their feet
- United Way focuses on education & getting kids ready for school

# Keywords, taglines and hashtags

These are all part of your campaign message

Keywords: What words best convey your message or are most important to touch upon?

Taglines & Hashtags: What do you need to use in your posts & hashtags?

## 8. Identify Stakeholders

Campaigns require careful cross-planning. Take time to identify which of your team members need to be involved in all stages.

**Key Contributors** (examples): Web developer, Email editor/marketing manager, graphic designer, etc.

### **A word about Brand Ambassadorship –**

The most successful campaigns are those that get all staff on board as enthusiastic brand ambassadors. Get your coworkers to push out your message and share it with their friends and family.

Also, make it easy for your ambassadors to share – give them cheat sheets or apps to provide ready made campaign content.

Don't make your ambassadors think about it or work for it.

## 9. What's your budget?

Think strategically about your budget and how much will need to be allocated in each of the following areas:

Software Platform \_\_\_\_\_ (such as OfferPop, Gaggle, etc.)

Promotional spend (if applicable) \_\_\_\_\_ (prizes & incentives)

TV (Time or money) \_\_\_\_\_

Social Ads \_\_\_\_\_ (such as Facebook or Twitter)

Email \_\_\_\_\_ (email platform like Constant Contact or Robly)

Print Ads \_\_\_\_\_

Digital Ads \_\_\_\_\_ (banner ads on your local paper's or stations' pages)

External & Internal Design or Development work \_\_\_\_\_ (artwork, etc.)

Other \_\_\_\_\_ (staff time, overtime, special events, etc.)

Total budget \_\_\_\_\_

## 10. Define barriers to success

What are your campaign's challenges? What do you think you can't do, or what makes success more difficult for you? Identify your challenges, then identify how you can overcome them.

## 11. Project & Record Performance

Set the metrics you want to achieve and measure against them:

- Audience growth – number of new fans/followers
- Conversion rate – new donors, volunteers, event attendees
- Engagement – likes, shares, comments, favorites, retweets
- User data records -- # of email addresses, phone numbers, etc.
- Drive web traffic – hits, unique visits, time per page, referrals
- Expand Reach -- impressions, seen by, follower reach, etc.

# Case Study – “Where’s Dolly?” Campaign

UWGC has held a “Where’s Dolly?” Campaign for the past two years to raise name & brand awareness of our Imagination Library program during “Imagination Library Week” in the state of Tennessee.

**The objective was to:**

- Extend Reach;
- Expand Audience; and
- Increase Engagement...

on United Way’s Facebook page.

Because there is currently no app to allow people to register for free books on the Facebook page, that is not an objective for the campaign (while awareness is an objective).



## **“Where’s Dolly?” Call to Action**

Both years (2013 & 2014) the call to action has been the same: Like the Facebook page and/or share the contest posts, then comment on the page to tell us where Dolly was in the daily posted photo.

Doing this entered the audience into a daily drawing for various prizes (worth anywhere from \$50 to \$75) and a grand prize awarded at the end of the week (worth \$500).

### **DEFINE YOUR CAMPAIGN’S RATIONAL**

For the “Where’s Dolly” campaign, the rational was two-fold:

building awareness around an issue (children’s literacy and how access to books can affect that issue), while at the same time bringing attention to an older program, the Imagination Library.

# Audience, Channels and Tactics

Moms of children under the age of five have been the target audience for the past two years and seem to be the majority of the contest participants.

Facebook is the primary channel, since the main objectives are to grow followers and engagement on this channel. However, in 2013, four additional channels were used to drive engagement: radio (a promotional partnership), Twitter, signage and email. In 2014, signage was dropped but two other promotional channels were added - print advertising and TV. In 2014 the plan is to expand to Pinterest and possibly Instagram.

The tactic is to appeal to the target audience through a sweepstakes offering that uses elements of curated content (pictures of Dolly). However, capturing information is not an objective of this contest.

# Campaign messages, keywords, taglines and hashtags

## Key Message

- United Way & Imaginary Library provide free books to children under 5

Keywords: What words best convey your message or are most important to touch upon? Literacy, Books, Free, Early Childhood Learning, Lifelong Readers, Reading is Fun, etc.

Taglines & Hashtags: What do you need to use in your posts & hashtags? Tagline: “Where’s Dolly?”

#WheresDolly? #FreeBooksCHA #ImaginationLibrary

## Stakeholders/Brand Ambassadors

In 2013, Stakeholders were identified as the radio station, impact staff, and 7 area tourist destinations where photos were taken and signage was posted.

While the radio station served as a good social media ambassador, the tourist destinations and internal staff did not participate as intensely as originally planned.

So 2014, certain partnership aspects of the campaign were done away with while other aspects were played up more strongly, and the contest was shortened to 5 days.

# Budgets, Barriers and Performance

## Budget

In 2013, the event budget was approximately \$1,300 - \$500 grand prize; \$50 daily prizes (\$350); transportation costs; \$300 Dolly stand-up; \$100 for FB advertising or post boosts

In 2014 the budget was approximately \$850 - \$500 grand prize; \$250 daily prizes; \$100 for FB advertising or post boosts.

## Barriers

In 2013, as one person ended up running the promotion single-handedly, it became obvious that the photo shoots with Dolly were becoming too labor intensive and were damaging Dolly. So in year two Photoshop was utilized to great effect and travel was cut dramatically.

## Performance

In year one, 125 new followers were added over 7 days and engagement increased by 75%. In year two 250 new followers were added over a 5 day period and engagement increased by a little less than 50% (Facebook changed the algorithm in year 2)

## Other Resources

While the Dolly Campaign has been used as a local, home grown example, there are a lot of very public social media campaigns out there to observe.

One of the best and most comprehensive is #GiveTuesday – they produce a comprehensive suite of materials to push out and share (a very important component of a campaign if you have graphic design talent at your beck and call). Copies of these materials will be made available for you to study.

Much of social media is self-taught. A list of learning sources is also being made available for you to study.



**THANK YOU!**

**United Way of Greater Chattanooga**

**LIVE UNITED**

