NASTAD
Digital Campaign Execution

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Founder

- 7 years of Social Marketing experience with AltaMed, Desert AIDS Project, and Building Healthy Online Communities
- 15 years in Marketing and Advertising for non and for profit companies in a wide range of industries

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Your plan is the foundation your campaign is built on, the ruler you use to measure its success and the shield you use to defend it from the scrutiny of others.

Planning questions you need to answer

What are you trying to achieve and why? - Goals

Who are you trying to reach or influence? – Audience

Why would/should they do what you want them to? - Message

What resources do you need to do it? – Budget

All of these questions should be answered and shared with the parties involved with the development of your campaign via a project brief.

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Set SMART goals

Setting goals is essential to developing an effective campaign and to measuring your campaign's success. The you set for your campaign should be:

- Specific
  - The more specific the better e.g. Reach 1,000,000 with a PrEP message by November 15, 2018 instead of Raise awareness of PrEP
- Measurable
  - How many? How much? Define the metrics you will use to measure success
- Attainable
  - Is this possible within the timeframe and budget? Your agency can help you answer this one.
- Relevant
  - Your goals should focus on the primary purpose of your campaign. Resources are finite and any you put toward secondary or tertiary goals will detract from achieving what is really important
- Timely
  - There's a timeframe for achieving them e.g. the end of the grant period

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Success Metrics By Goal

Your success metrics will be directly informed by your goals and should be established in the planning phase. Below are some examples of metrics based on common goals.

- Awareness
  - Reach – number of people that saw your message
  - Impressions – number of times someone saw your message
  - Website traffic

- Engagement
  - Video views
  - Information downloads
  - Social media likes, comments, shares, reactions

- Conversion
  - Click-to-call
  - Form-fills
  - Directions to care facilities

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Defining the Priority Population

Who are we trying to reach and influence?

- Demographics – Age, Race, Geography, Education Level, HHI, Married Status
  - This information is often found from analyzing surveillance data or provided by the funder organizations
  - Epi-contacts
  - Internal Statisticians
  - https://www.cdc.gov/datastatistics/index.html

- Psychographics – Behavior, Values
  - What do they want or aspire to?
  - What do the believe in?
  - What do they value?
  - What motivates them?
  - Why do they engage in risky activity?

If you don't have data here or time to do formative research, make some assumptions and test them during your campaign

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Understanding the Priority Population

What drives them?

- Talk to your target audience to find out why they have or haven't taken action in the past

Why would they want your service?

- Why you think they should want it is one thing, but why they think they should want it is what's important and why involving your audience in development or pretesting of creative can be very useful

- Identifying and leveraging existing campaigns with a similar priority population can help reduce the time and cost of developing creative

What kinds of media do they consume?

- Think about the terms they search, websites they visit and applications they use and why as this will dictate the digital media channels you should use to deploy your campaign

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Setting Budgets Based On Goals

Your budget for media should always be based on your goals and estimates from past campaign performance. Many organizations don't have data from past campaigns, which is why it's vital that those that do have it, share it.

- Goal – Get 15 MSM to enroll in PrEP using Facebook advertising this quarter

Impressions	Clicks	CTR	Cost/Click	Conversion Rate	Conversions	Cost/Conversion	Budget
375000	15000	4%	$0.30	0.10%	15	$300.00	$4,500.00

- Once you've got your estimated budget, start running ads and monitor to see how actuals compare to your estimates and adjust accordingly

- If you don't have any previous data, a good place to start is enough budget to reach everyone in your audience 4 times a month for awareness and 8 times a month for encouraging action

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Defining Goals Based On Budget

If you have a budget already set aside, you can use that to determine realistic and specific goals for your online media using the planning tools provided by each platform.
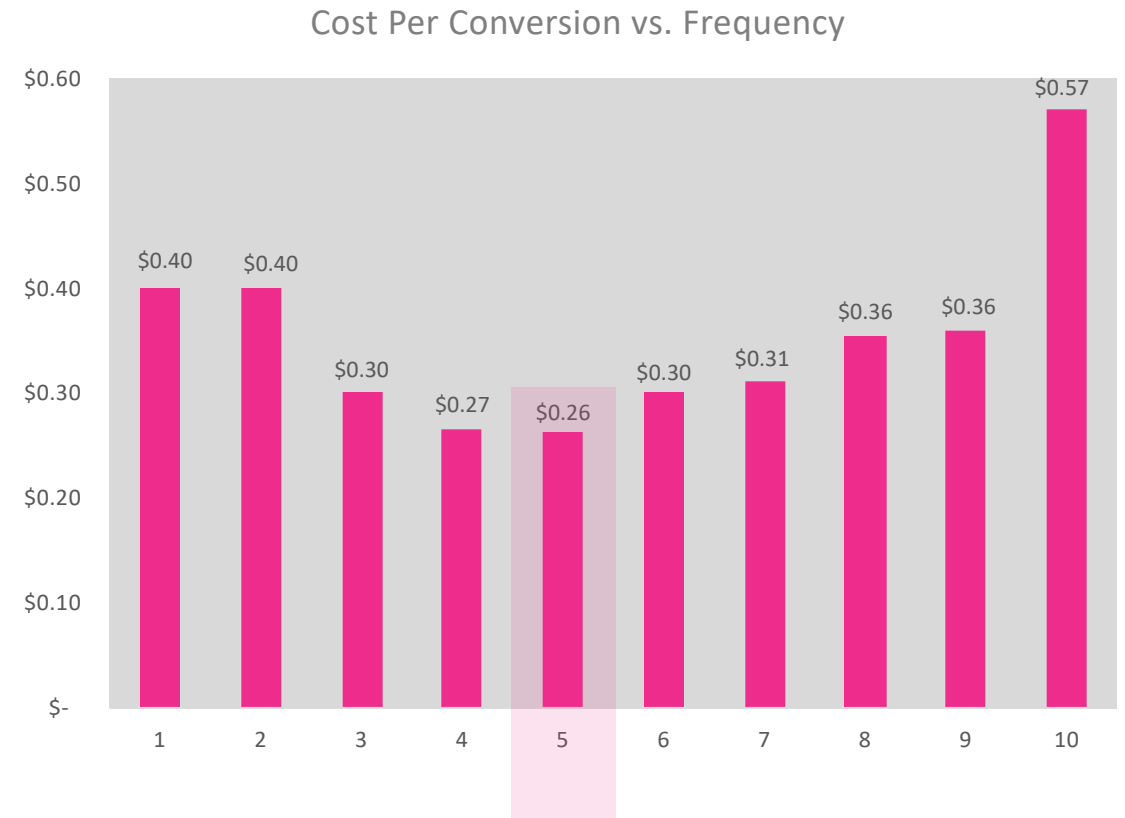
- I have $500 to raise awareness for an HIV outbreak to MSM of color in Augusta, Georgia
  - Evaluate where you can get the most reach for your money based on the cost per thousand impressions (CPM) for your audience and a low frequency (1-2) so you can show your message to the most people possible
  - A Facebook CPM of $12 means you can show your message to 41,666 MSMOC once or 20,833 MSMOC twice.
  - If an action is required to demonstrate success you can do the same type of calculation based on cost per click instead of impressions.

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Increasing Media Spend, Diminishing Returns

The more ads you show to your audience, the more people will convert, but the rate of conversion starts to diminish after optimal frequency.

This happens because you are paying to show more adds to your audience (increasing frequency) to convince people less likely to convert to do so.

By tracking cost per conversion, we can identify the optimal frequency (5 in the chart) per month and adjust our campaigns to ensure maximum efficiency.

Cost Per Conversion vs. Frequency

Frequency	Cost Per Conversion
1	$0.40
2	$0.40
3	$0.30
4	$0.27
5	$0.26
6	$0.30
7	$0.31
8	$0.36
9	$0.36
10	$0.57

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Tracking and Analytics

The tools you use to track and analyze campaign performance will depend on the goals of your campaign and the media channel(s) you are running your campaign on

- Google Analytics
  - Every digital campaign should utilize google analytics to track website traffic and behavior data in conjunction with channel specific tracking tools
  - Because it lives on your website, it provides the most accurate information about where your site traffic is coming from and what actions they are taking on your site
  - You can set goals in GA to see when visitors are taking an action you've defined as a conversion and when paired with Google Tag Manager you can see which advertisement(s) brought that person to your site and what actions they took on your site

- Google Tag Manager
  - Essential to tracking any interaction on your website and attributing it to a source (ads).
  - Interactions you can track include – page loads, clicks, downloads, outbound links, form submissions, video views, mailto links, social widget use, scroll depth and more.

- Platform Specific Tracking
  - Most platforms like Facebook/Instagram, Grindr, Twitter, YouTube, etc. have their own tracking systems that will give you more data on interaction with your ads and should be used in conjunction with the google tools above.

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Evaluation of your campaign should take place at regular intervals and be based on consistent metrics that demonstrate success.

Weekly evaluation, monthly reports

Depending on the resources you have available, you should aim to evaluate your campaign weekly and report on it monthly. Your monthly report should look at all of the metrics that support your goals and should follow the same template every month, making comparisons month-over-month and year-over-year when possible.

If resources are lacking, you can decrease the frequency of evaluation and reporting accordingly but make sure you communicate when you will need a final report and what will need to be in it for your funders or anyone else that will be evaluating your efforts during planning.

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There are a number of barriers standing between you and the outcomes you are trying to achieve, and they can all be overcome with the right strategy.

Digital Marketing Barriers

Platform/Channel Restrictions – "I'm not allowed to advertise on dating applications."

While dating and hookup applications like Grindr can be an effective way to reach MSM, other channels like Facebook, Instagram and Google can be just as effective and even more efficient depending on your ability to target.

If you feel apps are still essential to reaching your priority population, consider working with a third-party ad agency or CBO to place the ads for you.

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Digital Marketing Barriers

Campaign and Ad Approval Issues – "I can't get campaign materials approved."

It can be difficult and time-consuming to get new creative approved in many municipalities and organizations. The CDC has campaigns that have been approved to run nationally that you can use for free!

Each digital channel has their own restrictions on what you can show or say in your ads. Understanding these before you select or develop creative is essential. Here are some links that can help when trying to do sexual health related advertising:

Google Ad Policy – Personalized Advertising (All ads targeting MSM are subject to these)

Facebook Adult Products and Services Policy

Facebook Adult Content Policy

Facebook Personal Attributes Policy (All ads targeting MSM are subject to these)

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Digital Marketing Barriers

Budget Cliffs – "I have to spend everything by June 30th but I'm not ready."

Budgets are often required to be spent during a specific timeframe that can prove challenging. Partnering with a third-party ad agency or CBO is an option for getting money off your books by a specific date without losing access to it.

Budget Size – "I only have $1,000 so I can't afford digital advertising."

Most organizations have less money for marketing than they'd like. Look for existing campaigns that you can use and speak to your audience and objectives. The CDC has campaigns that organizations can use for free. The BHOC Advertising Clearinghouse has a large collection of campaigns produced by other organizations that they may be willing to share with you if you ask.

Depending on the size of your market and the competition for your audience you might be pleasantly surprised with how far your money can go online.

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The right media channel will allow you to reach your priority population with a compelling message, when they are willing to receive it, and for a reasonable cost.

Digital Media Channels

A digital media channel can be a website, application or ad network. This presentation will focus on three major digital media channels used to target Men who have Sex with Men (MSM).

Google Display Network – ads run across millions of websites and apps based on user information

Facebook/Instagram – ads run on the popular social networking sites based on user information

Dating Apps (Grindr, Adam4Adam, etc.) – ads run on the popular hookup applications based on geographic location

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Google Display Network

This channel gives you access to users of millions of websites and applications allowing you to show your ads to more members of your priority population than any other digital channel.

Google offers you the widest variety of targeting parameters, which means you can be very specific about the people you want to show your ads to.

Google allows you to pay for ads based on a number of different metrics including impressions (# of times your ad is seen), clicks (# of times someone that sees your ad clicks on it) and conversions (# of times someone that saw your ad came to your site and took an action you wanted them to take) and the cost is based on real-time bidding with other advertisers.

Because of the vast reach of this network and the highly customizable targeting capabilities, Google Display Network can be one of the most efficient and effective digital advertising channels for marketers that know how to use it.

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Google Display Network

Demographics

Gender, Age, Household Income, Parental Status can all be specified for your audience. If you're trying to reach MSM start with Men, 18-54, Not a parent.

Affinity and Custom Affinity

Show ads to people based on broad interest groups like Foodies, Health and Fitness Buffs, News Junkies & Avid Readers » Men's Media Fans and while these groups aren't highly targeted they can be customized with particular websites of interest and demographic information like gender to help create an audience that is more likely to be MSM. best for brand awareness and reach – getting your message out to as many people as possible.

Custom Intent Audiences

Based on keywords your audience could be searching for or websites that they may be visiting, this is a good place to start building an audience you can test, optimize and own.

Remarketing Audience

The best for generating conversions because you are only showing ads to people that have already been to your website. May not be allowed depending on the focus of your website.

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Facebook and Instagram

This channel gives you access to people using Facebook and Instagram (FB and IG) while they are on the applications. Facebook owns Instagram and has a single platform for purchasing media on either or both apps.

Advertisers can target based on demographic, geographic and interest-based data, which means you can be very specific about the people you want to show your ads to.

FB and IG allow you to pay for ads based on a number of different metrics including impressions (# of times your ad is seen), clicks (# of times someone that sees your ad clicks on it) and conversions (# of times someone that saw your ad came to your site and took an action you wanted them to take), video views and more based on real-time bidding with other advertisers.

Because of the vast reach of this network and the highly customizable targeting capabilities, FB and IG can be highly efficient and effective digital advertising channels for marketers that know how to use them.

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Dating Apps

There are a number of apps that men use to find men to hook up with. The audience is almost exclusively MSM, which means advertisers don't have to worry about creating audiences that reach MSM.

Because of the nature of the application, users also have a higher likelihood of being sexually active with multiple partners, putting them at increased risk for HIV and STDs.

While apps like Grindr, Jack'd, Adam4Adam and others make it really easy to show your message to sexually active MSM, they charge a premium to reach this audience and users may or may not be receptive to a sexual health message when they are trying to find someone to hook up with.

Dating apps only allow you to buy ads based on impressions (# of times your ad is seen) and they set the cost based on the area you are targeting.

Most GBTQ Dating apps only allow advertisers to target based on location.

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Questions?

Next Steps

If you have any additional questions, consult the resources section or feel free to reach out to me directly:

Matt.Moss@WaterAndStoneMarketing.com

Be sure to register for our next webinar: *Digital Advertising On A Limited Budget* on 1/21/20

If you want advice on an upcoming campaign, fill out a Media Brief and send it to: Matt.Moss@WaterAndStoneMarketing.com

We may even do a media plan for you as an example in our upcoming webinar.

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Ad Campaign Resources

1. [Setting up a basic google ad buy](#)

2. [Setting up Google Display ad buy](#)

3. [Setting up a Facebook ad buy](#)

4. [Grindr Self Service Ad Sign Up](#)

5. [BHOC Advertising Clearinghouse](#)

6. [BHOC Keyword Summary List](#)

7. [Setting up Google Tag Manager](#)

8. [Event Tracking in Google Tag Manager](#)

9. [BHOC Dating App Info](#)

10. [Media Budget Calculator](#)

11. [Media Brief Example](#)

12. [Media Brief Template](#)

13. [Media Report Example](#)

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Contact Info

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Thank You

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