



# 2023 Brand Awareness Campaign

Updates & Brief

**HEARTLAND**  
**ALLIANCE**

**HELP**  

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**GOOD**

## Paid Digital Media

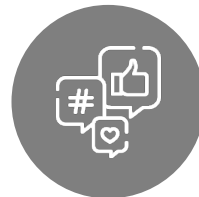
To date: August 2023



**12.7MM**

Impressions

The number of times an ad is served to social media users



**190k**

Engagements

Interactions with the ads including readership, action taken (like, share, comment), etc.



**23k**

Link Clicks

Click throughs to the Heartland Alliance website meant to inform the user more about what HA does in relation to the content of each post.

## Campaign Growth

May 2023

**3.4MM**

Impressions

**26k**

Engagements

**6k**

Link Clicks

August 2023

**12.7MM**

Impressions

**190k**

Engagements

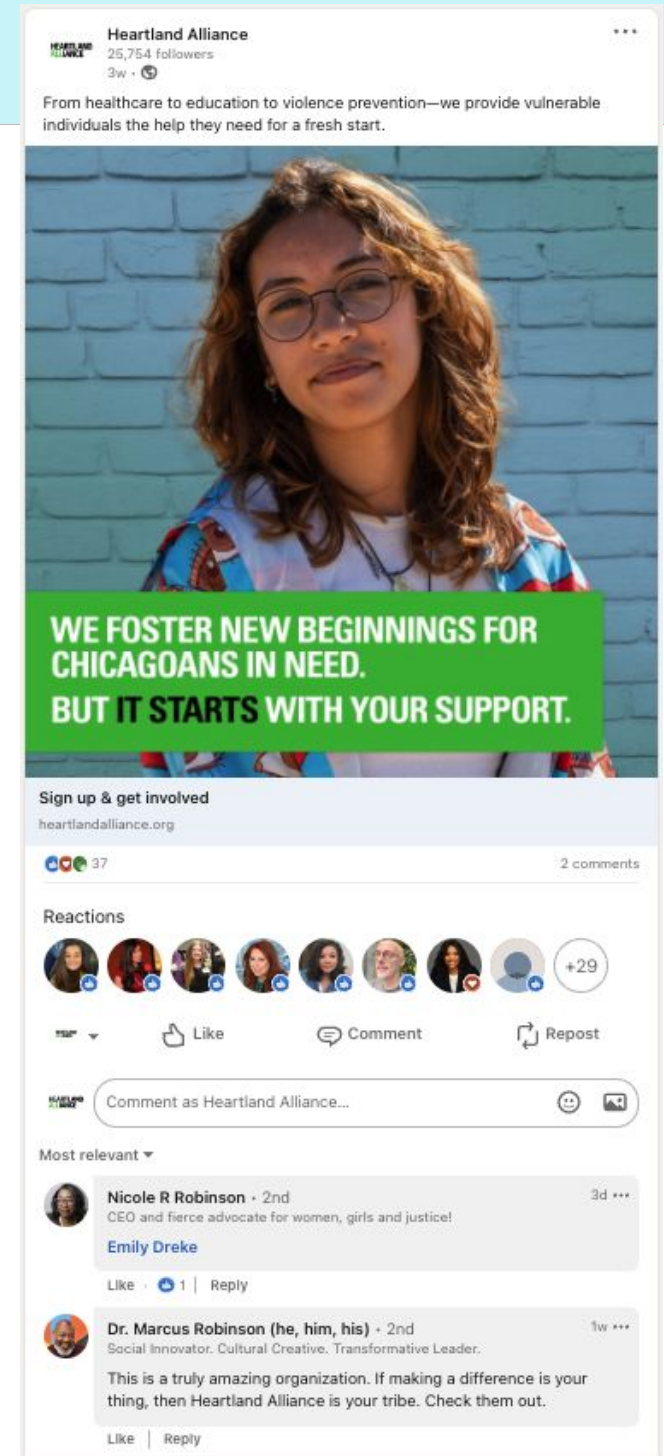
**23k**

Link Clicks

# Social Media Posts

To date: August 2023

- **Interconnectivity:** Social post engagements lead the audience to “sign up” for the BEAT newsletter, but now connect these new contacts to the data collection software of HA, allowing us to track their involvement with the organization and if they convert to donors.
- **Performance Takeaways**
  - Videos and Reels perform best
  - Content that performs well
    - Educational content (misconceptions, current event context, data)
    - READI content
    - Personal interviews
  - LinkedIn leads are best served in Spotlight Ad format

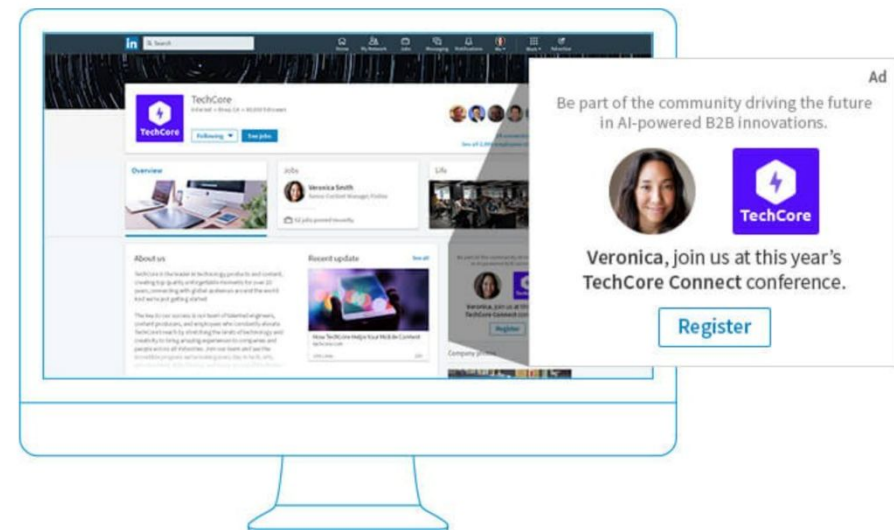


# LinkedIn Spotlight Ads: Lead Generation

## Example copy:

- Description: We're committed to ensuring health and safety for all Chicagoans
- Headline: %FIRSTNAME%, stay informed & learn how to help
- Call To Action: Sign Up

Drive traffic and conversions



# Facebook/Instagram Ads: Lead Generation

- In September:
  - An ad unit test is underway as September kicks off with early signs showing CPL may improve dramatically
    - Testing lead form ads (new) vs. unique landing page (existing)
  - Creative refresh an option following ad unit test (incorporating video/boosted content)

# Lead Generation

To date: August 2023

228

Leads Generated  
(By the end of Aug.)

113

Leads Generated  
(Since the beginning of Sept.)

## Lead Generation Pipeline

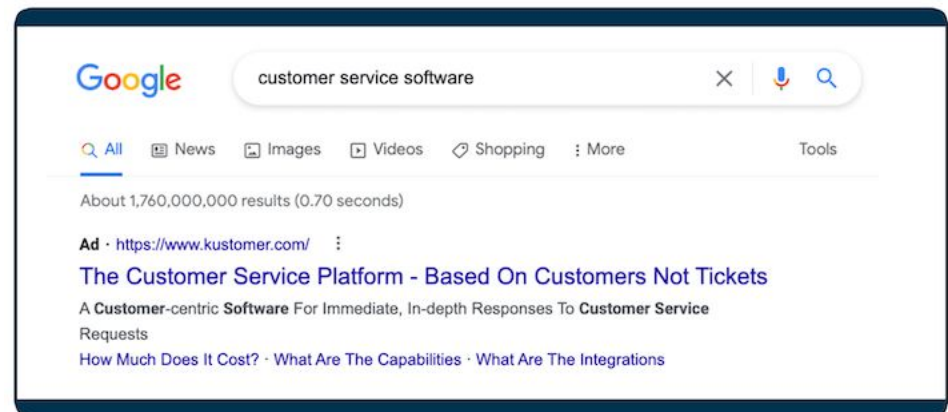


# Google Ads

To date: August 2023

- Ads being served based off designated search terms related to Heartland Alliance program services
- Please note that due to our 501(c)(3) status, we are able to have a Google Grants AdWords account with a monthly allowance to given us by Google, making this a highly cost-effective action

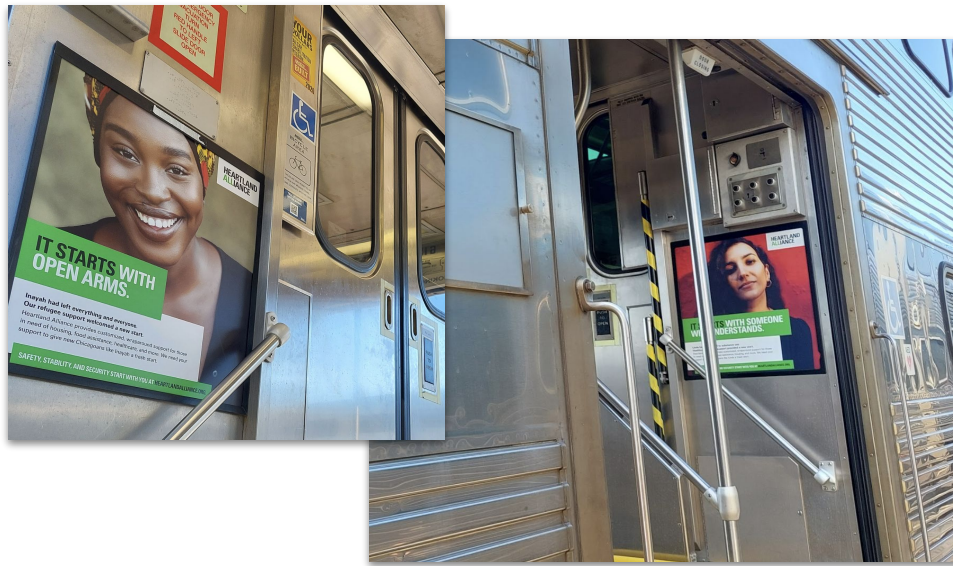
**565**  
Click Throughs



(Example outside of the campaign to illustrate)



# Metra Car Cards Launched



## METRA CAR CARDS

**350 Car Cards** distributed among the Metra lines: Union Pacific North Line, Union Pacific West Line, and Burlington Northern

**Dates:** May 8th - July 2nd

**Cost:** \$20,870

# CTA Car Cards Launched



## CTA CAR CARDS

**500 car cards** across Blue, Red & Brown CTA Lines.

**Dates:** May 8th - July 2nd

**Cost:** \$23.7k

**Impressions:** 5,632,373



# Branding Campaign Spend

To date: August 2023

**\$48.6k**

Social Media  
Paid  
Advertising

Running late April - December

*Dollar amount reflects spend to date*

**\$23.7k**

CTA Lines

Ran May - July

**\$20.9k**

Metra Lines

Ran May - July

**\$200k**

Total Budget

**\$129k**

Spent to Date

## 30% increase in donations made by new HA base donors

May-Aug, the majority of individual donors gave \$1k or less. That is 322 donors (~80% of total HA base) gave \$1K or less. This number is up ~30% from same period FY22.

	FY22	FY23	% Increase
All Donors	270	375	39%
Base: \$1k or below	249	322	29%

This is only for HA donors.

## Performance Takeaways: pre & post via YoY

- Lead generation has become highly efficient after testing multiple options: **76% more efficient**
- Cost per Thousand (CPMs) continues to decrease **(-10%)**
- Engagement has **increased by 200%** by boosting static and video posts to maximize efficiency

## Next Steps

- Heartland Alliance/HelpGood will continue to create content surrounding this campaign
- The campaign will continue to be reviewed, and data collected to maximize effect and minimize spend
- Campaign imagery and messaging will be used across HA initiatives for a consistent branding experience

## Awareness to donation conversion

Performance across purchase funnel<sup>1</sup>

Charitable Organizations Donors

Best in class Neutral Worst in class



Drive awareness up by **20+% points** will result in significant growth

Increase **5+ points** in familiarity yields 30% increased donations

## What's Next:

