

Inclusive Tomorrow

Multi-Channel Marketing
Strategy Case Study

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Agenda

- **Background**

- Project Outline and Deliverables
- Challenges
- Buyer Personas

- **Holiday Campaign**

- Goals and Metrics
- Analytics and Results
- Optimization Recommendations

- **Spring Campaign**

- Competitor Research
- Customer Journey
- Recommendations
- Funnel Steps and Content

Background

About Inclusive Tomorrow:

Inclusive Tomorrow is a charitable organization financing itself through raffle tickets.

- With every ticket bought, the customer finances charitable projects supporting people with disabilities.
- They also get the chance to win a lottery prize of up to 1,500,000 euros.

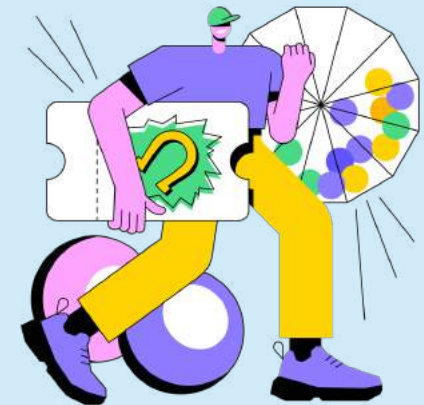
Role and Context:

- Marketing Analyst on the Inclusive Tomorrow marketing team.
- This campaign is part of the digital marketing course at Career Foundry to demonstrate skills to analyzing campaign results and develop a multi-channel marketing strategy.



A classic win-win situation

They can do something good for society and for themselves at the same time



Project Outline and Deliverables

For the Holiday Campaign:

Analyzed the performance of various channels and recommend optimization

- Define North Star Metric for Inclusive Tomorrow to track and measure progress.
- Evaluate multi-channel performance and analyzed individual channels in comparison to each other.
- Make observations to draw insights.
- Define the attribution model to be used to measure success of the NSM.

For the Spring Campaign:

Plan a data-driven multi-channel marketing strategy

- Outline learnings and improvements for the upcoming Spring Campaign.
- Present the results to management and the team.
- Set up project management timeline and tasks in Asana.
- Write creative briefs for team members.

Challenges

Inclusive Tomorrow needs to follow Ethics Guidelines

Inclusive Tomorrow's raffles are for a good cause, but they're still part of the gambling industry—and gambling can be very addictive. General Rules

- Advertising can not be targeted at minors and audiences under the age of 21.
- Ads shall not be false, deceptive or misleading.
- Each ad must clearly state a problem-gambling hotline number.
- Do-Not-Sell or Share consumer information



Buyer Persona **focused on charitable giving**



Profile

- Age 35
- Gender: female
- Living in suburban area
- Married with 2 kids

Occupation

- Senior project manager, product development
- Medium level income
- Medium to high level education

Motivation

- Feels fortunate to have a family and a job and wants to support people that are less fortunate.
- Likes to donate to a charitable organization.
- Likes the thrill of possibly being a winner herself.

Problems

- Worried that the money goes to support people with disability and not just to support the organization > is looking for transparency of the organization.

Buyer Persona **focused on lottery winning**



Profile

- Age 45
- Gender: male
- Living in urban area
- Divorced with 3 kids

Occupation

- Salesclerk, automotive retail store
- Low to medium level income
- Medium level education

Motivation

- Feels financially squeezed and often not able to do all the things he would like due to a lack of money
- Likes the idea of donating but likes the thrill of winning even more
- Likes the idea of the subscription ticket.

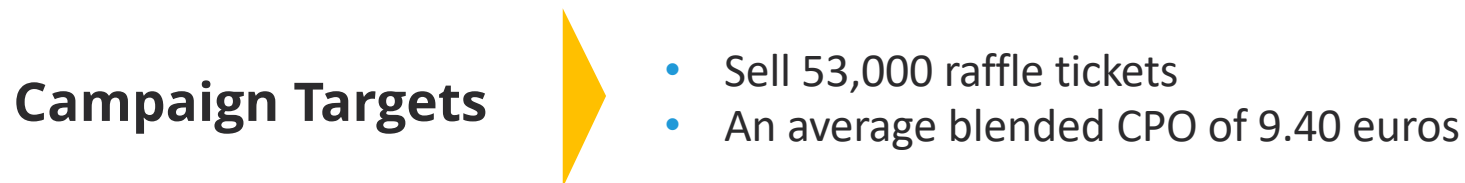
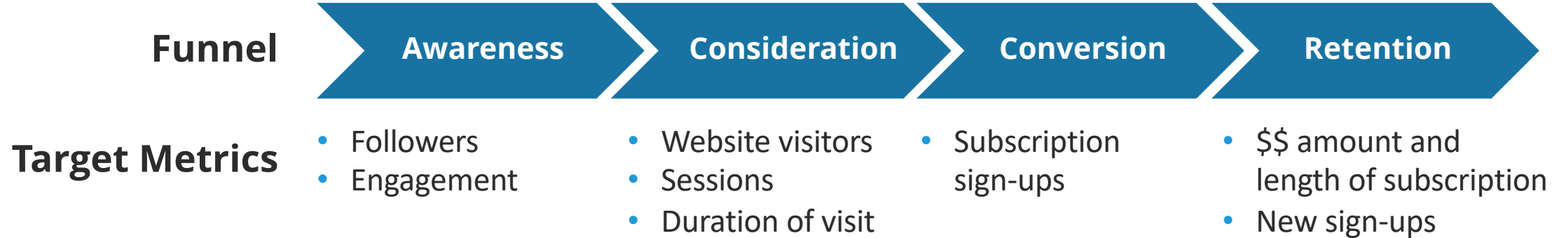
Problems

- Understands what it is like not to have support and wants to make sure his money actually goes to the people in need.
- Often forgets to buy the tickets and is worried to miss out on a chance to win.

Holiday Campaign

Review and analyzed the performance of various channels and recommend optimization

Holiday Campaign: Goals and Metrics



Holiday Campaign: Overall Results 2019 vs 2020

Our Campaign targets

- Sell 53,000 raffle tickets
- With an average CPO 9.4 EUR

Holiday Campaign Results

	Orders	Spending	Cost per order
2019	28,405	€ 267,749.00	€ 9.43
2020	38,175	€ 483,337.87	€ 12.66

Analysis





Missed goal: Even though the number of orders increased in 2020 to 38,175, we still fell short of our goal of 53,000.



Cost Increase: We hit our CPO of €9.43 in 2019, but cost increased to €12.66 in 2020.

Channel Performance | All **Organic** 2019 vs 2020

ORGANIC	Organic Instagram			Organic YouTube	
Year	Followers	Reach	Likes	Subscribers	Video Views
2019	3,574	23,859	1,938	-	-
2020	 65,938	 746,194	22,957	5,948	132,594

Observations

- Organic Instagram reach/likes/followers went up significantly: increasing followers by 1745%.
- Organic YouTube is new in 2020. It seems that the numbers of subscribers and video views are good and an indicator that this channel should be nurtured.

Insights


- The organic channels are extremely strong and will be good platforms to nurture from awareness to consideration and to conversion.



Recommendation:

Organic visitors are higher quality than paid. Continue to nurture organic channels to increase awareness.

Channel Performance | All **Paid** 2019 vs 2020

PAID	Orders	Spending	CPO all Channels	CPO Facebook	CPO Google Search	CPO Google Display
2019	28,405	€ 267,749.00	€ 9.43	€10.67	€7.73	€21.23
2020	38,175	€ 483,337.87	 € 12.66	€13.66	€10.05	€25.36

Observations

- For both, Paid Facebook and Google search Ads, the CPO went up significantly around 30%.
- For Paid Google Display Ads, the CPO went up 19%. Ads were turned off 2 weeks into the program

Insights

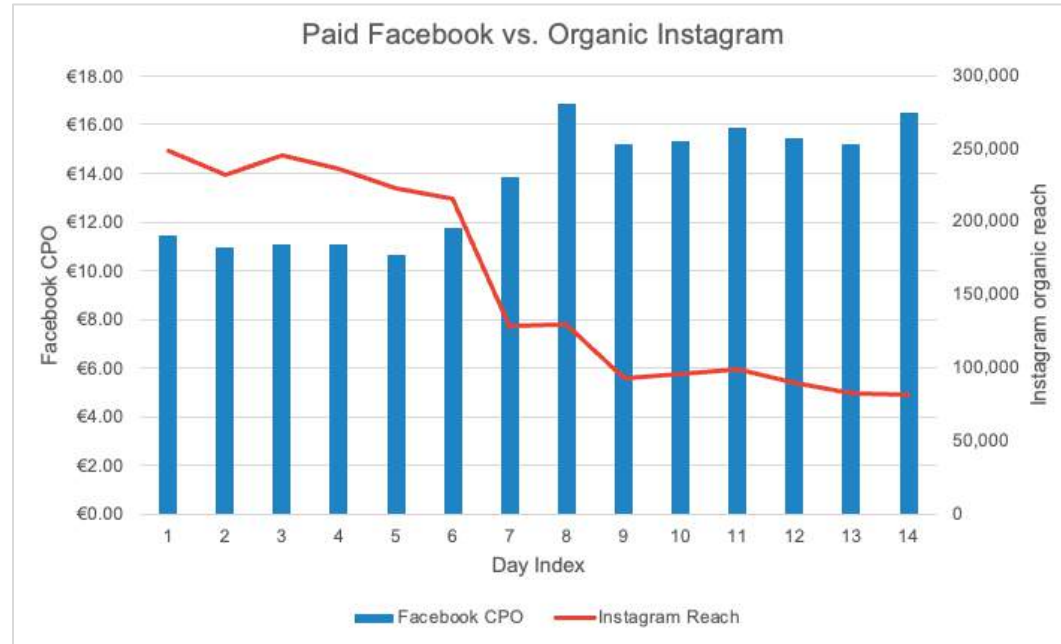
- The paid channels Google and Facebook had an increase in CPO, but still the number of customers grew as well. This means a larger customer base to re-target for future purchases.



Recommendation:

Lower CPO through improved, cheaper CPC keyword selection.

Channel Performance | Organic Instagram vs paid Facebook



Observations

- Instagram was deprioritized due to a lack of capacity on the team. It is reasonable to assume that **this caused the reach to go down.**

Insights

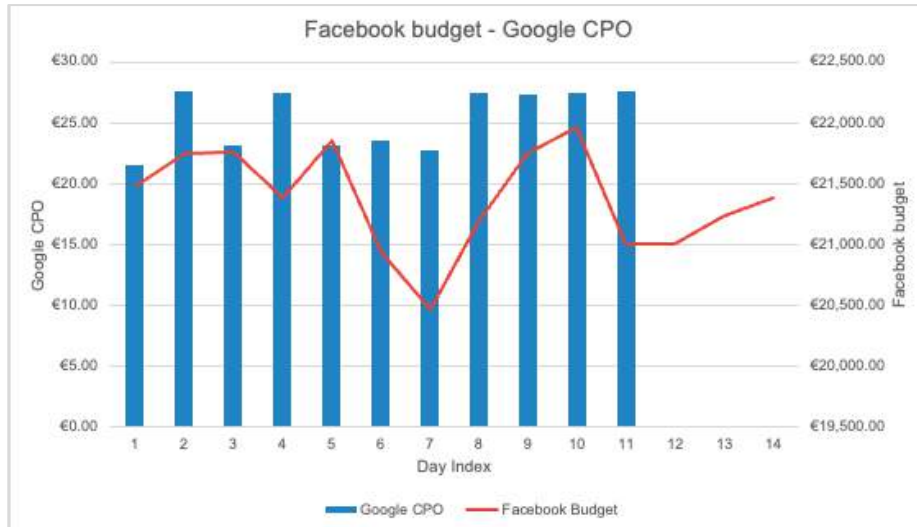
- Negative correlation:**
 - Organic Instagram delivered higher quality traffic.
 - The paid social campaign delivers the sales but at a higher price.
 - Increase of the cost per order by about 20%.



Recommendation:

Make resources available for continued support of the organic Instagram campaign

Channel Performance | Google Display Ads vs Paid Facebook



Observations

- There does not seem to be a noticeable trend in the chart on the left between Facebook budget and Google CPO.

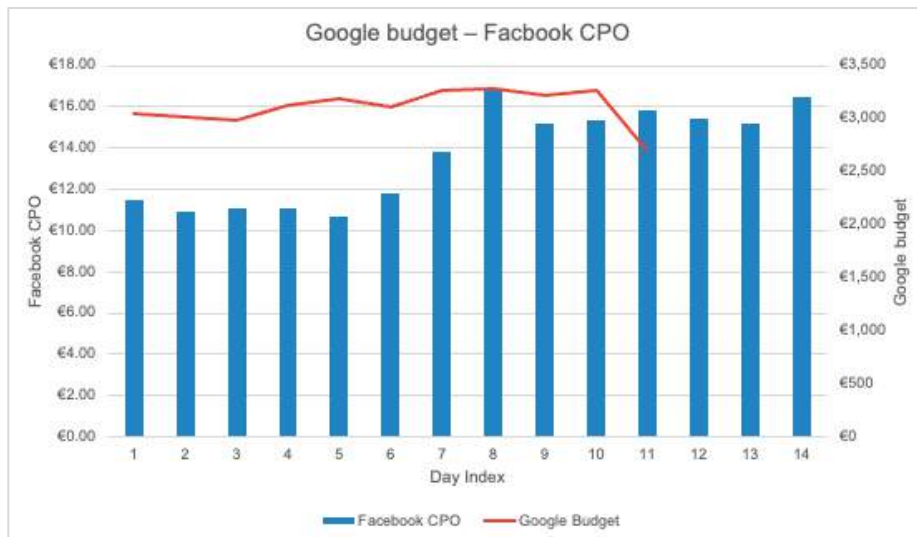
Insights

- It is **not clear if there is a negative correlation** between turning off the Google budget and the increase in the Facebook CPO since the Facebook CPO spiked before the turn-off.

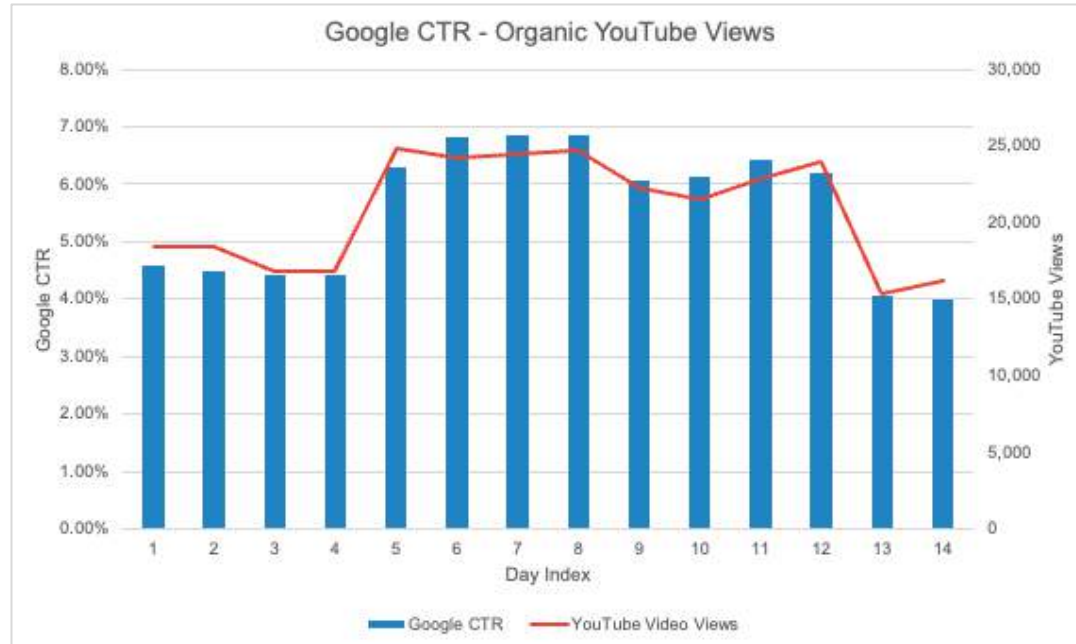


Recommendation:

Keep the Google display ads turned off since the CPO was almost twice that of Facebook.



Channel Performance | Google Search Ads vs YouTube Views



Observations

- There is clearly a correlation between the chart and the line of YouTube views and the Google CTR.

Insights

- **Positive correlation:**
 - Organic traffic delivering higher-quality traffic.
 - YouTube video views during the awareness phase generated Google searches with related keywords increasing conversion.



Recommendation:

No changes recommended to both channels, but further A/B testing could give insights on improvements.

Holiday Campaign: Summary Optimization Recommendation

- **Organic: Continue to nurture Instagram and YouTube**
 - With the strong following on Instagram and YouTube, keep nurturing the channels and use
 - Optimize Facebook ads for mobile to increase awareness and conversion
- **Paid: Prioritize Facebook campaign over Google display ads; Continue Google search ads**
 - For all paid campaigns, lowering CPO through improved and cheaper CPC keyword selection.
 - Simplify the phone purchase process since mobile e-commerce sales make up 60 percent of all e-commerce sales around the world.
- **SEO: Improve bounce rate**
 - Increase and nurture organic traffic > The bounce rate will improve with higher quality traffic
- **Email: Improve open rate and click-through rate**
 - Numbers for email are good, but use A/B testing to improve CTR
 - Increase number of email campaigns to aid retention

Spring Campaign

Plan a data-driven multi-channel marketing strategy

Competitor Research

Channel Idea:

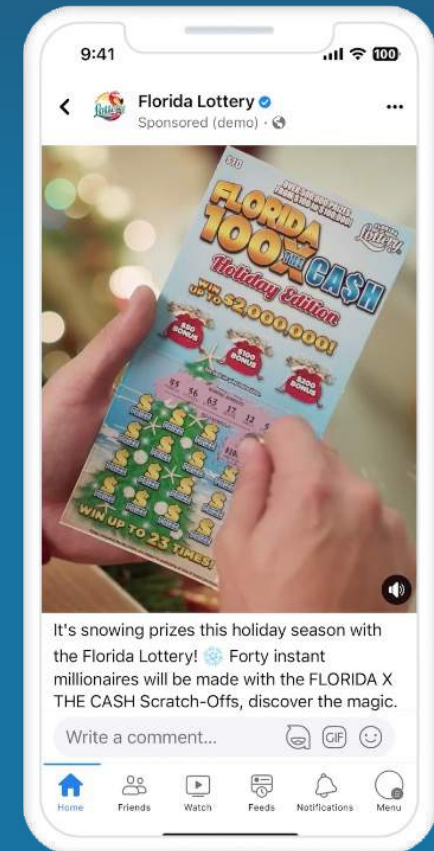
- Florida Lottery ran **mobile-optimized video ads on Facebook**
- Followed mobile-first best practices by cutting the horizontal TV assets into short-form, vertical videos with a run-time of 15 seconds or less and ensuring that the action was understandable even with sound-off.

Learnings for Inclusive Tomorrow:

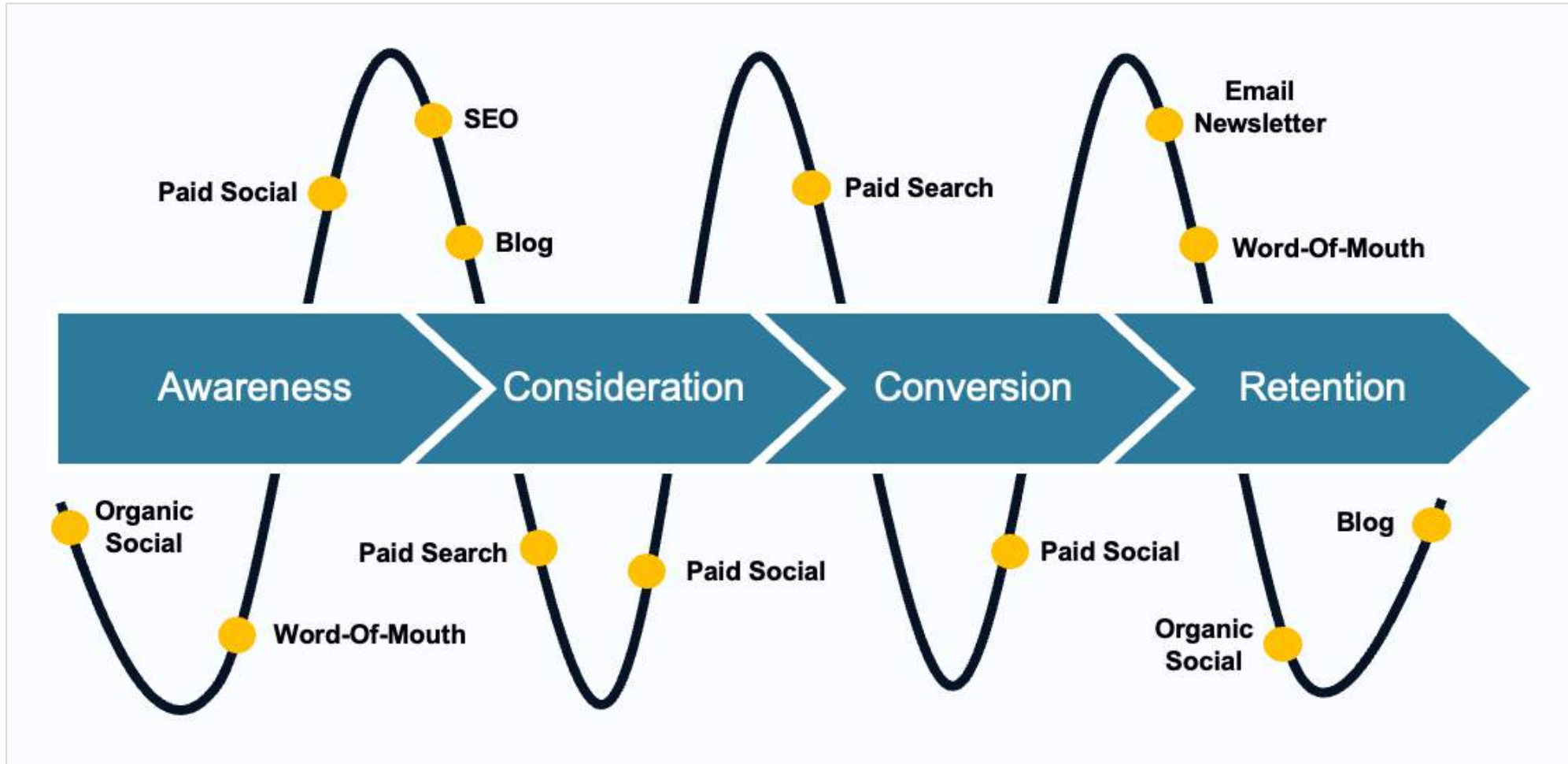
- Catch people when they are on their phones in **On-the-go mode**. Best time to build awareness.
- Make it easy to watch the videos by optimizing for mobile.
- Simplify the phone purchase process since mobile e-commerce sales reached \$2.2 trillion in 2023 and now make up 60 percent of all e-commerce sales around the world. [Statistica, Aug 10, 2023](#)

The Florida Lottery

wanted to reach more players and boost awareness about the launch of its new winter holiday-themed scratch off tickets.



Customer Journey



Spring Campaign: Recommendation

Learning we can use from the Florida Lottery Campaign:

- **Messaging:**
 - Appeal to the emotional component of buying lottery tickets:
the spirit of giving and helping people in need.
 - Tap into the excitement of winning a prize.
- **Optimize the campaign for mobile**
 - On-the-go mode: catch visitors when they are scrolling on social media – mostly on their phones. This is the best time to increase awareness.
 - Simplify the phone purchase process since mobile e-commerce sales make up 60 percent of all e-commerce sales around the world.

Funnel Step and Goals

- Boost awareness
- Conversion to increase ticket sales

Ad Formats:

- Mobile optimized video ads
- Vertical videos with a runtime of 15 seconds or less
- ensuring that the action was understandable even with sound-off

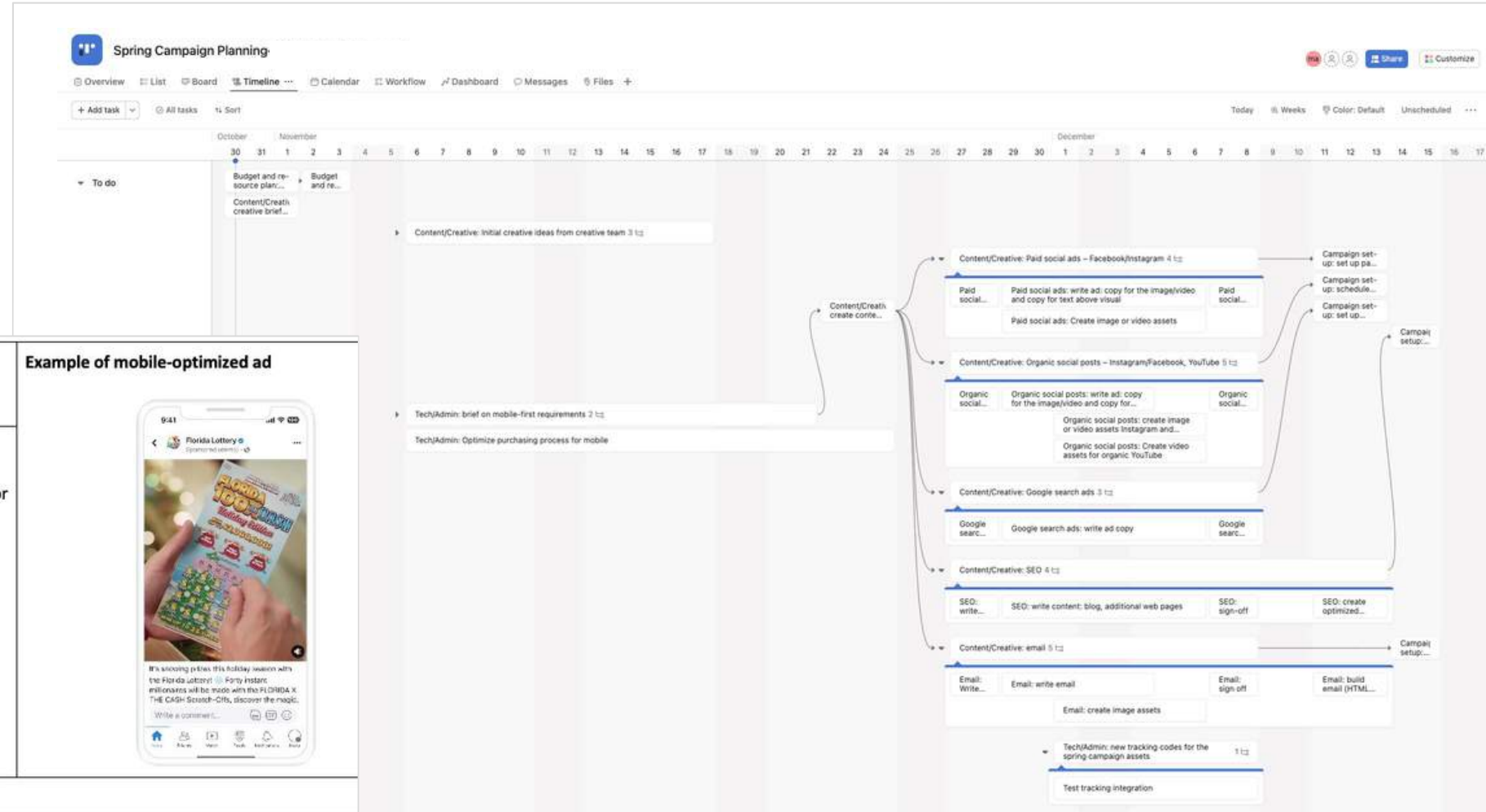
Channels:

- Organic Instagram and paid Facebook

Spring Campaign Storytelling: Funnel Steps and Content

Funnel Step	Channels	Communication/Content Type	Call to Action
Awareness	<ul style="list-style-type: none"> • Word-of-mouth • Organic social media • Paid social ads 	<ul style="list-style-type: none"> • Charity projects • Happy winners • Tickets as presents for friends and family 	<ul style="list-style-type: none"> • Follow us, like us • Learn more • Help others and win
Consideration	<ul style="list-style-type: none"> • SEO • Content marketing • Paid search 	<ul style="list-style-type: none"> • Charity projects • How the lottery works • Give a gift to yourself • Easter egg hunt 	<ul style="list-style-type: none"> • Help others and win • Learn more • Get your Easter egg
Conversion	<ul style="list-style-type: none"> • Paid search • Paid social ads • Display ads 	<ul style="list-style-type: none"> • Everybody wins with this lottery • Don't miss a chance to win – get subscription • Your chance to win 2 million 	<ul style="list-style-type: none"> • Subscribe now • Buy now • Help others and win • Give the gift of a subscription
Retention	<ul style="list-style-type: none"> • Email marketing • Content marketing • Organic social media 	<ul style="list-style-type: none"> • \$\$ amount of the subscription and length of subscription • New sign-ups 	<ul style="list-style-type: none"> • Don't miss a chance to win • Get your subscription • Upgrade to subscription • Give the gift of a subscription

Project Management and Creative Brief



<p>Requested By: Marketing Analyst: Marina Luderer</p>	<p>Campaign Name: Spring Campaign: Mobile-optimized video campaign</p>	<p>Example of mobile-optimized ad</p> 
<p>Stakeholders: Creative Production Team: Videographer, Copywriter</p>	<p>Production Timeline:</p> <ul style="list-style-type: none"> Initial Ideas: Nov 17, 2023 Technical Requirements delivered for video specs and e-commerce simplification needed for video production: Nov 21, 2023 Final Files: Dec 14, 2023 Launch Date: Dec 16, 2023 	
<p>Funnel Steps and Goals:</p> <ul style="list-style-type: none"> Boost awareness Conversion to increase ticket sales 	<p>Metric for Success: North Star Metrics: Monthly active subscriptions Target Metrics:</p> <ul style="list-style-type: none"> Awareness: Followers, Engagement Conversion: Subscription sign-ups 	

Conclusions

Roadblocks and Solutions

SITUATION: I had trouble managing the data and spent too much time manually calculating performance metrics

OBSTACLES: I did not know how to use Excel

ACTIONS: Took a LinkedIn Learning class: Excel for Marketers <https://www.linkedin.com/learning/excel-for-marketers-22138628>

RESULTS: Even though this was a very advanced class, I learned how to set up my metrics efficiently and learned how to build data-driven marketing plans. What a time saver!

Learnings and Insights

LEARNINGS: how different channels are like gears working together to pull the visitor into the funnel to become aware of the brand, then consider purchase, then get converted to customers and remain loyal and fans of the brand.

INSIGHTS: started reading case studies of social media agencies and learned a lot about finding the right channel for a problem and using it properly for the problem to be solved. This requires quite some detailed knowledge and experience with the channel.

Thank you

Contact: Diksha

Kalsotra