[HPS] LEADING THINKING

Reaching Your Audiences

National Housing Conference Spring 2019

Stakeholder Mapping Is The Critical First Step Prior To Conducting A Digital Campaign

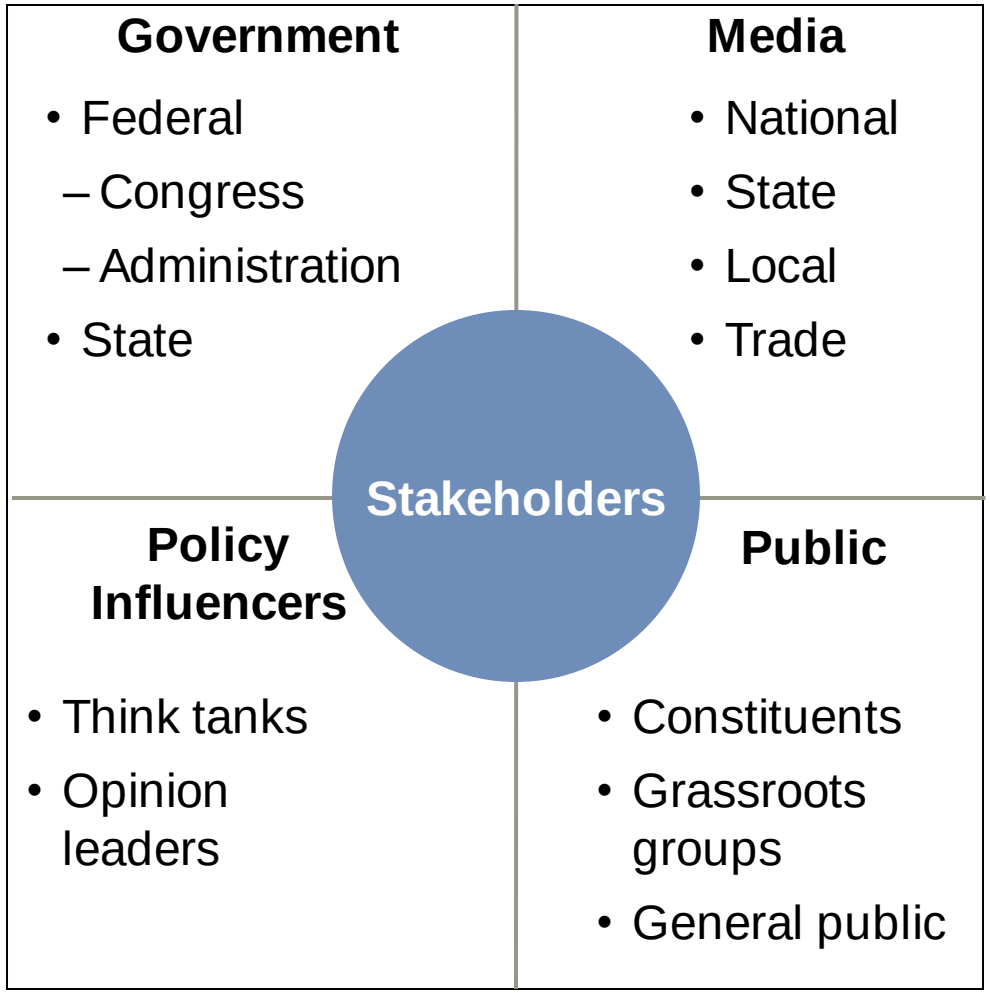
Stakeholder Mapping

Until you identify key stakeholder details, you can't make smart decisions about digital platforms and audience targeting.

Stakeholder mapping lets you know:

- **Who you are trying to reach**
- **What your audience cares most about**
- **How to most effectively reach them**

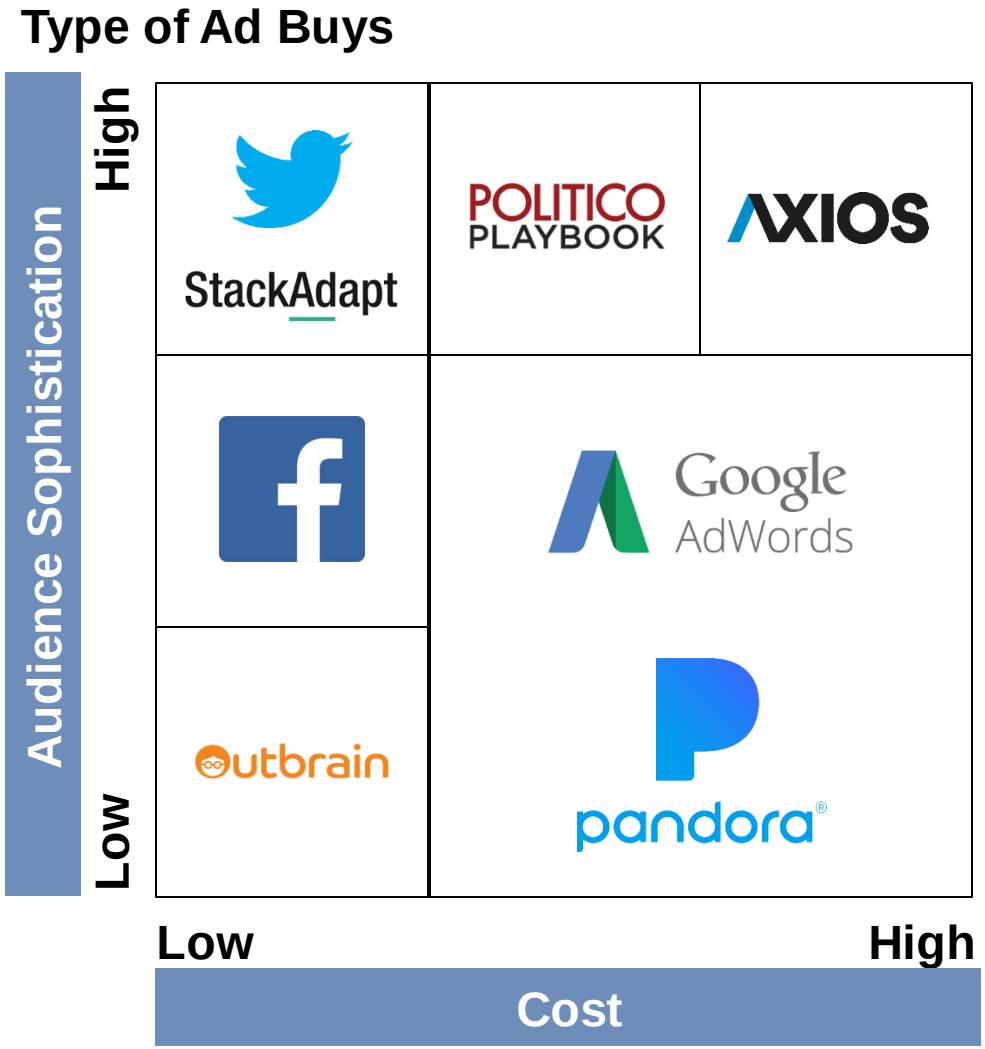
Illustrative Mapping



Digital Campaigns Are A Key Part Of The Communications Toolkit

Digital campaigns can be:

- **Highly customizable**
- **Cost-effective**
- **Tailored to sophistication of target audience**



Digital Channels Allow For Granular Targeting And Real-Time Content Optimization

Audience Targeting

- Digital advertising allows for **granularity in targeting**
- Digital platforms allow you to reach **a wide range of audiences**
- Targeting allows you to **tailor content**

When combined, targeting and optimization turn digital advertising into a nimble and results-oriented communications platform

Content Optimization

- Digital platforms provide **near-instant feedback**
- Digital campaigns can be optimized through **A/B testing**
- Constant feedback allows you to **refine and improve content**

Executing Targeted Digital Advertising Can Support And Amplify Outreach Efforts To Desired Audiences

Facebook

Purpose

- Convey whole thoughts and messages

Reach

- Great for reaching broad audiences and grassroots; used for driving petition signatures

YouTube

Purpose

- Explain issues or share stories in an engaging way

Reach

- You can reach a broad audience or target grassroot audiences

Twitter

Purpose

- Boost engagement using relevant hashtags, graphics, or interactives

Reach

- Good for directly contacting lawmakers, reaching reporters, and engaging with influencers

Google AdWords

Purpose

- Reach audiences searching for specific topics

Reach

- Allows you to reach broad audiences who are interested in a particular topic

Define Your Metrics Of Success Before Executing A Digital Campaign

Potential Metrics

- Impressions
- Engagement with posts
  - Engagement rate (likes, RT, etc.)
  - Click-throughs
  - Average cost per click
  - Engagement with graphic or interactive (if any)
  - Engagement rate
  - Conversions
- Hashtag usage
- Number of grassroots/grasstops engagements

Together, these measures of efficacy and success will allow you to continually refine tactics and implement feedback in real time for the best outcomes.

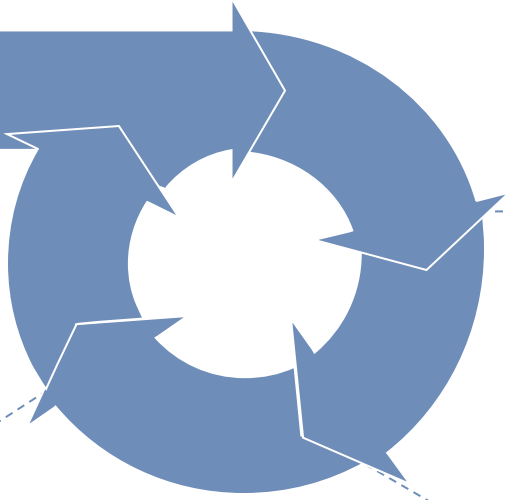
Using Metrics Can Help You Continuously Optimize And Track The Success Of Your Campaign

Prepare

- Identify desired engagement metrics

Activate

- Begin digital campaign and test core messages with low-cost social and digital advertising to gauge audience interest and engagement



Impact

- Use metrics to gauge effectiveness and adjust accordingly

Evaluate

- Assess and record pre-determined metrics

Refine

- Use metrics to gauge effectiveness and adjust accordingly
- A/B test everything so you can optimize the campaign

HPS Executed A Grasstops Digital Campaign To Drive Action On Budget Priorities

Situation

President Donald Trump's first budget proposal dramatically slashed foreign aid and development assistance, a crucial diplomatic and humanitarian tool for the U.S. government and NGOs.

HPS was retained by the ONE Campaign and a coalition of international development groups (Investing for America) to develop and launch a grasstops digital campaign that encouraged local constituents to call or email their member of Congress and advocate for the importance of foreign aid.

Our Approach

HPS developed a campaign designed to focus resources on a targeted set of members, both while they were in D.C. and back in their districts over the summer recess.

- **Targeted digital campaign:** Zipcode-level digital targeting across multiple platforms, paired with compelling calls-to-action and message testing and optimization
- **Patch-through call program:** Daily activation of unique constituents in target states and districts, including preparation with key facts and messages

Impact

Ultimately, members of the House and Senate Appropriations Committees declined to take up the president's budget, and appropriated a satisfactory amount for the fiscal year.

The digital campaign, complemented by government relations efforts, generated significant interest in districts and in D.C. over a two-month period, including:

- 11,011 calls to members of Congress
- 4.7 million impressions on digital ads
- 29,914 clicks to the coalition website
- 36,121 engagements with coalition social content