

Webinar: “Campaign Dissemination and Evaluation”

Gifty Boachie

LOUD- Local Young Leaders for Inclusion



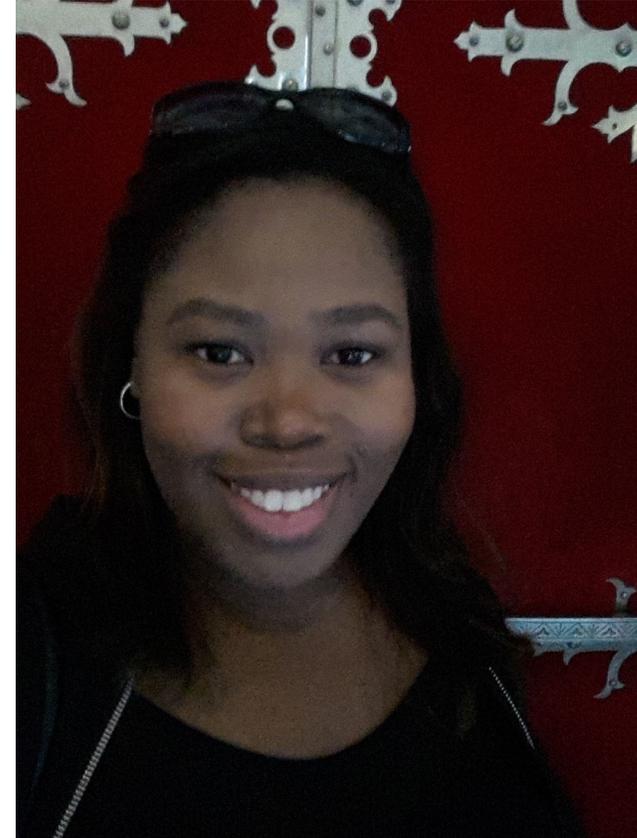
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Welcome

About Me

I am a data strategist working across brand, marketing and communications for the past 10 years. I have a keen interest in using data to tell organisational and human stories.

Most recently I have worked to bring evidence-based communications to Amnesty International.



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Key Definitions

KPI's – Key Performance Indicators. A measurable value that demonstrates how effectively a goal is being met.

Media Monitoring/Press Clippings – A method used to log press coverage of a brand or output

Circulation – Number of copies of a newspaper distributed

Footfall – The number of people passing through a physical space in a given time

Bounce Rate – The rate at which an audience fails to interact with an output, normally used in a website context

Social Listening – A method used to measure social media conversation around a given topic or by a particular audience

Campaign Reach – Number of people exposed to a campaign output

Campaign Conversion – Number of times a campaign goal was completed

Owned Media – Media channels with content that you have complete control over

Earned Media – Media channels that feature your content voluntarily, that you don't have complete control over

Paid Media – Media channels that you pay to feature your content

Campaign Dissemination

This stage comes after your messaging and target audience have been defined.

The aim is to ***deliver*** your message to your ***target audience*** using appropriate ***channels*** in order to evoke the ***thoughts and feelings*** that lead to your desired campaign ***actions***.

Meet the audience where they are and tailor materials to the channel.

There is no campaigning without campaign dissemination

Campaign Measurement

Determines the effectiveness of a campaign. Generally broken down into:

Reach – To what extent did your campaign reach your audience?

Conversion – To what extent did your audience complete the desired action?

This stage can be done throughout the campaign cycle:

Before campaign – Horizon scanning, determine baseline

During campaign – Optimisation and testing, often easiest in a digital context

After campaign – As part of a wider evaluation, learning opportunity

Campaign measurement is dependent on campaign dissemination.

Channels

The destination of your campaign materials

e.g. Video is a medium, YouTube, TikTok and Instagram etc. are channels.

Can be online, offline or a combination of both.

An integrated approach may enable you to reach a broader range of people multiple times, measurement and KPIs must take that into account.

Some channels are harder to measure than others.

Channels

Aspects to consider:

Audience presence and uptake – Are your audience present on that channel? What do they use it for?

Cost – some channels are more expensive than others

Level of Ownership – Owned, earned and paid media have differing levels of effectiveness, depending on your goal

e.g. You may have complete control over your Facebook page or television station (owned media), but it may not reach as many people as a mention in a regional newspaper earned by a press release (earned media), or advertising on Instagram (paid media).

Feedback and Learnings – Some channels provide more opportunity for insight generation than others



Measurement

A key part of campaign evaluation, allows campaigners to quantify success.

Reach – How far did it go? How many people saw it?

Conversion – Did those who saw it take desired action? Did behavioural or attitudinal change occur?

Depends on dissemination, KPIs must take this into account.

e.g. If a social media campaign was disseminated across all major social networks, but TikTok is the key campaigning channel then KPIs should focus on TikTok.

Digital channels produce a lot of metrics for measurement purposes

Examples

Medium and Channel

Measurement

A video posted to a local authority Facebook account

Organic reach, video views

Press release in a national newspaper

Media mentions, newspaper circulation

Twitter campaign post by staff brand ambassadors

Handle mentions, Twitter keyword and hashtag mentions (social listening), sentiment analysis

Blog on website

Pageviews, time on page

Outreach workshop attended by local journalist

Event attendees, media mentions, Twitter keyword mentions

Poster campaign in local authority offices

Recall rates via staff and visitor polling, surveys, focus groups, QR code tracking

Influencer TikTok video

Followers, video views, Twitter keyword mentions (TikTok videos are often reposted to Twitter)

Billboard advertisement on busy shopping street

Footfall data from local authorities



Case Study – Amnesty Argentina Abortion

Dissemination

Amnesty bought a full-page advert in the back of the New York Times (international edition) with the aim of putting pressure on senators in Argentina ahead of an historic vote on reproductive rights.

The design was posted to Amnesty’s own social accounts and used in posters displayed by Amnesty Argentina at a rally in Buenos Aires on the day of the vote.

Press releases were also issued and a radio interview by was given (by me).



Image credit: Gifty Boachie

Case Study – Amnesty Argentina Abortion

Measurement

- Social media performance on Amnesty accounts
- Estimated attendees at the rally
- Circulation of New York Times
- Media mentions of the campaign
- Social media keyword and hashtag mentions
- Petition signups on Amnesty website
- Number of radio station listeners
- Amnesty website performance of related blog pages (pageviews, bounce rate)
- Result of vote!

Questions or Comments?





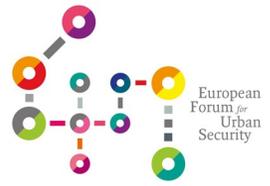
Social Media Pros and Cons

Social Network	Pros	Cons
Facebook 2.2B monthly active users Common age ranges 18-29 and 30-49	Large reach Good advertising platform	Advertising can be expensive and intrusive
Instagram 1B monthly active users Common age ranges 13-17 and 18-29	IGTV Hashtags Influencers	Difficult to post links Influencer ads must be declared Highly visual – can be exclusionary
TikTok 500M monthly active users Common age range 14-19 (41% of users)	Video-led Rapid growth Video downloads	Subculture and tone of voice can be difficult to access Prioritises organic content
Twitter 330M monthly active users Common age ranges 18-29 and 30-49	Movement building Celebrities Highly searchable	Public nature
LinkedIn 660M members Common age ranges 18-29 and 30-49	Rapid growth among 18-24 year olds Encourages discussion	Tone of voice around social justice issues hasn't been established Advertising can be expensive
Snapchat 210M daily active users Common age range 18-29	Good for advertisers Gamified	Limited analytics Relatively limited audience



Measurement Tools Pros and Cons

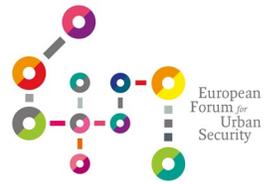
Measurement Tool	Pros	Cons
Website analytics e.g. Google Analytics	Comprehensive data about website performance	Highly configurable, requires specialist knowledge
Native social analytics tools	Comprehensive data about social media brand account performance	Little historical data Can be difficult to compare across platforms
Focus groups	Provide deep, qualitative data and insight into thoughts and feelings	Not quantifiable, usually triangulated with other methods Can be expensive to run
Surveys and polls	Provide quick insight around specific questions Can be run digitally	Can be expensive to run Question design requires specialist knowledge
Media monitoring/press clippings	Valuable data on press coverage Clear indication of reach and media impact	Expensive
Footfall data	Indication of reach	Can be out of date



Q&A



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Thank you



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