

TalkSooner.org

2020 Campaign Results and Evaluation

Overview:

In early 2020, the TalkSooner team planned to have team members engage in activities inside a local children's museum, among other face-to-face events and interviews, while targeting parents within that area with ads for TalkSooner. However, the original plan quickly came to a halt due to COVID-19.

Rather than shelf the project, the team transitioned the promotion to digital rotating and static ads and virtual interviews during the Spring. Messaging highlighted that the stay-at-home order gives parents more time with their kids to talk about risky behaviors. The second phase of the campaign began in August and focused heavily on public service announcements and media interviews. Talking points highlighted the TalkSooner resources available to parents wherever they are geographically and on their parenting journey.

The goal of each campaign is to increase web traffic, searches for TalkSooner, and increase app downloads compared to the previous 30 days before the start of the campaign. During Phase 1 in the Spring, efforts for the campaign resulted in a 25 percent increase in app downloads and a 547 percent increase in web traffic. The second phase during August resulted in 57 percent increase in app downloads and 59.6 percent increase in web traffic.

PHASE ONE: APRIL 2020

Implemented Strategies

Media Relations

Media outlets in each of the seven West Michigan counties received a press release about the opportunity to talk to children during the stay-at-home order (Attachment A). The efforts resulted in extensive online and TV exposure. Vicki Kavanaugh, a TalkSooner Team Member, delivered virtual interviews during April with various media outlets. Media coverage ranged throughout Michigan, from the southwest, up through Michigan's western counties, to the tip of the pinky near Traverse City. Conversations during the interviews focused on the importance of talking to youth about drug use, and why now is the right time to have a conversation. Vicki also shared TalkSooner resources available to parents to help start the discussion.

Media Coverage Interviews/Articles:

- Channel 9/10 News
- Positively Muskegon with Andy O'Riley
- GR Kids - Facebook Live Interview
- Kalamazoo Kids - Facebook Live Interview
- Fox 17
- WOOD-TV/Channel 8
- WGVU Morning Show with Shelley Irwin

Geofencing Ads

Geofencing is a virtual boundary around a certain area or landmark, where when someone enters that boundary, it will trigger an ad to display, a text message, an e-mail alert, or an app notification on their cell phone. Within that virtual boundary, for example, 500 feet within the Grand Rapids Children's Museum, an ad will appear on the cell phones of targeted users as they navigate through the Internet or other social apps.

With the support of Black Truck Media, their team created a geo-fence in areas of West Michigan during April. Originally, the idea for the geo-fence was to reach members of the target audience who were near the children's museums in Grand Rapids, Fennville, and Ludington to promote live TalkSooner events. However, due to the stay-at-home order, the plan shifted away from promoting live events to driving West Michigan parents to the website. Google and Facebook displayed rotating and static ads depending on the location of the user. (Attachment B)

Campaign Results

Glossary of Terms

Clicks – The total number of times an ad was clicked to take the user to the website.

Bounce Rate – The average percent of people who leave a website after reaching the page they land on when they first open the site.

Frequency – The average of how many times a person saw an ad.

Impressions – The total number of times an ad was seen. This can include the same person multiple times.

Page Views – The total number of times a page is viewed. This can include multiple times from the same user.

Reach – The number of individual people who saw at least one ad. Each person is only counted one time.

Sessions – The number of times a user visited and scrolled through a website. This can include the same person multiple times.

Users – The number of individual people who use an app or visit a website.

Geo-fence Ads

Google Ads Performance Metrics

- Total Impressions: 4,293,882
- Total Clicks: 10,902
- Average cost-per-click (CPC) of \$0.18

Facebook Ads Performance Metrics

- Reach: 18,052
- Total Impressions: 304,184
- Frequency: 16.9
- Link Clicks: 579
- Average CPC was \$2.50

Website Traffic

The data below represents the website traffic for the duration of April and is compared to the 30 days before the start of the campaign. Except for bounce rate, data listed with an increase is good.

- Users - 10,106 (547% increase)
- Sessions - 13,052 (635% increase)
- Bounce Rate - 88.75% (16.1% decrease)
- Pages/session - 1.2 (36% decrease)
- Avg. Session Duration - 00:38 Seconds (75% decrease)

Top Pages (excluding the homepage)

- *Hookah* - 310 users (69% increase)
- *Lean* - 288 users (120% increase)
- *Marijuana* - 98 users (151% increase)
- *Parent Screening Tool* - 60 users (252% increase)
- *Marijuana Wax/Oils* - 57 users (3.4% decrease)

Website Acquisition

This information shows how many users accessed the website and from where. Only the top five sources are listed.

- Direct (typed talksooner.org into web browser) – 5,840 users (57.55% of users)
- Google Ads – 1,081 users (10.65% of users)
- Google Search – 890 users (8.77% of users)
- Display ads – 681 users (6.73% of users)
- Facebook – 243 users (2.39% of users)

App Engagements and Downloads

- New Downloads – 10 (25% increase)

- Users - 22 (8.33% decrease)
- Sessions - 36 (33.33% increase)
- Number of Sessions per User – 1.64 (45.45% increase)
- Pages/session – 2.19 (16.18% increase)
- Avg. Session Duration – 1:08 (121.22% increase)

Top Five Pages by Page View (excluding the homepage)

- *Parent Guide* – 5 (400% increase)
- *Talking Points/Be Realistic* - 4 (300% increase)
- *Marijuana* – 2 (no change)
- *Prevention Ideas/Know Your Child's Risk Level* – 2 (no change)
- *Prevention Ideas/Saying Yes* – 2 (no change)

PHASE TWO: FALL 2020

Implemented Strategies

Public Service Announcements

TalkSooner worked with WZZM to display banner ads on its website. WZZM also created and aired a public service announcement about the importance of having the drug conversation and the resources available to parents.

Throughout August, the TalkSooner brand received the following exposure:

- 205 - :15/:30 promo spots during the noon or weekend morning news
- Two – 4 to 5-minute interviews during the noon or weekend morning news
- Five different rotating display ads on the WZZM website. WZZM also directed ads to parents within the target audience.

The work with WZZM resulted in 570,424 impressions and 3,507 clicks on ads.

Medical Partnerships

In October 2020, Mercy Health System, Spectrum Health, Metro Health, and Cherry Health will implement materials branded with the TalkSooner message - "*Hey Parents, Need Help with the Drug Talk?*" (Attachment C)

Materials will include:

- Posters or digital ads
- Wallet cards

Visitors will see the information about TalkSooner in exam rooms, common areas, or within the information they receive after their visit.

Campaign Results

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Users – The number of individual people who use an app or visit a website.

Website Traffic

The data below represents the website traffic for the duration of April and is compared to the 30 days before the start of the campaign. Except for bounce rate, data listed with an increase is good.

- Users – 7,442 (61% increase)
- Sessions – 8,212 (59.6% increase)
- Bounce Rate – 89.92% (0.85% decrease)
- Pages/session - 1.22 (0.89% decrease)
- Avg. Session Duration - 00:32 Seconds (15.29% increase)

Top Pages (excluding the homepage)

- *Drug trends* – 3,316 page views (2.79% increase)
- *Drogas* – 2,343 page views (67.36% increase)
- *Talking Tips* – 807 page views (24.35% increase)
- *WZZM* – 212 page views (no comparison)
- *About* – 120 page views (57.89% decrease)

Website Acquisition

This information shows how many users accessed the website and from where. Only the top five sources are listed.

- Organic search – 4,394 users (58.7% of users; 25% increase)
- Direct (typed talksooner.org into web browser) – 1,226 users (16.38% of users; 66.12% increase)
- Referral (display ads on Google and other pages) – 867 users (11.58% of users; 155% increase)
- Other (WZZM, MLive) – 865 users (11.56% of users; 1,865.91% increase)
- Facebook – 103 users (1.55% of users; 329.17% increase)

App Engagements and Downloads

- New Downloads – 11 (57.14% increase)
- Users - 20 (5.26% increase)
- Sessions - 30 (9.09% decrease)
- Number of Sessions per User – 1.5 (13.64% increase)
- Pages/session – 1.83 (12.04% increase)
- Avg. Session Duration – 1:49 (434.01% increase)

Top Five Pages by Page View (excluding the homepage)

- *Marijuana* – 3 (200% increase)
- *Behavioral Signs* – 2 (no comparison)
- *E-cigarettes/vaping* – 2 (no comparison)
- *Parent Guide* – 2 (100% increase)
- *Adderall* – 2 (no comparison)

Evaluation

Overall, the TalkSooner brand is reaching more people now than it has ever before. The media relations efforts have broadened the campaign's reach by engaging with local personalities and making the TalkSooner brand appear as a humanized and relatable resource for parents. While paid advertising is an excellent supplement to increase TalkSooner's exposure, live engagements seem to bring more people directly to TalkSooner.org.

In total, both campaigns during 2020 resulted in a 172 percent increase in web traffic than October 1, 2019 – March 31, 2020, the six months preceding the first campaign phase in April. Throughout 2020, web traffic peaked in April during the digital-heavy campaign; it then dipped after completing the first campaign. However, engagements on the website remained consistently higher compared to the previous six months. Since Phase 2, web traffic has maintained a steady increase. In contrast, app downloads and users have decreased since last year; however, it is essential to note that 76 percent of users access the TalkSooner website through their mobile device.

As the results show, many more parents are actively visiting and engaging with the website during digital-heavy campaign times compared to media-only campaigns or non-promotion periods. The good news is that the 2020 efforts have increased brand exposure exponentially and influenced consistent website traffic. The partnerships with local health networks will help keep TalkSooner at the forefront during non-campaign times. This partnership may also increase app downloads and user engagement.

Attachment A - Press Release Example

TalkSooner.org

MEDIA ADVISORY

CONTACT: Karen Kirchenbauer
Kirchenbauer@seyferthpr.com
(616) 776-3511
(616) 450-8508 cell

STAY-AT-HOME ORDER GIVES ALLEGAN COUNTY PARENTS OPPORTUNITY TO FOSTER IMPORTANT “DRUG TALK” WITH CHILDREN

*Free App, Online Tools Guides Parents, Caregivers Up-to-Date Facts, Trends & Conversation Tips
to Bolster Prevention Efforts For Any Age, Stage of Development*

ALLEGAN COUNTY, Mich. (March 30, 2020) - With Governor Gretchen Whitmer’s Stay-At-Home order in place across Michigan until April 13, parents are spending a lot of time indoors with their children. And officials with www.talksooner.org would like to suggest this uncharted window of togetherness include time to initiate conversations about the current realities of today’s youth/teen drug use.

This suggestion comes as research continues into the impact of COVID-19 on people whose lungs have been harmed. The **National Institute on Drug Abuse** (NIH) wrote in its March 24 blog:

“...the research community should be alert to the possibility that it could hit some populations with substance use disorders particularly hard. Because it attacks the lungs, the coronavirus that causes COVID-19 could be an especially serious threat to those who smoke tobacco or marijuana or who vape...” (read the full blog here <https://bit.ly/3bkqJjQ>)

“Sometimes the hardest conversation to have with our children about drugs/substance use is the first one...knowing how and where to even start,” explained Vicki Kavanaugh, Talksooner spokesperson. “These free, online tools, including a website translatable into Spanish, are designed to make it as easy and stress-free as possible for parents to initiate and navigate these important conversations.” **Editor’s Note: Kavanaugh is available for interviews via Zoom, Skype, FaceTime or phone to share tips, answer Q&As, or offer a brief demo of the site. Please contact Karen Kirchenbauer, contact info. above, to arrange.**

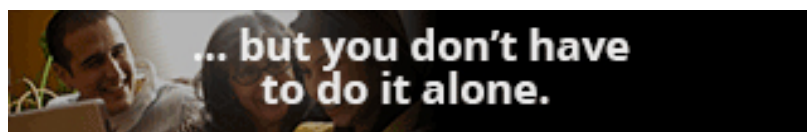
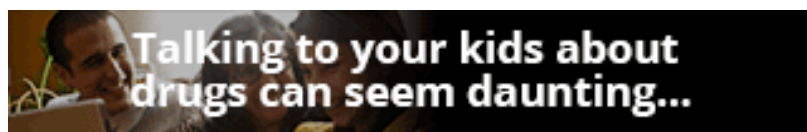
“It’s never too late to ‘Talksooner,’ said Kavanaugh. “We’re in this together.”

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TalkSooner (www.talksooner.org) serves as a resource for parents to access information about substance use prevention. TalkSooner is the product of the Lakeshore Regional Entity, a group of multiple coalitions throughout the counties of Kent, Ottawa, Oceana, Lake, Mason, Muskegon and Allegan, working together to send out a common message to parents of youth ages 10-18 about alcohol, tobacco, and other substances.

Attachment B - Geofencing Ads

The message rotated on a static image to capture the attention of the user as well extend the message. Below is the sequence of two of the images used with their message.



Attachment C - Medical Partnership Materials

The following is what each participating medical provider will distribute or display in their offices. Each of these pieces are available in Spanish.



Poster



Wallet



Screensaver