



DEPO campaign landing page pilot

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Agenda

- Hypothesis and test model
- Three-layer cake: Campaign landing page + targeted online ads + Drupal
- Agile development model: Process and timeframe
- Comments, questions
- Appendix

1. Hypothesis + test model

Hypothesis + test model for content

Like you, when clinicians design a test, they don't design a trial around the goal of 'Cure Heart Disease.'

They test for very narrow concrete outcomes based on a hypothesis.

Hypothesis might be:

Getting X drug with an exercise program is better at improving LDL and HDL levels than only the drug or exercise alone can achieve.

What are some hypotheses about Veteran suicides?

- Based on your recommendations of documented clinical/clinical sociology research from VA's MHSP, the NIH, and other reputable sources, we'll identify 1 hypothesis.
- Based on a hypothesis, we'll identify concrete desired outcome(s).
- And based on the desired outcomes (and measures), we'll create a campaign content around it (comprising targeted online ads and campaign landing page/s).
- We'll use DEPO's new campaign landing page template, and bring the full breadth of DEPO's UX (user experience) knowledge.

What are some hypotheses about Veteran suicides?

Hypothesis used here is for example only. We would work with a SME on your team to recommend relevant clinical sociological research to use as a foundation for this content pilot.

Example research:

Multiple research studies show that Veterans who abuse alcohol have higher rates of suicide, or that Veterans who enroll in Alcoholics Anonymous have lower rates of suicide.

Example hypothesis:

Therefore, getting Veterans with alcohol abuse problems to enroll in VA or non-VA sponsored alcohol treatment may reduce suicide rates among Veterans.

Example desired outcome and success metric for content: *X% or number of enrollments in a VA alcohol education program + X% or number of clicks to non-VA AA resources.*

We can measure the right things, but it's still content

Content can't prove if someone doesn't commit suicide because they clicked to enroll in a VA program or downloaded a PDF.

Content can't prove if someone got treated for depression because they clicked on a link to enroll in VA health care or clicked on a video.

We don't want to overstate successes here or delude anyone about the effectiveness of digital content in the larger ecosystem of critical outreach efforts that your program conducts.

It's just one small tool that we can use more effectively

What if our digital content efforts could help inform not only future digital outreach but also provide interesting information that might be useful for non-digital outreach efforts?

Instead of creating lots of websites that talk about a lot of different things to a lot of different people....

We could design content with a very focused purpose, and identify very focused, concrete, and narrow set of content goals that get as close as we can to mapping to a desired outcome for a hypothesis.

A true pilot is an experiment. Even failures can provide important information.

First, do no harm – we wouldn't create any content or use methods that could hurt Veterans. What we would want to learn is **how to get better at digital outreach on the topic of Veteran suicides.**

- What kinds of online ads work better to attract Veterans to content or events?
- What kinds of search terms work better for organic SEO (search engine optimization)?
- What kinds of campaign landing page content works better at encouraging Veterans to take a specific desired action (whether that's enrolling in an alcohol treatment program or signing up to participate in a study)?
- What kinds of actions are Veterans receptive to taking with VA in a digital space – maybe they prefer interacting with VA on Facebook events but not reading 'learning' digital content?

Ultimately, what content can do is help educate, raise awareness, and help normalize Veterans talking about mental health issues

We can do this in a more purposeful, trackable, and measurable way, using the hypothesis + test framework from the clinical world, and combining it with DEPO's special sauce of UX (user experience) problem solving and empathetic plain language content that inspires trust and action.

2. Three-layer cake

Campaign landing page + targeted online ads + Drupal

1st layer: Campaign landing page template

What it is

It's similar to the marketing or customer engagement content model in the private sector. Campaign landing page template is part of DEPO's 2020 Public Website initiative to build out tier 2 benefit-adjacent content model.

For example, campaign content:

- May have audiences other than Veterans (for example: local governments, Congress, VSOs, medical researchers, members of the media).
- May be temporary or time-based in nature, like for a particular public affairs campaign or a new legislation change (MISSION Act).

You can learn more about this template initiative here: <https://github.com/department-of-veterans-affairs/va.gov-team/tree/master/products/content/tier-2-content-IA-and-design/campaign-landing-page-templates#campaign-landing-page-template-mvp-10---product-outline>

What it's not

It is not a website. It is one page.

It's meant to supplement, not replace your website.

It has a limited lifecycle. When the campaign is over--whether that's a few months or a year--it should be retired and removed from the website.

Campaign landing pages don't live in the IA (information architecture) or in navigation menus. (In other words, We don't link to campaign pages from the global menu or from the left nav.)

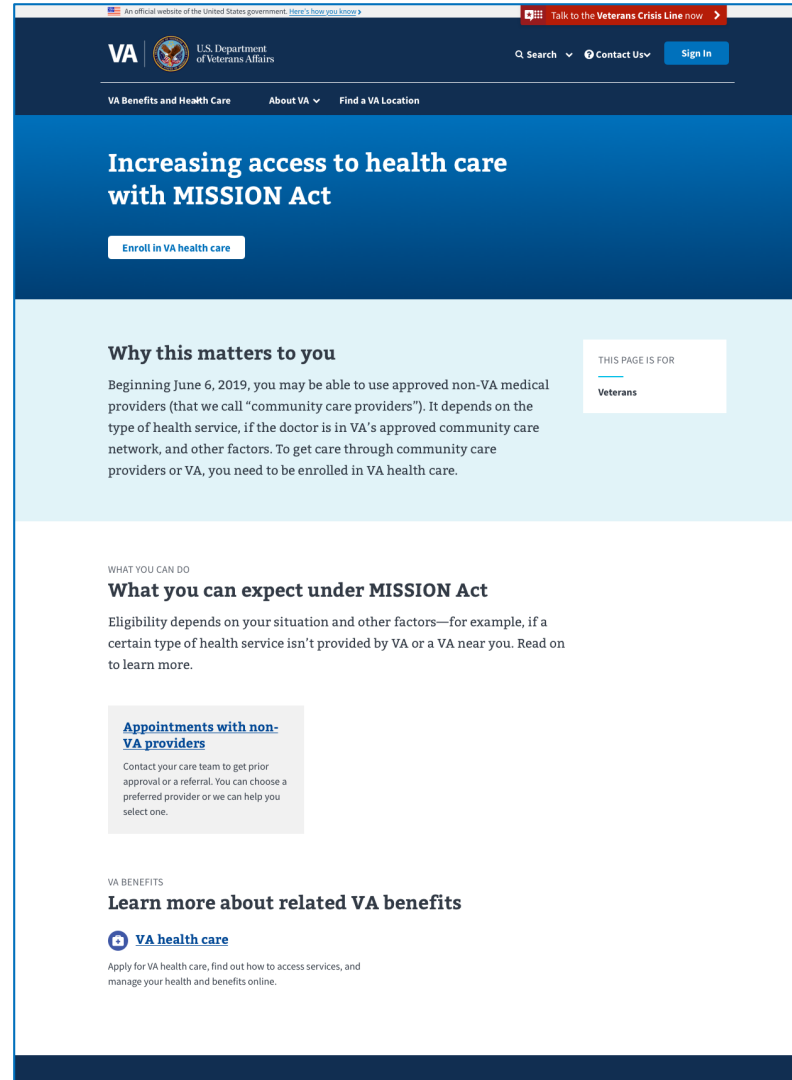
It shouldn't recreate or duplicate evergreen VA benefits information, but it will link to benefits.

Campaign landing page template: Minimum version

A campaign landing page can be as minimal as this.

No images, no videos, no optional content panels – only the minimum required elements:

- Hero banner with a title and CTA button
- Why this matters panel
- Audience callout
- What you can do panel
- Related benefits panel



Campaign landing page template: Maximum version

A campaign landing page can be as maximum as this.

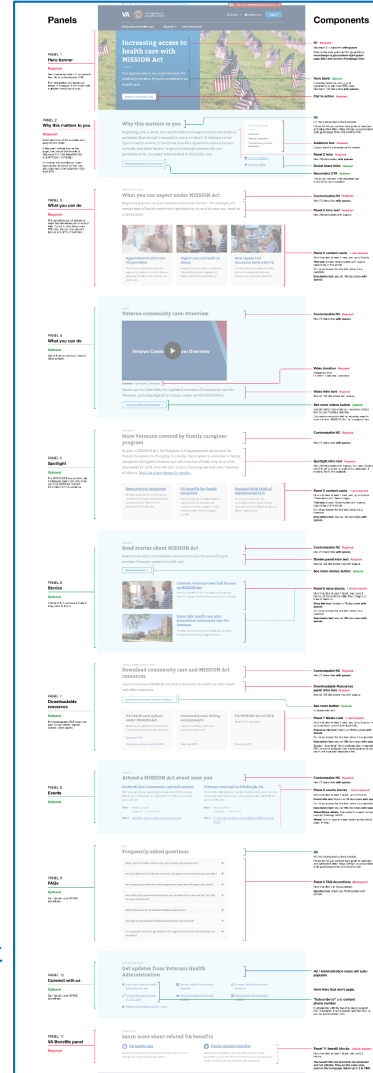
With images, video, and all the optional content panels:

- Hero banner with a title and CTA button
- Why this matters panel
- Audience callout
- What you can do panel
- Related benefits panel

Plus :

- Video panel
- Spotlight content panel
- Stories panel
- Downloadable resources panel
- Events
- FAQs
- Connect with us (social media/contact info/subscribe)

You can see a full size template with specs here: <https://github.com/department-of-veterans-affairs/va.gov-team/blob/master/products/content/tier-2-content-ia-and-design/campaign-landing-page-templates/campaign-lp-content-requirements-022420.pdf>



2nd layer: Targeted online ads

We've all experienced targeted online ads.

Sometimes they work great

You looked at several online blogs and travel articles about Mexico City. A week later you started seeing a lot of online ads for flights to Mexico City and hotel packages from businesses like Expedia and Google. You might even have received emails from your bank promoting rewards points for using their card to make travel purchases.

Sometimes they feel oddly off (or even intrusive)

I bought really fancy fly fishing gear for my dad's Father's Day gift. Suddenly, the Internet thinks I'm a 40 to 70 year-old male and inundates me with ads for fishing equipment, hunting gear, trucks, and Alaska fishing vacation packages.

When they work, it can actually be welcome, and it shows me relevant things that I was looking for or needed.

Example of a targeted online ad

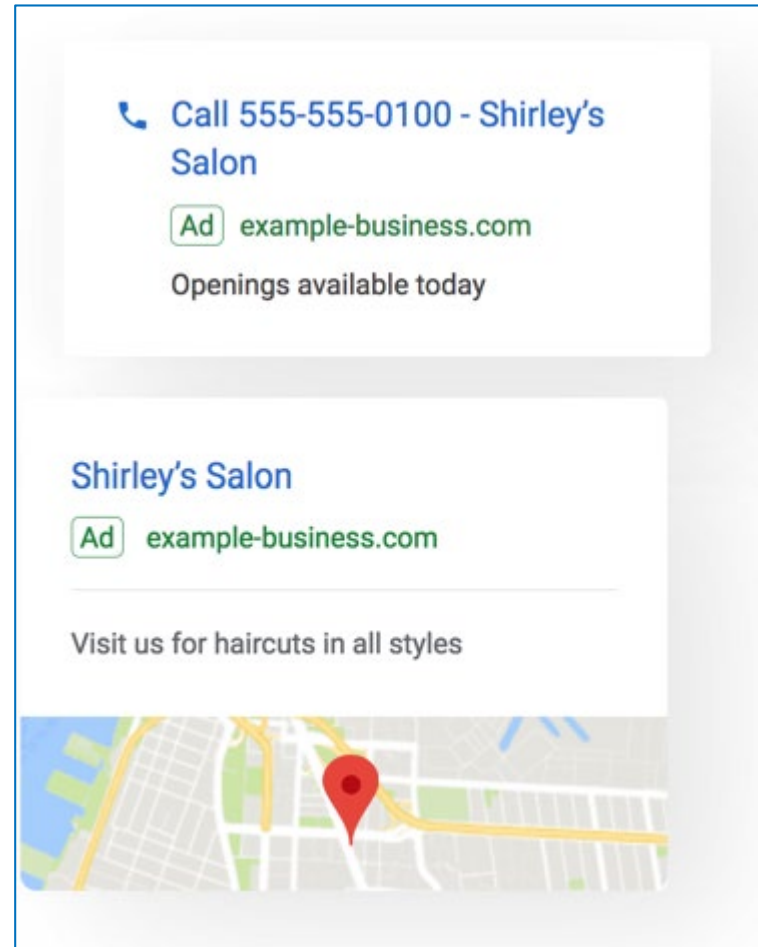
Here's an example of a targeted online ad using Google as an example. If our company was a hair salon business:

We could set up an ad campaign to display our online ad:

- only to people who live in the Fairfax, VA, area zip codes
- **and** who searched on the words “hair salon,” “hair colorist,” “hair cutter,” “salon” and “men’s hair cut”

Cost is based on 1/how many other businesses are buying/bidding to use those same words and 2/ how many times people actually clicked on your ad.

You only pay when someone actually clicks on the ad (which is of course the first, but not only, metric of an ad campaign's success).



Example of a targeted online ad

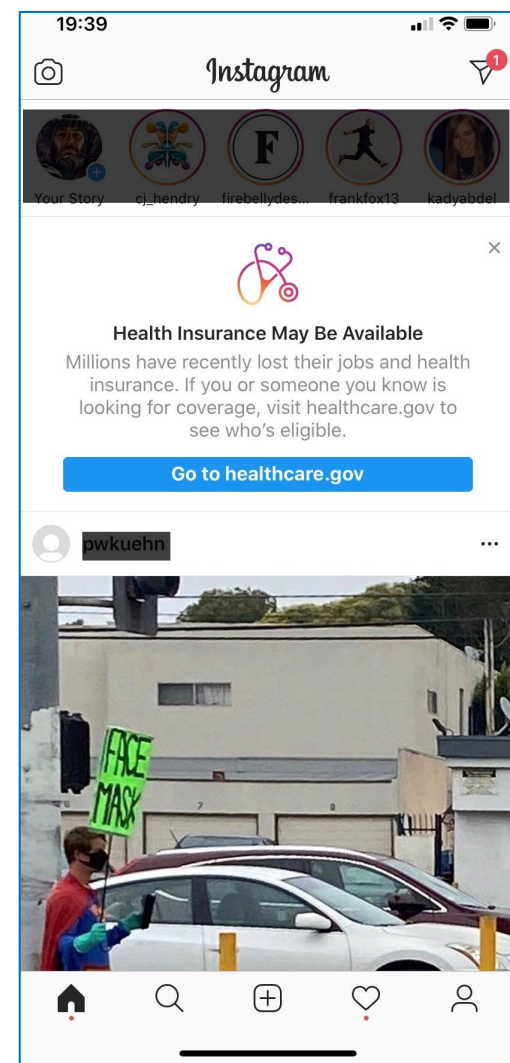
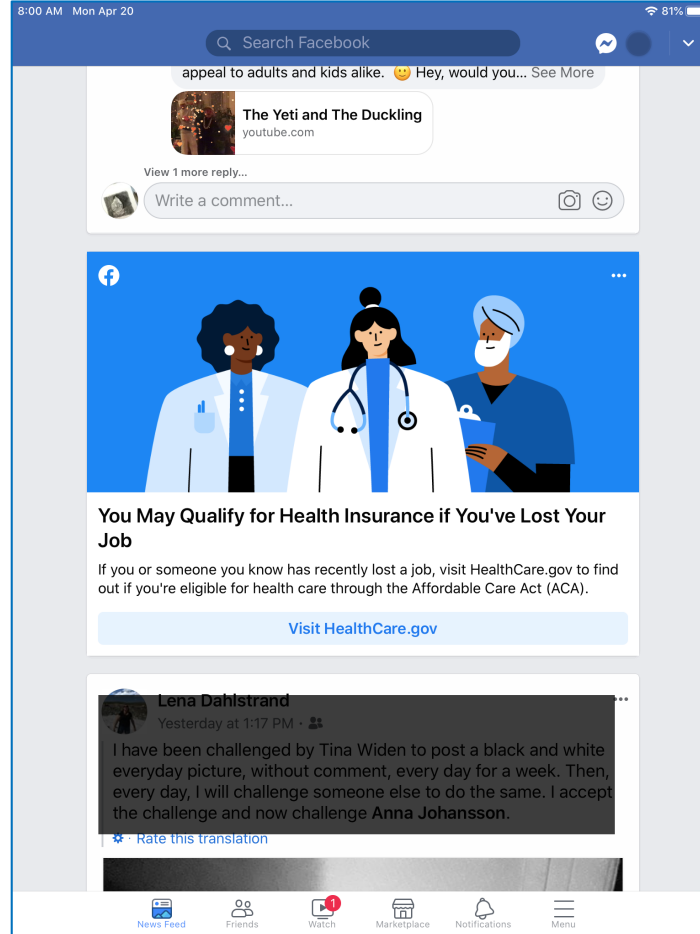
The critical difference between online ads in general vs. micro targeted online ads is narrowing your audience as much as possible in a way that suits the message and goal of your campaign.

So instead of:

- *All Veterans in the United States*

Targeted, narrowly defined audience:

- *Veterans who have left military service in the last year and who filed for state unemployment payments*



Targeted online ads can't make you do what you don't want to do. But it can attract you to do something you already wanted or were inclined to do.

We can use this technology to deliver very specific ad messaging and campaign content for a very specific Veteran population.

A form of digital marketing, it can be more powerful through the use of aggregated data based on what you 'liked,' who you're connected to, your demographic, what you've bought, and what sites you've visited, etc. It can segment an audience to a much narrower, subgroup than demographics alone.

Women between the ages of 25 and 50

vs.

Women, ages 25-50, who are Veterans, live in the Mid-Atlantic region, 'liked' an Oprah post on Facebook and who recently searched on "binge drinking" or "can hypnosis cure addiction"

Search queries related to “veterans alcohol” topic

We can use SEO keyword and topic research to explore audiences, search terms, and themes, and work with an online ad agency to create targeted online ad messaging on platforms like Google, Facebook, Instagram, and others.

Is alcoholism a mental illness?

Do functional alcoholics exist outside of TV/movies?

What do we call a person who is addicted to alcohol?

What is the most life-threatening mental illness?

Why does someone misbehave after drinking alcohol?

What are alcohol related disorders?

Does Alcoholics Anonymous work?

I hate being sober, how do I fix this?

Why do I feel sad after a night of drinking?

My girlfriend drinks but I don't. What should I do?

Am I overreacting to my boyfriend's drinking?

What's more harmful, weed or alcohol?

Is alcohol good against depression?

Would drinking twice a week effects [sic] my health?

How do people who don't drink usually party?

How to pass an alcohol urine test?

What is the dark side of AA?

How much does a typical alcoholic drink?

What are the benefits of Inpatient Drug Rehab?

Using SEO to discover and target the right audience through indirect, relational themes or topics

We know that people are not searching directly about suicide. They're searching on indirect topics such as information about self-harming techniques; or how long it takes to die by pills vs. hanging; or the best place to shoot yourself to die quickly; or other related but indirect themes.

- Pinterest example: Targeted internal search queries on self harming and displayed helpful content to encourage users toward a healthier path

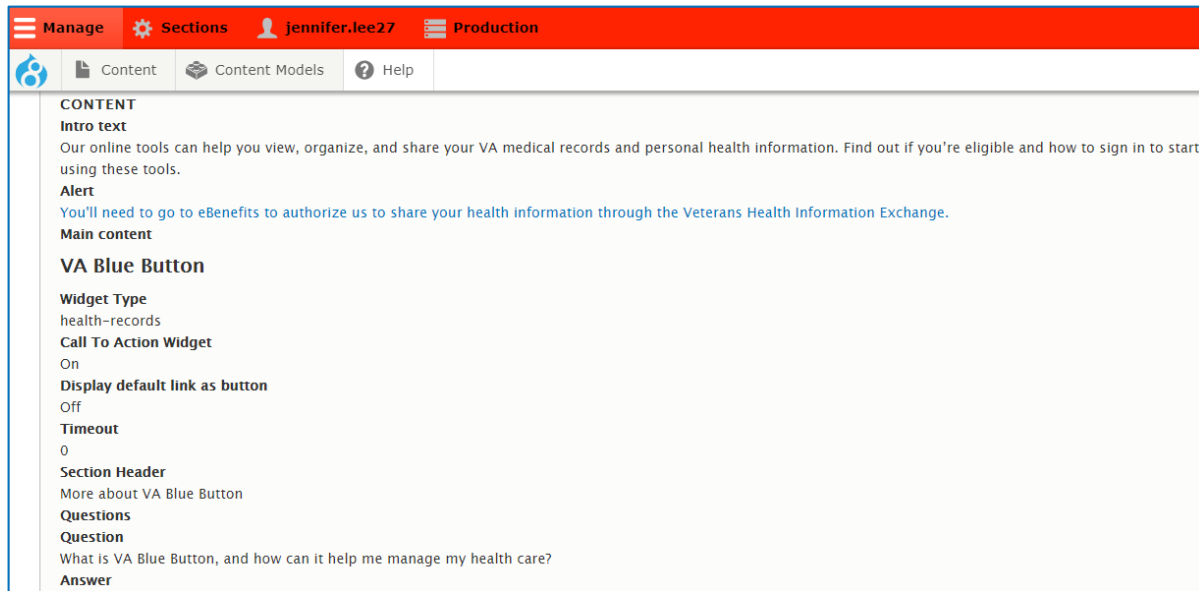
We could use a similar approach where we use targeted ad messaging, audience segmentation, and SEO research to intercept Veterans with helpful information.

3rd layer: Drupal training for ongoing sustainment and self-support

We're building the campaign landing page template in Drupal.

As part of the pilot, DEPO would provide someone on your team with training and a user account, so that ongoing, you can create and manage your own campaign landing pages.

We want this model to be sustainable, reusable, and self-supportable.



2. Agile development model

Process and timeframe

Process: What it might look like

1. DEPO provides UX design and content, SEO, analytics, Drupal development, and Drupal training; we work with your team as subject matter experts.
2. Based on the hypothesis and content goals (desired outcome) that your team provides guidance on, DEPO's health content strategist crafts the campaign landing page content.
3. MHSP team provides and manages the ad agency vendor contract, and they create the targeted online ad messaging based on the campaign content goals.
4. Agency would make the ad buys – for instance on Facebook, Google -- with recommendations on audience segmenting for microtargeting. (Agency tracks the ad metrics.)
5. DEPO analytics team tracks the campaign landing page metrics. After a set duration or a set number of them, we regroup to review and share analytics.
6. After a set specified amount of time, we review success/failures and report on what worked, what didn't work, and what learnings we can take from the pilot.

Timeframe: What it might look like

DEPO works using an agile development model where all work (in the form of “tickets” or tasks) is tracked in “sprints” of 2 week increments.

As we got closer to launching, we would work with MHSP and the ad agency to select a firm date. For example:

- If the campaign hypothesis is around depression, we might want to target a launch timeframe of mid-January to early February when we know many people get post-holiday depression.
- Or if the hypothesis is around financial anxiety, we might time the launch before the beginning of a month when we know people worry about making rent and have money problems top of mind (and are likely to be searching on Google and other sites about financial problems).

Next steps—*potentially*

If we agreed to do this pilot together, DEPO would form a working group and schedule a formal kickoff.

The working group would consist of a SME, a team point of contact, and responsible stakeholders, POC from the vendor ad agency (if already available), and from DEPO's Public Website team, a content strategist, Drupal engineer, analytics POC, FE engineer, and product manager the Public Website team.

And from there, we would work towards our larger goal with tasks that must be achieved with each sprint.

Comments, questions?

Appendix

[Campaign landing page template: product folder](#)

[Campaign landing page template – full specs \(PDF\)](#)

[VA Digital Modernization Strategy](#)

[Web Brand Consolidation – New VA.gov Briefing](#)

Wikipedia <https://en.wikipedia.org/wiki/Microtargeting>

Global News Canada: <https://globalnews.ca/news/4293050/micro-targeting-facebook-selling-you/>

About Facebook advertising methodology:
<https://www.facebook.com/business/help/785455638255832?id=354406972049255>

Article: 6 Surprising Ways to Use Google Adwords:
<https://www.forbes.com/sites/ryanerskine/2018/02/28/6-surprising-ways-to-use-google-adwords-you-havent-tried-yet/#59ffb945366b>