

# The METAmorphosis of KIDNEYSG's Donation Efforts

Issue 4: Social Media for Facebook and Instagram – Donors

Presented By:

MKTG220 Section G2 Group 14

Members:

Clarice, Derek, Fion, Jamie, Pandhita, Shanice

# Introducing Our Group



**Clarice**



**Derek**



**Fion**



**Jamie**



**Pandhita**



**Shanice**

# Agenda

- 1 Overview (Recap from interim)
- 2 KIDNEYSG Brand Guidelines
- 3 Awareness – Content Marketing
- 4 Consideration – Influencer Marketing
- 5 Conversion – User-Generated Content
- 6 KIDNEYSG Meta Execution & Conclusion

# Overview – Recap from Interim



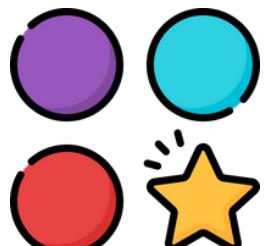
# Marketing Objectives

Many believe their donation to NKF is sufficient for kidney patients, and are skeptical about the need to donate to KIDNEYSG.

To secure donations, KIDNEYSG ought to:



**Evoke trust** by clearly exhibiting KIDNEYSG's impact on their beneficiaries and legitimacy for donations



**Differentiate themselves** by showing more on their unique value proposition – helping low-income group



# Research Findings

Our primary survey inquired about respondent's donation habits, donation preferences, as well as the content format, type and angle they might appreciate more.

## Main Insights from survey:

People **donate** to non-profit organisations (NPOs) they have a **personal connection to the cause**, and know **how their donation is helping the beneficiaries**.

People **prefer to choose a specific beneficiary to donate and receive regular updates on how it has benefitted them** directly. It would also help to feature experts and professionals who help the patients.

**People who do not donate will be motivated to donate if people they know shared the cause to them (word-of-mouth).** People who donates will follow the social media page as they feel connected to the cause.

The Meta **platforms serves different purposes to users.** Instagram focuses more on stories and entertainment while Facebook focuses more on posts and life updates.



# User Personas



**Studious Sandy (Gen Z)**

## Drivers to Giving:

- Impact Reports of how the donation has been helping
- People she knows sharing the beneficiary's social media post to her
- Beneficiaries that allow small donation amounts
- Consistent updates on the beneficiary's social media



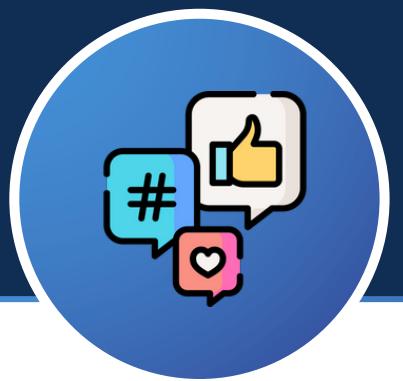
**Hustler Hanson (Millennial)**

## Drivers to Giving:

- Convenient donation processes
- People he knows shared the cause's social media post to him
- Beneficiaries that allows small donation amounts
- Personal connection with the social cause

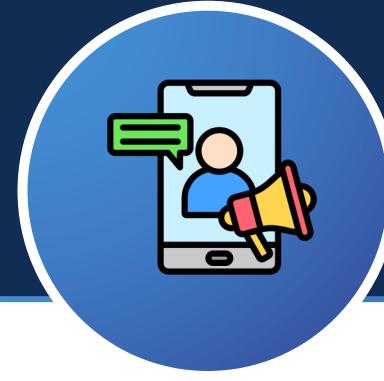


# Our Recommendations



## Owned Media Content Marketing

Establish strong organic content & align KIDNEYSG's branding with impactful marketing collaterals to drive awareness.



## Paid Media Influencer Marketing

Collaborate with influencers with paid media to amplify KIDNEYSG's reach and consideration of brand.

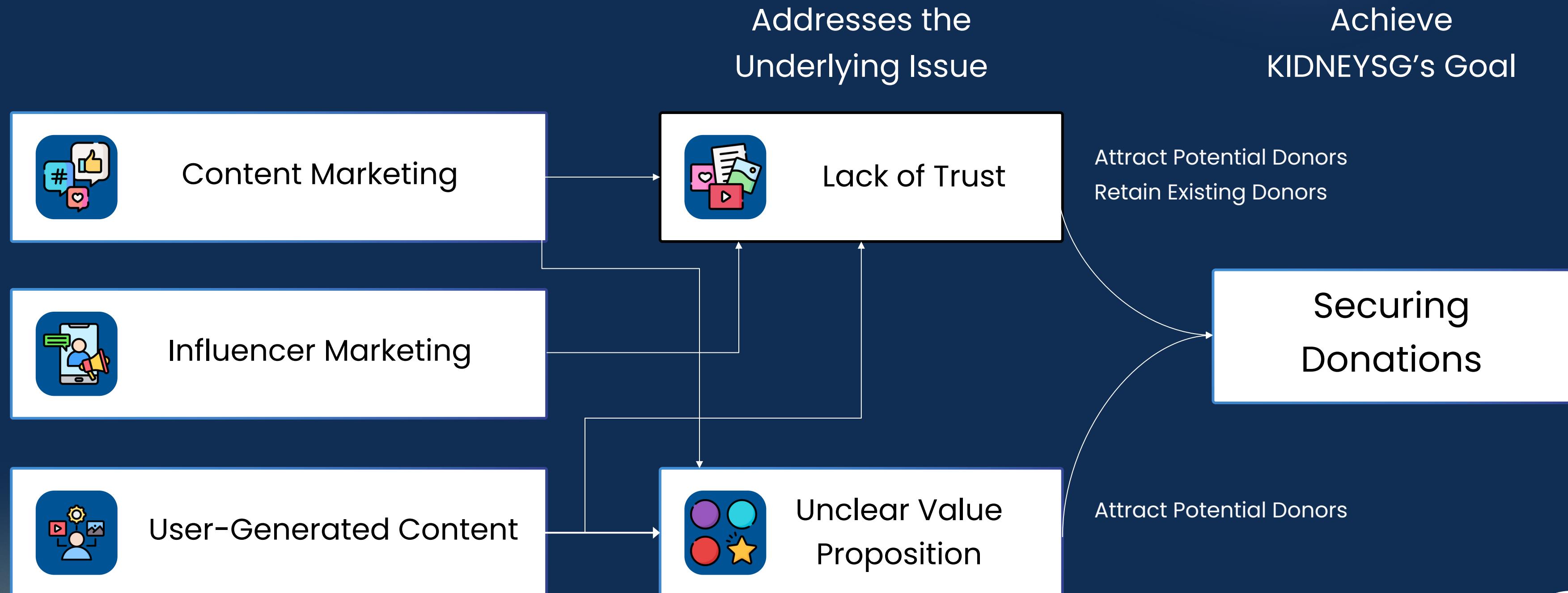


## Earned Media User-Generated Content

Encourage story sharing & peer-to-peer sharing on social media to push for conversion, securing frequent donations.



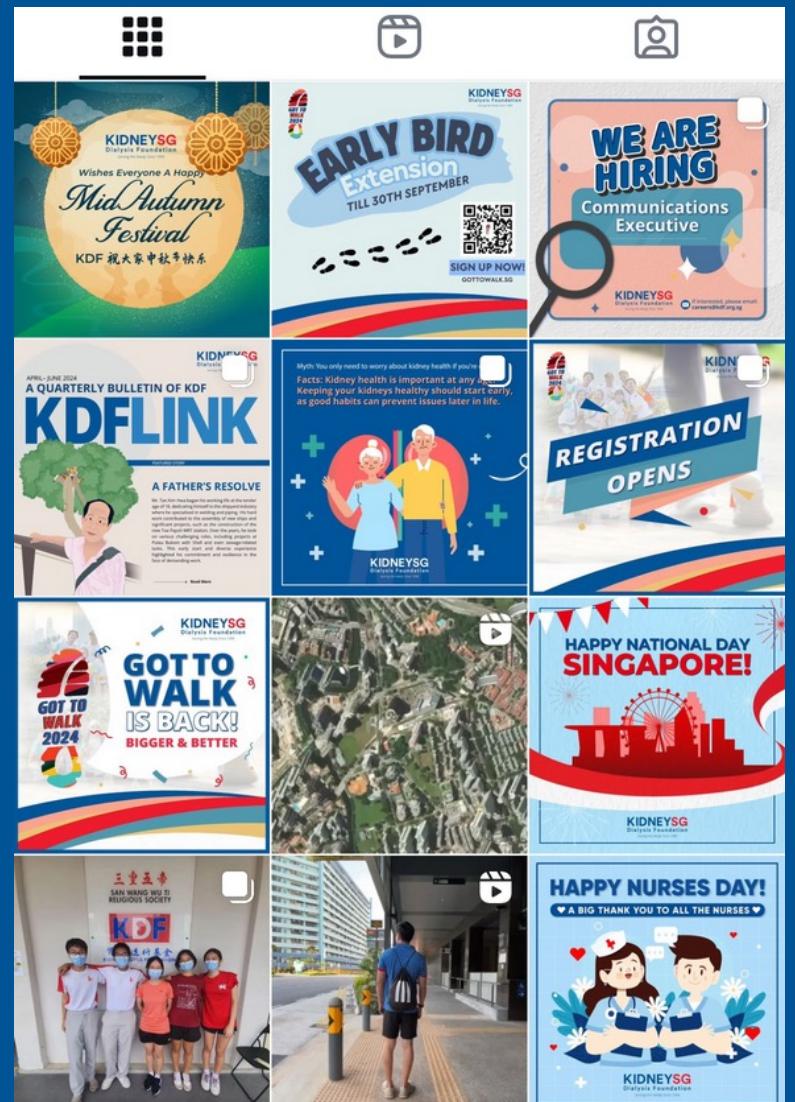
# Our Recommendations



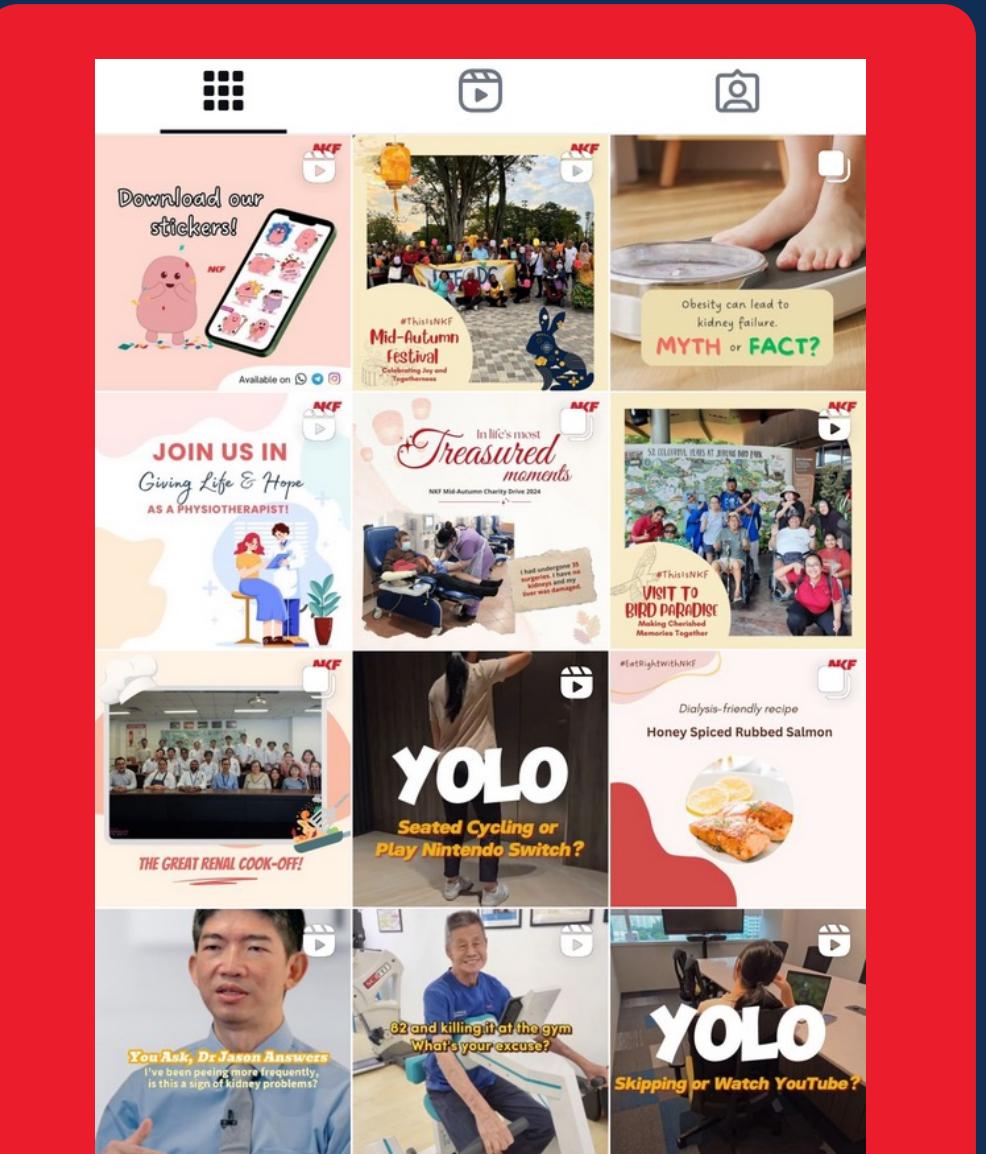
# KIDNEYSG's Brand Guidelines



# Competitor/Exemplar Comparison



KIDNEYSG



Competitor



Exemplar

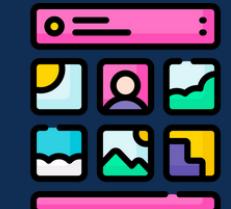
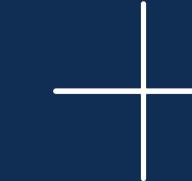


# Brand Identity

Having a strong brand identity is essential for NPOs, as it communicates the organisation's values and personality. They play an intrinsic role in **shaping public perception of the organisation** and **potential donors' decision-making processes on donations**.

# Brand Strategy

Our group identified 4 factors that contribute to brand identity and believe that using them consistently will enhance Kidney.SG's brand identity



## Colours

Distinguish KIDNEYSG from other NPOs, while creating a sense of familiarity when encountering their page.

## Language

Establish legitimacy and emotional resonance to its target audience and build trust for securing donations.

## Font

Provide greater reassurance that KIDNEYSG is competent at giving subsidies to help their beneficiaries and operates with transparency, essential for building trust.

## Visuals

Consolidates the aforementioned onto their collaterals for a more cohesive brand personality. It also reduces misattribution with NKF.



# Brand Font

An appropriate brand font reinforces the brand personality and value, and affect the extent of credibility.

## Current Typography

**Headline in Open Sans Bold 50pt**

Sub-headlines in Open Sans Semibold 30pt

Body Copy in Open Sans Light 24pt

## Why it matters

-  Clean & Modern, making it easy to read
-  Rounded edges may seem more casual –lack formality

## Proposed Typography

**Headline in EB Garamond Bold 50pt**

Sub-headlines in EB Garamond Semibold 30pt

Body Copy in EB Garamond Regular 24pt

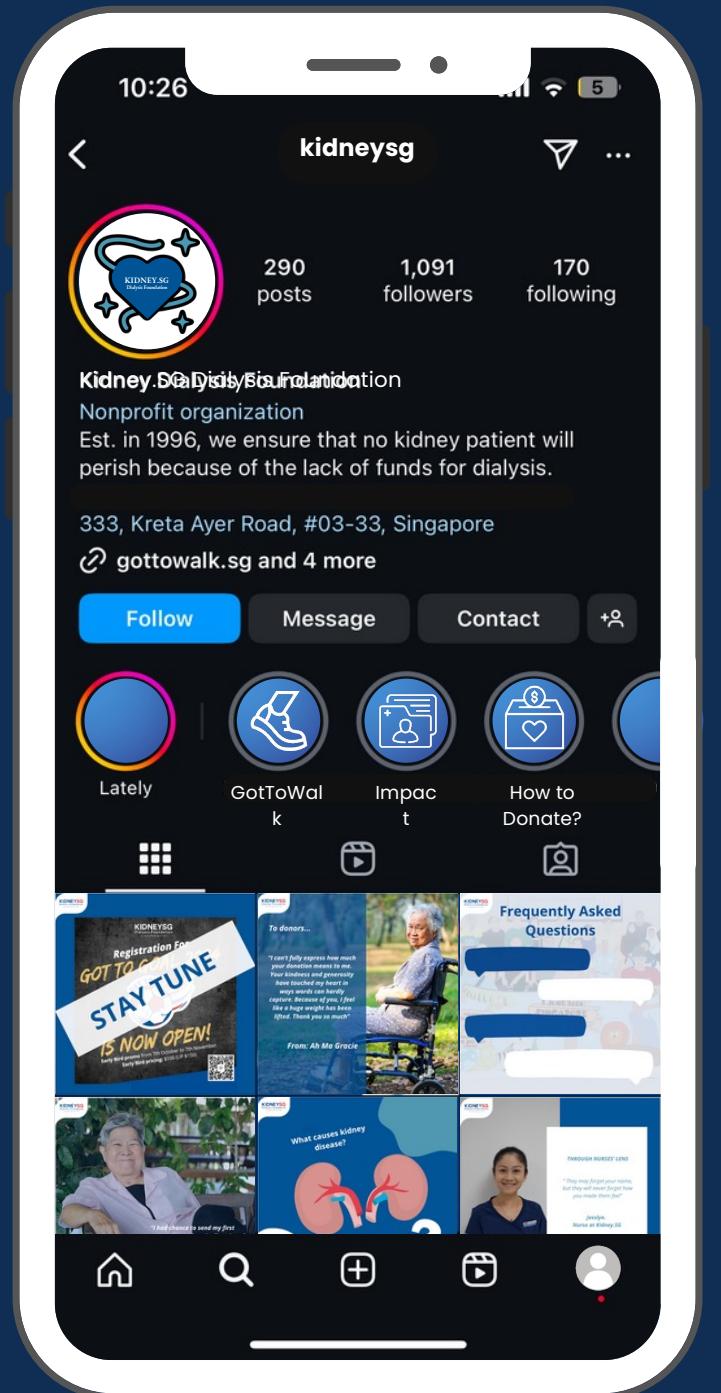
-  Professional and structured. Evokes a sense of reliability given its common use in academic papers and books.



# Brand Visuals

## What changed?

- Brand username and profile picture to KIDNEYSG to standardise branding across all platforms
- Applied colour scheme and use of simple icons for IG highlights
- Posts are less animated/edited, incorporating more real-life images of beneficiaries/the organisation's employees

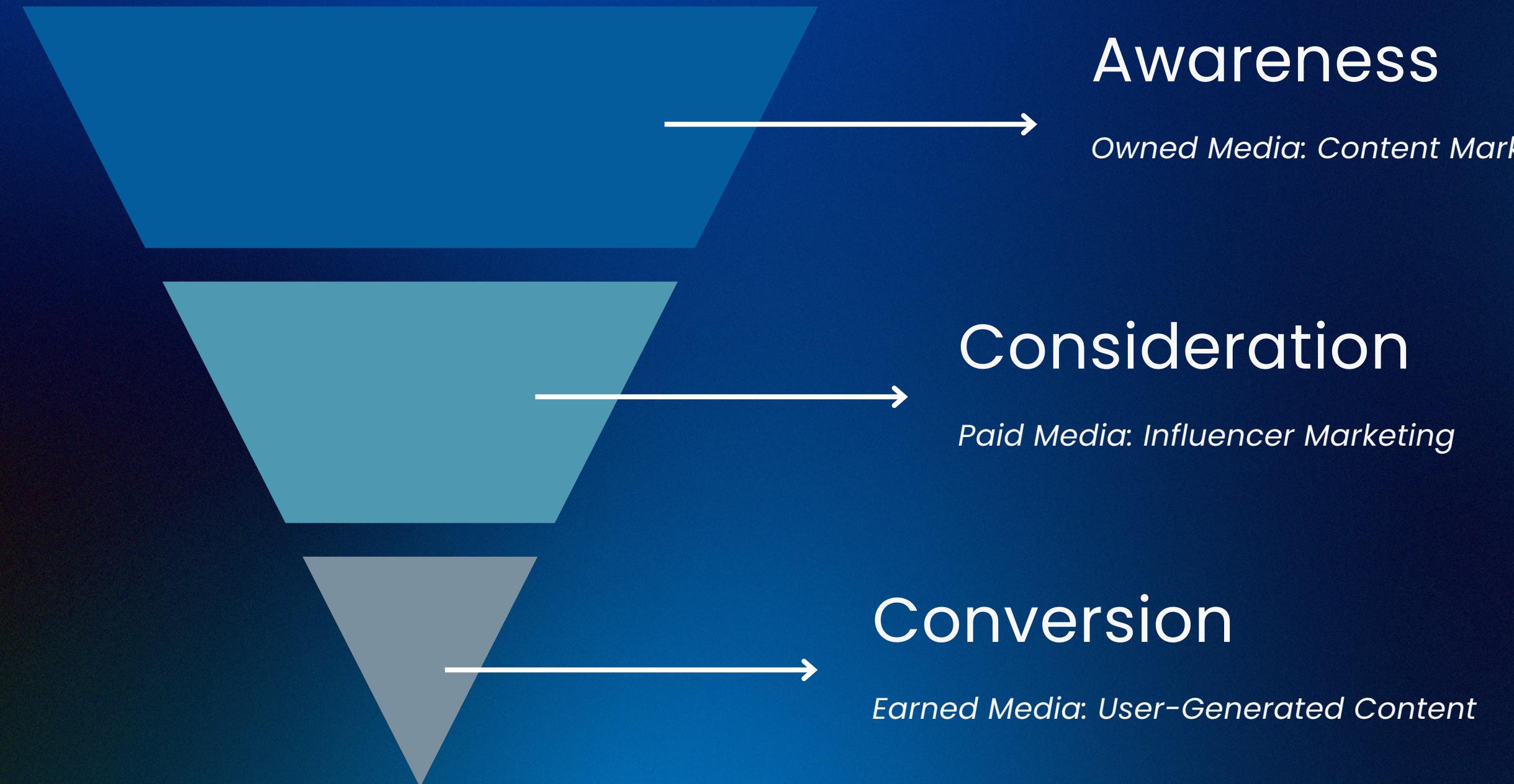


## Rationale

- Optimise Search Engine capabilities on Meta platforms
- Increases Brand Recognition, Clear Contrast in Colour that differentiates itself from NKF
- Increases personal connection and transparency, evokes emotional appeal



# Recommendations



# Awareness – Content Marketing



# About Content Marketing

- An approach in which the organisation focuses on creating organic valuable and relevant content, to raise awareness and attract audiences
- Helps build relationships with audiences, contributing to better reach and engagement



# Main Problems Addressed



## Lack of Personal Connection

Top motivation for non-donors is **a personal and emotional** connection to the cause.



## The Need for Stronger Trust and Transparency

Individuals are encouraged to donate based on posts **indicating where the donations will be used.**



## More Information About Kidney Disease

Individuals who have donated follow and feel connected to a **cause they know more about.**



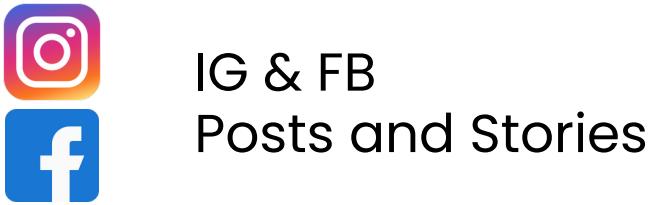
## Lack of a Strong Brand Personality

KIDNEYSG's current positioning can be **differentiated** even more with NKF.



# Implementation Plan: Content Marketing

## Platform & Content Format:



## Objectives:

- **Increased Visibility:** From established brand personality
- **Enhanced Connection:** Offering in-depth insights of beneficiaries and what their donations do
- **Audience Education:** Learn more about KIDNEYSG

## Strategy:

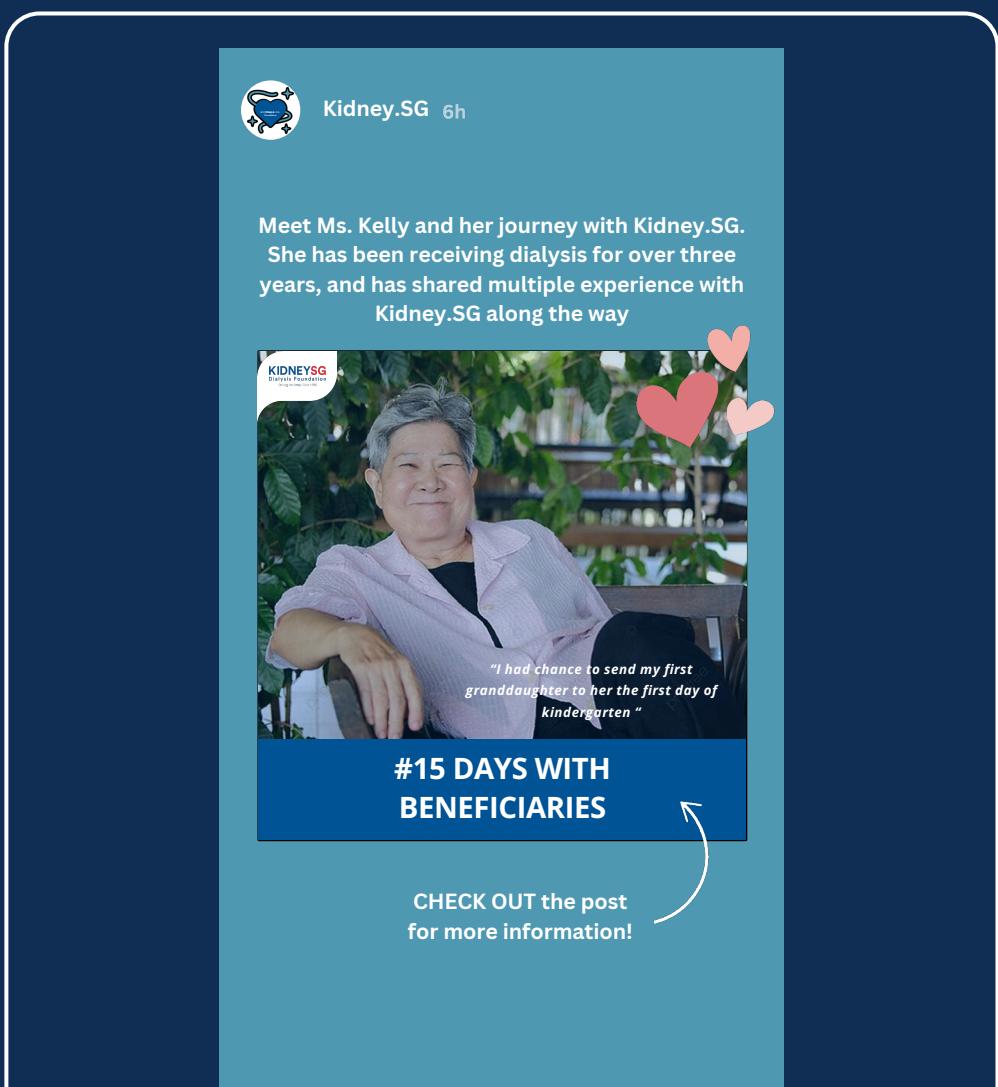
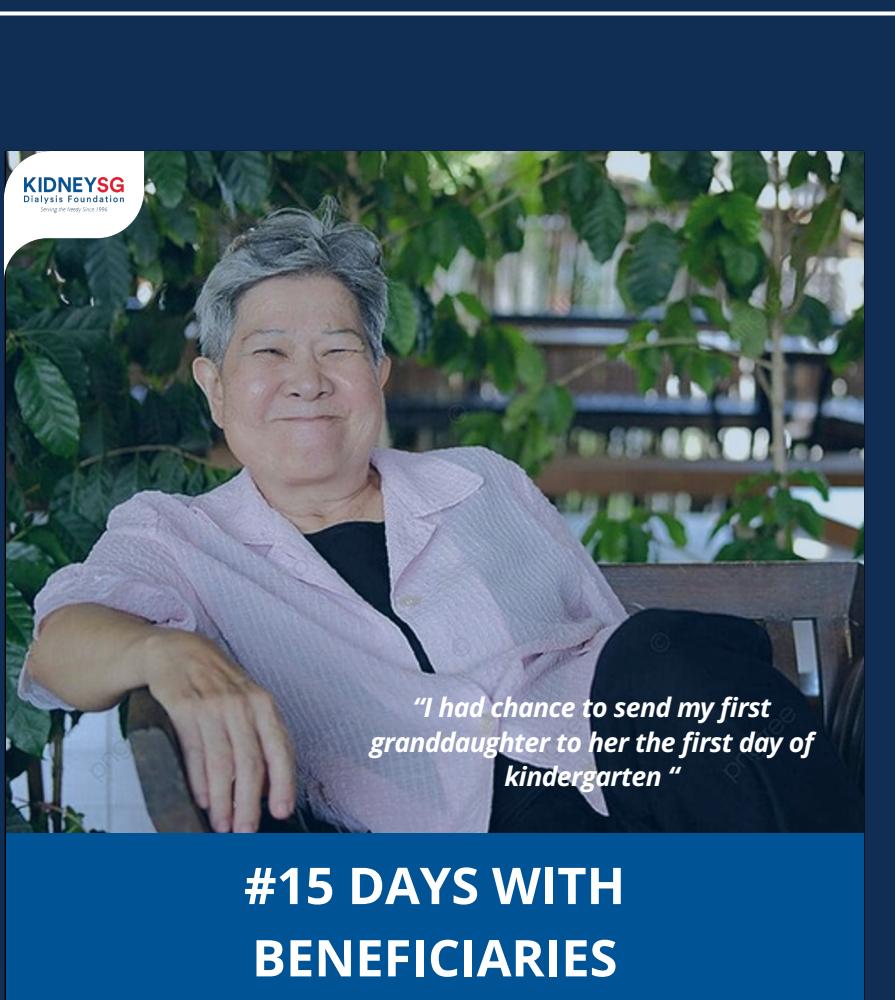
### Consistent Facebook and Instagram Posts and Stories

- Upload Frequency: 2-3x posts per week and stories on both platforms
- Content Format: aligns with how users interact with the platforms
  - Facebook: Descriptive, engaging
  - Instagram: Short, concise, impactful
- Content Type: addresses the main problems
- Content Angle: personal connection, promotes long-term donations, and aims to be entertaining yet informative



# Implementation Plan: Content Marketing

## Content Format



Instagram Posts

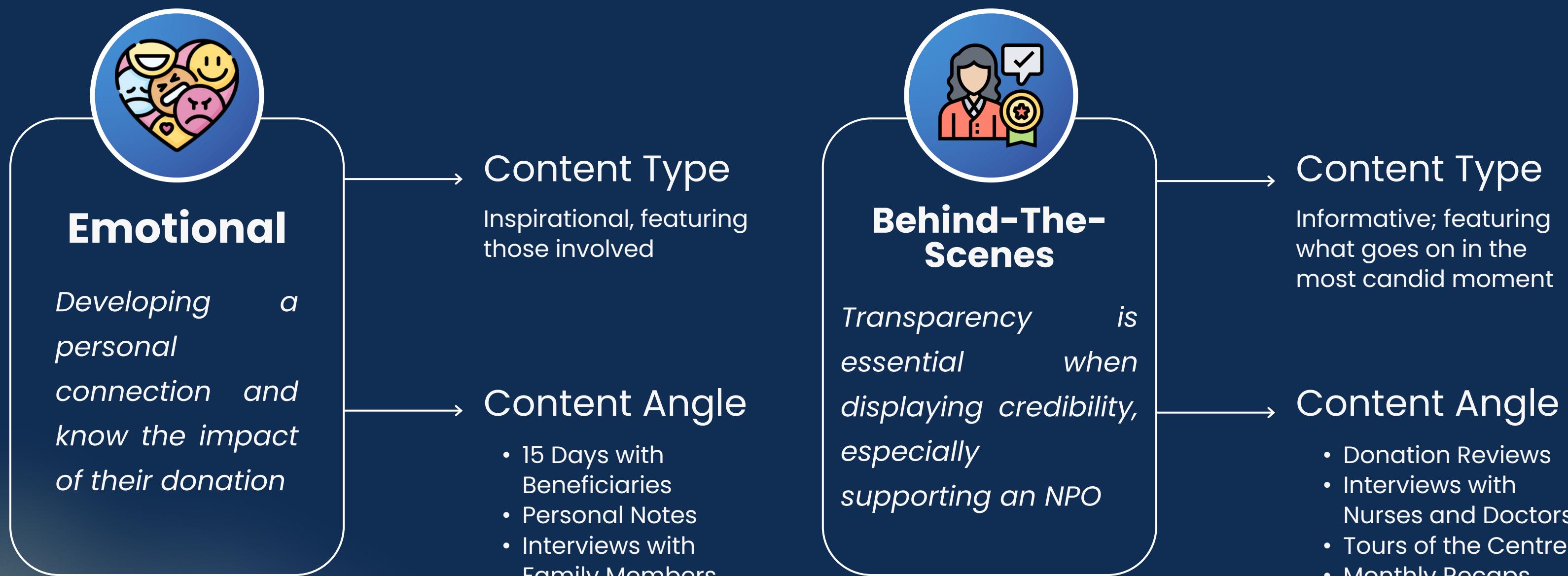
FaceBook Posts

FB & IG Stories



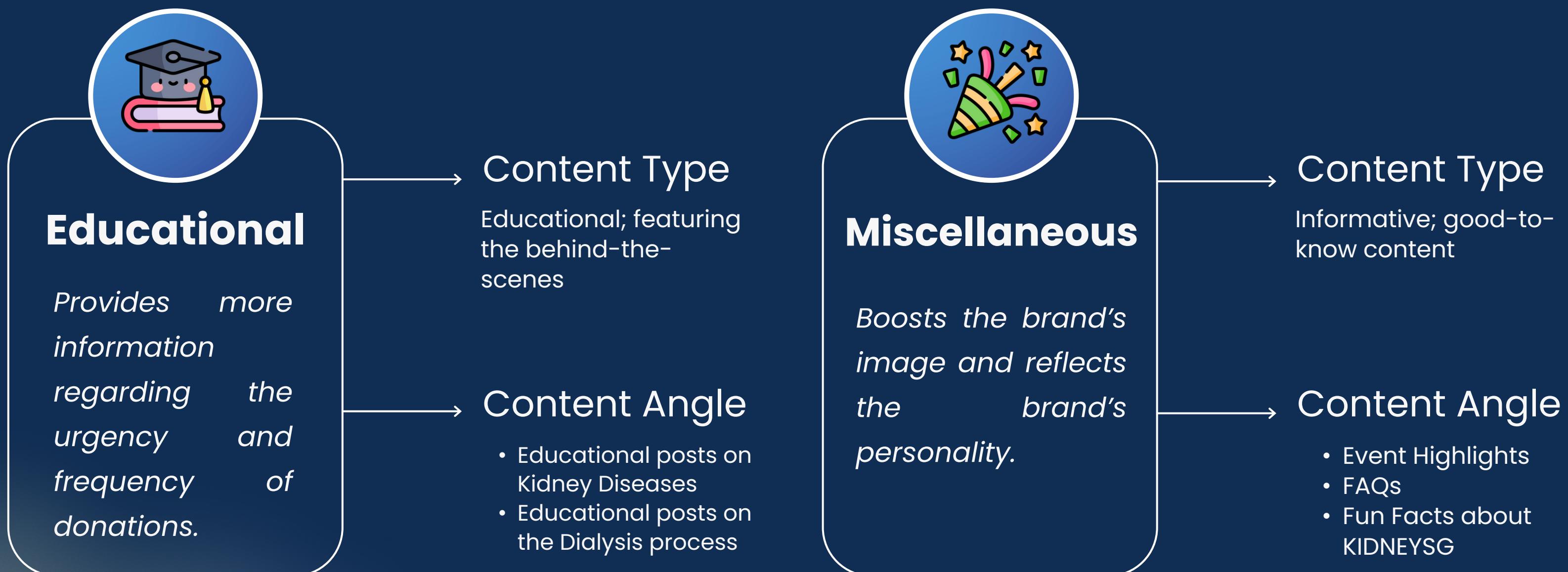
# Implementation Plan: Content Marketing

## Content Types and Angles



# Implementation Plan: Content Marketing

## Content Types and Angles



# Impact

## Benefits

- **Display KIDNEYSG's personality to clearly differentiate from NKF**
- **Raise more awareness and increase visibilities** about the organisation, the cause, and impacts to beneficiaries

## KPIs

- **Engagement rate** (likes, comments, shares, views)
- **Audience click-through rate** to KIDNEYSG's official website (linked in IG & FB Bio, and Stories)

## Medium Effort, Medium Impact

- Medium Effort: Ideating, creating content, and posting consistently on different platforms
- Medium Impact: Gain wide reach to a wide range of audience



# Foreseeable Challenges & Overcoming Them

## Possible Challenges

1 Ensuring consistent high-quality content produced weekly

2 Broad audience in the Meta platform, might be too general to be valuable

3 See results after a while, will not gain awareness upfront



To mitigate these issues, KIDNEYSG needs to:

- Invest sufficient time and effort to follow its content calendar
- Create content suitable for different personas for each platform
- Post consistently 2-3 a week

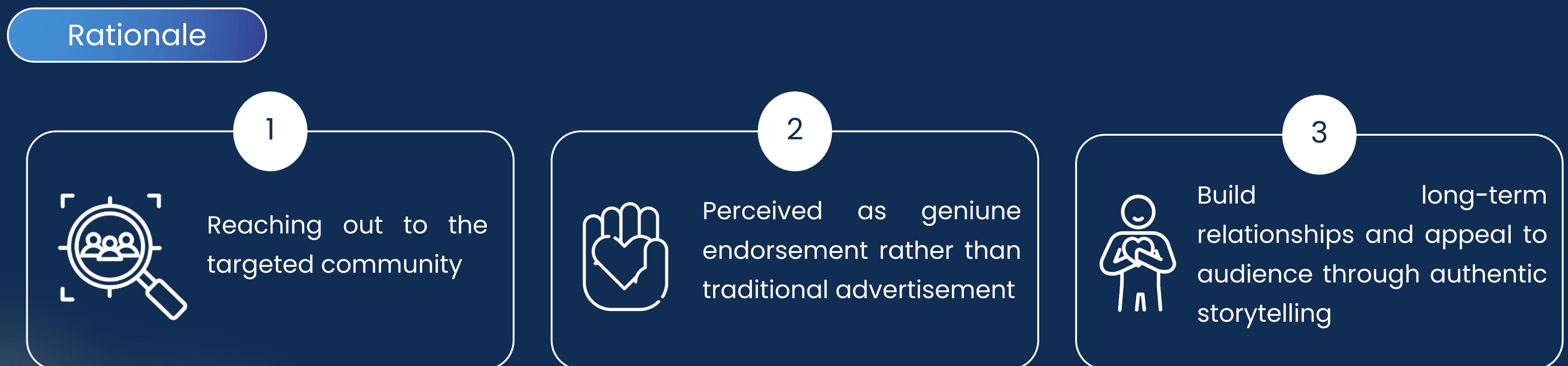


# Consideration – Influencer Marketing & Paid Advertising



# About Influencer Marketing

- Collaboration with individuals who has dedicated online followers and influences over their audiences.
- Creates content to promote a brand, product, or cause where they reach out to their community.



# Main Problems Addressed



## Limited Awareness & Organic Reach

Content generated are only seen by existing followers and **lack brand exposure** to attract potential donors.



## Lack of Trust & Credibility

KIDNEYSG can **tap on influencer's already-established affinity** to connect with new audiences and learn how they want to help beneficiaries.

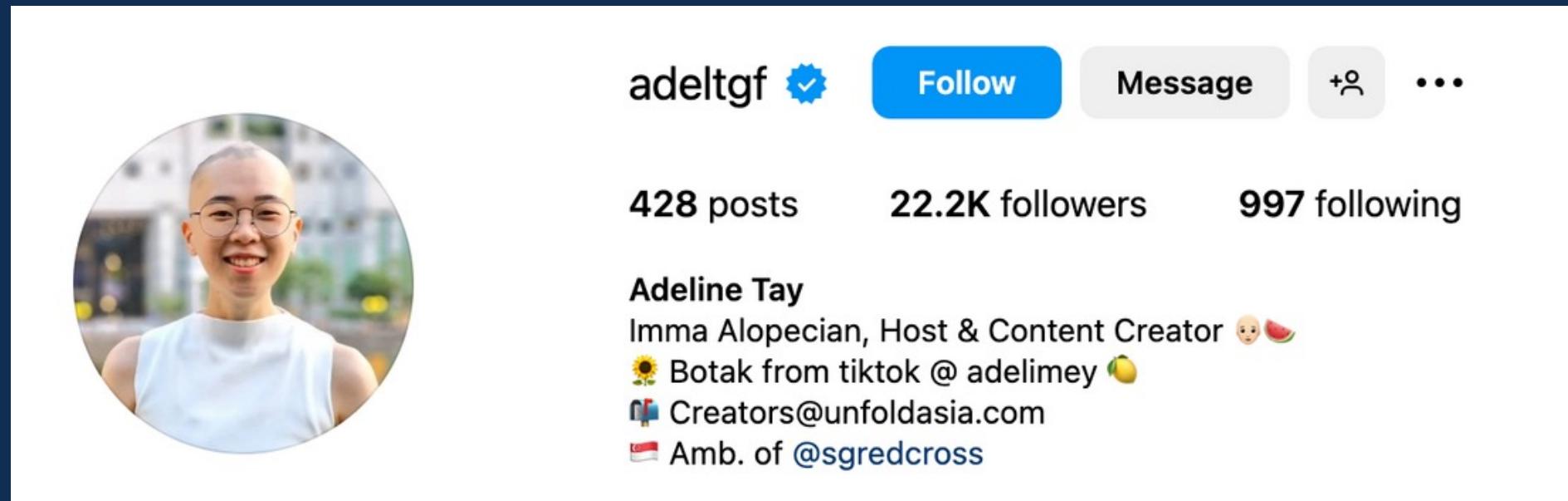


## Driving Action, Consideration

Influencer marketing incorporates direct **call-to-actions** and access to highly-engaged audience to create a sense of urgency around the cause and prompt action.



# Implementation Plan

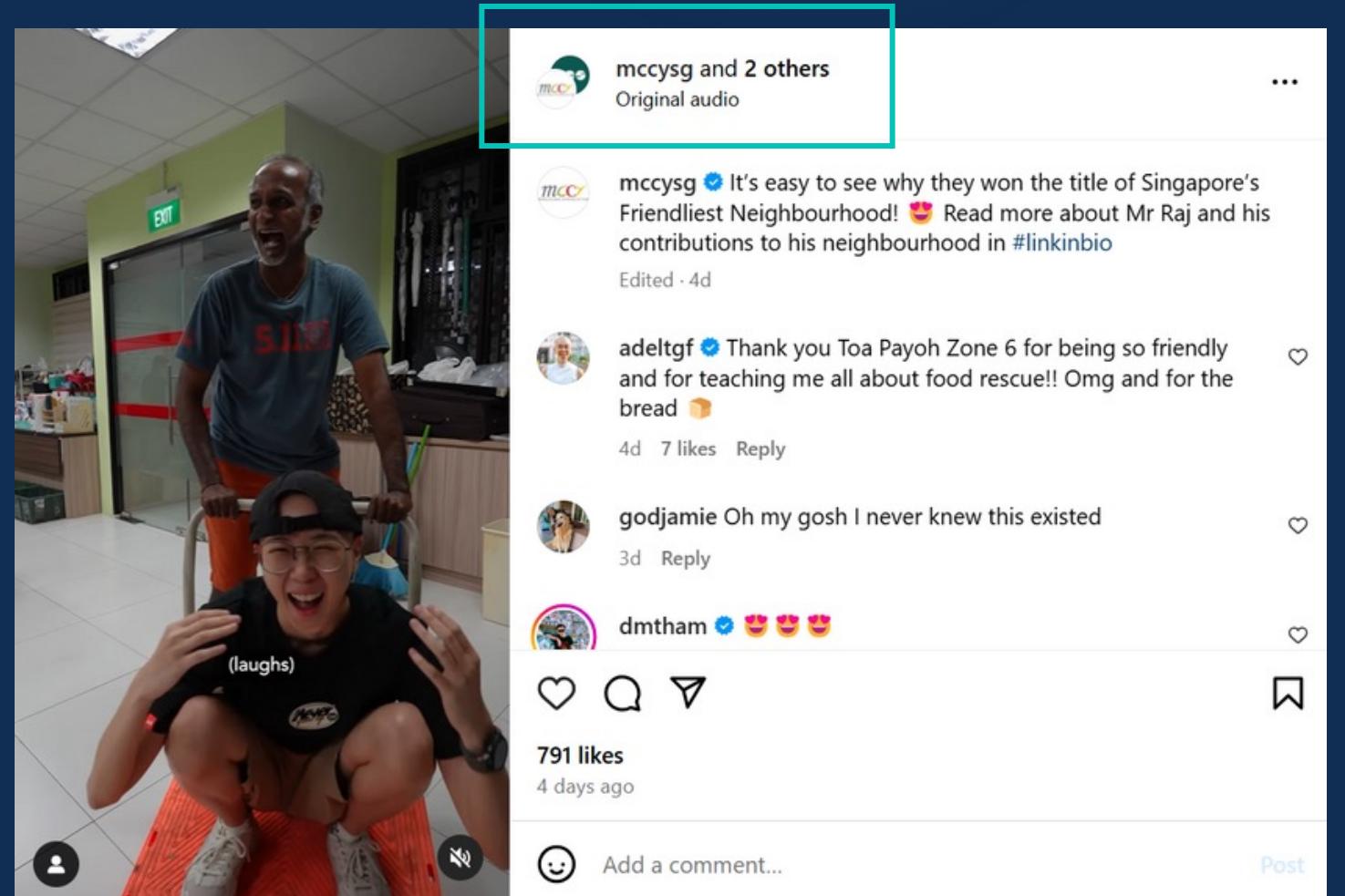


**Follow** **Message** **...**

**428 posts** **22.2K followers** **997 following**

**Adeline Tay**  
Imma Alopecian, Host & Content Creator 🍉🍉  
Botak from tiktok @ adelimey 🍋  
Creators@unfoldasia.com  
Amb. of @sgredcross

With limited marketing budget, KIDNEYSG can hire influencers like Adel on a **pro bono** basis to help promote and raise awareness for the cause.



**mccysg and 2 others**  
Original audio

**mccysg** It's easy to see why they won the title of Singapore's Friendliest Neighbourhood! 😊 Read more about Mr Raj and his contributions to his neighbourhood in #linkinbio  
Edited · 4d

**adeltgt** Thank you Toa Payoh Zone 6 for being so friendly and for teaching me all about food rescue!! Omg and for the bread 🍞  
4d · 7 likes · Reply

**godjamie** Oh my gosh I never knew this existed  
3d · Reply

**dmtham** 😍😍😍  
791 likes · 4 days ago

**Add a comment...**

**Collaboration** allows KIDNEYSG to leverage on the influencer's follower count, while encouraging visits to social media page & call-to-action



# Implementation Plan

Why did we chose Adeline? (Micro-influencer)

## Considerations

1

### **Proven Track Record**

- Brand ambassador for Red Cross Singapore

2

### **Aligned values**

- Helping people who are struggling

3

### **Active** in community service and focus on social impacts



adeltgf • Follow  
Original audio

adeltgf "Did you know that 1 in 10 people worldwide suffer from chronic kidney disease? 😔 This is a serious condition that can lead to kidney failure, requiring dialysis or a transplant.

I'm partnering with @kidney.sg to raise awareness about kidney disease and support their mission to provide vital resources and assistance to those affected.

Your donation, no matter how big or small, can make a real difference in the lives of people living with kidney disease. Please consider donating to @kdf.sg today! 🙏

#kidneydisease #kidneyhealth #donations #support #kidneysg #makeadifference"

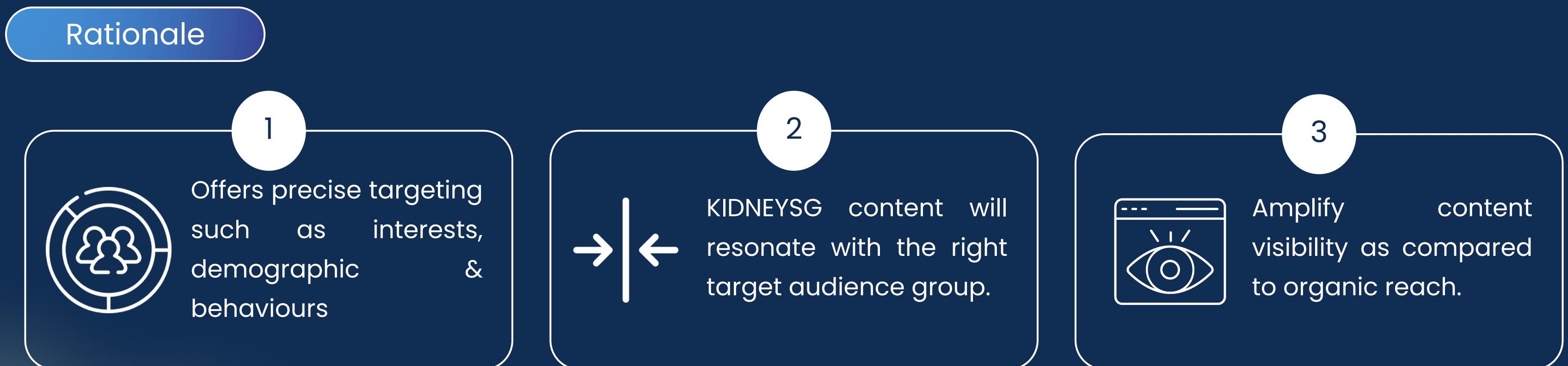
100 likes

Add a comment...

Post

# About Paid Advertising

- Boosts posts on Facebook and Instagram to target more specific demographic and interests
- Maximises KIDNEYSG's content visibility with the right target audience



# Implementation Plan: Paid Advertising

## Platform & Content Format:



## Objectives:

- Increase Influencer's post visibility
- Reach KIDNEYSG's target audience on influencer's platform
- Increase donations

## Strategy:

### Boosting Influencer's post, to increase visibility

- **Organic Visibility:** Identify optimal posting days and time on influencer's platform
- **Precise Targeting:** Select ad audience based on demographics, interest and behaviours
- **Boost Rates:** No minimum boost rates, KIDNEYSG can start small before determining their optimal boost
  - \$5 to \$10 per day
  - Boost for 5 to 9 days



# Implementation Plan: Paid Advertising

## Facebook

- **Pay loading fees:** Allows KIDNEYSG to post and boost videos from Instagram on Facebook, as most influencers are active on Instagram
  - High quality content on both platforms
  - Maximise Value on Investment
- **Retargeting Campaigns:** Information from previous analytics can be used for retargeting users who have shown interest
  - Increase engagement and conversion

## Instagram

- **Instagram Collaboration:** Influencers can invite KIDNEYSG for a cross collaboration via Instagram Collaboration Posts and boost these posts
  - More profile visits
  - Increase credibility
- **Hashtags:** Influencers can include 1 to 4 hashtags, relating to KIDNEYSG in their caption
  - Increase Brand Visibility
  - Most interacted post, will appear at the top of the hashtag search



# Impact

## Benefits

- **Raise more awareness**
- **Increase visibilities** on KIDNEYSG's social media page

## KPIs

- **Engagement rate** (likes, comments, shares, views)
- Click Rates on **Donation Link** (Increase in website visit from influencer's video)

## Medium Effort, High Impact

- Medium Effort: Have to look for Singapore-based influencers that resonates with KIDNEYSG's brand page
- High Impact: Paid advertising would increase the engagement rates and wider audience will be exposed to the call to action to KIDNEYSG's donation site



# Foreseeable Challenges & Overcoming Them

## Possible Challenges

1

Low engagement even after boosting

2

Audience might face ad fatigue from seeing same ads

3

Limited budget to do Paid Advertising



To mitigate these issues, KIDNEYSG needs to:

- A/B testing to accurately identify the specific type of content that does well
- Only boost the same posts once for 5 days
- Utilise a social media calendar to forecast the marketing ad budget for the month



# Foreseeable Challenges & Overcoming Them

## Obtaining Ad Budget

### **Taking the maximum budget needed:**

- \$10 per day
- Ad boosted for max. 9 days
- Total cost: \$90 per influencer post

**For 1 month, KIDNEYSG can boost max. 3 influencers:**

Total Cost/per month:  $\$90 \times 3 = \$270$

## Ad Budget Sponsors

### **Current Sponsors**



### **Potential Sponsors**



## Sponsors Benefits

- Get Featured on KIDNEYSG Influencer collaborations at the end of the video (KIDNEYSG X \_\_\_\_\_)
  - Increase Brand visibility and reputation
  - Fulfill CSR Commitments

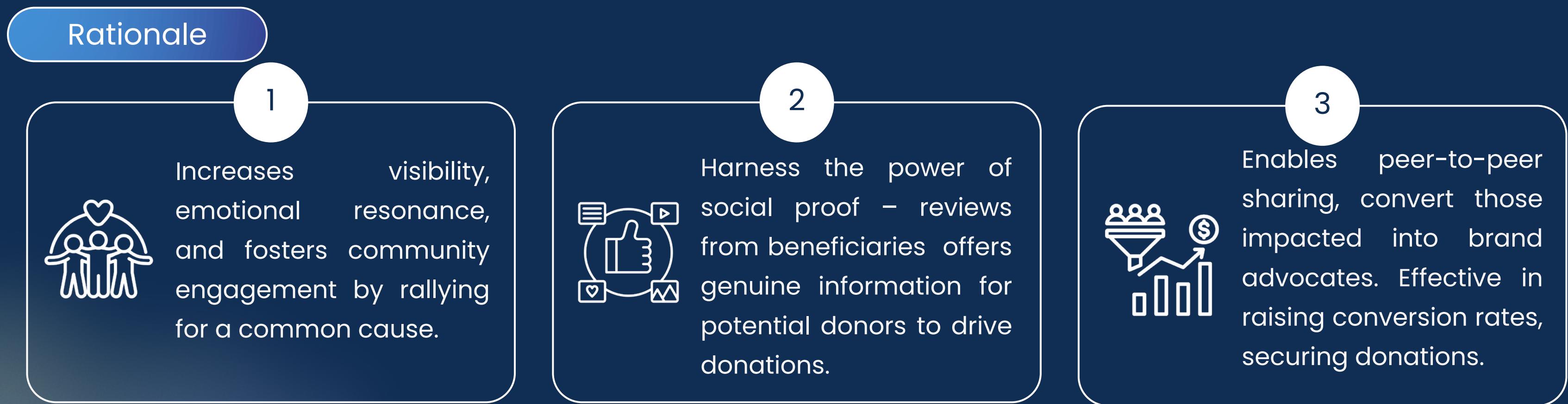


# Conversion – User-Generated Content



# About User-Generated Content (UGC)

- As a form of **earned media**, UGC refers to any positive digital exposure generated through personal or public recommendations.
- UGC is content created by people rather than brands, offering **authentic perspectives** about their experiences with the brand.
- When UGC is aligned with a brand's objectives, it can **increase brand credibility**.



# Main Problems Addressed



NPOs asking for online donations are viewed less credible

74% of our survey respondents feel uncomfortable donating via social media.



KIDNEYSG struggles with high number of irregular donations

Most of KIDNEYSG's donations are in the final quarter of the year, highlighting the inconsistent donation habits.



Donors are unable to perceive KIDNEYSG's impact on beneficiaries

Both organic content and UGC currently lack relevant information for potential donors who are unaware of what KIDNEYSG does.



# Implementation Plan: Reel Challenge

## Platform & Content Format:



IG & FB  
Reels

## Objectives:

- **Peer-to-peer sharing:** People empowered to donate when someone they know repost on their stories
- **Sense of community:** Advocate via taking part in the challenge or donate

## Strategy:

### 1. Fluid Balance Pose Challenge

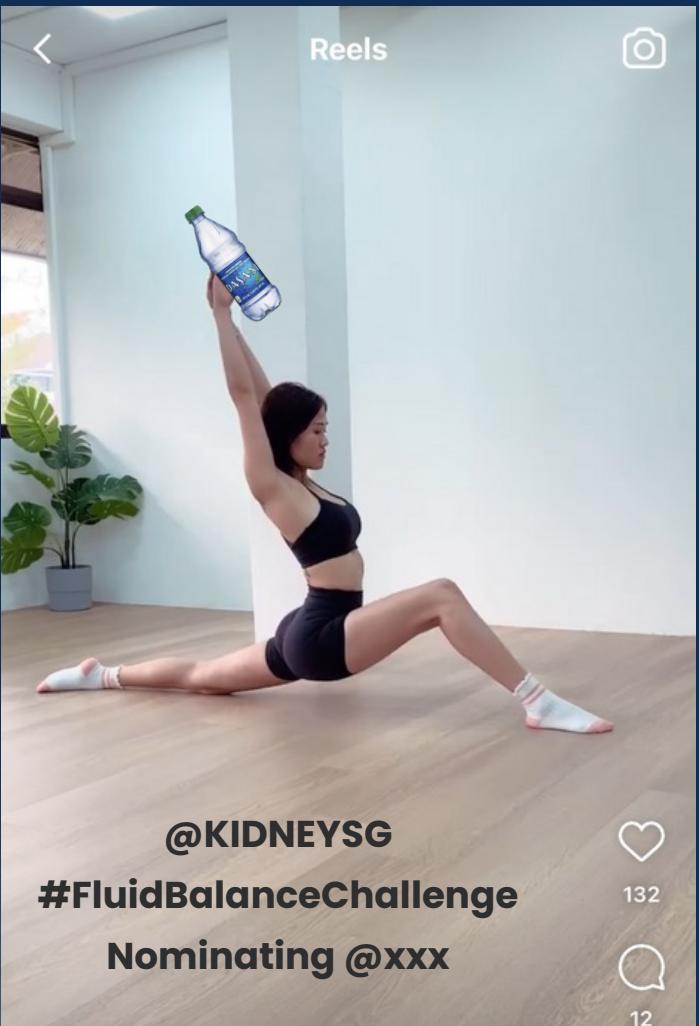
- The participant will do a simple yoga balancing pose while holding 2 filled water bottles for 30 seconds. After which, they will have to nominate someone to do the challenge, 'passing' the bottle like a relay baton.
- The pose mimics the patient's daily struggle, having to ensure a balance in their body fluid retention by not over-consuming or being dehydrated, and restore it during kidney dialysis treatment.
- This challenge evokes donor's empathy towards the beneficiaries' plight; this evokes emotional connection to increase donor's inclination to donate within their propensity.



# Implementation Plan: Reel Challenge

## 1. Fluid Balance Pose Challenge

During the Challenge:



- Tagging of @KIDNEYSG to direct profile visits to find out more on the impact they can make on beneficiaries and channel donations
- Hashtag of the challenge for people to click onto it and find out what the pose symbolises
- Nomination to continue word-of-mouth-marketing
- KIDNEYSG can repost these reels and stories onto their page to further showcase the community built, consolidating them in a special highlight



# Implementation Plan: Shareable Content

## Platform & Content Format:



Instagram Story

## Objectives:

- **Real-time sharing:** sense of urgency to take action
- **Sense of community:** personal connection to the cause
- **Direct CTAs:** increase donation

## Strategy:

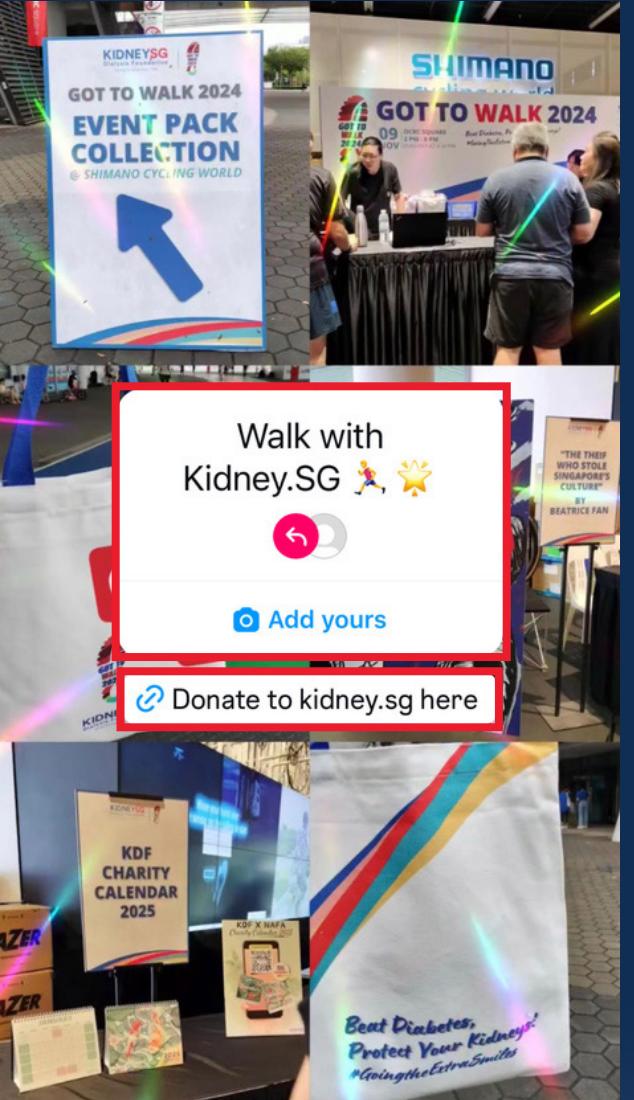
### 2. 'Add Yours' Template

- KIDNEYSG creates the template and posts it on their IG Story.
  - In the initial story promoting this template, include the donation page link to encourage donors to share the link when they post.
- Donors share their own stories using this template on their IG accounts, which will be shared to their followers.
- KIDNEYSG can save the initial template story, and stories by donors (if their accounts are public) in their IG highlights for new followers.



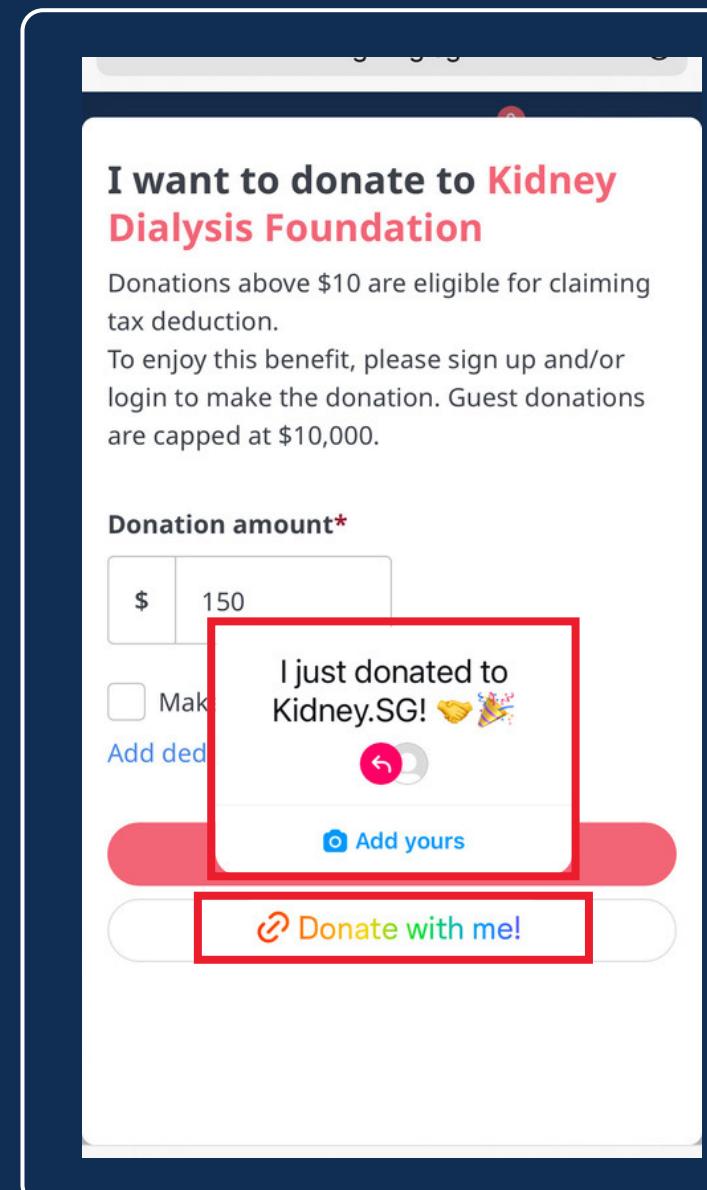
# Implementation Plan: Shareable Content

## 2. 'Add Yours' Template



During events:  
Rallying donors to post about initiatives drives brand loyalty and advocates KIDNEYSG's mission

- Increase regular donations from current donors
- Expands donor pool



Donation proof:  
People are more likely to support a cause through donation when they see someone they know do it

- Reduces barrier to giving for non-donors, increasing donor pool



# Implementation Plan: Shareable Content

## Platform & Content Format:



Instagram Story

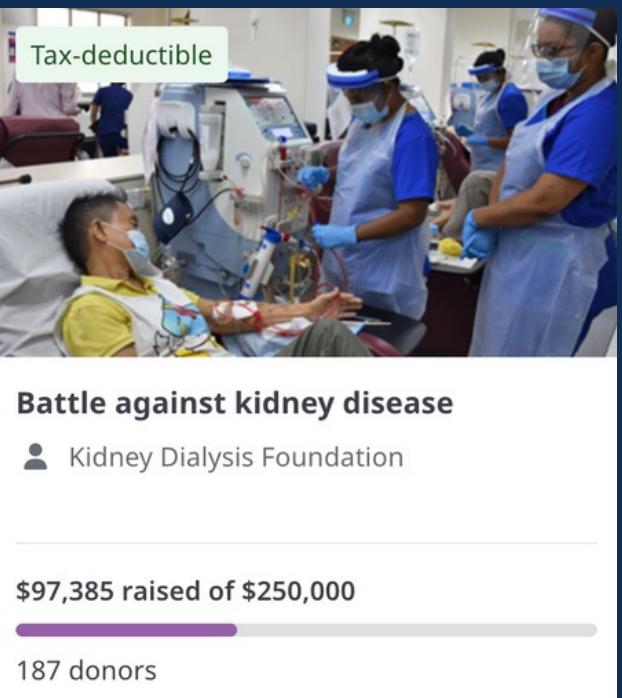
## Objectives:

- **IGS ranking:** based on closeness with the story's creator
- **Sense of urgency:** pushes user to take action to donate
- **Direct CTAs:** increase donation

## Strategy:

### 3. Branded Hashtag Campaigns: Fundraising

- During fundraising campaigns, KIDNEYSG posts on Instagram alerting donors of campaign goal
  - Key message: convince current donors to reach the donation goal as a community
- Donors promote the campaign on their own stories with the campaign hashtag and link to fundraising page



#KIDNEYSGT0250K



# Implementation Plan: Shareable Content

## Platform & Content Format:



Facebook Post

## Objectives:

- **Share feature:** outreach to people outside of own circle
- **Text-based posts:** authentic and more emotional impact
- **Direct CTAs:** easy to donate

## Strategy:

### 3. Branded Hashtag Campaigns: Regular Donations

- KIDNEYSG posts on FB encouraging donors to share their donation experience on Facebook
  - Can be done regularly, but anticipated to surge during peak donation periods
- Donors share their own authentic thoughts on KIDNEYSG to their friends via FB post
  - Tag KIDNEYSG, donation link, hashtag (e.g. #WhyKIDNEYSG)
- Donors' friends repost to their own circles



# Impact

## Benefits

- **Increase advocacy** for KIDNEYSG through current donors and their content
  - Taps on current donors' desire to help those in need to be non-donors' personal connection to KIDNEYSG
- **Peer-to-peer sharing** pushes individuals who are aware and considering Kidney.SG to actually donate

## Medium Effort, High Impact

- Medium Effort: May take time for UGC to gain traction, but KIDNEYSG need not produce content
- High Impact: Retains current donors through sense of community and increases new donors

## KPIs

- **Total Engagement Rate** of UGC content
- **Total Reach** of KIDNEYSG's FB and IG
- **UGC participation rate:** e.g. number of posts under branded hashtags/challenge or story reposts
- **Donation frequency and rate:** clickthrough rate from FB and IG to online donation page to track direct traffic
- **Sentiment Analysis:** eg. engagement
- **Social listening:** eg. hashtags, Tagged photos on event reviews
- **Changes in donors' demographics:** e.g. increase in Gen Z and millennial donors



# Foreseeable Challenges & Overcoming Them

## Possible Challenges

1

Lack of quality control as content is created by donors themselves

2

Using UGC to convert individuals into long-term, regular donors

3

It may be difficult to popularise function use to encourage UGC to gain traction immediately



To mitigate these issues, KIDNEYSG needs to:

- Create talking points for UGC creators
  - However, giving up some control is necessary for effective UGC
- Embed social sharing options on donation page to encourage donors to share with their followers post-donations
- To get event attendees, existing donors and advocates to create UGC first



# KIDNEYSG's Meta Execution



# Budget

Budgeting of different recommended strategies

STRATEGY	TASKS	MONTHLY COST	REMARKS/QUOTATION
<b>Content Marketing</b>	<ul style="list-style-type: none"> <li>Ideate &amp; Create Content</li> <li>Post &amp; Monitor Social Media Platforms</li> <li>Track KPIs and analytics</li> </ul>	~\$728	<ul style="list-style-type: none"> <li>Student part-time intern</li> <li>\$13/hour (7 working Hour)</li> <li>2 days per week</li> </ul>
<b>Influencer Marketing</b>	<ul style="list-style-type: none"> <li>Boost posts</li> </ul>	~\$270	<ul style="list-style-type: none"> <li>\$10 per day</li> <li>Ad boosted for max. 9 days</li> <li>3 times/month</li> </ul>
<b>UGC</b>	<ul style="list-style-type: none"> <li>Offers Engagement Tools</li> <li>Conducts Sentiment Analysis for Social Listening</li> </ul>	\$99	<ul style="list-style-type: none"> <li>Hootsuite Instagram and Facebook Analytics</li> </ul>
	<b>Total</b>	~\$1,097	

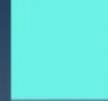


# Implementation Plan: Content Marketing

## Proposed Content Calendar

### JULY 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 Summary of Donation Funds	4	5
6	7 Monthly Recap	8	9 Fun Facts about Kidney.SG	10	11 15 Days with Beneficiaries	12
13	14	15 Dialysis Tours Video	16	17 Interviews with Caregivers	18	19
20	21 Frequently Asked Questions	22	23 Educational Post on Kidney Dialysis	24	25 Interviews with Nurses & Doctors	26
27	28	29 Upcoming Event	30	31 Notes from Beneficiaries	Educational Post on Kidney Health Disease	


**Emotional**

**Behind-The-Scenes**

**Educational**

**Miscellaneous**

### AUGUST 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Summary of Donation Funds	2
3	4 Monthly Recap	5	6	7 15 Days with Beneficiaries	8	9
10	11	12 Fun Facts about Kidney.SG	13	14 Interviews with Caregivers	15	16
17	18 Frequently Asked Questions	19	20 Educational Post on Kidney Dialysis	21	22 Interviews with Nurses & Doctors	23
24	25	26 Upcoming Event	27	28 Notes from Beneficiaries	29 Educational Post on Kidney Health Disease	30
30	31					



# Implementation Plan: Influencer & UGC

## Proposed Content Calendar

**JULY 2025**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

 influencer  
Paid Ad

 Fluid Balance  
Challenge

 Add Yours

 Branded Hashtag

**AUGUST 2025**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
30	31					



# Timeline: Action Steps in Meta

## Short-Term

*July 2025 - October 2025*

**Content Marketing:** create and consistently post content on both platforms  
**Influencer Marketing:** brief and standardise dates for Adeline's posting schedule and boost by end Q3  
**UGC:** roll out hashtags & template by July and challenge in Aug-Sep

## Mid-Term

*November 2025 - June 2026*

**Content Marketing:** use analytics & KPIs to know best-performing content and adjust accordingly  
**Influencer Marketing:** engage with 2-3 influencers and boost by end Q1 & Q2, and involve them in physical events  
**UGC:** improve hashtags, continue bottle challenge and evaluate audience interaction, and push out a new challenge before EOY

## Long-Term

*June 2026 onwards*

**Content Marketing:** use analytics, reference KPIs, follow trends, post consistently  
**Influencer Marketing:** look into working with 5-6 influencers in the next year, build long-term engage  
**UGC:** have at least 2-3 different challenges moving forward

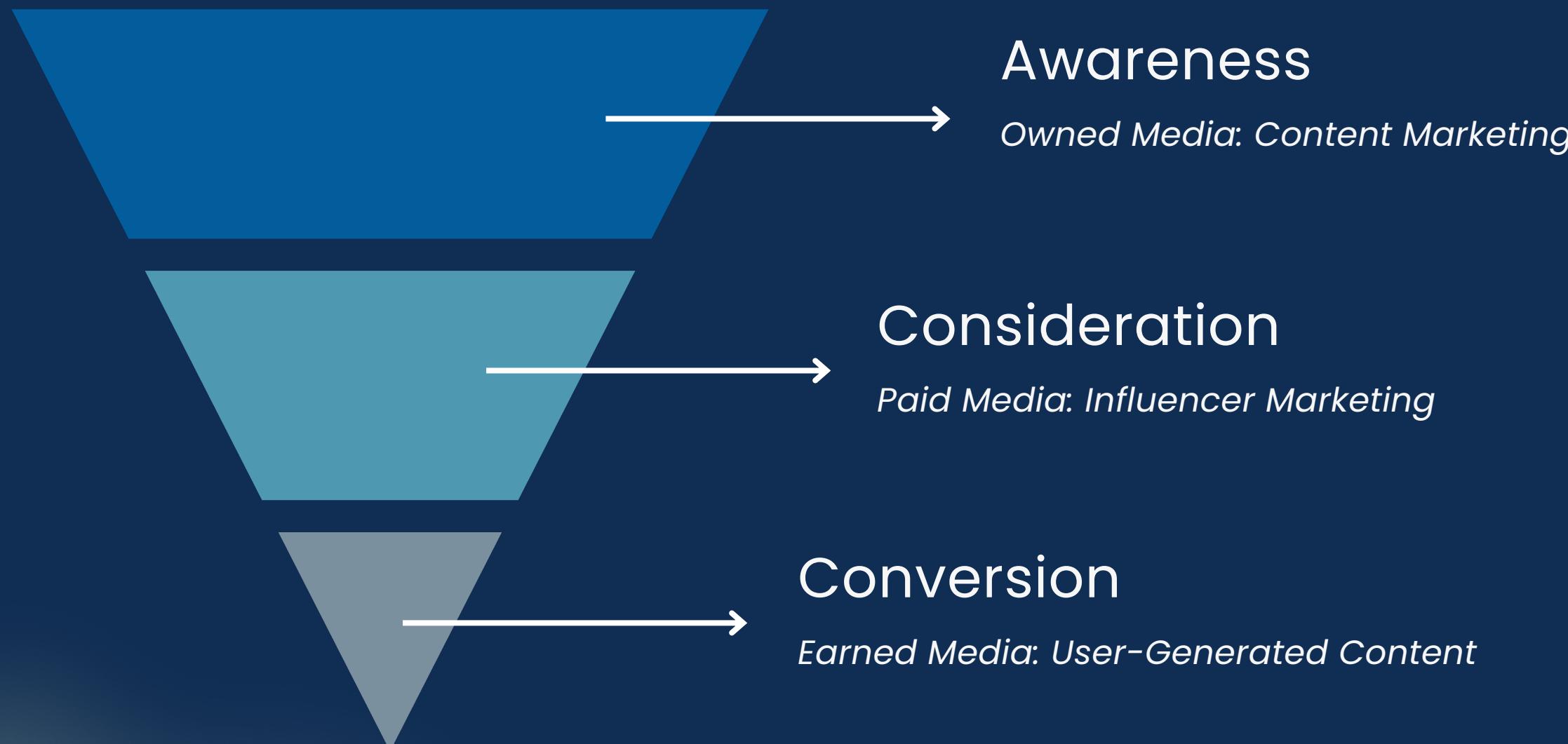


# Conclusion



# In Summary,

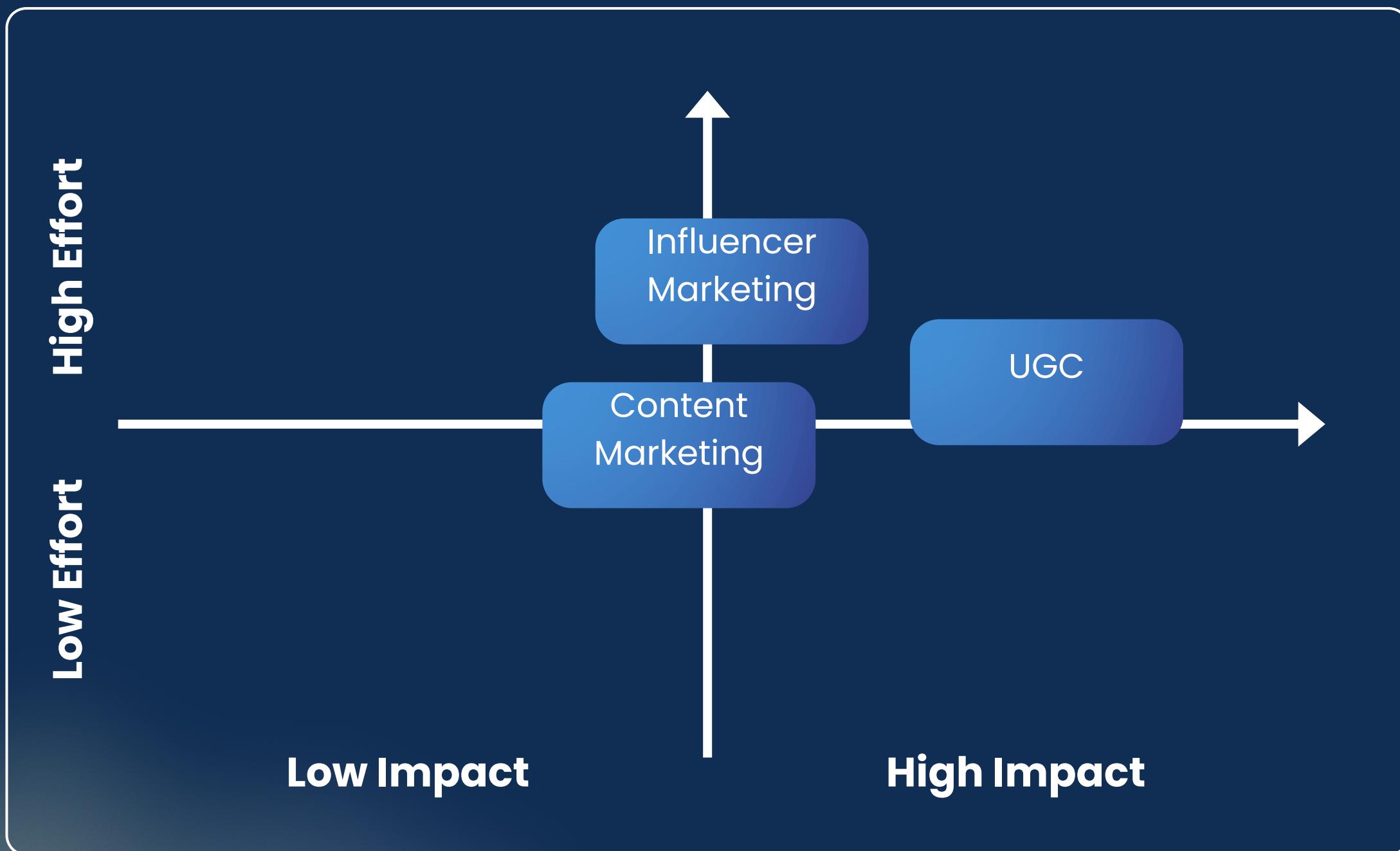
## 3 Key Takeaways



- We aim to provide more information and a better **connection** with beneficiaries through content marketing.
- Influencer marketing boosts consideration when linking to influencers with good reputations - boosting **credibility**.
- Convert individuals to donors by promoting shareable content, evoking **trust** and a sense of community.



# In Summary,



**Content Marketing** - Medium Effort, Medium Impact

**Influencer Marketing** - High Effort, High Impact

**UGC** - Medium Effort, High Impact

**Initial months involve more effort as it includes planning and starting new initiatives. Nonetheless, its impact will reach donors more effectively and experience curve allows for easier execution over the years.**



# Thank You!

# Appendix

# Successful Case Studies

## Awareness - Content Marketing Example



Ochsner Health

Ochsner Health is an NPO focusing on academic healthcare.

Increased social media activity across Meta, Twitter, LinkedIn and Youtube.

Employees and ambassadors shared authentic stories resonating with audiences

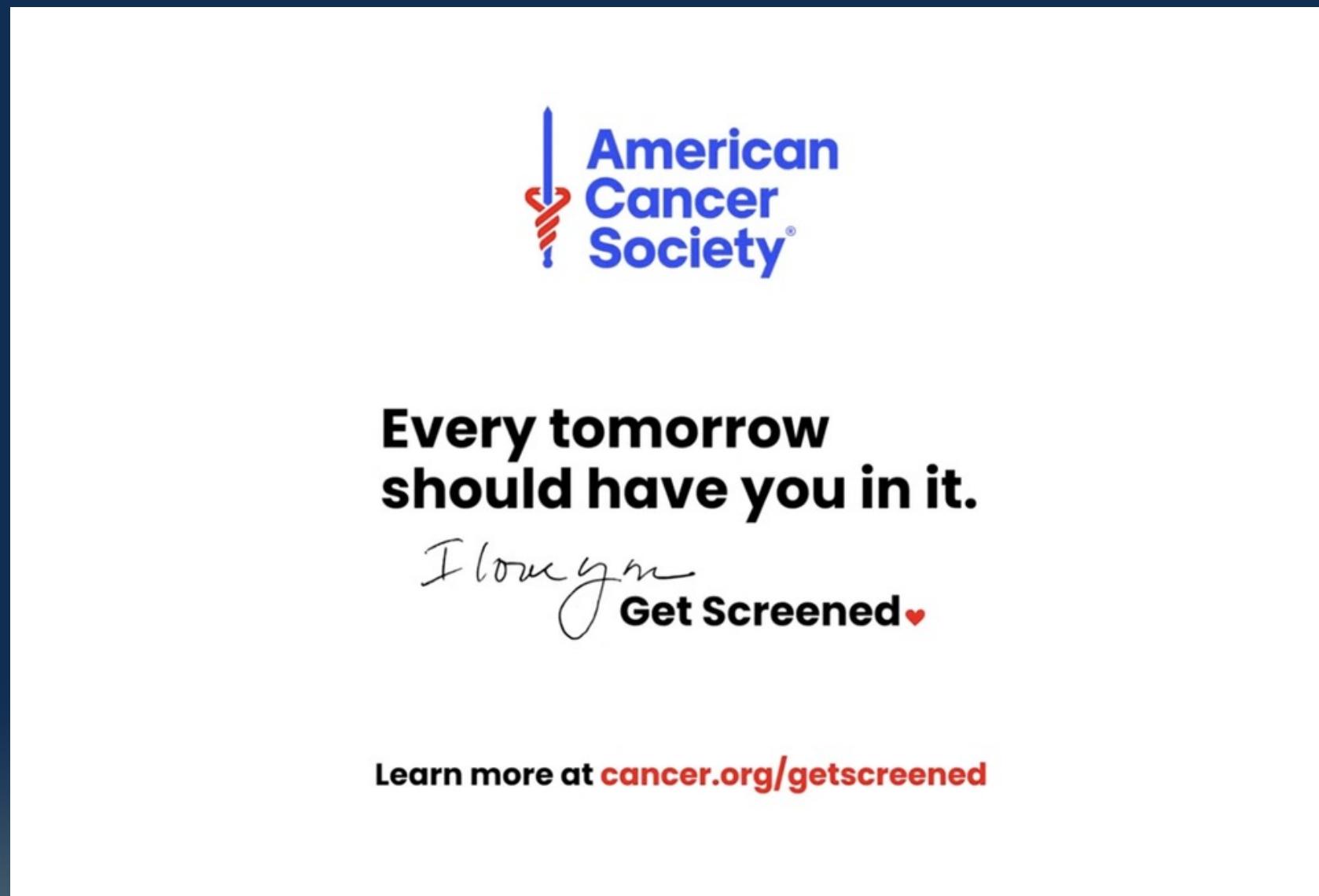
Utilised social listening and social media analytics to improve audience connection



Improved  
Website Traffic  
& Engagement

# Successful Case Studies

Consideration – Influencer Marketing Example



**Goal:** Increase cancer screening appointments.

**Strategy:** Partnered with lifestyle influencers.

**Tactics:**

- Influencers shared personal screening experiences.
- Emotional connection built through stories.
- Screening process are clearer

**Results:**

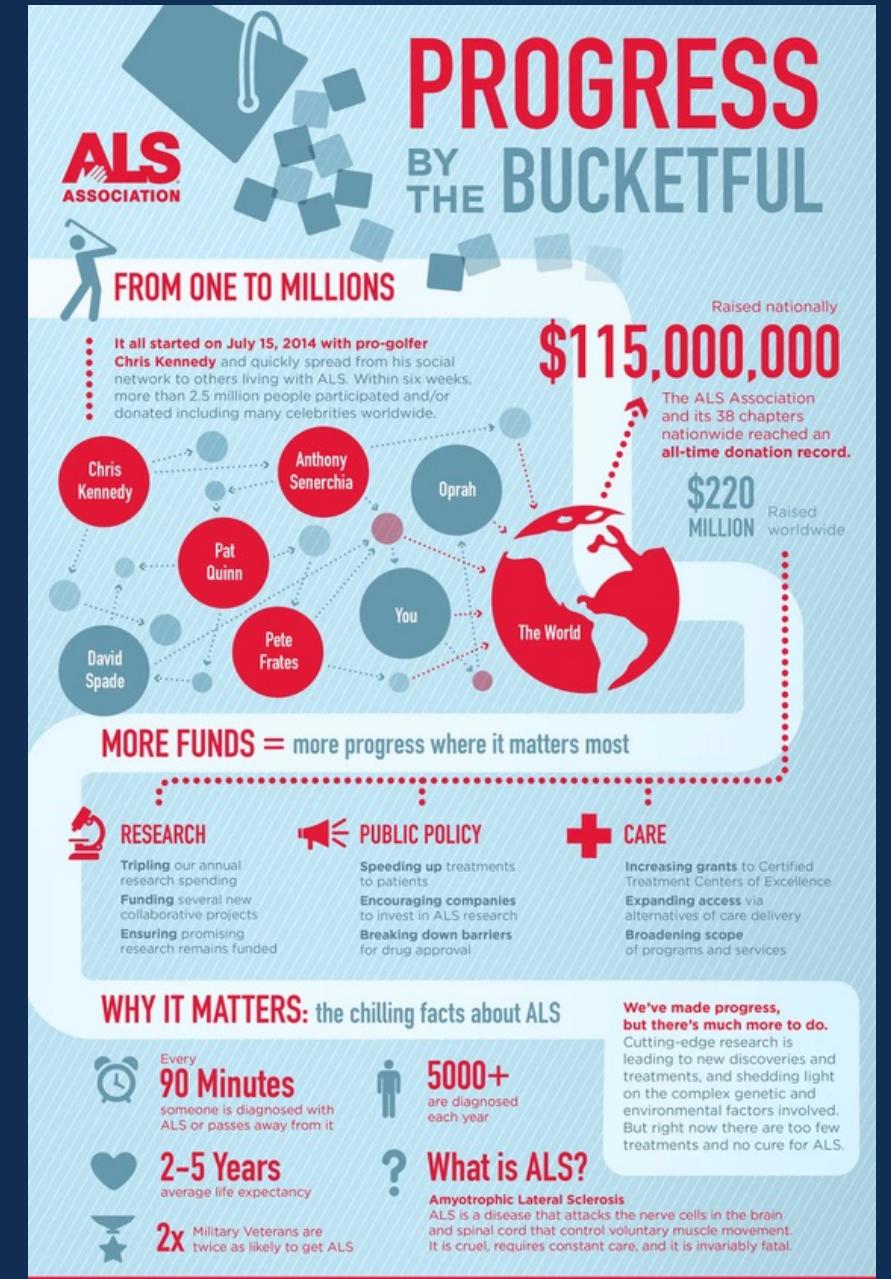
- Significant increase in screening appointments within 3 months.
- Demonstrated influencer marketing effectiveness for awareness and action.

# Successful Case Studies

## Conversion - UGC Example



For IG Reel challenge, we were inspired by the Ice Bucket Challenge and HairforHope action for its virality and ability to bring about action.

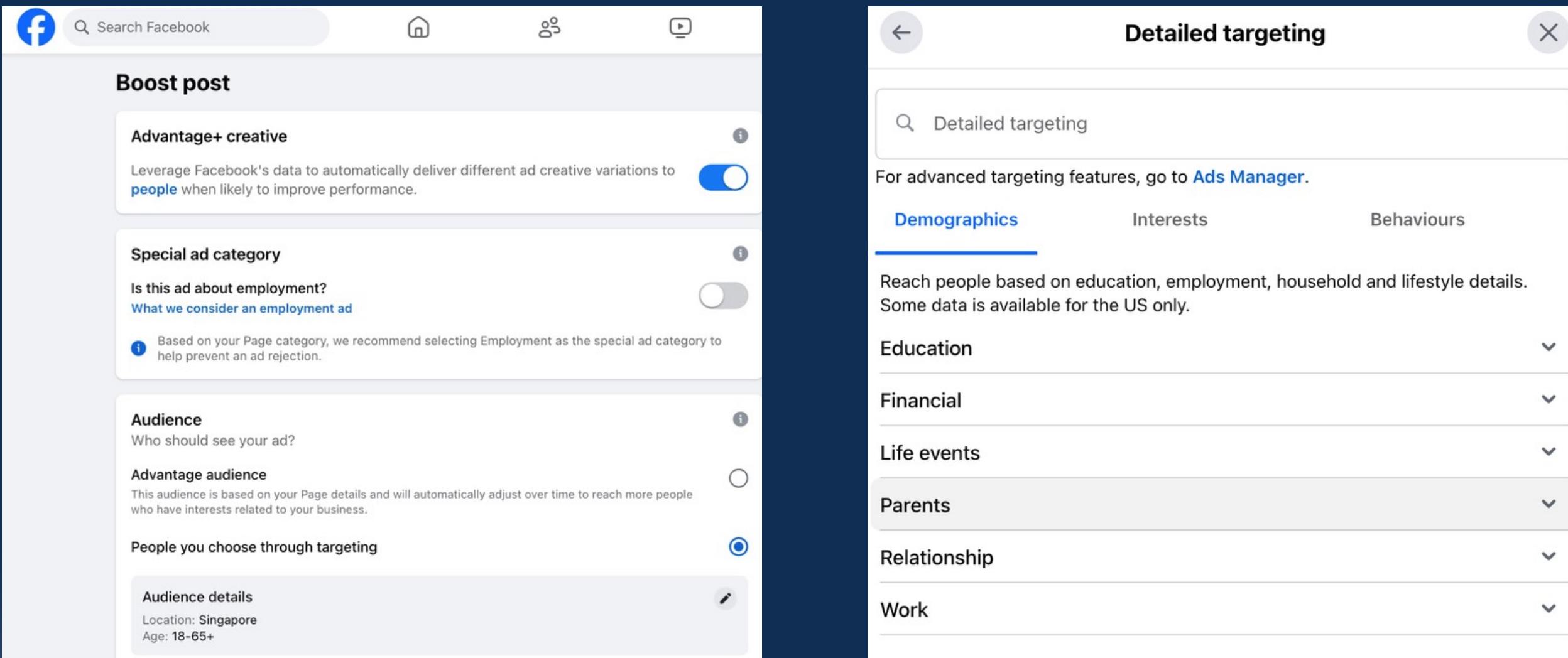


# How Paid Advertising Works

## How Its Done?

Influencers give us full advertising access to their accounts through Facebook Business Manager Platform  
Manage targeting, set-up and delivery of ads

### Example of Targeting



The image displays two screenshots of the Facebook Business Manager platform. The left screenshot shows the 'Boost post' section under 'Advantage+ creative', where a toggle switch is turned on for 'Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.' Below this, there are sections for 'Special ad category' (with a toggle switch turned off) and 'Audience' (with two options: 'Advantage audience' and 'People you choose through targeting', where the second option is selected). The right screenshot shows the 'Detailed targeting' interface, which includes tabs for 'Demographics', 'Interests', and 'Behaviours'. The 'Demographics' tab is active, showing targeting options for education, financial status, life events, parents, relationships, and work.

# Justification for Potential Sponsors



## **Frasers Property Singapore – Community Investment**

- Frasers Property has an community investment program where they raise funds and organise events for the needy



## **AIA Singapore**

- AIA previously organised a fundraising activity for Children's Wishing Well and VIVA Foundation for Children with Cancer



## **SATS Singapore**

- SATS actively partners with non-profit groups to create and implement shared community programmes