

Prep Meeting 8/19/2021 for 9/7/2021 call with Stand Together

Attending: Brian, Mo, Debilyn, Cambria, Emily

NOTES:

Set up a series of experimentation and testing

Elements identified to possibly include

- Facebook sponsored posts to targeted audience
 - New video with a grabber
- Google ad words
- Banner ads on trusted sites (needs research for where to place)
 - AllSides (known to be effective)
 - DM idea: [Ballotpedia](#)
- Email newsletters -- work with partner orgs?
- Podcast advertising
- Conservative influencers
- Curated content experimentation when click-thrus happen
- New CC member recruitment and follow up (hand-holding) within the trusted community we seek to reach
- Press releases
- Op-ed placement by an influential conservative
- Music as a connector

Who needs to be consulted?

- Aaron Lyles & Andrea - Common Ally -- Graphics
- Brandyn - relational side, influencers, core messages
- Common Ally
- Kristen/Pearce and LFP team
- Liz Sheldon/In This Together
- Julie Mastrine/AllSides
- Martin Wallace

CHP links:

[Social Listening in Conservative and Liberal Spaces - February 2021](#)

[The Rise of Digital Media Radicalization](#)

Context: Zack Huffman from Stand Together has asked us to prepare a Citizen Connect audience development proposal to share with him in early September. They are prepared to fund us up to

\$100k if we make a compelling case. (DM added this link that Zack mentioned on our last call: <https://standtogetherfoundation.org/the-program/>)

Audience Focus: They want to focus on expanding the number of citizens engaged with the civic renewal movement from the following segments - conservatives in general, veterans, faith-based communities, rural and Biden Republicans. (any additions Debilyn?)

Deliverable Outline:

1. **Mission:** articulate our commitment to building a Citizen Connect audience that's fully representative of the nation as a whole - and recognize that certain audiences have been harder and more expensive to reach to date. State that this initiative intends to significantly enrich the outreach toolkit and achieve meaningful traction with conservative citizens.
2. **Learnings:** share what we've learned so far from AT/NWOC and CC regarding reaching the target segments above. We should feel free to leverage the great analysis and slides used during recent AT/NWOC debriefs. (Thanks Cambria!)
3. **Approach:** here we need to lay out our plan to leverage everything we've learned to date - and expand current knowledge related to engaging these segments. This will include a significant paid social program, but is not limited exclusively to that. We'll also need to invest in tailored content/creative. In addition, we should explore ways to increase events, orgs and content that will resonate with these populations.
4. **Implementation Plan/Budget:** Here we need to get really explicit about what we plan to do, when, how much it will cost and expected outcomes. It will be most straightforward for paid social. We should use our current cost per click/click through rates/etc. to determine anticipated traction here. We can also estimate the cost of supporting social content/creative - expecting the need for many iterations to support A/B testing. Placeholders for PR/Comms/Conservative Org outreach are probably the best we can do for now, but let's try to dimension them together.

This is a lot to cover, but we'll focus primarily on #3 and #4. I also think we should prepare versions - one at \$50k and one at \$100k.

Mo additions:

1. In addition to social media paid and earned outreach, we should at least consider, even if we ultimately reject, other paid forms of digital marketing such as targeted email campaigns, search advertising and targeted digital display advertising.

2. In addition to the amazing experience and expertise Cambria brings, I suggest we also tap the experience of other movement experts like Julie Mastrine at Allsides and Liz Sheldon at In This Together. I'm willing to pursue these conversations if others agree.

Facebook Data as of Wednesday

- Video: I tested the video with 3 different audiences. Veterans, Socially Conscious (same as last week's image ads), and Conservatives. All had a Cost Per Engagement (clicking SOMEWHERE on the post of \$0.01).
 - Veterans:
 - Clicks: 91
 - Cost Per Click: \$0.55
 - Click Through Rate: 0.81%
 - Post Comments: 1
 - Engagements: 6
 - Post Shares: 1
 - Average Video Play Time: 00:07
 - Cost Per ThruPlay (A ThruPlay is 15 seconds): \$.03
 - Cost Per 1000 Impressions: \$4.44
 - Socially Conscious:
 - Clicks: 93
 - Cost Per Click: \$1.08
 - Click Through Rate: 0.72%
 - Post Comments: 1
 - Engagements: 7
 - Post Shares: 2
 - Average Video Play Time: 00:09
 - Cost Per ThruPlay: \$.02
 - Cost Per 1000 Impressions: \$7.79
 - Conservative:
 - Clicks: 154
 - Cost Per Click: \$0.65
 - Click Through Rate: 0.96%
 - Post Comments: 5
 - Engagements: 18
 - Post Shares: 3
 - Average Video Play Time: 00:07
 - Cost Per ThruPlay: \$.03
 - Cost Per 1000 Impressions: \$6.22
- Static Images: I tested the Family Image, Washington Monument, and Capitol Building on a Conservative Audience. With the Washington Monument, I also

tested the same Citizen Connect Language used with Liberals, and a second form with more patriotic buzzwords.

- Washington Monument (Regular Language):
 - Clicks: 555
 - Cost Per Click: \$0.08
 - Click Through Rate: 6.22%
 - Post Comments: 0
 - Post Shares: 0
 - Cost Per Landing Page View: \$0.21
 - Cost Per 1000 Impressions: \$5.61
- Washington Monument (Patriotic Language)
 - Clicks: 590
 - Cost Per Click: \$0.09
 - Click Through Rate: 6.60%
 - Post Comments: 0
 - Post Shares: 0
 - Cost Per Landing Page View: \$0.19
 - Cost Per 1000 Impressions: \$5.59
- Family Image:
 - Clicks: 635
 - Cost Per Click: \$0.08
 - Click Through Rate: 7.62%
 - Post Comments: 0
 - Post Shares: 0
 - Cost Per Landing Page View: \$0.12
 - Cost Per 1000 Impressions: \$6.00
- Capitol Building Image:
 - Clicks: 578
 - Cost Per Click: \$0.09
 - Click Through Rate: 6.80%
 - Post Comments: 0
 - Post Shares: 0
 - Cost Per Landing Page View: \$0.15
 - Cost Per 1000 Impressions: \$5.89
- Overall Insights:
 - Cost per Thru Play to reach nontraditional audiences is roughly comparable to America Talks. For that we had a \$0.03 cost per thru play for the video and for the socially conscious, veterans, and conservative audiences it was between \$0.02 and \$0.04
 - What we could see is changing the optimizations. I optimized the videos for post engagement and the static images for clicks. The cost per landing page view for all of our ads is GREAT, definitely not very

expensive when we optimize that way (though not a lot of engagement on the posts).

- For the Washington Memorial imagery, patriotic language performed better than our regular language when reaching conservative and vet audiences. Our best click through rate came with the family image though (as opposed to Washington Monument or Capitol Building).
- Average video view time is 7-9 Seconds which is obviously less than we want but also not too surprising. The average video view time for the America Talks video was 12 seconds. Potentially a good opportunity to see about cutting together some shorter videos in the future.
- Even though we spent the same amount on socially conscious and conservatives. While socially conscious had a higher number reached, conservatives actually watched the video at higher rates
- Veterans
 - Interests: Wounded Warrior Project, United States Air Force, Army, Army National Guard, Veterans, United States Military Academy, Air force or Military Spouse
- Socially Conscious
 - Interests: Internet activism, Humanitarianism, Social democracy, social issues, Empowerment, Corruption awareness, Community issues, Social movement, Civics, Voting, Social justice, Public policy, Solidarity, Youth activism, Policy debate, Politics and social issues or Social Justice Solutions, Behaviours: Likely engagement with US political content (liberal), Likely engagement with US political content (moderate) or Likely engagement with US political content (conservative)
- Conservative CD
 - United States: Alabama's 4th District (US:AL04), Alabama's 6th District (US:AL06), Arkansas's 3rd District (US:AR03), Arizona's 4th District (US:AZ04), Florida's 1st District (US:FL01), Florida's 2nd District (US:FL02), Georgia's 9th District (US:GA09), Georgia's 14th District (US:GA14), Idaho's 1st District (US:ID01), Illinois's 6th District (US:IL06), Illinois's 15th District (US:IL15), Kentucky's 4th District (US:KY04), Kentucky's 5th District (US:KY05), Louisiana's 1st District (US:LA01), Louisiana's 3rd District (US:LA03), Louisiana's 6th District (US:LA06), Missouri's 8th District (US:MO08), Mississippi's 4th District (US:MS04), Nebraska's 3rd District (US:NE03), Oklahoma's 4th District (US:OK04), Pennsylvania's 13th District (US:PA13), Pennsylvania's 15th District (US:PA15), South Carolina's 3rd District (US:SC03), Tennessee's 1st District (US:TN01), Tennessee's 2nd District (US:TN02), Tennessee's 3rd District (US:TN03), Tennessee's 4th District (US:TN04), Tennessee's 6th District (US:TN06), Tennessee's 7th District (US:TN07), Texas's 1st District (US:TX01), Texas's 4th District (US:TX04), Texas's 8th District (US:TX08), Texas's 11th District (US:TX11), Texas's 13th District (US:TX13), Texas's 19th District (US:TX19), Texas's 36th District (US:TX36), Utah's 1st District (US:UT01), Utah's 3rd District (US:UT03), Virginia's 9th District (US:VA09), West Virginia's 3rd District (US:WV03), Wyoming's At-large District (US:WY00)