

Facebook ad campaigns

A case study in building awareness
and support for HIV vaccine research
among Louisiana facebook users

FOSTERING INNOVATIONS THAT IMPROVE HEALTH





- For Audio, please join us at 1800-273-7043,
- Pass code: 670150
- * 6 Mute your line
- * 6 Un-mute your line

*Please do not put your
phone on hold*

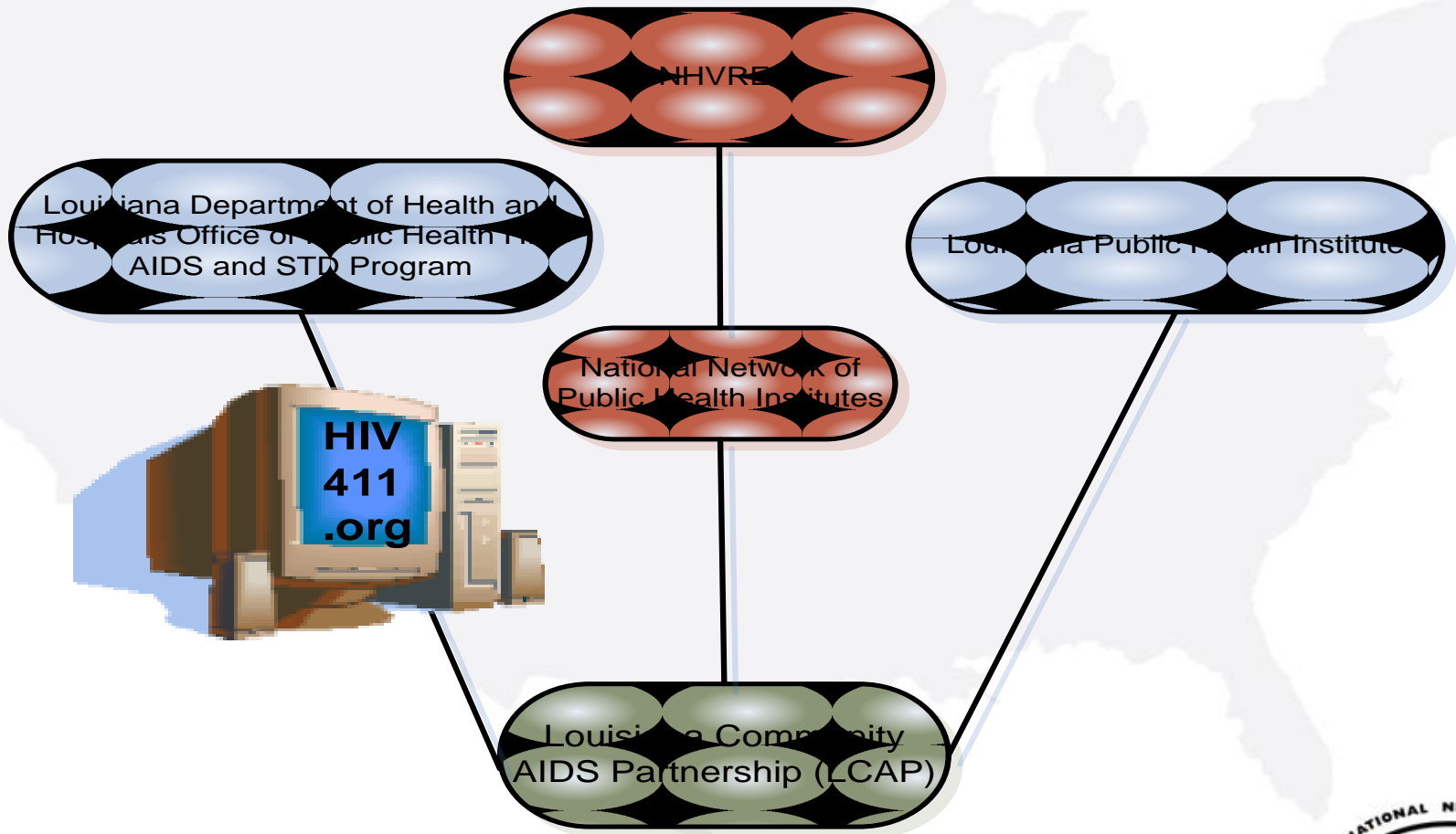
The National HIV Vaccine Research Education Initiative (NHVREI)

- Funded by the Academy for Educational Development
- Network of 21 organizations committed to building support and knowledge of HIV vaccine research through community education and information dissemination
- Learn more at <http://betheneration.nih.gov/go/partners/nhvrei-network>

NHVREI and NNPHI

- NNPHI applied to join NHVREI in 2009
 - Several members located in HIV vaccine trial cities (San Francisco, Los Angeles, Atlanta, Nashville, New York, Philadelphia, and Washington DC)
 - Susan Bergson, Louisiana Public Health Institute (LPHI), is our NHVREI representative
- NNPHI was awarded funding with NHVREI in 2010 to build awareness for HIV Vaccine Research among public health institutes

Relationship between LCAP, LPHI and OPH (Acronym central)



FOSTERING INNOVATIONS THAT IMPROVE HEALTH



Presentation Overview

- Why Facebook?
- Facebook Options
- Facebook Ad Campaign Overview
- Evaluation/Outcomes
- Conclusions/Lessons Learned
- Creating and Launching Your Own Ad
(Jason Melancon, Dir. of Media & Comm)
- Funding opportunity (Erin Marziale)

Why Facebook?

- Most popular social network in the world
- User-friendly
- Offers no cost social sharing benefits (has a viral nature)
- Low cost and effective to advertise

Facebook Options

- Pages – intended for ongoing, long term relationship building through wall posts (kind of like a blog)
- Causes – generally used for fundraising
- Groups – for individuals who want to connect on a certain topic with restrictions (similar to old “message boards”)
- Profiles – for individuals
- Events

Facebook Ad Campaign Planning

- Budget: \$800
- Target audience: All FB users 18-64
- Originally intended to use “Page” with goal of 300 “fans” or “likes”
- Changes in planning gave us a different goal of 300 “event attendees”

Why we chose a “Virtual Event” versus a “Page”

- We had limited funding to develop a pilot with no plan to promote after grant
- Using a new page would have meant abandoning the page after funds ended
- In partnership, we wanted to draw additional awareness/fans to the state’s existing HIV411 page, which has longevity
- The “virtual event” allowed us to bring the pilot campaign to a close

Campaign at a Glance

- Pilot duration: Oct. 1 – Dec. 1
- “Event” launched with no ad on Oct 1 and ran through October 25
 - to tease out effects of viral/social sharing only
- Then we created and ran the ad from Oct 25-Nov 4 (11 days – the time it took for ad budget to be maxed out)

Evaluation/Outcomes

- Ad impressions: >5,000,000
- Prior to the launch of ad, 337 were “attending”
- 1070 people clicked on the ad
- Ad resulted in an additional 165 attendees
- Campaign ended with 730 attendees, 25 wall posts, 18 likes and 13 comments
- As secondary outcome, HIV411’s page jumped from 433 “likes” to 546 = (+113)

Data for this report is not available after Nov 2010.

View Advertising Report Export Report (.csv) Generate Another Report Schedule this

Report Type: Responder Demographics
 Summarize By: Campaign
 Time Summary: Monthly
 Date Range: 11/01/2010 - 01/09/2011
 Filter: HIV Vaccine Ad

Date	Campaign Name	Demographic	Bucket 1	Bucket 2	% of Impressions
Nov 2010	HIV Vaccine Ad	country	US		100.000%
Nov 2010	HIV Vaccine Ad	gender_age	F	18-24	42.471%
Nov 2010	HIV Vaccine Ad	gender_age	F	25-34	8.750%
Nov 2010	HIV Vaccine Ad	gender_age	F	35-44	4.874%
Nov 2010	HIV Vaccine Ad	gender_age	F	45-54	4.947%
Nov 2010	HIV Vaccine Ad	gender_age	F	55-64	2.657%
Nov 2010	HIV Vaccine Ad	gender_age	F	65-100	1.103%
Nov 2010	HIV Vaccine Ad	gender_age	F	Unknown	0.195%
Nov 2010	HIV Vaccine Ad	gender_age	M	18-24	21.604%
Nov 2010	HIV Vaccine Ad	gender_age	M	25-34	4.702%
Nov 2010	HIV Vaccine Ad	gender_age	M	35-44	2.550%
Nov 2010	HIV Vaccine Ad	gender_age	M	45-54	2.076%
Nov 2010	HIV Vaccine Ad	gender_age	M	55-64	1.168%
Nov 2010	HIV Vaccine Ad	gender_age	M	65-100	0.465%
Nov 2010	HIV Vaccine Ad	gender_age	M	Unknown	0.152%
Nov 2010	HIV Vaccine Ad	gender_age	Unknown	18-24	0.930%
Nov 2010	HIV Vaccine Ad	gender_age	Unknown	25-34	0.631%
Nov 2010	HIV Vaccine Ad	gender_age	Unknown	35-44	0.283%
Nov 2010	HIV Vaccine Ad	gender_age	Unknown	45-54	0.257%
Nov 2010	HIV Vaccine Ad	gender_age	Unknown	55-64	0.112%
Nov 2010	HIV Vaccine Ad	region	Unknown		0.639%
Nov 2010	HIV Vaccine Ad	region	us	Louisiana	99.361%

Ad Performance

The ad performed best among females ages 18-24 (>42%)

Males 18-24 performed at >21%



Google Search Share Check Translate AutoFill Sign In

Facebook Search Home Profile Find Friends Account

Search your ads

Campaigns Pages Reports Scheduled Reports Billing Settings Learn More

Data still being compiled is marked with a *.
Data for this report is not available after Nov 2010.

View Advertising Report

Export Report (.csv) Generate Another Report Schedule this Report

Report Type: Advertising Performance Summarize By: Campaign Time Summary: Monthly Date Range: 10/01/2010 - 01/09/2011 Filter: HIV Vaccine Ad

5,237,886 Impressions **1,070** Clicks **0.020%** CTR **\$871.89** Spent **\$0.17** CPM **\$0.81** CPC

Date	Campaign Name	Impressions	Social Impressions	Social %	Clicks	Social Clicks	CTR	Social CTR	Actions	Action Rate	Conversions	Cost Per Conversion	CPC	CPM	Spent (USD)	Unique Impressions	Unique Clicks	Unique CTR
Oct 2010	HIV Vaccine Ad	4,155,852	1,059,799	25.50%	887	230	0.021%	0.022%	47	0.001%	165	4.36	0.81	0.17	719.52	497,041	876	0.176%
Nov 2010	HIV Vaccine Ad	1,082,034	281,347	26.00%	183	53	0.017%	0.019%	7	0.001%	*	*	0.83	0.14	152.37	240,973	182	0.076%

Facebook © 2011 · English (US) About · Advertising · Developers · Careers · Privacy · Terms · Help

Ad Performance

FOSTERING INNOVATIONS THAT IMPROVE HEALTH



Google Search Share Check Translate AutoFill Sign In

Facebook 1

Search

Home Profile Find Friends Account

Search your ads

Campaigns Pages Reports

Scheduled Reports Billing Settings Learn More

Data for this report is not available after Oct 2010.

View Advertising Report

Export Report (.csv) Generate Another Report Schedule this Report

Report Type: Conversions by Impression Time
 Summarize By: Campaign
 Time Summary: Monthly
 Date Range: 10/01/2010 - 01/09/2011
 Filter: HIV Vaccine Ad

Date	Tag Name	Campaign Name	SKU	Conversions	Post-Imp (0 to 24 hours)	Post-Imp (1 to 7 days)	Post-Imp (8 to 28 days)	Post-Click (0 to 24 hours)	Post-Click (1 to 7 days)	Post-Click (8 to 28 days)
Oct 2010	HIV Vaccine Awareness Virtual Event	HIV Vaccine Ad	rsvp_maybe	28	9	3	8	8	0	0
Oct 2010	HIV Vaccine Awareness Virtual Event	HIV Vaccine Ad	rsvp_yes	137	18	9	26	80	1	3

Facebook © 2011 · English (US) [About](#) · [Advertising](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Internet | Protected Mode: On 125%

Ad Performance

FOSTERING INNOVATIONS THAT IMPROVE HEALTH



Conclusions/Lessons Learned

- We consider this campaign successful
- Confusion about this being a “virtual event” likely hindered “attendance”
- Original event duration caused smart phone calendar issues
- An event not ideal choice for this kind of campaign because:
 - Low conversion to event attendee rate
 - Unable to message attendees directly

Conclusions/Lessons Learned

- If you want ongoing communication with people/fans, opt for a Page versus an Event
- Designate admins to run/monitor campaign/page
- For ad campaign budgeting, start desired number of fans $\times 4 =$ total dollar budget - based on our experience with past conversion rates
- Double check your payment settings or you may go over your budget

Creating and Launching Your Own Facebook Ad Campaign

Payment options

- Credit card, PayPal or Pre paid AmEx gift cards
- Set a daily or lifetime budget
- Adjust your budget at any time
- Choose to pay only when people click on your ad (CPC, cost per click or CPM cost per thousand)

Reach Your Audience

- Choose your audience by location, age, interest and other identifiers.
- FYI – you can change out ad creative and body copy to try an alternative ad if your ad is not performing well.

Pilot Ad Graphic and Ad Copy

HIV Vaccine Awareness Virtual Event



Attend this "virtual event" to show your support for HIV vaccine research and learn more about the status of an HIV vaccine.

FOSTERING INNOVATIONS THAT IMPROVE HEALTH



NNPHI Funding Opportunity:

HIV Vaccine Awareness Facebook Ad Campaign

Funding/ Timeline for Project:

- \$800 for the Facebook ad campaign
- Project period is February 1st – March 31st

Eligibility Requirements:

- Open to all NNPHI Members
- Institute must have an existing Facebook presence
- Institute must have a familiarity with Facebook and possess skills to create and manage the Facebook ad.
- Institute must supply the skills needed *in-kind* to support the creation and management of the ad

To Apply:

- Submit a one page letter of interest by close of business on **Wednesday, January 26th**
- For more information, please download the attached Facebook Ad Institute Funding Announcement.



Thanks!

Questions?

FOSTERING INNOVATIONS THAT IMPROVE HEALTH

