

# Benefits Outreach Via Social and Earned Media: Lessons from a Pilot Campaign

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June 22, 2017



National Council on Aging

*Improving the lives of 10 million older adults by 2020*

# A Few Reminders...

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- All lines are muted; please enter questions into chat
- Download today's slides at:  
[www.ncoa.org/ncboewebinars](http://www.ncoa.org/ncboewebinars)
  - ▶ A recording will be available early next week



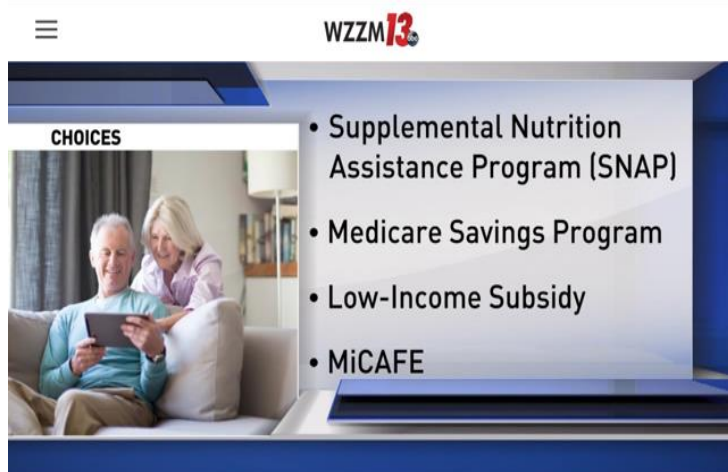
# Earned Media

# The Basics

## Earned Media

### What is “earned” media?

- \* Earned media is any media coverage secured from direct outreach (“pitching”) to reporters or producers by you or a consultant.
- \* The opposite of “earned” media is paid media, i.e. paid advertising you see on TV or in the paper.



# The Basics

## *Earned Media*

### **What you'll need...**

- \* Pitching reporters can be totally free...all you need is a bit of elbow grease and time!
- \* You can spend a lot of time or a little on media outreach; but the more time you're able to spend researching the right media targets for your pitch, tailoring the pitch and making follow-up calls, the greater the likelihood that you'll get traction.

# Approach

*Earned Media*

## **Steps to Success**

- 1) Determine Who to Target
- 2) Build a Media List
- 3) Craft a Pitch
- 4) Conduct Outreach
- 5) Follow-Up!

# Approach

## *Earned Media*

### **Who do you target?**

- \* When it comes to the media, local television and radio are the primary ways that older Americans get their news.
- \* You may wish to include local print and online outlets (such as blogs) as secondary targets.
- \* Do a quick “media scan” using Google News.
- \* Include all local radio and TV stations in your town/city, including major affiliates (i.e. ABC, CBS, NBC, FOX, and NPR).
- \* Focus on reporters and producers who cover consumer affairs, seniors, health or local/community news.

# Approach

## *Earned Media*

### **Building a Media List**

#### **Finding Contact Info**

- \* Most stations and newspapers list their contact information on their website, including where to send press releases. If it's not listed, call the station's main line and ask for the Assignment Desk email, or where to send pitches. You can also ask the operator for extensions or email addresses for specific reporters/producers.

#### **Organizing Your Contacts**

- \* Create a spreadsheet with names and contact information for each person. Include a notes column to track updates from your outreach and conversations.





# Approach

## Earned Media

### What is a “pitch,” anyway?

- \* A pitch is a short e-mail to a reporter or producer asking them to cover your story or to have someone from your organization on their show.
- \* It is meant to persuade the reporter or producer that what you are contacting them about is **newsworthy** and will be of interest to their audience.

# Approach

## *Earned Media*

### **Pitch Components:**

- \* Your pitch should explain the issue/the problem, what your organization does to address it, and what expertise you can provide.
- \* When possible, include links to relevant statistics and data to back up your arguments .
- \* Make sure to include a clear ask, as well as your contact information.
- \* Use a compelling subject line to grab attention!

# Sample Pitch

SUBJECT: Ask an expert segment on benefits for older [INSERT STATE NAME, i.e. Ohioans]?

Hi [REPORTER FIRST NAME],

My organization [ORGANIZATION NAME] is working to help older adults in [STATE] access benefits like SNAP, low-income housing assistance, or additional Medicare coverage.

More than [xx] percent of older adults in [STATE] fall into the gap between their Social Security income and the cost of basic necessities. They don't live below the poverty line, but they can't pay for basic necessities every month like food, medication, and rent, which often forces them to choose one over the other. And this gap isn't just an issue of interest to older adults – it's also top of mind for their kids and grandkids. Baby boomers in particular are especially concerned about their parents aging in comfort.

Would you be interested in talking to [EXPERT NAME] from [ORGANIZATION NAME] about the challenges facing older [STATE] seniors who fall in the “gap,” the work we do, and resources that are available to help [STATE] seniors connect with benefits? [EXPERT NAME] can also speak about his/her personal experience with [XYZ.] If you're interested in speaking with [EXPERT] for an upcoming segment, just let me know and I'd be happy to help connect you and provide you with additional resources.

Thanks for your time,

[NAME]

[PHONE]

# Approach

## *Earned Media*

### **The Pitching Challenge:**

- \* It can be difficult to cut through the news cycle, which is so focused on “breaking news.”

### **The Solution:**

- \* Create a tailored “ask the expert” pitch offering an expert from your organization who is able to go on air and answer common questions about older adults accessing benefits.
- \* This pitch provides producers with a “segment in a box,” i.e., all the resources they’d need to put together a segment (expert + relevant data).
- \* Because producers are so busy, the easier you make it for them to execute your idea, the more likely it is that they’ll say yes!

# Approach

## *Earned Media*

### **What Makes a Good Expert?**

- \* Your expert can be a benefits counselor or your CEO – for these types of pitches, the title matters less than their expertise/depth of knowledge.
- \* Make sure they are articulate and comfortable speaking on air/on camera.
- \* If you have a beneficiary spokesperson available too, then pitch them as a package!

# Approach

## Earned Media

### **Outreach & Follow-Up**

- \* Begin outreach via email (the first round of email outreach rarely results in an overwhelming response, but don't get discouraged!)
- \* Wait a day, then call to follow-up; When calling, reference the pitch you sent, and ask them if they received it.
- \* If you don't reach someone by phone, it's fine to send a follow-up email; just don't overdo it!

# Approach

## Earned Media

### **Trouble-Shooting Outreach**

- \* If the person you're pitching doesn't seem to know what you're talking about, tell them that you'd be happy to re-send the pitch.
- \* If they pass or aren't the right person, ask them who the right person might be and if they can connect you.
- \* If they're just not that into you...move on!



# Tips, Tricks + Things to Keep In Mind

*Earned Media*

## **If you book an interview...**

- \* Confirm relevant logistics (time, location, etc.)
  - \* Get a good number for the producer so you can contact them on the day-of in case of an emergency.
- \* Ask who will be interviewing your expert, and (for TV or radio) if the segment will be live or taped, and if there will be live callers.
- \* If possible try to get details about what questions they may ask.

# Tips, Tricks + Things to Keep In Mind

*Earned Media*

## **After a clip runs...**

- \* Share it with your supporters on social media, on your website, in newsletters, etc.
- \* Send to partners/allies and ask them to share, too.
- \* Send a thank you note to the reporter!
- \* And, if there is an error, ask them (politely) if they can correct it.

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Questions?

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# Facebook Ads



# Finding Seniors on Facebook

Digital Outreach

62%

of online adults ages 65 and older now use Facebook.

**National Council on Aging**  
March 9 at 11:16am · 🌟

Living on a fixed income? You may qualify for benefits that help pay food costs, Medicare premiums, electric bills, and more.



**ncoa** National Council on Aging **FIND YOUR BENEFITS >**

**Free Survey: See If You Qualify**  
If you're living on a fixed income you may qualify for benefits that can help you with things like buying groceries.

BENEFITSCHECKUP.ORG **Learn More**



About NCOA · National Institute of Senior Centers · Center for Benefits Access · Center for Healthy Aging **Donate**

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Home Economic Security Healthy Aging Public Policy & Action Blog & News Get Involved Resources

**Get help making ends meet**

Homepage > Get help making ends meet **f** 3.2K **in** 3 **G+** **+** **+** **+**

Find out if you qualify for benefits that can help you cover your living expenses. Fill out your details below and get a FREE and CONFIDENTIAL informational call from a local benefits enrollment counselor near you.

**First Name \***

**Last Name \***

**Birth Date \***

Pew Research Center, 2016

# Pilot Program Results

What did the numbers say?

## BEC lead generation Feb-June 2017

BEC	Spend	Leads	Cost Per Lead
AgeOptions (IL)	\$1,507	352	\$4
LiveOn (NYC)	\$37,943	1,807	\$21
ELM (MI)	\$1,383	526	\$3
LabLaw (KY)	\$2,903	528	\$6
SARPC (AL)	\$29,174	1,505	\$19
MAAAA (MO)	\$2,000	282	\$7
MAAAA STL (St Louis)	\$2,000	229	\$9
<b>Totals</b>	<b>\$76,909</b>	<b>5,229</b>	<b>\$15</b>

# Pilot Program Results

What did the numbers say?

**BEC** qualified leads Feb - June 2017

BEC	Spend	Leads	Qualified Leads	Cost Per Qualified Lead*
AgeOptions (IL)	\$1,507	352	22	\$54
LiveOn (NYC)	\$37,943	1,807	310	\$119
ELM (MI)	\$1,383	526	49	\$28
LabLaw (KY)	\$2,903	528	145	\$19
SARPC (AL)	\$29,174	1,505	260	\$112
MAAAA (MO)	\$2,000	282	42	\$26
MAAAA STL (St Louis)	\$2,000	229	27	\$51
<b>Totals</b>	<b>\$76,909</b>	<b>5,229</b>	<b>4,897</b>	<b>\$84</b>

# Process: Best Practices

Keys to success

## Follow up with leads within one week

- \* Begin with 2 phone calls, if unanswered follow up via email before closing the case
- \* Tip: Sort leads based on survey data (income) if accessible.

**\$19**

**LAB (Legal Aid of the Bluegrass) has managed to call leads back promptly (sometimes one day after form submission!) and have the lowest Cost Per Qualified Lead of \$19.**

**Shortening the time between when a senior fills out the form and is then followed up with on the phone is crucial for success.**



# Target audience by zip code and age

- \* Prep a list of priority codes of service area
- \* Suppress users already in system
- \* Aim for over 20,000 and under 900,000

**Locations** Everyone in this location

United States

- 36426
- 36427
- 36441
- 36502
- 36503

Include | Add locations

Add Bulk Locations...


**Age** 60 - 65+

**Gender** All Men Women

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**Audience Definition**

Your audience is defined.




Potential Reach: 91,000 people


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**Estimated Daily Results**

**Reach**  
4,000 - 25,000 (of 61,000)



**Conversions**  
7 - 38 (of 110)



Based on 1 day click conversion window

# Make a plan for outreach and determine manageable lead volume for your staff

- \* Pilot program generated ~30 lead per day
- \* Communicate with callers, ads can be paused easily
- \* Improve efficiency by having ads running daily
- \* Lead volume will help determine budget and timeline



## 1 Day Test Launch

- \* Having a test day will help minimize issues with the process.
- \* Helps determine lead volume.

# Ad Budget: \$500 minimum

- \* Average Cost per Lead from pilot was ~\$10
- \*  $30 \times 10 = \$300$  / day, \$2,100 week, \$8,400/month
- \* A little can go a long way, pacing is important to find the right balance with your staff

Site	Audience Size	Average Monthly Spend	Reach	CPM	CTR	Average Leads/Day	Average CPL (initial leads)	CPA*
AgeOptions (IL)	320,000	\$600	22,836	\$34.78	4.39%	8	\$3.62	\$54.31
LiveOn (NYC)	260,000	\$7,600	142,089	\$38.92	1.92%	18	\$18.88	\$119.96
ELM (MI)	260,000	\$350	20,357	\$26.02	5.15%	6	\$2.42	\$28.16
LabLaw (KY)	160,000	\$1,000	27,926	\$28.22	3.79%	10	\$4.76	\$19.37
SARPC (AL)	90,000	\$5,800	81,545	\$38.30	2.16%	15	\$16.33	\$111.68
MAAAA (MO)	49,000	\$1,000	14,383	\$31.00	3.03%	7	\$7.14	\$26.34
MAAAA STL (St Louis)	49,000	\$1,000	11,806	\$36.87	2.68%	6	\$8.47	\$51.11


# Creative: Best Practices

Keep Testing

**National Council on Aging**  
Sponsored · ❌

Like Page

Find out if you qualify for benefits that can help cover the cost of your electric bills and more.



✓ Groceries      ✓ Rent  
✓ Medicine      ✗ Electric Bill

**ncoa**  
National Council on Aging

FIND YOUR BENEFITS >

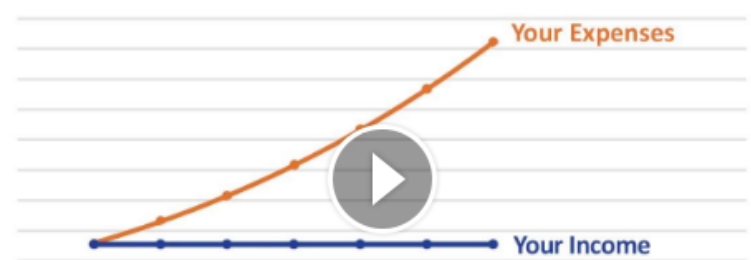
Take A Brief Survey And Find Your Benefits  
Benefits mean you don't have to choose which bills to pay.

BENEFITSCHECKUP.ORG

Learn More

**National Council on Aging**  
Sponsored · ❌

If you're living on a fixed income, the rising cost of living can be overwhelming. Take a FREE and CONFIDENTIAL benefits survey provided by your local Benefits Enrollment Center.



**ncoa**  
National Council on Aging

AM I ELIGIBLE? >

Living On A Fixed Income?  
As the cost of living goes up, your income doesn't. Worry less about making ends meet.


BENEFITSCHECKUP.ORG

Learn More

Ads with messaging concepts that worked in focus groups, but did not perform as well on Facebook

**National Council on Aging**  
Sponsored · ✨

Living on a fixed income? You may qualify for benefits to help.



**ncoa**  
National Council on Aging

[FIND YOUR BENEFITS >](#)

**Free Survey: See If You Qualify**  
This post is brought to you by the National Council on Aging, a 65-year old nonprofit advocating for seniors across the country.

[Learn More](#)

[BENEFITSCHECKUP.ORG](#)

## Overall best ad creative from pilot program


### Creative resources

- \* Ad copy template
- \* Design Files
- \* Spanish versions

# Use images of people


We saw testimonial style photos featuring people making eye contact with the camera perform well overall.

80% of initial leads during our pilot were women so we suspect this contributed to success of this particular photo.

 **National Council on Aging** Like Page  
Sponsored · \*

Living on a fixed income? You may qualify for benefits that help pay food costs, Medicare premiums, electric bills, and more.



 [FIND YOUR BENEFITS >](#)

**Free Survey: See If You Qualify**  
This post is brought to you by the National Council on Aging, a 65-year old nonprofit advocating for seniors across the country.

[BENEFITSCHECKUP.ORG](#) Learn More



National Council on Aging

Sponsored · \*

Like Page

Living on a fixed income? You may qualify for benefits that help pay food costs, Medicare premiums, electric bills, and more.



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FIND YOUR BENEFITS >

### Free Survey: See If You Qualify

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## Include logo & organizational information

There was some concern from early commenters skeptical of “free” benefits.

We included “this post is brought to you by” text as a way to assure the audience that the benefits were legitimate.

# List specific benefits with \$\$ amounts

Mentioning programs like SNAP and LIHEAP and referencing a dollar amount was very successful.

Similarly, mentioning a variety of programs such as “food costs, Medicare premiums, electric bills, and more.”

 National Council on Aging Like Page  
Sponsored · ✨

Seniors can receive an average of \$108/month in help paying for groceries. If you need help making ends meet, there are benefits that can help.



 National Council on Aging FIND YOUR BENEFITS >


**Senior? You may qualify for \$108/month**  
This post is brought to you by the National Council on Aging, a 65-year old nonprofit advocating for seniors across the country.

[BENEFITSCHECKUP.ORG](https://www.benefitscheckup.org) Learn More





# Keep it short

Concise, one-sentence copy in the ads performed a bit better compared to wordier ads. But both are worth testing for your specific audience.

 **National Council on Aging**  
Sponsored · ✖ [Like Page](#)

Living on a fixed income? You may qualify for benefits that help pay food costs, Medicare premiums, electric bills, and more.



 [FIND YOUR BENEFITS >](#)

**Free Survey: See If You Qualify**  
This post is brought to you by the National Council on Aging, a 65-year old nonprofit advocating for seniors across the country.

[Learn More](#)

BENEFITSCHECKUP.ORG

 **National Council on Aging**  
Sponsored · ✖ [Like Page](#)

Living on a fixed income? You may qualify for benefits to help.



 [FIND YOUR BENEFITS >](#)

**Free Survey: See If You Qualify**  
This post is brought to you by the National Council on Aging, a 65-year old nonprofit advocating for seniors across the country.

[Learn More](#)

BENEFITSCHECKUP.ORG


## “Fixed income” resonates.

Two of our top performing ads mentioned benefits available for people living on fixed incomes.

We suspect this may also contribute to the quality of the leads in long run because seniors clicking through were more likely to meet the financial requirements for receiving benefits.

**National Council on Aging**  
ncoa Sponsored · ✱ [Like Page](#)

Living on a fixed income? You may qualify for benefits that help pay food costs, Medicare premiums, electric bills, and more.



**ncoa**  
National Council on Aging [FIND YOUR BENEFITS >](#)

**Free Survey: See If You Qualify**  
This post is brought to you by the National Council on Aging, a 65-year old nonprofit advocating for seniors across the country.

[BENEFITSCHECKUP.ORG](#) [Learn More](#)

# The Basics / What You'll Need

## ***Must Have***

- \* An organizational Facebook page
- \* The staff time to implement Facebook advertising campaigns, managing and compiling data, and following up with seniors who sign up through the ad

## ***Nice to have***

- \* Website developer and/or tech support to implement website survey
- \* Designer for tweaking and adapting ad creative and images

## ***Cost/Resource implications***

- \* Can vary widely depending on the size of the coverage area and staff capacity
- \* \$500 at a minimum on the ad budget specifically
- \* Roughly 5-10 hours/week for ongoing management (not including the outreach to leads)

# Getting Started


## facebook Lead Campaign

### Facebook's Built in Forms: Lead Ads


- \* Form and data collection is housed IN Facebook and doesn't require external data storage.
- \* It's fast to create and the simplest method to start serving ads!

### Website, Google Form, or SurveyMonkey

- \* Required Facebook Pixel for tracking
- \* Some are limited in functionality

 **AgeOptions**  
1 hr · 🌐

Living on a fixed income? You may qualify for benefits that help pay food costs, Medicare premiums, electric bills, and more.




[FIND YOUR BENEFITS >](#)

**Free Survey: See If You Qualify**  
Fill out your details and get a FREE and CONFIDENTIAL informational call from a local benefits enrollment counselor near you.

[BENEFITSCHECKUP.ORG](#) [Learn More](#)

👍 Like    💬 Comment

 Write a comment...  
Press Enter to post.

AgeOptions ✕



Learn more by providing your info below.

Email

First name


Last name

Phone number


Zip code

Date of birth

By clicking Submit, you agree to send your info to AgeOptions who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [AgeOptions Privacy Policy](#)

 **AgeOptions**  
1 hr · 🌐


Living on a fixed income? You may have more options than you think. Find out how to reduce your costs, Medicare premiums, elect...




**Free Survey: See If You**  
Fill out your details and get a FREE local benefits enrollment counselor.

BENEFITSCHECKUP.ORG


👍 Like    💬 Comment

 Write a comment...  
Press Enter to post.

AgeOptions ✕



AgeOptions ✕



**You're all set.**

Your info has been sent to AgeOptions. Tap below to visit AgeOptions.

Close
View Website

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By clicking Submit, you agree to send your info to AgeOptions who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [AgeOptions Privacy Policy](#)

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Like
 Follow
 Share
 ...

Donate



Write something...



Social Service in Oak Park, Illinois

5.0 ★★★★★ · [Open Now](#)

**Posts**

- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts


**Videos**

- Video Library
- Videos You Can Crosspost

**Lead Ads Forms**

- Forms Library**
- Draft Forms Library
- Leads Setup

**Canvas**

 Leads will be available for download for up to 90 days from the time they are submitted by a user. Connect your page to a CRM to access your leads instantly, making it easier for you to contact potential customers quickly. Connect your CRM.

**Forms Library** [+ Create](#)

Search...  Actions ▾ Filters ◀ ▶

<input type="checkbox"/>	Name	Locale	Status	Created	Leads Count	Leads
<input type="checkbox"/>	2017-06 Facebook Lead Form Test (No In... <a href="#">(Preview)</a>	English (US)	Active	Jun 12, 2017 at... Hayley LaFleche	430 (0 expired)	<a href="#">Download</a>



# Tracking Results

How's it going?

## Reporting strengthens your program

- \* What's working? What can be improved?
- \* Lead Report Template
- \* Sample Reporting Sheet
- \* Ad optimization suggestions/tests

Staff: Date of First Attempt	Staff: Results of First Attempt	Staff: Date of Second Attempt	Staff: Results of Second Attempt	Staff: Date of Third Attempt	
3/17/2017	NO ANSWER	3/20/2017	LEFT MESSAGE	3/24/2017	
	Staff: Results of Third Attempt	Staff: Did you screen them?	Staff: Were they eligible for at least 1 benefit?	Staff: Did they apply for at least 1 benefit?	Notes
	ANSWERED	YES	YES	YES	

# Facebook is so friendly

Go for it!

facebook business

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Pages

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Create a Page



Advertiser Help Center

Hi Becca, how can we help?



🏠 Ads Help - Desktop

English (US)

Advertising Basics >

Creating Ads >

Managing Ads >

Direct Response & Brand Advertising >

Measure & Optimize >

Billing & Payments >

Troubleshooting Your Ads >



Take the Facebook Business Quiz



Build Your Facebook Page



Create Facebook Ads

## Top Questions

- About the delivery system: Budgets
- How do I boost a post from my Page?
- How do I create a Facebook ad?
- What size should my ad image be on Facebook and Instagram?

## More Help

- Facebook Help Center
- Facebook for Business Page
- Advertising Policies
- Facebook Ads Guide
- Take a Blueprint course

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# Questions?

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