Advertising on a Limited Budget
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Founder

- 7 years of Social Marketing experience with AltaMed, Desert AIDS Project, and Building Healthy Online Communities
- 15 years in Marketing and Advertising for non and for profit companies in a wide range of industries
Session 1 Recap

The first webinar covered the basics of planning and executing a digital campaign including:

• Planning
• Budgeting
• Tracking and Analytics
• Overcoming Common Barriers
• Selecting Media Channels

Today's seminar will review some of those topics and how to apply them to campaigns with limited budgets.
Regardless of your budget, planning is still the most important part of your campaign.
Planning questions you need to answer

What are you trying to achieve and why? - Goals
Who are you trying to reach or influence? - Audience
Why would/should they do what you want them to? - Message
What resources do you have/need to do it? - Budget

All of these questions should be answered and shared with the parties involved with the development of your campaign via a project brief or as you call it, a program plan.
What ads are you going to run?

The more relevant and compelling your ads are, the more your audience will retain and take action. However, developing new creative may not be realistic based on your budgets and timing. Using existing creative from another organization can save substantial time and money.

The CDC has a library of campaigns on a wide range of HIV prevention modalities available for use at no cost.

Building Healthy Online Communities has a clearinghouse of ads that you can search based on topic and audience. Some of the campaigns are ready for use while others have contact info so you can request permission.

Any dollar you save on creative development is a dollar you can spend reaching someone in your target audience.
Success Metrics By Goal

Your success metrics will be directly informed by your goals and should be established in the planning phase. Below are some examples of metrics based on common goals.

• Awareness (Process)
  • Reach – number of people that saw your message
  • Impressions – number of times someone saw your message
  • Website traffic

• Engagement (Process)
  • Video views
  • Social media likes, comments, shares, reactions

• Conversion (Outcome)
  • Click-to-call
  • Form-fills
  • Directions to care facilities
  • Live chats
  • Clinical visits
Media Strategy Based on Goal

- **Awareness**
  - Maximize reach within your population

- **Engagement**
  - Focus more on reach and message relevance

- **Conversion**
  - Increase frequency until you reach a point of diminishing returns based on campaign performance
  - Message relevance is an important factor effecting conversion rate
  - If possible, retarget site visitors with ads until they convert (not allowed on all sites depending on content)
Setting Budgets Based On Goals

Your budget for media should always be based on your goals and estimates from past campaign performance. Many organizations don’t have data from past campaigns, which is why it’s vital that those that do have it, share it.

• Goal – Get 15 MSM to enroll in PrEP using Facebook advertising this quarter

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Cost/Click</th>
<th>Conversion Rate</th>
<th>Conversions</th>
<th>Cost/Conversion</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>375000</td>
<td>15000</td>
<td>4%</td>
<td>$0.30</td>
<td>0.10%</td>
<td>15</td>
<td>$300.00</td>
<td>$4,500.00</td>
</tr>
</tbody>
</table>

• Once you’ve got your estimated budget, start running ads and monitor to see how actuals compare to your estimates and adjust accordingly

• If you don’t have any previous data, a good place to start is enough budget to reach everyone in your audience 4 times a month for awareness and 8 times a month for encouraging action
Defining Goals Based On Budget

If you have a budget already set aside, you can use that to determine realistic and specific goals for your online media using the planning tools provided by each platform or past campaign data.

- I have $500 to raise awareness for an HIV outbreak to MSM of color in Augusta, Georgia
  - Evaluate where you can get the most reach for your money based on the cost per thousand impressions (CPM) for your audience and a low frequency (3-4) so you can show your message to the most people possible
  - A Facebook CPM of $12 means you can show your message to 13,888 MSMOC there times or 10,416 people four times during the course of your campaign.
    - Note that if you have a lower MSMOC population you can show your audience the ad more frequently
What's the minimum budget?
Target Audience Size/Desirability

How big is your target audience?

A large audience requires more reach (money) to saturate than a small audience. However, advertisers can charge a premium for audiences that are really small.

How much competition is there for your audience’s attention?

Young, lower income audiences of color are often targeted by quick-serve restaurants, discount mobile phone services and other advertisers that may drive up the price of ads in bidding marketplaces (Google/FB/IG).
Minimum Budget Depends on Your Goals

Desired Outcomes

What do you want your audience to do?

Increasing awareness is much easier to achieve and requires significantly less money than motivating action. Do you want them to read your message, click and read more on your website, or take an action in real life (IRL)?

How difficult is it for them to do it?

Digital actions are all very easy to take compared to things that need to be done IRL like going to a provider to get PrEP or visiting a clinic to get tested. The more involved your desired action is, the more ads you will need to show and over a longer period of time to motivate action.

How many times do you need them to take the action?

If multiple actions are needed over time you will want to extend you campaign to not only reach but remind your audience to take action.
Minimum Budget Varies Based on Goal

Example Campaign Data

<table>
<thead>
<tr>
<th>Results Projections</th>
<th>Budget: $1,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>Campaign</td>
</tr>
<tr>
<td>Google</td>
<td>AIDS United</td>
</tr>
<tr>
<td>Grindr</td>
<td>AIDS United</td>
</tr>
<tr>
<td>Jack'd</td>
<td>AIDS United</td>
</tr>
<tr>
<td>Facebook</td>
<td>AltaMed</td>
</tr>
</tbody>
</table>

While $1,000 on Google could allow you to show your ad to 24,801 people 6 times a month for 3 months (446,428 impressions), it could only get you around 5 actions depending on the rate at which the people who see your ad decide to take the desired action (Conversion Rate).
Planning Questions?
The right media channel will allow you to reach your priority population with a compelling message, when they are willing to receive it, and for a reasonable cost.
Digital Media Channels

A digital media channel can be a website, application or ad network. This presentation will focus on three major digital media channels used to target Men who have Sex with Men (MSM).

Google Display Network – ads run across millions of websites and apps based on user information

Facebook/Instagram – ads run on the popular social networking sites based on user information

Dating Apps (Grindr, Adam4Adam, etc.) – ads run on applications that men use to find new partners based on users geographic location
Google Display Network

This channel gives you access to users of millions of websites and applications allowing you to show your ads to more members of your priority population than any other digital channel.

Google offers you the widest variety of targeting parameters, which means you can be very specific about the people you want to show your ads to.

Google allows you to pay for ads based on a number of different metrics including impressions (# of times your ad is seen), clicks (# of times someone that sees your ad clicks on it) and conversions (# of times someone that saw your ad came to your site and took an action you wanted them to take) and the cost is based on real-time bidding with other advertisers.

Because of the vast reach of this network and the highly customizable targeting capabilities, Google Display Network can be one of the most efficient and effective digital advertising channels for marketers that know how to use it.
Google Display Network

Demographics
Gender, Age, Household Income, Parental Status can all be specified for your audience. If you’re trying to reach MSM start with Men, 18-54, Not a parent.

Affinity and Custom Affinity
Show ads to people based on broad interest groups like Foodies, Health and Fitness Buffs, News Junkies & Avid Readers » Men’s Media Fans and while these groups aren’t highly targeted they can be customized with particular websites of interest and demographic information like gender to help create an audience that is more likely to be MSM. best for brand awareness and reach – getting your message out to as many people as possible.

Custom Intent Audiences
Based on keywords your audience could be searching for or websites that they may be visiting, this is a good place to start building an audience you can test, optimize and own.

Remarketing Audience
The best for generating conversions because you are only showing ads to people that have already been to your website. May not be allowed depending on the focus of your website.
Facebook and Instagram

This channel gives you access to the millions of people using Facebook and Instagram (FB and IG) while they are on the applications. Facebook owns Instagram and has a single platform for purchasing media on either or both apps.

Advertisers can target based on demographic, geographic and interest-based data, which means you can be very specific about the people you want to show your ads to.

FB and IG allow you to pay for ads based on a number of different metrics including impressions (# of times your ad is seen), clicks (# of times someone that sees your ad clicks on it) and conversions (# of times someone that saw your ad came to your site and took an action you wanted them to take), video views and more based on real-time bidding with other advertisers.

Because of the vast reach of this network and the highly customizable targeting capabilities, FB and IG can be highly efficient and effective digital advertising channels for marketers that know how to use them.
Dating Apps

There are a number of apps that men use to find new partners. The audience is almost exclusively MSM, which means advertisers don’t have to worry about creating audiences that reach MSM.

Because of the nature of the application, users also have a higher likelihood of being sexually active with multiple partners, putting them at increased risk for HIV and STDs.

While apps like Grindr, Jack’d, Adam4Adam and others make it really easy to show your message to sexually active MSM, they charge a premium to reach this audience and users may or may not be receptive to a sexual health message when they are trying to find someone to hook up with.

Dating apps only allow you to buy ads based on impressions (# of times your ad is seen) and they set the cost based on the area you are targeting.

Most GBTQ Dating apps only allow advertisers to target based on location.
Select a Channel Based on Your Goals

If you’re goal is to increase awareness you should select a vehicle with the lowest cost per impression (CPM) because it will allow you to reach the largest number of people with the largest frequency.

If you’re trying to motivate an action you should select the vehicle or combination of vehicles that lead to the lowest cost per conversion.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Campaign</th>
<th>CPM</th>
<th>CTR</th>
<th>CPC</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook/IG</td>
<td>AltaMed</td>
<td>$6.49</td>
<td>3.27%</td>
<td>$0.20</td>
<td>0.09%</td>
</tr>
<tr>
<td>Google</td>
<td>AIDS United</td>
<td>$2.24</td>
<td>0.22%</td>
<td>$1.02</td>
<td>0.49%</td>
</tr>
<tr>
<td>Grindr</td>
<td>AIDS United</td>
<td>$16.84</td>
<td>1.72%</td>
<td>$0.98</td>
<td>0.10%</td>
</tr>
<tr>
<td>Jackd</td>
<td>AIDS United</td>
<td>$8.76</td>
<td>0.47%</td>
<td>$1.86</td>
<td>0.10%</td>
</tr>
<tr>
<td>Google</td>
<td>BHOC</td>
<td>$1.13</td>
<td>0.41%</td>
<td>$0.28</td>
<td>0.95%</td>
</tr>
<tr>
<td>Grindr</td>
<td>BHOC</td>
<td>$3.38</td>
<td>1.40%</td>
<td>$0.22</td>
<td>1.01%</td>
</tr>
<tr>
<td>Jack'd</td>
<td>BHOC</td>
<td>$169.21</td>
<td>0.48%</td>
<td>$35.25</td>
<td>13.82%</td>
</tr>
</tbody>
</table>

A calculator for media projections is available for download and use [here](#).
Select a Channel Based on Your Audience

Reaching the right people should always be your primary consideration. There is no “MSM audience” targeting on Google or Facebook so if you aren’t confident that you can target MSM well, you should run your advertising on dating apps.

Dating apps like Grindr, Jack’d, Adam4Adam, Scruff, Hornet and others are a simple way to ensure that you are showing your ads to an MSM audience.

Most digital advertising agencies have the capabilities to target MSM on Google and Facebook. However, the minimum media budget to engage these types of agencies to handle your campaign is going to be around $30K because it’s likely that the planning and management of the media will be at least $6K depending on the size and duration of your campaign.
Example Media Plan: Awareness A

Goal: Raise awareness of PrEP in MSM in Augusta, GA
Budget: $1,000
Audience: MSM, 18+
Geography: Augusta, GA

Success Metrics:
Impressions
Clicks to website (to measure receptivity to message and interest)
Services locator usage

Media Channels:
Dating Apps - Grindr, Jack’d, etc. as they guarantee you are reaching an MSM audience
Example Media Plan: Awareness A

Projected Outcomes:

<table>
<thead>
<tr>
<th>Projection Details:</th>
<th>Grindr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td></td>
</tr>
<tr>
<td>$1,000.00</td>
<td>$16.84</td>
</tr>
<tr>
<td>Cost per thousand impressions</td>
<td>59,382.42</td>
</tr>
<tr>
<td>Impressions</td>
<td>59,382.42</td>
</tr>
<tr>
<td>Click Through Rate</td>
<td>1.72%</td>
</tr>
<tr>
<td>Clicks</td>
<td>1,021</td>
</tr>
<tr>
<td>CPC</td>
<td>$0.98</td>
</tr>
</tbody>
</table>

With an estimated MSM population of around 4,819 in Augusta GA you can show your message to each member of your audience 12 times, allowing you to do heavy frequency for a short time (three times a week for a month) or less frequency over a longer period (six times a month for two months).

Note that this is a starting point for our campaign. Once the campaign is running, we will track and optimize according to actual results by shifting dollars from one campaign to the other to maximize our success metrics.

One media channel lowers creative development costs and also makes tracking and attribution of traffic much simpler.
Example Media Plan: Awareness B

Goal: Raise awareness of PrEP in MSM in Augusta, GA
Budget: $1,000
Audience: MSM, 18+
Geography: Augusta, GA

Success Metrics:
Impressions
Clicks to website (to measure receptivity to message and interest)
Services locator usage

Media Channels:
Google - lowest CPM
Facebook - second lowest CPM, higher engagement
Example Media Plan: Awareness B

Projected Outcomes:

We set coverage at 130% to account for media waste (ads show to someone outside our target audience) which will occur to various degrees depending on the accuracy of our targeting to reach MSM as opposed to people that simply behave like MSM online.

Note that this is a starting point for our campaign. Once the campaign is running, we will track and optimize according to actual results by shifting dollars from one campaign to the other to maximize our success metrics.
Tracking and Analytics

The tools you use to track and analyze campaign performance will depend on the goals of your campaign and the media channel(s) you are running your campaign on.

- **Google Analytics**
  - Every digital campaign should utilize google analytics to track website traffic and behavior data in conjunction with channel specific tracking tools.
  - Because it lives on your website, it provides the most accurate information about where your site traffic is coming from and what actions they are taking on your site.
  - You can set goals in GA to see when visitors are taking an action you’ve defined as a conversion and when paired with Google Tag Manager you can see which advertisement(s) brought that person to your site and what actions they took on your site.

- **Google Tag Manager**
  - Essential to tracking any interaction on your website and attributing it to a source (ads).
  - Interactions you can track include - page loads, clicks, downloads, outbound links, form submissions, video views, mailto links, social widget use, scroll depth and more.

- **Platform Specific Tracking**
  - Most platforms like Facebook/Instagram, Grindr, Twitter, YouTube, etc. have their own tracking systems that will give you more data on interaction with your ads and should be used in conjunction with the google tools above.
Evaluation of your campaign should take place at regular intervals and be based on consistent metrics that demonstrate success.
Weekly evaluation, monthly reports

Depending on the resources you have available, you should aim to evaluate your campaign weekly and report on it monthly. Your monthly report should look at all of the metrics that support your goals and should follow the same template every month, making comparisons month-over-month and year-over-year when possible.

If resources are lacking, you can decrease the frequency of evaluation and reporting accordingly but make sure you communicate when you will need a final report and what will need to be in it for your funders or anyone else that will be evaluating your efforts during planning.
Key Takeaways

1. Planning is key and requires data to be accurate – share your data
2. Every dollar you save on creative development is another dollar you can spend showing your ads to your audience – share creative
3. Dating apps are the easiest way to reach MSM, but may not be most efficient depending on your targeting capabilities
4. Google and Facebook will be cheaper than dating apps but require more expertise to ensure you’re reaching MSM
5. Smaller budgets are fine for creating awareness, but larger budgets are required for motivating action
6. Many organizations have done this before and may be willing to share data, creative, and/or learnings with you.
Questions?
Next Steps

If you have any additional questions, consult the resources section or feel free to reach out to me directly:

Matt.Moss@WaterAndStoneMarketing.com

Check out the resources section of this deck for helpful links and tools.
1. Setting up a basic google ad buy
2. Setting up Google Display ad buy
3. Setting up a Facebook ad buy
4. Grindr Self Service Ad Sign Up
5. BHOC Advertising Clearinghouse
6. BHOC Keyword Summary List
7. Setting up Google Tag Manager
8. Event Tracking in Google Tag Manager
9. BHOC Dating App Info
10. Media Budget Calculator
11. Media Outcome Projector
12. Media Brief Example
13. Media Brief Template
Contact Info

For more information on paid digital media campaigns please contact us.

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