

# Inclusive Tomorrow

Multi-Channel Marketing Strategy  
Case Study

Marina Luderer

October 2023

# Agenda

- **Background**

- Project Outline and Deliverables
- Challenges
- Buyer Personas

- **Holiday Campaign**

- Goals and Metrics
- Analytics and Results
- Optimization Recommendations

- **Spring Campaign**

- Competitor Research
- Customer Journey
- Recommendations
- Funnel Steps and Content

# Background

## About Inclusive Tomorrow:

Inclusive Tomorrow is a charitable organization financing itself through raffle tickets.

- With every ticket bought, the customer finances charitable projects supporting people with disabilities.
- They also get the chance to win a lottery prize of up to 1,500,000 euros.

## Role and Context:

- Marketing Analyst on the Inclusive Tomorrow marketing team.
- This campaign is part of the digital marketing course at Career Foundry to demonstrate skills to analyzing campaign results and develop a multi-channel marketing strategy.



**A classic win-win situation**  
They can do something good for society  
and for themselves at the same time



# Project Outline and Deliverables

## **For the Holiday Campaign:**

Analyzed the performance of various channels and recommend optimization

- Define North Star Metric for Inclusive Tomorrow to track and measure progress.
- Evaluate multi-channel performance and analyzed individual channels in comparison to each other.
- Make observations to draw insights.
- Define the attribution model to be used to measure success of the NSM.

## **For the Spring Campaign:**

Plan a data-driven multi-channel marketing strategy

- Outline learnings and improvements for the upcoming Spring Campaign.
- Present the results to management and the team.
- Set up project management timeline and tasks in Asana.
- Write creative briefs for team members.

# Challenges

## **Inclusive Tomorrow needs to follow Ethics Guidelines**

Inclusive Tomorrow's raffles are for a good cause, but they're still part of the gambling industry – and gambling can be very addictive. General Rules:

- Advertising can not be targeted at minors and audiences under the age of 21.
- Ads shall not be false, deceptive or misleading.
- Each ad must clearly state a problem-gambling hotline number.
- Do-Not-Sell or Share consumer information



# Buyer Persona **focused on charitable giving**



## **Profile**

- Age 35
- Gender: female
- Living in suburban area
- Married with 2 kids

## **Occupation**

- Senior project manager, product development
- Medium level income
- Medium to high level education

## **Motivation**

- Feels fortunate to have a family and a job and wants to support people that are less fortunate.
- Likes to donate to a charitable organization.
- Likes the thrill of possibly being a winner herself.

## **Problems**

- Worried that the money goes to support people with disability and not just to support the organization > is looking for transparency of the organization.

# Buyer Persona **focused on lottery winning**



## **Profile**

- Age 45
- Gender: male
- Living in urban area
- Divorced with 3 kids

## **Occupation**

- Salesclerk, automotive retail store
- Low to medium level income
- Medium level education

## **Motivation**

- Feels financially squeezed and often not able to do all the things he would like due to a lack of money
- Likes the idea of donating but likes the thrill of winning even more
- Likes the idea of the subscription ticket.

## **Problems**

- Understands what it is like not to have support and wants to make sure his money actually goes to the people in need.
- Often forgets to buy the tickets and is worried to miss out on a chance to win.

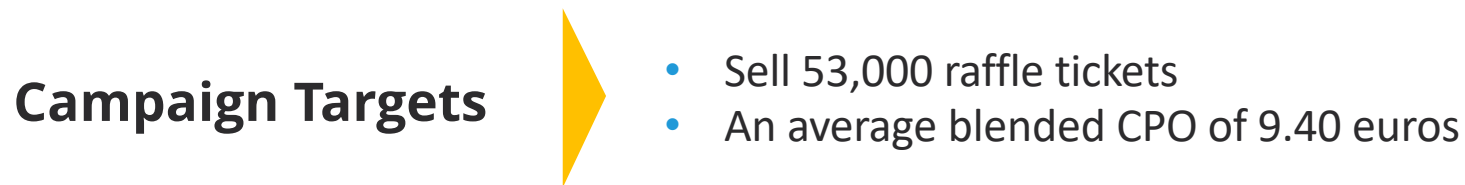
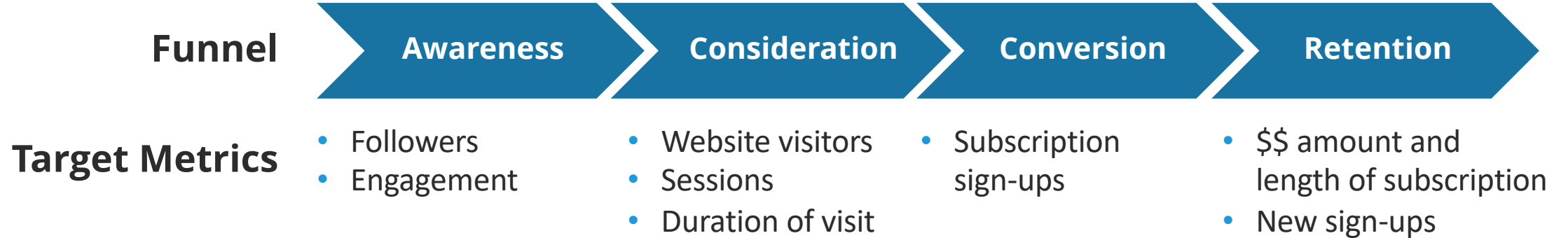
# **Holiday Campaign**

Review and analyzed the performance of various channels and recommend optimization



# Holiday Campaign: Goals and Metrics

---



# Holiday Campaign: Overall Results 2019 vs 2020

## Our Campaign targets

- Sell 53,000 raffle tickets
- With an average CPO 9.4 EUR

## Holiday Campaign Results

	Orders	Spending	Cost per order
2019	28,405	€ 267,749.00	€ 9.43
2020	38,175	€ 483,337.87	€ 12.66

### Analysis





**Missed goal:** Even though the number of orders increased in 2020 to 38,175, we still fell short of our goal of 53,000.



**Cost Increase:** We hit our CPO of €9.43 in 2019, but cost increased to €12.66 in 2020.

# Channel Performance | All **Organic** 2019 vs 2020

<b>ORGANIC</b>	Organic Instagram			Organic YouTube	
Year	Followers	Reach	Likes	Subscribers	Video Views
2019	3,574	23,859	1,938	-	-
2020	 65,938	 746,194	22,957	5,948	132,594

## Observations

- Organic Instagram reach/likes/followers went up significantly: increasing followers by 1745%.
- Organic YouTube is new in 2020. It seems that the numbers of subscribers and video views are good and an indicator that this channel should be nurtured.

## Insights


- The organic channels are extremely strong and will be good platforms to nurture from awareness to consideration and to conversion.



### **Recommendation:**

Organic visitors are higher quality than paid. Continue to nurture organic channels to increase awareness.

# Channel Performance | All **Paid** 2019 vs 2020

PAID	Orders	Spending	CPO all Channels	CPO Facebook	CPO Google Search	CPO Google Display
2019	28,405	€ 267,749.00	€ 9.43	€10.67	€7.73	€21.23
2020	38,175	€ 483,337.87	 € 12.66	€13.66	€10.05	€25.36

## Observations

- For both, Paid Facebook and Google search Ads, the CPO went up significantly around 30%.
- For Paid Google Display Ads, the CPO went up 19%. Ads were turned off 2 weeks into the program

## Insights

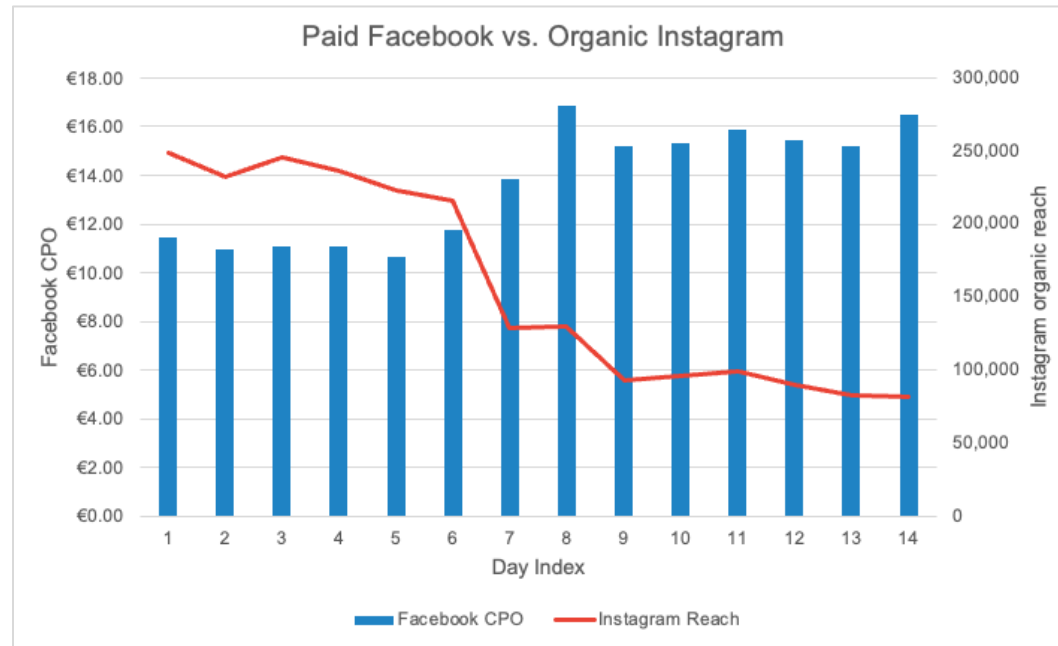
- The paid channels Google and Facebook had an increase in CPO, but still the number of customers grew as well. This means a larger customer base to re-target for future purchases.



### **Recommendation:**

Lower CPO through improved, cheaper CPC keyword selection.

# Channel Performance | Organic Instagram vs paid Facebook



## Observations

- Instagram was deprioritized due to a lack of capacity on the team. It is reasonable to assume that **this caused the reach to go down**.

## Insights

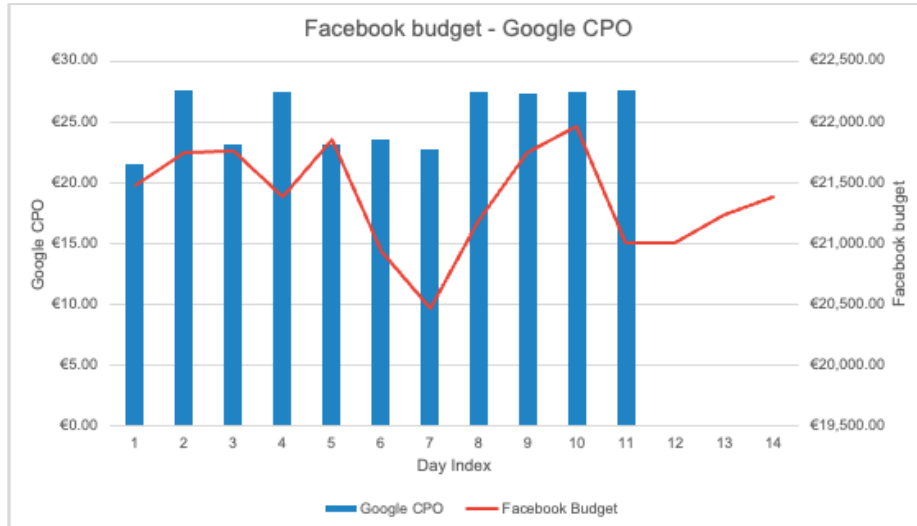
- Negative correlation:**
  - Organic Instagram delivered higher quality traffic.
  - The paid social campaign delivers the sales but at a higher price.
  - Increase of the cost per order by about 20%.



## Recommendation:

Make resources available for continued support of the organic Instagram campaign

# Channel Performance | Google Display Ads vs Paid Facebook



## Observations

- There does not seem to be a noticeable trend in the chart on the left between Facebook budget and Google CPO.

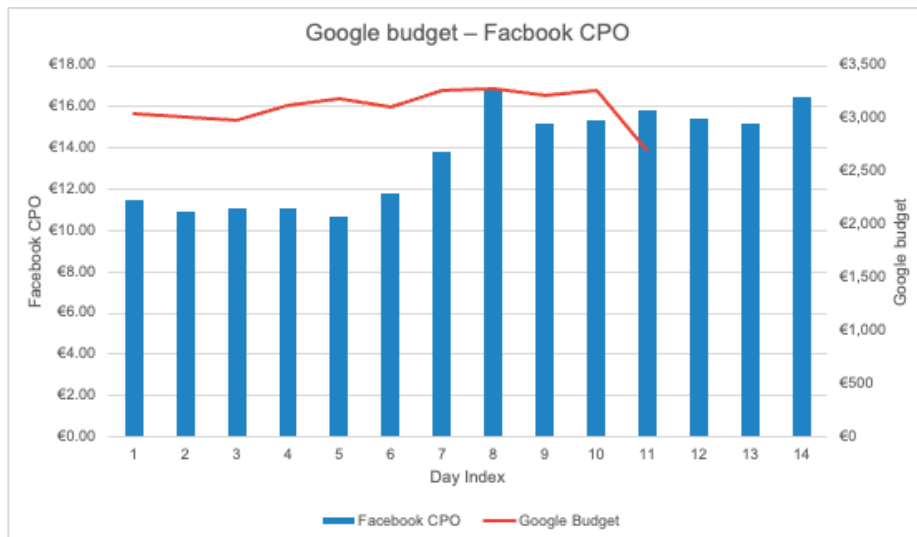
## Insights

- It is **not clear if there is a negative correlation** between turning off the Google budget and the increase in the Facebook CPO since the Facebook CPO spiked before the turn-off.

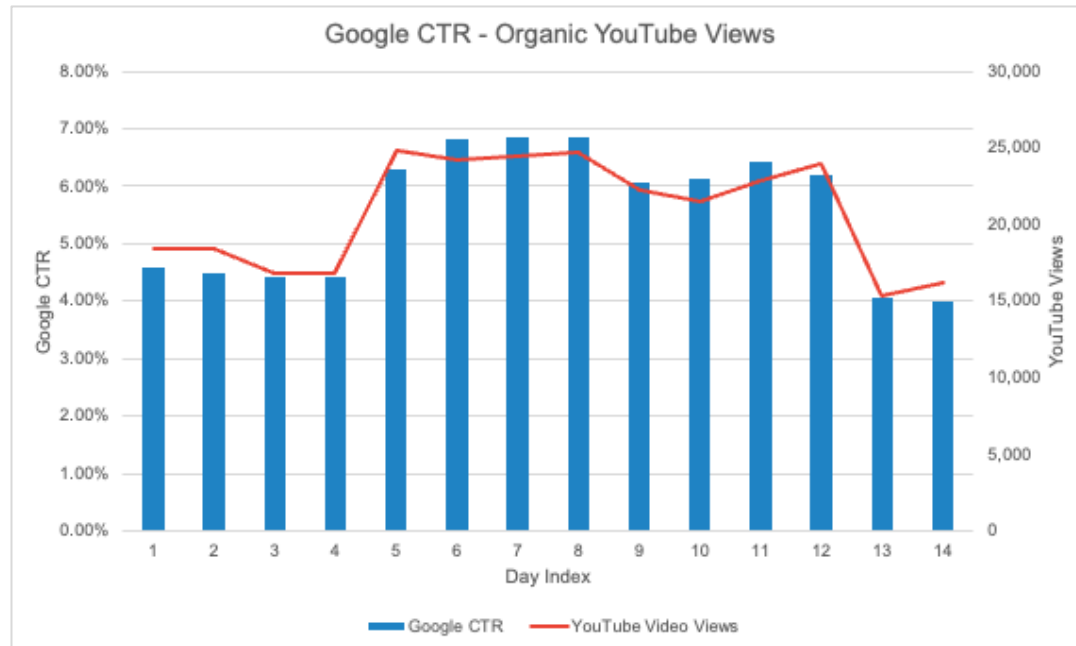


## Recommendation:

Keep the Google display ads turned off since the CPO was almost twice that of Facebook.



# Channel Performance | Google Search Ads vs YouTube Views



## Observations

- There is clearly a correlation between the chart and the line of YouTube views and the Google CTR.

## Insights

- **Positive correlation:**
  - Organic traffic delivering higher-quality traffic.
  - YouTube video views during the awareness phase generated Google searches with related keywords increasing conversion.



## Recommendation:

No changes recommended to both channels, but further A/B testing could give insights on improvements.

# Holiday Campaign: Summary **Optimization Recommendation**

- **Organic: Continue to nurture Instagram and YouTube**
  - With the strong following on Instagram and YouTube, keep nurturing the channels and use
  - Optimize Facebook ads for mobile to increase awareness and conversion
- **Paid: Prioritize Facebook campaign over Google display ads; Continue Google search ads**
  - For all paid campaigns, lowering CPO through improved and cheaper CPC keyword selection.
  - Simplify the phone purchase process since mobile e-commerce sales make up 60 percent of all e-commerce sales around the world.
- **SEO: Improve bounce rate**
  - Increase and nurture organic traffic > The bounce rate will improve with higher quality traffic
- **Email: Improve open rate and click-through rate**
  - Numbers for email are good, but use A/B testing to improve CTR
  - Increase number of email campaigns to aid retention



# Spring Campaign

Plan a data-driven multi-channel marketing strategy

# Competitor Research

## Channel Idea:

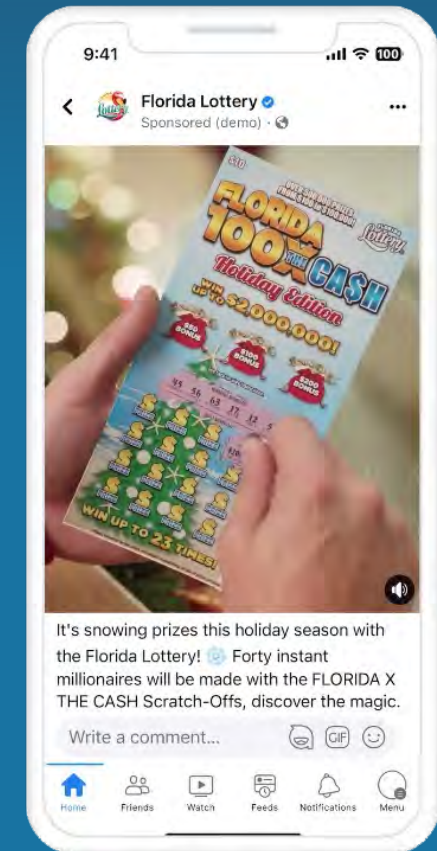
- Florida Lottery ran **mobile-optimized video ads on Facebook**
- Followed mobile-first best practices by cutting the horizontal TV assets into short-form, vertical videos with a run-time of 15 seconds or less and ensuring that the action was understandable even with sound-off.

## Learnings for Inclusive Tomorrow:

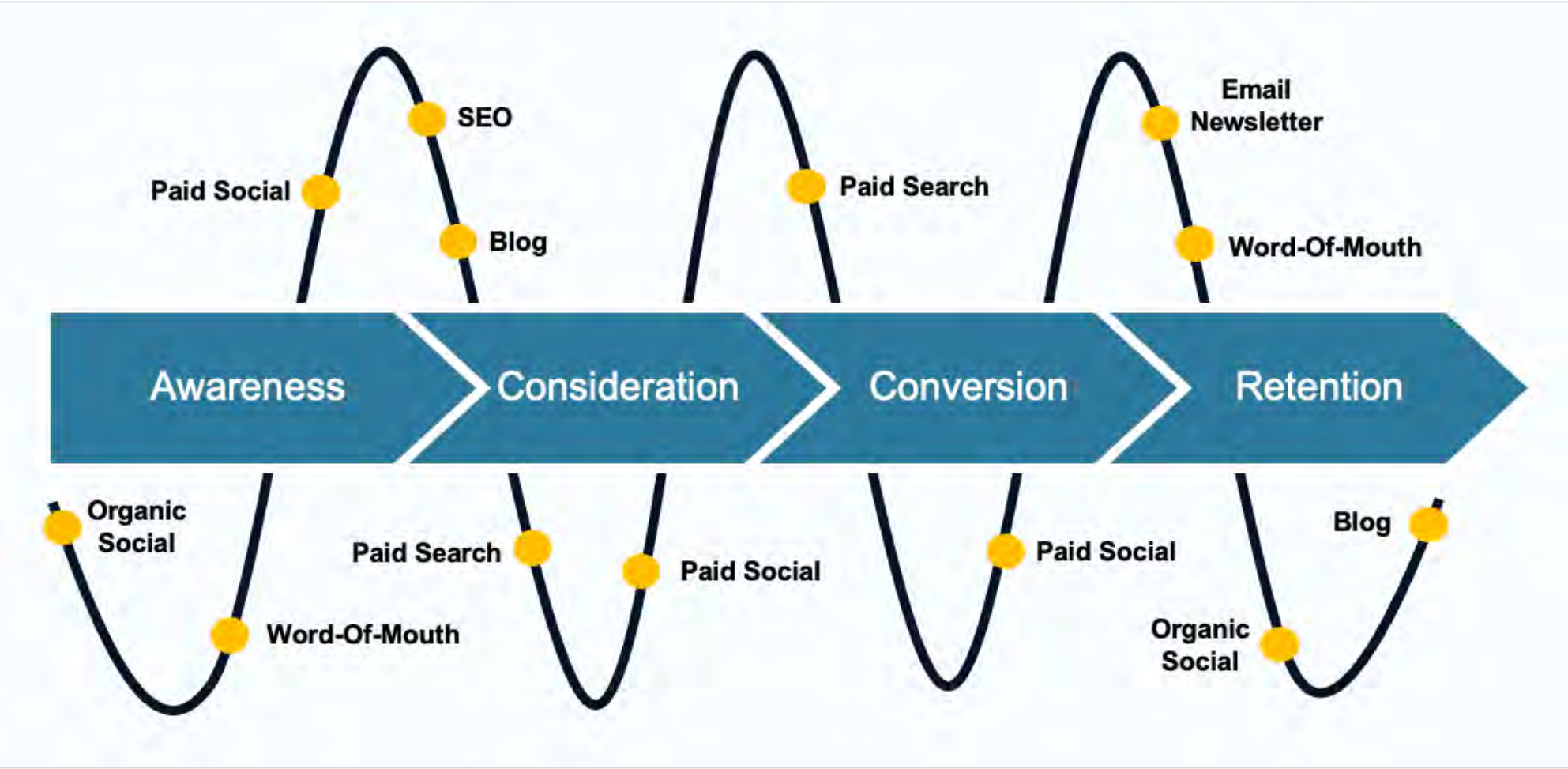
- Catch people when they are on their phones in **On-the-go mode**. Best time to build awareness.
- Make it easy to watch the videos by optimizing for mobile.
- Simplify the phone purchase process since mobile e-commerce sales reached \$2.2 trillion in 2023 and now make up 60 percent of all e-commerce sales around the world. [Statistica, Aug 10, 2023](#)

## The Florida Lottery

wanted to reach more players and boost awareness about the launch of its new winter holiday-themed scratch off tickets.



# Customer Journey



# Spring Campaign: Recommendation

Learning we can use from the Florida Lottery Campaign:

- **Messaging:**
  - Appeal to the emotional component of buying lottery tickets:  
the spirit of giving and helping people in need.
  - Tap into the excitement of winning a prize.
- **Optimize the campaign for mobile**
  - On-the-go mode: catch visitors when they are scrolling on social media – mostly on their phones. This is the best time to increase awareness.
  - Simplify the phone purchase process since mobile e-commerce sales make up 60 percent of all e-commerce sales around the world.

## **Funnel Step and Goals**

- Boost awareness
- Conversion to increase ticket sales

## **Ad Formats:**

- Mobile optimized video ads
- Vertical videos with a runtime of 15 seconds or less
- ensuring that the action was understandable even with sound-off

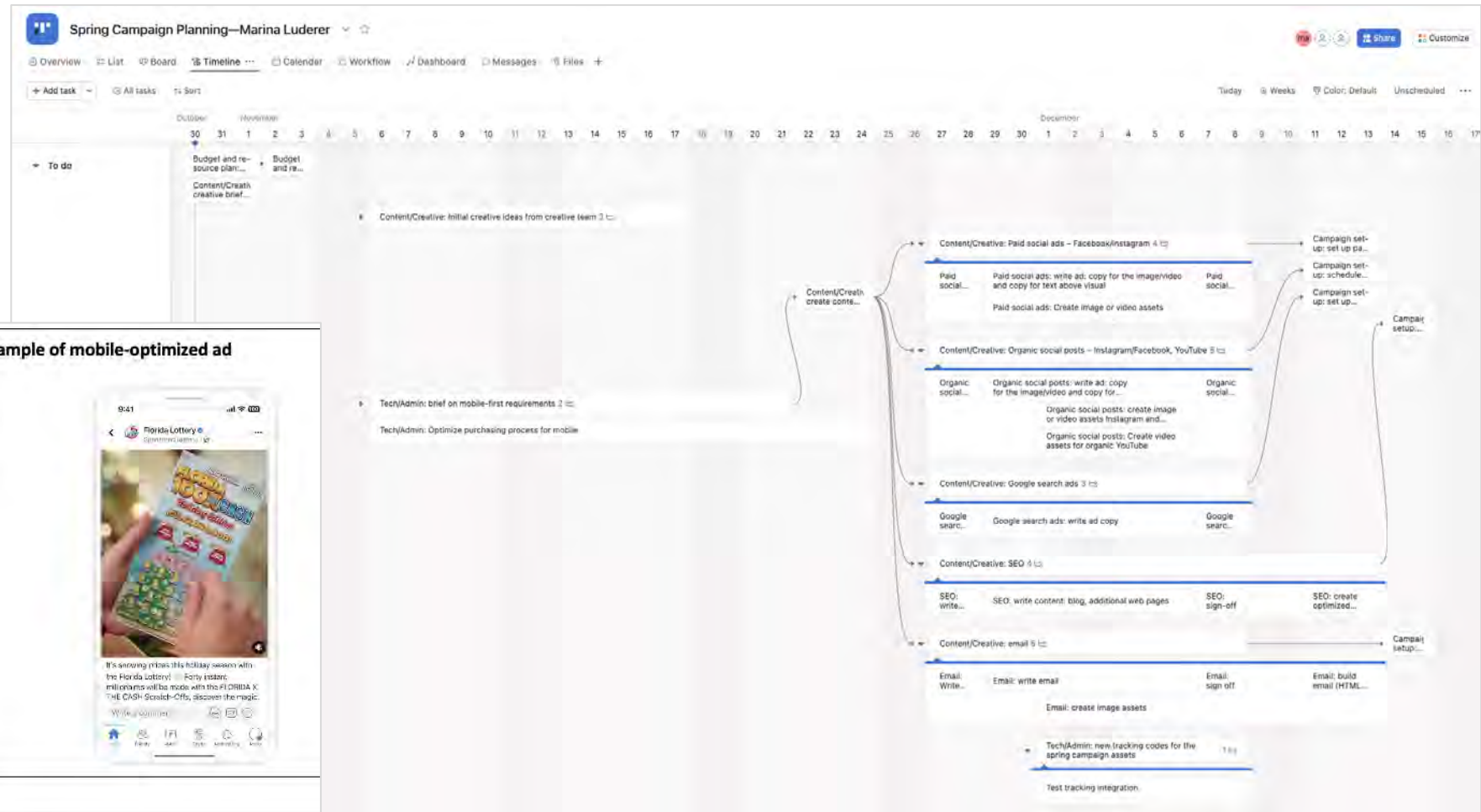
## **Channels:**


- Organic Instagram and paid Facebook

# Spring Campaign Storytelling: Funnel Steps and Content

Funnel Step	Channels	Communication/Content Type	Call to Action
Awareness	<ul style="list-style-type: none"> <li>• Word-of-mouth</li> <li>• Organic social media</li> <li>• Paid social ads</li> </ul>	<ul style="list-style-type: none"> <li>• Charity projects</li> <li>• Happy winners</li> <li>• Tickets as presents for friends and family</li> </ul>	<ul style="list-style-type: none"> <li>• Follow us, like us</li> <li>• Learn more</li> <li>• Help others and win</li> </ul>
Consideration	<ul style="list-style-type: none"> <li>• SEO</li> <li>• Content marketing</li> <li>• Paid search</li> </ul>	<ul style="list-style-type: none"> <li>• Charity projects</li> <li>• How the lottery works</li> <li>• Give a gift to yourself</li> <li>• Easter egg hunt</li> </ul>	<ul style="list-style-type: none"> <li>• Help others and win</li> <li>• Learn more</li> <li>• Get your Easter egg</li> </ul>
Conversion	<ul style="list-style-type: none"> <li>• Paid search</li> <li>• Paid social ads</li> <li>• Display ads</li> </ul>	<ul style="list-style-type: none"> <li>• Everybody wins with this lottery</li> <li>• Don't miss a chance to win – get subscription</li> <li>• Your chance to win 2 million</li> </ul>	<ul style="list-style-type: none"> <li>• Subscribe now</li> <li>• Buy now</li> <li>• Help others and win</li> <li>• Give the gift of a subscription</li> </ul>
Retention	<ul style="list-style-type: none"> <li>• Email marketing</li> <li>• Content marketing</li> <li>• Organic social media</li> </ul>	<ul style="list-style-type: none"> <li>• \$\$ amount of the subscription and length of subscription</li> <li>• New sign-ups</li> </ul>	<ul style="list-style-type: none"> <li>• Don't miss a chance to win</li> <li>• Get your subscription</li> <li>• Upgrade to subscription</li> <li>• Give the gift of a subscription</li> </ul>

# Spring Campaign: Project Management and Creative Brief



<p><b>Requested By:</b> Marketing Analyst: Marina Luderer</p>	<p><b>Campaign Name:</b> Spring Campaign: Mobile-optimized video campaign</p>	<p><b>Example of mobile-optimized ad</b></p> 
<p><b>Stakeholders:</b> Creative Production Team: Videographer, Copywriter</p>	<p><b>Production Timeline:</b></p> <ul style="list-style-type: none"> <li>Initial Ideas: Nov 17, 2023</li> <li>Technical Requirements delivered for video specs and e-commerce simplification needed for video production: Nov 21, 2023</li> <li>Final Files: Dec 14, 2023</li> <li><b>Launch Date:</b> Dec 16, 2023</li> </ul>	
<p><b>Funnel Steps and Goals:</b></p> <ul style="list-style-type: none"> <li>Boost awareness</li> <li>Conversion to increase ticket sales</li> </ul>	<p><b>Metric for Success:</b> North Star Metrics: Monthly active subscriptions Target Metrics:</p> <ul style="list-style-type: none"> <li>Awareness: Followers, Engagement</li> <li>Conversion: Subscription sign-ups</li> </ul>	

# Thank you

Contact: Marina Luderer  
marina@marinaluderer.com