Making Outreach Work

Tips on Implementing a Digital Paid Media Campaign
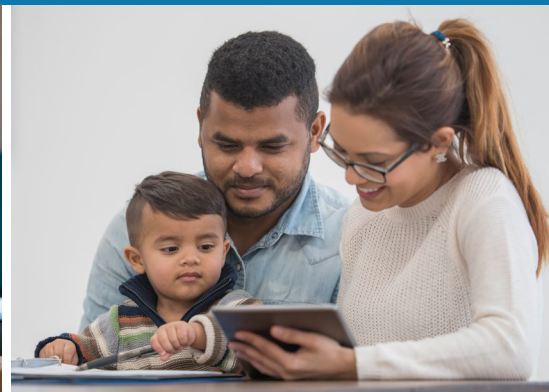
Created: December 2020

InsureKidsNow.gov

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Why are digital media campaigns important?

What you'll find in this toolkit

This toolkit gives you step-by-step instructions and useful tips to conduct effective paid media outreach, including key considerations and best practices for developing and implementing your campaign. The resources and materials in this toolkit help you:
- Reach out to your community.
- Inform parents and caregivers/legal guardians of unenrolled children and teens eligible for Medicaid and CHIP.
- Remind parents and caregivers/legal guardians to re-enroll every year.

Connecting Kids to Coverage National Campaign goals for paid media

The main goal of the Connecting Kids to Coverage National Campaign is to get eligible uninsured children and teens enrolled in Medicaid or the Children's Health Insurance Program (CHIP). Digital paid media spreads program awareness and directs parents and caregivers to the "Find Coverage for Your Family" map on InsureKidsNow.gov enrollment information in their states.

Digital media helps organizations meet their audience(s) online, where they already are. You can use:
- Your own channels like a website, blog, or social media platform where you share content with your followers; or

- Paid media to reach audiences you aren't already actively connecting with. Paid media is the placement of ads by an organization to reach and motivate a desired audience to take certain actions. Paid media is a tool that organizations pay for to help expand their digital footprint, grow awareness, and increase engagements.

Paid media examples

Twitter

Google Search

Facebook

Instagram

Using digital paid media target audiences

In digital paid media, the target audience is the group the advertising is aimed at. For example, for a health care-focused organization that connects to health insurance like Medicaid and CHIP, the target audience is most likely parents of children and teens, health care providers, teachers, and other community-oriented organizations dedicated to health care. It's important to know that these individuals and groups continue to spend more and more time on social media and search engines, so the proportion of their health care knowledge from these platforms is increasing.

Latest media consumption data shows that 27% of internet users find new brands through paid social ads and impressions, a metric of awareness, for digital paid advertising has gone up 20% year-over-year[1]. Nearly three-quarters of U.S. parents are now on social media platforms[2] and, more specifically, 81% of U.S. mothers use Facebook compared to 61% of total U.S. population[3]. With 93% of all traffic online on search engines (e.g., Google, Bing/Yahoo!)[4], it is important for your organization to be at the top of search engine results, as it gives you a boost to connect with interested internet users.

[1] https://blog.hootsuite.com/social-media-advertising-stats/
[2] https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media/
[3] https://www.edisonresearch.com/moms-on-social-media-2019/
[4] https://99firms.com/blog/search-engine-statistics/#gref

How do I develop a successful paid media strategy?

What to consider when planning your paid media campaign

When you choose paid media as a tactic, the goal of the campaign is typically to drive your target audience to click through to your website and grow awareness of your brand. While digital paid media campaigns can vary in size, scope, and length, you can get big results even if you spend a small amount for a digital paid media campaign.

For example, you might use a paid media campaign with a $10,000 budget to sign up for an event happening in two months. To make the most of your budget and get the best results, you'll need to identify the different parts of your paid media campaign, including:
- Which platforms to use.
- Who you're trying to reach and your audience's geographic location, interests, preferred media topics, and age.
- How much money to spend on each platform.
- The type of ad to use on each platform.
- The message and visuals you want your target audience to see.
- What action you want your target audience to take, including visiting your website, watching a video, liking or commenting on your content, or making a purchase.

While $10,000 is a significant amount of budget to put behind a campaign, successful campaigns can be run for much less. $5,000, $1,000, or even $500 can still yield significant results and boost your organization's organic social media efforts.

How to choose your social media platforms

Your audience determines your platforms. With so many social media networks and a variety of search engines available, the first task of setting up a campaign is choosing the platforms to run your paid media campaign on. Paid media is about reaching your target audiences where they already are, so you should choose the platforms these users are already on.

For example, many health care-focused community organizations are on Twitter, so choosing Twitter as a platform for a paid campaign is a good fit. With so many parents of young children and teens on Facebook and Instagram (both use Facebook Business Manager to advertise), it makes sense to create paid ads on both platforms to reach those target audiences. With over 85% of internet searches starting on Google's search engine [5], Google Search Ads is another good option for running a paid search campaign.

[5] https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/

Using daily vs. lifetime budgets

All the advertising social platforms in this guide give you the option to set the total amount spent:
- In a day (daily) and/or
- The duration of a campaign (lifetime)

The advantage of daily budgets over lifetime budgets is that you have more control over how much is spent each day. With lifetime-only budgets, a campaign could start performing well in the first month of a two-month campaign but then run out of money. Limiting daily-spend prevents this from happening.

On the other hand, ads limited by daily budgets might not reach their full potential because the number of people that see the ad is limited by a daily budget.

When you initially set up a paid campaign, you must determine a budget, though you can adjust the budget as necessary throughout the campaign. You can either increase the budget or decrease the budget if it has not been spent yet.

How to make the most of what you spend

How much should you spend on each platform? When you first launch your two-month campaign (timeframe in our example), it's easiest to divide the budget evenly across each platform. Although spend rates vary from platform to platform, by evenly splitting your budget in the beginning, you can more easily see which platform is giving you the best results for your money. As the campaign runs, you can change the platforms and budget allocation based on performance, a practice called optimization.

Using strategies to help you reach your desired audiences with targeting

Make sure you reach the right users. You already know who your target audiences are, but what else do you know about them? Across all ad platforms, you can choose the audiences you want to target using a number of factors (to varying degrees), including age, location, and gender. These factors let you further segment your target audiences into markets (geographic locations) that help you reach the exact users you want to reach.

Using best practices to develop paid social posts, search, & digital ads

Get users to take action. Even after you choose the right platforms and the most precise demographic targets, there's no guarantee that the users who see your paid post or advertisement will act (go to your website to sign up for an event, for example).

Paid social media posts, and paid search ads to an extent, are like organic posts — the best ones have a:
- Clear message.
- Compelling visual (except for text-only Google Search).
- Link to your website.
- Strong call to action (CTA) that clearly tells a user what you want them to do.

Each platform in this guide has its own variety of ad types for different paid media functions. Here are image and video specifications by platform[6], where applicable:

Text overlaid on an image/graphic:

It's best to limit the amount of text you put on top of any image that goes with a social media post. In fact, Facebook and Twitter penalize ads that have images with lots of text, preventing them from being shown to the optimal audience. See Facebook's requirements.

Creative specifications per social media platform

Platform	Image File Type	Image Size	Video File Type	Video Aspect Ratio	Headline	Description/ Primary Text
Google Search	–	–	–	–	Up to 3 headlines, 30 characters each	Up to 2 descriptions, 90 characters each
Facebook	.jpg, .png, or .bmp	At least 1080x1080 px; aspect ratio of either 1:1 or 1.91:1	.mp4 or .mov	9:16 or 16:9	25 characters	125 characters
Instagram	.jpg, .png, or .bmp	At least 1080x1080 px; aspect ratio of either 1:1 or 1.91:1	.mp4 or .mov	1:1	–	125 characters
Twitter	.jpg, .png, or .gif (can be animated)	Minimum width of 600px; aspect ratio either between 2:1 and 1:1 or exactly 16:9	.mp4 or .mov	Any aspect ratio either between 2:1 and 1:1	–	280 characters or 253 characters with any link

[6] Up to date as of 2020

Knowing when it's time to launch

You've chosen your platforms, allocated budgets, refined your target audience, and crafted the perfect copy and image into a paid advertisement. It's now time to launch your campaign. In the life cycle of a paid media campaign, though, launching an ad isn't the end.

Interpreting paid campaign results & using the data to inform future paid campaigns

The data from the reporting functions of various paid media platforms not only tell you how successful your campaign was, but also gives key insights about running more successful campaigns in the future. Using data from earlier campaigns to make decisions for future paid media is optimization.

For example, if your audience most frequently clicked on an ad with an image of your organization's staff but didn't click as often on an ad with an image of your organization's logo, you can optimize your next ad campaign by using more images of your staff. Optimization doesn't just happen at the end of a campaign.

In the two-month campaign example, we recommend reviewing your ads' performance on the four platforms every two weeks, giving your campaigns enough time to collect reliable data. Because you started out allocating an equal amount of your budget on each platform, you can easily compare performance based on your goals. If Google Search, for example, is generating twice as many clicks as Twitter, it may be time to take some budget away from Twitter and add it to Google.

If optimizing every two weeks sounds like too much work, all platforms in this guide have some form of "auto-optimization." Platforms contain algorithms that show what's performing well on a weekly or daily basis and adjust the amount of money promoting an ad. Better performing ads may be automatically allocated more funds to increase the ad's good results. To use your budget more efficiently, the platform may not show as often an ad that isn't performing well.

Applying key lessons

Was your campaign successful? Google Search Ads, Facebook Business Manager, and Twitter Ads all give you lots of data about the success and effectiveness of the ads you run. Here are the key metrics:

Campaign measurements

Metric	Definition
Cost-per-click (CPC) / Cost-per-mille (CPM)	The dollar value of CPC or CPM shows how efficient your ad spend is. A low CPC or CPM indicates you're getting more out of your budget because you're meeting your goals for minimal cost.
Impression	Impressions measure how many people have seen your ad on any given platform. For a campaign designed around awareness, impressions show exactly how successful the campaign was because you've met your goal to have users see your message.
Click	Every time a user clicks on your ad and goes to your website, a click is counted.
Click-through-rate (CTR)	CTR is the ratio showing how often people who see an ad end up clicking it, calculated by total number of clicks advertisers get on their ads divided by total number of impressions. If the goal of your campaign is to drive users to your website, CTR is a great way to measure success.
Engagement	An important metric for organic social media posts, engagement (e.g., clicks, likes, shares, retweets, comments, video views, follows) can show how well you're compelling your target audience to act beyond reading an ad.

Find more information about ad platforms' different reporting tools:
- Understanding Ad performance on Facebook Business Manager
- How to use Twitter analytics
- Understand the performance of your Google Ads campaigns

What's paid search?

Google Search ads

Google Search ads are effective because:
- 85% of internet searches start on Google's search engine[7].
- Google Search positions your organization as the answer to a search query or question asked.
- Google Search is the most budget-efficient paid media tool.

> ### A note on search engines:
> While there are various search engines, Google by far has the largest market share. Given that 85% of internet searches start on Google.com, the platform has the potential to help you reach important audiences.

Setting up a paid search campaign in Google Search ads
Using a free Google account, log into the Google Search ads platform. From there, name your account, select 'Google Ads account', and select your country, time zone, and preferred currency. You'll also need to give your credit card number to pay for the ads you run.

Setting your budget and run date
Using our example above, the run time of your campaign would be two months and the lifetime budget would be $2,500.

Building your campaign
Choosing the right keywords is important for an effective Google Search Ads campaign. For example, an ad about CHIP in Texas might include the keywords "kids," "insurance," and "Texas."

Excluding search terms is also important. In the context of CHIP, excluding terms like "potato" will ensure your ad spend isn't wasted on a user searching for snacks instead of the Children's Health Insurance Program. Read more about basic tips for building a keyword list.

Targeting is also an essential part of a successful Google Search Ads campaign. On top of keywords, targeting refines your audience even more. For example, if you're in New York but your ad about New York's CHIP program is served to somebody in Arizona, they aren't likely to be interested. Targeting gives an additional layer of precision to make sure the right people, those who are most likely to engage, see your ads and that your budget is spent wisely.

[7] https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/

Creating your ad

Text ads on the Search Network show above and below Google search results and have three parts:

1. **Headline**: People are most likely to notice your headline text, so consider including the words people may use in their Google search. Your text ad has three headlines where you can enter up to 30 characters each to promote your product or service.

2. **Display URL:** The display URL, usually in green, shows your website address.

3. **Description text**: Use the description fields to highlight program messaging details. It's also a best practice to give a call to action like "Learn More."

Official Medicaid & CHIP | Health Insurance for Kids — **Headline**
Display URL — [Ad] www.insurekidsnow.gov
Your child may qualify for affordable health coverage with Medicaid or CHIP. Learn More Here. — **Description**

Preview how your ads will display before they launch with the Google Search Ads preview tool.

Launching

Once you've finished setting up your campaign, it may take a few days for your ads to start showing. Keep this in mind when planning your advertising timeline. After launching, you'll want to keep monitoring your campaign as it runs. Learn more about setting up a Google Search Ad from Setting up a Google Search Campaign, a series of short YouTube clips.

What's paid social media?

Facebook & Instagram

Facebook & Instagram ads are effective because:

- Facebook's audience includes parents of children and teens who may be eligible for Medicaid or CHIP.
- Facebook and Instagram image ads provide a clear call to action that encourage click-throughs to an organization's website.
- Facebook and Instagram use the same advertising platform, making it easy and efficient to reach audiences on multiple platforms.

Setting up a social media paid campaign on Facebook & Instagram

Because Facebook and Instagram both use Facebook Business Manager for advertising, setting up your Business Manager account is the first step in to advertise on both platforms. By linking your organization's Facebook and Instagram accounts to one Business Manager account, you'll be able to seamlessly run advertising campaigns at the same time across both platforms. Start the set-up process here.

Choosing the right objective for your campaign

Once in the Business Manager platform, the next step is to choose an objective that works with your advertising goals. There are three categories of objectives for Facebook and Instagram advertising:

1. Awareness
2. Consideration
3. Conversion

To increase interest or drive users to sign up for your organization's event, the first two objective categories should be used.

Recommended Facebook/Instagram objectives

Awareness:
- Brand awareness: Increase awareness of your organization.
- Reach: Show your ad to as many people as possible in your target audience.

Consideration:
- Video views: Share videos about your organization's initiatives.
- Traffic: Drive traffic to your website.
- Engagement: Reach people most likely to comment on, share, or like your ad post.

Defining your audience

Once you've chosen an objective, you can decide which users you want to see your ads. There are two main ways to do this:

1. **Demographic**: Advertisers can target their campaigns to consumers based on demographic information, such as age, language, and interests.
2. **Geographic**: Advertisers can target their campaigns to specific geographies – by country, state, or metropolitan area.

Setting your budget

Business Manager can optimize the way your budget is spent during your campaign's defined length. As mentioned earlier, you'll need to choose a daily or lifetime budget before your campaign starts.

Creating the ad

Facebook and Instagram both offer a variety of unique ad formats and placements ranging from video to static images. Because Instagram is much more image-focused, it doesn't offer as many options for text advertising. Learn more about the advertising options in Facebook's ad specs and Instagram's ad specs.

Launching

Launch your ad, monitor, and prepare to optimize. Utilize Facebook Ads Manager to monitor metrics such as clicks (unique link clicks) and post engagement (likes, comments, reactions).

Twitter

Twitter ads are effective because:

- Many professional health care groups that could benefit from your organization's messaging are on Twitter.
- Twitter allows organic posts (posts on your organization's page that can be seen without paid tactics) to be amplified by boosting them to a more defined target audience.
- Twitter's short-form post style leads to increased clicks.

Setting up a social media paid campaign on Twitter

After logging into your organization's Twitter account, go to business.twitter.com and choose the option "Create an ad." Once you add in a credit card for billing and set your time zone, you can create a campaign.

Choosing your objective

When setting up your campaign, the platform will prompt you to choose an overall objective. Here are recommended Twitter campaign goals for your organization's two-month campaign to drive sign-ups for the upcoming event (from our example):

Awareness:
   • **Reach**: Maximize your ad's reach – so it generates as many impressions as possible to the targeted audience.

Consideration:
   • **Video views**: Maximize those who watch your video ad.
   • **Website clicks**: Drives traffic to your website.
   • **Engagements**: Get the audience to engage with your ad, measured by likes, shares, or replies.
   • **Followers**: Build your audience by encouraging engaged consumers to follow your account.

Setting a budget

After choosing an objective, you'll need to name the campaign, set the dates it'll run, and add a budget. First, set the daily budget to make sure your campaign doesn't spend any more than that allotted amount per day. Next, set the total budget to make sure your campaign doesn't spend more than the allotted amount for the campaign's length.

Targeting your audience

There are many different types of targeting on the Twitter platform. For example:
   • **Demographic**: Advertisers can target their campaigns to consumers based on demographic information, such as age, language, and race.
   • **Geographic**: Advertisers can target their campaigns to specific geographies – by country, metropolitan areas, or postal codes.

Launching

To launch the campaign, you'll need to select the creative (the Tweets) you want to promote. You'll only be able to promote Tweets that are from your organic Twitter account; whether they already exist, are scheduled, or were previously promoted. After launching, you'll also want to continue monitoring your campaign.

Where can I learn more?

1. Google Skillshop tutorials: "Google Skillshop" is a collection of tutorials provided by Google to teach interested users how to use platforms such as Google Ads and Google Analytics.

2. Facebook Blueprint tutorials: Facebook has tutorials to help with advertising, using Business Manager, creating ads, targeting, etc.

3. Twitter Flight School: Twitter has created tutorials to teach users how to set up and run paid media campaigns, including best practices and how to use Twitter's campaign dashboards and analytics.

Appendix

1. How to determine if campaign is successful:

Measuring the impact of a campaign varies on the basis of campaign objective, creative, targeting, and length of flight. Click-through-rate (CTR) is the primary basis for evaluation, but it is also important to note engagements on paid social, as users may interact with an ad on the platform without clicking through for more information. Examples of interactions include likes, comments, retweets, and reactions. Both Twitter Ads Manager and Facebook Ads Manager have settings to allow advertisers to break down the number and type of engagements on each ad.

Below are benchmark CTRs for Facebook/Instagram display campaigns, promoted Twitter posts and paid search, detailing the average CTR of a campaign on each of these platforms. While these benchmarks are for relevant industries such as education, health care, non-profit, etc., it is important to note that a campaign is not unsuccessful if it falls below these benchmarks, as the platforms optimize performance over time and platform learnings will continue to hone targeting to reach the most relevant people. Based on performance of campaigns for similar organizations, the below metrics are the minimum benchmark for a campaign to be considered as performing successfully. If a campaign is falling below these benchmarks as it runs, performance can be improved by evaluating the ad targeting to ensure that it is not too broad.

Minimum benchmarks for evaluation:
- **Facebook**: 0.40% CTR
- **Twitter**: 0.80% CTR
- **Paid Search**: 2.00% CTR

If a campaign is falling consistently below these benchmarks, it may indicate that the targeting or the message is not as relevant to the target audience as they could be. Both Facebook and Twitter allow for targeting individuals on the basis of interests, following similar pages (follower look-alike targeting), demographics, etc. As a campaign runs, it may be necessary to adjust/narrow targeting parameters to improve campaign performance. For paid search, under-performing campaigns may indicate a need to adjust ad copy or keyword targeting.

To make additional determinations on the success of your campaign, you can look at average industry standards. Benchmarks vary by objective, content, and budget, not to mention that they typically change each year based on consumer habits.

Resources:
- **RivalIQ**: This resource has a variety of reports that will help you determine benchmarks per social media platform. Click here for recent data.
- **Wordstream:** You can find many blogs on this website that determine industry benchmarks for paid search that will help you compare your campaign across industries. Click here for recent data.

2. Example of keywords and text ads:

English Keywords	Spanish Keywords
Chip insurance	Medicaid para niños
Medicaid for kids	Vacunas gratis
Healthy kids	Vacunas para niños
Kids medicaid	Seguro médico para niños
Health kids	Vacunas gratuitas
How to enroll in medicaid	CMS
Insurance for kids	Vacunas para bebés
Medicaid kids	Seguro para niños
Chip health insurance	Vacunación para niños
Kids insurance	Chip para niños

Example text ad#1

Official Medicaid & CHIP | Health Insurance for Kids
[Ad] www.insurekidsnow.gov

Your child may qualify for affordable health coverage with Medicaid or CHIP. Get Started Now.

Example text ad#2

Official Medicaid & CHIP | Health Insurance for Kids
[Ad] www.insurekidsnow.gov

Check-ups, shots, dental, prescriptions, and more are covered! Learn More Here.

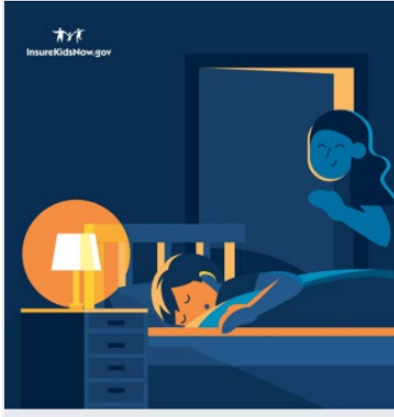## 3. Example of social media ads

Example Facebook post#1

Health Care gov HealthCare.gov ✔
Sponsored · 🌐

With coverage through Medicaid and CHIP, you can rest easier knowing your kid's medical bills won't break the bank.

InsureKidsNow.gov

INSUREKIDSNOW.GOV
Medicaid and CHIP
Free or low-cost coverage.

[LEARN MORE]

Example Facebook post #2

Health Care gov HealthCare.gov ✔
Sponsored · 🌐

Rest easy knowing Medicaid and CHIP cover your child's doctor appointments, hospital visits, and more.

InsureKidsNow.gov

INSUREKIDSNOW.GOV
Peace of mind
Free or low-cost coverage.

[LEARN MORE]

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  https://www.facebook.com/business/help/388369961318508?id=1240182842783684

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- Understanding Ad performance on Facebook Business Manager:
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- How to use Twitter analytics:
  https://business.twitter.com/en/advertising/analytics.html
- Understand the performance of your Google Ads campaigns:
  https://support.google.com/analytics/answer/1247853

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- Google Search ads platform:
  https://ads.google.com/home/
- Basic tips for building a keyword list:
  https://support.google.com/google-ads/answer/2453981?hl=en&ref_topic=3122865

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- Google Search Ads preview tool:
  https://www.nordicclick.com/resources/google-ads-preview-tool/
- Setting up a Google Search Campaign:
  https://www.youtube.com/watch?v=cOTMWqwUXPU&list=PL9piTIvKJnJNvhf_
  KbIN1q22JH9VESLN8&index=1

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- Facebook Business Manager:
  https://www.facebook.com/business/learn/how-business-manager-works/guide
- Start the set-up process here:
  https://business.facebook.com/home/accounts?business_id=10153438962859082#
- Facebook's ad specs:
  https://www.facebook.com/business/help/458369380926902
- Instagram's ad specs:
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- Billing:
  https://business.twitter.com/en/help/account-setup/billing-basics.html
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  https://www.facebookblueprint.com/student/catalog?show_login=true
- Twitter Flight School:
  https://www.twitterflightschool.com/student/catalog