

Intervention 2: Facebook Sponsored Advertising

Technical Assistance Guidance Brief

Overview

PURPOSE:

OSCE sponsored demonstration to explore the **impact of using digital marketing** to increase child support enrollment and effectively reach families

INTERVENTION GOAL:

Increase the number of **voluntary applications for child support**

ADVERTISING OBJECTIVE:

Drive traffic to the Apply for Services webpage

ADVERTISING CONTENT:

Two versions of advertisements, one using an Infographic to display the services available through CSS and the other with a stock photo of children emphasizing CSS' ability to initiate a child support case or enforcement for a small fee

INTERVENTION DATES:

January 6 – March 31, 2020

AUDIENCE REACH AND EXPOSURE:

The Facebook advertisements appeared on **87,650 Facebook newsfeeds** for an average of 14 exposures

Background

CSS embarked on its digital marketing project to enhance and expand efforts to move towards a family centered, two generation (2Gen) approach to child support services. Digital marketing offers a powerful opportunity to communicate to individuals within the participating counties who could benefit from the agencies' services, with the intent of prompting new applications for services.

CSS partnered with marketing consultant Spearca Communications and evaluator Center for Policy Research to design, implement and evaluate three digital marketing interventions.

Six counties in Colorado, representing both urban and rural areas, were recruited for participation in the digital marketing project.

Approach

Two versions of advertisements were displayed through the Colorado Department of Human Services (CDHS) Facebook page to audiences within the target markets. The targeted audience was divided into two advertising groups, with one version of the advertisements displayed for the whole intervention period. Both advertisements posed the probing question - "Do you need help getting child support?" One advertisement used an infographic image with text positioning CSS as a family-focused, supportive agency. The second advertisement used a stock photo of children with straightforward language indicating what parents can access once they submit the application fee. The advertisement was designed to position CSS as a more affordable option than private attorneys. It includes a direct call to action for interested individuals to apply for services now. Both advertisements linked to the **Apply for Services** page on the CSS website.

The CDHS Family Voice Council (FVC), which consists of 20 individuals involved with at least two CDHS services or programs, provided valuable feedback on the development of the Facebook advertising creative. Several FVC members have direct experience with the child support program or work with clients who have child support orders. **Their participation brought to life a core principle of 2Gen services - engaging and incorporating the voices of families served by CSS.**



Key Results



Advertisements generated **1884 responses** (clicks)



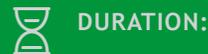
The intervention prompted **787 referrals** to the Apply for Services webpage



Advertisements performed **similarly** in soliciting responses



Attracted **new visitors** to child support services



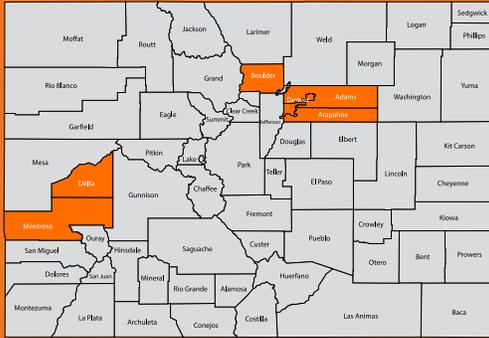
Webpage visits were **short** in duration



The rate of enrollment applications **declined slightly** compared to a baseline period



Targeting



62 zip codes in 6 counties -
(Adams, Arapahoe, Boulder, Delta,
Denver and Montrose)

Zip codes with more single parents than
custodial parents and a lower rate of
participation in child support services



Additional targeting in Facebook:

- o Women between the ages of 30-45
- o Relationship statuses of unspecified, single divorced, separated or “it’s complicated”



Two advertisements were assigned
to target counties at random in
Facebook Ads Manager

Facebook and Google Analytics Metrics

Click	Clicking on the call to action button or other interaction with an advertisement
Impressions	Number of times advertisement displayed
Reach	Number of unique Facebook accounts reached
Click Through Ratio (CTR)	Number of clicks relative to impressions
Cost per Click	Cost of advertising by click
User	Each unique internet protocol (IP) address visiting a website
Sessions	A group of user interactions with your website that take place within a given time period.
Landing Page	The starting page of a user’s website experience
Referral Source	External source linking to webpage
Average Session Duration	The average length of a Google Analytics session in a period

Outcomes

KEY INTERVENTION METRICS



1,884
Clicks



1,201,917
Impressions



87,650
Reach

.15

Overall Click-through Rate

\$2.44

Cost per Click

787

Facebook Referred Apply for Child Support Sessions

85.12%

New Users to Website from Facebook Referrals

26

SEC Average Session Duration

138

Reactions

22

Comments



2 Love



109 Like



22 Haha



5 Angry

"I appreciate the help I have received very much! Thank you for tracking down and helping collect child support from absent parents!"

- COMMENT ON DELTA COUNTY CSS FACEBOOK AD

Enrollments in Child Support

Enrollments in child support within the targeted zip codes during the intervention period were compared to a baseline period to examine if the Facebook advertisements contributed to an increased rate of enrollments. The number of total child support applications received during the intervention period (663) was slightly less than during the baseline period (684).

BASELINE PERIOD

684

INTERVENTION PERIOD

663

The gap between the ease of clicking on a link to a website and the task of submitting a hard-copy application for child support makes it difficult to ascertain the influence, or lack thereof, of an advertisement on Facebook. There are many other influences that contribute to the decision and timing of an application for child support, so the role of digital marketing advertising on application rates is difficult to isolate.

Challenges

Facebook-referred visitors to the **Apply for Services** webpage left quickly after arriving, spending too little time to gather much information on enrolling in child support services.

Unlike a concrete commercial product advertised with a direct link to purchasing, child support and the decision to enroll in services is a multifaceted interpersonal, family and administrative process. If a person is unfamiliar with the services provided by child support, or if there are negative associations with child support agencies, it may take multiple exposures from diverse influences to prompt a decision to enroll. Sustained digital marketing can be an important source of information encouraging enrollment in child support, but on its own, it may be difficult for digital marketing to directly impact the rate of new child support enrollments.

Conclusions and Applying Lessons Learned



Targeting Facebook advertising to areas with high rates of single parents compared to the number of existing DCS clients is useful for reaching potential clients who are new to child support.



Both versions of the Facebook advertisements prompted responses to the call to action at similar rates, suggesting the content and graphic styles used can serve as the foundations for future advertising development.



Facebook advertising is effective at generating interactions and driving viewers to the designated website.



An online application is needed to provide an entirely digital experience for CSS clients from start to finish.

