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Case Study:	WaterAid Australia - Walk4Water 2009
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Type	Advocacy and Social Media Campaign
Pages:	1 of 3

Campaign objectives

- Create awareness for WaterAid by asking individuals (and teams) to commit to walking 10,000 steps per day during October (1-31 October, 2009)
- Achieve 500 people participating in the event nationally raising \$50,000 (via Everyday hero)
- Achieve 20 media mentions (incl 2 National)
- To involve and inspire supporters (new and existing) to actively raise funds and awareness for WAA

Audience

- Corporate supporters (employees and media teams)
- Individual supporters (Cash, regular and eNewsletter recipients)
- Schools (low priority)

Campaign Strategy and Plan

The campaign strategy focused on an advocacy program to promote the campaign and its cause with social networks. A number of digital marketing tactics were utilized to support the campaign and manage groups and individuals. A key component to the advocacy program was to build in competitive triggers within the campaign site such as competition tables around total steps for individuals and groups and fundraising targets.

Campaign tactics included:

Online

- E-news
- Paid advertising via Google adwords
- Online media release
- Landing page with viral flash animation/video clip, Registration, downloadable facts sheet
- Social Media Applications, Facebook and Twitter
- Advocacy - support through social networks

Offline

- Advocacy - Word-of-mouth promotion by WaterAid staff and champions
- Workplace posters and newsletters

Execution

Advocacy

Key advocates were identified as part of the marketing strategy of “market to one to speak to a hundred”. The objective of the advocacy program is to have Advocates hook into their existing social networks to recruit Supporter on your behalf.

Social Media and Content Distribution

The digital marketing strategy included the distribution of content through out social web including blogs, social media applications (such as Facebook) and news sites.

The strategy aimed to:

- Create an online buzz around the issue
- Drive traffic through referral URLs
- Increase Search Engine Optimisation through inbound links from high authority websites

Content was also Search Engine Optimised to ensure that it would be picked up by search engines and travel across the web. Also Content pieces were submitted to a range of Social Media sites through newswires and directories to widen its audience reach.

Key to the Social Media Marketing tactics to approach a number of highly targeted blogs to promote the campaign by publishing content and displaying a campaign badge.

Paid Search

One campaign tactic was to bid on campaign keywords to run search creative across Google and Google’s content network. The search campaign also supported blog activity as many blogs run Google Adwords to generate revenue. As search creative in the content network is targeted, based on page keywords, the tactic generally increases conversion rates.

[WaterAid Australia](#)

Help end water related disease.

Sign up to Walk 4 Water!

www.walk4water.com.au

Ongoing Activity

Four electronic direct emails were sent throughout the campaign for recruitment and reminding participants to update their daily activity - number of steps walked per day. The initial email presented an offer to potential Supporters signing up a week before campaign commencement of a free pedometer.

As many of the group were recruited based around organizations the website and ongoing communicates promoted a healthy level of competition for both number of steps walked per day and total of fundraising dollars.

Results

Pay Per Click (Search) Results

- 7% conversions
- A Cost Per Acquisition of \$27.54 per conversion (registered Supporter)

Newsire Release

Media Release was live and active for 28 days. During this time, the release:

- Drove 87, 983 impressions *
- Received 661 page reads from a PR Web and 3rd party sites *
- Received 460 eBook downloads
- Was picked up by 5,790 3rd party sites
- Ranked in Positions 1 – 3 in Google News on day of release for all target keywords

Campaign Performance

The campaign achieved:

- 149% on fundraising targets
- 240% on target Registrations
- Return on Investment of 3.13