

Welcome to Amplify Your Reach with Paid Social Media

Access your menu options on the bottom of the screen (desktop) or tap the screen (tablet/smartphone).



Tip: If you don't see the menu, move your cursor (desktop) or tap the screen (tablet/smartphone).

- **Chat:** Watch for information and resources from the event hosts and answer presenter questions.
- **Reactions:** Click the button to react to the presentation. Click the arrow to change reaction intensity or hide reactions shared by others.
- **Raise Hand:** All participants' lines are muted during today's webinar. During the Q&A session, raise your hand if you want the host to unmute you.
- **Show Captions:** Show or hide subtitles, view a transcript in a separate Zoom window, and change settings.
- **Participants:** See how many people are on the webinar and who is hosting and presenting



Amplify Your Reach with Paid Social Media

JUNE 27, 2023

Welcome!



SHIP
State Health Insurance
Assistance Program
Navigating Medicare

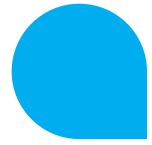


SMP
Senior Medicare Patrol
Preventing Medicare Fraud

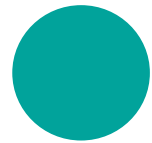


**nc
oe**
national council
on aging

Today's Presenters



Angela Bell, Communications & Technology Manager
SHIP Technical Assistance Center



Brandy Bauer, Director
Center for Benefits Access
(aka MIPPA Resource Center)



Heather Flory, Training Manager
SMP Resource Center



SHIP TA Center Contractors from Informatics, Inc.
Sara Kuennen, Digital Marketing Director
Amanda Hoffmann, Digital Marketer
Gregg Hopkins, Digital Marketer

Today's Panelists



Abby Batterson, Interactive Media Manager,
SMP Resource Center



Samta Vyas, Senior Digital Marketing Specialist,
National Council on Aging

Agenda



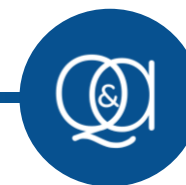
BASICS

- Angela Bell,
*SHIP TA
Center*



EXAMPLES

- **Volunteer Recruitment Campaign**
SHIP TA Center
- **Benefits Campaign**
MIPPA Center
- **Medicare Fraud Prevention Week Campaign**
SMP Resource Center



Q&A

- **Resources**
- **Questions**

What is paid social media?

Advertising on social media platforms.

Why paid social media?

Platforms like Facebook have prioritized “meaningful” user experiences.

You’ve got to “**Pay to Play**”

The average organic reach for a Facebook post is about 5.2%!



Top Social Media Channels for 50+

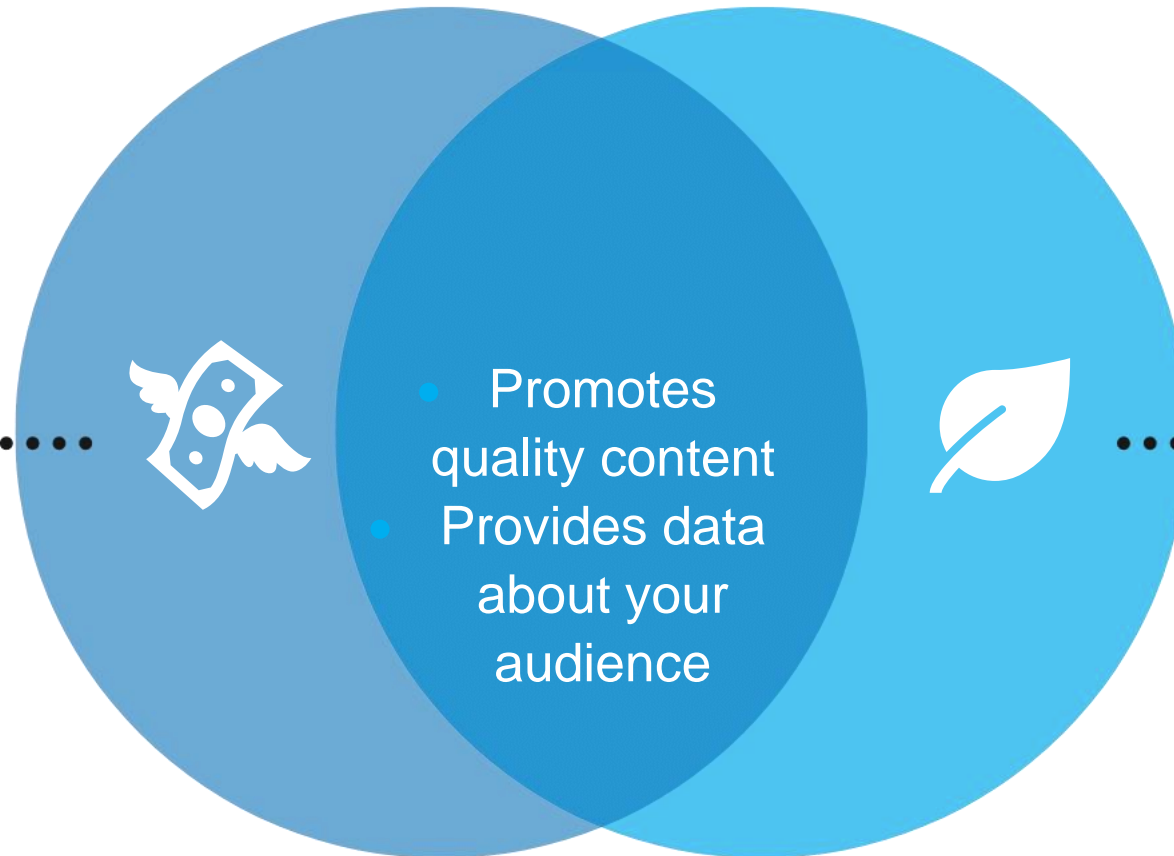
1. Facebook (71%)
2. YouTube (51%)
3. Instagram (28%)
4. Pinterest (20%)
5. LinkedIn (18%)
6. NextDoor (16%)
7. WhatsApp (16%)
8. Twitter (15%)

Which of the following social media platforms do you use?

Paid vs. Organic

• Paid ads

- Consistent and reliable results
- Bigger reach
- Can target ideal audience



- Promotes quality content
- Provides data about your audience

- Establishes your personality
- Build relationships
- Engages your audience different stages
- Can provide support to beneficiaries

Key terms

A/B test is a method of comparing two variations of an ad so you can see which version performs better.

Media **attribution** is the practice of monitoring and tracking which media channels make the biggest impact on your campaign.

A **landing page** is a standalone webpage designed to communicate a well-defined message a clear call to action. Where people “lands” after clicking on an ad.

Organic content is any free content shared on social media including posts, videos, & stories.

Paid Search is an ad strategy that allows organizations to pay search engines to place their ads higher on relevant search engine results pages (SERPs).

Paid per Click (PPC) is a type of advertising where an organization pays each time a user clicks on an ad. The costs vary based on the competitiveness of the target keyword. These are usually found on search engine results page.

Search Engine Results Page (SERP) is the page displayed after entering a search query into Google, Yahoo, etc.

Key terms – metrics (KPIs)

Click Through Rate (CTR) measures how many people who view a post or ad click through to read more or take some other action.

Conversion Rate (CVR) is a measure of conversions per ad interaction. Rate formula = conversions #/ total visitors.

Costs Per Click (CPC) measures how much each click costs in a pay-per-click advertising campaign. (Different from Pay per Click)

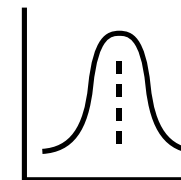
Impressions count how many times an ad appears or promoted post is fetched from the server and displayed on a social network. It is not a measure of how many people have seen the ad.

Key Performance Indicator (KPI) a quantifiable measure of the performance of your ad campaign over time for a specific objective.

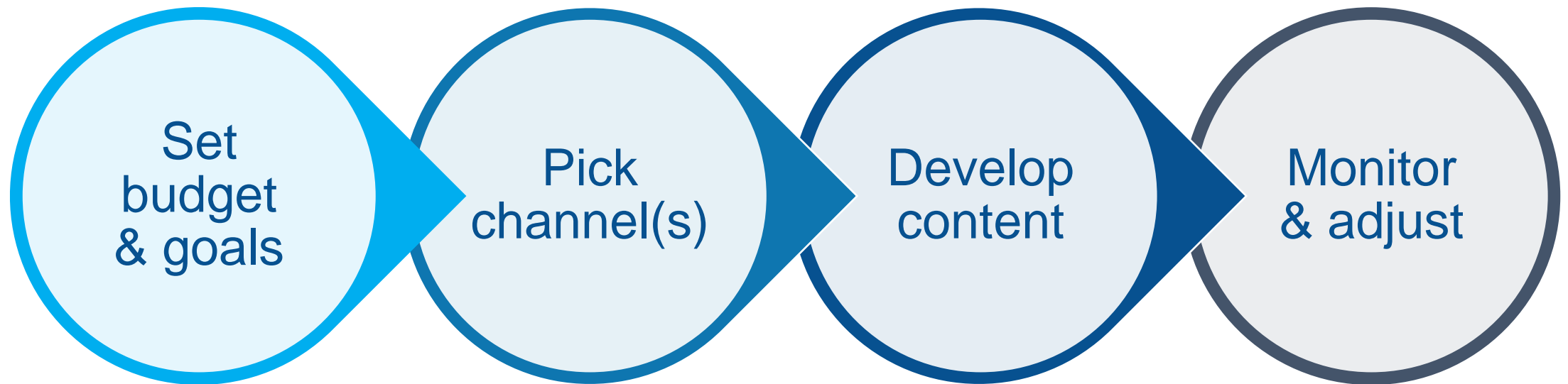
$$\text{CTA} = \frac{\text{click \#}}{\text{total impressions}}$$

$$\text{CVR} = \frac{\text{conversions \#}}{\text{total visitors}}$$

$$\text{CPC} = \frac{\text{\$\$\$}}{\text{total clicks}}$$



Quick Tips



Examples





SHIP

State Health Insurance
Assistance Program
Navigating Medicare

Volunteer Recruitment Campaign: SHIP TA Center

Purpose: Generate potential volunteer leads for individual SHIP Programs.

State Health Insurance Assistance Program

Navigating Medicare

Budget/Goals

SHIP TA Keyword Research

Keyword	Average Monthly Searches	Competition
medicare	450,000	Medium
medicare age	27,100	Low
medicare eligibility	27,100	Medium
sign up for medicare	27,100	Medium
apply for medicare	22,200	Medium
medicare supplement plans	22,200	High
medicare eligibility age	18,100	Low
medicare enrollment	18,100	Medium
medicare supplement	14,800	Medium
how to apply for medicare	12,100	Medium
how to sign up for medicare	12,100	Medium
medicare coverage	12,100	Medium
medicare open enrollment	12,100	Medium
medicare benefits	9,900	Medium
medicare denial	9,900	Medium
medicare plans	9,900	Medium
medigap	9,900	Medium
medicare application	8,100	Medium
medigap plans	8,100	Medium
apply for medicare online	8,100	Medium
medicare supplement plans 2022	6,600	Medium
medicare enrollment period	6,600	Medium
medicare qualifications	6,600	Low
extra help medicare	6,600	Low
medicare near me	5,400	Low
medicare enrollment application	2,900	Medium
when do you sign up for medicare	2,400	Medium
	1,900	Medium



- Location Targeting
 - United States
 - U.S Territories
- Audience Targeting
 - Retirees
 - Age 60+
 - Bi-Lingual

Proposed Ad Spend

Channel
YouTube Ads
Facebook Ads
Total

Hours Breakdown

Task
Develop and Manage Campaign
Create and Schedule Content
Create and Publish Content
Analytics & Tracking
Project Management
Total



2023 Volunteer Recruitment Campaign Brief

State Health Insurance Assistance Program

SHIP provides unbiased support to Medicare beneficiaries and their families so they can make informed decisions about their care and benefits. Navigating Medicare can be complicated, but SHIP can help by answering questions and providing personalized guidance to those who need it. SHIP screens, trains, and certifies all volunteers as Medicare experts and a background in health insurance is not required to get involved.

Primary Goal

The primary goal of the Volunteer Recruitment Campaign is to recruit volunteers who have integrity, a willingness to learn, and a desire to help others. We envision the overall campaign message to resonate with New Year's Resolutions as many are looking for new volunteer opportunities in January.

Key Performance Indicators

1. Achieve 0.47% Facebook Ad Click-through-rate
2. Achieve 2.6% Landing Page Conversion Rate (Conversion = Inquiry Submission)
3. Achieve 100,00 YouTube View Rate
4. Achieve 50 Inquiries

Campaign Duration

January – February 2023

Target Audiences

- Retired Professionals
- Location: United States
- Age 60+
- Bi-Lingual is a plus

Recommended Channels

Analytics & Tracking

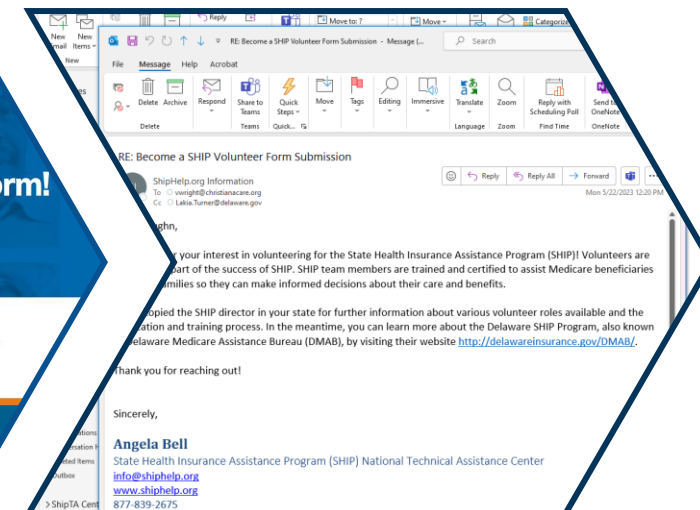
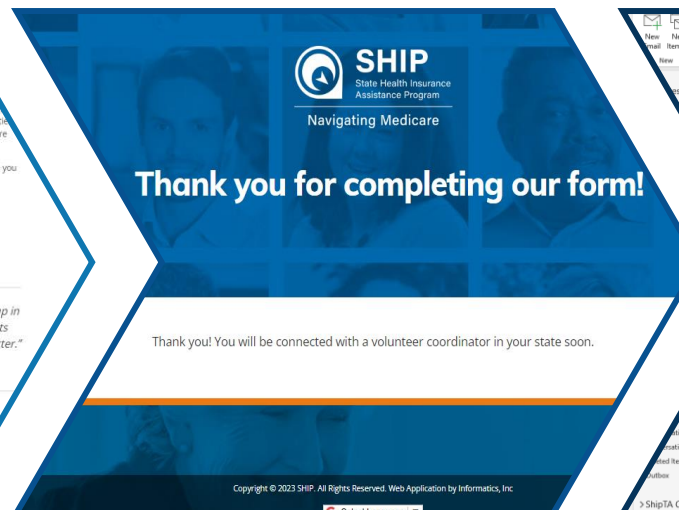
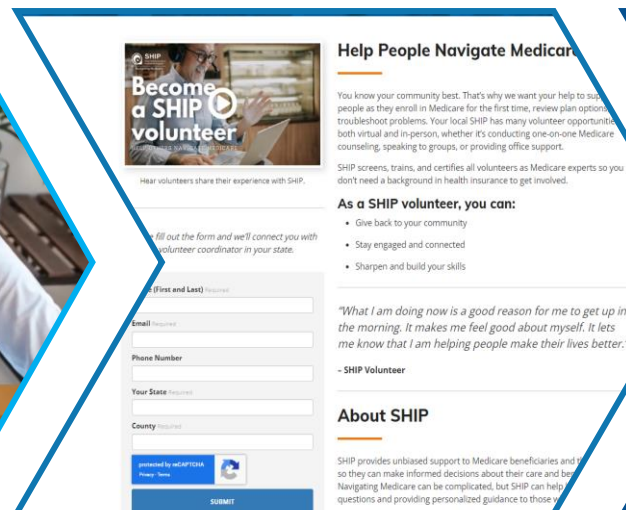
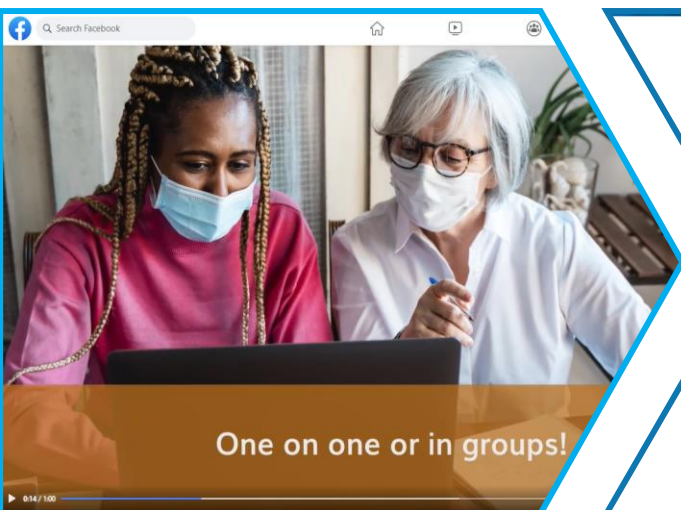
We recommend configuring and streamlining all analytics and tracking for the Campaign. Our recommendations include:

- Build Google Data Studio Dashboard within SHIP's existing dashboard
- Build dedicated landing page focused on volunteering and driving conversions
- Audit Google Analytics for landing page performance

Facebook Ads

We recommend...

Recruitment Blueprint



Facebook & YouTube Ads

Landing Page

Form Submission

Email to SHIP

Preview of Facebook Ads



 JANUARY

 FEBRUARY

 MARCH

 APRIL

Become a SHIP Volunteer



Hear volunteers share their experience with SHIP.

Please fill out the form and we'll connect you with a volunteer coordinator in your state.

Name (First and Last) Required

Email Required

Phone Number

Your State Required

County Required

protected by reCAPTCHA Privacy - Terms

SUBMIT

Help People Navigate Medicare

You know your community best. That's why we want your help to support people as they enroll in Medicare for the first time, review plan options, or troubleshoot problems. Your local SHIP has many volunteer opportunities, both virtual and in-person, whether it's conducting one-on-one Medicare counseling, speaking to groups, or providing office support.

SHIP screens, trains, and certifies all volunteers as Medicare experts so you don't need a background in health insurance to get involved.

As a SHIP volunteer, you can:

- Give back to your community
- Stay engaged and connected
- Sharpen and build your skills

"What I am doing now is a good reason for me to get up in the morning. It makes me feel good about myself. It lets me know that I am helping people make their lives better."

- SHIP Volunteer

About SHIP

SHIP provides unbiased support to Medicare beneficiaries and their families so they can make informed decisions about their care and benefits. Navigating Medicare can be complicated, but SHIP can help by answering questions and providing personalized guidance to those who need it.

SHIPs and their highly trained volunteers help thousands navigate Medicare each year. Watch these stories to see how SHIP can help you or how you can help others.

[View Stories](#)

Your local SHIP will provide you in depth, one-on-one insurance counseling and assistance with Medicare. Click the button below to find one in your area:

[Find Your Local SHIP](#)

Please fill out the form and we'll connect you with a volunteer coordinator in your state.

Name (First and Last) Required

Email Required

Phone Number

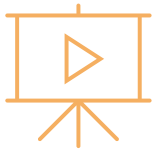
Your State Required

County Required

protected by reCAPTCHA

[Privacy - Terms](#)

SUBMIT



Volunteer for SHIP

Lessons Learned



Shorten the Recruitment Period

Utilize the best season for capturing volunteer interest



Allow for opt in/out

Ensure that recruits will receive a response from their state/territory



Mix it up!

(But be consistently awesome!)
Vary content to avoid ad fatigue



Watch for roadblocks

Pay attention to your ad during the campaign for “red flags”



Respond to all comments

Helped to manage online reputation and increase reach



Share the love

Positive testimonials from beneficiaries and SHIP volunteers

Paid Digital Marketing Overview

Presented by Informatics Inc.



Overview

Google Ads

YouTube Ads

Facebook Ads

Navigating Policy Issues on Platforms

Campaign Lessons Learned and Results



Google Ads – What Is It?

Google Ads is the name of Google’s pay-per-click (PPC) platform, which allows businesses to gain visibility across Google’s properties. The most common type of Google Ads ad is the search ad, which appears on the search engine results page (SERP) for searches relevant to the advertiser’s products and services.

Ad Types:

- Search
- Display
- Shopping
- YouTube





Google Ads – Why Use?

Search offers many benefits to businesses, but Google Ads can provide certain additional advantages:

- **Fast Results** – SEO can take time to rank, PPC ads can start appearing once your campaign is live
- **Data & Insights** – Data that is collected by your campaigns allows you to make the needed optimizations to reach your goals
- **Full Funnel** – With options to run search, display, shopping and YouTube ads with audience targeting capabilities you can use Google Ads to reach your audience throughout every step of the journey.
- **High ROI** - One of the highest ROI channels, with a potential of 2 to 1 on average.

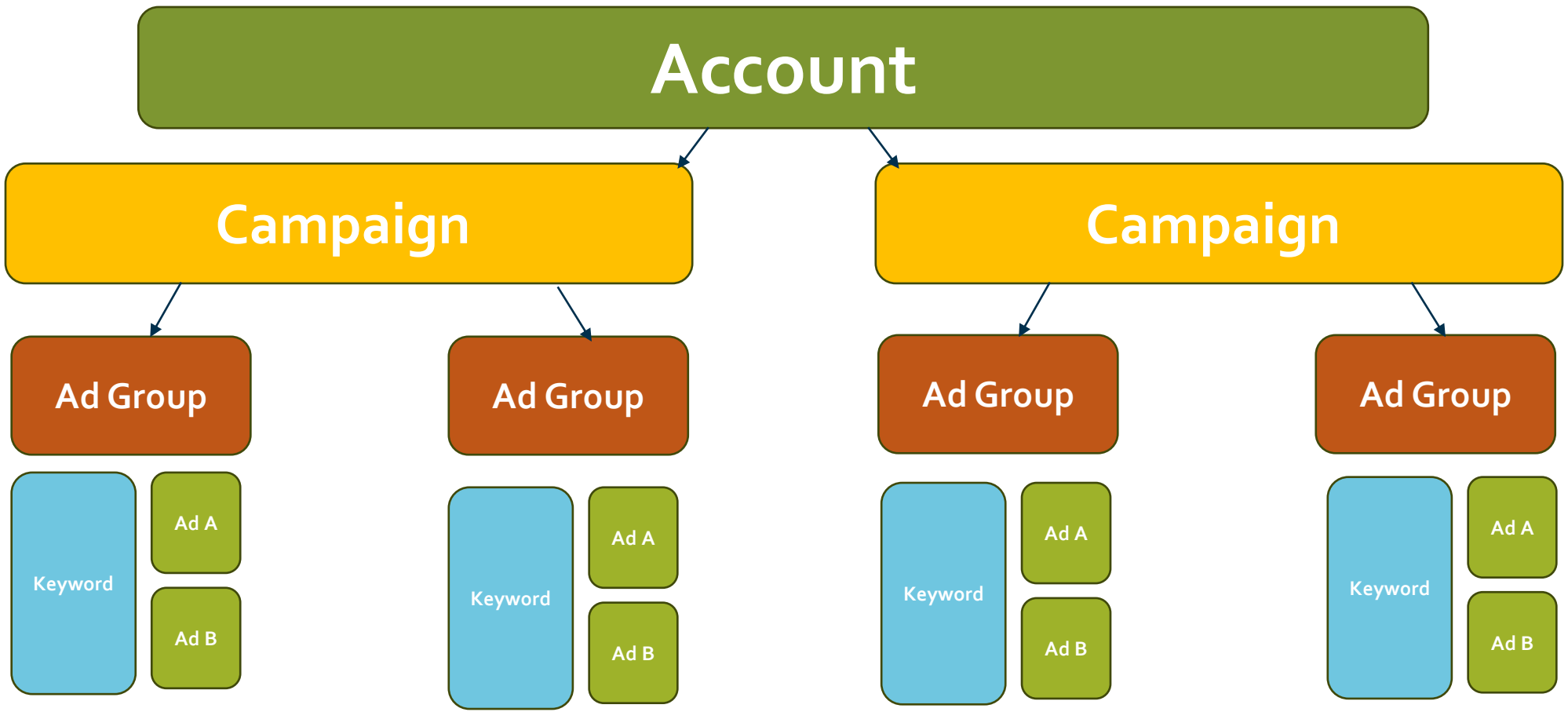
Google Ads – Steps to Create



1. **Determine Your Goals** - What do you want to achieve?
2. **Audience** - Who is your ideal customer?
3. **Setup Account** - Setup your Google Ads account
4. **Identify Keywords** - What are your customers searching for?
5. **Create Campaign** – Pick your type, ad schedule, location, budget, bidding strategy and ad your keywords
6. **Create Ad Copy** – Create ad copy that conveys value, utilizes your keywords, and has a call to action
7. **Pull Reports** – Review CPC, CTR, CVR, and CPA
8. **Optimize Review Performance & Test** – Always test different copy and strategies as the way your customers search is always changing



Google Ads – Account Structure





YouTube Ads

YouTube Ads allow you to choose who you want to see your video ads based on location, interests, and more. The platform is more targeted than ever now that marketers can target users based on search histories.

Types of YouTube Ads

- In-Feed Video Ads
- Skippable In-Stream Ads
- Non-Skippable In-Stream Ads
- Bumper Ads
- Overlay Ads





YouTube Ads

Volunteer Recruitment Campaign

Ad Targeting Details:

- Locations:
 - United States
 - U.S. Territories
- Audience:
 - Retired Professionals
 - Age 60+
 - Bi-Lingual

Ad Creative:





Paid Social Campaign

Volunteer Recruitment Campaign

Ad Creation:

- Use campaign goals to help define ad objective
 - Traffic vs. Engagement vs. Reach
- Test different audiences
 - Demographics
 - Interest Based
 - Custom Audiences

Ad Creative:

- Incorporate seasonality into ad copy
 - For example: Using the new year to mention goals and resolutions
- Include people in your imagery
 - Helps promote trust and authenticity
- Utilize video when possible
 - Can convey a lot of information in an exciting and captivating way
 - 30 seconds or less



Navigating Policy Issues

Google Ads

- Ads can be flagged as being health insurance related which requires certification
- Can request manual review

Facebook

- Special Ad Categories
 - Credit, Employment, Housing, Social Issues, Elections, Politics
- Volunteer campaign ads flagged as employment ads
- Can request manual review

Volunteer Recruitment Campaign

Lessons Learned



- Overcoming being flagged for policy violations
- Facebook pausing ad for seeing the ad as a 'job posting'
- Assessing KPIs and reworking goals that are realistic and attainable
- Campaign results (see next slide)



Volunteer Recruitment Campaign Performance

Top Views by Traffic Source

Traffic Source	Views
Paid Social	14,990
Direct	350
Paid Search	153
Organic Search	70
Paid Video	69

1 - 10 / 10 < >

Goal: Achieve 0.47% Facebook Ad click-through-rate

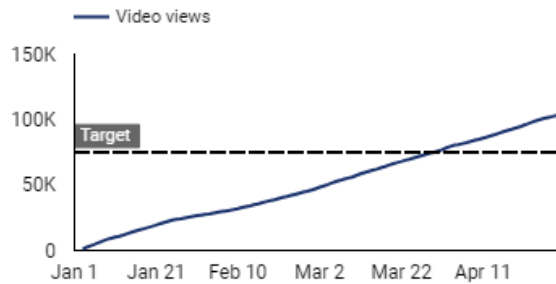


Conversions by Channel

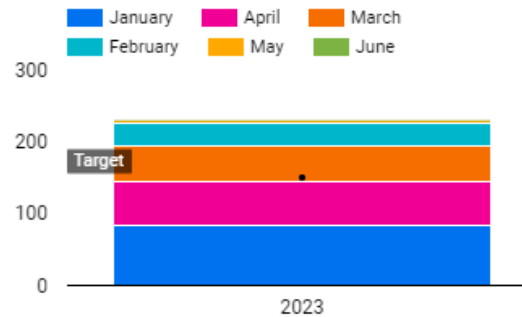
Session default...	Conversions
Paid Social	809
Paid Search	13
Direct	5
Organic Social	3
Organic Search	1
Paid Video	1

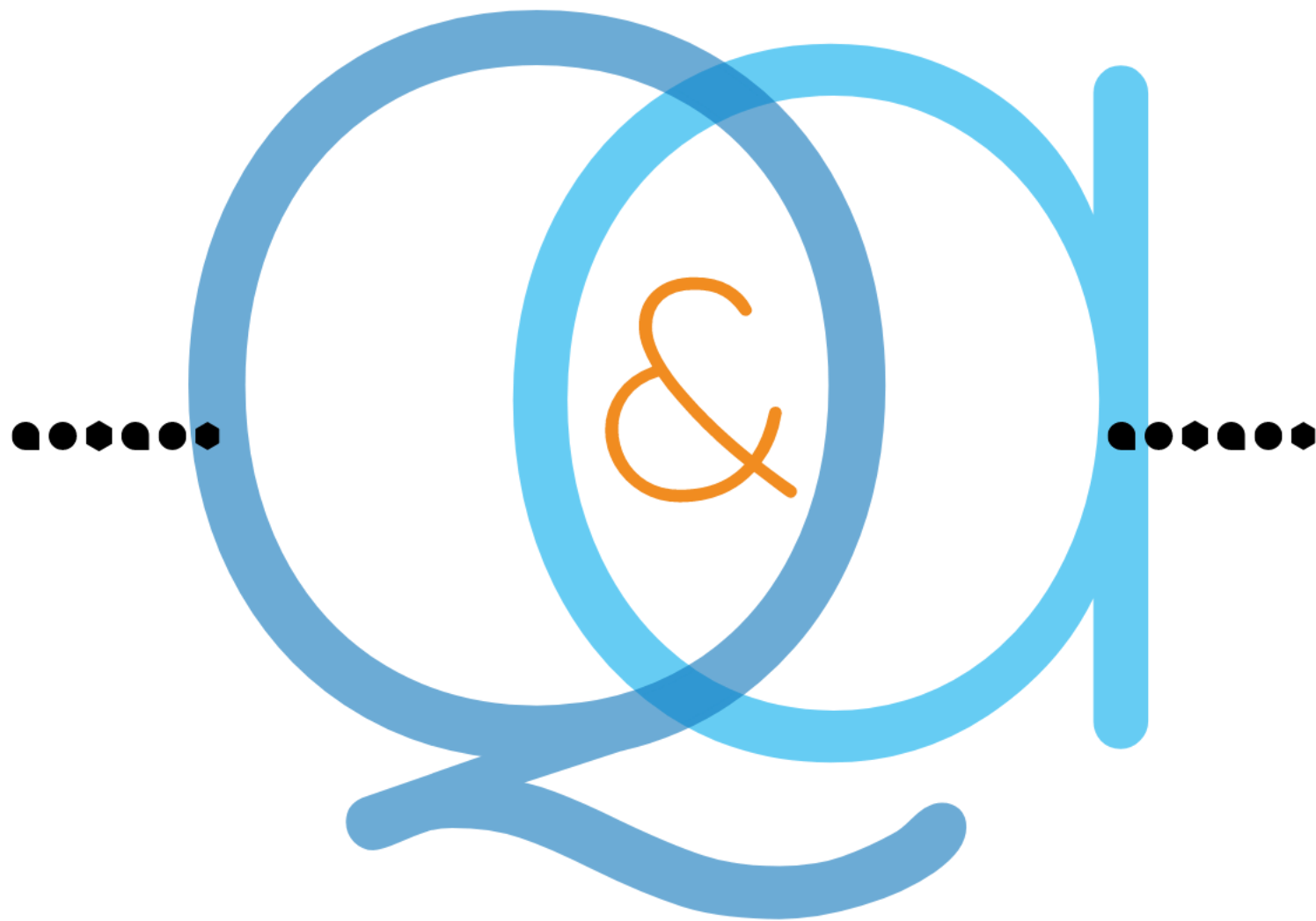
1 - 10 / 10 < >

Goal: Achieve 75,000 YouTube Video Views




Goal: Achieve 150 Inquiries





Benefits Campaign: MIPPA (NCOA)

Purpose: Drive older adults with limited incomes to [BenefitsCheckUp.org](https://www.benefitscheckup.org), NCOA's benefits screening tool



Testing Messages Across Platforms

Three categories of message type:

- **Salience:** Make an issue personally relevant to the individual
- **Efficacy:** Has track record of high click-through/engagement
- **Social norms:** Correct misconceptions and promote positive behaviors

NCOA tested ads using short animations, static images, and videos

National Council on Aging Sponsored

Millions of #OlderAdults miss out on saving money through benefits programs simply because they don't apply. We can ...see more

benefitscheckup.org
Don't Miss Out on Saving
 Get Help Today [Learn more](#)

Salience ad using short animation

National Council on Aging Sponsored

Did you know there are benefits programs that can help pay for #HealthCare, medicine, food, utilities, and more? Find out how.

Worry Less, Age Better

Visit BenefitsCheckUp.org

benefitscheckup.org
Stretch Your Budget
 Get Help Today [Learn more](#)

Efficacy ad using static image

National Council on Aging Sponsored

63-year-old Kenneth Boatright was worried about affording his medication. When he qualified for SNAP food assistance, ...see more

Kenneth Got Help. So Can You.

Visit BenefitsCheckUp.org

benefitscheckup.org
Help Is Ready and Waiting
 Use NCOA's free tool. [Learn more](#)

Social norms with video

Lessons Learned



Content Is King

Engaging, relevant content drives engagement



Invest in Facebook ads

Facebook advertising was most successful; testing messages and images yielded valuable insights



Run Ads Year-Round

Year-round campaigns raise awareness and expand the audience



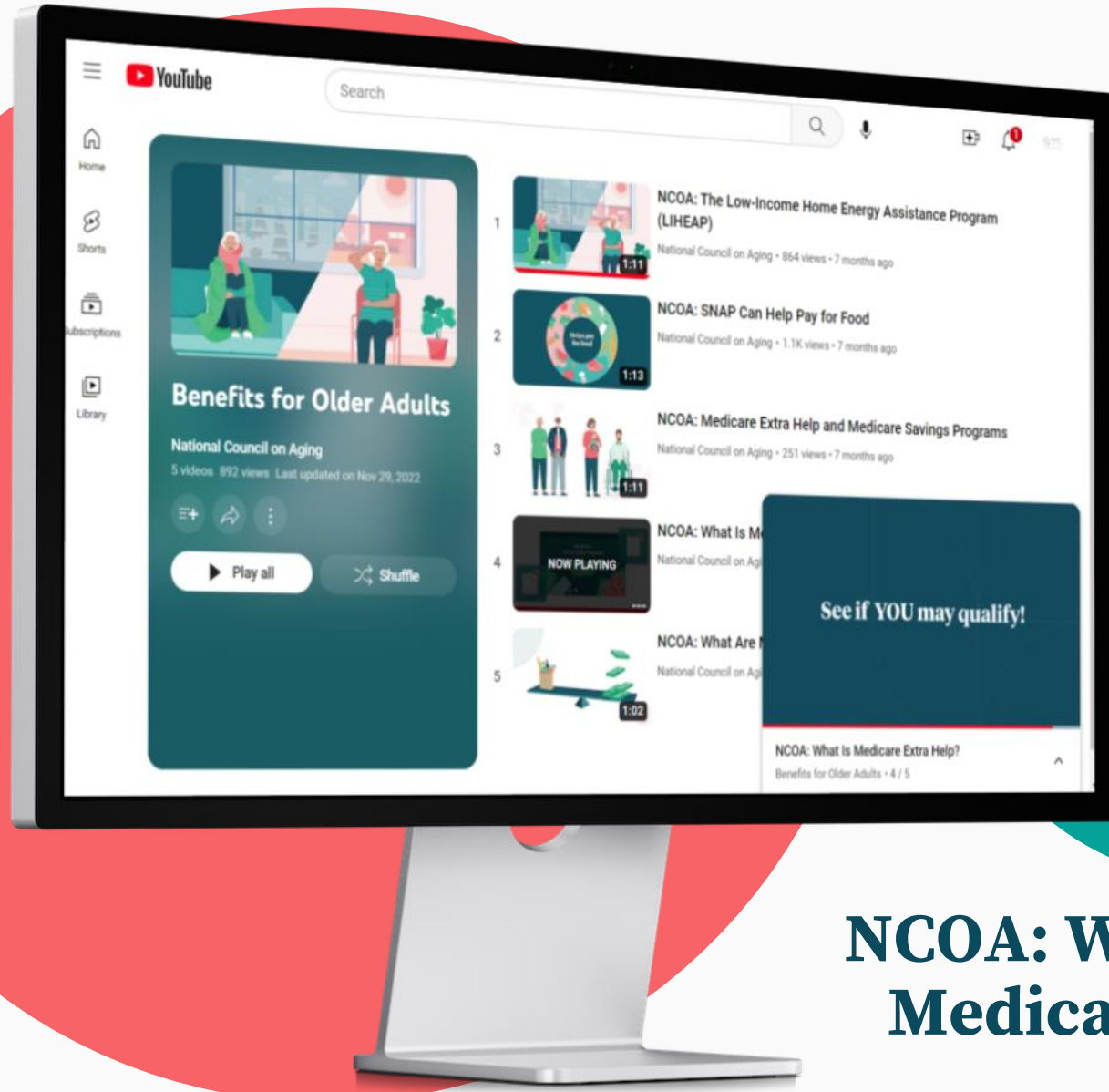
Repeat what works

We're adding more videos because animation creatives performed best

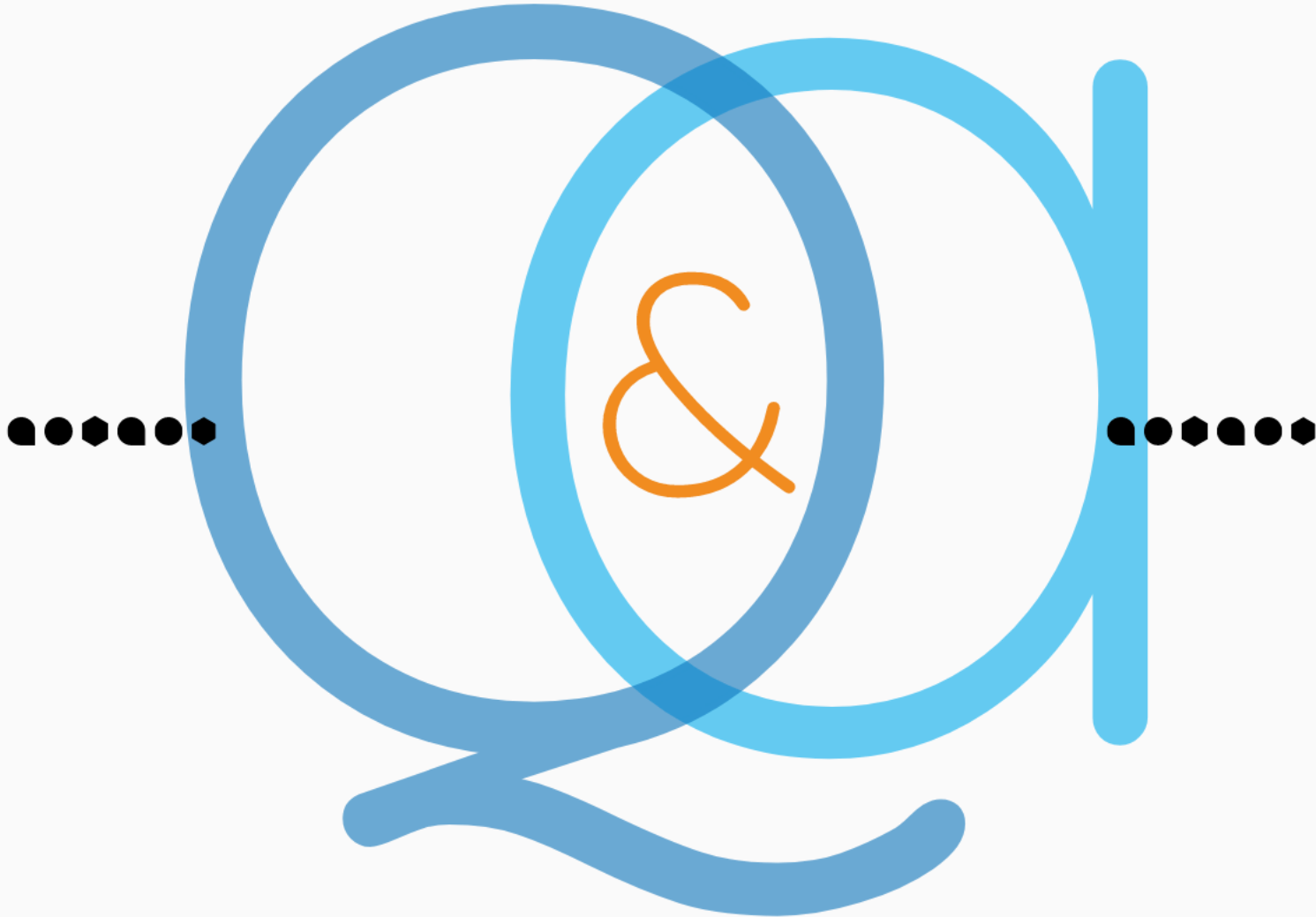


Boost The Most Engaging Content

Boosting the top pieces increased reach and brought in extra visitors



NCOA: What Is Medicare Extra Help?





SMP

Senior Medicare Patrol

Preventing Medicare Fraud

Medicare Fraud Prevention Week (MFPW) Campaign: SMP Resource Center

Purpose: Brand Awareness

Senior Medicare Patrol

Preventing Medicare Fraud



Lessons Learned



30 Days in Advance

Campaign starts one month before the event.



Back the Best

Depending on budget and performance, ads will get turned off and the remaining money will be put behind the well performing ad.



Rule of 3

Three ads run simultaneously to see what responds best.



Reuse What Works

Recycle content that you know performs well.

 **SMP National Resource Center ...** ✕
Sponsored · 🌐

Medicare Fraud Prevention Week focuses on the actions everyone can take to prevent Medicare fraud, errors, and abuse. [...See more](#)



6/5 Medicare Fraud Prevention Week Begins 

smpresource.org
Senior Medicare Patrol [Learn more](#)

   194 12 comments 40 shares

 Like  Comment  Share

 **SMP National Resource Center ...** ✕
Sponsored · 🌐

You can prevent, detect, and report Medicare fraud, errors, and abuse. Learn how to protect yourself and your loved ones by [...See more](#)




 **SMP** 6/5-6/11
Senior Medicare Patrol


MEDICARE FRAUD PREVENTION WEEK!

smpresource.org
Prevent, Detect, Report! [Learn more](#)
Senior Medicare Patrols (...)




   131 21 comments 16 shares




 **SMP National Resource Center ...** ✕
Sponsored · 🌐

Scammers call and pretend to be from Medicare, doctor's offices, or other government agencies and ask you to confirm [...See more](#)



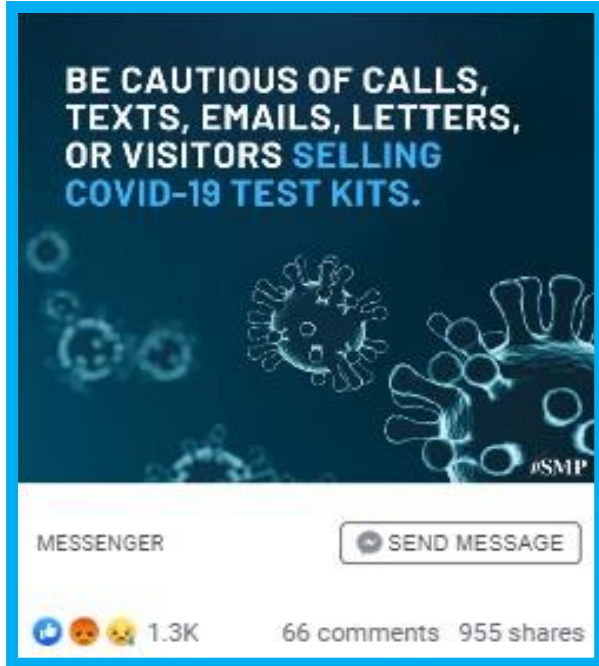
smpresource.org
Home [Learn more](#)

   215 157 comments 159 shares

 Like  Comment  Share

Boosted Ads Strategy

BE CAUTIOUS OF CALLS, TEXTS, EMAILS, LETTERS, OR VISITORS SELLING COVID-19 TEST KITS.



MESSENGER SEND MESSAGE

1.3K 66 comments 955 shares

Paper or Plastic?

Medicare cards are only paper. Plastic cards are not really from Medicare and could cost you your identity.



SMP
Senior Medicare Patrol
Preventing Medicare Fraud

SMPRESOURCE.ORG 877.808.2468

SMP National Resource Center
Funded by the U.S. Administration for Community Living (ACL), the SM...

589 44 44

You are NOT getting a new Medicare card

- NOT WITH A MICROCHIP
- NOT BECAUSE IT'S 2021
- NOT BECAUSE OF COVID-19



SMP
Senior Medicare Patrol
Preventing Medicare Fraud

SMPRESOURCE.ORG 877.808.2468

2.4K 213 comments 2.2K shares

CHANGING MEDICARE PLANS?

WATCH OUT FOR **PHONE SCAMS**

Agents can't threaten to take away your benefits if you don't sign up for a plan. They also can't offer you gifts if you agree to sign up.



SMP
Senior Medicare Patrol
Preventing Medicare Fraud

877.808.2468
SMPRESOURCE.ORG

SMP National Resource Center
Funded by the U.S. Administration for Com...

308 21 comments 19 shares

Fraud Alerts

Fraud Schemes

Successful Organic Post

Low Analytics

Social Media Kit



MacBook Air



MFPW is 6/5-6/11!

Webinar Resources in the Libraries

PowerPoint, Recording, and Related Resources

- **SMPs**

 SMP Login

1. Login at smpresource.org
2. Search for keyword “social”.

- **SHIPs**

 SHIP Login

1. Login at www.shiphelp.org
2. Go to the Resource Library
3. Step 3: Search for keyword “social.”

- **MIPPA**



- Resources will be emailed to NCOA’s MIPPA listserv.

Questions?

- Thank you for participating in today's webinar!
- Today's presentation is available for download in the Zoom chat.
- If you have questions later,
 - SMPs: info@smpresource.org
 - SHIPs: info@shiphelp.org (or to contact Informatics)
 - MIPPA: centerforbenefits@ncoa.org



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