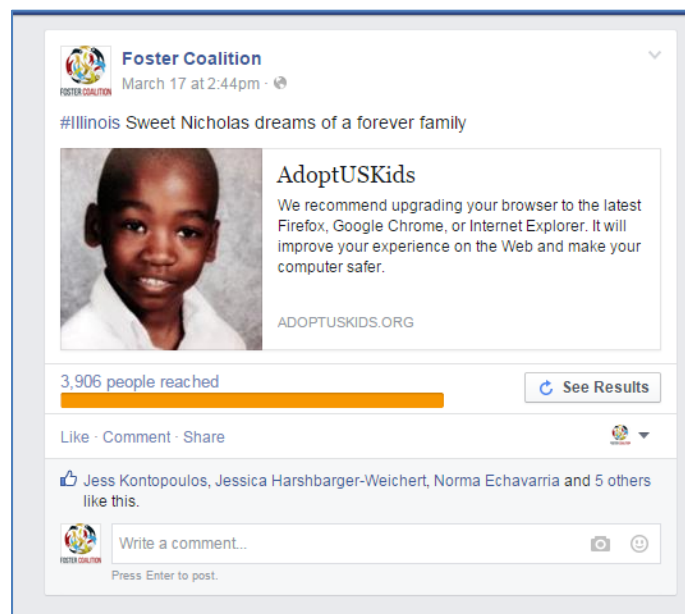**Sweet Nicholas Dreams of a Forever Family**
Facebook Posting "Boost" Campaign

Dates: Tuesday & Wednesday, March 17 & 18, 2015
About: $20 spent to "boost" a Facebook posting via the Foster Coalition Facebook page. The post showcased Nicholas, an 8-year old boy in foster care from Illinois. The post linked through to Nicholas' photolisting page on AdoptUSKids.org.

Target Audience: Since this was the first "benchmark" campaign, I cast a wide net on the demographics, but still included "foster care" and "adoption" as interests by the target demographics figuring some of these people may already be home study approved.
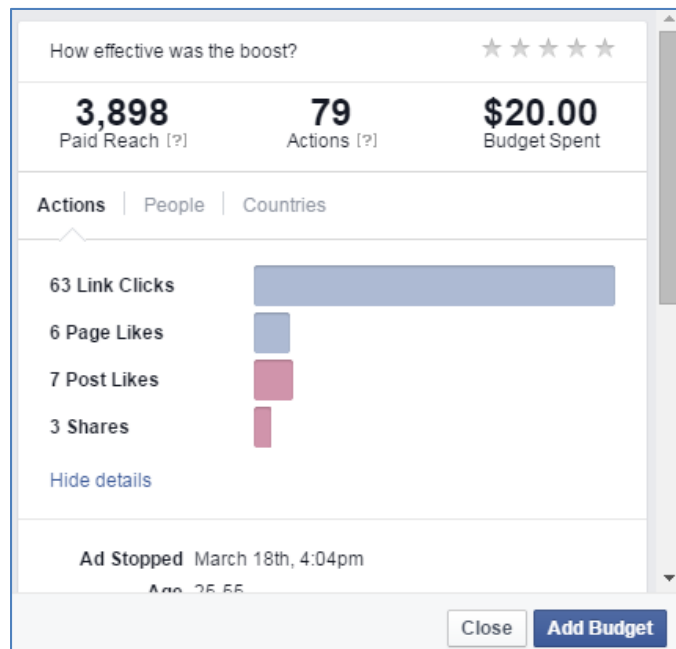
Geo: Illinois
Gender: Male & Female
Age Ranges: 25 - 55
Interests: " Foster Care" and "Adoption"

Note: for future campaigns I would also likely target interests such as "infertility," "children," "parenting" and "babies" to see how they compare

Results

The ad ran for slightly less than 24 hours. In that time, for the $20 spend it reached 3,898 people with 63 clicks through to Nicholas' AdoptUSkids.org profile page
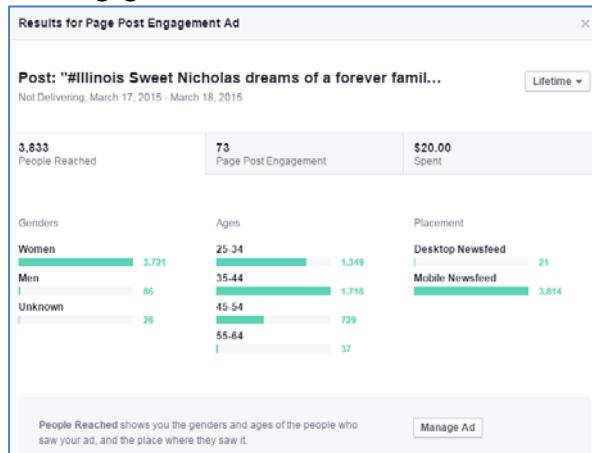
Overall average cost-per-click: $0.32

[go to next page]

Post Engagement Results
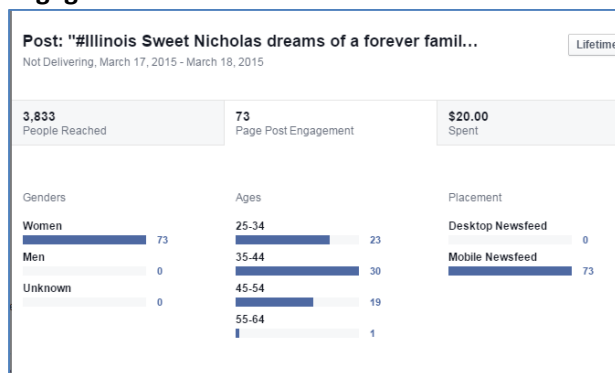

Of the 3,833 reached:
97% were women
35% were between the ages of 25-34
45% were between the ages of 35-44
19% were between the ages of 45-54
99.5% were on mobile devices

Engagement Results

73 people total engaged with the page, including "likes," "comments" and "click throughs" (63 of those clicked to Nicholas' profile page, but FB doesn't break out that data). Of those who engaged with the page, which demonstrates the most interest in taking the next action:

100% were women
31.5% were between the ages of 25-34
41.1% were between the ages of 35-44
26% were between the ages of 45-54
100% were on mobile devices

Facebook conclusions
- Women is the key target gender
- Best target age ranges 25 – 44, but I wouldn't necessarily exclude 45-54
- Mobile devices overwhelmingly used more than desktop

Next steps
- Contact AdoptUSKids.org. Did FB traffic to Nicholas' site lead to more requests for information
- on his photolisting profile?
- Ultimate aim is to track cost-per-clicks to those that result in photolisting inquiries and
- ultimately adoption to understand which avenue works best
- Test via other advertising channels and compare results, such as TV news stories, Twitter,
- GoogleAdwords, etc.
- Compare results for children of varying ages, genders, races and sexual orientation
- Test language used to describe child such as "Sweet," "Smart," "Beautiful". Which pulls better?