

# Digital Advertising for Advocacy

**Nick DeSarno**

Manager, Grassroots and Communications  
Public Affairs Council

**AJ Casale**

Vice President, Digital  
DDC Public Affairs

# Today's Agenda

- Why Digital Advertising and What Our Data Tells Us
- Consideration for Digital Ad Buys
- Buyer Beware, Digital Ad Issues

# Why Use Digital Advertising for Public Affairs?

TOP



Reasons to Use  
Social Media for  
Public Affairs and  
Advocacy

1. Gain New Grassroots Advocates
2. Increase Awareness About a Policy Issue
3. Persuade Policymakers and Re-frame the debate
4. Increased Engagement with Employees, Members or Current Advocate
5. Extend Earned Media Reach

# Most Used Digital Ad Types & Platforms



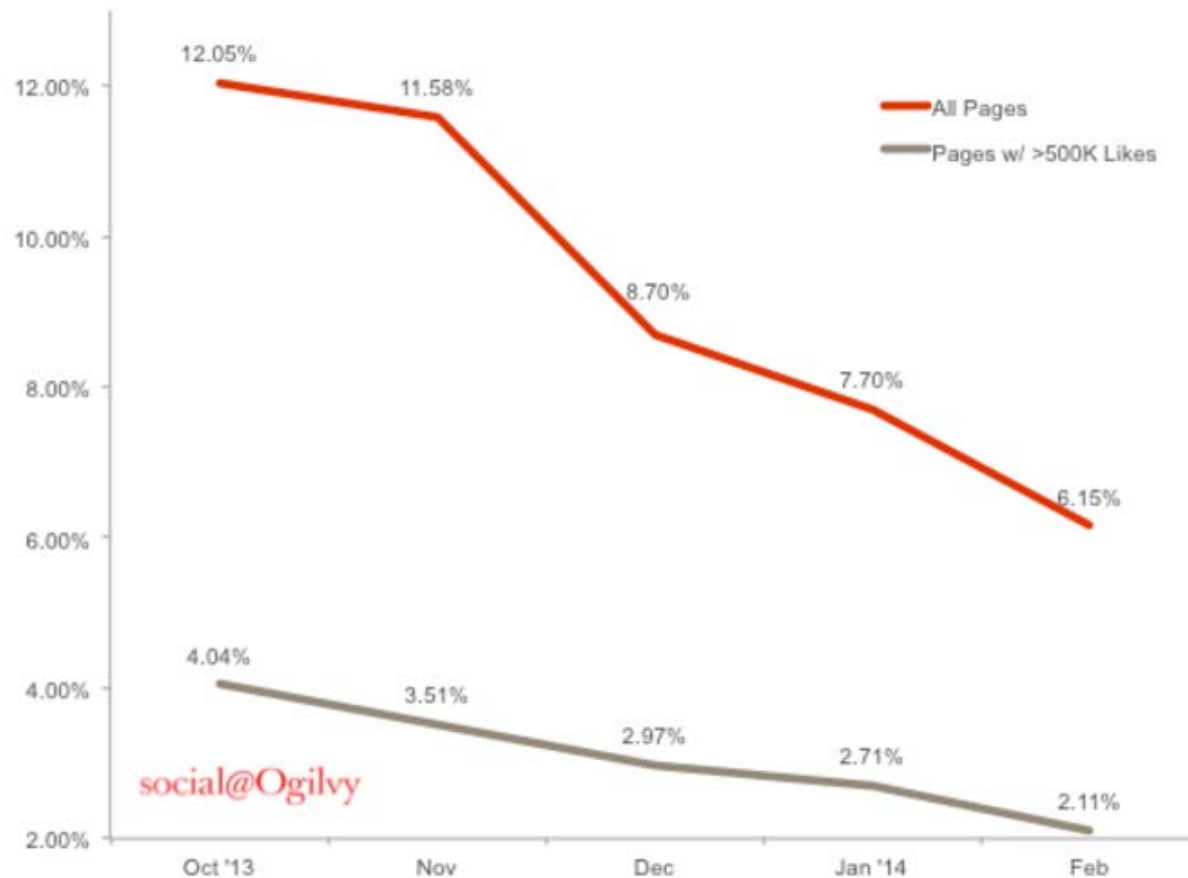
Data is from our 2016 Public Affairs Digital Advertising Survey.

Respondents rated Facebook & Twitter as the most common ad purchased.

Digital news publications and their sponsored content ads were also popular.

# Organic Facebook Reach is Low

Average Organic Reach of Content Published on Brand Facebook Pages



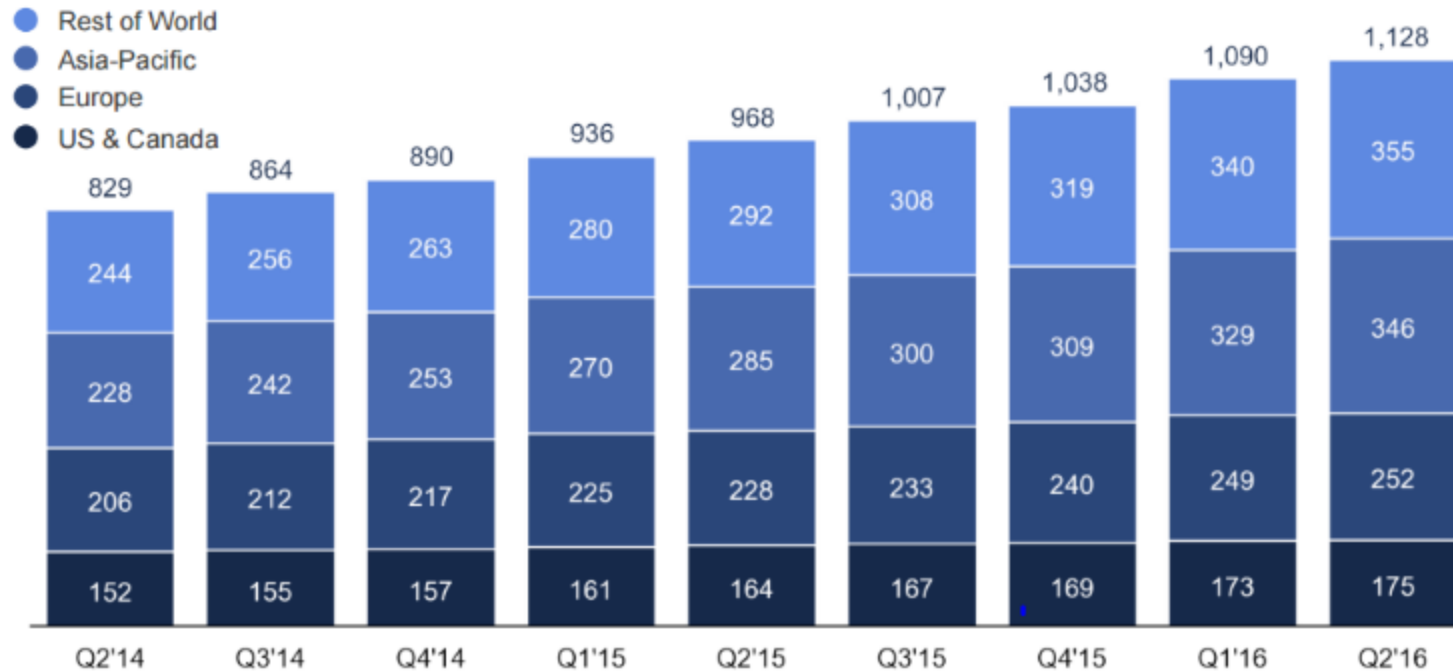
social@Ogilvy

Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

# But Facebook Engagement is High

## Daily Active Users (DAUs)

In Millions



DAUs / MAUs

Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16
63%	64%	64%	65%	65%	65%	65%	66%	66%

# Shift from Campaign Ad Buys to Constant Engagement Buys

Successful organic posts can lead you to successful promoted posts

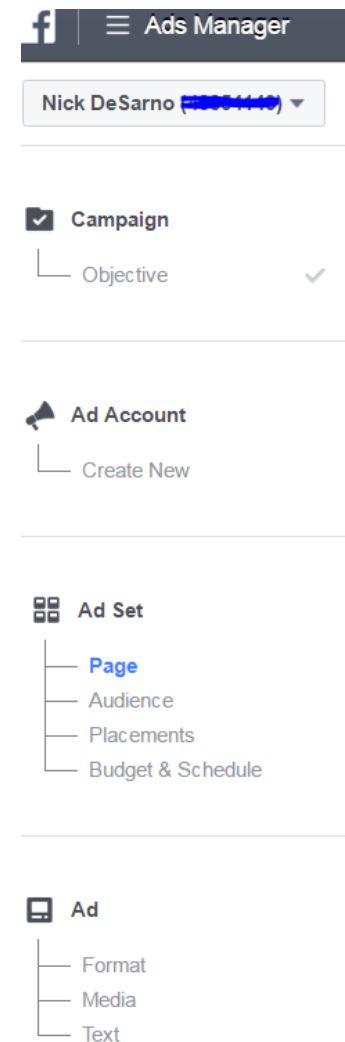
“Test and Learn” can be powerful

Each audience is unique

Upload emails to the platform

Always natively upload video

Constancy and planning go along way

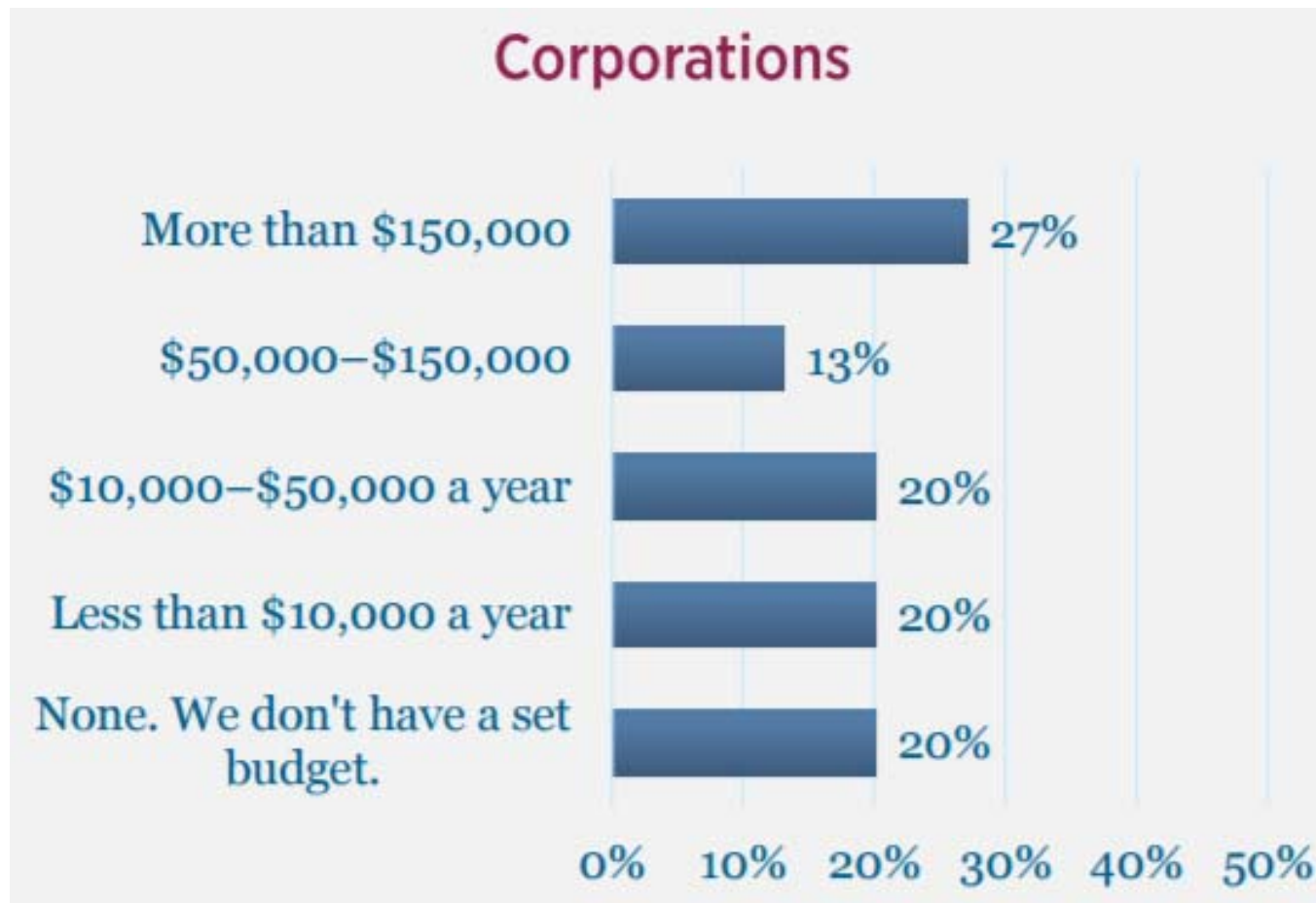


# Annual Digital Advertising Budget for Public Affairs





# Annual Digital Advertising Budget for Public Affairs




# Steps for a Successful Digital Ad Buy



1. Develop and state your goal
2. Collect data on your audience
3. Fully examine the platforms and content options
4. Work with creative on developing content and create a placement schedule
5. Optimize your buy to meet your goal
6. Find out what worked
7. Communicate your success

# You Are Responsible For Your Ads

## All the brands pulling ads from Breitbart

 **USA TODAY NETWORK** Mary Bowerman, USA TODAY Network Published 2:08 p.m. ET Dec. 1, 2016 |

The movement is already yeilding results. Companies including Kellogg's, Warby Parker, and 3M have stopped running ads on the website.



**Sleeping Giants**  @slpng\_giants

30 Nov

@3M @bookletting Hey 3M! Any update on this? We'd love to let everyone know. Thank you!



**3M**   
@3M

 Follow

@slpng\_giants Hi -- We've taken immediate action on this based on community comments and will continue to monitor. Thank you!

2:09 PM - 1 Dec 2016

  16  62

# Other Issues With Ads



## **Bots Will Cost Digital Advertisers \$7.2 Billion in 2016, Says ANA Study**

Programmatic and high-CPM buys suffer most

By Christopher Heine on Jan. 19, 2016 - 10:10 AM EST

Online ad fraud driven by bots will cost brands \$7.2 billion globally this year, according to a forecast in a new joint study by the Association of National Advertisers and...

Ask for a rate card or a range of prices

Ask for an approved site list

Beware of click-bots and get a sense of who is clicking on your ads

Ad blockers are increasingly popular

# Resources for Public Affairs Professionals

Digital Ad Survey

Digital Ad Terms Guide

Public Affairs Council Staff

Continued Research Planned for 2017

**Intensive Digital Ad Workshop on March 30<sup>th</sup>**



# Questions?