



ShieldUs



BACKGROUND

Shield Us is a not-for-profit company that focuses on health and wellness through the vaccination against COVID-19 in Central Florida. Its efforts target underserved communities in Orange, Brevard, Osceola and Seminole counties.



**OUR COMMUNITIES, OUR
FAMILIES, PROTECT EACH
OTHER !
is the way forward.**

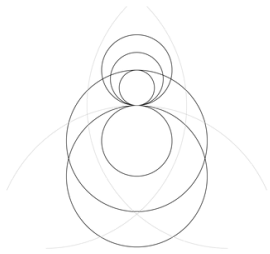
Its priority is to protect communities first, through:

- Community outreach
- Useful information
- Reliable resources
- Vaccination options and data

With the advent of COVID-19 and the difficult situation it brought with it, a huge effort is needed to help and educate people of this terrible disease, especially the most vulnerable groups of society such as minorities. Among these social groups, the most important ones are:

• Hispanics • African Americans • Caribbean

LOGO Construction



Vertical
(Main)



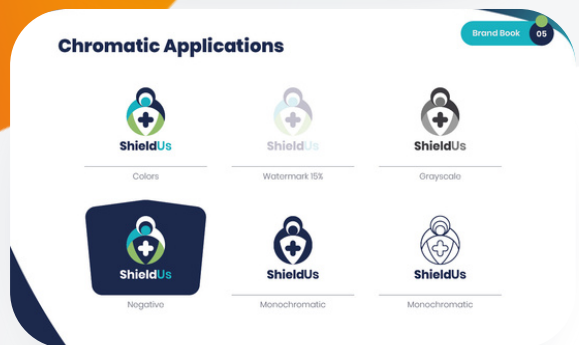
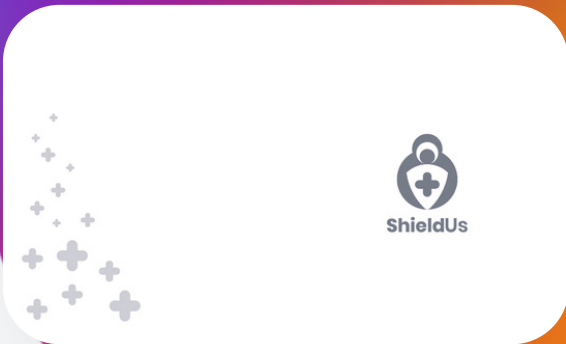
ShieldUs

Horizontal
(Secondary)

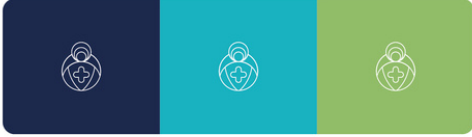


ShieldUs

BRAND BOOK



Corporate Background



Modulation

The brand logo is inscribed on a modular surface of proportions 4.5x x 5.5x.

The value of "x" establishes the unit of measurement. Thus, we ensure the correct proportion of the brand on any support and measures.



Protection Area

A protection area or security zone is the space that must exist around the logo or brand without any other element passing or interfering with it, thus achieving its correct visualization.

Defining a protection area for the logo or brand guarantees its visual independence with respect to other graphic elements that may accompany it, which facilitates its immediate identification.



Minimum Reduction

To the extent indicated, the logo can be printed to avoid affecting its readability.



Incorrect Uses

1. Do not use contours.
2. Do not rotate the Logo.
3. Do not alter the Logo elements size.
4. Do not deform the Logo.
5. Do not use a neutral color in the Logo.
6. Do not alter the chromatic applications defined for the Logo.
7. Do not apply on different funds to the corporate ones.
8. Do not use shadows that alter its readability.



Typography

Ab

Poppins Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ab

Poppins Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Ab

Poppins Medium

Ab

Poppins Regular

Ab

Poppins Light

Ab

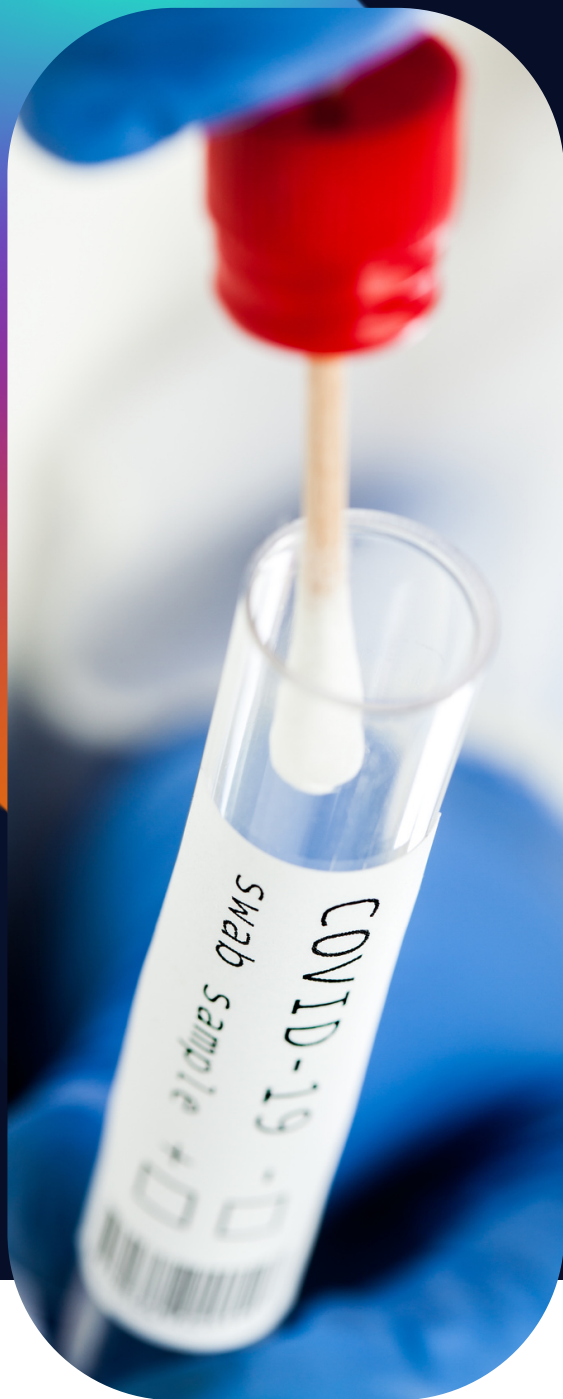
Poppins Extralight

Ab

Poppins Thin



Imagined by IDX.Marketing



STRATEGY

This is a campaign that is focused on help save lives by informing the people of Central Florida about COVID-19 and by informing the Central Florida population about COVID-19 and encouraging vaccination.

To accomplish this we must reach as many people as possible people, within our target audience, in three target audience, in three campaigns:

- C1: Hispanics: Men and women over 18 years of age.
- C2: African-Americans: Men and women over 18 years of age.
- C3: Caribbean: Men and women over 18 years of age.

All concentrated in the Central Florida Area

CAMPAIGN OBJECTIVES

- **Goal 1:** Generate traffic to the websites for each language (English, Spanish and Creole). Reach 100,000 or more Reach on Facebook and 15,000 on Instagram.
- **Goal 2:** Generate 1,500 to 2,000 clicks overall on all three websites.
- **Goal 3:** Generate an Avg. Time spent on site of 1.5 minutes or more (This will increase brand awareness for users)

Organic FACEBOOK

Before the campaign

01-01-22 to 05-31-22

3,324

Reach

Facebook Page Reach

337

Page and Profile Visits

Facebook Page Visits

308

Instagram Reach

After the campaign

06-01-22 to 10-31-22

134,716

Reach

Facebook Page reach

5,026

Page and Profile Visits

Facebook Page Visits

28,938

Instagram Reach

With the work carried out at the organic level, we were able to increase by:

- 4,052.82% on Facebook Reach
- 156.08% on Page and Profile Visits
- 9,395.45% on Instagram Reach

Ads FACEBOOK



CAMPAIGN

	C3 Traffic Caribbeans	C2 Traffic African American	C1 Traffic Hispanics	Total
Reach	40,959	46,177	65,808	152,944 People
Impressions	77,990	172,411	193,247	443,648 Total
Frequency	1.90	3.73	2.94	3.84 Per Person
Link Clicks	1,640	393	541	2,574 Total
Unique Link Clicks	1,466	338	480	2,284 Total
CPC (cost per link click)	\$0.72	\$2.30	\$2.56	\$1.86 Per Action

With the Ads campaign (like the Organic campaign) we were able to exceed the established objectives:

- Achieve 100,000 or more Reach on Facebook: we exceeded the metric by 127.75%.
- Generate 1,500 to 2,000 clicks: we exceeded the metric by 128.70%.
- Time spent on site of 1.5 minutes or more: we exceeded this time in all three campaigns, with an average of 3.84

ANALYTIC GOOGLE

Before the campaign 01-01-22 to 05-31-22

DEFAULT CHANNEL GROUPING	ACQUISITION			BEHAVIOR	
	Users	New Users	Sessions	Bounce Rate	Pages / Session
	411 100% of total)	411 100% of total)	961 100% of total)	48.49% 100% of total)	1.49 100% of total)
Direct	340 (81.93%)	340 (82.73%)	824 (85.74%)	46.97%	1.51
Social	52 (12.53%)	50 (12.17%)	64 (6.66%)	79.69%	1.20
Organic	13 (3.13%)	11 (2.68%)	63 (6.56%)	31.75%	1.33
(Other)	8 (1.93%)	8 (1.95%)	8 (0.83%)	100.00%	1.00
Referral	2 (0.48%)	2 (0.49%)	2 (0.21%)	0.00%	8.00

After the campaign 06-01-22 to 10-31-22

DEFAULT CHANNEL GROUPING	ACQUISITION			BEHAVIOR	
	Users	New Users	Sessions	Bounce Rate	Pages / Session
	2,667 % of Total: 100.00% (2,667)	2,642 % of Total: 100.00% (2,642)	4,107 % of Total: 100.00% (4,107)	63.79% Avg for View: 63.79% (0.00%)	1.28 Avg for View: 1.28 (0.00%)
Display	1,179 (44.03%)	1,179 (44.63%)	1,203 (29.29%)	86.03%	1.17
(Other)	681 (25.43%)	681 (25.78%)	744 (18.12%)	90.19%	1.11
Social	473 (17.66%)	467 (17.68%)	533 (12.98%)	89.49%	1.12
Direct	272 (10.16%)	249 (9.42%)	1,300 (31.65%)	26.31%	1.49
Organic	71 (2.65%)	65 (2.46%)	320 (7.79%)	28.12%	1.55
Referral	2 (0.07%)	1 (0.04%)	7 (0.17%)	71.43%	1.43



SUMMARY

The work carried out at the organic and Ads levels exceeded the established campaign objectives.

This is transferred to the fact that a significant percentage of the audience population reached the information about COVID-19 and vaccination.

Due to the type of model of the Shield Us organization, we cannot speak of a monetary gain after the development of the campaigns. Being a non-profit organization its function is to help and inform people. Based on this, the strategy for the campaigns was established.

Taking this into account, we can affirm that the results of the organic campaign and the Ad campaigns were very successful and contributed to inform a considerable percentage of the population about this important issue.





SUMMARY

Organic Facebook

Reach: 134,716
Page and Profile Visits: 5,026
Instagram Reach: 28,938

Facebook Ads

Reach: 152,944, we exceeded the metric by 127.75%.
Impressions: 443,648
Frequency: 3.84, we exceeded this time in all three campaigns, with an average of 3.84
Link Clicks: 2,574, we exceeded the metric by 128.70%
Unique Link Clicks: 2,284
CPC (cost per link click): \$1.86

Analytic Google

Users : 2,667
New Users: 2,642
Sessions : 4,107
Bounce Rate: 63.79%
Pages / Session: 1.28

EXAMPLES

FACEBOOK AND INSTAGRAM


Organic Posts

FACEBOOK

Ads

FACEBOOK



 **Shield Us**
@shieldus.co · 5.1 review · Nonprofit organization


Home About Events Photos More

Create ads

Access all your business tools in one place
Create and schedule posts, manage your Inbox, view insights and more in Meta Business Suite. [Open now](#)

Tips for businesses

Share your Instagram posts
Reach more people by sharing your posts from Instagram on Facebook.



4 weeks ago · 9 likes

Schedule a COVID-19 immunization appointment today to shield your community from future virus outbreaks. Visit: [ShieldUs.co](#) #covid19 #facemask #health...

24 weeks ago · 12 likes

Entrevi 19!

Post on Facebook

Create post in Meta Business Suite

Create post in Facebook

Photo/video Reel Get messages

Create Live Event Job Volunteers

Shield Us
Published by Francisco Cedraro · October 31 at 8:42 AM ·

Sendwòm enflamatwa miltisistèm (SEM) ka debouché sou sentòm a long tèm akòz konplikasyon maladi a ki pa rezoud.

Aktyèlman envestigasyon yo ap fèt pou detèmine kalite ak dire kèk nan potansyèl sentòm aprè SEM yo. Apre maladi grav la fin pase, yon kantite konsekans sante ka rete (pa egzanp, fibwoz poumon, myokardit).

Vizite: [www.Shieldus.co/creole...](#) See more

See Translation

Create ad

How would you like to grow your business?

Create new ad
Make an ad using text, photos or videos to promote your business

Boost a post

Boost an Instagram post



ShieldUs

Sendwòm enflamatwa miltisistèm (SEM) ak kondisyon otoiminè ka rive tou apre COVID-19.

[Click here.](#)

FACEBOOK Organic Posts

English



ShieldUs

Why is a COVID-19 vaccine booster important?

They help defend against novel variations that could be more contagious or make you ill while extending the duration of vaccine efficacy.



Reach

Total
155

Reactions,
comments
and shares

Total
18

Interactions



8 reactions



0 comments



10 shares

Reach

Total
139

Reactions,
comments
and shares

Total
13

Interactions



10 reactions



0 comments



3 shares



ShieldUs

Can I take the test at home?

Yes, there are COVID-19 tests that can be performed at home. You can get these tests at pharmacies and some over-the-counter stores.



FACEBOOK Organic Posts

Spanish



Reach

Total
327

Reactions,
comments
and shares

Total
48

Interactions



29 reactions



0 comments



19 shares

Reach

Total
302

Reactions,
comments
and shares

Total
41

Interactions



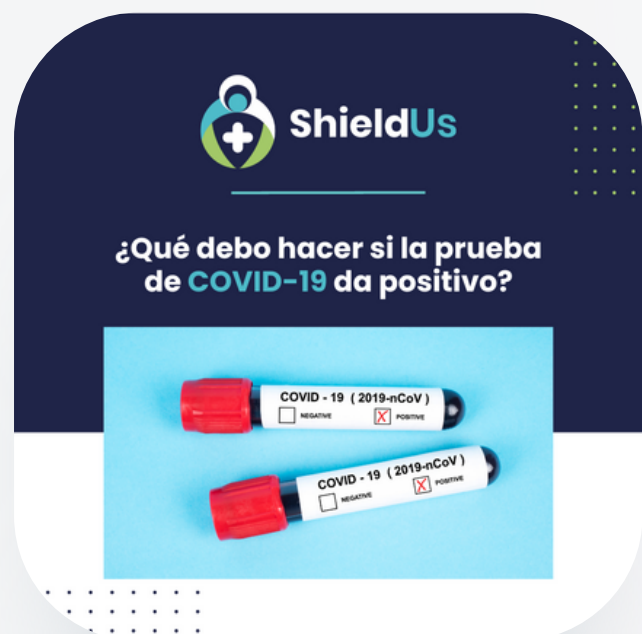
20 reactions



1 comments



20 shares



FACEBOOK Organic Posts

Creole



Reach

Total
457

Reactions,
comments
and shares

Total
153

Interactions



12 reactions



0 comments



13 shares

Reach

Total
270

Reactions,
comments
and shares

Total
11

Interactions



7 reactions



0 comments



4 shares



INSTAGRAM



shieldus.co

Enviar mensaje



Shield Us

Salud/belleza

We are a non profit organization who's mission is to educate those in vulnerable areas of district 7 about the importance of getting the COVID-19

shieldus.co

pabloro_idx, idx.marketing y coruja.pe siguen esta cuenta

213

publicaciones

81

seguidores

38

seguidos



[Click here.](#)

INSTAGRAM Organic Posts

Spanish



Reach

Total
58

Likes,
comments
and shares

Total
11

Interactions



7 likes



2 comments

Reach

Total
52

Likes,
comments
and shares

Total
21

Interactions



11 likes

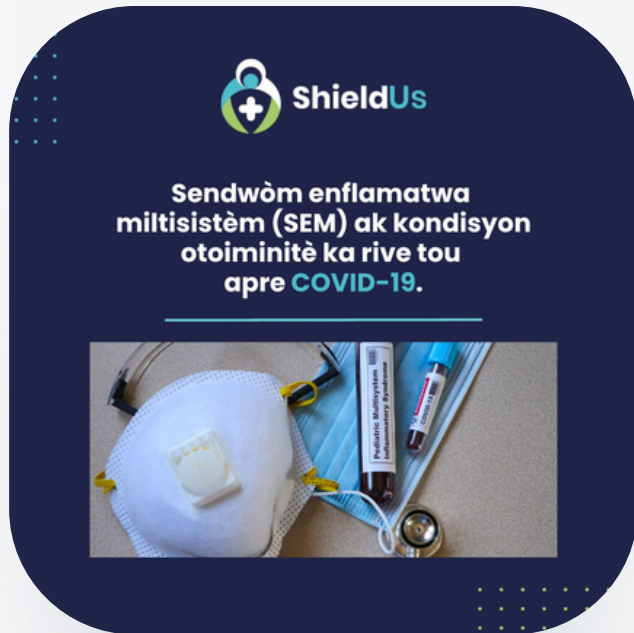


4 comments



INSTAGRAM Organic Posts

Creole



Reach

Total

44

Likes,
comments
and shares

Total

10

Interactions



8 likes



0 comments

Reach

Total

39

Likes,
comments
and shares

Total

13

Interactions



11 likes



2 comments



ShieldUs

Pran yon randevou pou resevwa yon dòz vaksen Covid-19 epi pwoteje kominote ou kont nouvo vag viris la.



FACEBOOK Ads



Reach

20,455

Impressions

38,065

Frequency

1.86

Link clicks

432

Unique link clicks

405

CPC (cost per link click)

\$1.03

Reach

19,656

Impressions

28,886

Frequency

1.47

Link clicks

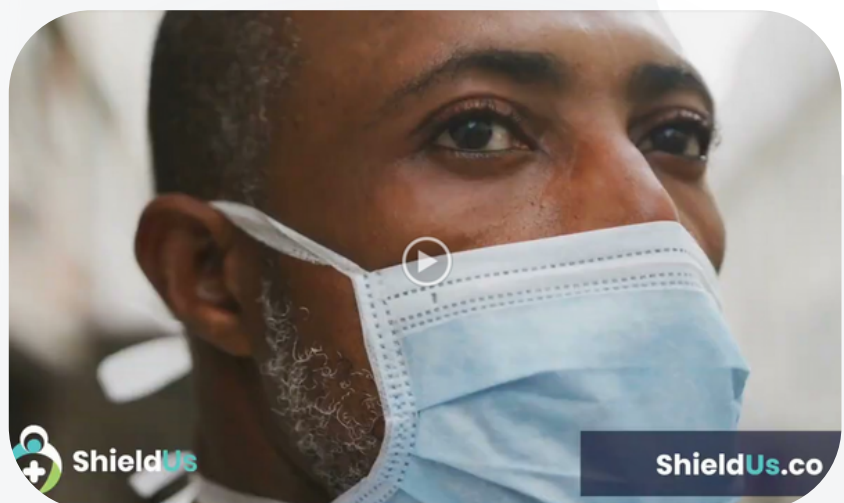
1,064

Unique link clicks

949

CPC (cost per link click)

\$0.56



FACEBOOK Ads



Reach

40,144

Impressions

90,010

Frequency

2.34

Link clicks

243

Unique link clicks

215

CPC (cost per link click)

\$2.44

Reach

28,048

Impressions

80,824

Frequency

2.88

Link clicks

148

Unique link clicks

139

CPC (cost per link click)

\$2.76



FACEBOOK Ads



Reach

30,417

Impressions

121,720

Frequency

3.64

Link clicks

145

Unique link clicks

135

CPC (cost per link click)

\$2.26

Reach

15,624

Impressions

38,988

Frequency

2.50

Link clicks

110

Unique link clicks

104

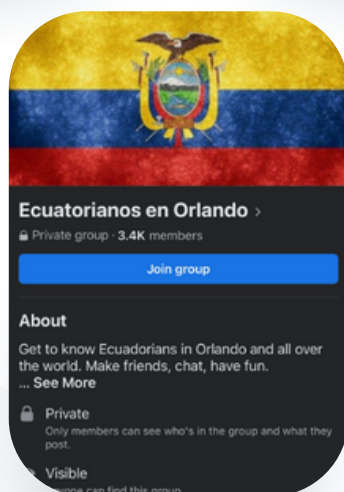
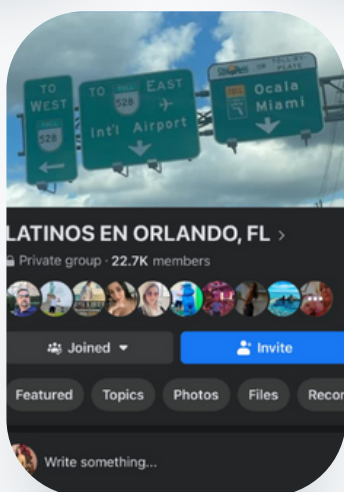
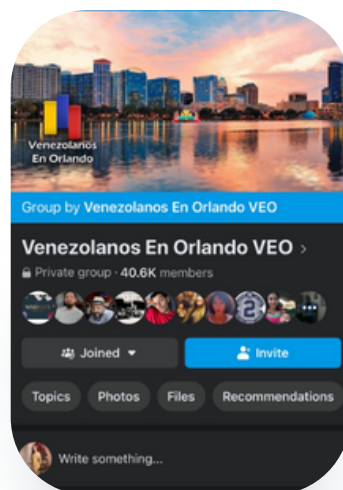
CPC (cost per link click)

\$1.92



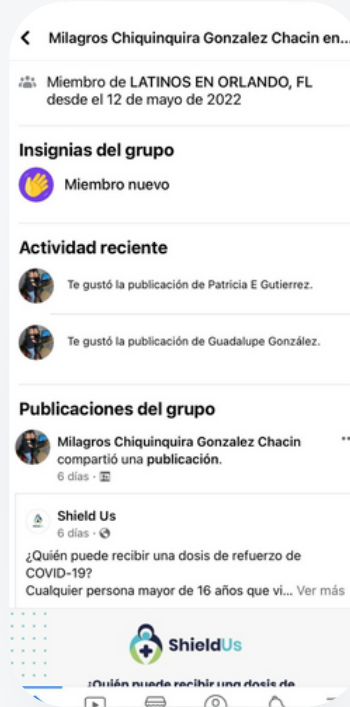
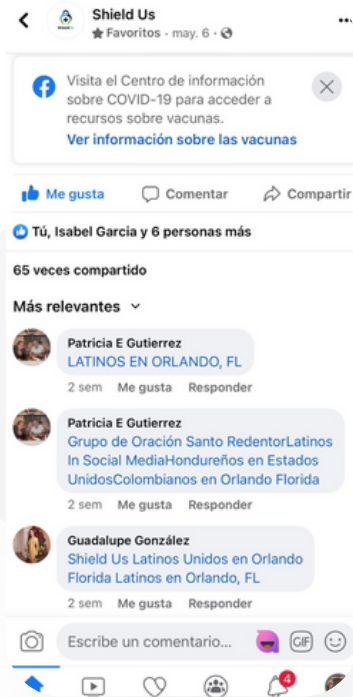


POSTS ARE SHARED WITH THOUSANDS OF PEOPLE IN RELATED GROUPS.



- Boricuas en Orlando y Kissimmee and central florida: 39,4k members
- Dominicanos en Orlando: 4,6k members
- Venezolanos En Orlando VEO: 40,6k members
- Latinos en Orlando, Fl: 22,7k members
- Ecuatorianos en Orlando: 3,4k members

POST - SHARED ON DIFFERENT FB GROUPS



shilo shieldUs
Prot que Amamos
Protegiendo a los que Amamos
Protegiendo a nuestras comunidades mediante la información, consultando los científicos de vacunación

EVENTS

Protegiendo
Primero las
Comunidades

- Alcance comunitario
- Información útil
- Recursos confiables
- Opciones
- Datos de vacunación

Servicio
Comunitario

shieldUs.org





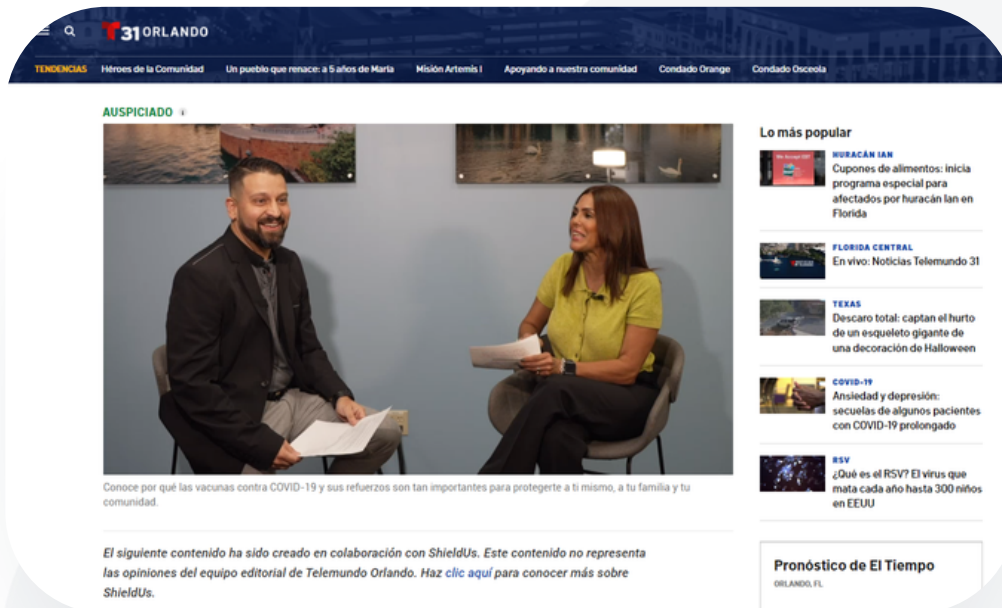




ShieldUs

MEDIA & RADIO ADVERTISING

Telemundo Orlando



Between 10/17/22 and 10/23/22, that page earned 243 page views from 221 unique visitors. The video currently leading the article, had 198 video total views across the site during that date range.

[Click here](#)



[Click here](#)



English Audio



Creole Audio



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Bounce Rate: 63.79%
Pages / Session: 1.28

Thank you!

We are committed to making you our priority and building a lasting business relationship. We understand the importance of providing your company with the best possible results and we are here to make it happen.

Please do not hesitate to contact us if you have any questions now or in the future. We are here to serve you and your business and help elevate it to its full potential.



Contact

407.305.6443
pablo@idx.marketing
IDX.Marketing