

CASE STUDY






BACKGROUND

Public Allies Central Florida is one of 22 sites around the country under the national Public Allies organization, part of the AmeriCorps network. Public Allies is a national movement committed to changing both the face and practice of leadership by recruiting and training talented emerging leaders with a passion for social impact to create meaningful change in our community. Our Allies are diverse, equity-centered, innovative problem solvers, dedicated to mobilizing community assets to develop solutions to local challenges. In partnership with nonprofit partners, we deliver our nationally recognized, values-driven, results-led apprenticeship to advance our mission to create a just and equitable society and the diverse leadership to sustain it.

Program Benefits

- Gain full-time experience at a nonprofit organization
 - \$2,000 monthly stipend
 - Free Health Care
 - Subsidized Child Care
 - Student loan deferment
 - \$6,495 Segal Education Award upon program completion
 - Develop Leadership Skills and Receive Personalized Coaching
 - Expand network of diverse, passionate young people and community leaders
 - Earn a Certificate in Volunteer Management through Rollins College
- 

STRATEGY

The campaigns will focus on “Lead Generation”.

All campaigns will have a link to the provided landing page.

Customer need

The client had a need to market the Public Allies Program and spread the word that there is an opportunity for community improvement and personal growth when selected. Strategic partner [RMG](#)

SOCIAL NETWORKS

- Facebook
- Instagram

AUDIENCES

Men and women from 18 to 60 years old. All concentrated in Osceola Florida, Orange County Florida, Lake County Florida and Seminole County Florida in the United States.

CAMPAIGN OBJECTIVES

- Have a reach of at least 122,000 for three months.
- Have at least of 6,100 clicks for three months.

Organic FACEBOOK

Before the campaign

02-01-22 to 04-30-22

1,567

Reach

Facebook Page Reach

83

Page and Profile Visits

Facebook Page Visits

455

Instagram Reach

After the campaign

05-01-22 to 07-31-22

206,462

Reach

Facebook Page Reach

706

Page and Profile Visits

Facebook Page Visits

5,635

Instagram Reach

With the work done, we have been able to increase at an organic level:

- 13,175.62% on Facebook Reach
- 850.60% on Page and Profile Visits
- 1,238.46% on Instagram Reach

Ads FACEBOOK



CAMPAIGN

	C1 Lead Generation Apply Now \$583	C2 Lead Generation Apply Now \$583	C3 Lead Generation Apply Now \$583	Total
Reach	63,135	45,704	86,320	195,159 People
Impressions	198,055	124,819	185,088	507,962 Total
Frequency	3.14	2.73	2.14	2.67 Per Person
Link Clicks	2,213	2,573	1,360	6,146 Total
Unique Link Clicks	2,437	2,472	1,694	6,603 Total
CPC (cost per link click)	\$0.80	\$0.69	\$0.90	\$0.79 Per Action

With the Ads campaign we were able to exceed the established objectives:

- Have a reach of at least 122,000 for three months.
- Have at least of 6,100 clicks for three months.

ANALYTIC GOOGLE

Before the campaign 02-01-22 to 04-30-22

DEFAULT CHANNEL GROUPING	ACQUISITION			BEHAVIOR	
	Users	New Users	Sessions	Engaged sessions	Event count
	42	41	42	44	274
	100% of total	100% of total	100% of total	100% of total	100% of total
Organic Social	35	35	38	35	188
Direct	7	6	11	9	83
Unassigned	1	0	1	0	3

After the campaign 05-01-22 to 07-31-22

DEFAULT CHANNEL GROUPING	ACQUISITION			BEHAVIOR	
	Users	New Users	Sessions	Engaged Sessions	Event Count
	4,629	4,614	5,332	4,219	1.28
	100% of total	100% of total	100% of total	100% of total	100% of total
Organic Social	2,943	2,936	3,252	2,558	1.17
Paid Search	1,032	1,031	1,147	870	1.11
Direct	468	464	682	559	1.12
Unassigned	148	129	172	143	1.49
Organic Search	40	39	63	53	1.55
Referral	18	15	32	28	1.43
Affiliates	5	0	20	13	0



SUMMARY

The work carried out in the Ads campaigns exceeded the established objectives.

This means that a significant percentage of the population enrolled in the Public Allies Program.

Due to the type of model of the Public Allies organization, we cannot speak of a monetary gain after the development of the campaigns. Being a non-profit organization, its function is to help, teach and inform people. The strategy for the campaigns was based on this.

With that in mind, we can state that the results of the advertising campaigns were very successful and contributed to a considerable percentage of the population enrolling in the Public Allies Program.





SUMMARY

Organic Facebook

Reach: 206,462
Page and Profile Visits: 706
Instagram Reach: 5,635

Facebook Ads

Reach: 195,159, we exceeded the metric by 159.96%
Impressions: 507,962
Frequency: 2.67
Link Clicks: 6,146, we exceeded the metric by 100.75%
Unique Link Clicks: 6,603
CPC (cost per link click): \$0.79

Analytic Google

Users: 4,629
New Users: 4,614
Sessions: 5,332
Engaged Sessions: 4,219
Event Count: 1.28

EXAMPLES

FACEBOOK AND INSTAGRAM

Ads



FACEBOOK



Public Allies

@publicallies • 4.8 35 opiniones • Organización sin fines de lucro

Más información

publicallies.org

Inicio Información Eventos Fotos Más +

Me gusta

Mensaje

🔍

☰

Información

Ver todo



Public Allies' mission is to create a just and equitable economy and the diverse leadership to sustain it. We proudly partner with AmeriCorps.

Founded in 1992, Public Allies is a nonprofit organization with various communities nationwide, where we operate our signature AmeriCorps leadership s... Ver más

A 9,157 personas le gusta esto

6,976 personas siguen esto

291 personas registraron una visita aquí

<http://www.publicallies.org/>

Enviar mensaje

admin@publicallies.org

Abierto ahora

9:00 a.m. - 5:00 p.m. -

Organización sin fines de lucro - Organización consultoría

Sugerir cambios

¿Este lugar tiene un número de teléfono?

Si

No lo sé

No

Fotos

Ver todo



Videos

Ver todo



Public Allies

7 de diciembre a las 11:08 a.m.

Public Allies is honored to announce the appointment of four new board members to the Public Allies National Board of Directors.

Public Allies will continue to remodel its Board of Directors in the coming year with the goal of fully aligning with and living into its values, with critical representation from program and staff alumni, as well as Operating Partners.

Meet the new additions — <https://publicallies.org/public-allies-welcomes-four-new/>

Ver traducción



PUBLICALLIES.ORG

Public Allies Welcomes Four New Board Members - Public Allies

Public Allies is honored to announce the appointment of four new board members to the Publ...

👍❤️👍

3 veces compartido

Me gusta

Comentar

Compartir

Escribe un comentario...

🗨️👍👍

Public Allies

29 de noviembre a las 12:36 a.m.

As a way to demonstrate our gratitude and commitment to our Public Allies Alumni, we are excited to uplift their projects/organizations and direct our audience to support them in honor of #GivingTuesday2022

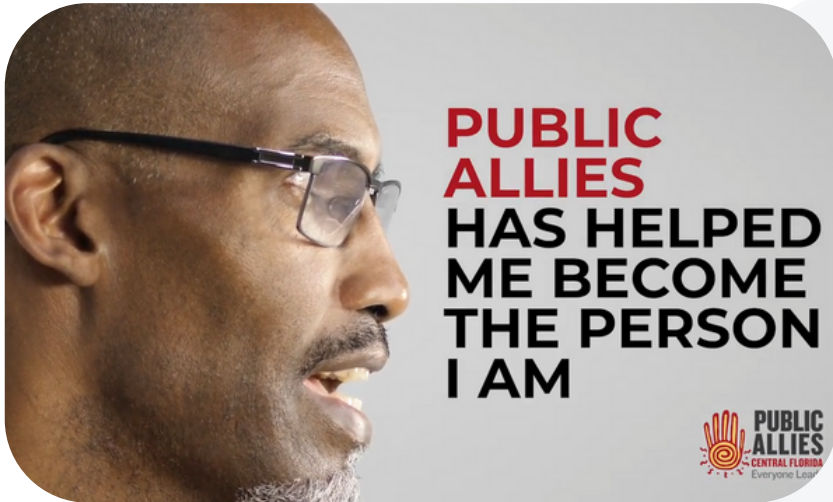
👉 Learn more about the right (&) organizations that we are spotlighting this year by visiting our website — <https://publicallies.org/support-pa-alumni-this-giving/>

Ver traducción



[Click here.](#)

FACEBOOK Ads



Reach

34,712

Impressions

108,563

Frequency

3.13

Link clicks

960

Unique link clicks

937

CPC (cost per link click)

\$0.70

Reach

29,368

Impressions

74,807

Frequency

2.55

Link clicks

991

Unique link clicks

1,286

CPC (cost per link click)

\$0.94



FACEBOOK Ads



Reach

25,672

Impressions

75,040

Frequency

2.92

Link clicks

1,514

Unique link clicks

1,347

CPC (cost per link click)

\$0.72

Reach

19,084

Impressions

38,230

Frequency

2.00

Link clicks

800

Unique link clicks

945

CPC (cost per link click)

\$0.65



FACEBOOK Ads



Reach

13,876

Impressions

17,946

Frequency

1.29

Link clicks

258

Unique link clicks

361

CPC (cost per link click)

\$0.56

Reach

17,220

Impressions

25,419

Frequency

1.48

Link clicks

233

Unique link clicks

371

CPC (cost per link click)

\$0.82





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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

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