
AUGUST 18, 2020

**AGENDA ITEM 3
INFORMATION ITEM**

CALIFORNIA ABLE ACT BOARD

Strategic Marketing Program Update - Sagent

- The California ABLE Act Board will review the results from the 2019-20 Marketing Campaign and receive an overview of the upcoming 2020-21 Marketing Campaign provided by Elizabeth Merwin and Karen Lewis, Sagent Marketing. Materials provided to the Board include:
 - 1) Year 1 CalABLE Marketing Campaign
 - a. Year 1 Paid Media Campaign Timeline
 - b. Year 1 Paid Media Delivery & Analytics
 - 2) Year 2 CalABLE Marketing Campaign
 - a. Year 2 Paid Media Campaign Timeline
 - b. Year 2 Planned Paid Media
 - 3) Additional Marketing Efforts
 - 4) Questions

Attachment

- Attachment #1 – CalABLE Marketing Campaign Year in Review and Upcoming Plan

CalABLE Marketing Campaign

Year in Review and Upcoming Plans

CalABLE Board Meeting
August 18, 2020



Campaign Creative (Year 1 and 2)

Parents/guardians of a child with a disability

**Dream.
Save.
Succeed.**

Prepare for your child's future.
Protect their benefits with CalABLE.





Campaign Creative (Year 1 and 2)

Working adults with a disability

**Dream.
Plan.
Achieve.**

Prepare for the future.
Protect your benefits with CalABLE.



Year 1



Year 1 Paid Media Campaign

Media Partner	Media Type	Creative	Oct				Nov				Dec					Jan				Feb				Mar				Total Cost	Added Value	Total Value	Impressions
			7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23				
Digital										Holiday/Giving Tues					New Year's Resolutions					Tax Time						\$43,000.20	\$15,500	\$78,500.20	7,871,300		
Bonneville	Predictive Digital Marketing	Display/Video																									\$ 16,000		\$ 16,000	2,000,000	
Bonneville	Predictive Digital Marketing	Display/Video																									\$ 2,000		\$ 2,000	250,000	
Bonneville	Behavioral Targeted Video	Video																									\$ 10,000		\$ 10,000	500,000	
Bonneville	Search - Adwords	Search Keywords																									\$ 13,000		\$ 13,000	NA	
Bonneville	Behavioral Targeted Display	Digital Display																									\$ -	\$ 13,500	\$ 13,500	3,300,000	
ViaMedia	Eblast 3x	Email																									\$ 9,039		\$ 9,039	301,300	
ViaMedia	Eblast retargeting 3x	Retargeted Display																									\$ 961		\$ 961	120,000	
ViaMedia	Mobile Ad Messenger	Mobile Display																									\$ 12,000		\$ 12,000	1,200,000	
ViaMedia	Mobile Ad Messenger-AV	Mobile Display																									\$ -	\$ 2,000	\$ 2,000	200,000	
																											\$12,000.00	\$0.00	\$12,000	NA	
Social Media	Facebook	Paid & Organic																									\$ 12,000		\$ 12,000	NA	
Total																											\$ 75,000	\$ 15,500	\$ 90,500	7,871,300	

Year 1 Paid Media Delivery

Media Strategy & Delivery

- Budget: \$75,000
 - Added value: \$15,500 (17%)
 - Total value: \$90,500
- Timing: October 14, 2019 – February 29, 2020
- Impressions:
 - Estimated impressions: 7.87 million
 - Delivered impressions: 12.20 million
- Campaign Elements:
 - Digital
 - Paid Social Media
 - Eblast
 - Search Engine Marketing
 - Mobile Ad Messenger
 - Video

Year 1 Paid Media Analytics

Media Delivery on Key Performance Indicators (KPIs)

- Display
 - Impressions: 10,065,557
 - Click-through-rate: 1.37%
- Mobile Ad Messenger (MAM)
 - Impressions: 1,546,425
 - Click-through-rate: 0.94%
- Eblasts & Eblast Retargeting
 - Impressions: 523,513
 - Click-through-rate: 1.29%
 - Click to open rate: 22.01%
 - Open rates were above the 15-18% industry standard
- Social
 - Impressions: 9,344,611
 - Reached: 2,830,635
 - Working adults received the highest overall reach and impressions
 - Parents were more likely to visit the website from social media
- Adwords
 - Impressions: 70,271
 - Click-through-rate: 12.69%

Year 2



Year 2 Paid Media Campaign

			Flight Dates																																					
			Aug		Sept				Oct				Nov				Dec				Jan				Feb				Mar											
Media Partner	Placement	Description/ Targeting	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	Impressions	Total Cost	Added Value	Total Value				
Digital Display					Back to School											Holiday/Giving Tues/ New Year's								Tax Time																
ViaMedia	Mobile Ad Messenger	A18+, Families w/Children, Geo-Target disabled populations and disability service sites																															363,636	\$4,000		\$4,000				
	Mobile Ad Messenger Added Value																																30,000	\$0	\$330	\$330				
	Mobile Ad Messenger																																363,636	\$4,000		\$4,000				
	Mobile Ad Messenger Added Value																																30,000	\$0	\$330	\$330				
	Mobile Ad Messenger																																363,636	\$4,000		\$4,000				
	Mobile Ad Messenger Added Value																																30,000	\$0	\$330	\$330				
Excitant	Native Display	Parents of children w/disabilities 18 under/18+, Adults w/disabilities who utilize federal/state assistance, Disability segments (Autism, Down Syndrome, Cerebral Palsy)																															433,333	\$6,500		\$6,500				
	Predictive Display & Video																																250,000	\$2,000		\$2,000				
	Predictive Display & Video																																2,000,000	\$16,000		\$16,000				
	Predictive Display & Video Added Value																																3,000,000	\$0	\$22,000	\$22,000				
																																					6,864,241	\$36,500	\$22,990	\$59,490
Social Media																																								
Sagent	Facebook / Instagram Static Posts	Parents of children w/disabilities 18 under/18+, Disability segments																														N/A	\$18,950		\$18,950					
Excitant	YouTube :15 Pre-Roll (Non-Skippable)	Parents of children w/disabilities 18 under/18+, Adults w/disabilities who utilize federal/state assistance, Disability segments (Autism, Down Syndrome, Cerebral Palsy)																															83,333	\$1,667		\$1,667				
																																		83,333	\$1,667		\$1,667			
																																		83,333	\$1,667		\$1,667			
																																		83,333	\$1,667		\$1,667			
																																		83,333	\$1,667		\$1,667			
																																		83,335	\$1,667		\$1,667			
																																					500,000	\$28,950	\$0	\$28,950
Eblast																																								
Solid Search	E-mail	Parents of children w/disabilities 18 under/18+, Adults w/disabilities who utilize federal/state assistance, Disability segments (Autism, Down Syndrome, Cerebral Palsy)																															166,666	\$4,167		\$4,167				
																																		166,666	\$4,167		\$4,167			
																																		166,668	\$4,167		\$4,167			
	E-mail Retargeting Added Value																																180,000	\$0	\$4,500	\$4,500				
																																					680,000	\$12,500	\$4,500	\$17,000
SEM																																								
Excitant	Search	Keyword Targeting																															N/A	\$11,000		\$11,000				
	Search Retargeting																																N/A	\$5,000		\$5,000				
																																					0	\$16,000	\$0	\$16,000
Grand Totals																																					8,044,241	\$93,950	\$27,490	\$121,440

Year 2 Planned Paid Media

Media Strategy & Estimated Delivery

- Budget: \$93,950
 - Added value: \$27,490 (29%)
 - Total value: \$121,440
- Timing: August 31, 2020 – February 22, 2021
- Estimated Impressions: 8.04 million
- Campaign Elements:
 - Digital
 - Paid Social Media
 - Eblast
 - Search Engine Marketing
 - Video
 - Mobile Ad Messenger

Additional Marketing Efforts



Additional Marketing Efforts

- Earned media strategy
- Outreach plan
- Webinars
- Optimal marketing approach
- Financial literacy strategy to working adults
- Organic (unpaid) Facebook content
- Visa prepaid card fact sheets (English and Spanish)
- Postcard – California Department of Social Services

QUESTIONS & ANSWERS

