The National Association for the Employment of People who are Blind

NAEPB Marketing Committee Board Report
October 2, 2024

The NAEPB Marketing Committee and NIB met Oct 1 to review the latest results of the SKILCRAFT products and services campaigns, the Heard & Empowered podcast, and the current updates on 2024 Government Relations Campaign.

The status and key activities for each initiative are provided below.

INITIATIVE #1: 2024 GOVERNMENT RELATIONS CAMPAIGN

Goals

- Support the business growth (revenue / employment) of the program through the 1% DoD utilization goal and other pro-growth messaging.
- Position NIB/NAEPB as the subject matter experts for blind employment to educate decision-makers / influencers about our program and our jobs (they are real, and they matter) while combatting the negativity pushed by other groups.

Campaign Execution

- Interpersonal Communication: Facilitate conversations between stakeholders and policymakers
- Direct Communication: Steady drumbeat of social media, email, podcasts, and videos that coordinate with and augment shoe-leather lobbying and advocacy
- Precise Digital Advertising

Campaign Landing Page Metrics

- June 1 through September 30
    - 3,178 Sessions
    - 2,948 Total users
    - 2,892 New users
    - 754 Find-an-agency clicks – up 30.2%
    - 124 Contact us submissions – up 138.5%
- September Month-over-month
    - 1,573 Sessions – up 54.1%

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    - 1,437 Total users – up 48.6%
    - 1,399 New users – up 46.5%

- Primary sources of traffic
    - Google ads
    - Direct (email, social media)

Digital Advertising Campaigns

- Paid Google Ads
    - Pay-per-click (PPC) advertising platform where advertisers pay per click/impression on an ad
    - August-September Campaign
        - 3,654 Clicks
        - 352,361 Impressions
        - Click-through rate: 1.04%
        - Cost per click: $0.63
        - Video views: 14,823
- LinkedIn Advertising
    - 9,150 Impressions
    - 6,000 Reach
    - 43 Clicks
    - Click-through rate: 0.47%
    - Elected to discontinue and transfer efforts to Google Ads in September

Congressional Staffer Email Campaign

- Three emails to date
    - June – 1% goal, Danny Kelly video, highlighted advocacy-focused podcast episodes
    - July – 1% goal, Lise Pace video, visit your local agency during the August recess
    - September – 1% goal, Brandye Lacy video
- Metrics
    - Total Recipients: 11,627
    - Open Rate: 21%
    - Click Rate: 0.89%
- One more email to come in October – Will have an NDEAM focus and invite staffers to the AccessTech event

Government Relations Campaign Videos

- Created four videos from interviews conducted at the Public Policy Forum
    - Used in Congressional email campaigns and on social media

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- Provided to NPAs for their use

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- Danny Kelly, IFB Solutions
    - Published June 25; 153 views
- Lise Pace, Bosma Enterprises
    - Published July 19; 267 views
- Brandye Lacy, Austin Lighthouse
    - Used as the focus of the YouTube advertising campaign launched in August
    - Published August 22; 14,663 views
- NDEAM Video – Launched last week; will be the focus of the October YouTube advertising campaign

Advocacy-Focused Heard & Empowered Podcast Episodes

- Episode #35: Communications, Impacting Public Policy, and Creating Jobs with Austin Lighthouse's Brandye Lacy
- Episode #33: Advocacy, Public Policy, and the 1% Ask with Bosma Enterprises' Lise Pace
- Episode #31: Strategic Advocacy: Influencing Public Policy on Capitol Hill with Dan Kelly
- Episode #28: From HR to Advocacy: Rob Buettner's Impact at Beyond Vision
- Episode #27: How BVI Advocates Can Make a Bigger Impact with NIB's VP of Public Policy, Rick Webster
- Episode #26: How Changing Public Policy Will Create More BVI Jobs with Luke Messer and Jeff Mittman
- Episode #25: BVI Advocacy, Public Policy, and Speaking Up on Capitol Hill with Vivian Fridas
- Episode #24: Redefining Workforce Inclusion and Employment Equality with Shannon Satterfield

Campaign Tools Provided to NPAs

- NPA Toolkit with customizable social media posts, sample email copy, phone scripts, and press releases
- Three informational webinars to share best practices
- Eight Heard & Empowered podcast episodes focused on advocacy work to share online
- NPA landing page with assets readily available: nib.org/campaign2024
    - Recording of webinar
    - Social media graphics
    - Four videos
- External landing page for policymakers and other stakeholders
- LinkedIn Group to amplify social media efforts
- Google form for gathering KPIs

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NPA Communications

- Sent five emails between June and September sharing new assets, as well as the new NDEAM assets
    - Sent to agency CEOs, government relations employees, and public relations/ communications employees.
    - Average open rate of 47%
- NPA Campaign Assets web Page
    - From May-September, there were 105 sessions for a total of 66 users
- KPI Collection
    - Created a Google form for NPAs to use to submit their social media KPIs
    - Requested information on meetings and agency visits and social media activity
    - Despite multiple requests, only four NPAs shared their KPIs

INITIATIVE #2: SKILCRAFT PRODUCT AND SERVICES CAMPAIGN

NIB onboarded a new digital marketing firm this summer. One of the first projects assigned to the agency was the optimization of the NIB Google Grants accounts, which is focused on year-round SKILCRAFT product and services marketing.

Google Grants

- This program provides eligible nonprofits with up to $10,000 per month in free search ads on Google.com. The goal is to help nonprofits connect with people searching for their cause, raise awareness, and attract donors and volunteers.
- The optimization efforts on the Google Grant Account are starting to show results; quarter to date there is a 962.1% lift in total Google Grant dollar utilization year-over-year.
- The Google Grant account has experienced an 18.4% increase in clicks, a 16% increase in total spend, and a 2.1% decrease in average cost per click compared to the previous period, indicating improved cost-efficiency.

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