The National Association for the Employment of People who are Blind

NAEPB Marketing Committee Board Report
July 24, 2024

The status and key activities for each initiative are provided below. The Marketing committee did not meet in the quarter.

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

Status

- May 2024
    - Held three webinars for NPAs; overall, we had a total of 39 registrants.
    - NPA Government Relations Campaign Assets web page
        - Posted webinar recording and presentation
        - Metrics (May 1-July 24):
            - 91 views
            - 50 total users
    - Launched external Government Relations Campaign landing page.
        - Metrics (May 1-July 24):
            - 324 views

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        - 255 total users
    - Recorded video interviews and B roll footage with Danny Kelly, Lise Pace, and Brandye Lacy during the Public Policy Forum to be turned into a series of videos and podcasts for use throughout the Government Relations Campaign.
    - Created first series of digital ads and social media graphics in support of the Government Relations Campaign; assets will be available for NPA use.
    - Developed agency KPIs to be reported monthly and a Google form for NPA monthly reporting.
    - NIB May Social Media Campaign
        - GRC-focused social media posts: 54
        - Number of shares for GRC-focused social media posts: 134
        - Number of likes for GRC-focused social media posts: 1,365
        - Number of clicks for GRC-focused social media posts: 4,066
        - Number of comments for GRC-focused social media posts: 64

- June 2024
    - Sent out four individual press releases featuring Advocates for Leadership and Employment targeted to their home regions:
        - Danny Kelly, IFB Solutions (North Carolina)
        - Lise Pace, Bosma Enterprises (Indiana)
        - Gary Wagner, Visually Impaired Advancement (New York)
        - MaryBeth Clare, Envision Xpress (Idaho)
    - Sent email to NPAs sharing additional campaign assets on June 12:
        - Trackable link to external campaign landing page
        - Social media graphics
        - New podcast episodes focused on advocacy
        - Google form for monthly collection of NPA KPIs, with a request to fill it out for May
        - Email Metrics:
            - Open Rate: 41%
            - Click Rate: 6%
    - Completed video one featuring Danny Kelly; posted to NIB YouTube channel and shared in the first congressional staffers email.
        - June: 53 views
        - July (to date): 54 views
        - Average view duration: 1:27 minutes
        - Average percentage viewed: 62.1%
    - Sent out first email for Congressional staffers via Bloomberg Government on June 27. Email Metrics:
        - Conservative

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            - Recipients: 5,496
            - Open Rate: 21.25%
            - Click Rate: 0.51%
            - Unsubscribe Rate: 0.73%
        - Progressive/Nonpartisan/Independent (as of July 10)
            - Recipients: 6,131
            - Open Rate: 19.08%
            - Click Rate: 0.85%
            - Unsubscribe Rate: 0.88%
    - NIB June Social Media Campaign
        - GRC-focused social media posts: 33
        - Number of shares for GRC-focused social media posts: 79
        - Number of likes for GRC-focused social media posts: 593
        - Number of clicks for GRC-focused social media posts: 406
        - Number of comments for GRC-focused social media posts: 20

- July 2024
    - Sent out third email for NPAs with new assets on July 1:
        - Google form for monthly collection of NPA KPIs, with a request to fill it out for May and June
            - Three agencies provided data: Bestwork Industries for the Blind, East Texas Lighthouse for the Blind, and Beyond Vision
        - Link to download the video of Danny Kelly for use on social media with post text
        - New podcast episodes focused on advocacy
        - Email Metrics:
            - Open Rate: 46%
            - Click Rate: 10%
    - Worked with vendor to create and launch digital ad campaigns on LinkedIn and Google.
    - Completed video two featuring Lise Pace; posted to NIB YouTube channel and NIB social media; will be shared in the second congressional staffers email before the end of July.
        - July (to date): 14 views
        - Average view duration: 1:08 minutes
        - Average percentage viewed: 50.6%
    - Executing follow-up public relations campaign and GRC-focused social media campaign.

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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

NIB In-Progress Activities

- Preparing fourth email for NPAs sharing Lise Pace video, newest podcast episodes, and digital marketing details.
- Preparing second email for Congressional staffers featuring Lise Pace video to be sent in July.
- Developing second set of social media graphics for NIB and NPA use.
- Continuing follow-up public relations, social media, and digital marketing campaigns.
- Reviewing long-form podcast interview with Danny Kelly for posting to YouTube.
- Finalizing video three featuring Advocate Brandye Lacy of Austin Lighthouse for release in August.

INITIATIVE #2: SKILCRAFT PRODUCTS EMAIL CAMPAIGN Q4 FY2024

- Campaign Goal: To increase awareness and drive traffic to purchasing platforms of new SKILCRAFT products.
- Primary KPI: Clicks to SKILCRAFT purchasing methods

Q4 FY2024 KPIS (as of July 24, 2024)

- Q4 Product email was sent July 10:
  - Federal List
    - Sends: 12,107
    - Opens: 2,290
    - Clicks: 1,415

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- Distributor List
    - Sends: 645
    - Opens: 194
    - Clicks: 17
- BSC List
    - Sends: 179
    - Opens: 50
    - Clicks: 10

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