

# Digital how-to guide by Forward Action

## Attracting new audiences on digital using [Britain Talks Climate](#)

This guide was created by digital mobilisation agency, [Forward Action](#), and outlines how you can use digital lead generation tactics to attract new audiences to your organisation. The advice assumes a certain level of understanding about digital tools but tries to be as accessible as possible. It is based on a lead generation model that Forward Action has tested extensively with a range of organisations:

### Facebook ads > Handraiser sign-up page > Post-action asks > Emails

**Facebook ads:** If you're looking to reach adults in the UK (and not specifically targeting a youth demographic), Facebook is currently the platform that will deliver the lowest cost leads. It also allows you to build ad campaigns with detailed audience, format, copy and image variants for testing and optimisation.

**Handraiser sign-up page:** A handraiser is a values-based statement, a bit like a petition but without a specific target or policy-change "ask". Its function is to capture essential data such as name and email address, and crucially get consent to continue communicating to the signer via email. It allows people to get behind an idea or cause as an easy first step, and its lifespan is not linked to a particular campaign.

**Post-action asks:** Immediately after someone signs up to support you, they are feeling motivated and you have their full attention, so always direct them to ways they can do more. The simplest "ask" is to share the action on social media.

**Emails:** Once you have attracted new leads, you should send regular, action-focused emails to your list, asking people to campaign, donate or volunteer and deliver impact for your organisation.

## 1. Identify the audiences you'd like to target

You'll need to decide on your goal before choosing the segment(s) you want to target.

- Is there a group you know is underrepresented in your supporter base, who you are well-placed or would specifically like to try and acquire? For example:
  - Are you looking to recruit donors in a particular part of the country?
  - Would supporters with different political viewpoints or values have more impact when lobbying decision-makers?

- Are there segments who care about your issue, but who you aren't managing to reach or engage?
- Do you think that your 'standard' messaging might be perceived in a negative or unconvincing way by these audiences? Or are you struggling to attract them for other reasons?

## 2. Develop your messaging

You'll need on-page messaging, and also copy variants for Facebook adverts to promote the sign-up page.

Begin by thinking about how what you offer aligns with your chosen segment's values.

- How does this group feel about the world in general?
- What can your organisation offer them?
- Are there any red flags?

Then, think about headlines that will peak their interest and stick in their minds:

- The headline or title of your page is key. Many users will skip longer body copy, and will make their decision based on the Facebook ad they clicked on and the headline or title of the page.
- Looking at your answers to the above three questions for inspiration, what are some headlines for a sign-up page that might appeal to this audience? Get down as many ideas as possible before filtering through, tweaking them and collating a shortlist.

Next, consider the rest of the sign-up page copy:

- Sketch out your theory of change; essentially, how you expect your messages and actions to produce a series of results that contribute towards your goals.
- Make it clear what the user is signing up for, so - once they land on the page - they are compelled to sign their name and also opt-in to updates from your organisation.

You can then translate your copy for Facebook ads to drive traffic to your page:

- Make sure the "ask" is simple - there isn't much scope for explaining complicated issues within the character limit of a Facebook ad. It should be clear to the user what you're asking them to do (sign up) and why (the impact it will have).



- Connect the action (signing the page) to something with tangible impact (real world change).
- Use encouraging lines like 'It takes just 30 seconds', and repeat the call to action, where possible.
- Use statistics if relevant, and explain how they can become part of a collective movement. For example, in the ad below, we begin by telling the user '75% of us want neighbourhoods that encourage walking'. We're using the statistic to encourage the user to be on the side of the majority.

### 3. Set up your sign-up page



**Our British Seaside Towns Are At Risk from Worsening Weather and Rising Seas. Add Your Name if You Agree: We Need to Protect Them from Our Changing Climate.**



Climate change might feel far away – but it's not. British seas are rising, floods are becoming more regular and more devastating, and our weather is getting more extreme.

This is all due to climate change, and as Sir David Attenborough is telling us: if we don't act now, our landscape will be damaged forever.

British seaside towns are our country's pride and joy – giving millions of us treasured memories of home, holidays, and family time. We can't afford to lose them.

We need to act to protect our British landscape, and the whole of the UK. If you agree, add your name.


2,603  
 Help us get to 5,000

I agree: we need to protect British seaside towns and the whole of our country from climate change.

Add my name:

Will you sign up to help our country?  
 Can we stay in touch so we can tell you more information about British climate change, and actions you can take for our country? Say 'yes' for occasional emails.

Yes     No

Add my name

- Keep the design of your sign-up page simple, so you don't distract users who land on it or confuse what they need to do.
- Make sure your sign-up form has as few fields as possible. This is vital to removing barriers to signing up and ensuring that a high number of users convert.
- Pay close attention to the wording of your opt-in statement. In the example above, this is: 'Can we stay in touch so we can tell you more about British climate change, and actions you can take for our country? Say "yes" for occasional emails'. You want to motivate signers to opt-in to hear more from you to make your page and advertising more cost effective at generating new supporters.
- Consider any tracking it might be useful to implement on your sign-up page. The more you can tell about how users landing on your page are behaving the better. Adding Google Analytics events tracking (or similar) will mean that you can see the rate at which users sign-up, opt-in and take other actions on your page. This will help you see where there is potential for improvement, troubleshoot any inefficient parts of the journey and optimise for the best performing page.
- If you are promoting your sign-up page using Facebook ad campaigns, they will perform better if you can [install the Facebook pixel](#) on your page (a piece of code that collects data). This will allow you to optimise your ad campaigns towards "Leads", which means Facebook will use what it knows about those who sign-up and opt-in to attract other similar people to your page. You will also be able to exclude those who are already on your list.

## 4. Add any post-action asks

1,925  
Help us get to 5,000

I agree: "going green" shouldn't cost me a job – it should make thousands more.

Add my name:

First name\*

Last name

Email address\*

Stay in the know on climate change  
Click 'yes' and we'll send you important updates, actions, info and stories about the climate crisis, so you know what's what.

Yes  No

Add my name

**Thanks for standing up for Britain against climate change, Jessie**

We'd love to know a bit more about you and why you want to join the fight for our country's future. Can you answer this quick questionnaire?

**Yes, I'll answer a few questions to help**

No, sorry

1\* To what extent do you agree or disagree with the following statements?

Young people today don't have enough respect for traditional British values. \*

- A 1 = Strongly agree
- B 2 = Somewhat agree
- C 3 = Neither agree nor disagree
- D 4 = Somewhat disagree
- E 5 = Strongly disagree

- Users are often most motivated at the point they sign up. Offering other actions they can take immediately means you'll make the most of this high level of motivation.
- What can you ask them to do once they have signed? What actions will be most impactful? Some examples: ask them to share the sign-up page with others, donate to your cause, set up a Facebook fundraiser, or take a short survey about their motivations, which you can use to inform future acquisition tactics.
- Note: For the examples used in this guide, our post-action "asks" were: survey > share > survey > donate. If you've signed the [example handraiser](#) and been through the post-action journey, you'll see the survey was based on the [16 Golden Questions](#) and was used to verify whether the users were from the intended segment. This was for the specific purposes of this project and we wouldn't recommend using this kind of survey in your own sign-up page journeys.

## 5. Build your Facebook campaign

<input type="checkbox"/>	On/Off	Ad name	Impressions	Cost per result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 2 Image 2	59,996	<u>£0.64</u> <sup>[2]</sup> Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 1 Image 2	27,819	<u>£0.72</u> <sup>[2]</sup> Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 3 Image 2	2,114	<u>£0.70</u> <sup>[2]</sup> Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 1 Image 1	3,977	<u>£0.82</u> <sup>[2]</sup> Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 3 Image 3	3,344	<u>£0.73</u> <sup>[2]</sup> Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 2 Image 3	20,730	<u>£0.69</u> <sup>[2]</sup> Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Copy 3 Image 1	117	<u>£0.71</u> <sup>[2]</sup> Per Lead

- If you have added the Facebook pixel to your sign-up page, then you can use a [conversion event](#) on Facebook to track "Leads" (users who have signed the handraiser and opted in) or "Completed Registrations" (users who have signed the handraiser). This won't show the data from every user who signs up, as Facebook is limited in terms of who it can capture this data from, but it will allow your ad campaigns to learn from those who are interacting and converting.

- Use a combination of different images and copy variants in your campaign. This helps you learn more about which images and words are the most compelling for new signers. For example, we used 3 x images with 3 x copy variants for each handraiser, giving us 9 different ads.
- If there are specific questions you want to answer about your Facebook ad creative, you can use the AB split test function to test different things against each other. For example, if you want to see which image is most cost-effective.
- Consider your audiences:
  - Are you using Britain Talks Climate to target a particular segment/s?
  - Are you using a broad audience (e.g. charity interest) and hoping your messaging cuts through to the right people?
  - Have you or can you exclude those who are already on your list? You can do this by uploading a list of your supporters to Facebook and excluding them, or by excluding any previous 'Leads' generated.
- Tracking:
  - Consider adding [UTM tracking](#) to your ad links. It means you can carry through data on the audience segment and source to your database, so you can keep track of how you acquired them. This means you can tailor communications, or simply have a better idea of who makes up your supporter list.

## 6. Going live & optimising

- Once your ad campaign is running and promoting your sign-up page, you can start analysing the results. The rate at which you acquire results data depends on your campaign spend. Be careful to only make decisions based on results that are statistically significant, which means there is high enough variation between results that you can confidently say the results are significant, as opposed to random.
- How is the campaign performing overall? What percentage of people clicking the Facebook ad are signing the page? What percentage are opting into further communication? How does this compare to any other similar tactics you use? Are there things you could change to improve any less efficient points in the journey?
  - How is the creative performing? If you've launched your campaign with ad variants that use different combinations of images and copy, you might start to notice patterns. Is there a common image or copy which is proving most cost-effective? What is it about them that could be resonating with this

audience? Can you generate other copy or image variants within this framing to add to your campaign? Switch off any ad variants that are not performing well.

- Compare how different audience segments are responding. Some will be cheaper to sign-up than others, so decide what you are willing to spend per lead for each segment, depending on how valuable they are to you. If you are not trying to recruit a specific audience, turn off those that are underperforming.
- Once you have optimised your ad campaign and sign-up page, you can scale up your media spend and keep everything running for as long as you need.

## 7. Keep talking to your new supporters

- You've put so much work into finding and persuading new supporters to join your organisation, so make sure you keep talking to them regularly and giving them a range of things to do.
- An automated welcome series of emails is a great way to introduce new supporters to your organisation and get them started with easy and impactful actions. Some possible relevant actions could be:
  - Sharing web or video content on social media
  - Taking a quiz to learn more about the cause / your organisation
  - Contacting decision-makers about current issues eg. emailing their MP
  - Volunteering or attending an event
  - Responding to a survey about their thoughts, or how they'd like to be involved with your organisation

### **Living Streets' experience so far**

*Forward Action used this method with [Living Streets](#). In order to share the results and learnings of this work, Living Streets have provided a written account of their experience so far.*

"We decided to target Disengaged Battlers, Civic Pragmatists and Progressive Activists. Our hunch was that the majority of folk on our current list are Civic Pragmatists, so we were interested in considering how we might recruit people from groups we often struggle to engage

with and reach. It was quite challenging to deviate from our usual tone and message and consider the motivations of different groups of people.

We have used Facebook ads previously, but not on this scale. So it was interesting to see how the message was received. It was also interesting to see how the different ads performed during the campaign period.

The ads were really successful at recruiting new people to Living Streets. These new recruits also seem really engaged - with good email open rates. The costs per conversion was relatively cost effective, so we have decided to continue to use the most successful ads..

Using handraisers is a great way to recruit people. If you want to attract a new audience, make sure you spend some time really looking into their motivations and tailor your message accordingly. The cost per new contact can be really good; however, the setup and management of the campaigns should not be underestimated. The support Forward Action provided was invaluable but bringing this in-house will take significant resources.”