HFTF Outreach Events 2022 and Facebook Targeting

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Outreach Events user journey

Facebook Ad → Eventbrite Page → ECF Event
Ads: Kensington

**A/B Economic Benefits**

**A/C Nature and Health Kensington**
## Kensington results

<table>
<thead>
<tr>
<th>Ad Set Name</th>
<th>Budget</th>
<th>Ad Spend (FB)</th>
<th>Clicks (FB)</th>
<th>Impressions</th>
<th>Reach</th>
<th>Cost per lead (FB)</th>
<th>Eventbrite signups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic benefits (c)</td>
<td>£1,288.00</td>
<td>£522.65</td>
<td>302</td>
<td>64,626</td>
<td>35,129</td>
<td>£0.00</td>
<td>0</td>
</tr>
<tr>
<td>Nature and health (b)</td>
<td>£1,288.00</td>
<td>£765.35</td>
<td>93</td>
<td>19,098</td>
<td>8582</td>
<td>£0.00</td>
<td>0</td>
</tr>
</tbody>
</table>

- 43,711 reached
- Targeting set at London + 25km
- 395 clicks
- 0 Eventbrite signups

### Economic benefits (c)
- Budget: £1,288.00
- Ad Spend: £522.65
- Clicks: 302
- Impressions: 64,626
- Reach: 35,129
- Cost per lead: £0.00
- Eventbrite signups: 0

### Nature and health (b)
- Budget: £1,288.00
- Ad Spend: £765.35
- Clicks: 93
- Impressions: 19,098
- Reach: 8582
- Cost per lead: £0.00
- Eventbrite signups: 0
Ads: West Bromwich

A/B Local Councils vs A/C Government
West Bromwich results

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Local councils (b)</td>
<td>£1,288.00</td>
<td>£745.05</td>
<td>183</td>
<td>64,104</td>
<td>26,848</td>
<td>£186.26</td>
<td>4</td>
</tr>
<tr>
<td>The government (c)</td>
<td>£1,288.00</td>
<td>£528.75</td>
<td>74</td>
<td>35,973</td>
<td>17,572</td>
<td>£264.38</td>
<td>2</td>
</tr>
</tbody>
</table>

44,420 reached
Targeting set at West Brom + 25km

257 clicks

6 Eventbrite signups
Facebook Ad Comments

“Propaganda at its best!”

“Let’s hope you can handle strong winds... otherwise they spin too fast and have to be switched off.. and let’s hope the wind doesn’t die down or nor power. Lol.
And let's not forget... how biodegradable those fins are???”

“What part of West Bromwich is that” (wind farm ad)

“USA, GERMANY, POLAND, CHINA, India
Still burn coal !!
In fact we import coal from Germany & Poland !”

“And if Sandwell council stopped housing illegals that are being moved into the our towns to ease to problems down south and spent that money on the local people of Sandwell you get better thought of ,after all it is taxpayers money you are using”

“Insulation is the most important thing to reduce energy usage
Solar power is good but probably not for UK, and lower levels of sunlight
Clean air and zero emission vehicles are certainly the way to go. Maybe better and free public transport will reduce the use of carbon emitting private vehicles"
Project Summary

- Not able to run ads for all events
- Clear outlier on A/B test for Kensington (Economic Benefits - A/B) and to a lesser extent West Brom (Local Councils - A/C)
- Low number of Eventbrite signups - not specific to Loyal Nationals segment
- Valuable lessons for communication
What we’ve learned:

- Engagement with the Loyal Nationals segment and climate change engagement is a challenge. Differing views and opinions make it hard to focus a message.
- Big ask to go from an advert to attending an event.
- Messages need to be appropriate and tailored.
- Disengaged audience group - aim to capture attention.
- What if another segment?
- Location matters.
- Ad design.
- Running events in communities that have not requested them - leveraging an existing audience in those communities would be more successful.
Any questions?