

Reporting Back on my Facebook and Twitter Ad Experiment for ME Awareness Day

Please read <http://forums.phoenixrising.me/index.php?entries/facebook-and-twitter-ads-persuasion-and-reframing-me-awareness.1956/> to understand the background to this, it won't make sense otherwise. This is a report on how it went – not to boast but to highlight what did and didn't work, if anyone else wants to do something similar. For example, someone (or ME Action Network) might want to do something similar for Millions Missing on 25th May. This data should make any subsequent versions more effective.

It's going to be quite a lot of screenshots I'm afraid – uses fewer spoons.

Pleased with:

- Number of people seeing my ME Awareness messages – over 52K with paid and organic combined
- Ability to reach lots of people for relatively little money (£42 total, would cost more to get to a MillionsMissing protest and I can't get there)
- Twitter cost per engagement just 8p
- Ability to target people who need to know our perspective, e.g. the ads seem to reach a lot of Medics (around 16K medics/nurses or people connected to Medical Unions)
- Tactics for reaching people for free also worked better than expected – 21K
- Free trials of business marketing apps are good to automate and save spoons (RoundTeam, AdEspresso, Buffer, Bulk Buffer)
- Endorsements of my blog post from people I admire (some Social Proof/Clout but more of a personal feelgood factor!)

Disappointed with:

- My blog post didn't get many clicks in proportion to the impressions (only 420), this may build over time
- I had a glitch with Facebook ad images (don't use text in images!) so they charged more and showed it less
- My 'People Interested in Social Policy' ad on Twitter exhausted very quickly as the CPC was too high for my small budget (I cheated and added £2!)
- I didn't really get knock-on social impressions from Facebook ads (even if people engaged they didn't share)
- No obvious response in terms of donating to ME Research UK, but I probably wouldn't know indirect results, as that isn't my website

Spoon Evaluation

I spent a lot of spoons overall. I am relatively OK this morning though (maybe something to do with B50 supplements but that's an entirely different post!).

Good value per spoon:

1. Over the year I have updated private Twitter lists when I've come across influential people who may be inclined to share ME awareness tweets if asked (eg a ME Friendly Journo list). I **directly tweeted these people** and asked them to share my post (using a spreadsheet to copy text and save spoons). This had a good response. For example, the Centre for Welfare Reform tweeter shared my post as a "must read", Stuart Murdoch (Belle and Sebastian) shared it and had something like 11 RTs from his fans (presumably nothing to do with ME). This was good value per spoon but can't be repeated often.
2. **Twitter Ads** seemed easier to set up than Facebook and for me were more successful all round.
3. Sharing to **Facebook Groups worked best for sharing my blog** – although this probably doesn't leave the Spoonie echo chamber effectively
4. **RoundTeam** – choose the pwme you trust and the hashtags you want to share and automate RTing, you can do a dry run to check it works (if a few of us did this in a loop could be good for creating trending hash tags, but may also annoy people when they realise!). Use settings to reduce frequency or it's definitely annoying.
5. I **emailed my MP** (who has an interest in ME I was unaware of) she went to the APPG on my request and my tweet to her had the highest tweet card engagement (not sure what this means to be honest).

Poor value per spoon:

1. **My blog post took a lot of effort.** Obviously it is a different type of communication, a lot more in depth. These results though make me think you could do this without a post to click to (just an awareness ad, or link to a site you like that already exists)
2. AdEspresso took some getting used to although it has useful features. I would use it again now I know how, but some of the best features I missed until the evening (such as **pausing the ad versions which don't perform so well**, after it had split by gender taking off images of women for the male ads and vice versa)
3. Money settings. I spent too long **tweaking cost settings** as this is what I understand least about and I had too small a budget to get it wrong (I'm also a slightly obsessive person, you may be able to leave it be better than me)

Impressions

Twitter impressions 12th May= (of which **21K promoted**, 17K organic) 38,600 total

Facebook ads = 10,000

Organic Facebook (sharing with friends and ME groups) = 3600

Blog post = 420

Rough Total = 52,600

In terms of numbers seeing awareness messages **Twitter ads is the winner** (but bear in mind I had issues with the Facebook images, Facebook should normally perform better than this). These are also stats from the morning of 13th May, so organic shares could increase impressions over time.

Cost Per Engagement

📅 Yesterday ▼

Impressions	21.2K
Engagements	276
Spend	£22.00
Cost per engagement	£0.08
Engagement rate	1.3%

I'm pleased with this Twitter cost but quite disappointed with Facebook (below). From experience of using Facebook ads before for work they were a lot cheaper (from memory about 10p a click). The poor performance seemed to **down to penalising me for having some text in my image** – they like all the text to be around the image not in it. I could have changed this as soon as they alerted me yesterday but I just didn't have the spoons. We know now though and a repeated go shouldn't have this problem.

CURRENT TARGET	CURRENT TARGET	CURRENT TARGET
Location : United Kingdom United States Canada Australia New Zealand Netherlands Norway Gender : male, female Job title : Journalist, Freelance Copywriter, Freelance Journalist, Freelance Journalist/Blogger, Editor, Editor-in-Chief, Publisher, Writer, Actor, Songwriter more... Placement : desktop feed, mobile, audience network	Location : United Kingdom Gender : male, female Job title : Journalist, Freelance Copywriter, Freelance Journalist, Freelance Journalist/Blogger, Editor, Editor-in-Chief, Publisher, Writer, Actor, Songwriter more... Placement : desktop feed, mobile, audience network	Location : United Kingdom United States Job title : Doctor (medicine), Medical Doctor (MD), Medical Director, Consultant Medical Oncologist, Consultant (medicine), Nurse Practitioner, Nurse Manager, Nurse Consultant, Medical Research Scientist, Medical Researcher more... Placement : desktop feed, mobile, audience network
Click through 0.115%	Click through 0.416%	Click through 👤 0.636%
Cost per click £1.238	Cost per click £0.992	Cost per click 👤 £0.428
Clicks 8	Clicks 5	Clicks 👤 12
Impressions 👤 6,940	Impressions 1,202	Impressions 1,888
Spent 👤 £9.90	Spent £4.96	Spent £5.14
Website Clicks 8	Website Clicks 5	Website Clicks 👤 12
Cost per 1k imp. 👤 £1.427	Cost per 1k imp. £4.126	Cost per 1k imp. £2.722
Cost per Web Click £1.238	Cost per Web Click £0.992	Cost per Web Click 👤 £0.428
Website Click rate 👤 100.000%	Website Click rate 👤 100.000%	Website Click rate 👤 100.000%
Social impressions 👤 3	Social impressions 0	Social impressions 0
Social clicks 0	Social clicks 0	Social clicks 0
Frequency 1.07	Frequency 👤 1.02	Frequency 1.08
Reach 👤 6,462	Reach 1,179	Reach 1,745

Also you can run one of these campaigns for as little as £5 total.

Targetting

I think the best thing about online ads is we can target specific people with a specific message. The image above shows that the Medic ads were best value on FB, and on Twitter had the most engagements:

📅 Yesterday ▼

Campaign

Engagements ▼

ME awareness Day wider social policy actor focus

80

Expired - Website clicks or conversions

ME Awareness Day 2016

0

Expired - Website clicks or conversions

ME awareness Day Medics focus

196

Expired - Website clicks or conversions

The Twitter medic campaign included **followers of Medical Unions** and similar accounts (so may include some ill people). The **cost per engagement was a trifling 4p** (which you can't buy anything else for!). The Facebook ad was able to be **more specific by targeting what people said their job was** (doctor of medicine etc). Unfortunately this campaign was most penalised by my text-in-image issue (a quote from Florence Nightingale was one of the ads). A repeat, improved version could get better results.

I think there's a lot of scope for **Social Influencers themed ads**. The long term value of getting a message to people creating TV news, directing films, writing novels could be huge. This is who I targeted (potential audience over 1 million).

TARGET

Location: (7) United Kingdom United States Canada Australia New Zealand Netherlands Norway

Gender: (2) Male, Female

Job title: (66)
Journalist, Freelance Copywriter, Freelance Journalist, Freelance Journalist/Blogger, Editor, Editor-in-Chief, Publisher, Writer, Actor, Songwriter, News Editor, Newsreader, News Writer, News Producer, Producer (film), Film Director, Politician, Political Editor, Political Advisor, Member of parliament, Author, Author of novels, Screenwriter, Mayor, Social and Political Studies Professor, Sociology Professor, Social Media Strategist, Social Media Specialist, Public Health Advisor, Professor of Sociology, Professor of Politics, Sociologist, Medical sociologist, Ph.D., Psychosociologist, Researcher in Clinical Sociology..., Social Policy Specialist, Associate Editor, Advertising Director, Advertising Agent, Director, Philanthropist, Philanthropreneur, Philanthropy Coordinator, Philanthropy Specialist, Philanthropy Chair, City councillor, Secretary of State, Government Minister, Civil Servant, Reporter, TV producer, TV presenter, Disability Advocate, Disability Services Coordinator, Advocate, Human rights activists, Human Rights Investigator, Human Rights Lawyer, Community-Based Public Artist, Community Artist, Museum Educator, Art Gallery Director, Exhibitions Curator, TV Researcher, TV, Radio Presenter, Radio Presenter, Radio Producer

Placement: (3) Desktop Feed, Mobile, Audience Network

Creative Content

Adespresso was good (though confusing) to experiment with ad content for FB. They generate loads of ads from a few combinations you suggest (headline, text, image, splitting demographic). Surprisingly people liked this parrot image best. **Image was the biggest factor in response to the ads (54%)**. Why this image? It's pretty random in terms of ME Awareness but my 'ME is like' metaphor images get the best response generally of everything I've done. The parrot is attractive and nice to look at. It isn't someone looking sad or tired and annoying your **Compassion Fatigue**. Unfortunately I don't think the image will work without the text (then it's just completely obscure!).

This advert aimed at Medical professionals worked best on Facebook (though none worked particularly well so data may be meaningless):

Did you know that May 12th is Florence Nightingale's birthday? It is also #MEawarenessDay because she is thought to have had #MEcfs.






Life with ME is like:
Living with clipped wings

@TweetTipsforME

Everyone Should Access Good Healthcare
This ME Awareness Day #May12BlogBomb post is a patient perspective from the awareness of h...
10 Insights on Life




[Learn More](#)

NAME	ADS	IMPR.	CLICK	SPENT	CTR	CPC	POST E
	24	2,314	1	£3.30	0.043%	£3.300	1
	24	3,625	5	£5.35	0.138%	£1.070	5
	24	545	1	£0.67	0.183%	£0.670	1
	24	456	1	£0.58	0.219%	£0.580	1

This is part of a FB 'campaign'

Images about marathon running work well on Twitter (I have several versions of marathon runners). They didn't seem to work so well on FB. I have no idea why

Text content about Florence Nightingale worked well on Twitter and FB (organic and paid). This may be partly because it is also #InternationalNursesDay.

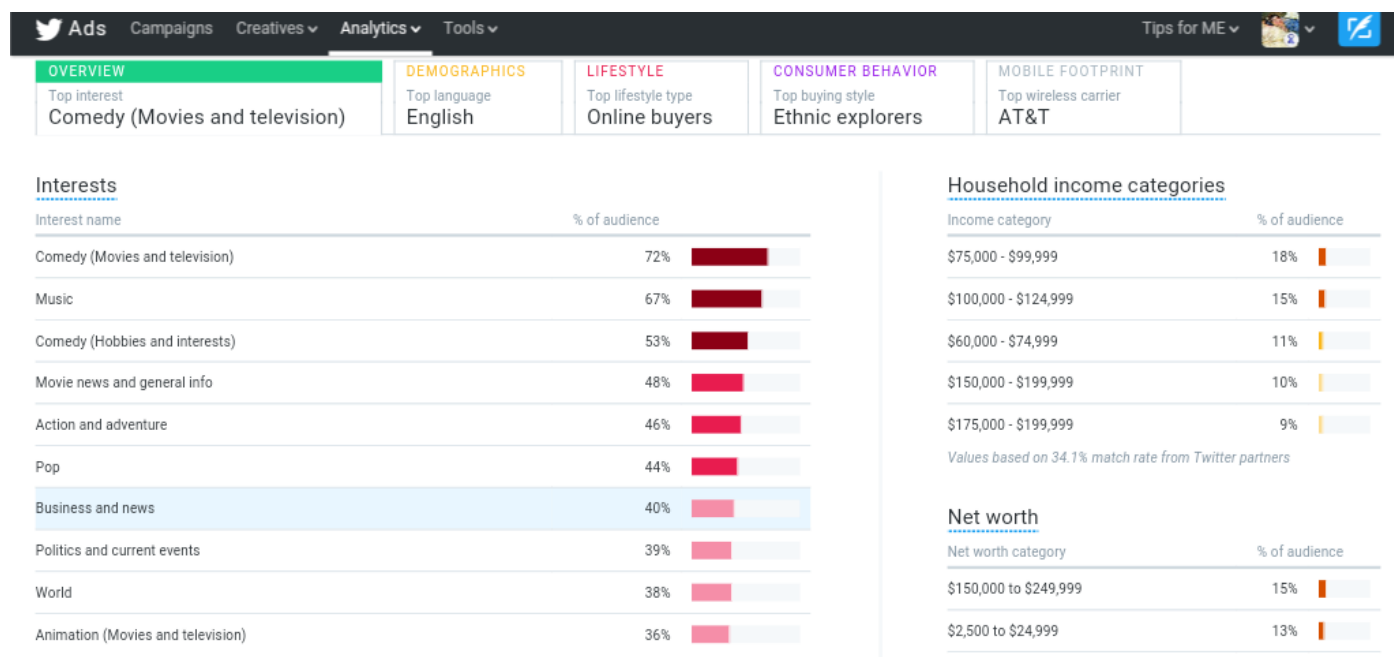
Analytics Home Tweets Audiences Events More			
	Jenny Tips for ME @TweetTipsforME · May 10 Please RT because we need your help to get research There are #MillionsMissing to #MEcfs tipsforme.wordpress.com/2016/05/05/12m... pic.twitter.com/Pf8PhG3rmH View Tweet activity	14	0.0%
Promoted in campaigns		3,088	0.8%
	Jenny Tips for ME @TweetTipsforME · May 10 Did you know today's #MEawarenessDay because it's Florence Nightingale's birthday? Learn more tipsforme.wordpress.com/2016/05/05/12m... pic.twitter.com/UxuOsLFrcX View Tweet activity	34	2.9%
Promoted in campaigns		6,465	1.9%
	Jenny Tips for ME @TweetTipsforME · May 10 Living with #MEcfs for years is extreme, lonely, painful and requires resilience Learn more tipsforme.wordpress.com/2016/05/05/12m... pic.twitter.com/kePAj7SKtc View Tweet activity	3	0.0%

Look at the Promoted in Campaigns stats (I think the darker numbers are organic?)

Demographics

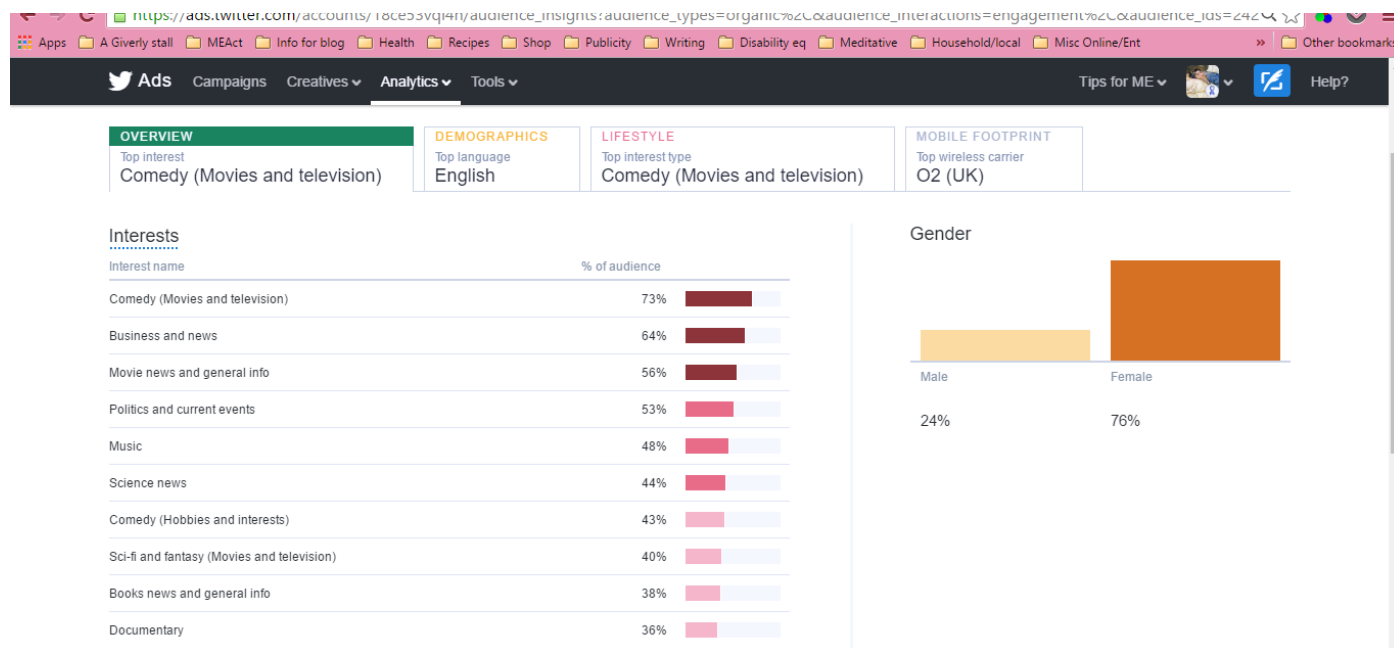
I'm not noticing anything amazing about demographic data. It is probably worth knowing people's interests though for further campaign.

The people I reached on Twitter had these characteristics:



The comedy interest could be worked on (although what is a GSOH?!). They tend to be well off OR poor (probably spoonie or doctors divide). They like international foods. They buy online.

My organic audience is a bit different from this:



We also like funny TV and films (point of common interest). We have less interest in music (sensory issues?). We're a bit more serious and geeky (news, politics, sci fi, science, books).

By the way, can you think of ways to reach all the Millions Missing with ME who are also missing from Twitter?! This could be a starting point.

Contact me with your ideas:

Jenny

@TweetTipsforME

emailTipsforME@gmail.com

www.TipsforME.wordpress.com (where there's a ME Awareness post you can share...)