

Innovative Search and Social Media Strategy Drives LIFT for Arizona Humane Society Fund Raising Campaign



The Challenge

Since 1957 the Arizona Humane Society (AHS), the state's largest non-profit humane society, has been improving the lives of animals by providing food, shelter and medical services, until the animals are adopted into new homes by loving families. The AHS works hard to inspire the Arizona community to participate in managing the pet population, and to show their compassion for abandoned animals through donations and adoptions.

Each August for the past 12 years, AHS has held a Pet Telethon to drive donations, enabling them to continue to grow their efforts to rescue, heal, nurture, adopt and advocate for animals in need. This year, their marketing team promised the largest and most innovative telethon yet – an ambitious goal – given the stagnant economic climate. The Pet Telethon team knew that to meet this goal, both online and offline tactics would be required to promote the event, and garner donations.

Non-profits around the nation have been forced to become more ambitious and creative in their fund raising efforts. Search has always played a HUGE role in AHS's fund raising activities, and the very essence of what they do – they are essentially allowing would be pet owners to

search for animals for years. More recently, emerging concepts like social media strategies and search have provided new life to these fund raising initiatives, enabling them to target more potential donors at lower cost and with greater efficacy. As sites like social networks begin to make up more and more of global traffic, the days of being able to count on Google to reliably deliver 50-80% of the online donations are on the way out. Facebook pages on humane treatment of animals, and along with social media campaigns are essential in maximizing contributions.

The Solution

Covario and AHS began working together two weeks before the day of the Pet Telethon, so time was of the essence when building the cross-channel strategy and executing on various paid and social search tactics. Donations were the primary measure of success. Awareness of the event was an additional and important goal.

Given the quick time frame, SEO (search engine optimization) could not be a primary success driver due to the problem of changing the site and getting it quickly indexed. Instead, the program leveraged paid search, where a significant impact could be made in a short time. AHS prepared for the event with a promotional page, and Covario's award winning PPC (pay per click) agency team provided strategic recommendations for landing page modifications, with the aim of improving conversion

rates. The original landing page allocated key real estate to sponsors of the event. The call to action was not prominently displayed and navigation leading back to the site was over represented for a paid search conversion-oriented page.

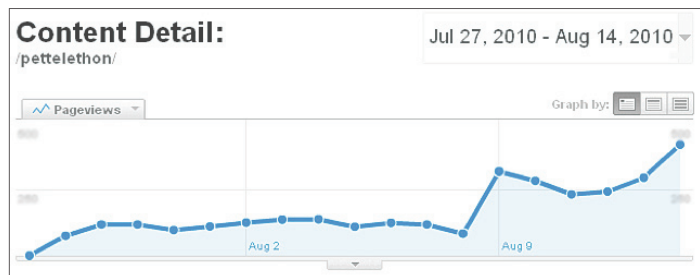
The revised page was a simple grid-based layout which included a redesigned call-to-action that stood out from the rest of the content on the page, less navigation, and sponsor logos laid across the bottom of the page content.

At the same time, Covario audited AHS's paid search program, which was running in a Google grant account. These grant accounts focus on the search network only (not content network and site targeting, or Youtube). The challenge for the paid search program was this: people don't search for "who can I donate my money to?" How then to best drive awareness about a pet telethon when there was little to no query volume for this concept, limited media options available, and little time to optimize?

The solution was to determine the ad groups with the highest query volume and keywords for which such a promotion are appealing, and then to create time-sensitive ad copy that cultivated a sense of urgency for these ad groups. One week prior to the event Covario began serving this copy and saw an immediate lift in traffic to the donations page from these ad groups. Starting 3 days from the event, Covario ran countdown copy:

[Pet Telethon in 2 Days](#)
 Just two days left! Catch AHS Pet Telethon on ABC15 on 8/14 & Donate.
www.AZHumane.org/PetTelethon

The first day of the campaign drove a 5% lift in traffic, the second saw a 22% lift, and the final countdown copy resulted in a 42% increase in traffic."



The key strategic effort, however, was the integration of social media assets to drive even more traffic and donations. Longevity and 'cred' are critical in the social media game, and AHS' Facebook page has a lot of traction among its target audience. From a search perspective, the rapid indexation of social content meant that it was easier to get Facebook content to out rank BOTH the on-site content or the local ABC television station's announcement:

ahs pet telethon Search

About 22,400 results (0.07 seconds) Advanced search

Arizona Humane Society's Pet Telethon | Valley Girl
 Jul 27, 2010 ... By supporting AHS through events like the Pet Telethon, you can be their voice. Because every pet deserves a good life." ...
www.arizonafoothillsmagazine.com/.../arizona-humane-societys-pet-telethon - Cached

Videos for ahs pet telethon

	AHS Pet Telethon TV Spot - Cat 31 sec - Jul 16, 2010 Uploaded by ArizonaHumaneSociety youtube.com		AHS Pet Telethon TV Spot - Dog 31 sec - Jul 16, 2010 Uploaded by ArizonaHumaneSociety youtube.com
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Videos Posted by Arizona Humane Society: AHS Pet Telethon TV Spot ...
 Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, ...
www.facebook.com/video/video.php?v=1152930988809 - Cached

Annual Arizona Humane Society Pet Telethon comes to ABC15
 Aug 10, 2010 ... Annual Arizona Humane Society Pet Telethon comes to ABC15 ... the telethon highlighted the diverse and meaningful work of AHS in its efforts ...
www.abc15.com/.../annual-arizona-humane-society-pet-telethon-comes-to-abc15 - Cached

Arizona Humane Society: 12th Annual Pet Telethon presented by ...
 Arizona Humane Society's 12th Annual Pet Telethon, hosted by the Valley's own ... will showcase the diverse and meaningful work AHS does to rescue, heal, ...
www.azhumane.org/pettelethon/ - Cached

Arizona Humane Society: 12th Annual Pet Telethon presented by ...
 Arizona Humane Society: 12th Annual Pet Telethon. HOME - YOUR GIFT IN ACTION ... How will your donation help homeless, abused and neglected animals at AHS? ...
www.azhumane.org/pettelethon/gifts-in-action.html - Cached

Go Daddy Sponsors Annual Arizona Pet Telethon
 Aug 17, 2010 ... Go Daddy Sponsors Annual Arizona Pet Telethon ... The Internet giant also worked again this year to keep the AHS website up and running, ...
hostingpublicity.com/.../go-daddy-sponsors-annual-arizona-pet-telethon/ - Cached

The AHS Facebook page, ranked second to the main micro-site, received a lot of interaction for nearly every post from donors. Covario and AHS coordinated multiple posts daily to encourage their large follower community. This multiple post strategy was very effective for generating engagement. Even with news feeds being cluttered by everything from friends' meal choices and weather updates, to geo-based check-ins and social game feeds, repurposing several of these posts each day to raise awareness for the telethon generated lots of buzz. In turn, these were often reposted on fans' personal pages.

The Results

As this year's telethon broadcast was two hours shorter (three hours down from five) than previous years, it was an additional challenge to not only meet last year's numbers, but to deliver on the promise to grow the program through innovation. The media strategy Covario and AHS developed, however, delivered in spades:

- **Donations** – This year's event drove nearly double the share of online donations, where acquisition costs are much lower. In addition, the average gift grew more than 20%.
- **Traffic** – By the day of the event, media activities were driving 500% growth in visitors from the pre-optimization baseline.
- **Awareness** – Measureable awareness through paid search increased nearly 700% over 2009 (not including awareness on social media networks, as this data is not available).

ARIZONA HUMANE SOCIETY'S 12TH ANNUAL
Pet Telethon
DONATE NOW! Arizona Humane Society Home View Adoptable Animals
Saturday, August 14, 1:30 - 4:30pm
abc15
abc15.com
presented by
Go Daddy
COM
Domains, websites & everything™ in between™
Go Daddy is a proud sponsor of Arizona Humane Society and is ensuring the speed and safety of our online donations.
For 53 years, Arizona Humane Society has fostered the belief that every pet deserves a good life. We are able to serve as the leading animal welfare agency in the state because of your generosity and we are so grateful for your continued support.
Put your **compassion** in action.
donate now
Go Daddy is **matching all online donations*** made during the telethon, so donate today and **double your gift!**
To donate by phone, call 1-866-442-1320
thank you to our generous sponsors
Thank you for your support!
Go Daddy
VCA Animal Hospitals
US AIRWAYS
PETSMART
OUTBACK
Harbins Theatres
Coca-Cola
University of Phoenix
FAIRWINDS
Safelite
*up to \$50k
Arizona Humane Society is an independent, nonprofit animal welfare agency that receives no government funding, no tax revenues, and no monetary support from any other humane societies. We are a 501(c)(3) charitable organization and rely solely on donations and service fees to operate our life-saving programs. Your gift is tax deductible. ©2010 Arizona Humane Society.

"We were very pleased with the results from the Pet Telethon this year," said Guy Collison, executive director of AHS. "The social media strategies, the Facebook page, and the paid search strategies employed by Covario were the most innovative we've implemented."

Reporting Software

Covario Organic Search Insight™

Automates the auditing, data aggregation and analysis components of the Search Engine Optimization (SEO) process to allow advertisers to focus on strategy.

Covario Paid Search Insight™

Automates the aggregation of data across search engines, campaigns, budgets, and geographies to allow advertisers and their agencies to increase efficiency.

Covario Display Ad Insight™

Automates the aggregation of data across publisher, creative, campaigns, geographies and business units on a global basis.

Covario Social Media Insight™

Allows an advertiser to track social media networks through Social Profiles driven by keywords, so the advertiser can align its marketing efforts across Search, Display, and other keyword driven programs. The software solution uses 4 Social Health metrics: Movement, Influence, Reach, and Sentiment.

Deployment Software

Covario Organic Search Optimizer™

A "performance based" "always optimal" SEO management platform that empowers a large advertiser to quickly and reliably drive the effectiveness of organic search programs.

Covario Mobile Site Optimizer™

A "performance based" "always optimal" SEO management platform that empowers a large advertiser to quickly and reliably build mobile websites and manage mobile SEO.

About Covario

Covario, Inc. is among the nation's largest independent SEM (search engine marketing) and SEO (search engine optimization) solutions providers, offering both software and agency services for paid and organic search management. Covario is adept at providing large global organizations with robust solutions for paid search advertising, organic search (SEO), social media and display advertising. Covario enables complex and distributed organizations to control their brand integrity; ensure budget transparency; and deliver quantifiable results across business units, distribution channels and languages. Headquartered in San Diego, the company's growing customer base includes some of the world's best known brands in technology, retail, ecommerce, financial services, consumer electronics, media, entertainment, publishing and consumer packaged goods. More information about Covario is available by calling 858.397.1500 or online at www.covario.com.



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