

Leading Non-Profit - Maximizing Engagement

CASE STUDY

Our client faced a significant challenge during the lottery season: managing increased traffic on its social media platforms, specifically Facebook and Instagram. With high audience engagement driven by digital advertising efforts, they lacked the internal resources to manage the influx of comments, messages, and customer inquiries, which could negatively impact engagement and reputation if left unattended.

STRATEGY

The campaign aimed to drive awareness and engagement, boosting online ticket sales through effective social media management and targeted advertising.

To address the client's resource constraints and the increased social media activity during the lottery, a comprehensive social media management solution was deployed. This included advanced monitoring of comments and messages to ensure timely responses, maintain audience engagement, and uphold the brand's positive reputation. Additionally, highly targeted social media ads, combined with Spotify and YouTube ads, were used to drive awareness and encourage ticket sales.

Key Solutions:

- **Social Media Management (SMM):** Managed the client's social channels, including monitoring comments and responding to audience inquiries during peak lottery season.
- **Social Media Advertising (SMA):** Promoted the lottery on platforms like Facebook and Instagram to drive ticket sales and engagement.
- **Spotify & YouTube Advertising:** Extended reach to new audiences through targeted audio and video campaigns.



RESULTS

The partnership enabled the non-profit to efficiently manage audience interactions on social media, safeguarding their reputation and boosting engagement throughout the lottery season. By optimizing their social media presence and implementing a multi-platform advertising strategy, the organization saved time, expanded its audience, and enjoyed multiple successful lottery seasons. This comprehensive approach played a key role in the ongoing success of their primary fundraising campaign.

405K

TOTAL REACH
Up +220%

34.5K

LINK CLICKS
Up +1.4K%

8.3K

CONTENT INTERACTIONS
Up +33.3%

363K

FACEBOOK REACH
FROM ADS
Up +852%

46.9K

FACEBOOK VISITS
Up +99.7%

449

NEW FOLLOWERS
Up +95.2%