

Johnston Research

CASE STUDY

Johnston Research Inc. is a well-known Toronto-based company that provides Indigenous evaluation training across Canada. They wanted to expand their client base and increase their awareness amongst a niche audience.

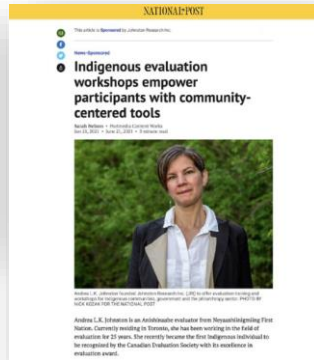


STRATEGY

To generate awareness and engagement using sponsored content across multiple channels to reach a highly targeted audience interested in indigenous studies, community, policies and more.

Campaign elements included:

- 1x Sponsored Content article — Housed on National Post
- Brand sell Ads around story page to drive traffic to the clients website
- Social Amplification on National Post Facebook Page



RESULTS

Johnston Research Inc. gained several new clients following the campaign, which produced a 15x return on ad spend.

3608

STORY VIEWS
Avg time on page 3:45

29

BRANSELL CLICKS

3.6x

ENGAGEMENT RATE
Industry benchmark
5.9% vs 1.6%



It was exciting to hear back from people who had read the article in the National Post. It reached people all the way from Alberta. I've found it very rewarding and it lends Johnston Research increased credibility.



Andrea L.K. Johnston, Founder- Johnston Research Inc.