

CAMPAIGN OVERVIEW

This social campaign was designed for the YMCA's annual June membership promotion, with a specific offer of \$0 Joining Fee offer from June 12 – July 3. Also including an organic social campaign targeted at membership retention.

GOAL: 2,920 new membership units. 65% reduction in member loss

TACTICS: Audience Segmenting focused on Y traditional core audiences—adults, families, millennials, and seniors. We will also continued our engagement with our current members by encouraging them to bring a friend by highlighting other benefits such as more accountability and having more fun.

Branch Segmenting focused on specific amenities and events with geo-targeted ads and re-targeting of potential members who went to landing pages but didn't complete the sign up process.

RESULTS:

Facebook Ads to Membership Purchase Landing Page:

- 2.53% click thru rate; \$0.22 cost per click
- Decrease in cost per click due to increased relevance, refinement and understanding of our digital audiences. Our initial cost per click in January campaign was \$2.50

New Units: 2, 957

Member Retention: 47% reduction, but first time campaign focused on both acquisition and retention.

ORGANIC SOCIAL POSTS: FACEBOOK: Goal – Member Retention

General:



Headline: The Y's Nearby! Explore Our New Fall Programs.

Copy: Family activities, community events, and wellness classes are all happening now, and designed to help you reach your goals and have fun. Browse our current program guide and discover your new favorite. {DIGITAL PROGRAM GUIDE, INSERT LINK}

Millennial:



Headline: Refresh Your Routine. Discover Your Drive.

Copy: New season, new ideas. Fall is the perfect time to update your workout with different classes, seasonal sports conditioning, or training with a friend. Inspire yourself and others with renewed energy, motivation, and goals. Our Health and Wellness staff are ready to help you develop a new plan today! Visit us to get started. {OR INSERT TRAINER CONTACT INFO}

Headline: Bring Your Energy, Spark the Movement

Copy: As a Y member, you're part of something bigger. A national movement dedicated to improving the health and well-being of everyone, empowering youth to be engaged leaders, and giving back to our local community. Together we can create meaningful change.
volunteer.seattlemca.org

Adults:



Headline: Find Your Center

Copy: Fitness is more than just physical. From restorative yoga to volunteering at events that help build your community, we're here to support you in becoming your best self. Create meaningful relationships, and enhance your strength inside and out, holistically at the Y. Visit us for fall program schedules. {DIGITAL PROGRAM GUIDE, INSERT LINK}

Family:



Headline: Come for Fun, Come for Family

Copy: Build connections, energize family time, and develop healthy habits together. With Family Night at the Y enjoy games, crafts, and pool time. Don't hesitate to jump in feet first! {INSERT LINK TO FAMILY NIGHT REGISTRATION}

Seniors:



Headline: Build Your Strength, Build Your Community

Copy: Physical activity isn't just essential to maintaining independence and good health, it also promotes community and social connections. Get active at the Y with group exercise, book club, and day trips designed specifically for seniors. Visit us for more details.

PAID SOCIAL: FACEBOOK: Goal – New Memberships

CURRENT MEMBER: (2-3 ads): Share your Y messaging



Headline: Friends & Family Save

Copy: The Y is even more fun with friends. Share this post so they get \$0 joining fees thru 7/3!

DESC: Share your Y with a friend!

Headline: Share Your YMCA Today!

Copy: Bring a friend to the YMCA and get healthier together. \$0 joining fees thru July 3!

DESC: Tell a friend! \$0 joining fees

LOCATION SPECIFIC ADS: 1-2 for each branch: Geo-targeted and re-targeting



Headline: \$0 joining fees thru 7/3

Copy: There's a Y close by! Increase energy, stay healthy and connect with your community.

DESC: Join the Auburn Valley YMCA

Headline: \$0 joining fees thru 7/3

Copy: 25-meter pool. State-of-the-art equipment. TRX and other small group training options.

DESC: Join the Coal Creek Family Y