



## Campaign Report 09-05-2023

### Summary

**Campaign duration (July 20, 2023 - Present)**

**Campaign End Date:** 23rd August 2023 (Original), 7th Sept 2023 (Revised)

**Sign ups:** 455 (Goal: 300 by Aug 23, 2023)

Split into 4 training sessions (September Training added to accommodate requests for more sessions)

| Session A Dates            | Sign ups | Attendance       | Session B Dates            | Sign ups | Attendance       |
|----------------------------|----------|------------------|----------------------------|----------|------------------|
| August 3rd 9am-12pm EST    | 53       | 28 (51%)         | August 4th 9am-12pm EST    | 43       | 22 (52%)         |
| August 8th 12pm-3pm EST    | 144      | 60 (41%)         | August 9th 12pm-3pm EST    | 117      | 47 (41%)         |
| August 23rd 9am-12pm EST   | 134      | (need to verify) | August 23rd 1pm-4pm EST    | 170      | (need to verify) |
| September 5th 7pm-10pm EST | 125      | 65 (54%)         | September 7th 7pm-10pm EST | 125      | 55 (45%)         |

Attendance = ~40-50% of all who signed up attended the sessions.

43 states

and 23 countries

455 sign ups

~200 people completed the training

Split by source (attribution may not be exactly right)

**Email:** 170

**Newsletter:** 15

**Unattributed/Direct:** 137 <- this could be from ads, social media, word of mouth, referrals

**Ads:** 119

Split by Country

| Country        | COUNTA of First Name |
|----------------|----------------------|
|                | 0                    |
| Australia      | 1                    |
| Bahamas        | 1                    |
| Brazil         | 2                    |
| Bulgaria       | 1                    |
| Canada         | 7                    |
| Czech Republic | 1                    |
| Ethiopia       | 1                    |
| France         | 2                    |
| Germany        | 3                    |
| Hong Kong      | 1                    |
| Ireland        | 21                   |
| Israel         | 9                    |
| Italy          | 1                    |

|                      |            |
|----------------------|------------|
| Jamaica              | 2          |
| Mexico               | 22         |
| Nigeria              | 14         |
| Rwanda               | 7          |
| South Korea          | 1          |
| United Arab Emirates | 1          |
| United Kingdom       | 6          |
| United States        | 329        |
| Zambia               | 5          |
| Zimbabwe             | 3          |
| <b>Grand Total</b>   | <b>441</b> |

Split by Region (US Leads)

| <b><i>State (U.S.-only)</i></b> | <b>COUNTA of First Name</b> |
|---------------------------------|-----------------------------|
| Non US Country                  | 118                         |
| AK                              | 1                           |
| AL                              | 4                           |
| AR                              | 2                           |
| AZ                              | 4                           |
| CA                              | 39                          |
| CO                              | 3                           |
| CT                              | 10                          |
| DC                              | 2                           |
| FL                              | 11                          |
| GA                              | 8                           |
| HI                              | 2                           |
| IA                              | 4                           |
| ID                              | 18                          |
| IL                              | 13                          |
| IN                              | 2                           |
| KS                              | 1                           |

|    |    |
|----|----|
| KY | 8  |
| LA | 4  |
| MA | 3  |
| MD | 18 |
| ME | 2  |
| MI | 3  |
| MN | 6  |
| MO | 4  |
| MS | 1  |
| MT | 1  |
| NC | 5  |
| NE | 2  |
| NH | 3  |
| NJ | 11 |
| NM | 1  |
| NY | 38 |
| OH | 11 |
| OR | 6  |
| PA | 12 |
| RI | 1  |
| SC | 4  |
| TN | 21 |
| TX | 15 |
| UT | 1  |
| VA | 6  |
| VT | 1  |

### Total Spends:

US\$ 999.25 (Meta) + US\$ 329 (Adwords) = US\$ 1329  
 (Original budget = US\$5000)

**Cost Per lead (Blended):** \$3.01

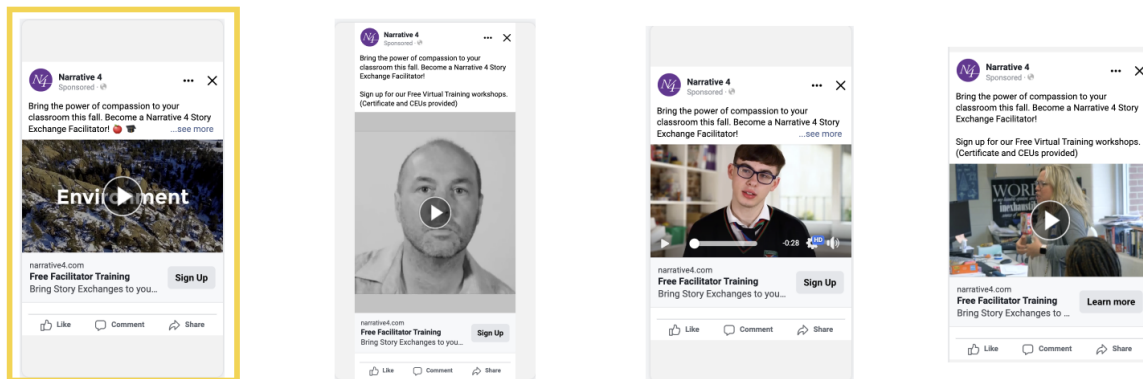
**Channels used:** Email, Newsletter, Facebook/Instagram, Google Adwords

## Spends Analysis

Meta

**\$999.25 spent on Meta for 107 Leads (Cost Per Lead = \$9.3)**

Campaign 1: Videos about the story exchange (the best performing ad is this video) - delivered to teachers in NY, ME, PA, CT, TN, VA, TX, LA, IL, MI, WA, ID, CA, NM.

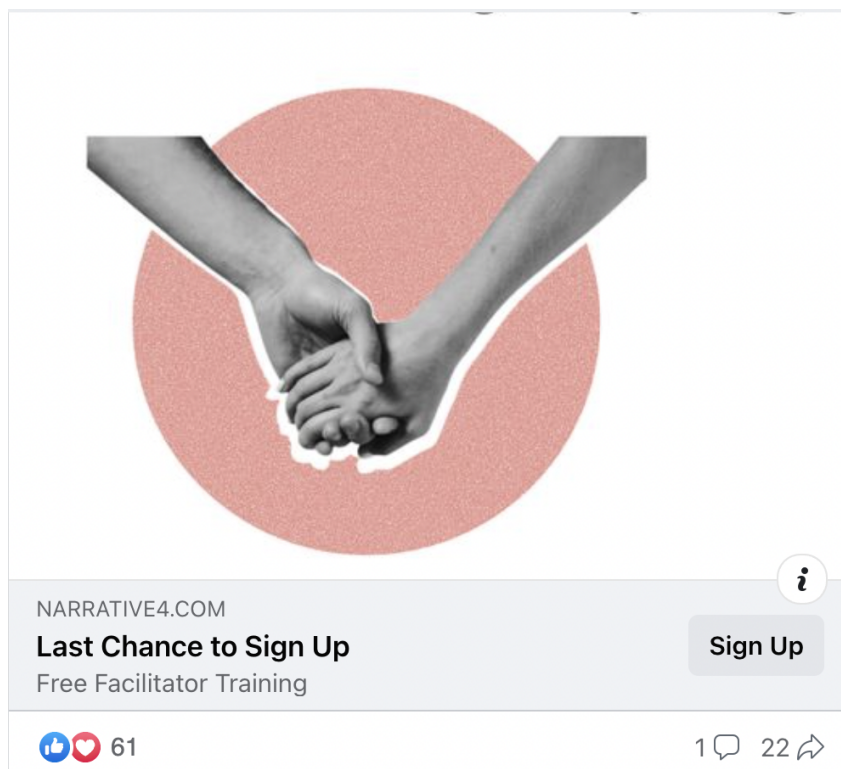


Campaign 2: Static images retargeting those who watched 10 secs or more of our video ads but didn't sign up - captions say "Last chance to sign up!" to create a sense of urgency

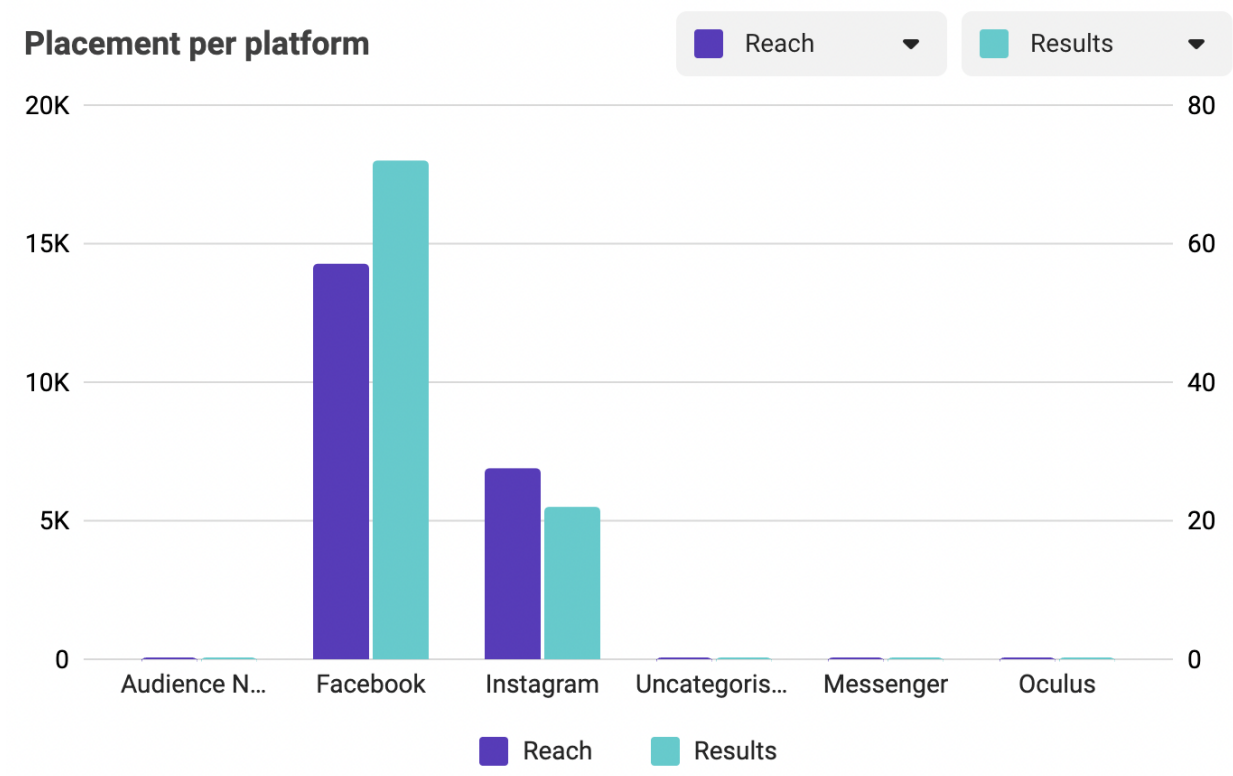
This has been instrumental in lowering our Cost Per Lead from facebook.



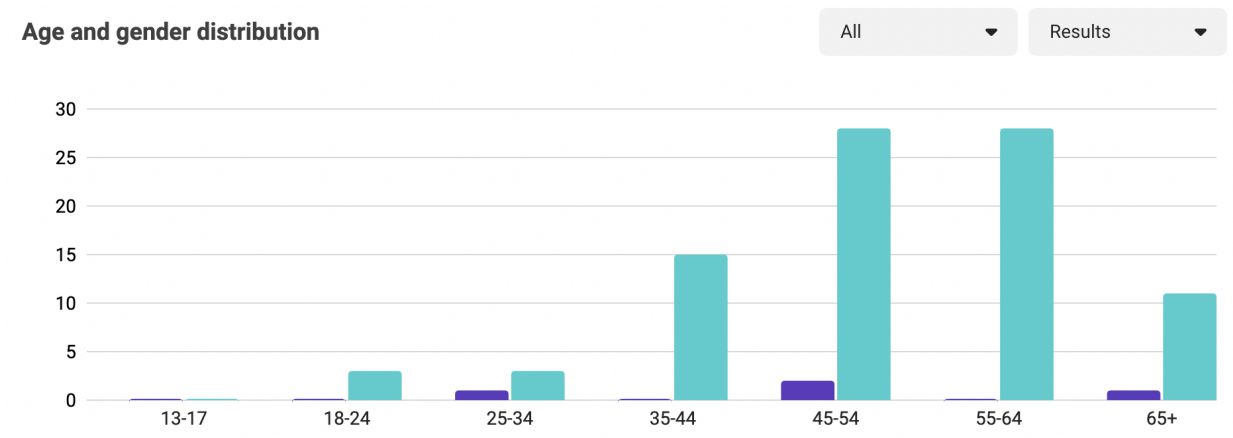
You can see in this screenshot that the ad got 22 shares from the people who saw it! This undoubtedly helped spread the word about our program and helped us reduce costs while getting more sign ups.



Where are people seeing these ads? - Mostly Facebook



Who is seeing these ads? - Middle aged women



Google Search Ads

### **\$314.21 spent on Google Adwords for 12 Leads (Cost Per Lead = \$26.18)**

I turned google ads off after a week of trying to optimise the campaign. While the campaign was an expensive experiment, I gained an interesting insight from it -

All the teachers that signed up from our google search ad came from the keywords "Training for Teachers" and "Continuing Education Credits", which makes me think that CECs are a big part of the appeal for this campaign. Such an offer may not work when the season of Professional Development ends.

| <b>Keyword</b>                               | <b>Impressions</b> | <b>Clicks</b> | <b>CTR</b> | <b># Sign Ups</b> | <b>Cost Per Sign up</b> | <b>Avg. CPC</b> |
|----------------------------------------------|--------------------|---------------|------------|-------------------|-------------------------|-----------------|
| Training for teachers                        | 2338               | 150           | 6.42%      | 10                | 18.32                   | 1.22            |
| Continuing Education Credits                 | 567                | 21            | 3.7%       | 2                 | 16.56                   | 1.58            |
| Compassion                                   | 316                | 1             | 0.32%      | 0                 | 0                       | 0.05            |
| Professional Development for teachers        | 246                | 18            | 7.32%      | 0                 | 0                       | 1.82            |
| emotional learning                           | 202                | 2             | 0.99%      | 0                 | 0                       | 1.59            |
| social and emotional                         | 172                | 2             | 1.16%      | 0                 | 0                       | 0.39            |
| social and emotional skills                  | 119                | 2             | 1.68%      | 0                 | 0                       | 1.04            |
| social emotional learning activities         | 116                | 6             | 5.17%      | 0                 | 0                       | 1.87            |
| sel                                          | 95                 | 0             | 0%         | 0                 | 0                       | --              |
| social emotional learning                    | 66                 | 2             | 3.03%      | 0                 | 0                       | 0.85            |
| social emotional learning curriculum k 12    | 66                 | 1             | 1.52%      | 0                 | 0                       | 1.61            |
| emotional education                          | 51                 | 0             | 0%         | 0                 | 0                       | --              |
| social emotional learning in early childhood | 48                 | 7             | 14.58%     | 0                 | 0                       | 0.9             |
| sel programs in schools                      | 41                 | 1             | 2.44%      | 0                 | 0                       | 1.38            |
| sel self awareness activities                | 38                 | 1             | 2.63%      | 0                 | 0                       | 0.32            |
| CEUs for teachers                            | 34                 | 1             | 2.94%      | 0                 | 0                       | 1.39            |

|                                                     |    |   |        |   |   |      |
|-----------------------------------------------------|----|---|--------|---|---|------|
| social emotional curriculum                         | 20 | 0 | 0%     | 0 | 0 | --   |
| social and emotional development activities         | 17 | 2 | 11.76% | 0 | 0 | 0.9  |
| social and emotional learning in schools            | 17 | 0 | 0%     | 0 | 0 | --   |
| social emotional mental health                      | 17 | 2 | 11.76% | 0 | 0 | 0.5  |
| social emotional activities for elementary students | 16 | 1 | 6.25%  | 0 | 0 | 1.79 |
| social emotional learning preschool                 | 16 | 1 | 6.25%  | 0 | 0 | 0.62 |
| free sel resources for teachers                     | 14 | 1 | 7.14%  | 0 | 0 | 1.98 |
| Compassionate curiosity                             | 13 | 1 | 7.69%  | 0 | 0 | 0.25 |

## Email

### Warm Audience:

|                          |                                                                                                              |              |        |       |     |       |
|--------------------------|--------------------------------------------------------------------------------------------------------------|--------------|--------|-------|-----|-------|
| <input type="checkbox"/> | <b>Want More Compassion in your Classroom this Sci</b><br>● Sent A/B — Updated 7/20/2023 by Samantha Hartsoe | Jul 20, 2023 | 20.75% | 6.16% | 186 | 3,020 |
|--------------------------|--------------------------------------------------------------------------------------------------------------|--------------|--------|-------|-----|-------|

Most of the email sign ups came from people who were already in the N4 database.

### Cold Audience:

|                          |                                                                                                           |              |        |       |   |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------|--------------|--------|-------|---|-------|
| <input type="checkbox"/> | <b>Want More Compassion in your Classroom this Sci</b><br>● Sent — Updated 7/31/2023 by Shreya Vishwanath | Jul 31, 2023 | 46.76% | 0.34% | 5 | 1,448 |
|--------------------------|-----------------------------------------------------------------------------------------------------------|--------------|--------|-------|---|-------|

I sent the same email to 3500 cold contacts from my database. Surprisingly, we didn't get any clicks even though the open rate is higher than most emails we send. The standard is about 30%. This tells me that the copy we wrote for email 1 only works for audiences familiar with N4. I will draft another email and test this theory.

