



OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

Office of Population Affairs

PAF and TPP Group Call ***Amplifying Your Reach Through*** ***Engaging Content Creation***

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Amplifying Your Reach Through Engaging Content Creation

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Today's Agenda

1. Understand the difference between content and engaging content
2. Establishing clear goals with the content you are creating
3. Learn how your audience consumes information
4. Components of engaging content
5. Using social media ads to promote content effectively



Content



Information you create or share for your audience to consume



Content Marketing Challenges

Biggest content marketing challenges your company has faced

- 65% find it a challenge to produce engaging content
- 62% don't know how to measure the ROI of their campaigns
- 60% say that they can't produce content consistently

Source: Adapted from Zazzle Media



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Engaging Content

It's content that is social. It's information that is engaging, relevant, useful, entertaining, and educational in the form of video, text, image or sound that produces ACTION from your audience.



Identifying Your Goal:

What do you want your content to accomplish?

- Increase website traffic
- Increase retention and engagement of program participants
- Phone calls
- Register for an event
- Increase your followers on social media
- Like your post
- Comment on your post
- Share your post



Knowing Your Audience

To promote a product or service properly, the first thing you **MUST** do is get clear on who your audience is, where they hang out, how they consume information and what their challenges are



Who do you want to reach?

- Teens 13-19 years old
- Young adults 21-29 years old
- Other professionals, stakeholders, community leaders to help promote our program
- Women 35-45 years old
- African American parents 35-45 years old
- Single teen parents
- Latino teens 13-17 years old
- Who else?



Where do they spend time online?



2 Reasons Audiences Want Content

When audiences consume content online, they have only two purposes:

Informational intent: Audience members consume content as part of their research or their interest

Transactional intent: Audience members act with the purpose of completing a transaction (action driven intent)



The Buyer Journey



The Buyer Journey

AUDIENCE MINDSET

- I am a decision maker, but I'm not seriously considering a purchase; I'm just watching this space for now.
- I'm researching a purchase decision, but need to understand why I should trust you?
- I've decided to purchase; demonstrate to me how are you going to answer my business objectives and deliver on a business partnership.

FUNNEL STAGE



AUDIENCE INTENT

INFORMATIONAL INTENT
RESEARCH / CONVINC

TRANSACTIONAL INTENT
ACTION / CONVERT



How Your Audience Consumes Information

- Articles
- YouTube videos
- Instagram stories
- Facebook posts
- Webinars
- Podcasts
- Blog posts



Components of Engaging Content

1. Use Images
2. Add Humor
3. Share Facts
4. Use Video
5. Go Live



Effective Use of Video



Please access the video shown during this webinar here:
<https://www.youtube.com/watch?v=FjFyaScG9os>



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Yes Means Test Campaign Results

- The video got more than 3.6 million views in 10 weeks
- Facebook ads drove 77 percent of the 107,000 visits to the campaign landing page - <https://yesmeanstest.org/>
- Those ads were responsible for 43 percent of clicks on the campaign's clinic locator.
- That showed viewers planned to take action



Promoting Your Content with Social Media Ads



Promoting your Content via Social Media Ads Campaign

1. What do you want people to do when they see your ads?
2. What is the campaign objective?
 - Traffic
 - Engagement
 - Video views
 - Conversions



Social Media Ads as a three-part funnel

- First: Awareness
- Second: Consideration
- Third: Conversion



Paid Campaign Budget

You can budget your advertising campaign for:

- Search
- Display and retargeting
- Mobile
- Social (Facebook, Instagram, YouTube, Snapchat, etc.)



Where to Advertise

[Facebook](#) (the most popular) – 2 billion users

[Instagram](#) (creative images) – 1 billion users

[YouTube](#) (video creation required) – 1 billion users

[LinkedIn](#) (great for B2B) – 500 million users

[Snapchat](#) (images-stories) – 300 Million users

[Twitter](#) (in-the-moment advertising) – 320 Million



Consider This When Doing Paid Ads

Cost per click (CPC): When you choose a Pay Per Click ad program, this is the actual cost you incur whenever someone clicks on your ad. This cost varies depending on the platform you choose to advertise.



Consider This When Doing Paid Ads (con't)

Cost per a thousand Impressions (CPM): Rather than paying every time your audience clicks on your ad, you pay for the number of times your ad is shown, regardless of whether it is clicked on or not. This is more of a brand awareness approach, where your audience may not take action right away, but will think of you when they're ready to get your services to advertise.



Social Media Ad Examples

 **Your Teen for Parents**
Sponsored · 

Middle School is a tremendous time of growth for tweens; however, with their friends and bodies constantly changing, it can also be a time of tremendous anxiety (for both the tweens and parents).
... add social media and/or dating to the mix & you have a recipe for disaster! 🙄🙄🙄
? Want to know the top 5 worries of middle school students? ...
[See More](#)



YOURTEENMAG.CLICKFUNNELS.COM
Social and Emotional Changes: Parent's Guide to Middle School [Learn More](#)

 **Fresh Empire**
Sponsored · 

Stop Sleepin'. Fact: smoking cigarettes can cause addiction. Find out how to stay in control.



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Don't sleep on the facts.



Best Practices for Planning: Social Media Ads Campaigns 1

- You want to plan what the ad will say, who to target, what action you want them to take and how those actions will be measured.
- Ads should have a narrow scope and drive only one action, e.g. click through, engagement, register for an event, call this number, register here, learn more, etc.
- Test combination of images, copy, call-to-action and placement.



Best Practices for Planning: Social Media Ads Campaigns 2

Engage Users

- Identify their problem, struggles
- Ask and answer questions
- Offer a service to solve an immediate need
- Participate in comments
- Monitor your campaign constantly



In Summary: 5 Content Marketing Strategies That Should be Done Every Day

- 1) Social media
- 2) Your website/blog
- 3) Easy social sharing
- 4) Paid advertisements
- 5) Repurposing





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Feedback survey

<https://www.surveymonkey.com/r/XXT9FYM>

Thank you!



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