

# Digital Lead Generation via Value Exchange



Client: **KSS (Air Ambulance Charity Kent Surrey Sussex)**

Topic: **Digital lead generation via Value Exchange**

KSS flying high with its first digital lead gen campaign

Air Ambulance Charity Kent Surrey Sussex's first use of a digital lead generation campaign with a value exchange beat all targets to bring in over 500 new regular supporters and a year one income of over £45,000. Marrying digital lead gen with telephone was key to success...

## **The Aim of the Campaign**

To engage with new audiences

Target of £5 or less cost per digital lead

Target of 5,000 leads to potential supporters

*Air Ambulance Charity Kent Surrey Sussex (KSS) wanted to engage new supporters by using a digital lead generation approach for the first time. Working closely with the charity, it was decided that a value exchange, offering a pin-badge, would likely offer the most effective campaign.*

## ***The way in which we did this***

*As this was the charity's first attempt at this type of campaign the initial challenge was to identify the right audience for KSS and work out who best to reach out to. Whilst most of the charity's traditional supporters were 40+ women, they also enjoyed great engagement from younger demographics, specifically with their exciting helicopter imagery on Instagram.*

We agreed to target this demographic, breaking it down into three themes:

- Helicopter based imagery, primarily focused on under 40s with a red theme, picking up on the "critical" tone of voice used by KSS in their existing organic marketing.
- Crew focused and more empathetic imagery, talking to the 30+ audience. This supported KSS's existing people centred approach.
- General "wear your badge with pride" messaging, focused on a more universal demographic.



Once we agreed on the type of person we needed to engage, we concentrated on the messaging. From our experience, we felt that one of the main issues for a lot of value exchange campaigns had been too much weight on the product without enough emphasis on the potential of a relationship with the charity. While KSS was offering a striking pin-badge, it was important to consider the emotive reason behind why someone would want to support.

**The initial ideas for campaign messages were:**

- Support for your local air ambulance
- Wear it with pride
- Support your local crew
- They are there for you, be there for them

We felt it was crucial to push the emotion underpinning the campaign, to emphasise a reason for supporters to give to the charity, so that the pin-badge stood for something. And we could deliver this across the campaign, through the Facebook ads and running all the way through to the fundraising follow up phone calls.

Working closely with the KSS marketing team, we agreed messaging and imagery that reinforced the charity as a people centred organisation, including powerfully emotive images of crew members – the people that make it happen – as well as shots of the famous helicopters, in our content.

KSS were happy to provide a great selection of photos and imagery for us to use, and importantly, they trusted us to create the best combinations of copy and imagery to use for the campaign, meaning we moved through the drafting process quickly.

The next stage was building out those audiences within the Facebook Ads platform. And as there are limitations on what kind of demographics and interest-based data you can now see in Facebook, it was necessary to run through a process of trial, error and repeat testing.

In terms of creative, the focus was on bold, impactful imagery and clear message. Pride, support and locality was key for the bulk of the campaign. But we also created an ad that was solely for the pin-badge, a product only emphasis that we felt could still be highly effective for a broader audience and covered all bases for KSS. Across the entire campaign, repeating the call to action was key to the effective conversion rate.

Initial social media tests targeted audiences known to have a relevant interest, such as activism, philanthropy, charity, etc, and were regionally targeted to the Kent, Surrey and Sussex area. We then also tested the same imagery against another audience built out of a 2% lookalike audience of engaged Facebook and Instagram users. We let this run for a number of days to figure out what was working, what was resulting from this and how best we could tweak and adjust.

We then analysed these results and were able to pick the best performing ads, based on engagement and cost per lead.

# The Creative

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We are a charity that depends on the kindness of the people in our community to keep saving lives.

Click below to get your free badge.

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FREE badge**



**Wear yours proudly**

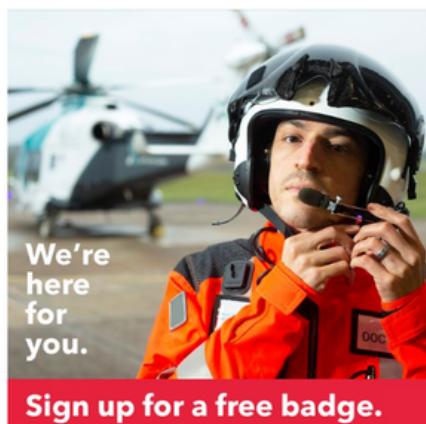
FORM ON FACEBOOK  
Click to get your free badge  Book Now 

**Ad example 1**

 Air Ambulance Charity Kent Surrey Sussex  
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Do something special today, wear your free badge for them! 

We rely on people like you to find 86% of our lifesaving work. We simply couldn't continue without you. Wear our badge and show your support. You deserve it!



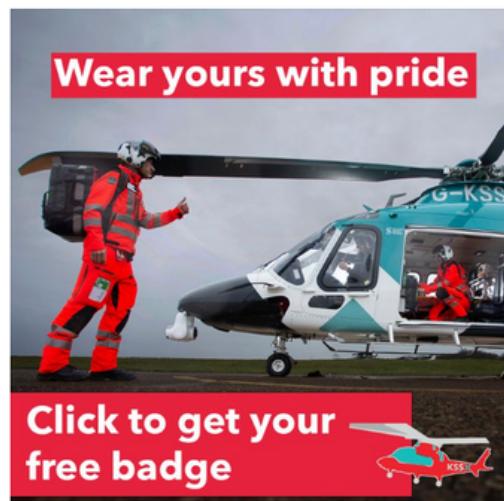
**Sign up for a free badge.**

FORM ON FACEBOOK  
Do something amazing today, click sign up. 

**Ad example 2**

 Air Ambulance Charity Kent Surrey Sussex  
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We are here every day. Show your support with a FREE badge!



FORM ON FACEBOOK  
Click to get your free badge  

**Ad example 3**

## Shifting up a gear

The campaign worked well, although after a while began to slow down in the number of leads being achieved. We knew we needed to do more and after reviewing the campaign strategy, video versions of the two highest performing ads were created to revitalise engagement.

This was also a chance to adjust some of the live ads that were not as effective, identifying why they weren't as strong and how we could make them work more effectively. A concurrent theme across the most successful ads was the emotive imagery of the KSS helicopters, so content was adapted to feature more of this kind of imagery and this strategy worked well.

Success led to the target being increased to 10,000 leads, which motivated us to look at ways to grow the number of daily leads even further. We focused on new demographics, such as families and first responders.

## Marrying digital and phone for greater success

Purity delivered both the digital lead generation campaign as well as follow up telephone calls from its specialist call center. This was a deliberate decision as it made sense to have these activities under one roof running closely side by side – it meant decision making around lead generation could be directly tied to the calling floor, enabling swift and agile adaptations as the digital campaign evolved.

Symon Russell, Executive Director of Individual Giving at Air Ambulance Charity Kent Surrey Sussex explained: “Although I believe this is an uncommon approach in fundraising, probably because few agencies are able to offer this combination, bringing digital and phone together under one team was a key strength of this campaign.”

As part of our results analysis, we looked into what ad sets were most successful for conversion on the phones, and these did correlate with the ones that performed well for the initial digital leads.

## Digital Campaign Results

- Cost per lead: £2.22
- Number of leads: 7,208
- Total Media Spend: £16,007.28
- PDD: 537
- PDD Average Value: £85.17
- Year 1 Income: £45,736

The median cost per lead for a charity in the UK today is £2.47, with costs often being much higher at £5 or £6 per lead. The campaign for KSS was a great success, especially at the beginning with 3,000 of the leads coming in under £1 at a staggering 40 to 60p – a much lower ad spend than the £5 expected.

As the campaign moved on with the need for faster growth, spend was increased to meet this need, finally stopping at £2.22. A strategic decision was made to allow some of the more expensive ad sets to continue due to their higher results.

*The campaign didn't quite make the new higher target of 10,000 leads, but it was well on track and performing effectively, only curtailed by a hard stop date of the KSS financial year end. If it could have continued past this date, it would have made and likely exceeded target.*

A number of public commentors engaging with the social media ads had personally experienced KSS services and even remembered the helicopter teams, resulting in hugely positive feedback and thanks. Constant monitoring meant we were able to pick out these instances and recognise them both in our responses, increasing engagement, and by investing more into those ads striking a chord.

Incredibly positive reactions from the public were received across the breadth of the campaign, both online and over the phone. KSS gained 7,208 leads and year one income of £45,736. For KSS's first toe-dip into digital fundraising, it's a resounding success to be proud of, and a strategic investment that opens up fundraising potential for the future.

**“At KSS one of our strategic objectives is to grow and diversify how we generate income through fundraising to be able to support our vision of an end to preventable loss of life through a medical emergency. This campaign was a big step in that direction as it allowed us to communicate our story to a new audience for KSS through an approach that we haven't utilised before. We're really pleased with the results and will be looking at how to incorporate this type of campaign into our fundraising strategy.”**

**Symon Russell, Executive Director of Individual Giving, Air Ambulance Charity Kent Surrey Sussex**