

Summer English Facebook Campaign Gulf – June 2016 Final Campaign Report

Start Date:	02/06/16
End date:	25/06/16
Target Countries:	Saudi Arabia, Oman, Kuwait, Qatar, Bahrain
Campaign breakdown:	2 promoted posts per institution each promoted for 5 days in each of the target countries separately
Advertising budget	£132 (700QAR) per institution; total budget £1060
Target Audience:	Young learners and their parents (13-55 years old) + University students (18-40 years old) Interested in Summer Courses in the UK

Table of Contents

Methodology and Overview	3
Promoted posts schedule	4
Summary of the campaign's performance:.....	4
Generic Recommendations	5
Facebook advert report definitions	6

Methodology and Overview

- This campaign was executed over 3 weeks period to allow more time for boosting and to ensure a maximum of 5 promoted institutions at any one time with one new post per day
- Each institution had a total coverage of 10 days of boosted adverts split among 2 posts, each running over 5 days period
- The schedule of posts was done based on the readiness and suitability of the content supplied by the institutions
- The first advert for each institution was aimed at boosting interest and demand for participating institutions' Summer English Courses in the UK and to encourage audience to spread the word
- Therefore, the "engagement" objective was set when boosting the first posts, while the advertising budget of £530 was split equally among each institution and per country
- Since Instagram is a popular social media platform in the Gulf, the first advert was extended to gauge engagement from Instagram users too
- When a video was used as the media of the post, the advertising objective was selected as "video views" to enhance the reach of the video more efficiently
- When promotional media supplied by institution did not meet Instagram specifications, Facebook was the only platform used
- Key Performance Indicator (KPI) for the first advert was number of unique people taking action on each post, which may include liking or sharing the post or clicking on the Call To Action (CTA) Link
- After monitoring closely the results of the first advert posts, the budget split over 5 countries was reallocated to ensure efficient use of budget (another £530) as the reach was relatively low in a couple of countries (namely Qatar and Kuwait), probably due to Facebook's algorithm, which resulted in high Cost per Result.
- The objective of the second adverts was set to encourage people to visit the links provided by institutions'; hence, encourage a higher number of conversion into the institutions' website while using the same budget per institution
- KPI for the second advert was number of website/link clicks
- The traffic to institutions' website increased by 19 times from the first adverts

Promoted posts schedule

Institution Name	Jun-16																								
	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	
Kaplan International	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
Wimbledon school of English																									
EC English																									
Cambridge Centre for Languages																									
Kingston University																									
UIC Study Centres (Oxford International)																									
Our World English																									
British Study Centres																									

Summary of the campaign's performance:

<u>Overall performance</u>	<u>Total</u>	
<u>Reach:</u>	1,009,664	
<u>Impression:</u>	2,835,962	
<u>Frequency:</u>	2.8	
<u>Engagement</u>		
➤ <u>Link clicks:</u>	37,527	
➤ <u>People taking action (Main KPI):</u>	164,832	
➤ <u>Likes:</u>	61,122	
➤ <u>Shares:</u>	31	
<u>1st advert</u>	<u>Total</u>	<u>Highest post</u>
<u>Reach:</u>	457,218	218,096 (EC)
<u>Impression:</u>	800,631	307,053 (EC)
<u>Frequency:</u>	1.75	1.46 (Our World)
<u>Engagement</u>		
➤ <u>Link clicks:</u>	1,790	356 (Our World)
➤ <u>People taking action (Main KPI):</u>	107,328	40,968 (UIC)
➤ <u>Likes:</u>	60,207	15,858 (British Study Centre)
➤ <u>Shares:</u>	16	6 (UIC)
<u>2nd advert</u>	<u>Total</u>	<u>Highest post</u>
<u>Reach:</u>	655,231	163,423 (EC)
<u>Impression:</u>	2,035,331	377,749 (Kingston)
<u>Frequency:</u>	3.11	2.41 (Kingston)
<u>Engagement</u>		
➤ <u>Link clicks (Main KPI):</u>	35,737	7,084 (Wimbledon)
➤ <u>People taking action:</u>	57,504	28,023 (EC)
➤ <u>Likes:</u>	915	639 (Kingston)
➤ <u>Shares:</u>	15	5 (UIC and EC)

Generic Recommendations

- To achieve higher engagement rates, videos (upto 59 seconds) are recommended over still images
- To achieve higher website clicks, promotional text needs to be short and exciting while using still images or very short videos (less than 30 seconds)
- If you have a key message you want to ensure its delivery, make sure you include it in the first 10 seconds of the video as results show that 44% of total viewers stopped watching after 10 seconds
- It's recommended that the video runs in a fast pace to keep people engaged and watch the video until the end
- The recommended length for Facebook Post to ensure high engagement and website clicks is between 50-99 characters
- The recommended size for Facebook photo post is 1200 x 630 pixels
- Highlighting discounts, competitions and prizes always lead to more website clicks
- The content on the provided link needs to be engaging too and reflects/relates to the content on the promotional text
- Instagram in the Gulf is a great platform to achieve high engagement rate that leads to brand awareness and profile raising, but currently not efficient enough to derive website clicks

Facebook advert report definitions

- **Reach:** The number of people your advert was served to
- **People Taking Action:** The number of unique people who took an action such as liking your Page or installing your app as a result of your ad. For example, if the same person likes and comments on a post, they will be counted as 1 unique person.
- **Post Likes:** The number of likes on your Page's posts as a result of your ad.
- **Post Comments:** The number of comments on your Page's posts as a result of your ad.
- **Post Shares:** The number of shares of your Page's posts as a result of your ad.
- **Link Clicks:** The number of clicks on links that appears on your ad.
- **Frequency:** The average number of times your advert was served to each person