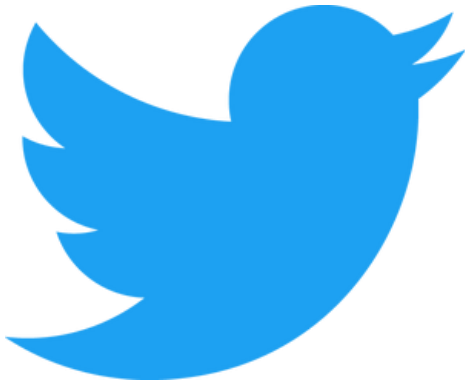


# Moving People to Protect Animals in the Mindst of Aug COVID - 19





## Introduction

Media targets in each strand

We work with targets 170 F, 160W, 90C and AW



Supporters Joining our social media platforms

Supporter retention

### **Sourcing Funnels**

- ❖ On ground events
  - ❖ Media
  - ❖ Facebook
  - ❖ Twitter
  - ❖ Emails
  - ❖ Facebook Ads
- 





# Be on Target!

- ❖ With COVID - 19, everything came to a stand still
  - ❖ No on- on ground activations
  - ❖ But targets did not change
  - ❖ Brand visibility was key
  - ❖ All eyes trained on human deaths and suffering
  - ❖ Can you really talk about animal health let alone animal protection now?
  - ❖ We needed to reinvent to stay in touch and connected with supporters, staff, partners and stakeholders and industry players.
  - ❖ We needed to act and act fast
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# Online events to the Rescue

We started with a simple online event - Facebook Live led by Dr. Mudoga

How to protect dogs during COVID

Massive success with over 1200 viewers online via facebook

With the success of this event we realised we could do more to draw traffic to our website especially bring in new supporters. The best platform was Webinar.

On 20th May, we held our first webinar on the need for a Global Wildlife Ban. From this we received 434 leads from registrations, 130 participants, 46 campaign related questions and the hashtag #EndWildlifeTrade trended at number 5

On 27th May, we launched the BBAFW report with a webinar. From this we received 395 leads from registrations, 157 participants, 57 campaign related questions and the hashtag

We have cumulatively held 20 webinars with 50% conversion and 30% retention rate

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# Triggers for Success

- Event posters developed inhouse
  - Circulated via Whatsapp
  - 20 social media micro- influencers engaged for to mobilise
  - Each given a tracking link - track source and numbers brought in
  - Staff also engaged to mobilise attendants- Each given a tracking link
  - Highest mobiliser earns recognition
  - Mobilisation through Marketo mailing system
  - 20 media personalities in Kenya - A closed group of media personels we have worked with and trained on animal welfare and are now our champions.
  - We used facebook paid ads to reach out to new markets
  - Once one registered, the participants got an instant calendar scheduler that they would add in their diary.
  - We also sent a reminder an hour to the webinar reminding the registered participants to attend.
  - For safety only registered participants got the log in details to attend.
  - Choice of day and time
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# Actual Webinars - Triggers for Success

- We held the Webinars on Zoom – corporate account which allows you to host Webinars, Schedule, Send emails and brand the webinar.
  - Facebook live.
  - Was 60 minutes long
  - Audience engagement through polling and Q and A at the beginning and end of the session.
  - One on one interviews with the panelist and the media persons in attendance
  - Special recognition to the media and key contacts
  - Hook B-roll and press statement shared with the media people right after the webinar
  - After the webinar, we shared a thank you note to the attendees.
  - For those who registered and were not able to attend, we shared a short survey just to understand why they were not able to attend.
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# Key Results

- ❖ Brand growth - unprompted awareness and brand health growth
  - ❖ Accelerated growth for our social media channels - From a partly 30k in 2020 to over 80k today
  - ❖ Media presence - organic unprompted requests for media interviews
  - ❖ Increase in thought leadership value for the organisation
  - ❖ A 50% conversation rate and retention to the end for webinars registrates and attendants
  - ❖ For each webinar, we normally have:
    - ❖ 260 registrations per webinar.
    - ❖ About 100 - 120 of the registered attend our webinars
    - ❖ 30 % of the attendees participate for the 1st time.
    - ❖ So far we have done close to 20 webinars. ( At least one webinar every month)
    - ❖ High media uptake of our stories - helps in meeting the targets
  - ❖ Animals were protected, top of mind during COVID - 19 - Very dear and close to you.
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# Lessons Learned/Opportunities

- Our supporters webinar reception have been generally positive and encouraging.
  - WhatsApp has proved as a great platform to mobilize people to online events through it's groups and status feature.
  - Digital live streaming expands reach of information due to the convenience it provides to users. It also gives real time interaction with the brand.
  - Digital volunteers are a great way to amplify the brand message. They understand the work and are conversant with the online space.
  - Organisational partnerships increase credibility to the message and contributes to brand awareness.
  - For those who registered and fail to attend, we still have their details captured during registration meaning we can still engage them in our future work.
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# Media Clip For Review



<https://www.youtube.com/watch?v=tkJa8KPj8s8>

