



DIGITAL MARKETING

WEBSITE

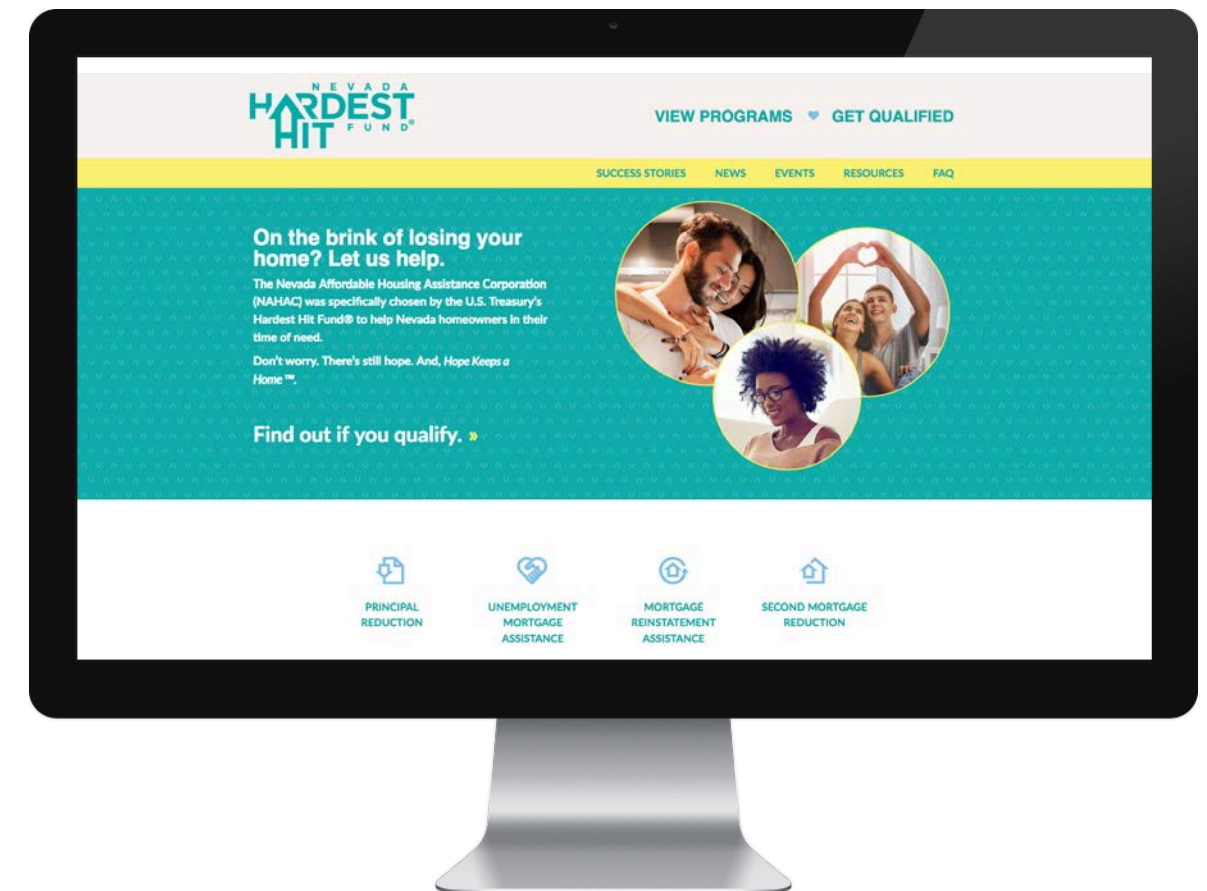
HIGHLIGHTS: 6/13/18-11/12/18

- **Traffic KPIs**

- ✓ **Website Sessions:** 17,742 (+26.5% YOY)
- ✓ **Avg. Time on Page:** 1:53 (+11% YOY)
- ✓ **Pages per Session:** 2.2 (+10% YOY)

- **Event KPIs**

- ✓ **Outbound Link Clicks:** 34,519 (+1500% YOY)
- ✓ **Quiz Completions:** 3,458 (+59% YOY)
- ✓ **CTA Clicks:** 1,561 (+100% YOY)
- ✓ **Form Submissions:** 116 (+241% YOY)



VIDEO DISPLAY

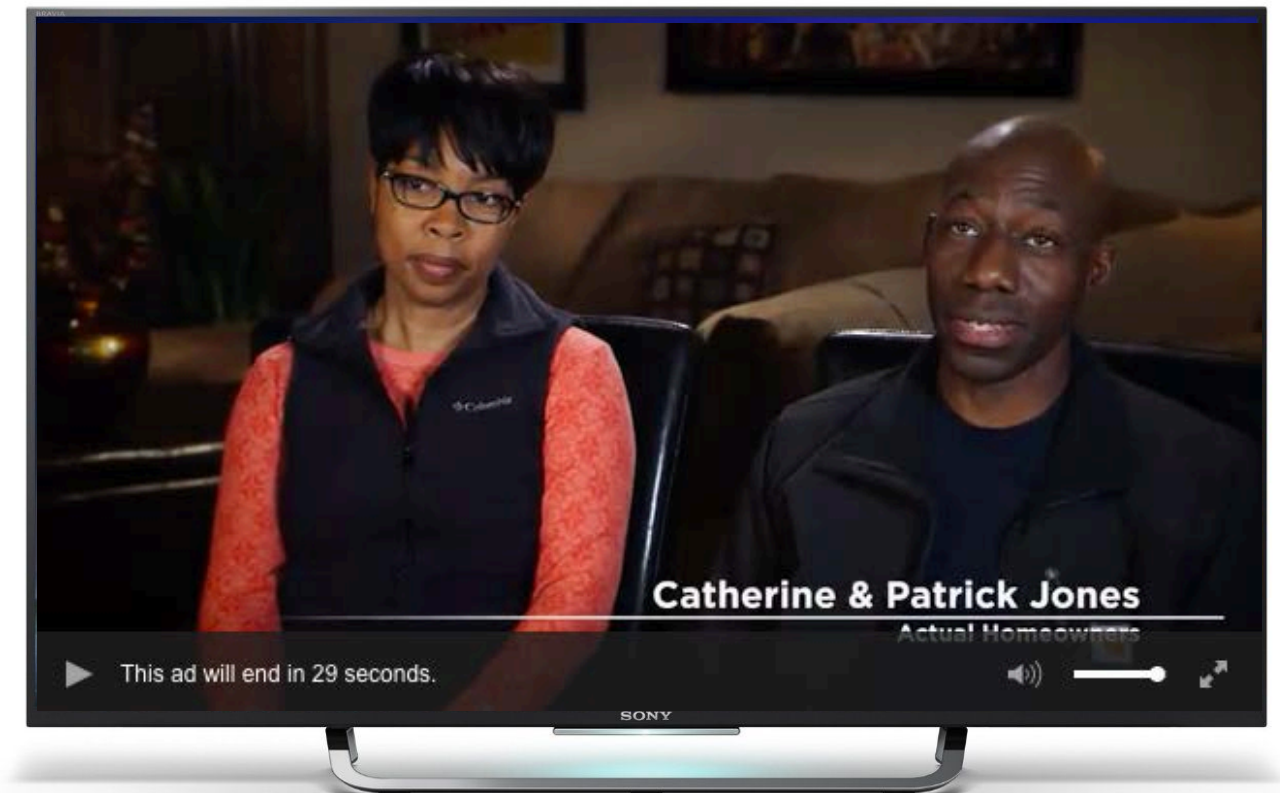
HIGHLIGHTS: 6/13/18-11/12/18

- **Engagement KPIs**

- ✓ Impressions: 1,764,326
- ✓ Clicks: 8,677
- ✓ CTR: .49% (4.9X Industry Average)

- **Video View KPIs**

- ✓ Total Video Views: 1,703,877
- ✓ Video Completions: 695,164
- ✓ Video Completion Rate: 40.80%

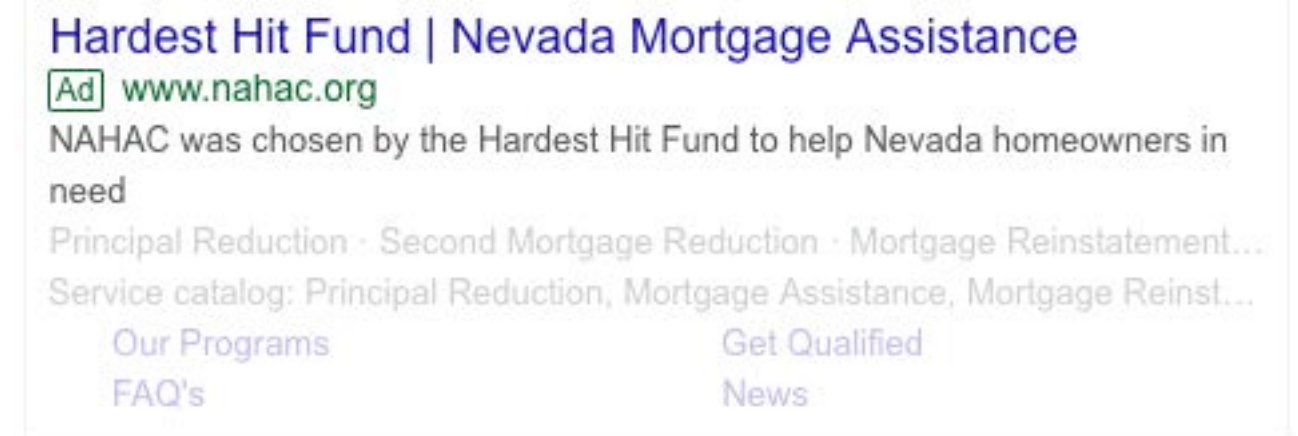
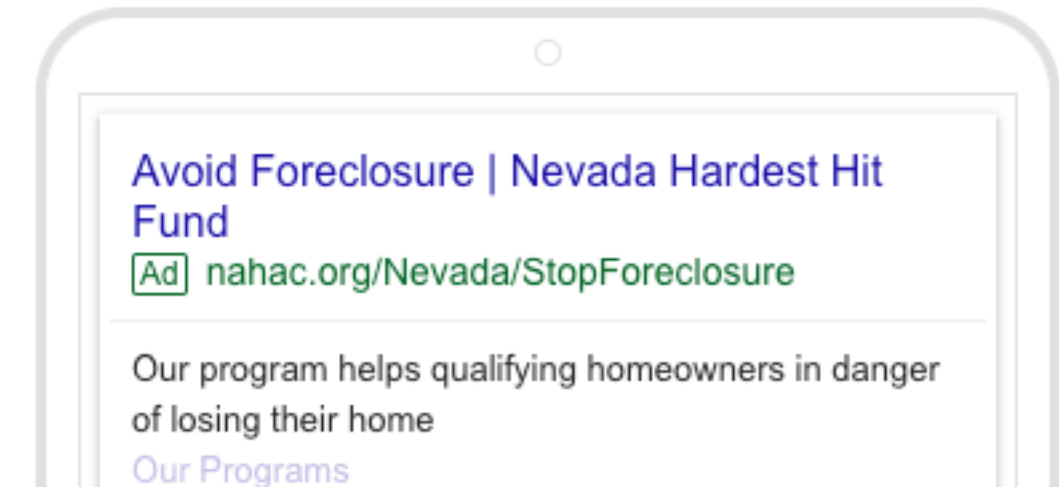


Pay-Per-Click (PPC)

HIGHLIGHTS: 8/1/18-11/11/18

- Engagement KPIs

- ✓ Impressions: 12,959
- ✓ Clicks: 1,378
- ✓ CTR: 10.63% (3X Industry Standard of 3%)
- ✓ Completed Quizzes: 224
- ✓ Click to Call Conversions: 138
- ✓ Contact Form Submissions: 40



A grayscale background image showing a group of people sitting together. One person on the left is holding a tablet, and another person on the right is using a laptop. The image is semi-transparent, allowing the text to be overlaid clearly.

Social media

Social media obstacles

- **Social Media Presence:** NAHAC had an inactive social media presence when BRAINTRUST was activated on the account.
- **Cohesive Social Media Strategy:** No clear or concise narrative as to what NAHAC is and how they could help Nevada residents.
- **Social Media Personas:** Understanding of who we are targeting and what message we would like to deliver.
- **Audience:** NAHAC had slow and stagnant growth on their Facebook account and they expressed interest in growing their audience in the Nevada area.

Social media solutions

- **Active Social Media Presence:** Re-activated the Facebook social media account and created a Twitter account with uniformed look and feel across the digital presence.
- **Developed Tone / Voice:** Cultivated a community that is interested and invested in NAHAC's core message and values.
- **Created Content Strategy:** Strategic positioning that included a blend of strong visuals, video, events, and client testimonies.
- **Boosted Engagement:** Engaged current audience while developing a plan to grow the NAHAC account in conjunction with company goals.

Social media

HIGHLIGHTS



426 fans

Page Likes: 426 (+19% YOY)
Engagement: 648 (+3K% YOY)
Impressions: 60.4K (+12K% YOY)



14 Followers

Followers: 14 (+100% YOY)
Engagement: 233 (+100% YOY)
Impressions: 14.5K (+100% YOY)

Social media

Top posts



Facebook

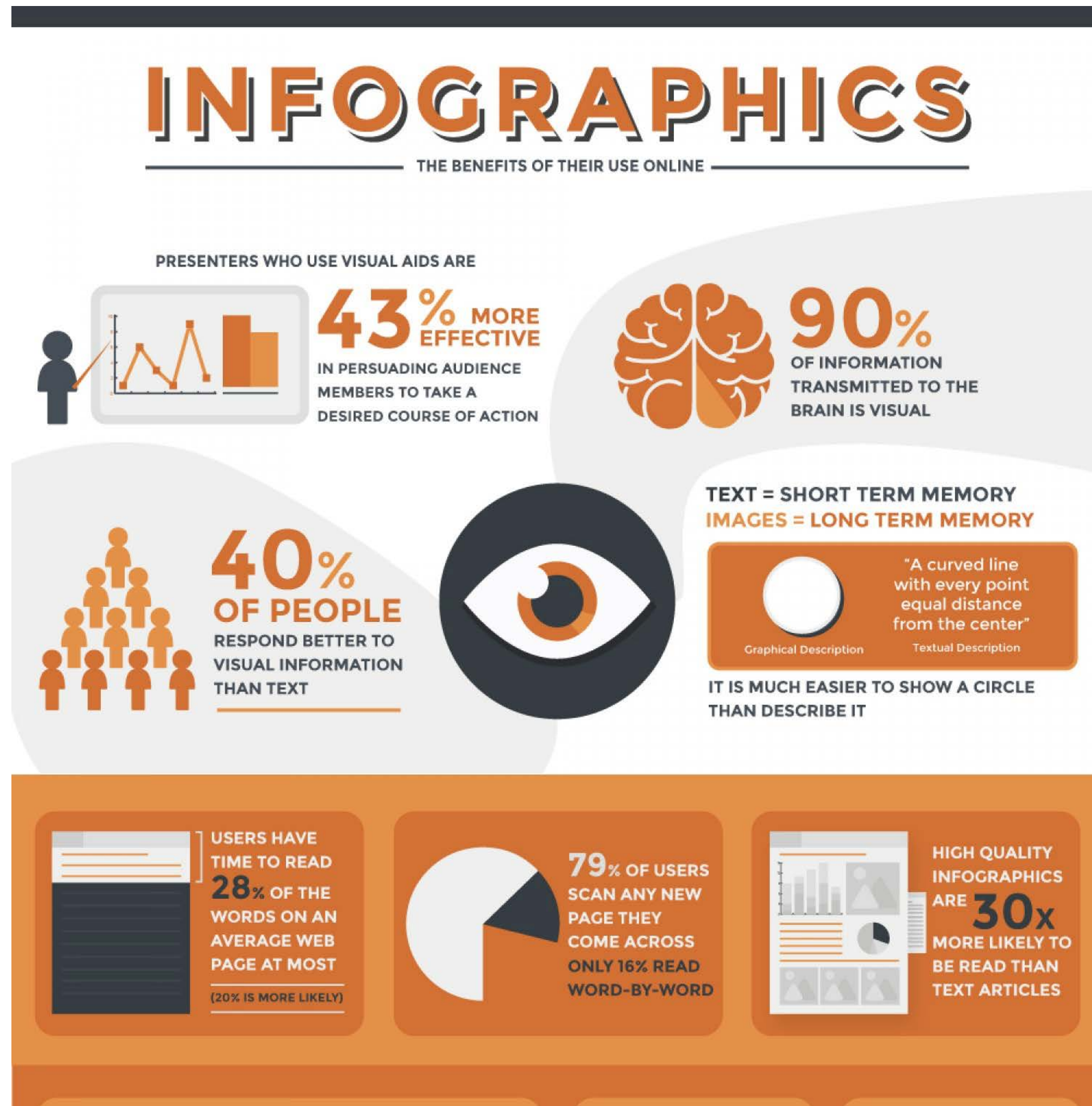


Twitter

Nahac News

Create snackable data in the form of infographics and / or animated video. Graphics will include information on Nevada job market, NAHAC goals, YTD successes, etc.

These digestible graphics will explain complex data sets that the average person may not understand.



Hope's Door

Open hope's door with a pop-activation where we'll place red doors throughout high trafficked and/or low income neighborhoods. (Think: malls, shopping plaza, etc.)

The door will prompt spectators to walk through the activation where they'll be greeted on the other side with information and statistics on NAHAC's success and business goals.



Television



Media: Television

Objective & STRATEGY

- To **bolster** program awareness in the state of Nevada.
- To **inform** and **educate** consumers about their options when faced with housing challenges
- **Convert** consumers seeking assistance to call the hotline.

STRATEGY: To capture and convert key consumers to seek assistance with NAHAC, we will implement a multi-channel television campaign geo-targeting Las Vegas and Reno.

Las Vegas

KVVU FOX 5: Dedicated to providing entertainment and news information that meets the needs and interests of the viewers in their community. Also known as the “Community Station.” Programming includes Ellen, The Real, News Segments, TMZ, CSI etc.

KINC UNIVISION 15: An American-Spanish language television network aimed at Hispanic Americans and includes telenovelas and other drama series, sports, sitcoms, reality series, news programming and imported Spanish-language feature films.

Programming Includes:

News

Daytime Rotators

Prime Rotators

Weekend Rotators



LOCAL. LAS VEGAS.



Reno

KOLO ABC 8: KOLO is committed to bringing the best local news to the Reno and Northern Nevada area. Programming includes The Chew, Dr. OZ, Jeopardy, Rachael Ray, Wheel of Fortune etc

Programming Includes:

News

Daytime Rotators

Prime Rotators

Weekend Rotators



TV RECAP: LAS VEGAS & RENO

CLIENT	NAHAC
CAMPAIGN FLIGHT	1/21/19-2/10/19
APPROVED BUDGET	\$18,000

LAS VEGAS	SPOTS	IMPRESSIONS	CPM	REACH	FREQUENCY	COST	ADDITIONAL INFORMATION
KVVU (FOX 5)	65 + OTT (IMP)	435,000	\$16.55	20%	2	\$7,200	ADDED VALUE: TO INCLUDE :05 BILLBOARDS AND N/C SPOTS WHEN AVAILABLE - EST 25x (VALUED AT \$10,250)
KINC (SPANISH)	100	349,827	\$17.72	10%	3	\$6,200	ADDED VALUE: TO INCLUDE COMMUNITY CALENDAR MENTIONS (60X), 2X RADIO INTERVIEWS, AND BONUS SPOTS (VALUED AT \$16,775)

RENO	SPOTS	IMPRESSIONS	CPM	REACH	FREQUENCY	COST	ADDITIONAL INFORMATION
KOLO (ABC)	105	275,594	\$16.69	45%	2	\$4,600	ADDED VALUE: TO INCLUDE N/C SPOTS WHEN AVAILABLE. (VALUED AT \$1,600)

EST. TOTAL SPOTS	270
TOTAL BUDGET	\$18,000
EST. IMPRESSIONS	1,060,421
AVERAGE CPM	\$16.99
TOTAL ADDED VALUE	\$28,625

A person wearing a blue and white horizontally striped long-sleeved shirt is holding a silver key in their right hand, positioned directly above an open palm held by another person. The background is blurred, showing a person with long brown hair and a red garment on the left. The entire image has a dark, semi-transparent overlay.

Questions?
