Community Marketing Experiments
In the last quarter of 2018, the New Readers team at the Wikimedia Foundation collaborated with different Indic Wikimedia communities to run social media experiments and document best practices that can be easily replicated by communities to increase awareness of Wikimedia projects.
Project goals

Primary: Create awareness of Wikimedia Projects through social media campaigns

Secondary: Create learning patterns and guidelines to support future awareness grants
Project Overview
2 Wikimedia Projects

Total budget: $2000

- Bengali Wikisource
- Tamil Wikipedia
Target Community Locations

West Bengal, India & Bangladesh

Tamil Nadu, India & Sri Lanka
Project timeline

Experiment 1:
Promoting Bengali Wikisource Awareness videos

Experiment 2:
Promoting Tamil Wikipedia’s new user contest

Learnings:
Learning patterns for rapid grants to support ongoing efforts

NOV 2018  DEC 2018  FEB 2019
Experiments in detail
Bengali Wikisource
bn.wikisource.org

**Goal:** Increase readership of Bengali Wikisource using social media promotion.

**Budget:** $1000 USD

Bengali Wikisource community produced two promotional videos as a part of the Inspire New Readers campaign but there was no budget left to promote them. We offered to promote them as a part of the Community Marketing Experiments.

**Key campaign results:**
- **People reached:** 2,590,593
- **People engaged:** 1,936,558
- **Clicks:** 102,327
Promotional assets

What just happened?

Diwali and Kali Puja Greetings

Watchful eyes

Video by rivercon from the Noun Project
Image by Kevin White from the Noun Project

CC BY 3.0 - West Bengal Wikimedians
CC BY 2.0 - Sriram Jagannathan
CC BY 3.0 - West Bengal Wikimedians
1. Test different creative approaches, optimizing for cost per click

2. AB Test winning approaches from first round + define target audience

3. Go BIG! Promote winning Creative to target audience, ensuring effective spend.

The campaign was optimized for cheapest Cost Per View (CPV) through a/b testing. Final CPV: $.0006
Bengali Wikisource Siteviews

Campaign period: (November 2018)
# Bengali Wikisource Statistics

<table>
<thead>
<tr>
<th>Dates</th>
<th>Monthly average</th>
<th>Comparison to pre-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January - October 2018</strong> (before campaign)</td>
<td>283,179</td>
<td></td>
</tr>
<tr>
<td><strong>November 2018</strong> (during campaign)</td>
<td>526,717</td>
<td>86%</td>
</tr>
<tr>
<td><strong>December 2018</strong> (after campaign)</td>
<td>441,697</td>
<td>56%</td>
</tr>
</tbody>
</table>

Note: some increase during and after campaign is expected due to seasonality. For example, during this same time range in 2017, December saw 13.5% pageview increase compared to January-October.
Learnings

- Impact: Traffic can be easily impacted in smaller Wikimedia projects

- Assets:
  - Shorter videos were not popular but comedy was among Indian audience
  - Videos performed better than images with text
  - Text accompanying videos did not play a lot of role while promoting videos.

- Market:
  - It was cheaper to promote Bengali content in Bangladesh rather than West Bengal, India
  - It was cheaper to target the 18-44 age group in India
Goal: More participants in the New User contest

Budget: $1000 USD
Spent: $884.68 USD (underspent due to community delay)

Tamil Wikipedia ran an article writing contest for new users. We offered to help them promote the contest on Facebook to recruit new users.

Key campaign results:
- People reached: 807,039
- People engaged: 299,759
- Clicks: 143,690
Promotional assets

1. Slideshows based on featured pictures and quality images on Wikimedia Commons

2. Facebook banners created by the Tamil Wikipedia community

3. Creative messages drafted by the Tamil Wikipedia community
Do you like animals?

Write about them on Wikipedia
Contest for new users in Tamil Wikipedia! Write articles! Win prizes worth 52,000 Indian Rupees! For more details, click on the link below!
Promotion plan

1. Propose idea during an offline workshop with the community
2. Drafting creative messages and banners
3. Test campaigns with a small budget and select the good ones
4. Pick the right audience
5. Pick the right formats
6. Promote the best performing ads
Pageviews to campaign landing page

Testing different ad formats - $10 each
Slideshows performed better than images or plain text

Testing for the right audience - $20 each
Age: 18-44; Location: Tamil Nadu and Northern, Eastern and Western Provinces of Sri Lanka

Different variants - $40 each
High resolution colored images with cute animals and birds performed better.

Final push! - $180 each
CPC was 0.004 in the final push! Overall CPC - 0.006
# Tamil Wikipedia Statistics

86 new users signed up for the contest. 45 new users expressed interest through a Google form.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Daily average</th>
<th>Comparison to pre-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 December 2018 - 21 December 2018 (before campaign)</td>
<td>248,378</td>
<td></td>
</tr>
<tr>
<td>22 December 2018 - 9 January 2019 (during campaign)</td>
<td>303,479</td>
<td>22%</td>
</tr>
<tr>
<td>10 January 2019 - 31 January 2019 (post campaign)</td>
<td>297,332</td>
<td>19%</td>
</tr>
</tbody>
</table>

Some increase during and after campaign is expected due to seasonality. For example, during the same time ranges in 2017-18, there was an 11.5% increase in pageviews.
Learnings

Assets:
● Facebook slideshows with cute and high quality images perform far better than plain text or banner images with a lot of text
● Promoting Website visitors and Sign ups works better than boosting posts

Market:
● It’s difficult to target desktop audience for Facebook ads. 100% of the audience came from mobile devices
● Cheaper to promote Tamil content in Tamil Nadu, India rather than Sri Lanka

Process:
● Need more time to execute campaigns which include creating new messages
● Use mobile Wikipedia landing pages. Else, people exit before the page loads and tend to engage less with the Wikipedia content