

CHRISTMAS CAMPAIGN FOR DONATIONS TO WMSE

Goal

The goal of the Facebook ad campaign is to generate clicks to the Wikimedia SE donations page. This will ultimately increase the number of donations, as people through Facebook ads become aware of Wikimedia Sverige and the need for donations that help develop Wikipedia.

Optimize for clicks

The way to do this is through Facebook ads that are optimized for clicks. When it comes to the ads themselves, this means one image link ads, short video link ads or carousel ads with multiple images, where the images/video mainly act as links to the donations page. The purpose of the posts is not to engage people, nor to increase discussions. The post type and copy are designed to get people to click the link.

Initially there should be multiple ads that differ slightly in their imagery, type and/or copy. With these ads, different ad sets are created that will then be targeted to different target groups. The ad sets are optimized (automatically by Facebook to match the purpose of the campaign) to get reach among people who are most likely to click on the link. To ensure that these people are clicking the link and taking further steps on the website, tracking links are created with Piwik.

AB testing

To ensure the best results, the different ad formats (4x link ads, short video ad and the carousel ad) are given the same initial budget and after 3-5 days of initial campaign time, it can be analysed which ads have worked better in order to increase the budget on the highest performing ads. The same ads are also run towards two different target groups and after the first days, it is checked which target group is performing better. The majority of the budget is then directed towards the highest performing group.

Target groups

LOOKALIKE AUDIENCES

The initial target groups for the ads are created by choosing people similar to the people already liking WMSE's Facebook page. The first target group are the less than 5 % of Swedish Facebook users that are most similar to WMSEs existing Facebook fans. The second target group includes the 5-10% of Swedish Facebook users that are still more like the existing WMSE fans, but not as much as the people in the first target group.

1. Lookalike audience < 5 per cent, potential 309 500 people
2. Lookalike audience 5-10 per cent, potential 318 000 people

Roughly this means that with a 1000 SEK budget and a 5 day campaign time, each of the groups will have the potential to reach 5000-15000 people per day.

ADDITIONAL INTEREST BASED TARGET GROUPS (IN CASE THE INITIAL GROUPS DO NOT PERFORM)

In case the initial lookalike audiences fail to deliver on clicks and/or donations, these additional target groups based on interests can be tested as separate target groups, or the following key interests can be added to the already running lookalike audiences, to further define who the ads are shown to.

1. Open knowledge/access + open source + technology + IT + Wikimedia + Wikipedia
2. Charity and causes + Volunteering + Non-profit organisation + Wikimedia + Wikipedia

KPIs

As the goal of the campaign is to generate link clicks, the initial KPI to look at is cost per link click. However at the first campaign evaluation after the first 5 days of the campaign, it should also be checked how many people, if any have donated and whether the cost per each donated SEK is too high for it to make sense to continue the campaign.

Evaluation

At the end of the campaign, the campaign is evaluated based on the cost per clicks and cost per every donated SEK to determine the success of the campaign. Also evaluation based on target groups, demographics and ad types can be drawn to help design and determine future ad campaigns and to be able to scale the campaigns to other regions.

Campaign timeline

The campaign will run in two parts. Each of the parts will run for two weeks, of which the first week is for analysing the performance of the content and the target group and the second week is the actual campaign week, when most of the budget is allocated to the highest performing ads and towards the highest performing target group.

The first part is during Weeks 50-51 (ending on the morning of the Christmas Day) with a message that portrays a donation to Wikimedia as a Christmas gift.

The second part of the campaign is Weeks 52-1, with a message about the New Year.

The evaluation for the whole campaign is conducted during Weeks 2-3, with learnings and best practices being shared.

Post suggestions for the ads

WEEKS 50-51

En gåva som fortsätter att ge och bli bättre!

Alla använder väl Wikipedia? Ge en gåva som räcker till varenda släkting och vän.

Ge en gåva som hjälper oss att göra din favoritencyklopedi Wikipedia ännu bättre!

Din gåva hjälper till att få hela världens samlade kunskap online på Wikipedia!

1. One image link ad (4x with different copy, see variations above)

 **Wikimedia Sverige**
Sponsrad · ©

Gilla sidan

En gåva som fortsätter att ge och bli bättre!



Wikipedia behöver dig!
Vi tror att tillgång till fri kunskap gör världen bättre. Hjälp oss fortsätta utveckla Wikipedia. Stöd Wikimedia Sverige idag!

WWW.WIKIMEDIA.SE/SV/DONERA [Läs mer](#)

Image is a link to www.wikimedia.se/sv/donera

OBS! Instead of “Läs mer” it will be “Ge en gåva nu”

2. Multi-image carousel ad with three images

 **Wikimedia Sverige**
Sponsrad · ©

Ge en gåva som hjälper oss att göra Wikipedia - din favoritencycopedi - ännu bättre!



Wikipedia behöver dig! [Ge en gåva nu](#)

Vi tror att tillgång till fri kunskap gör världen bättre. [Ge en gåva nu](#)

Hjälp oss fortsätta utveckla Wikipedia. [Ge en gåva nu](#)

Wikimedia Sverige
sponsrad · ©

va som hjälper oss att göra Wikipedia - din favoritencycopedi - tre!

Images are links to

www.wikimedia.se/sv/donera

Text under image 1:
Wikipedia behöver dig - Stöd Wikimedia Sverige idag!

Text under image 2:
Vi tror att tillgång till fri kunskap gör världen bättre.

Text under image 3:
Hjälp oss fortsätta utveckla Wikipedia.

3. 6 sec video clip with three images (same as in the carousel ad)



Wikimedia Sverige
Sponsrad · 🌐

Gilla sidan

Din gåva hjälper med att få hela världens samlade kunskap online på Wikipedia!

Wikipedia behöver dig!
Vi tror att tillgång till fri kunskap gör världen bättre. Hjälp oss fortsätta utveckla Wikipedia. Stöd Wikimedia Sverige idag!

WIKIMEDIA.SE/SV/DONERA

Ge en gåva nu

Video is a link to www.wikimedia.se/sv/donera

Vi tror att tillgång till fri kunskap gör världen bättre. Hjälp oss fortsätta utveckla Wikipedia. Stöd Wikimedia Sverige idag!

WEEKS 52-1

Vi vill tacka alla som har hjälpt oss att göra Wikipedia bättre under 2016! Här är din chans att donera!

För att fortsätta göra Wikipedia bättre under 2017 behöver vi din donation!

Alla använder väl Wikipedia? Hjälp till att göra den lite bättre det kommande året!

Nu är det tid att ta det lugnt, dricka lite glögg och att donera till att få din favoritencyclogedi ännu bättre!

Similar ads (4x link ads, carousel ad with three images and 6 sec video link ad) are created as in the previous examples, but using the following images:



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