

October 2016

**MARATHON  
KIDS**



# LMAS MarCom Campaign

Results insights, value assessment and  
key takeaways



# OVERVIEW

- Digital communication strategy that included mass email + social media + website integration
- Email communications were divided into 6 different segments and involved new list growth, dynamic content each week, half-way point carrot, and an unopens strategy
- Social media promotion involved a robust paid strategy and experimenting with targeting different audience sizes and geos, predominately on FB + IG

**= The most holistic, multi-channel promotion Marathon Kids has implemented to date**



# BY THE NUMBERS

## EMAIL

- **Total Sent:** 59
- **Average Open Rate:** 16.25% (18,911 opens)
- **Average Click-Through Rate:** 6.4% (1,642 clicks)

## FACEBOOK

- **Total Ads:** 22
- **Total Reach:** 120,230
- **Avg Engagement Rate:** 2.5% (2,463 engagements)

*\*Note: 8 were conversion campaigns*

## INSTAGRAM

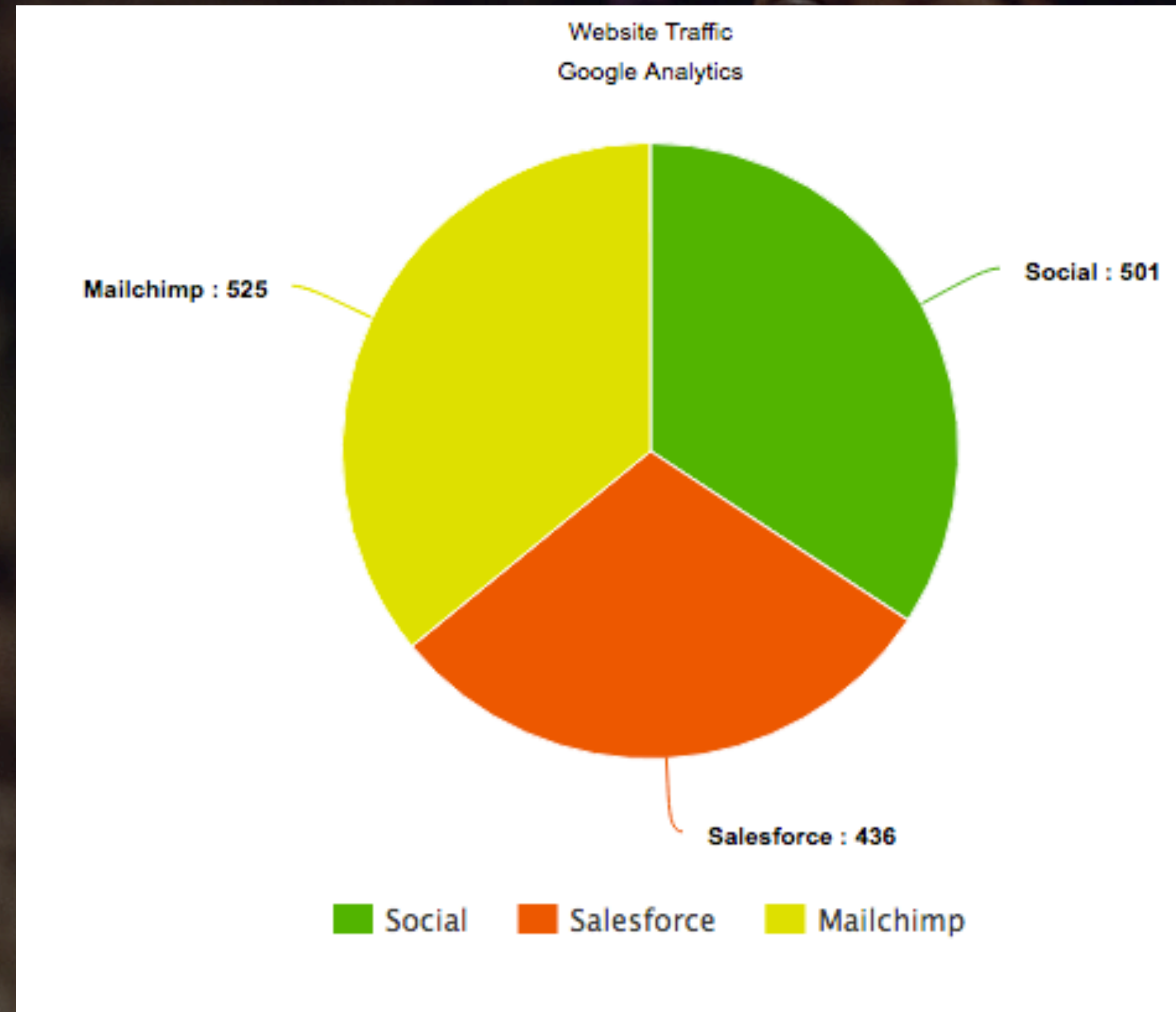
- **Total Ads:** 12
- **Total Reach:** 49,359
- **Avg Engagement Rate:** 5.54% (2,733 engagements)

## TWITTER

- **Total Ads:** 4
- **Total Reach:** 43,273
- **Avg Engagement Rate:** 5.24% (3,083 engagements)



# WEB TRAFFIC TRACKING



Note: does not include traffic driven from content we developed for LMAS to send to their audiences via emails, magazine or social



# THEN AND NOW



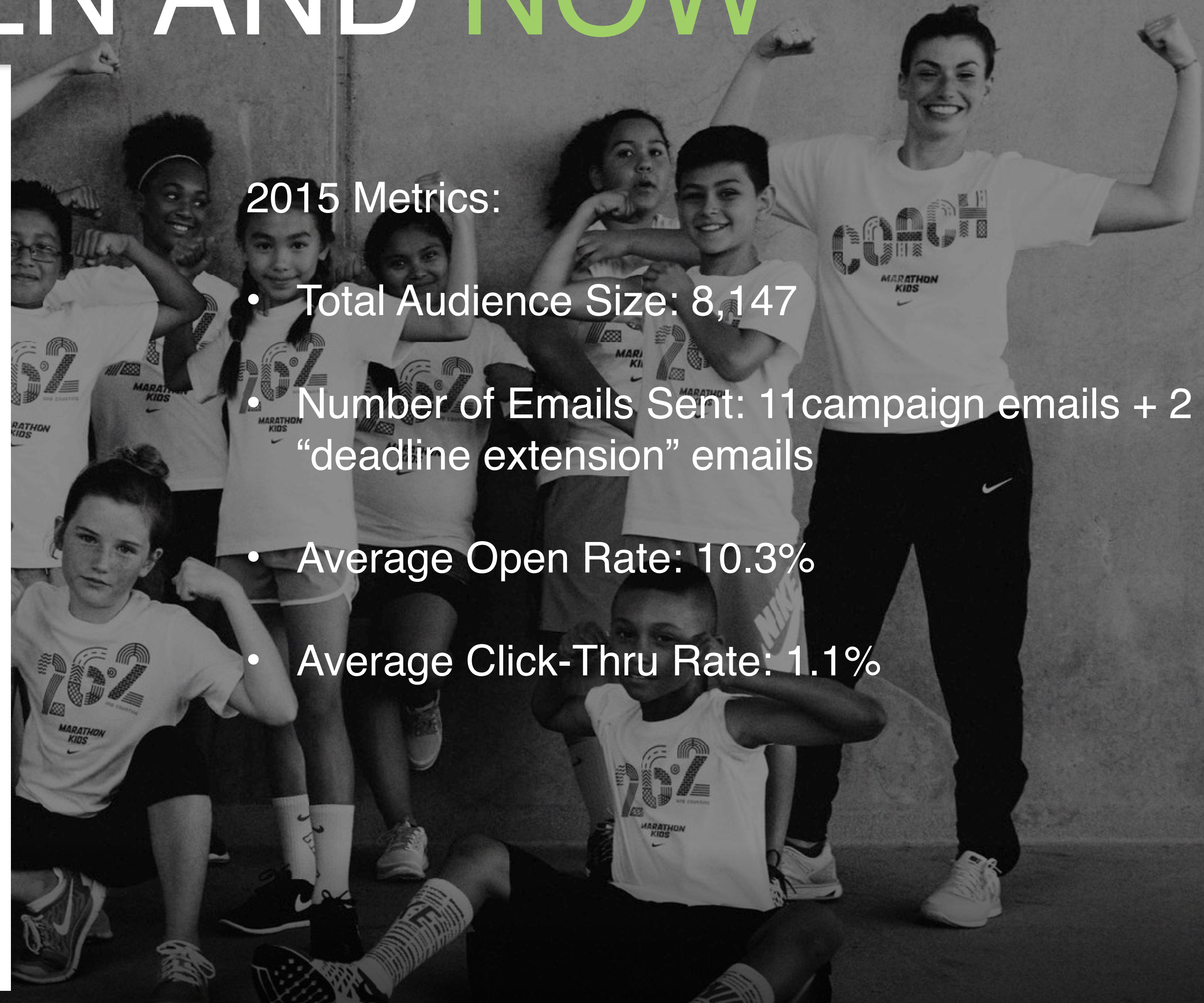
## SPREAD THE WORD.

Know someone who wants to start a Marathon Kids school-based running club? Or someone who would make a great Coach, but doesn't know how to get started?

**Funding available to start new Marathon Kids running clubs!**

NOW through December 1, 2015, we are accepting grant applications to bring **Marathon Kids to an elementary or middle school near you**. In partnership with *Let's Move! Active Schools* and Nike, grants up to \$2,500 will be awarded to 100 schools who want to get kids up and running with a Marathon Kids running club. [Click here for additional details.](#)

If this opportunity sounds like a fit for someone you know, we'd love for you to share this information. **Help us get even more kids active and healthy across the country!**



## 2015 Metrics:

- Total Audience Size: 8,147
- Number of Emails Sent: 11 campaign emails + 2 “deadline extension” emails
- Average Open Rate: 10.3%
- Average Click-Thru Rate: 1.1%



# COACH ME.



*"You know me. I'm the kid who acts up in class. The budding all-star. The bookworm. The kid who gets picked last. I live in East LA. In Brooklyn. I live Boise, Idaho. And I want you to coach me.*

*You are not just a PE teacher to me - you are a role model. And you can be a Coach. Help me become a Marathon Kid."*

We think you're pretty inspirational. We know you change lives in your school community. In fact below video was inspired by and for you. Marathon Kids and [Let's Move! Active Schools](#) are on a hunt for future Coaches like you to take kids on a 104.8-mile journey. They'll set goals, track their miles, learn how to fuel their bodies. They'll earn exclusive Nike rewards. They'll watch you - their role model choose healthy behaviors. And those lessons will stay with them for life.

Now through Sept. 15, you can apply for a grant to bring Marathon Kids to your school community year and give your students even more opportunities to be active before, during or after school. We have the program, exclusive Nike rewards and support ready. We even have the funding covered. We just need you: the Coach.

[CLICK HERE TO APPLY](#)

### FOLLOW THESE STEPS

Whether you start with a small 10-person club or you want to get your whole school running, follow these three simple steps and apply by Sept. 15 to make sure your kids get up and running with Marathon Kids this year:

1. Download and read the [Pre-Registration Packet](#). (10 minutes)
2. [Apply for the Marathon Kids Active Schools Grant](#) by September 15. Only applications submitted via the grant portal will be accepted. (10-15 minutes)
3. If your school hasn't already, enroll with [Let's Move! Active Schools](#) and complete their [Active Schools Assessment](#) for the 2016-17 school year. (5-10 minutes)

Contact [programs@marathonkids.org](mailto:programs@marathonkids.org) with any questions.



COACH ME: [CLICK HERE TO WATCH WHAT IT MEANS.](#)



# THEN AND NOW

## 2016 Metrics:

- Total Audience Size: 42,013
- Number of Emails Sent: 59
- Average Open Rate: 16.25% (+5.95%)
- Average Click-Thru Rate: 6.4% (+5.3%)



A group of children and adults are running on a paved path through a wooded area. The children are in the foreground, and adults are following behind them. The scene is captured in a cinematic style with soft lighting.

“HE USES STATISTICS AS A DRUNKEN MAN  
USES LAMP POSTS – FOR SUPPORT  
RATHER THAN FOR ILLUMINATION.”

- ANDREW LANG

“



# 3 KEY INSIGHTS

- Keep investing budget and time into marketing efforts, specifically for bigger, more comprehensive and timeline-driven strategies/tactics.
- Understand what is and isn't working with a dual-channel strategy – paid social campaigns should be thoughtfully selected.
- MORCAP leads are worth the effort. The work done on the ground is creating an audience that listens and has higher response to CTAs.



# KEY INSIGHT 1: KEEP INVESTING IN MARKETING EFFORTS

- Our marketing/communications pushes are continuously improving and becoming increasingly sophisticated, translating to success for our programmatic objectives.

Simple examples:

- Overshooting our fund request goal by 113%
- First LMAS campaign averaged 839 opens and 90 click-thrus. New LMAS Campaign averaged 6,827 opens and 2,688 click thrus.



# KEY INSIGHT 2: WHAT IS/ISN'T WORKING WITH DUAL CHANNEL STRATEGY

- Paid social promotion is expensive and should not be used for every effort – the outgoing dollars can outweigh the incoming dollars or impact.
- Awesome social metrics do not necessarily imply awesome conversion metrics. Cracking the conversion nut is more challenging than receiving great post engagements.
- The larger the target audience, the more difficult it is to break through noise/make real impact.

## Suggested ways forward:

- Target by specific zip codes, use narrowing parameters – and be okay with smaller reach numbers, as long as engagement stays high. The actions taken may be more significant. Use a sliding spend scale; larger audiences require bigger budget.
- Special consideration for our owned audience for applicable campaigns. Their responsiveness is unsurprisingly higher.
- Get personal. Localized content and images are doing better.
- Continue experimentation for new audience creation and insight, including TW + FB pixels.



# KEY INSIGHT 3: YOUR LEADS ARE IMPORTANT

- The 6 segments were: MCH lists, past LMAS recipients, principals of running clubs, Laura's LA Leads, Laura's LA leads with no prior engagement/contact, and SFDC leads.
- With no exceptions, the MORCAP lead lists – SFDC leads and Laura's LA leads list – outperformed their purchased counterparts in terms of open and click-thru rates.



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