



Government Solutions

Fall 2019 Partner Webinars Promotional Social Ad Campaign

Andrew M. Scott
Social Media Manager
MFGS, Inc.

Goal

The primary goal for this campaign was to generate qualified sales leads by leveraging multiple upcoming and recent on-demand partner webinars. We did this by using a timely “carousel” style social advertising campaign format that would allow us to simultaneously promote various product solutions to our government customers while also supporting our business partners associated with each solution topic. Given our company’s government focused social media presence is in its infancy, this also served as a dynamic opportunity to create brand awareness while driving event traffic across multiple platforms.

Objectives

- Drive brand awareness (reach) by at least 100,000
 - Campaign surpassed this goal at 320,511
- Generate a minimum of 25 qualified leads
 - Campaign surpassed goal, reaching 51 qualified leads (which resulted in \$240,000+ in revenue)

Solutions & Partners

This campaign allowed us to highlight four different solutions sets that Micro Focus Government Solutions provides, including those that:

- enable mission delivery through improved identity, credential and access management
- provide Robotic Process Automation (RPA)
- create eSIEM DOD enterprise log management and centralization
- meet FedRAMP cloud application performance testing needs

Partner organizations highlighted from this campaign:

- **TriVir** - specializing in physical and IT security convergence for public sector compliance
- **ThetaPoint** - consultants focused on operations and maintenance management services
- **Vivit** - the unbiased, trusted and field-tested community for thousands of Micro Focus customers and developers
- **Carahsoft** - Micro Focus Government Solutions’ trusted GSA Schedule holder

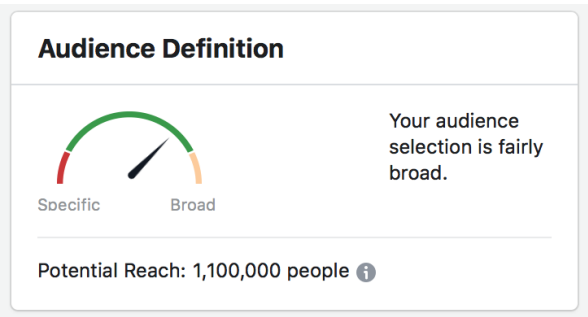
Platforms & Targeting

Because each social media platform offers its own unique strengths and weaknesses, our philosophy for social advertising campaigns has been to implement comprehensive, well rounded campaigns that allow us to maximize each platform’s potential while mitigating targeting and/or budgeting shortfalls. We balance this strategy across the three primary social media platforms we know our customers are actively using - LinkedIn, Facebook, and Twitter.

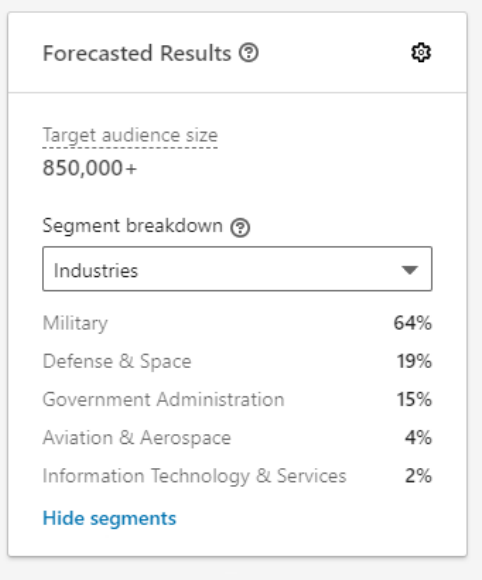
Audience targeting for this campaign focused around key indicators (as applicable), including work place, job function and roles, interests, and seniority qualifications.

Although, we cannot provide full targeting details for proprietary reasons, the following screen grabs from Facebook, Twitter, and LinkedIn showcase some example into our targeting:

Facebook (Potential Reach)



LinkedIn (Industry Breakdown)



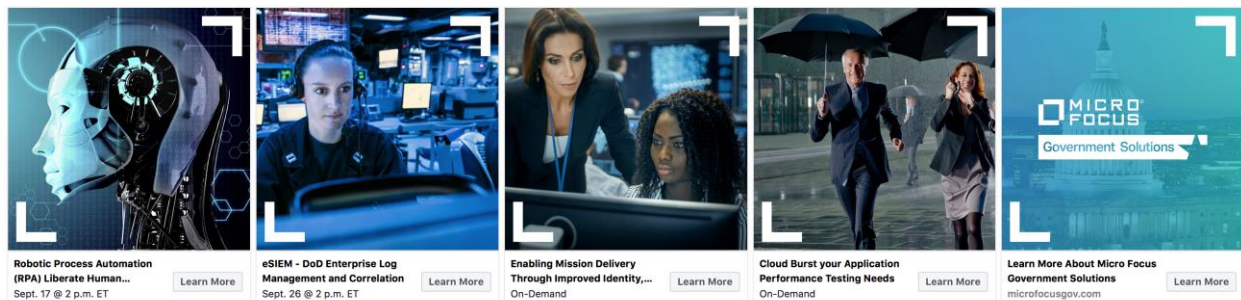
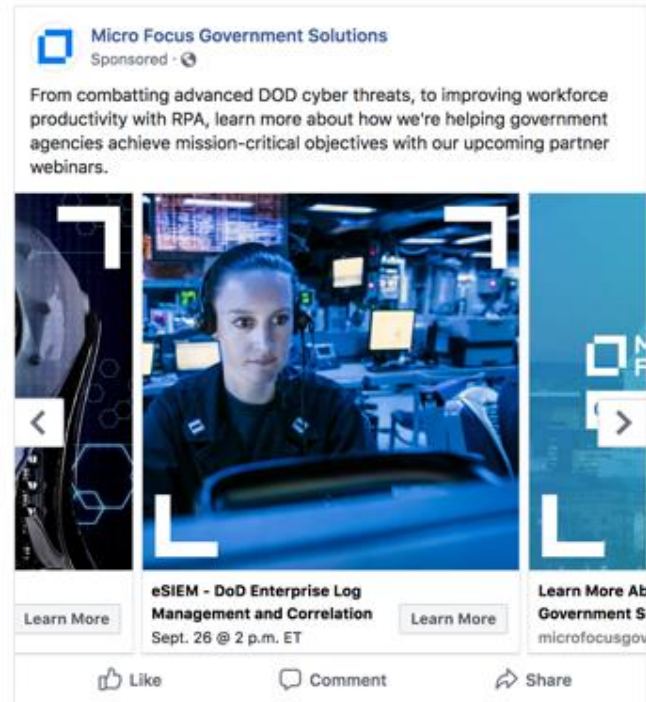
Twitter (Top Performing Keywords and Handles)

Keyword	Handle
government(Targeted by 1 ad group)	@USGSA(Targeted by 1 ad group)
#govtech(Targeted by 1 ad group)	@GovExec(Targeted by 1 ad group)
#govcon(Targeted by 1 ad group)	@CISAgov(Targeted by 1 ad group)

Creative

Messaging for this campaign focused around key initiatives facing government customers. For graphics, we used vibrant imagery that corresponded with the subject matter and/or imagery our partners used in their previous marketing efforts (for continuity). To bring all of the visuals together, we used framing marks from the Micro Focus brand guidelines for a cohesive style.

The collection below illustrates the graphics as used on Facebook. A similar block format was implemented for LinkedIn. For Twitter, individual tweets were used and rotated placement based on performance.



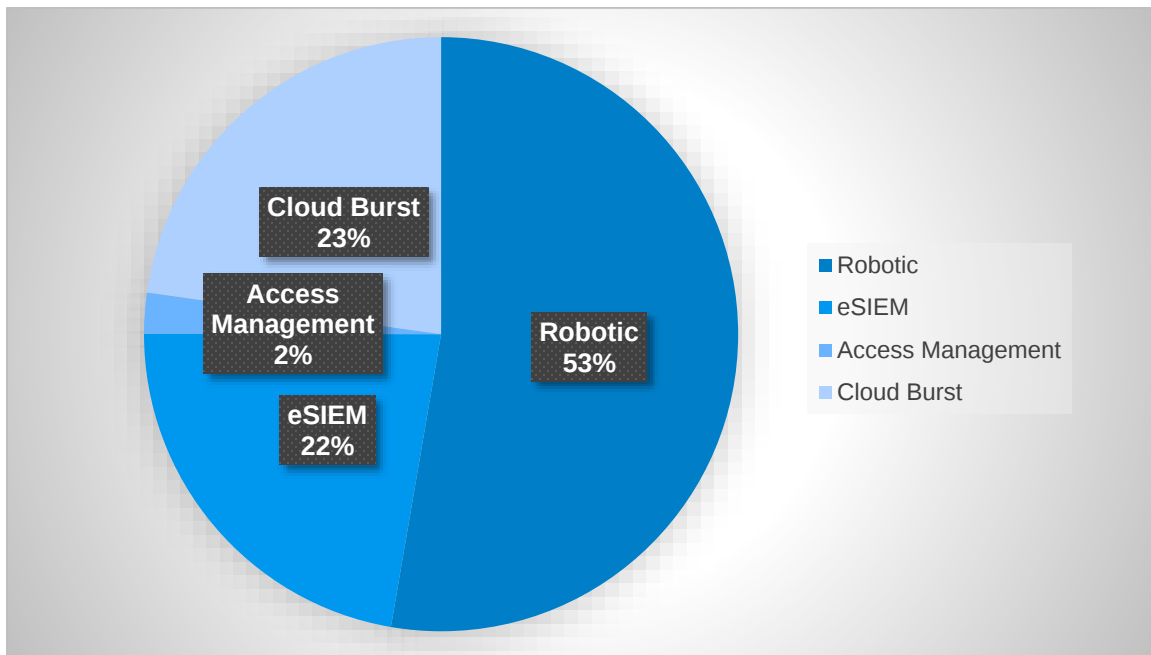
Results

This type of multi-purpose campaign proved to be one of our best and will continue to be honed for similar campaigns in the future. With a similar budget, this campaign saw improved efficiencies compared with our previously scaled campaign, including an increase in web traffic (7,651 v 2,177), and a reduced aggregate CPC (\$0.65 v \$1.83).

Aside from surpassing our awareness and lead generation goals, the campaign also provided additional insights into which topics and solutions are leading government concerns and trends. This information will allow us to focus on creating more content driven around meeting those needs.

Analysis

Our strongest webinar was predominantly Robotic Process Automation according to the webinar's portion of traffic driven compared to the other topics, as well as lead registration and lead capture. This has since led to more detail collateral and messaging geared toward this audience.



Cost v. Performance Breakdown

Below is a general breakdown of the campaign's basic results by platform; including budget, brand awareness (impressions), clicks (web traffic), and cost-per-click value:

	Budget	Impressions	Clicks	CPC
LinkedIn	\$2,000	87,223	257	\$7.78
Twitter	\$1,500	152,258	6,483	\$0.23
Facebook	\$1,500	81,030	911	\$1.65
Total	\$5,000	320,511	7,651	\$0.65 (avg)

Industry Recognition

2019 GAINER Award

Presented by Government Marketing University, the GAINER Awards recognize excellence in government marketing in categories like lead generation, social media, brand awareness, events, partner marketing, and innovation.

In 2019, this campaign won a GAINER Award for Best Social Media.

[Press Release](#)



2020 MarCom Award

The MarCom Awards honor excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry professionals. MarCom's Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition. Platinum Winners are recognized for their excellence in terms of quality, creativity, and resourcefulness. Only 17 percent of annual competition entrants earn this recognition.

In 2020, this campaign won a Platinum Award designation for Digital Media – Social Advertising Campaign.

[See 2020 Winners List](#)

