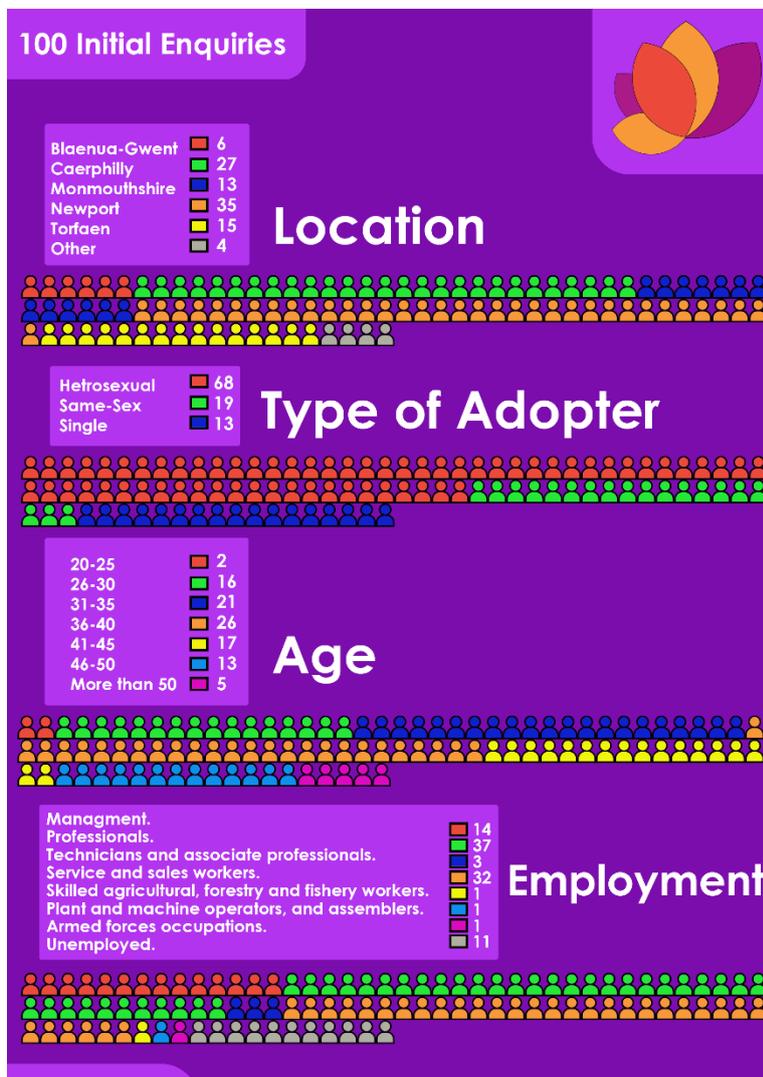


## Action – Social Services Scrutiny Committee – 18<sup>th</sup> November 2021

This small report aims to outline what marketing South East Wales Adoption Service (SEWAS) is using to reach our audiences and why it has helped us increase our enquiry rate.

### Understanding our Audiences

To understand why we spend the way we do we need to understand our audience. Using data pulled from enquiries from April 1st 2019 to December 31st 2019 (most up to date at the time of the project) we analysed key information about our adopters, this includes location of home, age, profession and type of enquirer. Our aim was to allow us to understand the type of people that were already enquiring so we can create a key demographic and focus on content/adverts that apply to them. The results were then broken down into an easy to understand information graphic called “100 initial enquiries” (see below)



This data helped us create a target audience for the people most likely to adopt. People age between 28-44 years old made up 74% of people enquiring. People that

would be classed as “professionals” made up over 54% of enquiries. 62% of enquiries come from just two local authorities (Caerphilly and Newport). This data has shaped the way we advertise

### How we reach our audience?

We have a few different paths a potential adopter may find out about us. This includes

- Digital adverts
- Social Media channels
- Internet search
- Location authority channels
- NAS website
- Word of mouth
- Online news articles

Since starting my role in as Marketing & Recruitment office in November 2019 it has been important for SEWAS to “catch up” with the modern world of marketing. Most of our audience comes from millennial and younger Gen X who are far more likely spend their time online. We have utilised social media accounts on Facebook and Instagram to allow us to reach this audience in a fun and friendly way and promoting our website that acts as an informational hub for anyone wanting to find out more about adopting. Also increasing our online presence using google and other search engines so we are more likely to be at the top of search results. Advertising this way is enabling us to reach our targets

There has been an increase in enquiry rates since we first used digital ad, social media and a website collectively. A good way to visualise this is looking at Q1/Q2 for the last 4 years. Please see graph below.

Dates	2018/19	2019/20	2020/21	2021/22
<b>April</b>	16	4	6	18
<b>May</b>	15	18	14	28
<b>June</b>	8	8	7	19
<b>July</b>	18	19	21	20
<b>August</b>	9	21	9	18
<b>September</b>	23	21	30	32
<b>Total</b>	<b>89</b>	<b>91</b>	<b>87</b>	<b>135</b>

We ran two types of Google adverts in this time. The first being “Search ad” which looks at key words from people’s searches, and find ones that are adopted related. This advert reaches less people than others used but has a higher success rate because it’s targeted to people interested in adoption. This resulted in 23,459 impressions (An impressions is when an advert appears to someone. This can be multiple times to same person if the algorithm believes they are interested in the topic) and 2,024 people clicking through to our website on this ad. The other advert

is an “images ad” that will appear on the side of web pages, we started running this mid-August. This has impressions 833,903 and 1983 clicks through to the website in the 6 weeks it run in Q2. We have also run a Facebook image advert from July to September. This had 372,760 impressions and 1671 clicks through to the website.

SEWAS spent £2,469 on advertising in Q1/Q2 which steered 5,678 people to our website. This equates to a spend of **£18.29** per adoption enquiry

Another positive for digital adverts as touched on above is that people can click on the ad to immediately find out more from our website. This isn't possible for more traditional advertising such newspapers, roundabout ads, and billboards.

Other positives of using digital advertising are:

- Ability to track data in real time and exactly how many people view our ad.
- We can turn the advert on and off at any time if it's not appropriate to advertise.
- Able to continue through the pandemic and any other major event.
- Can't be damaged or vandalised.
- Let's us target areas, ages and genders if needed.
- Cost effective compared more traditional adverts.