



SHOUT!

NEWS

*By: Nicole Baptista
2/20/18*

General Assembly
Digital Marketing Final

AGENDA



MISSION

OUR
READERS

CHALLENGES
& OBJECTIVES

TACTICS:
EMAIL &
FACEBOOK

ANALYSIS &
NEXT STEPS

WHAT'S OUR MISSION?

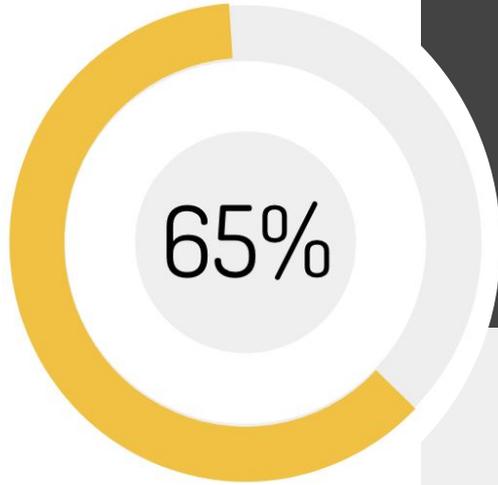
Shout! News gives real people a real voice and generates discussion to change the world.

Founder Flavius Mihaies traveled to Iraq in 2014, met Syrian refugees, and listened to their stories. He created Shout! News as a hub where refugees and other minorities could connect and share their stories with human rights advocates around the globe.



STATS PRIOR TO EXPERIMENTATION

January 2018



BOUNCE RATE

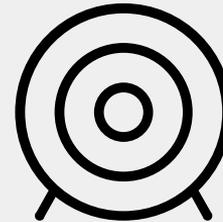


2,257
Users



Time
on Site:
1:07

141
Returning
Visitors



PERSONA #1: ON THE GROUND OSSAMA

“I travel to Syrian war zones every day. And my personal safety depends on staying informed and connected to my community. I read content on my smartphone and look forward to getting home to my wife and kids every night.”

A Day in Osama's Shoes:

After waking up and tending to his young son, Ossama spends the morning with his wife and heads to work. He arrives at a safehouse, and drives people to and from the frontlines (war zones like Raqqa, a region controlled by the Kurds in Northern Syria). He scrolls private Facebook groups on his Android for the latest hyper-local news. After work he heads home and eats dinner with his family.



AGE: 30

GENDER: Male

LOCATION: Al Qamishli,
Al Hasakah, Syria

LANGUAGES: English and Arabic

OCCUPATION: Military
Journalist/Translator

HOBBIES: Futbol, Yoga, Music

PERSONA #2: PATTY THE PHILANTHROPIST

“I work hard to shine light on the struggles people face all over the world. I strive to provide aid and support to those affected by humanitarian crises.”



A Day in Patty's Shoes:

Patty starts her day by getting her two young children to school and heading to the office. She is passionate about promoting social good and her work allows her to do what she cares about, which is raising awareness and money for worthy causes. Her company has high aspirations and a big budget.

AGE: 45

GENDER: Female

LOCATION: United States

LANGUAGES: English

OCCUPATION: CEO Human Rights Inc.

HOBBIES: Yoga, Cooking, Reading,
Design Thinking

CUSTOMER EMPATHY MAP

HEAR

THINK & FEEL

SAY OR DO?

SEE

Friends/peers posts on grassroots Facebook pages

Curious

I want to get involved and make a difference

Lives in an apartment in a bustling city

Opinions of community leaders, military officials, etc.

Inspired

I want to be connected to my community

Walks the city streets to get to work

Stories about people living in Syria

Frustrated

I don't know where to find credible information

Friends and family struggle to make ends meet

Videos about politics, war, and policy

Isolated

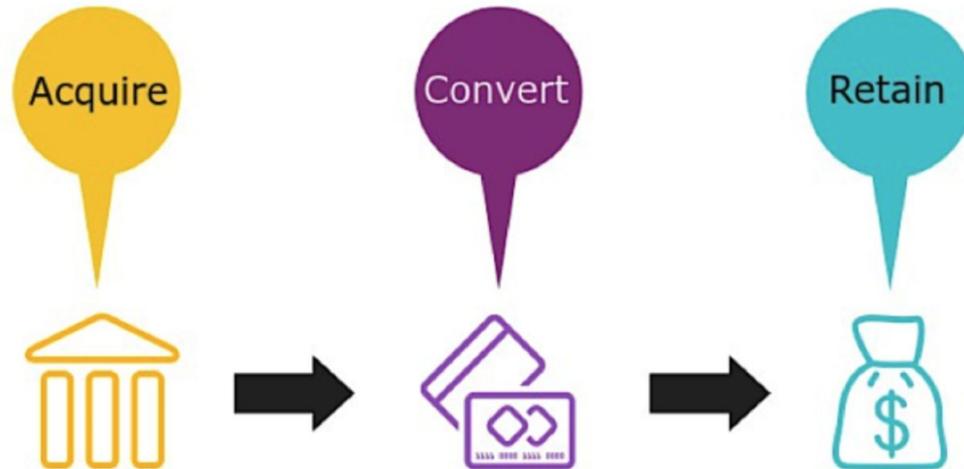
I need to be safe

Scared

I want to help

OUR CORE CHALLENGES

Acquiring Traffic to Website
Engagement with Content
Generating Donations



OBJECTIVE: CREATE AN ENGAGED AUDIENCE



Increase # of Returning Visitors

Target: 10% Growth in Returning Visitors Month/Month

TARGET AUDIENCE & LOCATION

Our Target Audience

Men & Women, ages 18-50

Readers who are interested in human rights, refugee rights, nonprofit work, volunteerism, social justice, and charity.

Locations

United States
Syria
Iraq
Iran
Saudi Arabia
Jordan
Yemen



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Be A Better Change Maker
Culture & Politics
Data Journalism

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Allison Goulden

5h

Be A Better Change Maker →



Dr. Kazemi's Experience In A Refugee Camp

Remember Dr. Kazemi who volunteered at a Syrian refugee camp in Jordan? We edited together a video about his experience! Enjoy, subscribe to our YouTube channel, and share the video!



Receive Shout!'s content before anyone else!

Enter Email...

Sign Up

TOP STORIES



Can Technology Help Predict Suicidal Risk?





How do we drive traffic to our site and
keep people coming back?



Email



TACTIC #1: EMAIL MARKETING

Goal: Generate brand awareness by increasing growth of returning visitors to our site by 10% month/month

KPI: Click to Open Rate (CTOR)





I've traveled to the frontlines in Syria, met refugees in Iraq, and listened to so many inspiring stories. I wanted to create a place to share those stories, and encourage others to do the same.

Shout! News is a hub for people like you, to get engaged and stay informed. Be part of the difference we can make in the world! It only takes a few seconds to sign up and see our latest content by clicking the button below.

Much love,
Flavius Mihaies



Dr. Hamid Ryan Kazemi flew to Jordan on a mission to volunteer at a Syrian refugee camp, Al Azraq. The American oral surgeon took a leave of absence from my work, treated more than 200 patients, and taught them basic oral hygiene and care.

[Continue Reading](#)

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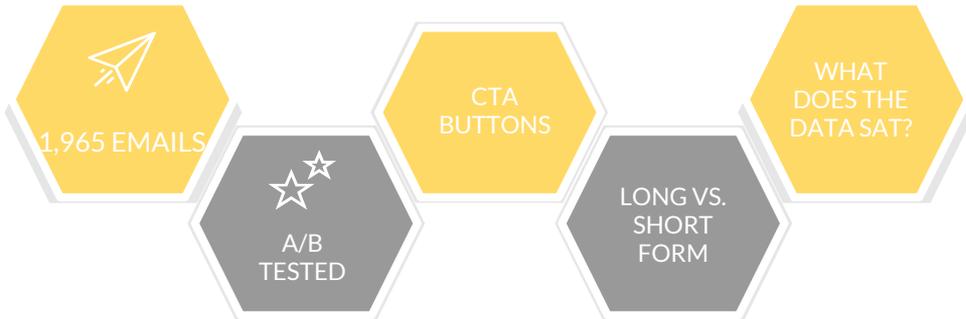
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EMAIL

Which email do you think had a larger CTR?

Subject line: WHY WE CARE: Read Inspiring Refugee Stories and be the Difference We Make in the World





EMAIL



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11% CTR
4.3 % CTR
39.3% Open Rate



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Continue Reading

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Much love,
Flavius Mihaies

10.5% CTR
4.2 % CTR
40.1% Open Rate

Results are neck-and-neck.

What's our next move?



LANDING PAGE: subscribe to our newsletter

SHOUT!

Sign Up and Stay Connected

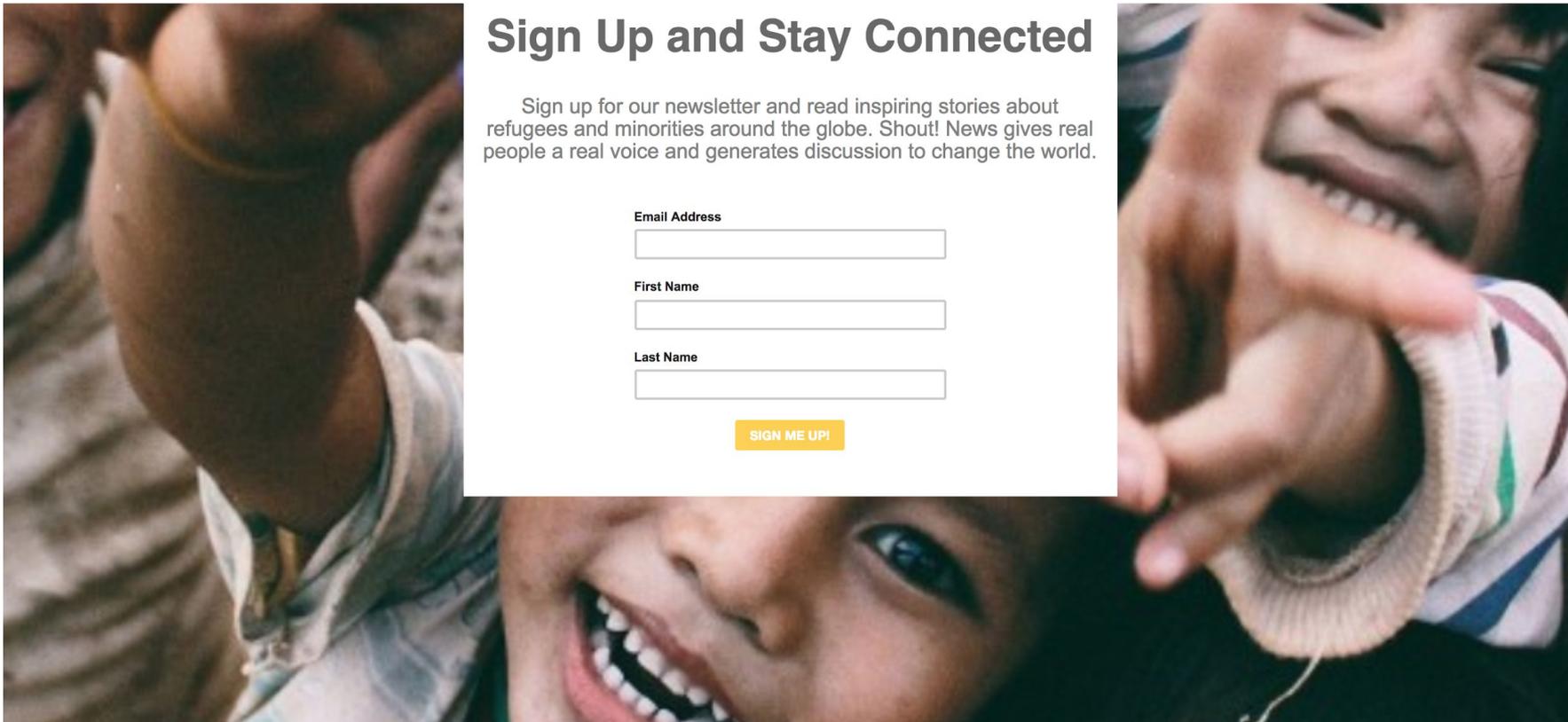
Sign up for our newsletter and read inspiring stories about refugees and minorities around the globe. Shout! News gives real people a real voice and generates discussion to change the world.

Email Address

First Name

Last Name

SIGN ME UP!





SHOUT!



A Response to U.S. Ambassador to Syria Robert Ford

DO NOT cut aid to Syria.

Former U.S. Ambassador to Syria Robert Ford proposed a policy recommendation that cuts humanitarian aid to Syria. It's part of a strategy, which pressures Damascus to allow the United Nations to deliver aid to both government and opposition areas. This is simplistic and misguided.

Cutting U.N. humanitarian aid to Syria will only achieve two detrimental objectives for U.S. interests. It will cut the aid currently going to opposition-controlled areas, which will hurt millions of civilians who have no one to rely on for aid but the U.N.

For many Syrians inside government-controlled territories, U.N. aid is what keeps them alive. Only a few aid organizations are currently operating in areas controlled by President Bashar Al-Assad because the Syrian regime blocked aid to communities that support the opposition, according to Ambassador Ford and his co-author. The Syria Trust for Development is an organization that distributes aid provided

That financial aid is, one might say, beyond imagination. It fueled the riots that recently took place in Iran. With the U.S. and the European Union exiting Idlib and the areas controlled by al-Nusra Front — under its new name, Hayet Tahrir al Sham, an offshoot of al-Qaeda — expect to see more Russian and Iranian funding rushing to fill that void and used as leverage against U.S. interests.

Furthermore, the U.S. will lose the small but not insignificant leverage it has on Al-Assad. Because the regime's survival does not depend on humanitarian aid provided by the U.N., cutting it off will not be enough to compel Al-Assad to change, as Ambassador Ford would like us to believe.

Kahina Souria is a Syrian expert from Damascus with extensive personal and professional network and experience on military, humanitarian and strategic issues in Syria.

SIGN UP FOR OUR NEWSLETTER

OR

READ MORE STORIES

EMAIL

CTA buttons:

Sign Up For Our Newsletter & Read More Stories

Subject line: Shout! Stories: No Simple Solution for Syria — A Response to U.S. Ambassador to Syria Robert Ford





ITERATE AND TEST AGAIN: what's next?



A/B Tests

- Video vs. Image
 - Different subject lines
 - Different CTAs
 - Landing pages for donations
 - Experiment with message
 - Different email list
 - Pop-ups for subscriptions
-



Facebook



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Access to America: The Struggles of Undocumented and Unaccompanied Children



Migration Should be Safe for Every Child
Thousands of children embark on the dangerous journey to the United States.

WWW.SHOUT.NEWS [Learn More](#)

Like Comment Share

SHOUT! **Shout News**

Access to America: The Struggles of Undocumented and Unaccompanied Children



Migration Should be Safe for Every Child
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Migration Should be Safe for E...

[Learn More](#)



Young, Syrian Refugee Learns to Code, Inspires All
Mustafa fled Syria to a refugee...

[Learn More](#)



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Mustafa J Kadhum and صدام انور احمد العيني

👍 Like

💬 Comment

➦ Share



*Which Facebook Ad
do you think got more
readers to our site?*



ANALYZING THE DATA

SHOUT! Shout News
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Access to America: The Struggles of Undocumented and Unaccompanied Children



1.7% CTR

Migration Should be Safe for Every Child
Thousands of children embark on the dangerous journey to the United States.

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5% CTR

Access to America: The Struggles of Undocumented a... Migration Should be Safe for E... [Learn More](#)



Young, Syrian Refugee Learns Code, Inspires All
Mustafa fled Syria to a refuge...

[Mustafa J Kadhum and صدام انور احمد العبيسي](#)

[Like](#) [Comment](#) [Share](#)

Performance Demographics Placement

3,674
Results: Link Clicks

38,747
People Reached

\$22.58
Amount Spent

Custom

750 Results: Link Clicks \$0.01 Cost per Result 5.15% Result Rate



CAROUSEL AD

Performance Demographics Placement

68
Results: Link Clicks

3,156
People Reached

\$0.70
Amount Spent

Custom

68 Results: Link Clicks \$0.01 Cost per Result 1.67% Result Rate



AD WITH IMAGE



ITERATE AND TEST AGAIN: what's next?

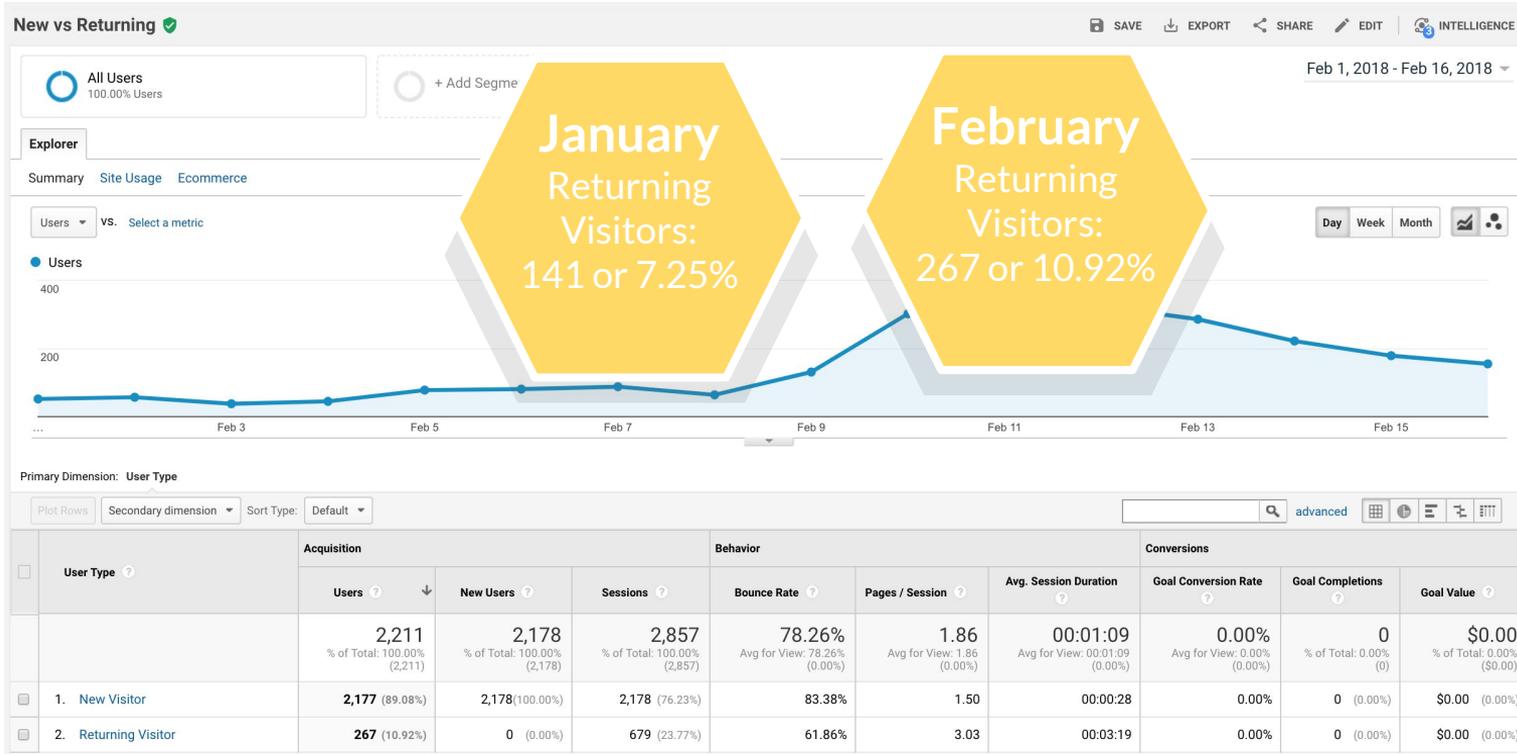


WHAT IT'S LIKE
TO VOLUNTEER
IN A SYRIAN
REFUGEE CAMP

A/B Tests

- Video vs. Image(s)
- Different images on carousel
- Different CTAs
- Landing Page(s) for Donations
- Different Headlines
- Different Subheadlines
- Target different
- English-speaking locations
- Lookalike retargeting
- Various ad formats

GOOGLE ANALYTICS: Did we reach our goal?



YES.

We needed approx. 14 more returning visitors to reach our goal of 10% month/month.

Hitting 267, we nearly doubled January's returning visitors.



SHOUT!

Fin.