

# PAID SOCIAL: WHERE BORDERS BLUR BETWEEN PR & MARKETING

JUNE 2016

BETH PERELL

GOODWILL INDUSTRIES INTERNATIONAL

@BCPERELL

#SOCIAL16



# ABOUT GOODWILL®: OUR MISSION

## HOW AN OLD PAIR OF JEANS TRANSFORMS LIVES



Jeans hang unworn in the closet for years.



They are donated to Goodwill® and sorted for sale in store.



A customer purchases the jeans and wears them with pride.



Funds are invested in job training, placement and other programs, creating stable families and communities.

@BCPERELL #SOCIAL16





# Goodwill is North America's Power Brand

## #11

America's 20 Most  
Inspiring Companies  
(Forbes, 2014)

## #7

America's 50  
Largest Nonprofits  
(Forbes, 2014)

## #5

power brand  
(Cone Nonprofit Power Brand 100, 2009)



---

# CASE EXAMPLE: KRISTIAN BUSH

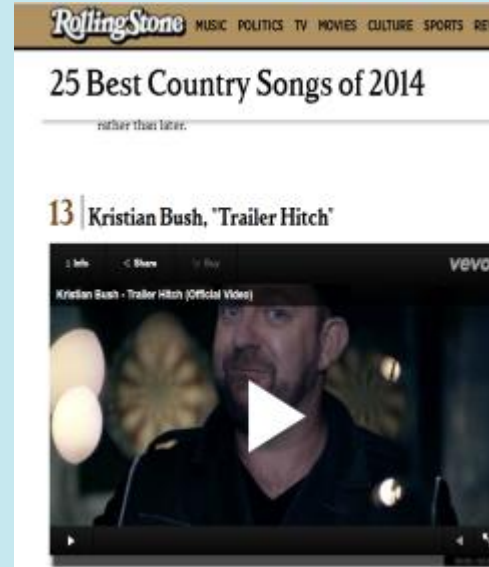


@BCPERELL #SOCIAL16



# NOTABLE MEDIA

- Kicked off partnership October 2014 on *Today Show*
- “Trailer Hitch” named a top 25 country music song by *Rolling Stone Magazine*
- *Conan O’Brien Show*
- *The Talk*
- Radio Tour





@BCPERELL #SOCIAL16



# GOODWILL-BRANDED TRAILER HITCH VIDEO

Paid social approach with video \$2,000 using Facebook

- Ran for 1 week
- Near 1 MM impressions
- 400,000+ views on Facebook
  - 2,500 likes (average 50)

- 
- Pamela M Nicholes** Smiling, love it  
Unlike · Reply · Message ·  2 · May 16, 2015 at 8:09pm
- 
- Renee Murphy Gosling** What fun!! Love it!!!  
Unlike · Reply · Message ·  2 · May 15, 2015 at 9:44am
- 
- Barbara B Carver** love the song and goodwill  
Unlike · Reply · Message ·  4 · May 15, 2015 at 9:37am
- 
- Terri Sheahan** Precious!  
Unlike · Reply · Message ·  2 · May 15, 2015 at 5:56am



**Goodwill Industries International, Inc.**  
Sponsored · 

Get that Good feeling when you #giveitaway

2.4K Likes 151 Comments 1.7K Shares

 Like  Comment  Share

@BCPERELL #SOCIAL16



# DIGITAL ASSETS

Goodwill.org landing page:

<http://www.goodwill.org/trailerhitch>

Kristian Bush's Social Channels

Instagram:

<https://instagram.com/kristianbush/>

Facebook:

<https://www.facebook.com/KristianBushOfficial>

Twitter:

<https://twitter.com/kristianbush>

Goodwill-branded "Trailer Hitch" music video





# HALLOWEEN 2015: SONY PARTNERSHIP



@BCPERELL #SOCIAL16



**GOODWILL®**   
**YOUR HALLOWEEN HEADQUARTERS**  
 GOODWILL.ORG/HALLOWEEN

**HOTEL TRANSYLVANIA 2** SEE THE MOVIE IN THEATERS SEPTEMBER 25TH  
Movie Artwork TM & © 2015 SPAL. All Rights Reserved.




**BE YOUR OWN MONSTER!**  **HOTEL TRANSYLVANIA 2** IN THEATERS SEPTEMBER 25TH!  
Movie Artwork TM & © 2015 SPAL. All Rights Reserved.



  
**BECAUSE MONSTERS!**  
**HOTEL TRANSYLVANIA 2**  
 IN THEATERS SEPTEMBER 25TH!  
Movie Artwork TM & © 2015 SPAL. All Rights Reserved.

**BE YOUR OWN MONSTER!**  **HOTEL TRANSYLVANIA 2** IN THEATERS SEPTEMBER 25TH!  
  
Movie Artwork TM & © 2015 SPAL. All Rights Reserved.

**GOODWILL®**   
**YOUR HALLOWEEN HEADQUARTERS**

**BE YOUR OWN MONSTER!**  
 FIND YOUR ONE-OF-A-KIND HALLOWEEN COSTUME AT GOODWILL.

  
 GOODWILL.ORG/HALLOWEEN

**HOTEL TRANSYLVANIA 2**  
 SEE THE MOVIE IN THEATERS SEPTEMBER 25TH  
Movie Artwork TM & © 2015 SPAL. All Rights Reserved.



@BCPERELL #SOCIAL16

# HT2 TRAILER

YouTube + Facebook

Based on the success we saw with Kristian Bush

\$2,500 paid video via FB + promoted YouTube \$9,000

Results

- 82,000 views on YouTube
- 329,000 impressions
- 3 out of 4 individuals did not do the skip ad option

@BCPERELL #SOCIAL16



**Goodwill Industries International, Inc.**  
Sponsored (demo) · 🌐

Our friends from [Hotel Transylvania 2](#) have been spreading the word that Goodwill is THE place to find and build your one-of-a-kind costume! But remember, Halloween is just around the corner - - - are you ready to #BeYourOwnMonster? <http://bit.ly/GwHalloween>

**GOODWILL**

2.1K 54 Comments 231 Shares 304K Views

Like Comment Share

# HT2 TRAILER

\$2,500 paid video via FB +  
promoted YouTube \$9,000  
Results

- 82,000 views on YouTube
- 329,000 impressions
- 3 out of 4 individuals did not do the skip ad option

0:04 / 0:15

Analytics Video Manager

**Your Halloween Headquarters**

Goodwill Industries International, Inc. ✓

Channel settings

92,374 views

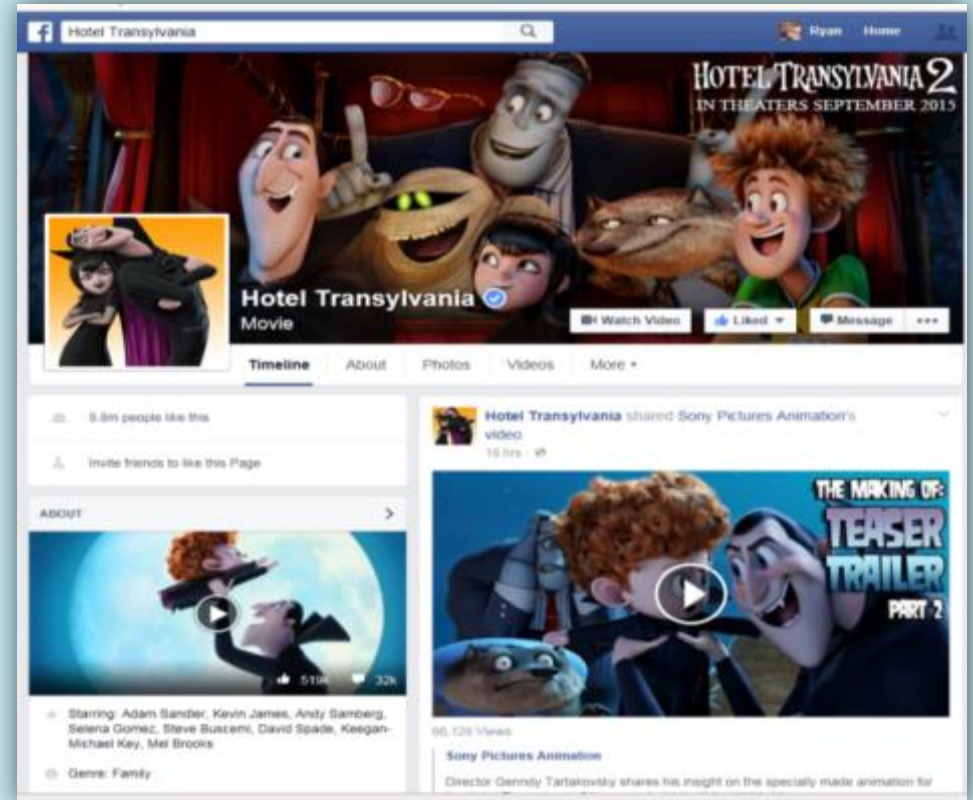
# CO-PROMOTION ELEMENTS

## Digital co-promotion

- HT Facebook: 9 million
- Twitter
- Web

## PR events

- Up to 50 markets
- Sony field teams



@BCPERELL #SOCIAL16



# DIGITAL

Goodwill.org/Halloween

- Goodwill locator
- Costume generator
- How-to videos

HT2 takeovers

Social media messaging and graphics

- Assets
- Reposts, retweets, likes, and shares



@BCPERELL #SOCIAL16



# KEY TAKEAWAYS

- Content has to be fun and engaging to be successful in a paid campaign
- A successful campaign doesn't have to cost a lot of money
- Paid social should be part of an overall campaign or objective.
- Try different approaches to understand what your audience will respond to.

**@BCPERELL #SOCIAL16**



---

# SPEAKER



**VP, Communications and  
Information Management**

**Beth Perell**

[beth.perell@goodwill.org](mailto:beth.perell@goodwill.org)

Twitter: @bcperell @GoodwillIntl