



The Blue Mile 2.0

CASE STUDY – DIGITAL MARKETING

CAMPAIGN GOAL

To promote the
Blue Mile 2.0
virtual run

To motivate the
audience to
donate and
participate

To generate
awareness on
WaterAid's
work & impact

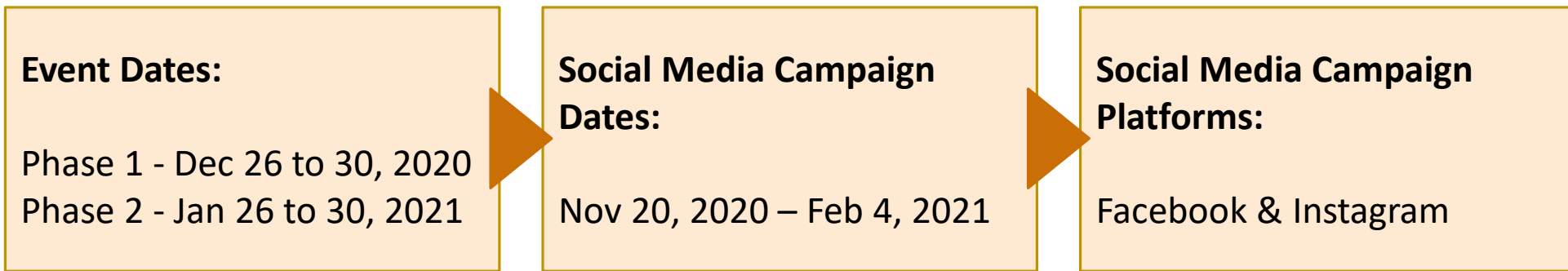
SOCIAL MEDIA CAMPAIGN

CAMPAIGN CONCEPT

#MilesApartRunningTogether

- Organised amidst lockdown, The Blue Mile 2.0 was a **virtual event** that urged people to **run together while being miles apart**.
- WaterAid's honourable work was highlighted to generate awareness and inspire people to **donate for WASH** – Water Sanitation and Hygiene in India
- Owing to the difficult times that the whole world was going through, the campaign and content was driven to motivate people to **run for their mental and physical health** while contributing to a noble cause

CAMPAIGN DETAILS



OVERVIEW – SOCIAL MEDIA

No. of Posts Shared	84
Type of Posts	Campaign, Engagement, Awareness, Informational, Tasks, Countdown and more
Call to Action	'Participate to Donate' , 'Participate Now, 'Register Now', etc. with link to landing page
Platforms	Facebook & Instagram

OUR ACHIEVEMENTS – SOCIAL MEDIA

Calculated from 20th Nov, 2020 to 15th Feb, 2021

TOTAL REACH

Over 53 Lakhs
People reached

ENGAGEMENT %

9.3%



4%



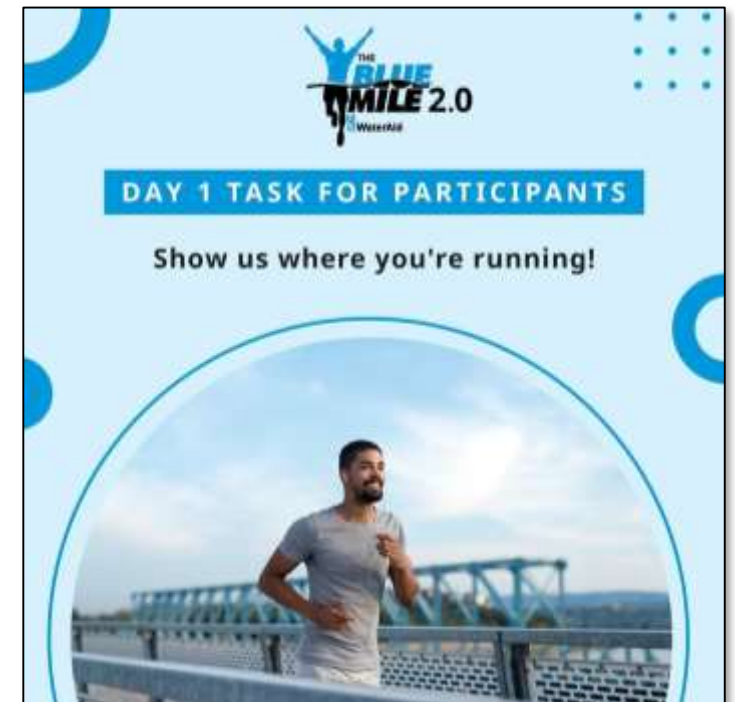
LINK CLICKS

19,272
Clicks to landing page

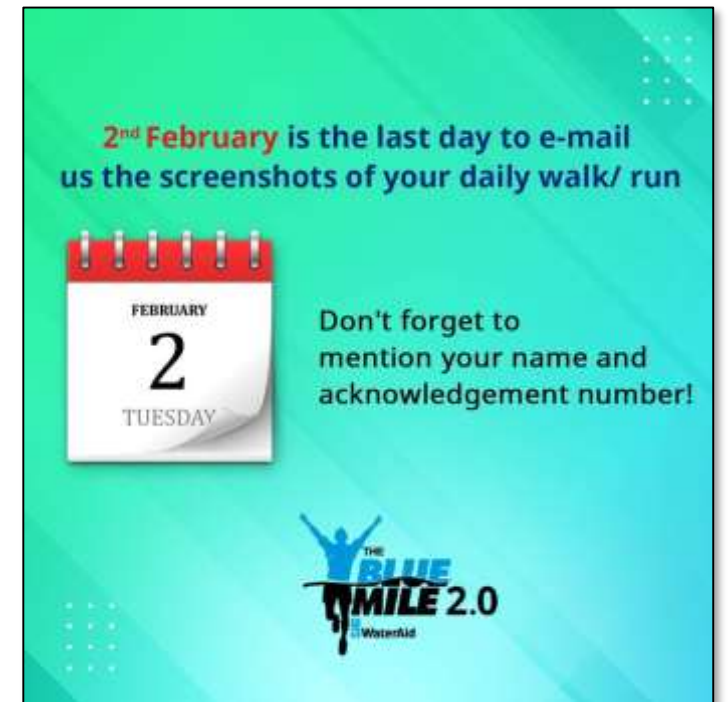
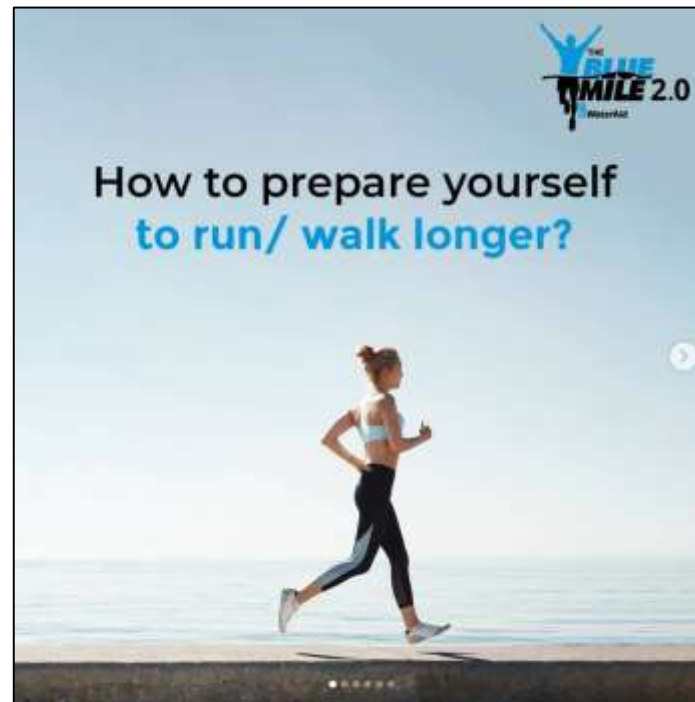
SCREENSHOTS OF POSTS SHARED



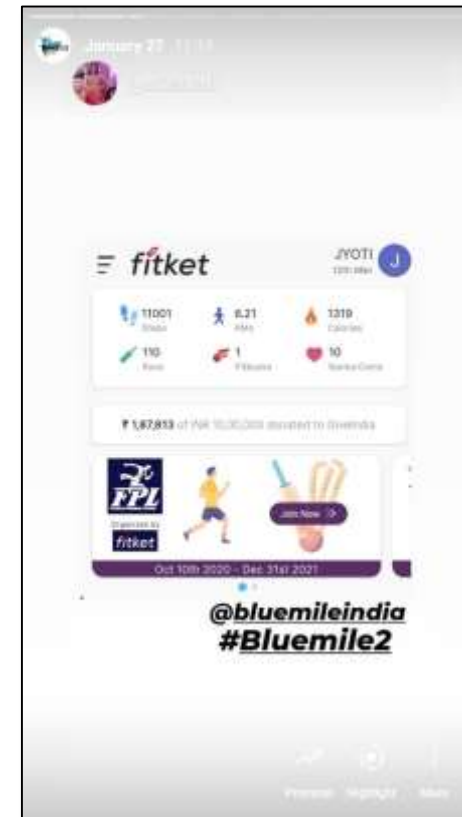
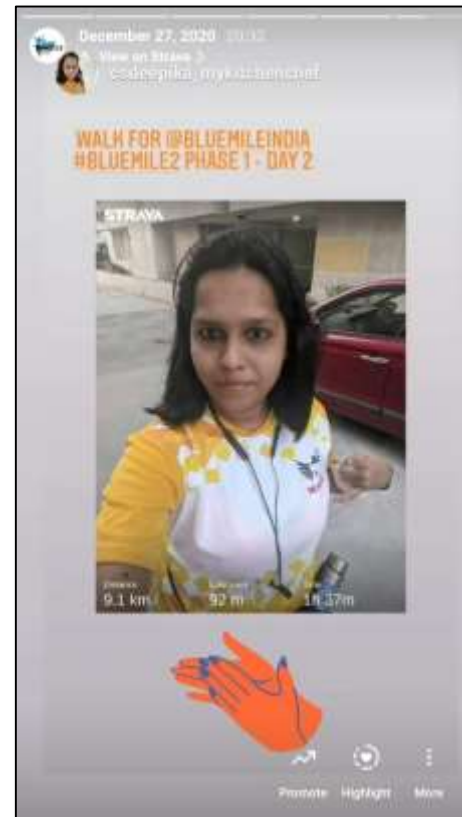
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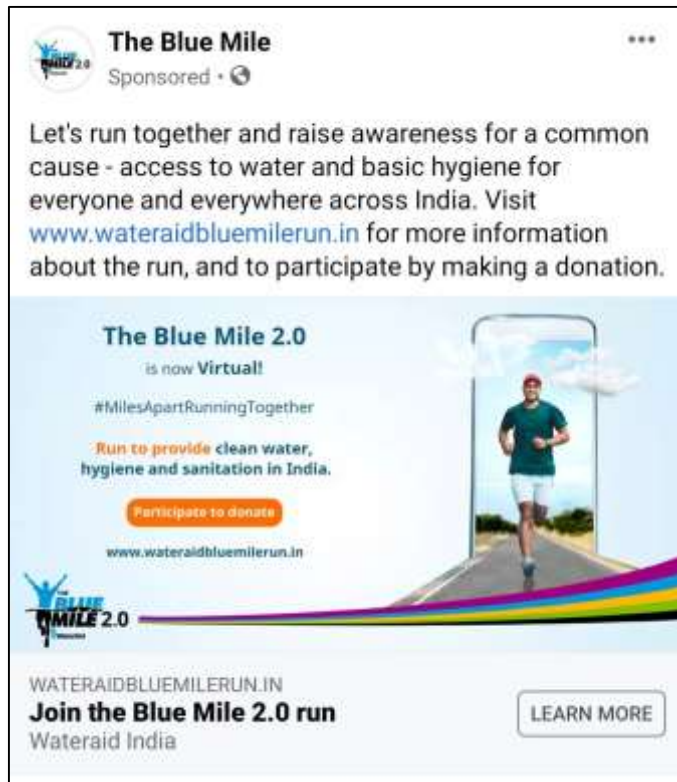
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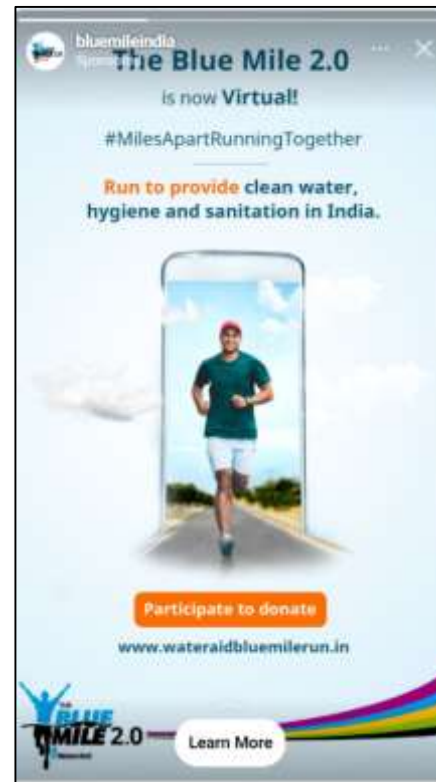
SOME OF THE STORIES SHARED



SCREENSHOTS OF THE ADS



Feed



Story

Note:

- We ran Reach ads to reach maximum number of people and generate event awareness
- We ran traffic ads to direct people to our landing page
- We boosted posts that were shared on Facebook & Instagram
- All the above ads were targeted in Hyderabad, Mumbai, Delhi, Kolkata, Pune, Bangalore, Bhopal, Bhubaneswar & Lucknow

KEY LEARNINGS

1. We've reached over 53 lakh people (organic + paid) on Instagram and Facebook
2. Micro-video/ GIF posts have performed well and received good engagement from the audience
3. Audience engagement (likes, comments, direct messages, etc) were more on Instagram than on Facebook
4. Sharing user generated content on stories (selfies and screenshots of the run) kept the audience engaged. It also motivated more people to share their results and tag our page
5. The traffic ads that directed people to our landing page performed well with low CPR (Cost Per Result) in Hyderabad, Mumbai and Kolkata.
6. The reach ads performed well with low CPR in Hyderabad, Mumbai, Bangalore and Delhi

GOOGLE ADS CAMPAIGN

SCREENSHOTS OF GOOGLE ADS



Note:

- We ran search and display campaign on Google
- The location we targeted were Hyderabad, Mumbai, Delhi, Kolkata, Pune, Bangalore, Bhopal, Bhubaneswar & Lucknow

OUR ACHIEVEMENTS – SEM

Calculated from 4th Dec, 2020 to 11th Jan, 2021

UNIQUE USERS

1,738,728

People reached

IMPRESSIONS

32,29,857

Views

CLICKS

84,240

People visited our page

CTR

2.61%

Click through rate

CPC

Rs 1.65

Cost per click

CPM

Rs 38.04

Cost per 1000 impressions

KEY LEARNINGS

1. We've reached over 32 lakh people (Search + Display) through Google Ads
2. Majority of the audience who interacted with our ads are of the age group 18-24
3. Among all the targeted locations the display campaign reached more audience in Hyderabad and Lucknow



Thank You!

*“ Strive not to be a success, but to be of Value”
-Albert Einstein*