



*African Wildlife Foundation and
Successful International Fan Building*

“AWF worked closely with the Sanky team to develop a sophisticated fan-building campaign to advance global social media objectives. Collaboratively, we leveraged multi-channel data to create highly targeted models. The results exceeded all expectations garnering more than 300,000 fans in two months with more than 250,000 originating across the continent of Africa, where AWF works to ensure wildlife will endure forever,”

- David Onate, AWF's Marketing & Creative Director.

Executive Summary:

The goal of this fan-building campaign was to expand African Wildlife Foundation's social following in key geographies. Specifically, as a Kenya-based organization that serves as a conservation leader and wildlife advocate across the continent, it was important for AWF to broaden its reach in the African continent and across select philanthropic markets.

Sanky launched a series of fan-building campaigns on Facebook and Twitter, targeting by region, with the hopes that we could successfully grow social media presence both within and outside of the United States. This was met with overwhelming success, growing the fan base to the point where a considerable percentage came from outside the United States at a low cost-per-like.



A screenshot of a Facebook post from the African Wildlife Foundation. The post is a sponsored demo. The text reads: "Help AWF save Africa's elephants before it's too late. 'Like' to stay updated." Below the text is a photograph of two young elephants touching their trunks. The photo is credited to Billy Dodson. At the bottom of the post, it says "African Wildlife Foundation Non-Profit Organization 630,530 people like this." and a "Liked" button.



A screenshot of a Twitter post from the African Wildlife Foundation (@AWF_Official). The text reads: "Join AWF and help protect Africa's wildlife. 'Follow' to stay informed!" Below the text is a photograph of a leopard looking through tall grass. The photo is credited to Billy Dodson.



A screenshot of a Facebook post from the African Wildlife Foundation. The post is a sponsored demo. The text reads: "AWF is the leading charity working exclusively to save Africa's wildlife. Are you with us?" Below the text is a photograph of a lion's head. The photo is credited to Billy Dodson. At the bottom of the post, it says "African Wildlife Foundation Non-Profit Organization 630,535 people like this." and a "Liked" button.

Challenges:

While AWF had a well-established following in the United States and in major, urban cities across the African continent, the organization needed to expand its base across the African continent broadly, as well as into target philanthropic markets. By employing the methods outlined below and utilizing both Facebook and Twitter fan-growth campaigns, we made significant strides and successfully grew the fan base in Canada, the United Kingdom, and Africa.

Specifically, our team ran campaigns consisting of ads designed to attract potential supporters of AWF's work. By utilizing Facebook and Twitter's native geo-targeting capability, the ad sets were promoted exclusively to users in the US, Canada, the United Kingdom, and Africa. To maximize impact and reach, we employed ad creative and targeting strategies based on three years of constant optimization and what we've learned from historical performance. We targeted users who expressed either interest in issues aligned with AWF's mission or interest in organizations engaged in work similar to AWF's, and used retargeting tactics to show ads to email list subscribers, website visitors, and even fan look-alikes.



African Wildlife Foundation
Sponsored (demo)

Help AWF save Africa's elephants before it's too late. "Like" to stay updated.



African Wildlife Foundation
Non-Profit Organization
630,535 people like this.

✓ Liked ▾



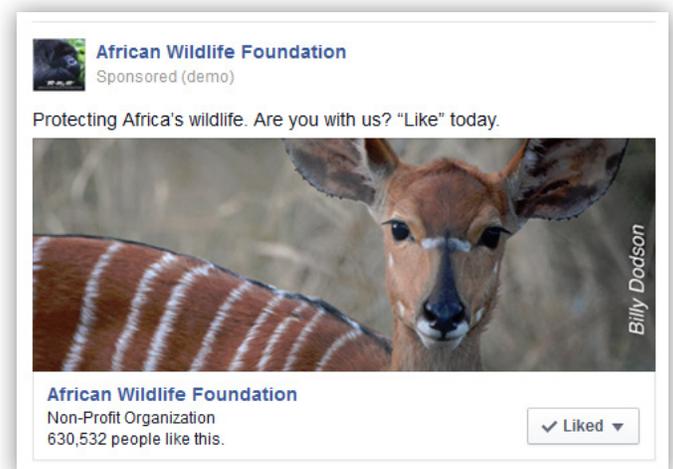
AWF 
AWF @AWF_Official

Join AWF and help protect Africa's wildlife. "Follow" to stay informed!



RETWEETS 23 LIKES 86

Billy Dodson



African Wildlife Foundation
Sponsored (demo)

Protecting Africa's wildlife. Are you with us? "Like" today.



African Wildlife Foundation
Non-Profit Organization
630,532 people like this.

✓ Liked ▾

Results:



Facebook Growth by Region

Campaign	CTR	# New Followers — Paid	Cost Per Follower
FY17 Fanbuilding Ads (US)	3.97%	46,405	\$0.19
FY17 Fanbuilding Ads (UK)	3.02%	10,758	\$0.23
FY17 Fanbuilding Ads (Africa)	2.78%	215,637	\$0.03
FY17 Fanbuilding Ads (Canada)	2.67%	7,516	\$0.32
Grand Total	2.92%	280,316	\$0.07



Twitter Growth by Region

Campaign	CTR	# New Followers – Paid	Cost Per Follower
FY17 Fanbuilding Ads (US)	0.73%	12,787	\$0.72
FY17 Fanbuilding Ads (UK)	0.37%	1,332	\$1.59
FY17 Fanbuilding Ads (Africa)	1.08%	36,729	\$0.18
FY17 Fanbuilding Ads (Canada)	0.31%	930	\$1.59
Grand Total	1.03%	51,778	\$0.39

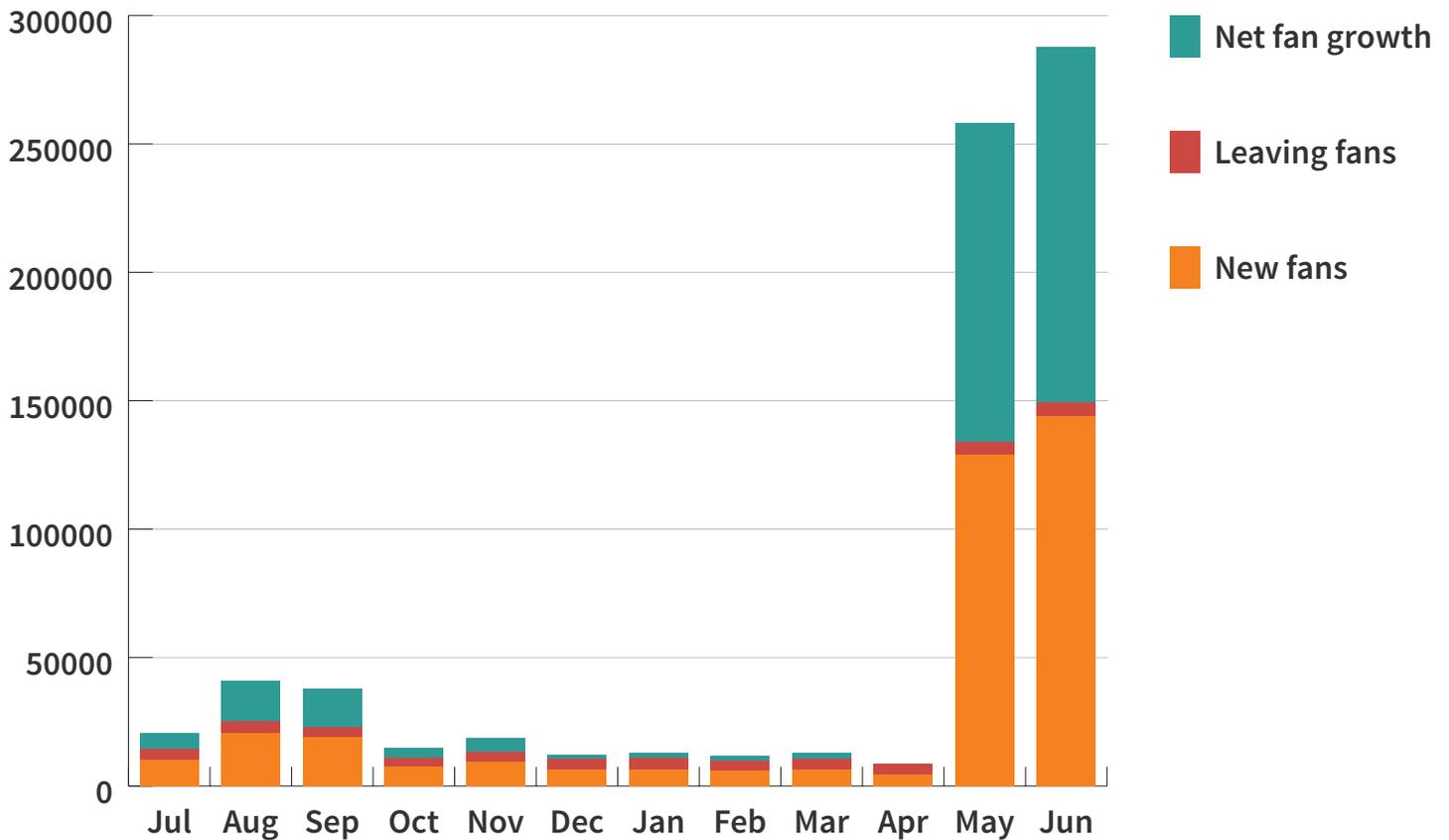
The results were excellent across the board. AWF started with 980,540 page likes in April 2017 on Facebook and about 50,000 followers on Twitter and ended the 2-month campaign with 1,246,080 page likes on Facebook and about 102,000 followers on Twitter. This is a 21% increase in Facebook page likes and a 51% increase in Twitter followers. In the months of May and June, the fan-growth rates were an unprecedented 1,264% and 1,247%, respectively.

Out of the regions targeted, Africa performed by far the best in terms of total fan growth and cost-per-follower, acquiring 215,637 new followers on Facebook at a cost of \$0.03 per follower and 36,729 new followers on Twitter at a cost of \$0.18 per follower. This means that over 81% of the new Facebook fans and 70% of the new Twitter fans generated by this campaign are based in Africa.



AWF

Fan Growth on Facebook



The US placed second in fan growth and cost-per-follower, acquiring 46,405 users on Facebook at a cost of \$0.19 per follower and 12,787 followers on Twitter at a cost of \$0.72 per follower. The lower number of followers acquired from the UK and Canada correlates with a lower budget allocated to these regions and a slightly higher cost-per-follower. Their cost-per-follower was still relatively low by industry standards, with the organization acquiring UK-based followers at \$0.23 per follower on Facebook and \$1.59 per follower on Twitter and Canadian followers for \$0.32 and \$1.59 respectively.

It should be noted that within the industry, the cost-per-follower on Twitter usually exceeds \$2.00 per follower, meaning efforts across the board outpaced benchmarks and campaign expectations. We also note that the churn rate for the months of May and June was 45% on Facebook, which means that although we were acquiring fans at more than a 1000% higher rate than previous months, our fan retention stayed at the same level.

Conclusion:

Our goal was to create a strong international presence for African Wildlife Foundation, and we were overwhelmingly successful in this regard, particularly in Africa, where we cultivated over 250,000 new fans. This social fan-growth campaign provides a strong example of how Sanky can leverage an organization's brand and use social media platforms to create an entirely new fan base in a different region. We note that this strong social following is unique for the industry; AWF now boasts a social media following that far exceeds benchmark averages for wildlife nonprofits. In its 2017 Benchmark Report, The Nonprofit Technology Network reports an average Facebook follower to email subscriber ratio of 0.976 for similar organizations, while AWF's follower to email ratio stands at a healthy 1.381, and growing.

Interested in learning more about our services? Get in touch with us at info@sankyinc.com.

AWF @AWF_Official

Join AWF's fight to protect over 80 African species. "Follow" for updates.

RETWEETS 126 LIKES 668

AWF @AWF_Official

Join AWF on our mission to protect Africa's wildlife. "Follow" to take a stand.

RETWEETS 38 LIKES 144

African Wildlife Foundation
Sponsored (demo)

Help AWF save Africa's elephants before it's too late. "Like" to stay updated.

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630,535 people like this.

Liked