

211 Newfoundland and Labrador
Awareness Campaign
Digital Results

Meta Ads (Facebook/Instagram)

Timeline:	8-week campaign, Sept 14 th – November 13 th , 2022
Targeting:	18 - 65+ general population, NL
Landing Page:	nl.211.ca/search

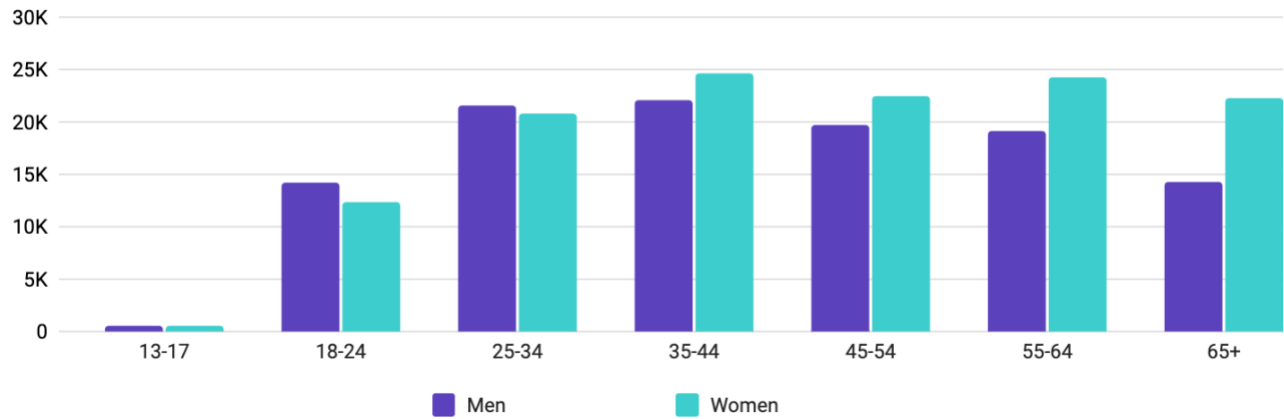
Awareness targeting was focused on the 18 to 65+ gen pop audience, using a daily unique reach bid strategy. This targeting reaches the greatest number of people possible each day. To gain awareness and increase usage/calls for the 211 service in NL, we must get the word out to as many people as possible. We have no way of targeting those who need the service, because the demographic for need is broad. Reach and frequency is key to success. As we discussed early in the planning stages, a person needs to see the same message a recommended 5+ times to recall it when needed.

Distribution		
	Impressions	1,397,808
	Reach (unique)	252,415
	Frequency	5.54
Engagement		
	Video Views	574,002
	Clicks	1,933
	FB page/post actions	64,632
Cost		
	Avg cost per 1000 impressions (CPM)	\$2.08
	Avg cost per 1000 people reached	\$11.49

Age and gender distribution

All

Results



Highest engagement creative on Meta:

6 sec video – 2SLGBTQIA+ followed by Housing

Static image ads – Food Banks followed by Disability Supports

Google Display Network (GDN, Video and Static)

Timeline: 8-week campaign, Sept 14th – November 7th, 2022

Targeting: 18 - 65+ general population, NL

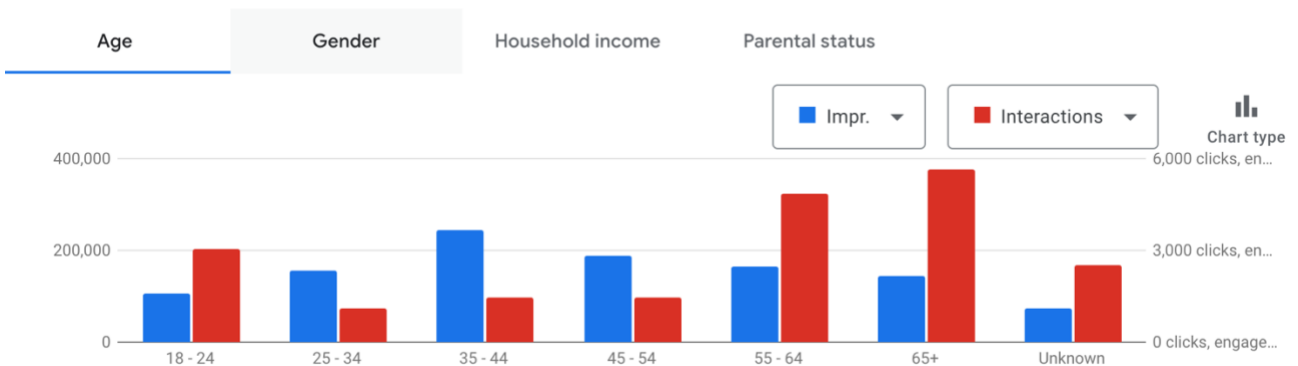
Landing Page: nl.211.ca/search

For the Google Display Network, we targeted the NL audience using the brand awareness and reach campaign strategy.

Distribution		
Impressions		1,073,871
Reach (unique)		103,040
Frequency		9.5
Engagement		
Video Views		237,698
Clicks/Interactions		20,083
Cost		
Avg cost per 1000 impressions (CPM)		\$2.51
Avg cost per 1000 people reached		\$26.19

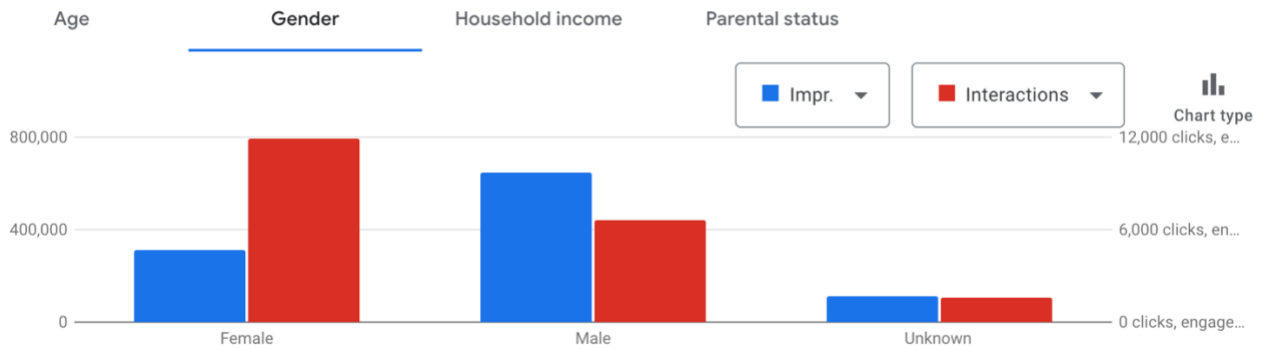
Impressions and Interactions by Age

Demographics



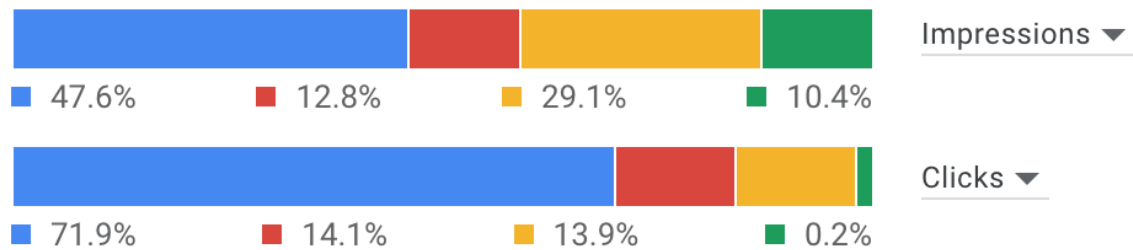
Impressions and Interactions by Gender

Demographics



Ad performance across devices

Mobile phones Tablets Computers TV screens



Highest engagement creative on Google:

6 sec video – Food Banks followed by Disability Supports

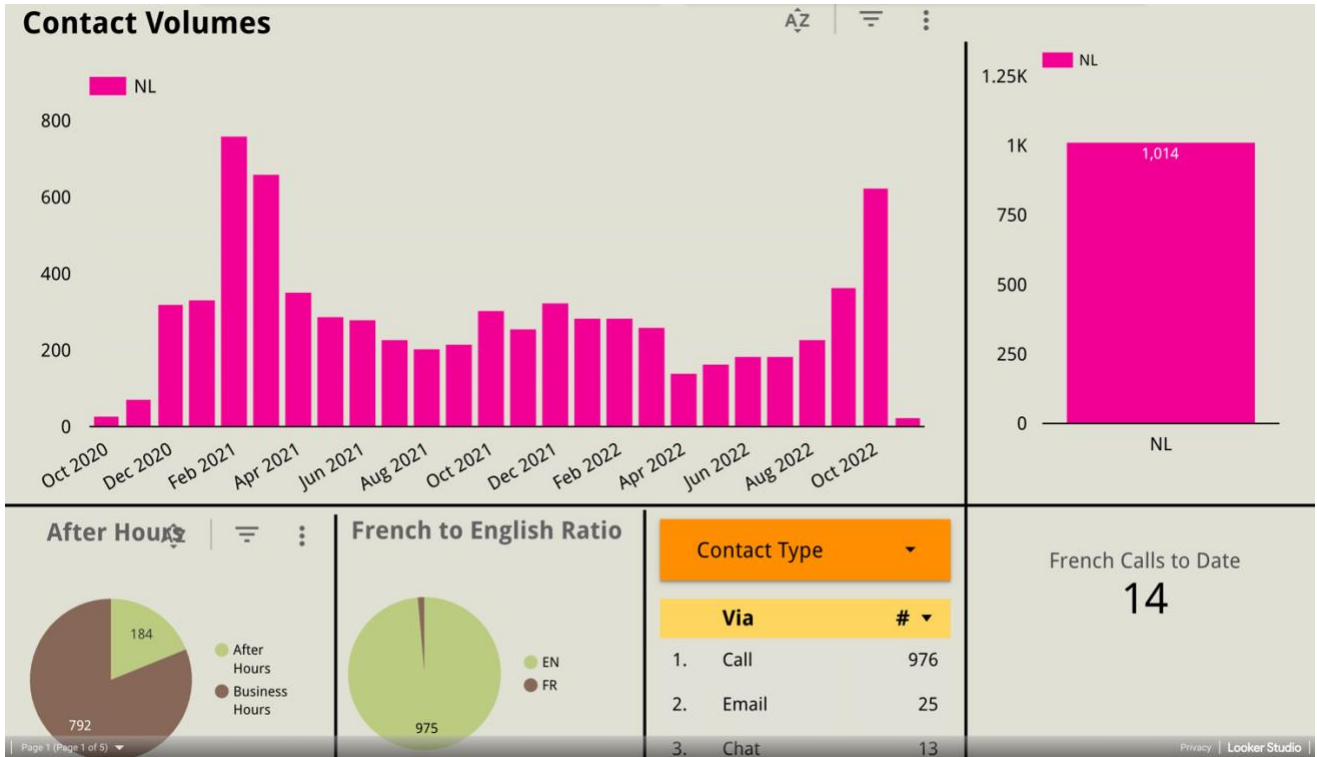
Static image ads – 2SLGBTQIA+ followed by Apprenticeships

Contact Volumes

Screenshot of contact volumes as provided by 211. Only reporting Sept and Oct numbers.*

Stats have not been updated on this platform by 211 since Nov 2nd.

*Note to check the stats at later date and update graph.



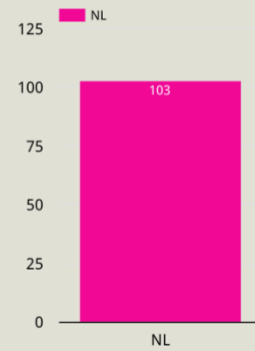
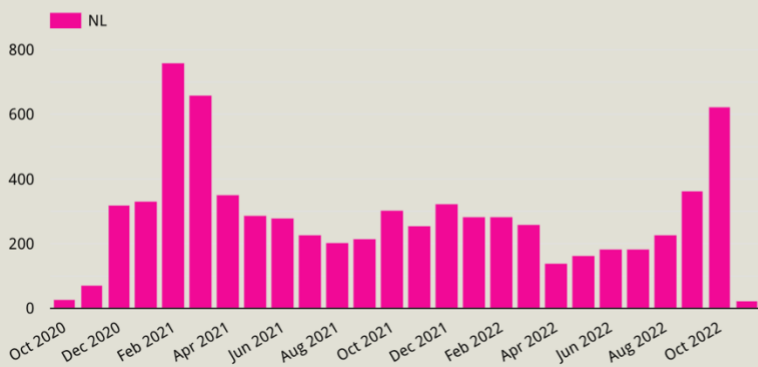
211 reporting:

<https://datstudio.google.com/embed/u/0/reporting/7c7495e8-73ba-4d69-b159-a2c7ebf78802/page/qsbyB>

Filter by Province (MB,NB,NL): ... (1) ▾

Sep 1, 2022 - Sep 13, 2022 ▾

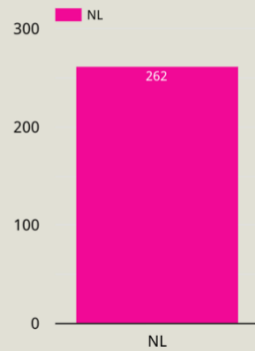
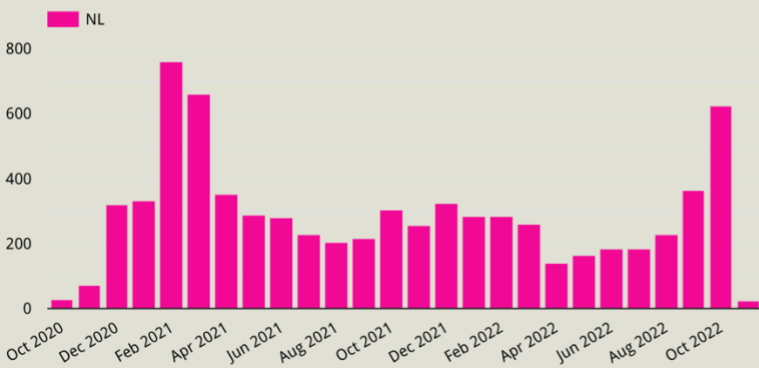
Contact Volumes



Filter by Province (MB,NB,NL): ... (1) ▾

Sep 14, 2022 - Sep 30, 2022 ▾

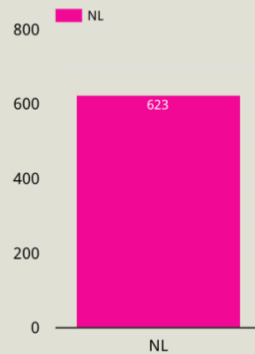
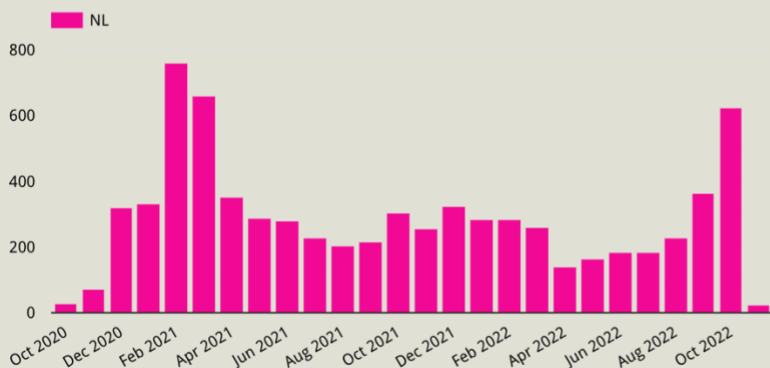
Contact Volumes



Filter by Province (MB,NB,NL): ... (1) ▾

Oct 1, 2022 - Oct 31, 2022 ▾

Contact Volumes



Creative Campaign Fall 2022

Static Ads:

211 NL
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Career counselling, staffing assistance, seasonal programs and so much more. Dial 211 to find a plethora of resources in your community, and our navigators will help you take the next step! #211CanHelp

Where do I find apprenticeships?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

211 NL
Sponsored

Housing can be a struggle, but 211 is here to connect you with local services that make things easier. Whether it's financing, availability, home efficiency, insurance, or more – when you need answers, 211 can help. #211CanHelp

Is there help to find housing?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

211 NL
Sponsored

It's as easy as 211! When you're searching for services in your area, dial 211. It's free, confidential, available 24/7, and connects you to local supports in your community. When you need answers, 211 can help. #211CanHelp

How do I find support groups?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Visit our website, or dial 211 today.
When you need answers, 211 can help. [Learn more](#)

211 NL
Sponsored

211 and done! Easily find local services and programs tailored to your situation and community. Just dial 211 and a navigator will get you started. When you need answers, 211 can help. #211CanHelp

Any 2SLGBTQIA+ supports nearby?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

211 NL
Sponsored

Searching for accessibility and disability supports in Newfoundland and Labrador? 211 can help. 211 is a locally tailored hub of resources – available 24/7, completely free! #211CanHelp

Where do I find disability supports?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

211 NL
Sponsored

Simplify your search! 211 will help you connect with the community, government, and social services you need. Totally confidential, free, and available 24/7. When you need answers, 211 can help. #211CanHelp

Where's the nearest food bank?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

211 NL
Sponsored

Settling into a new place can be stressful and confusing, which is why everybody needs support. Dial 211 for resources in your community – from immigration to interpretation services. When you need answers, 211 can help. #211CanHelp

How do I get around my new town?

Just dial 2-1-1

DIAL 211 | **When You Need Answers 211 CAN HELP**

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

Video Ads:

30-sec

 **211 NL**
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211 NL is your community connection! Questions about housing supports, employment programs, and more? [#211CanHelp](#)




you'll connect with a navigator who knows your area.

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

15-sec

 **211 NL**
Sponsored · 

211 NL is your community connection! Questions about housing supports, employment programs, and more? [#211CanHelp](#)



Struggling to find services in your community?

NL.211.CA
Dial 211 today.
When you need answers, 211 can help. [Learn more](#)

6-sec

<p>211 NL Sponsored · 🌐</p> <p>211 and done! Easily find local services and programs tailored to your situation and community. Just dial 211 and a navigator will get you started. When you need answers, 211 can help. #211CanHelp</p> <p>Any 2SLGBTQIA+ supports nearby? Just dial 2-1-1</p> <p>DIAL 211 -0:04 HD</p> <p>nl.211.ca Dial 211 today. Learn more When you need answers, ...</p> <p>Like Comment Share</p>	<p>211 NL Sponsored · 🌐</p> <p>Career counselling, staffing assistance, seasonal programs and so much more. Dial 211 to find a plethora of resources in your community, and our navigators will help you take the next step! #211CanHelp</p> <p>Where do I find apprenticeships? Just dial 2-1-1</p> <p>DIAL 211 -0:03 HD</p> <p>nl.211.ca Dial 211 today. Learn more When you need answers, ...</p> <p>Like Comment Share</p>	<p>211 NL Sponsored · 🌐</p> <p>Searching for accessibility and disability supports in Newfoundland and Labrador? 211 can help. 211 is a locally tailored hub of resources – available 24/7 for completely free! #211CanHelp</p> <p>Where do I find disability supports? Just dial 2-1-1</p> <p>DIAL 211 -0:04 HD</p> <p>nl.211.ca Dial 211 today. Learn more When you need answers, ...</p> <p>Like Comment Share</p>
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