



SALVATIONARMYNAPLES.ORG
UNIQUE VISITS

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2016	3,014	2,652	3,101	3,019	2,773	2,888	3,003	2,900	3,129	4,930	4,985	4,116
2017	2,837	2,503	3,122	3,299	3,467	3,134	3,140	3,280	4,479	7,571	7,350	4,895
2018	3,518	2,681	3,230	3,752	3,155	3,584						

SOCIAL ACCOUNTS STATISTICS
JUNE 2018



@SalArmyNaples

1,944 Likes
1,904 Followers
2.25% Engagement
56,737 Impressions

75% Women
19% ages 25-34
20% ages 35-44



@SalArmyNaples

2,931 Followers
1.8% Engagement
8.8k Impressions

59% Men
41% Women



@salvationarmynaples

701 Followers
1.48% Engagement



Include us in your email blasts and/or we can include you in ours.
Access to 1,500+ unique email addresses
(Collier County seasonal and annual residents.)
2017, 21 Campaigns, 22.48% Average Open Rate
2017 November/December, 7 Campaigns, 22.26% Average Open Rate

Use Social Partnerships to Amplify Your Marketing

Rethinking the role of social relationships can dramatically improve the effectiveness of marketing efforts designed to engage your audience.

Co-branding can be an effective way to build business, boost awareness, and break into new markets, and for a partnership to truly work, it has to be a win-win for all players in the game. Hubspot published some wonderful examples of co-branding campaigns that worked here: <https://blog.hubspot.com/marketing/best-cobranding-partnerships>.

Our favorite of the 10:

#7 BuzzFeed & Best Friends Animal Society

Great co-branding effort doesn't have to take months of planning or millions of dollars.

For this campaign, the folks at Best Friends Animal Society wanted to leverage BuzzFeed's readership of over 200 million people. To do this, they partnered with the folks at BuzzFeed to set up and publish an article called, "We Interviewed Emma Watson While She Played With Kittens And It Was Absolutely Adorable," which you can read here. The article is exactly what it sounds like: Harry Potter and Beauty and the Beast star Emma Watson answered fans' questions while she played with cute kittens.

The article ends with a CTA advertising that the kittens featured in the video are, in fact, adoptable -- a win-win for both partners.

Hubspot: "There's something brilliant about that co-branded product: It's a fun way to marry two classic brands into one delicious experience."

Keys to success:

- Retweet (it helps if you @ mention), tag and cross-post to give your communications an extra boost.
- On Facebook, don't forget to "Like As Your Page" @SalArmyNaples.



Leveraging Facebook Features Facebook is Promoting

- Facebook Event
- Facebook Live
- Facebook Premiere

Facebook's 'Premieres' video format will let publishers post pre-recorded video as live footage and help you push it out organically. Don't forget to make a Facebook Event for your video premiere. Facebook will push out events to local audience organically.

Facebook Groups

Start a conversation in a local well managed Facebook Group to increase engagement. Reach out to the group administrator to coordinate a strategy. FB Groups have huge audiences, [What's Happening in Naples, Florida](#) has 14,000+ members for example.

DYK?

The average user spends 88% more time on a website with video.

Online Event Idea Starters (Below links mostly point to YouTube to avoid log in link crashes.)

- Toy Unboxing Videos
<https://www.thrillist.com/entertainment/nation/most-watched-toy-unboxing-videos>
- Toy Review Video
<https://vidooly.com/blog/top-10-toy-review-youtube-channels-world/>
- 2018 Hottest Toy Predictions
- Time Lapse Video Filling the Toy Box or [Toy Shop](#)
- [Property Spotlight](#) - Babie's Penthouse in (Pelican Bay) National Doll Day August 5, 2018
- Take Your Favorite Stuffed Animal to the Zoo Slideshow
- Toy Hall of Fame
- Trick Shot Video: [Example 1](#) [Example 2](#)
- [Office Olympics](#) - Scooter Race
- 12 Days of Giving Theme
- [Random Act of Kindness](#) / Giving Tuesday November 27
- Family Friendly Christmas Meme Contest
- 10 most popular Boy Toys
- 10 most popular Girl Toys
- Host a Meet Up Event with a local blogger/Facebook group owner ([Example Video](#))
- Shopping Spree: [Angel Tree Example](#) [Team Building Event](#)
- Christmas Morning Computation Video
- [Toy Car Dealership](#) Spoof Commercial
- Dr. J only Prescribes Toys
- [Toy Cooking Class](#)
- [Car Show](#)

How we can help

- **Location Location Location**
Film inside the Fran Cohen Youth Center or Christmas Toy shop.
- **Talent and Extras**
With permission you can feature children, staff, and volunteers in our Youth Center.
- **Branding**
We can provide logos and create co-branded artwork.
- **Cross Promote**
Share, like, and comment.

Local Partner Success Stories

- [Pelican Bay](#) Neighborhood Toy Drive
- Living Word Church's [Mission Christmas](#)
- MarineMax's [Overflow the Outrage](#)

Helpful Tips/Tools

[The Secrets Behind Creating Great Marketing Videos](#)

[Canva](#) (Free design app)

[Royalty Free Music](#) (subscription required)

THANK YOU

Thank you for choosing to become a Salvation Army Ambassador. It means you care. It means you are a vital voice in the community.

Thank you for #DoingTheMostGood this holiday season.