

This presentation will be using Mentimeter voting

**Take the digital
marketing quiz
with us!**

We will be asking for
your responses to
questions though
www.mentimeter.com

Please log on to
Mentimeter from your
device and enter the
code XXXX



Can Digital Marketing Increase Participation in Your Child Support Program?

Michael Hayes
Kristie Arneson
Jorji Knickrehm
Marisa Walton
Maggie Spain

Building Strong Families
Through Innovation



Meet our presenters

Welcome to the
world of Digital
Marketing!

Michael Hayes, Office of Child Support
Enforcement, Administration for Children &
Families

Kristie Arneson, Economic Security Division,
Senior Administrator/IV-D Director,
Wyoming Department of Family Services

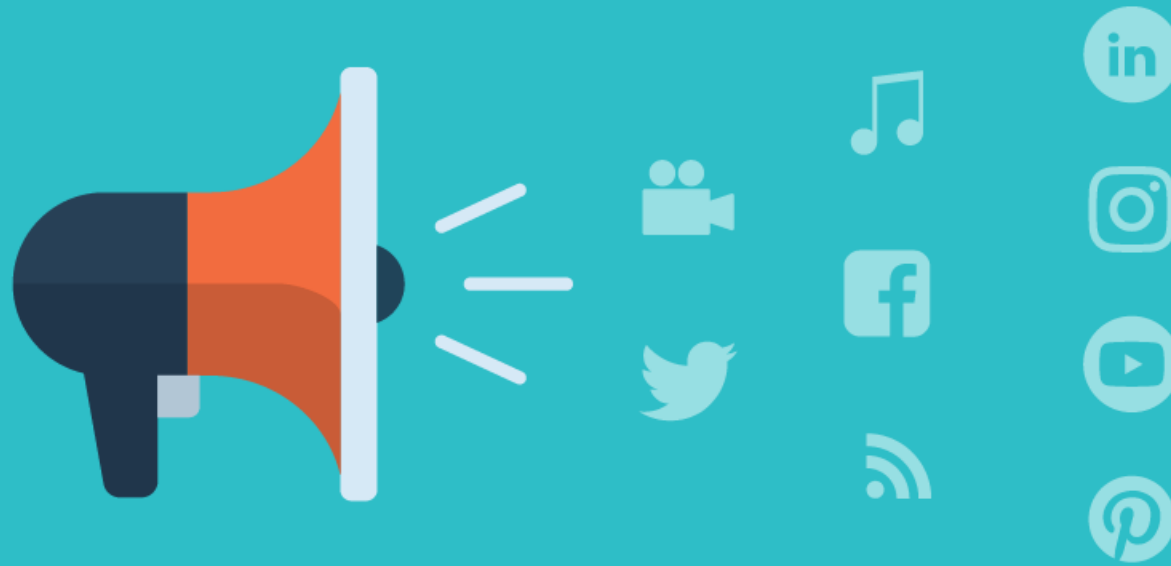
Jorji Knickrehm, Grants Project Manager,
Washington State Division of Child Support

Marisa Walton, Grant Project Officer,
Cherokee Nation Office of Child Support
Services

Maggie Spain, Co-Owner, Spearca
Communications



USING DIGITAL MARKETING TO INCREASE PARTICIPATION IN THE CHILD SUPPORT PROGRAM



ADMINISTRATION FOR
CHILDREN & FAMILIES
Office of Child Support Enforcement

Overview

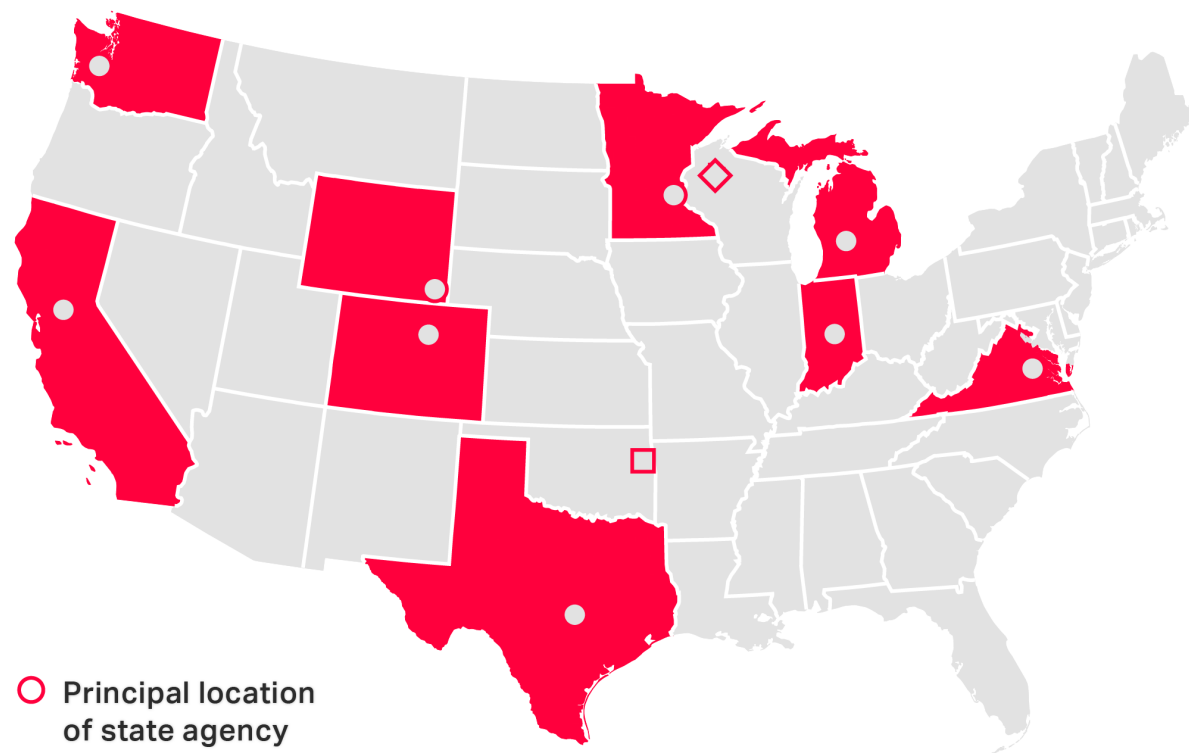
PROJECT GOAL: Over a two-year project period, test digital marketing approaches to see if child support programs can reach and serve families more effectively.

- **Section 1115** demonstration project launched September 2018
- Project initiated to **enable child support programs to reach more families**
- **Decline in the national child support caseload** and lack of awareness by general public of child support services.
- Communicating via **social and other digital media may enhance recruitment** and outreach efforts of child support programs



Overview

14 Digital Marketing Grantees



Grants Awarded: Sep 2018

12 State Child Support Programs

California (4 grants awarded)
Colorado
Indiana
Michigan
Minnesota
Texas
Virginia
Washington
Wyoming

2 Tribal Child Support Programs

- ◇ Lac Courte Oreilles Band of Lake Superior Indians of Wisconsin, Hayward, WI
- Cherokee Nation, Tahlequah, OK



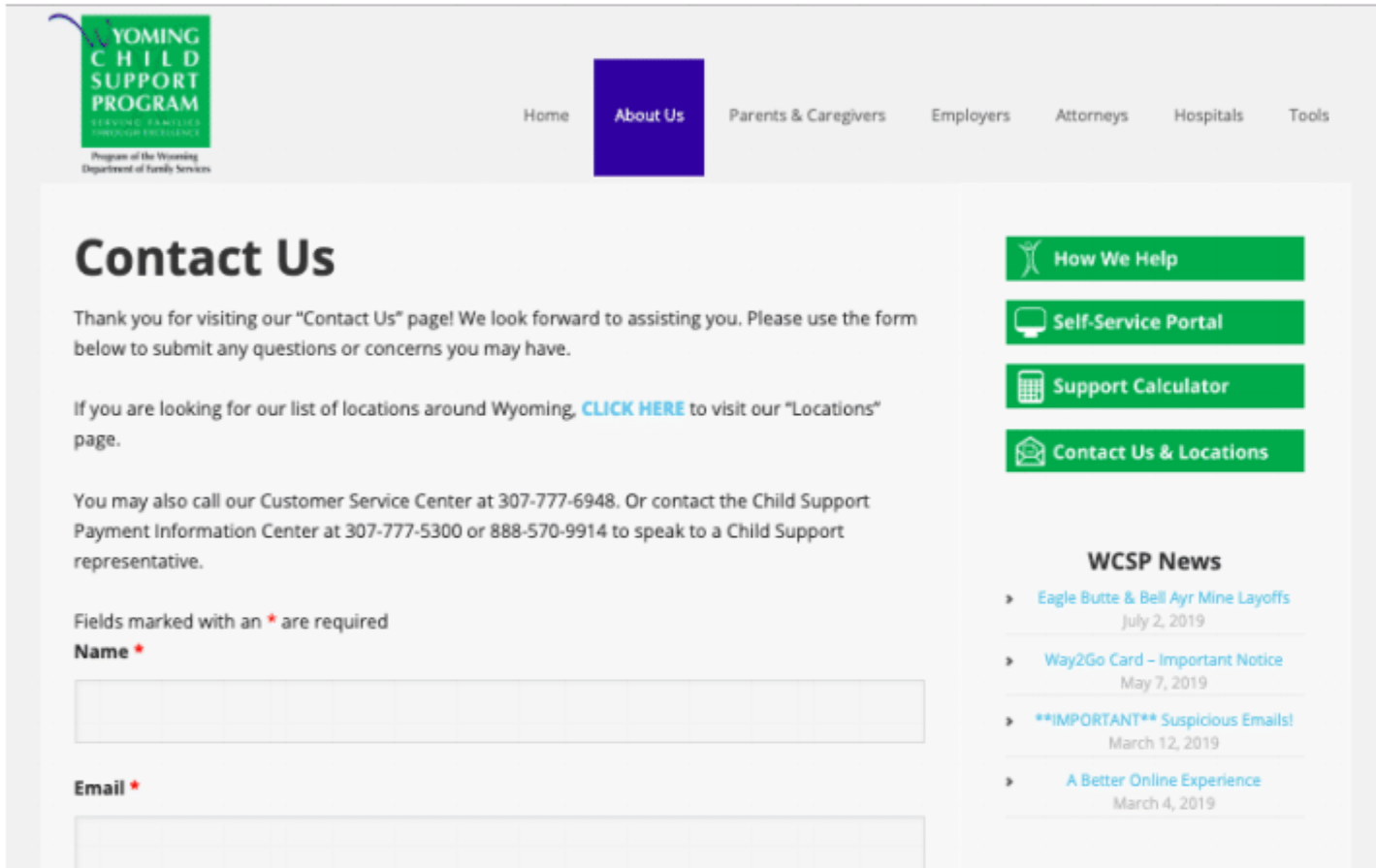
Overview

Digital Marketing grantees will....

- Test digital marketing approaches and partnerships by:
 - ✓ Using outreach/one-way communication to reach parents that could benefit from child support services
 - ✓ Creating or improving two-way digital communication and engagement with parents
- Implement 3 digital marketing interventions
- Use the *Learn, Innovate, Improve* method to fine-tune each intervention
- Use part of grant award to **share lessons learned** with other interested child support programs



Digital Marketing Products: What done with the Grant so



The screenshot shows the Wyoming Child Support Program website. The header includes the program logo and navigation links: Home, About Us (highlighted), Parents & Caregivers, Employers, Attorneys, Hospitals, and Tools. The main content area is titled 'Contact Us' and contains a thank-you message, a link to locations, and contact information. A contact form is partially visible with fields for Name and Email, both marked as required. On the right, there are links to 'How We Help', 'Self-Service Portal', 'Support Calculator', and 'Contact Us & Locations', followed by a 'WCSP News' section with recent updates.

WYOMING CHILD SUPPORT PROGRAM
Program of the Wyoming Department of Family Services

Home **About Us** Parents & Caregivers Employers Attorneys Hospitals Tools

Contact Us

Thank you for visiting our "Contact Us" page! We look forward to assisting you. Please use the form below to submit any questions or concerns you may have.

If you are looking for our list of locations around Wyoming, [CLICK HERE](#) to visit our "Locations" page.

You may also call our Customer Service Center at 307-777-6948. Or contact the Child Support Payment Information Center at 307-777-5300 or 888-570-9914 to speak to a Child Support representative.

Fields marked with an * are required

Name *

Email *

How We Help

- [Self-Service Portal](#)
- [Support Calculator](#)
- [Contact Us & Locations](#)

WCSP News

- [Eagle Butte & Bell Ayr Mine Layoffs](#)
July 2, 2019
- [Way2Go Card - Important Notice](#)
May 7, 2019
- [**IMPORTANT** Suspicious Emails!](#)
March 12, 2019
- [A Better Online Experience](#)
March 4, 2019

- ## Intervention
- ### Website Redesign
- Search Engine C
 - Google Analytic
 - 39% Bounce R
 - Promoted on Fa

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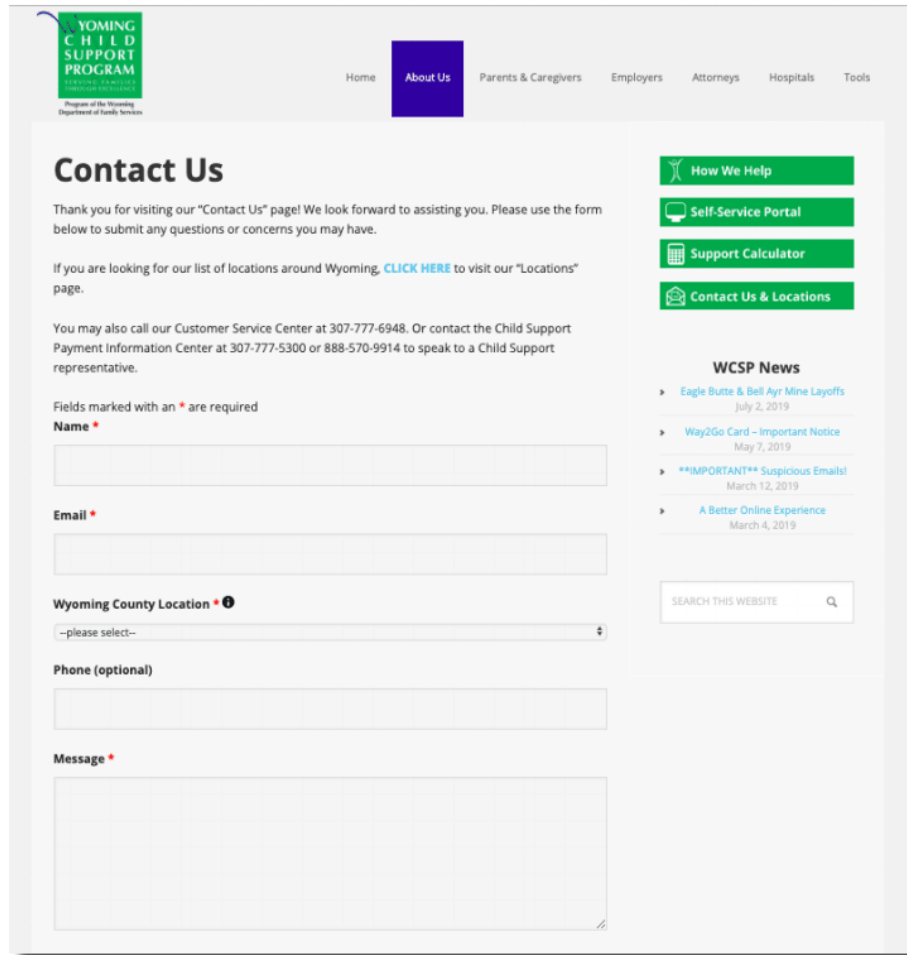
**Time to take
the digital
marketing
quiz!**

We will be asking for
your responses to
questions though
www.mentimeter.com

Please log on to
Mentimeter from your
device and enter the
code XXXX



Digital Marketing Products: What Wyoming has done with the Grant so far



The screenshot shows the Wyoming Child Support Program website. The header includes the program logo and a navigation menu with links: Home, About Us (highlighted), Parents & Caregivers, Employers, Attorneys, Hospitals, and Tools. The main content area is titled 'Contact Us' and contains a form for submitting questions or concerns. The form fields include Name, Email, Wyoming County Location (a dropdown menu), Phone (optional), and a Message text area. To the right of the form, there are four green buttons: 'How We Help', 'Self-Service Portal', 'Support Calculator', and 'Contact Us & Locations'. Below these buttons is a 'WCSP News' section with a list of recent news items, each with a title, date, and a small icon. At the bottom of the news section is a search bar labeled 'SEARCH THIS WEBSITE'.

Intervention One

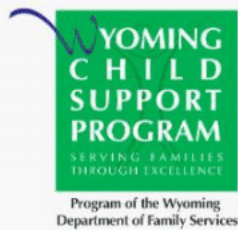
Website Redesign

- Search Engine Optimization (SEO)
- Google Analytics
 - 39% Bounce Rate
- Promoted on Facebook
- Contact Us

**Over 50 inquires
since March 4 launch!**



Digital Marketing Products: What Wyoming has done with the Grant so far



Serving families and professionals through excellence.



Child support – it is our focus. And because of this, we are the go-to experts in Wyoming.

We provide you and your clients a wide range of services and personalized guidance, helping navigate the many aspects of child support. And as a government program, we can offer access to numerous high-level interstate and federal resources, many at little or no cost.

This is just part of how the Wyoming Child Support Program is serving Wyoming legal professionals and families through excellence.

Watch our video about how we partner with Wyoming legal professionals.



Quick Links

[Visit Our Homepage](#)

[WCSP Locations](#)

[Child Support Laws](#)

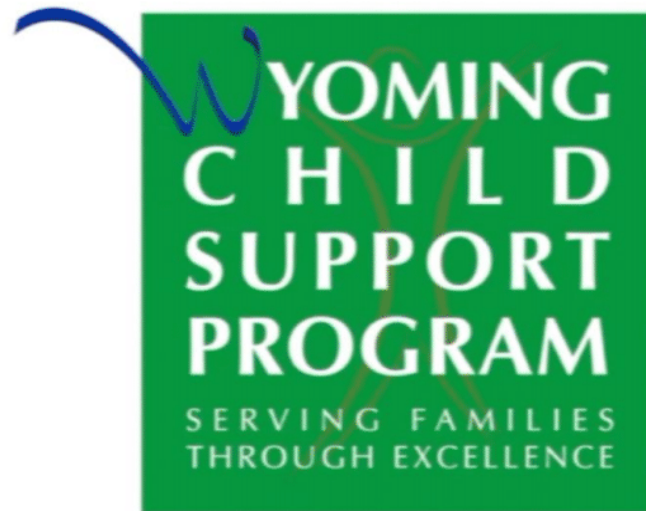
Intervention Two

Wyoming Bar / Professional Organizations

- “Wyoming Lawyer” Ad
- LinkedIn Ads
- Geo Targeting Ads (Law Offices)
- Website Landing Page
- Informational Video

Digital Marketing Products: What Wyoming has done with the Grant so far

Informational Video *Excerpt*



Learn More at
CHILDSUPPORT.WYO.GOV



Digital Marketing Products: What Wyoming has done with the Grant so far

Intervention Three

Streaming Services Ads

- Sling
- Hulu
- Yelp
- YouTube
- Facebook



Research and Data we used

Data from our own child support records

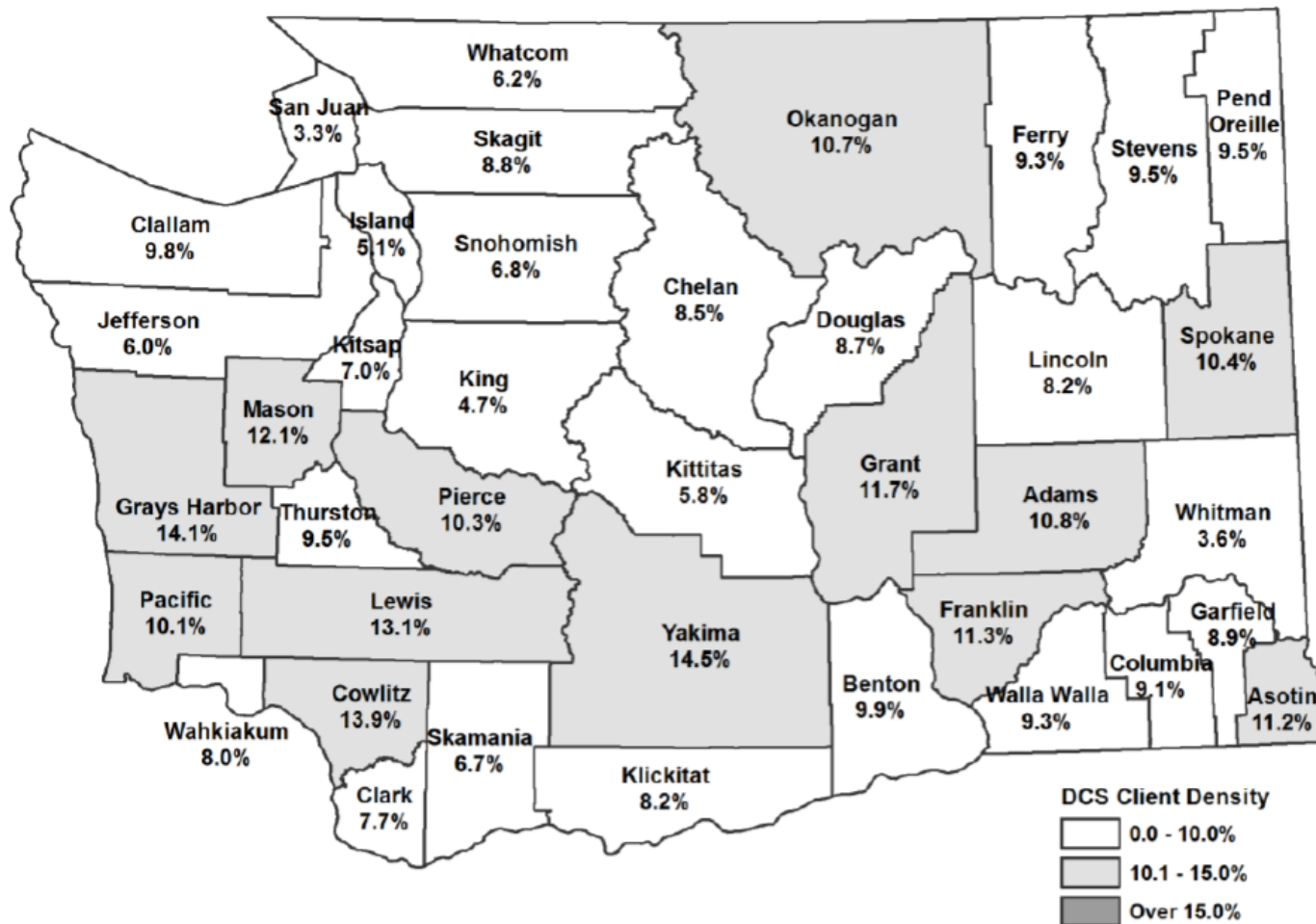
- Decide upon *target audience*
 - CPs, NCPs, parents of 5-yr-olds, residents in areas with low CS saturation, beneficiaries of SNAP, Medicare, childcare
- *Why* this digital marketing?
 - Data extracts from our own case files
 - Washington State ESA Child Support legislative briefing book



Research and Data we used

June 2018 Snapshot

Percentage of Residents Served by DCS During June 2018



Source:
Economic Services
Administration 2018
Child Support Program
Briefing Book



Research and Data we used

Publicly available data

- U.S. Census data

United States Census Bureau

single households in Pierce County, Washington

EXPLORE DATA

321,268 +/- 3,552

Total Households in Pierce County, Washington

Source 2017 American Community Survey 1-Year Estimates
<https://www.census.gov/programs-surveys/acs/>

Tables

SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES

Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010 Table: DP02

	Pierce County, Washington			
	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ HOUSEHOLDS BY TYPE				
▼ Total households	321,268	+/-3,552	321,268	(X)
▼ Family households (f...	215,026	+/-4,673	66.9%	+/-1.3
With own children o...	93,479	+/-3,308	29.1%	+/-1.0
▼ Married-couple fam...	161,826	+/-4,556	50.4%	+/-1.3
With own children...	66,038	+/-3,199	20.6%	+/-1.0

HOUSEHOLDS AND FAMILIES

Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010 Table: S1101

Source: data.census.gov



Research and Data we used

Other helpful research sites

- Pew Research Center
- Emarketer.com
- Marketing Charts
- ITU – United Nations

Digital display advertising revenue by company

All digital

Mobile only

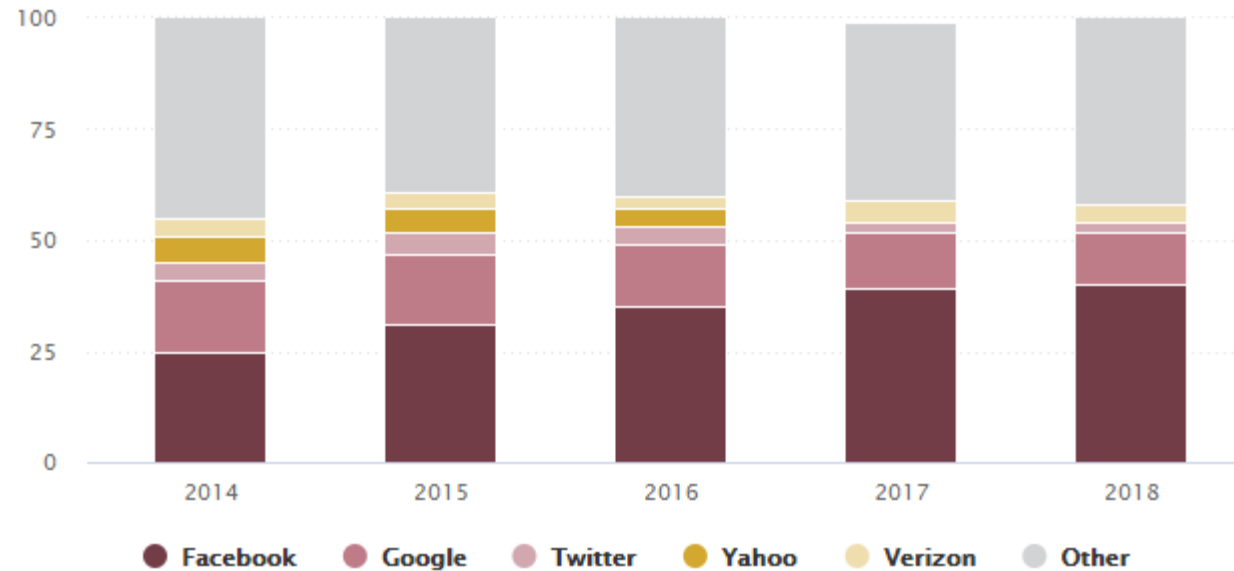
Chart

Data

Share

Embed

% of annual digital display advertising revenue going to ...



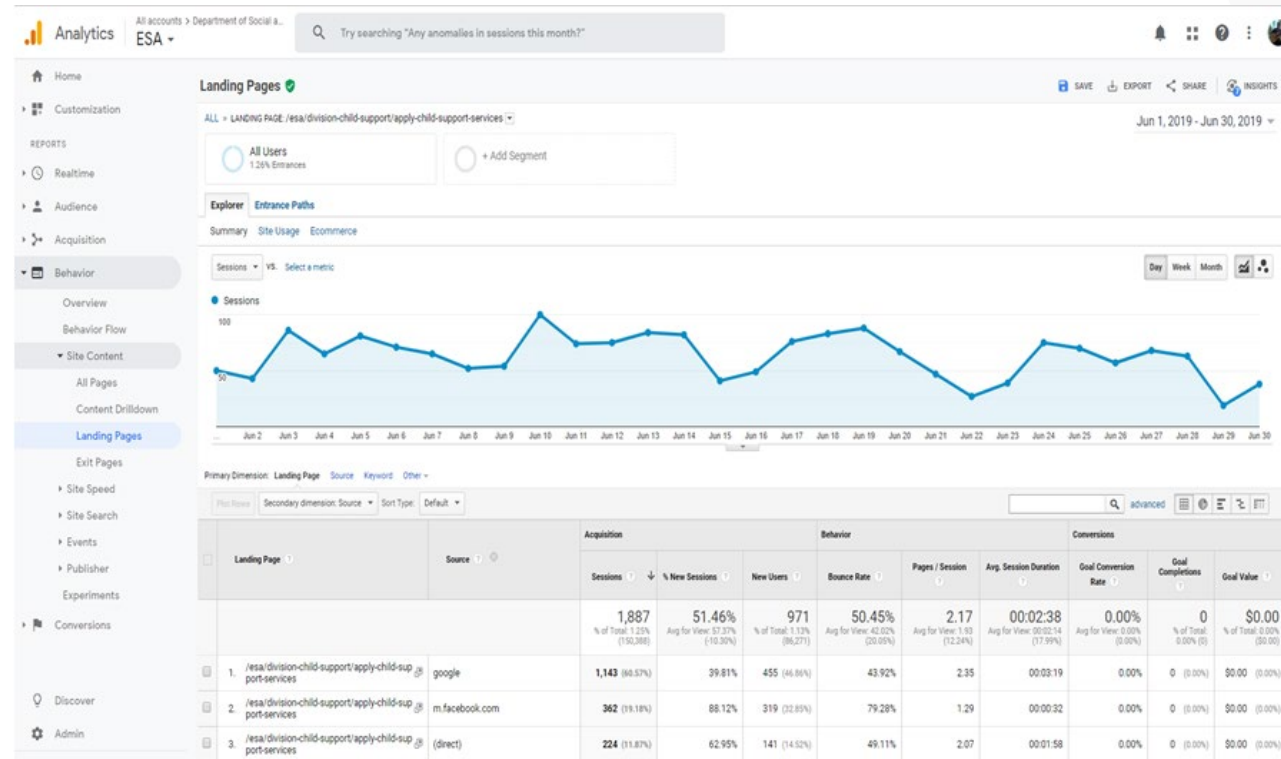
Pew Research Center, <https://www.journalism.org/fact-sheet/digital-news/>



Research and Data we used

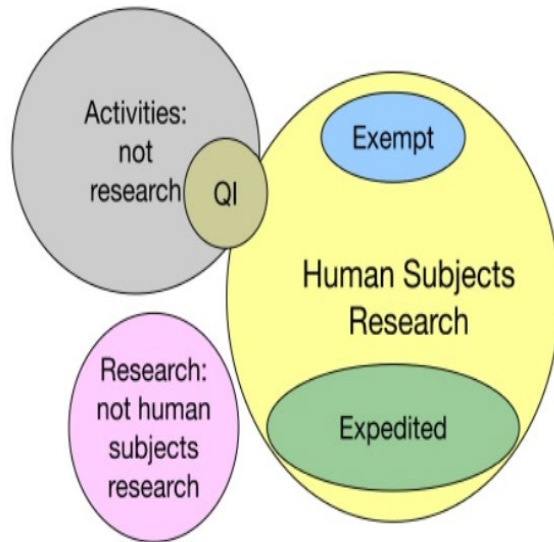
Data we will get from interventions

- Google analytics
- Facebook analytics
- Surveys with our customers



Challenges and successes

Institutional review boards



- **Cherokee Nation:** *Tribal research is a unique and an intricate experience*

- **Challenges:** Sovereignty & Consent
Partnership & Engagement
Governance
Remain responsive & Educate

Successes: Approval
Training



Washington State



Challenges and successes

Privacy Issues



Challenges

Tribal consent
Cultural differences
Planning
Internal security

Successes

Internal support and control over collection,
storage and process
Development of data standards
Quality of research



Challenges and successes/Contracting Restrictions

- Cherokee Nation: *Challenges*

Complex review, development and approval process

Authority

Protecting Identities

TERO/Native American owned businesses

Successes

Greater control over partnerships

Development of brand

Partnership with an award winning production company



Challenges and Successes

Layers of approval

- Washington Division of Child Support is part of the state's largest agency
- Cherokee Nation: *Challenges*
 - Deadlines/different timelines
 - Two government authorities
 - Multi layer of approval

Successes

- Full approval
- Internal support
- Internal resources and expertise



What can you do without a Digital Marketing grant?

Social Media Advertising

- Cost effective
- Highly targeted
 - Location based
 - Demographics
 - Interests
- Take advantage of existing state agency or Human Services department accounts



What can you do without a Digital Marketing grant?

Social Media Advertising

- Facebook & Instagram can be leveraged together
- Important to look at available channels & your ability to respond
 - Facebook Newsfeed
 - Facebook Marketplace
 - Facebook Messenger
 - Instagram Feed



What can you do without a Digital Marketing grant?

Search Engine Optimization (SEO)

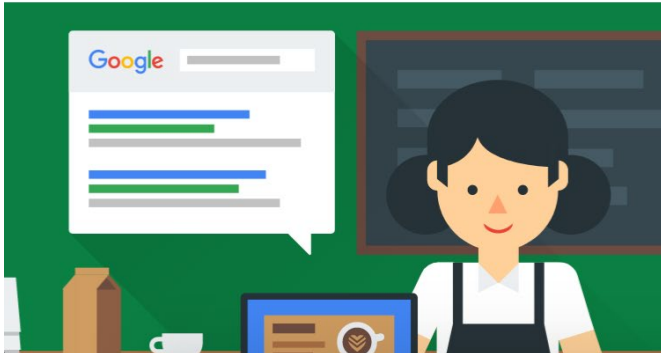
- How people find you online through organic (not paid) search rankings
- SEO can improve by infusing relative keywords into existing or new content
- Other elements that impact SEO include:
 - Page titles
 - Header tags (H1 & H2)
 - Inbound and outbound links





You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE](#)[GET HELP](#)

Google search console



Google ads
Keyword planner



Find the right keywords for your business

[Go to Keyword Planner](#)

Have additional questions?

Find answers in our Help Centre



All-in-one Marketing Toolkit

for digital marketing professionals

US

[Start now](#)

Third party tools,
SEMRush

ebay

Quora

Booking.com

hp

BNP PARIBAS

See what's inside

 Home

 Customization

REPORTS

 Realtime

 Audience

 Acquisition

Overview

 All Traffic

 Google Ads

 Search Console

Landing Pages

Countries

Devices

Queries

 Social

 Campaigns

 Behavior

 Conversions





Primary Dimension: Search Query

Secondary dimension 

 advanced     

Search Query 	Clicks 	 Impressions 	CTR 	Average Position 
	47 % of Total: 64.38% (73)	2,481 % of Total: 73.71% (3,366)	1.89% Avg for View: 2.17% (-12.65%)	13 Avg for View: 13 (-4.73%)
1. national fatherhood initiative	38 (80.85%)	1,953 (78.72%)	1.95%	11
2. fatherhood initiative	3 (6.38%)	258 (10.40%)	1.16%	21
3. absent parents	2 (4.26%)	3 (0.12%)	66.67%	1.0
4. national father initiative	1 (2.13%)	24 (0.97%)	4.17%	9.1
5. national fatherhood	1 (2.13%)	54 (2.18%)	1.85%	32
6. new dad guide pdf	1 (2.13%)	36 (1.45%)	2.78%	9.1
7. the national fatherhood initiative	1 (2.13%)	40 (1.61%)	2.50%	7.4
8. \$167	0 (0.00%)	1 (0.04%)	0.00%	27
9. absent parent	0 (0.00%)	2 (0.08%)	0.00%	1.0

What can you do without a Digital Marketing grant?

Video

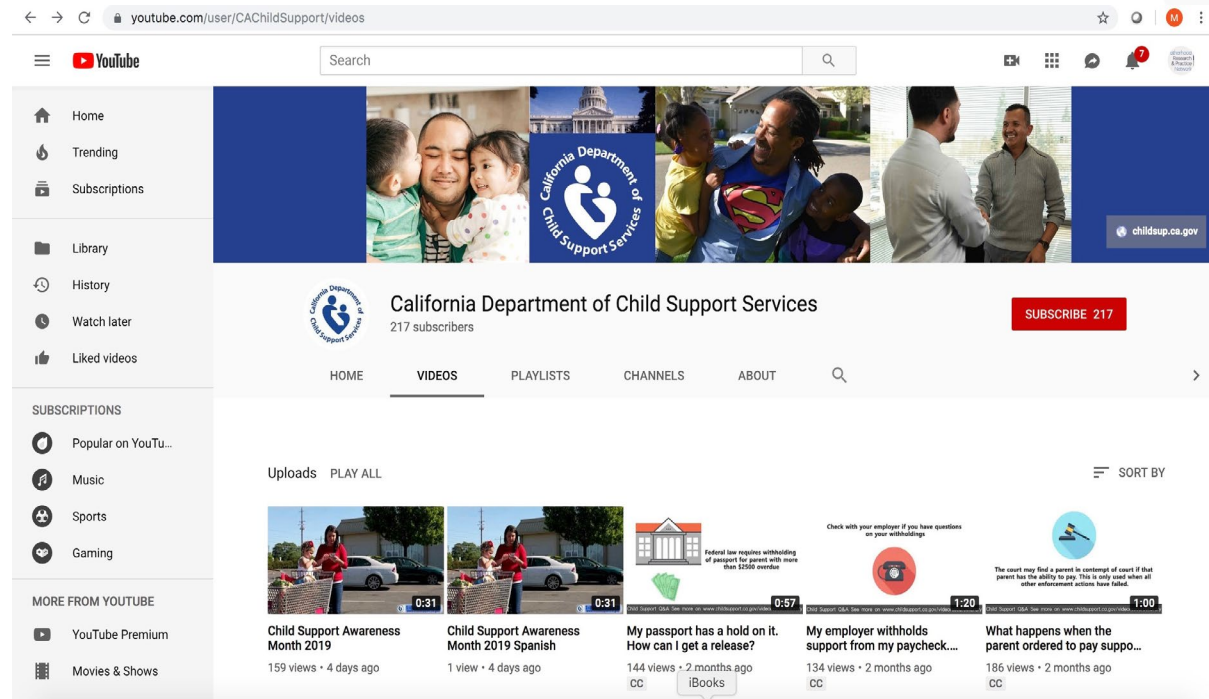
- Low production value videos on a phone or iPad work!
- When streamed through a YouTube channel, SEO also improves
- :30 – 90 ideal time frames
- Also consider voicing over a Power Point presentation and uploading it as a video
 - Child Support tips or how-tos



What can you do without a Digital Marketing grant?

Video

- Example: California Department of Child Support Services



Resources

We've found
these resources
helpful.

The new Census Bureau data website (which takes the place of the now-retired American FactFinder): data.census.gov

Top Ten sites for digital marketing statistics:

<https://www.smartinsights.com/marketplace-analysis/customer-analysis/digital-marketing-statistics-sources/>

Pew Research Center: Digital News Fact Sheet

<https://www.journalism.org/fact-sheet/digital-news/>

Free statistics on International Telecommunications Union webpage:

<https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>

For free, helpful digital marketing articles and statistics: Marketing Charts:

<https://www.marketingcharts.com/>

How people feel about remarketing:

<https://www.marketingcharts.com/advertising-trends/creative-and-formats-109563>

Digital & social media tips and trends

Sprout Social - <https://sproutsocial.com/insights/>

HubSpot – <https://blog.hubspot.com>

Getting started with Google Analytics:

<https://support.google.com/analytics/answer/1008015?hl=en>

The Ultimate Guide to Video Marketing:

<https://blog.hubspot.com/marketing/video-marketing>

Peachjar – Email flyer through school districts:

<https://www.peachjar.com/>



Questions or
comments?

Like to learn more?

Attend tomorrow's
digital marketing
session at 3:30
p.m.

Michael Hayes, Office of Child Support
Enforcement, Administration for
Children & Families

Kristie Arneson, Economic Security
Division, Senior Administrator/IV-D
Director, Wyoming Department of
Family Services

Jorji Knickrehm, Grants Project
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