



SOCIAL MEDIA CONSULTING SERVICES - YOUTUBE & INSTAGRAM PILOT AD UPDATE

December 11, 2024



PURPOSE AND OVERVIEW

Goal: Test effectiveness of paid YouTube and Instagram campaigns to elevate Mesa Water brand awareness among Costa Mesa residents.

Objective: Increase impressions, reach, and engagement on social media channels through paid advertising.

CAMPAIGNS

YOUTUBE ADS

- Run one skippable 30-second ad in English and Spanish on YouTube during August and September.

INSTAGRAM - POWER 7

- Use dynamic creative testing to determine best-performing creative assets, headlines, and ad copy.
- Direct viewers to take an action like visiting website or Instagram page.

3 | December 11, 2024



YOUTUBE AD



4 | December 11, 2024



YOUTUBE – CAMPAIGN SUMMARY

Language	Reach	Frequency	Impressions	Views	Budget	Total Spent	View Rate	Industry Average
English	98,024	2.6	216,475	128,772	\$4,000.00	\$3,999.08	59.49%	15%
Spanish	20,752	3.0	52,996	32,548	\$1,000.00	\$1,000.12	61.42%	15%
Total	118,776	2.8	269,471	161,320	\$5,000.00	\$4,999.20	59.87%	15%

5 | December 11, 2024



KEY LEARNINGS: YOUTUBE

- 161K views and 269K impressions
- 59.87% of the people who saw our video watched all the way through (industry average view rate is 15%)
- Spanish video outperformed English with a view rate of 61.42%
- Positive viewer feedback given directly to Mesa Water staff at a local event
- Spanish ad resonated with Costa Mesa residents, who prefer to receive their information in Spanish

6 | December 11, 2024



NEXT STEPS: YOUTUBE

- Campaign exceeded objectives from a brand awareness standpoint
- Consider adding more budget to continue reaching Spanish-speaking audience, given the high performance of the Spanish ad
- Due to the success of this pilot program, continue to advertise on YouTube, incorporating a variety of topics and calls-to-action


7 | December 11, 2024



INSTAGRAM - CAMPAIGN SUMMARY

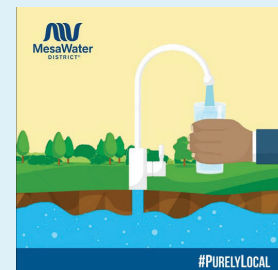
Media Type	Engagements	Link Clicks	Impressions	Reach
Videos	3,759	202	22,390	12,997
Images	2,300	1,135	228,280	51,007
Total	6,059	1,337	250,670	62,076

Winning headline

Discover what's flowing in Costa Mesa – Follow Mesa Water now! 

Winning text

Mesa Water District proudly provides reliable, clean, safe water to our community. Count on us for 100% local water you can trust. Follow us on Instagram! [#MesaWater](https://www.instagram.com/MesaWater)



Winning image



Winning video

8 | December 11, 2024



KEY LEARNINGS: INSTAGRAM

- 62K reach in Costa Mesa, inviting residents to engage with Mesa Water in some capacity
- Images became the clear winner over videos by impressions and reach
- The algorithm determined a top image based on engagements and link clicks

NEXT STEPS: INSTAGRAM

- Incorporate different calls-to-action to encourage audience to engage in other ways.
- Place an ad with the winning image/headline/text combo for 30 days to evaluate its effectiveness
- Consider a dynamic creative test in Spanish to see what resonates
- In January 2025, run additional dynamic creative tests to experiment with different content and messages

QUESTIONS?

GLOSSARY

- Dynamic Creative Testing: a form of advertising on Meta that allows multiple creative elements to be tested simultaneously against each other.
- Engagements: the number of actions taken on our pages in association with our ads.
- Frequency: total impressions divided by reach to calculate how often a unique user saw our ad within a specific time frame.
- Link Clicks: the number of times a user clicked on our link.
- Reach: the number of unique users who were served our ad.
- Impressions: the number of times our ad was seen.
- Views: the number of times our ad was watched to completion.
- View rate: total number of views divided by reach.

11 | December 11, 2024



THANK YOU!

December 11, 2024

