



# Child Support Digital Marketing

Demonstration Project

Final Brief

December 2021



**Lac Courte Oreilles**  
**Child Support Program**

## Goals

To increase child support enrollment and more effectively reach families through two-way communication.

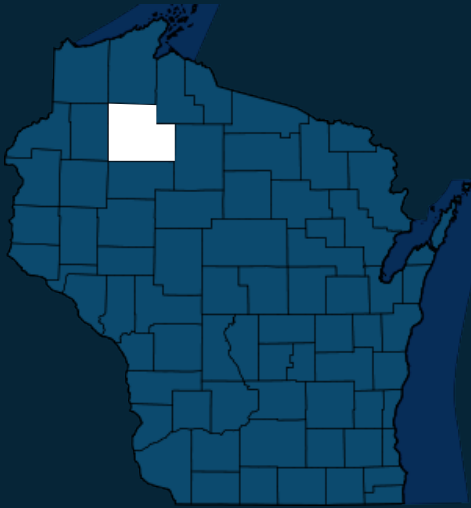
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## Interventions

- Website Creation and Search Engine Optimization
  - Facebook Sponsored Advertising
  - Gas Pump Advertising
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## Geographic Location

Sawyer County, Wisconsin



## Marketing Consultant

Superior Marketing

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## Evaluation Partner

Center for Policy Research

# KEY RESULTS

**A DEDICATED WEBSITE AND ONLINE, SELF-SERVICE, CLIENT INFORMATION PORTAL** was launched with the first intervention.

**BLOG POSTS AND EMPLOYMENT OPPORTUNITIES** published on LCO Child Support Program's Facebook page drove viewers to the website and enhanced its search engine optimization.

**FACEBOOK ADVERTISING** prompted engagement within Facebook and referred users to the website.

**AN ADVERTISEMENT PROMOTING AN OPPORTUNITY TO WIN A GIFT CARD** by registering for the portal was successful at enrolling clients in the portal. Subsequent promotions similar to the first were not as successful at enticing clients to sign up for the portal.

**ADVERTISING ON GAS PUMPS** at the LCO Quick Stop was a unique digital marketing strategy that prompted many views among tribal members. Recall of the advertisements was strong.

**ENCOURAGING ENROLLMENT IN THE ONLINE SELF-SERVICE CLIENT INFORMATION PORTAL** has been difficult, despite being a major focus of the overall digital marketing project.

**COMMUNITY RESIDENTS AND CLIENTS** report the LCO Child Support Program is helpful to tribal children having a better life.





## LAC COURTE OREILLES BAND OF THE LAKE SUPERIOR CHIPPEWA INDIANS

The Lac Courte Oreilles Band of the Lake Superior Chippewa Indians has close to 4500 tribal members, most of whom reside on or near tribal lands in Sawyer County, Wisconsin. Lac Courte Oreilles describes itself this way:

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*“ We the Anishinabeg, the people of Odaawaa-Zaaga’iganling, the Lac Courte Oreilles Tribe, will sustain our heritage, preserving our past, strengthening our present, and embracing our future. We will defend our inherent sovereign rights and safeguard Mother Earth. We will provide for the educational, health, social welfare, and economic stability of the present and future generations.”*

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# LAC COURTE OREILLES CHILD SUPPORT PROGRAM

LCO's Child Support Program was authorized as a comprehensive tribal child support program in 2012. Since its inception, the number of cases has consistently grown, unlike state child support programs, where new enrollments are trending downwards. As a tribal program, LCO Child Support has the opportunity to offer services within a context aligned with tribal laws and traditions, allowing for greater administrative flexibility than state run programs. For example, LCO Child Support can accept non-monetary payments to meet child support obligations and can help unmarried parents establish a parenting time plan along with their child support order. In addition, the federal funding matching rate is higher for tribal child support programs than state programs.

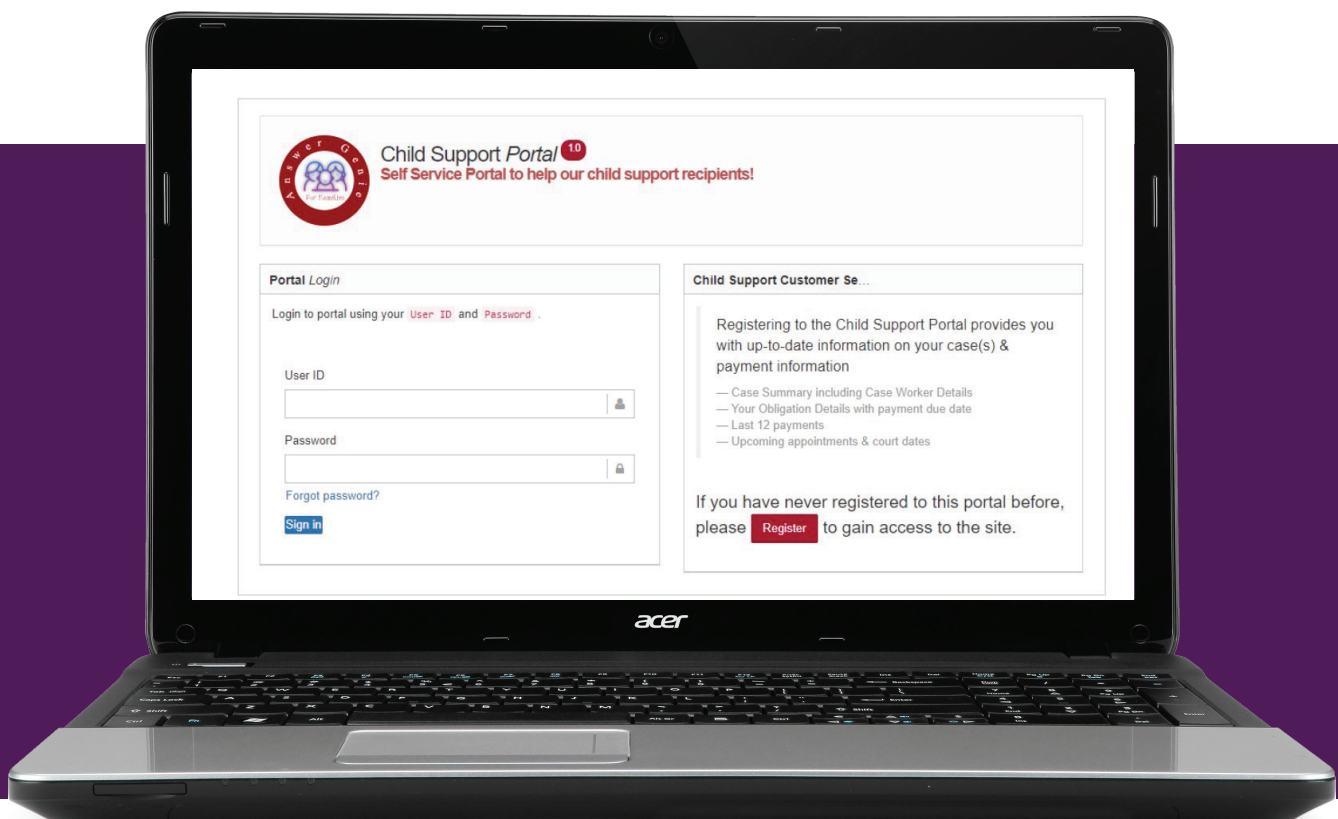
## OVERVIEW

The Digital Marketing grant, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services Administration for Children and Families, is a multi-year demonstration project with the goal of researching how digital marketing may help the child support program more effectively reach and serve families. In September 2018, OCSE awarded funds to 14 state and tribal child support agencies to test digital marketing approaches and partnerships to reach parents that could benefit from child support services and create or improve two-way digital communication and engagement.

## SYSTEM FOR KEEPING EVERYONE INFORMED (SKEI PORTAL)

Online client information portals are fairly common among state child support agencies, but not so among tribal agencies. LCO Child Support had the opportunity to roll-out a newly developed model client portal for tribal child support agencies.

Created by Convexio, the portal was launched alongside the new website in the first digital marketing intervention. Through an interactive process with LCO Child Support Services, clients register for the portal and can then access information about their child support case, including payment information and court dates, and can message their case worker. Intended to increase efficiency for both clients and staff, the portal makes information directly available to clients.





# Approach and Interventions

Prior to the start of the digital marketing project, LCO Child Support did not have a digital footprint other than a Facebook page.

## 1

**THE FIRST INTERVENTION** changed this with the launch of a dedicated website, which included information about how to apply for child support, application forms, information on the online portal, and the ability to make appointments with child support staff. The online self-service client information portal was also introduced with the first intervention. Blog posts published on both Facebook and the website help drive users to the new site and establish the site's search identity.

## 2

**THE SECOND INTERVENTION** featured paid advertising on Facebook. A video describing LCO Child Support's services was created for the advertisement, which displayed to a wide audience in Sawyer and surrounding counties. Additional advertisements, promoted to a narrower audience, invited viewers to click on the advertisement for a chance to win a gift card. The advertisement directed viewers to a online client portal enrollment page, which outlined requirements for participation. The first advertisement displayed during the holiday season, and it was successful in soliciting interactions and registering new portal enrollees. Similar advertisements promoting a drawing related to portal enrollment did not attract as much interaction or enrollments in the portal as the first holiday drawing.

### WEBSITE CREATION AND SEARCH ENGINE OPTIMIZATION

April 2019 – June 2019

#### Website

994 Members served

1,334 Engagement sessions

1,155 Impressions from Search Engine Optimization

12 Blog posts published

#### Client self-service informational portal

9 Portal enrollments

Prior to the digital marketing project, LCO Child Support did not have a functional website. The new site is attractive, easy to navigate and offers both child support information and access to community resources to visitors.

### FACEBOOK SPONSORED ADVERTISING

October 2019 – March 2020

58,728 Individual Facebook feeds reached

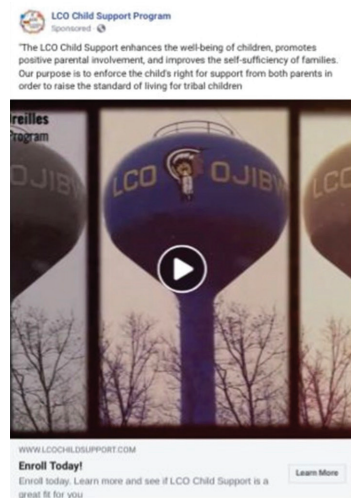
693,733 Impressions

1,713 Clicks

0.02% Click through rate

50 Portal enrollments

Facebook is the most popular social media platform among adults worldwide. According to a 2018 Pew Research Center report, two-thirds of all American adults use Facebook. What sets Facebook apart as a social platform is its ability to provide a sense of community for users.



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## 3

**THE THIRD INTERVENTION** took a novel approach by displaying video content on LCO's Quick Stop gas pumps while customers purchased gasoline. Ten video segments were created and featured pictures and videos of LCO tribal members. Customers were likely to see more than one video segment with each gas purchase transaction. Several of the videos modeled family engagement, while others encouraged registration in the self-service portal.

### GAS PUMP ADVERTISING

*April 2020 – January 2021*

**77,698** Impressions/Views

**10** Video segments produced

High recall of advertisements among community members

**13** Portal enrollments

Gas pump advertising gives customers an immersive digital experience by delivering informational content throughout the fueling process. LCO Child Support's gas pump advertisements were displayed at the Quick Stop station, a tribal business where tribal members receive a discount when purchasing gas.



# Outcomes

## RESPONSE

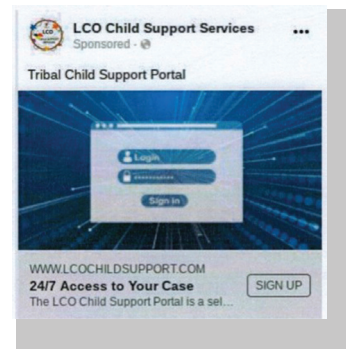
The new website quickly attracted viewers, with close to 1,000 users during the first intervention period. Twelve blog posts published on Facebook and housed on the website also drew visitors. Intended as a strategy for search engine optimization, the blog posts promoted the website and self-service portal and shared information on co-parenting and the “father effect,” among other topics. Posts and advertisements on Facebook prompted responses from viewers and referred visitors to the website.

**Over the combined months of the first and second interventions, a Facebook referral was responsible for 28% of the pageviews on the website.**



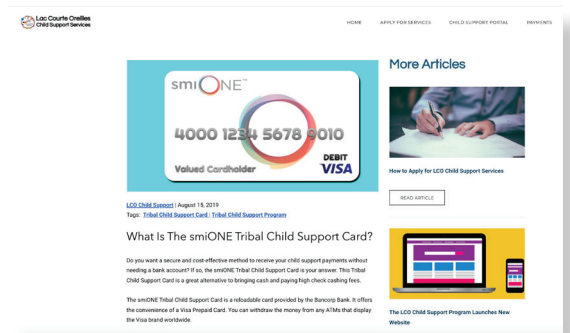
## CREATIVES

Two types of creatives were developed for the Facebook advertisements – a video describing LCO Child Support’s services and invitations to participate in drawing contests related to portal enrollment. The gas pump advertisements included 10 segments with still and video images encouraging self-service portal enrollments and promoting family engagement.



## WEBSITE ACTIVITY

The launch of the website and corresponding blog posts published on Facebook immediately drew visitors to the site. Similarly, the Facebook advertisements, including the advertisements inviting viewers to participate in a drawing, directed viewers to the website, which averaged 2,500 pageviews each month over the course of the digital marketing project. During the period of July 2019 – August 2020, the most robust driver to webpage views was a blog post that described how to use the smiONE Tribal Child Support Card, accounting for almost 50% of pageviews during this period. The viewers to this page came from all over the country, likely driven by internet searches on this resource, with the blog post appearing first in users’ search results.



## FEEDBACK

Community members and current clients completed a survey after the third intervention and the majority offered this feedback:

**LCO Child Support helps tribal children have a better life**

**LCO Child Support is a helpful resource to tribal families**

**LCO Child Support staff are helpful**



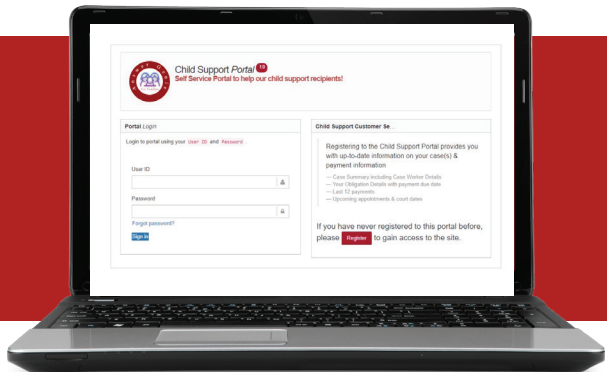
# Lessons Learned

LCO Child Support effectively used the digital marketing project to expand its digital presence by creating a dedicated website, publishing blog posts, advertising on Facebook and initiating the novel approach of displaying content on a tribal gas station pumps.



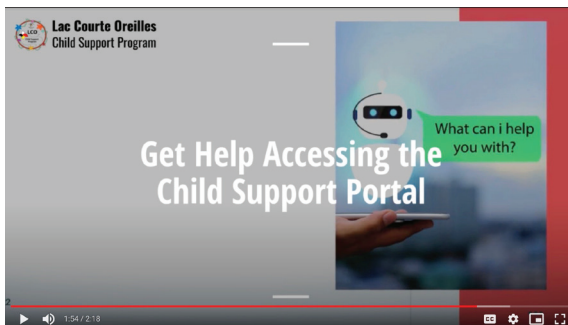
A great deal of focus during this project was promotion of the **SELF-SERVICE ONLINE CLIENT INFORMATION PORTAL**. One Facebook advertisement that invited viewers to enter a drawing for a gift card by registering for the portal was effective at encouraging enrollments. Subsequent advertisements promoted similar drawings on both Facebook and the gas pumps did not produce comparable results. It was anticipated it would be difficult to enroll clients in the online portal when they are accustomed to in-person or telephone contact with the helpful child support staff, and this has proven to be true.

Over the course of the digital marketing project, **83 CLIENTS ENROLLED IN THE PORTAL**, which is less than 10% of the eligible clients. In an informal survey of clients, none of those surveyed used the portal and 50% indicated they had not heard of the portal.



The multiple messages about and encouragement to enroll in the portal did not seem to connect with the intended users, and more information is needed to learn more about why this is so:

- *Is the concept of an online portal unfamiliar or displeasing to clients?*
- *What is the perceived value (or lack thereof) in using the portal?*
- *Are there better ways to reach clients to encourage portal enrollment?*



The Facebook advertisement featuring a video describing LCO Child Support was displayed to a wide reach of individuals throughout Wisconsin. By contrast, individuals eligible to utilize LCO Child Support services are limited to families where at least one member is a tribal member, which is a narrowly defined population. Similarly, a major focus of the gas pump advertisements, which displayed widely to all tribal members, was encouragement to enroll in the portal.

Portal enrollments are only relevant to current child support clients, which is a subset of tribal members, so this is also a narrowly defined group. Future digital marketing would benefit from better alignment between the platform, messaging and intended recipients.





LCO's Digital Marketing project's evaluation reports and technical assistance guidance briefs are available to provide more in-depth information. Visit [centerforpolicyresearch.org](http://centerforpolicyresearch.org) to learn more.