

## DIGITAL MARKETING GRANTS

# Digital Marketing Through Facebook, Google, and Mobile Ads

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Changes to TANF eligibility requirements mean that many families in Michigan are no longer referred into the child support program as assistance recipients and may not be aware of what child support services are available to them. The OCSE digital marketing grant allowed the Michigan Office of Child Support to increase our outreach efforts to those families via digital marketing channels. It also allowed us to test multiple messages and channels to maximize the impact of future digital marketing activities.

## Digital marketing interventions

According to data from the [Pew Research Center](#), the customers we wanted to reach often use mobile devices as their primary way to access the internet. Therefore, we structured our digital marketing efforts into three rounds of interventions using three different channels: mobile ads placed in apps and browsers, Facebook paid ads, and Google paid search ads.

Our primary target audience was low-income, never-married, single mothers ages 18 to 44. We selected six counties in both urban and rural areas that had a mix of demographics and a lower percentage of child support cases.

Building on child support messaging research by an advertising, marketing, and public relations agency in California, we tested three different child support messaging strategies. The first, “Happy Families,” is the current messaging Michigan uses for child support.

## Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

For general information, contact OCSE project officers at [Michelle.Jadczak@acf.hhs.gov](mailto:Michelle.Jadczak@acf.hhs.gov) or [Melody.Morales@acf.hhs.gov](mailto:Melody.Morales@acf.hhs.gov).

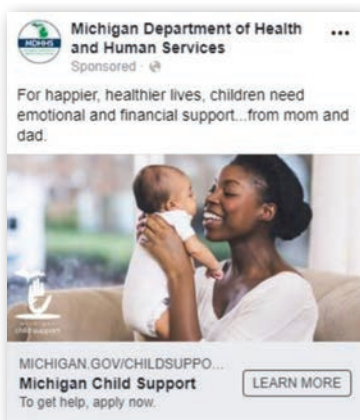
The second, “Helpful Services,” focuses on services we provide to busy parents. The third, “Value & Services,” focuses on the practical value of having child support.

## Initial results and more information

Initial results did not show a significant difference between the first two messaging strategies. For the three channels, mobile ads had the largest number of impressions (the number of times the ad was viewed). However, users who came to the dedicated landing page and proceeded to our application portal all came through Google paid search ads. While some counties experienced significant increases in online applications through the first two intervention periods, we did not reach our goal of an overall 5% increase.

The final intervention was planned for April through May 2020. Due to the pandemic, this round was postponed until October through November 2020. To learn more about this grant and its final results, contact Amy Price at [pricea1@michigan.gov](mailto:pricea1@michigan.gov).

Creative A



Impressions	129,650
Clicks	556
Social Engagements	45

Creative B



Impressions	167,975
Clicks	775
Social Engagements	43