**Using Digital Marketing to Increase Participation in the Child Support Program**

**Grantee:** California Department of Child Support Services (CA DCSS)  
**Project Title:** Reaching the Unassisted – Digital Outreach to Non-TANF Prospects  
**Project Site:** Multiple (see Geographic Location)  
**Target Population:** Families who might need child support services who are not referred by the Temporary Assistance for Needy Families (TANF) program  
**Geographic Location:** Del Norte, Imperial, and Merced Counties  
**Planned Interventions:** Three Learning Cycles to Increase General Awareness, Inspire Action and Engagement, and Refine Engagement

### Project Summary
CA DCSS will launch new digital marketing content in three very distinct counties. The content will be guided by insights from CA DCSS’s brand research in 2017. This project will focus on creating digital outreach to single parents not likely to be referred through TANF in Del Norte, Imperial, and Merced Counties. The participating counties have very dissimilar populations, allowing this project to test, evaluate, and refine what works best with diverse groups of unassisted single parents of minor children.

### Project Approach
CA DCSS will create a new website with a unique URL in order to track the activity generated by this project. Analytics for this new, standalone site will make the evaluation of project metrics more valuable as only targeted audiences will have this URL. Channel effectiveness will be evaluated across targets, and message effectiveness evaluated across channels in three interventions, also called learning cycles, detailed below.

#### Intervention One: Increase General Awareness
**Description:** CA DCSS will design message content to raise awareness of the role of child support services, direct consumers to the new website, and invite two-way contact. This intervention will target all people aged 18 to 40 in the three counties and will include:
- Demographic/geo-targeted advertising on social media and streaming video services. This advertising is targeted to audiences in a defined geographic area based on selected demographics, reaching only people likely to be interested.
- Search Engine Optimization (SEO)
- Messages and imagery, in English and Spanish, placed in all markets via third party website advertising (Facebook including video, YouTube, Google Mail, local news websites, parenting/children’s health bloggers).
- Twitter posts with links.

**Evaluation Plan Highlights:** Project metrics include website analytics (including traffic to new site, sources of traffic, pages visited, time on site, and exit pages), social media site analytics, online application visits, etc. New cases opened in each county will be measured as compared to the same time frame in the prior year.

#### Intervention Two: Inspire Action and Engagement of Eligible Targets
**Description:** CA DCSS will use contextual and behavioral advertising for the second intervention. Contextual targeting connects the right message to the right person at the right time. Behavioral targeting uses cookies to determine the best ads to deliver to a person based on their browsing history.
Ad variations may be created and directed to the target population, including simple content, content with photo, and/or content with line art targeted to women, men, and influencers.

Communication objectives include:
- increase engagement and elicit action
- change perception of Child Support from punitive to assistive
- identify best messaging for men, women, and influencers

CA DCSS will design an influencer campaign, create new videos, and make additional media buys. Using the Learn-Innovate-Improve approach, CA DCSS will build a comprehensive foundation for a clear, easily replicated template for digital media outreach. A replicable template for successful digital outreach that can be tailored to a wide range of demographic targets and geographic locations is a project deliverable.

Evaluation Plan Highlights: General awareness, action, and engagement goals will be evaluated by reviewing Federal Performance Data reporting for the participant county caseloads, which track case openings and percentages of current assistance, former assistance, and never assisted cases. Dedicated website traffic will be analyzed using Google Analytics to determine visitor sources, page views, time on site, click-throughs, and exit pages.

Intervention Three: Refine Engagement of Eligible Targets
Description: Based on data from Interventions One and Two, a refined plan of content and channels will be executed to engage the greatest number of targets.

Evaluation Plan Highlights: Changes will be tracked across channels and messages related to each target. Metrics include: social media site analytics, dedicated website analytics, tracking online application visits, and tracking federal performance data for targeted counties.