Project Summary

The goal of this digital marketing project is to increase public awareness of child support services to underserved families in Orange County. A 2013 survey of custodial parents conducted by OC CSS revealed a need to improve communication to potential customers about child support services for families. OC CSS’s current digital marketing efforts include Facebook advertisements; ads targeting custodial parents focus on the benefits of opening a child support case, while ads targeting noncustodial parents center on the ease of making payments. Through this project, OC CSS’s digital marketing efforts will be expanded to a broader audience through visual and audio advertising using Pandora and iHeart Radio online streaming platforms.

Project Approach

OC CSS will run a digital media campaign with Pandora and iHeart Radio to reach the target population. This digital media method will allow OC CSS to intentionally target custodial parents with specific demographics and in geographic locations identified as particularly underserved using caseload and census data.

Interventions One, Two, and Three (Tiered): Digital Media Marketing

**Description:** Using three time-bound (90-day) digital marketing interventions on multiple platforms (Pandora and iHeart Radio), OC CSS seeks to inform targeted audiences about child support services and how easy it is to apply. The specific interventions will include targeted geographic locations within Orange County where underserved populations reside. During each 90-day period, Pandora guarantees that the advertisement will run 357,143 times and will reach 33,953 listeners. Through iHeart Radio, OC CSS expects approximately 683,722 impressions (the number of times content is displayed) for each 90-day period.

**Evaluation Plan Highlights:** The OC CSS research unit will establish a baseline for website traffic, customer applications, and contacts prior to the interventions and monitor all data elements throughout the campaign. The research unit will use these data and evaluate the results in regard to outcomes and impacts post-intervention. Each intervention will be thoroughly evaluated and data derived from each will be used to continuously improve and adjust subsequent interventions.

Using the Learn-Innovate-Improve model, OC CSS will use the following data sources to evaluate intervention results and implications:

- Caseload Data and U.S. Census Data to determine targeted zip codes in which the most underserved families reside.
- Pandora and iHeart Radio digital marketing statistics including clicks, click-through rates, impressions, etc. to confirm the reach of the campaign.
- Google Analytics to monitor OC CSS website traffic.
- CSS Proprietary Applications (Customer Service Solution and FrontPage Call Center Application) to identify baseline or pre/post measurements for non-welfare applications, case openings, customer contact/inquiries, etc. that will directly inform and measure targeted project outcomes.