Using Digital Marketing to Increase Participation in the Child Support Program

Grantee: Lac Courte Oreilles Tribal Child Support Program (LCO-CSP), Lac Courte Oreilles Band of Lake Superior Chippewa Indians of Wisconsin

Project Title: Digital Media Outreach Program

Project Site: Multiple (see Geographic Location)

Target Population: Tribal Members and Other Federally Recognized Tribes

Geographic Location: Ten Wisconsin counties – Sawyer, Ashland, Bayfield, Price, Rusk, Barron, Douglas, Dunn, Polk, Burnett

Planned Interventions: Web Redesign, Social Media Campaign, Two-Way Communications

Project Summary
LCO-CSP will design and test three marketing interventions aimed at improving two-way communication and parent participation. This project will fundamentally change and improve the way LCO-CSP approaches digital marketing and communication by bringing current and potential participants to one consolidated digital location. These interventions will make program information available at participants’ fingertips and broaden lines of communication with program staff.

Project Approach
LCO-CSP’s goal for this project is to test the effectiveness of digital marketing at increasing the rates of enrollment and productive parent interactions with child support services. Project efforts will differ from current efforts by directly marketing the program to a wider audience, increasing public relations and outreach, and providing streamlined and automated processes that will reduce annual outreach budgets. LCO-CSP will be contracting with a direct-response digital marketing firm to implement and facilitate the marketing campaign. LCO-CSP will also contract for performance measurement and evaluation of the project, including data analysis for each intervention using agency administrative data and metrics from the digital tools.

Intervention One: Website Redesign & Search Engine Optimization (SEO)
Description: The objective of Intervention One is to improve the LCO-CSP website appearance and functionality to increase the number of visits. The website will be completely redesigned to ensure that load speeds are optimal and that headers, images, and content are all tagged properly and optimized for key search terms and for mobile users. New content will be created, including blog posts, articles, updated information, and fillable application forms.

Evaluation Plan Highlights: LCO-CSP will use digital media metrics such as online views, SEO results, and the number of unique website visits. Additionally, they will track the overall rate of calls to the information telephone line and the number of applications during the project period. Outcomes will be compared to a baseline period.

Intervention Two: Social Media Campaign
Description: LCO-CSP seeks to increase the number of new parents participating in the child support program through social media marketing in this intervention. Platforms will include Facebook, Instagram, and fuel pump advertising.

Evaluation Plan Highlights: The evaluation of Intervention Two will include analyses of digital media metrics, rate of visits to the child support enrollment website, and rates of enrollments compared to an
established baseline. Individuals who complete an application will be asked to complete a survey to assess if the intervention contributed to a more positive impression of LCO-CSP as a service provider.

**Intervention Three: Two-Way Communication**

**Description:** Intervention Three’s objective is to improve the productivity of LCO-CSP’s interactions with parents through two-way digital communications. Two platforms will be used:

- **TXTPAGE PLUS** – a web-based text messaging program that has the ability to send and receive text messages directly from a computer. LCO-CSP will send a variety of messages including child support program facts, job postings, messages to increase compliance, caseworker contact information, etc.
- **Agent Alive** – a mobile app that will allow participants to chat with their caseworker live, exchange documents in real-time, E-sign documents, and more.

**Evaluation Plan Highlights:** An intermediate outcome of this Intervention is increased interaction with child support parents. Data analytics will include tracking the number of text messages and chat sessions and assessing enrollment rates compared to an established baseline. Rates of timely payments will also be measured.