



WORLD WILDLIFE FUND

BUSINESS OBJECTIVE

WWF wanted to gather as much signatures as possible for a petition against wildlife crime to influence policy makers.



WORLD WILDLIFE FUND (WWF)

WWF has been successfully been campaigning for the protection of wildlife around the world since 1962 and attempts to protect the beautiful variety of animals and plants we have on this earth. Along with others, they want to create a world where man lives in harmony with nature.

NGO OBJECTIVE

SINGLE OPT-IN EMAILS

Facebook marketing agency Social Blue successfully employs Facebook advertising to recruit donors for WWF.

BUSINESS SOLUTION

SHARED KNOWLEDGE FOR THE BEST LEADS

WWF wanted to reach their most important audience on Facebook: people who care about nature and the environment. Social Blue created a campaign to gather those who signed the Stop Wildlife Crime-petition within an audience.

“By using existing data as the base for a Facebook campaign, you avoid investing budget in the wrong audience. The creation of lookalike audiences is one of the best ways to engage the audience you want to reach.”

Kevin Bruggink

Business Development Manager at Social Blue

FACEBOOK TACTICS

SMART AUDIENCE TARGETING & LOOKALIKE AUDIENCES

Social Blue created a campaign for WWF with the goal to gather signatures for a petition. WWF worked with Social Blue to create the perfect landing page for the best result. Thanks to custom lookalike audiences, the ads were targeted to Facebook users with interests similar to existing WWF donors.



Genadeloze criminelen maken op grote schaal jacht op neushoorns, olifanten en tijgers. Dagelijks worden ontelbaar veel dieren het slachtoffer van Wildlife Crime. Wil jij deze weerloze dieren een stem geven? Teken dan nú de petitie. Samen kunnen we een vuist maken tegen de illegale handel in weerloze dieren.

Klik hier en teken ➡ <http://social-blue.com/WuQP7Y/>



Teken de online petitie
De illegale jacht op weerloze dieren moet stoppen!

Vind ik leuk • Reageren • Delen • 125 • 7 • Gesponsord

KEY RESULTS

The results of this campaign exceeded expectation. The target audience of women between 45 and 65 years old is easily reached and engaged by Facebook ads. On top of that, the ads and positive comments created quite a bit of free organic buzz around the brand WWF. The key metrics:

- Within 6 weeks 20.000+ qualitative leads
- Conversion (Click-to-lead) over 50%
- Better audience insights for WWF to improve the campaign even further

“The effectiveness of a petition to influence policy is dependent on the number of signatures. Social Blue delivered a great contribution by reaching the right people at the right time through Facebook. Thanks to their expertise with regards to targeting, WWF was able to recruit new donors from the people who signed the petition. A great outcome for WWF!

**Marelie Sweep - Senior Marketeer
at WWF Netherlands**

