



Board Workshop / Discussion Agenda

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

October 19, 2021 - 10:30 a.m.

Virtual meeting

WORKSHOP

1. Communications/Advertising and Marketing Update

[2021-597](#)

Sponsors: Communications & Public Relations



Board Workshop / Discussion

Request for Board Action

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

Item Number: 2021-597

Meeting Date: 10/19/2021

Sponsor: Communications & Public Relations

Title

Communications/Advertising and Marketing Update

Attachment

1. Presentation

Board Workshop: Communications / Advertising & Marketing Update

October 19, 2021

Agenda

- | | |
|---|---|
| 1. Introduction. | John Siqveland |
| 2. Communications Overview. | Allison Winters |
| 3. Open Data Portal Update. | Kristine Grill |
| 4. 2020-2021 Advertising
and Marketing Review. | Kerstin Boudreau,
Justin Garvey of
Metre Agency |
| 5. Questions and discussion. | |

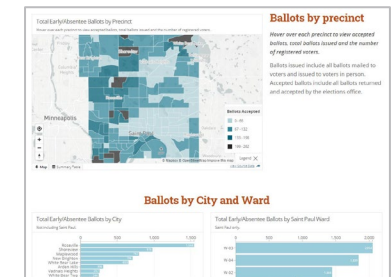
Purpose of this workshop

- Informational only – no recommendations or requests for commissioners.
- Update on work of Communications division.
- Follow up to questions raised during budget meeting.
- Meet Metre.
- Questions and discussion.

Select Milestones: Communications

- Communications division created Jan. 2017.
 - Consolidated staff; incremental additions – now 16 staff.
 - Follows Service Team structure.
 - Org chart at ramseynet.us/Communications.
 - Fulfilled Strategic Priority: *Enhance Countywide Communications Strategies and Resources*.
- Open Data Portal launched Sept. 2017.
 - Fulfilled Strategic Priority: *Open and Accessible Data*.
- Advertising / Marketing master contract effective Jan. 2020.
- Performance Measures: ramseycounty.us/CPRMetrics

Integrated external and internal communications



Example: Elections 2020 communications campaign

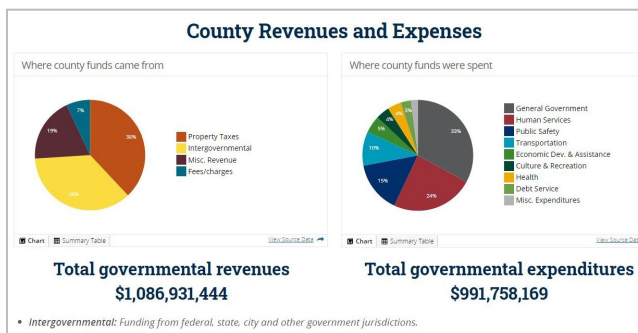
Digital-first approach

Tue, Dec 8, 12:00 PM

Visit ramseycounty.us/RiceStreetStudy to view a recording of the Nov. 18 Rice Street open house and share your feedback on the road concepts presented.

Fri, Jan 15, 5:06 PM

Ramsey County XC ski trail conditions
All trails: Fair.
Tracks set at all locations except Battle Creek W & E.
Check ramseycounty.us/Ski for latest info.




RAMSEY COUNTY
Español | Hmoob | Soomaali

September 2021 Newsletter

IN THIS ISSUE

- Coronavirus/COVID-19 updates.
- 2022-23 budget hearings.
- Request your absentee ballot.
- National Preparedness Month.
- Upcoming events.
- Proclamations.
- In the news.




COVID-19 updates

Get your free COVID-19 vaccine - plus up to \$100 in gift cards

Now through Sept. 16, Saint Paul – Ramsey County Public Health is currently providing Visa gift cards to everyone that gets vaccinated at a county-operated clinic:

- Up to \$100 in gift cards for the two-dose Pfizer or Moderna vaccine (\$50 per dose; doses given 3-4 weeks apart).
- \$100 gift card for the one-shot Johnson & Johnson vaccine.
- Get your gift card immediately after vaccination - no forms or paperwork required.
- Gift cards only available for vaccinations received Aug. 13 - Sept. 16 at Saint Paul – Ramsey County Public Health-operated clinics, while supplies last.



Websites (ramseycounty.us, RamseyNet, open data portal), social media, eblasts and newsletters, text messaging (one-way)

Additional services and tools

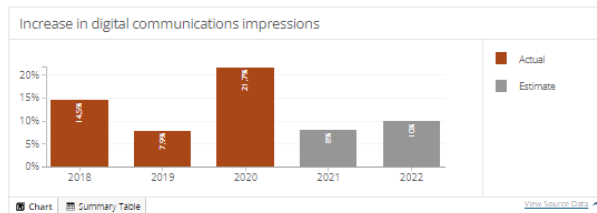
- Print: Brochures, signage, mailers, fliers, catalogs.
- Media relations: Proactive and reactive.
- Event support and promotion.
- Employee communications.
- Video and photography.
- Consultation.
- Advertising and marketing.



Partnering with us

Increase in digital communications impressions

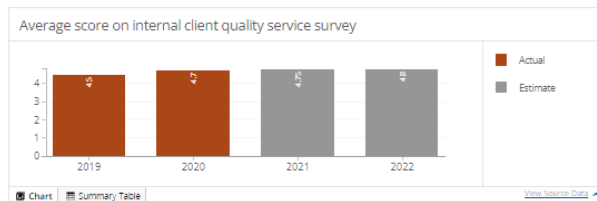
21.7%



Percent increase in digital impressions is calculated using a monthly average of website, social media and email blast impressions. Communications & Public Relations began tracking additional sites in 2018, leading to a significant increase in impressions and a higher than usual year-to-year percentage change.

Average score on internal client quality service survey

4.7

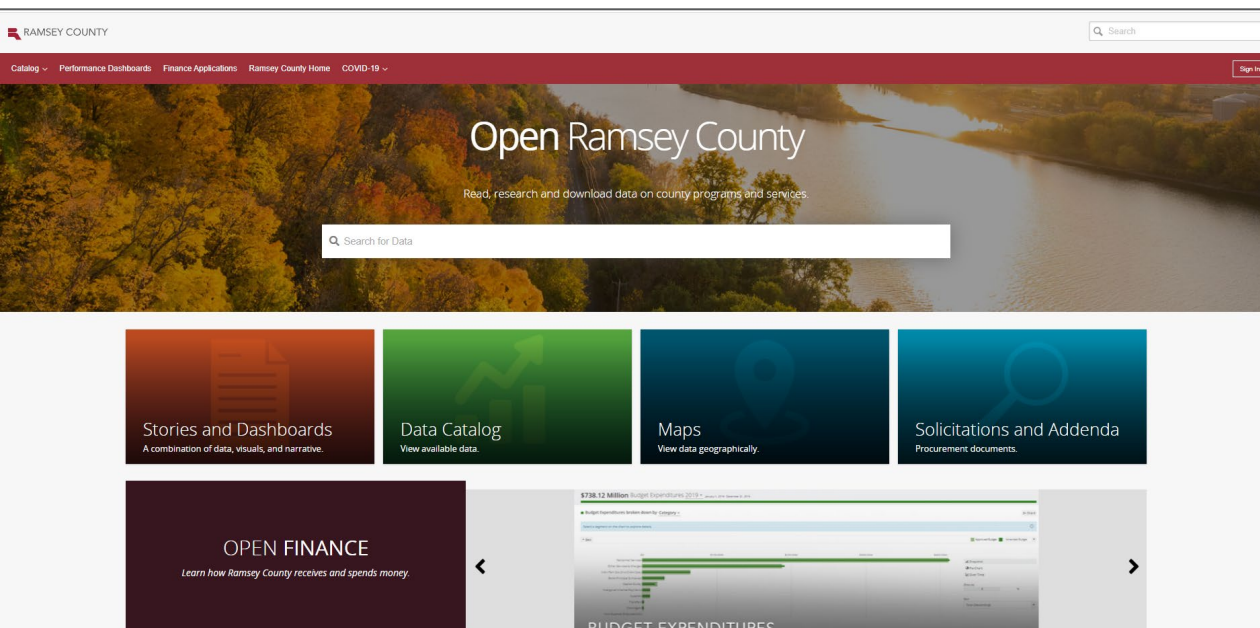


Communications & Public Relations has been highly focused on providing excellent customer service to our client departments. Because we are accountable for delivering on and successfully reconciling priorities, managing expectations is key – the satisfaction of our partners through a feedback survey on customer service is a foundational way for us to keep dialogue open, demonstrate transparency and stay aware of how we're performing, and to course-correct where necessary. We are proud to have met and exceeded our goals for customer service scores in 2019 and 2020.

- Department / Service Team contact.
- Communications Help Desk.
- Strategy.
- Post-project one-minute survey.

Open Data Portal

- opendata.ramseycounty.us
- What's new?
- Let's take a quick tour...



Advertising / Marketing Master Contract

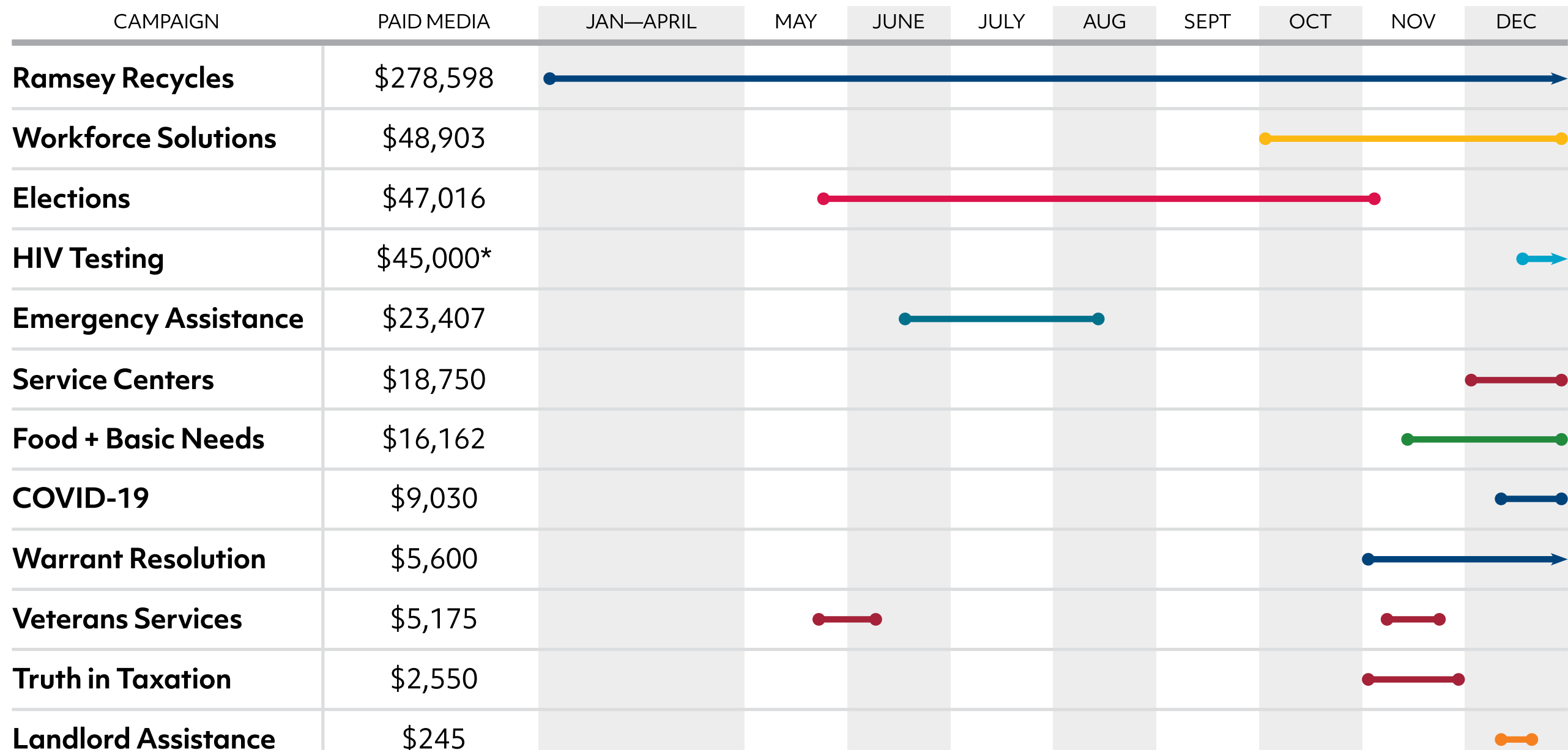
- Evolved and expanded from Environmental Health resource to countywide resource.
- Advertising/marketing creative, buying, strategy, metrics.
- Leverages all county business for best value; single point of contact for advertising.
- Close coordination with Communications division, partners for strategic alignment, brand fidelity.



2020-2021 Advertising and Marketing IN REVIEW



Campaign Timelines



*Campaign planning in 2020, implemented in 2021

Year in Numbers

12

Total Campaigns

\$470,459

Total Media Spend

3-5% CTR

Industry Average
1-2%

976,221,752

Total Impressions

\$513,985

Total Added Value

3+ Months

Extra Exposure

Media Partners

Out-of-Home

Clear Channel
OutFront
Intersection (transit)
Valassis (direct mail)
Hmong Village
HmongTown Marketplace

Television/Cable

Xfinity – Effectv
PBS/TPT

Newspaper/Magazine

Pioneer Press
The Villager
Press Pubs
Park Bugle
The Monitor
The Community Reporter
St. Paul Voice
La Voz
Vida y Sabor/La Prensa
Minnesota Spokesman-Recorder
Hmong Times
Insight News
New Publica
Lavender Magazine

Radio

KS95
KFAI
WREY
La Raza
KMOJ
KALY

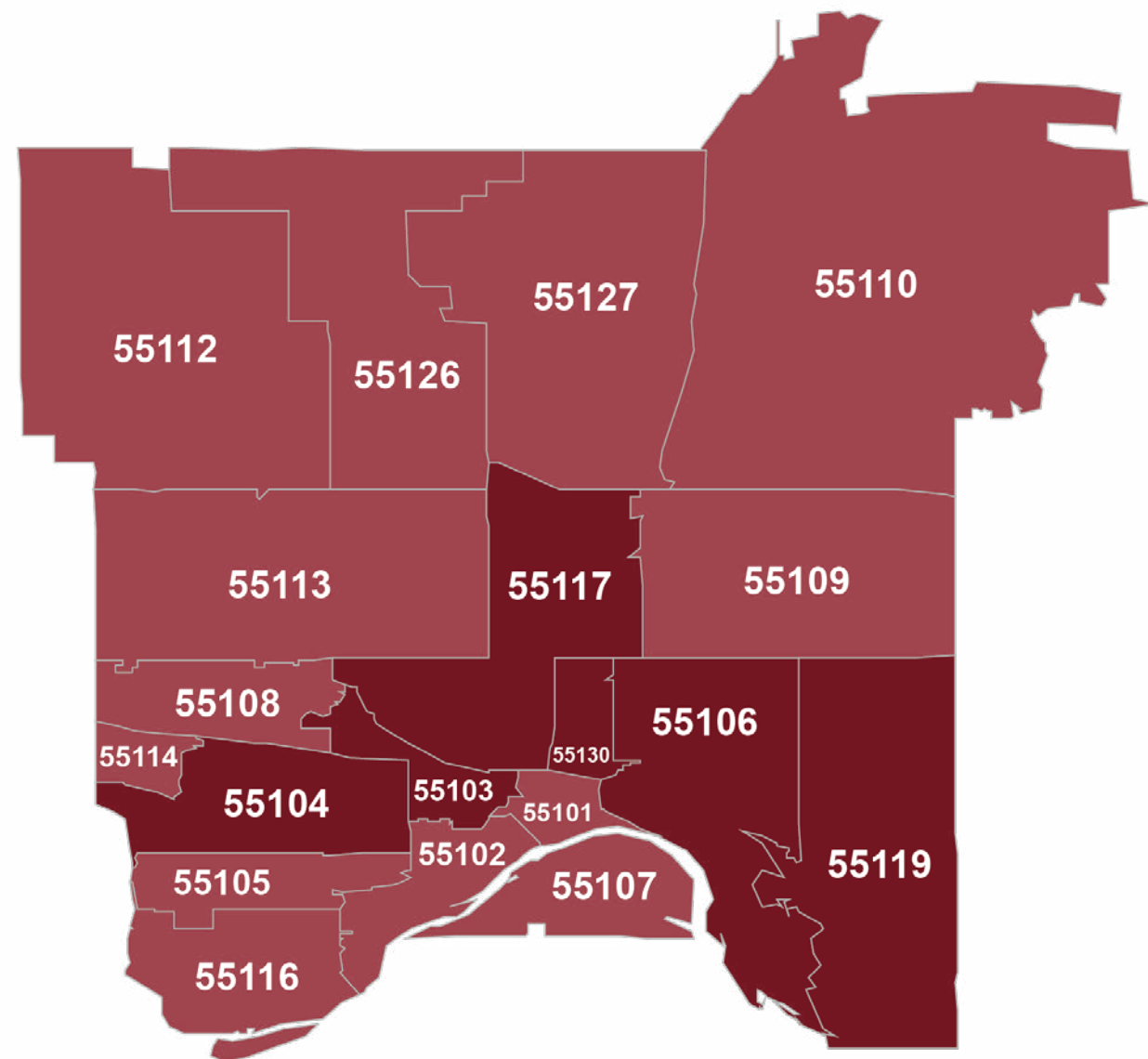
Digital

Google Display Network
Facebook
Instagram
YouTube
iHeartradio
Podsearch

Digital (Continued)

Spotify
Pandora
Twincities.com
StarTribune.com
MinnPost.com
MPR.com
Sahanjournal.com
Insightnews.com
Spokesman-recorder.com
Mshale.com
Hmongtimes.com
Vidaysabor.com
hbctv.net /3HmongTV

Reaching Racially and Ethnically Diverse Communities



540,649

Total Population

502,803

Media Reach (93%)

36% Racially and Ethnically Diverse
Community Paid Media

Racially and Ethnically Diverse Community Media

La Voz
Vida y Sabor/La Prensa
MN Spokesman-Recorder
Hmong Times
Insight News
KFAI

WREY
La Raza
KMOJ
KALY
Sahanjournal.com
Insightnews.com

Spokesman-recorder.com
Mshale.com
Hmongtimes.com
Vidaysabor.com
hbctv.net /3HmongTV

Primary Focus Area
51% Racially and Ethnically Diverse Population

Secondary Focus Area
21% Racially and Ethnically Diverse Population

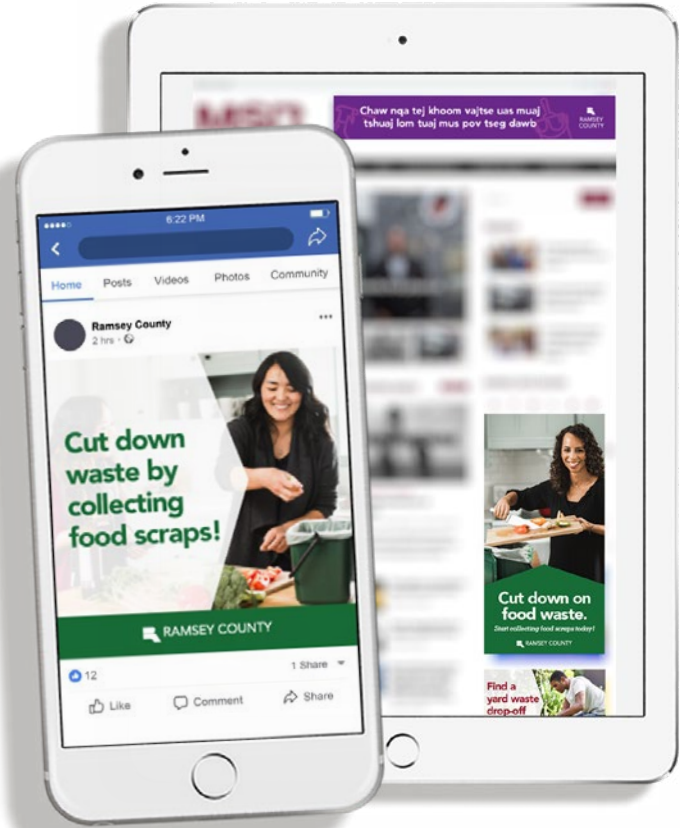
Ramsey Recycles Campaign

1500+
Images Captured
for Content Library

388+
Pieces of
Unique Creative

\$297,158
Media Spend

Ramsey Recycles Campaign

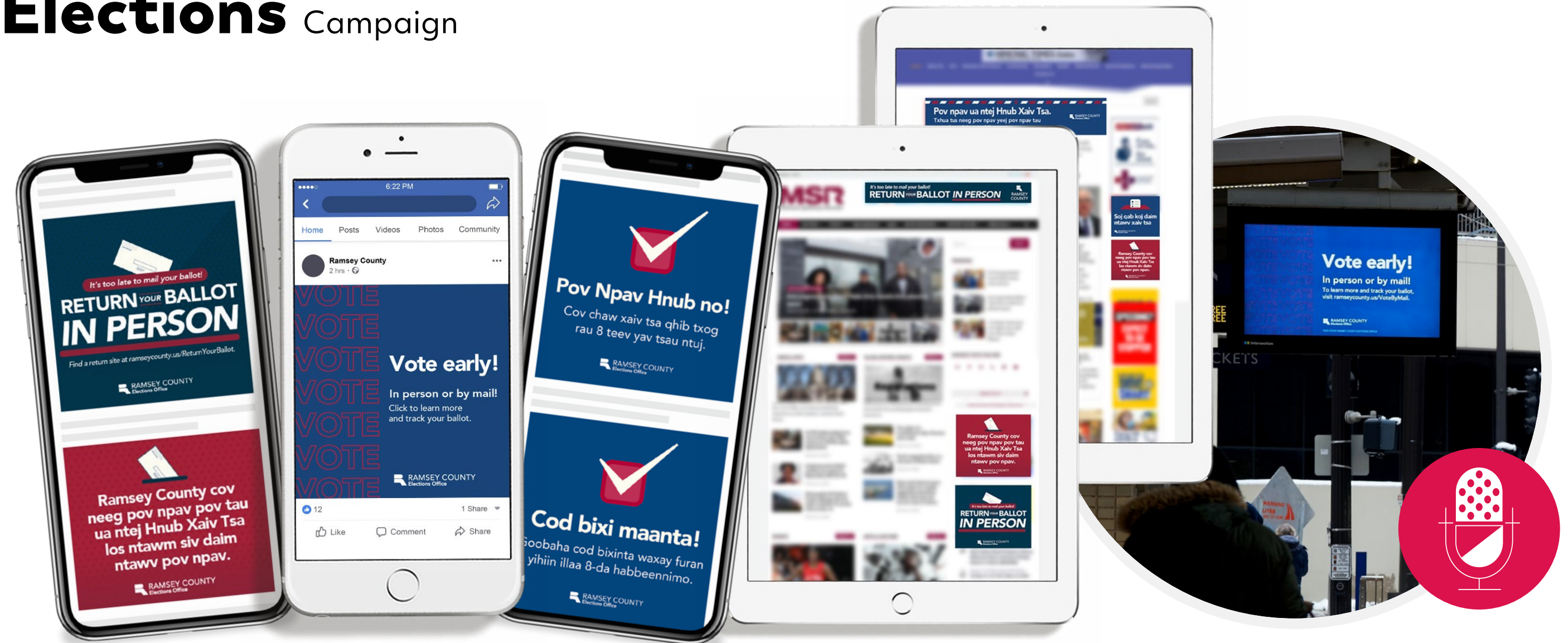


Minnesota Association of Government Communicators
Silver Award Recipient



Messages in English, Hmong and Spanish

Elections Campaign



 Minnesota Association of Government Communicators
Silver Award Recipient

Messages in English, Hmong, Somali and Spanish

Elections Results

- 92,580,120 ad impressions and 16,772 ad clicks
 - Social ad content shared 733 times *(at a rate far above average)*
 - MinnPost ad campaign engagement higher than any other previous MinnPost campaign
-
- Highest general election voter turnout in county history at 297,466
 - Increased registration for all age groups and 23% increase for ages 18-24
 - Low turnout communities increased voting an average of 39% *(Saint Paul Ward 1, Precinct 9 and 4, and Ward 6, Precinct 8)*
 - Approximately 700,000 website visits to election content in 2020
 - 118,000 website visits from the marketing URL

The advertising campaign was one part of a successful communications and community outreach plan for the 2020 primary and general elections.

Workforce Solutions Campaign



Messages in English, Hmong and Spanish

Emergency Assistance Campaign



Messages in English, Hmong and Spanish

Service Centers Campaign



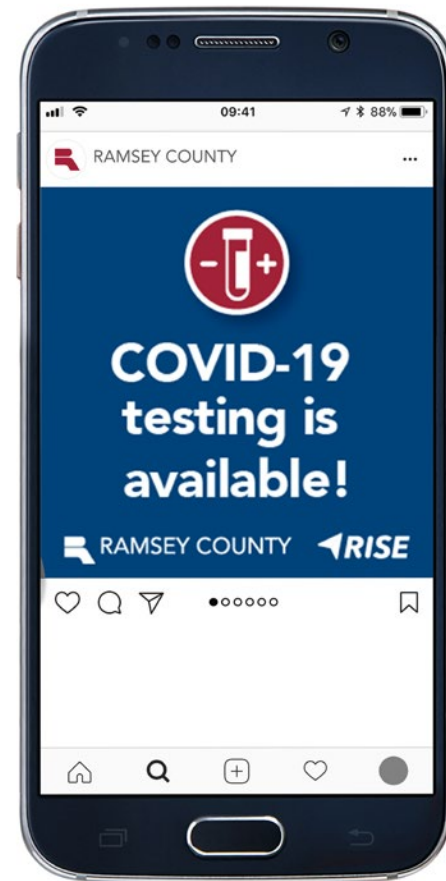
Food + Basic Needs Campaign



Messages in English, Somali and Spanish

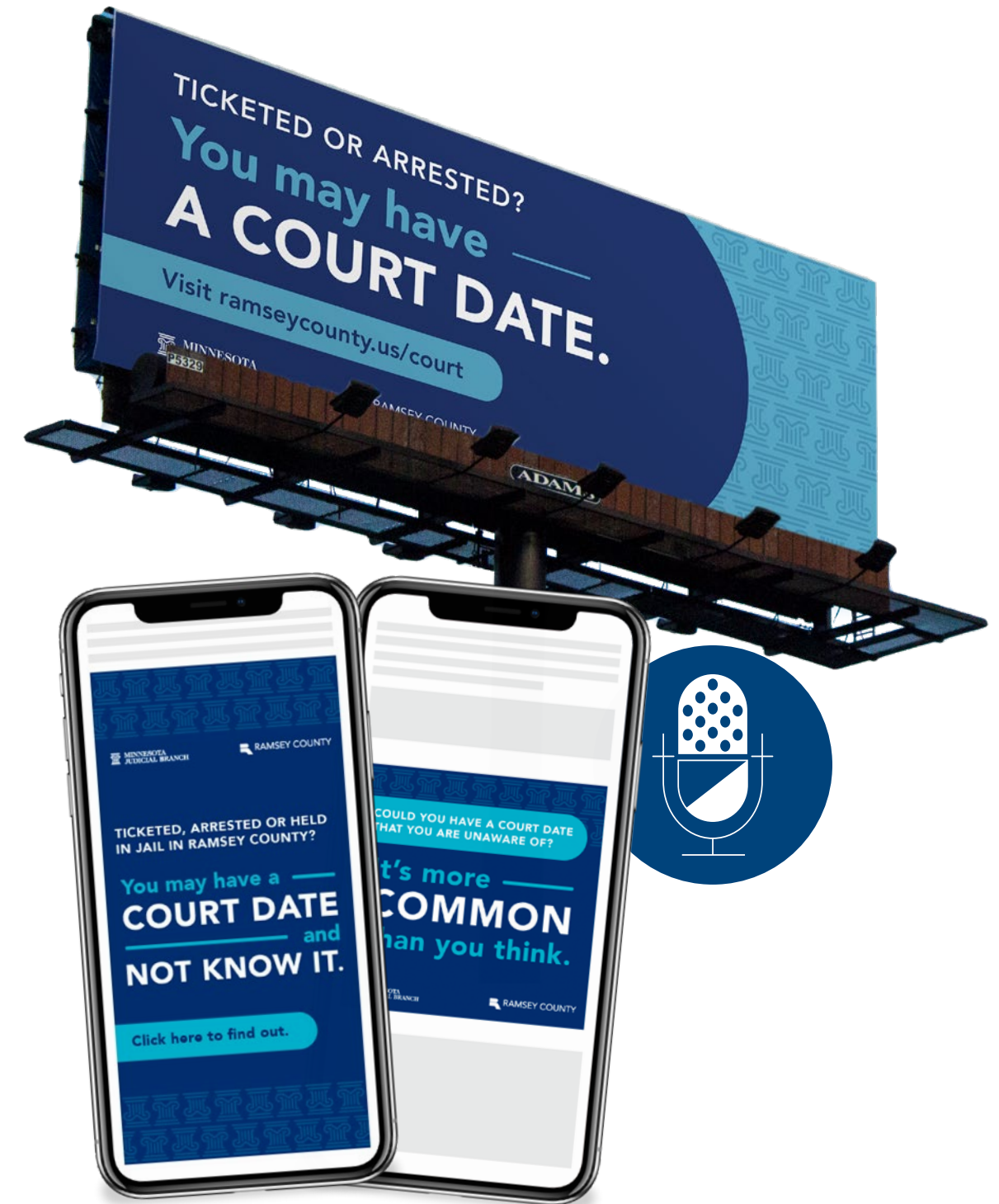
COVID Messaging

Multi-lingual Campaign



Messages in English, Hmong, Karen, Somali, Oromo and Spanish

Warrant Resolution Campaign



Messages in English and Spanish

Veterans Services Campaigns



**WE CONNECT
VETERANS
TO BENEFITS**

Our Veterans Services Officers (VSOs) can help:

- COVID-19 benefits
- VA medical eligibility
- Financial hardship grants and assistance
- Military documents
- VA burial benefits

 **Call us today!**

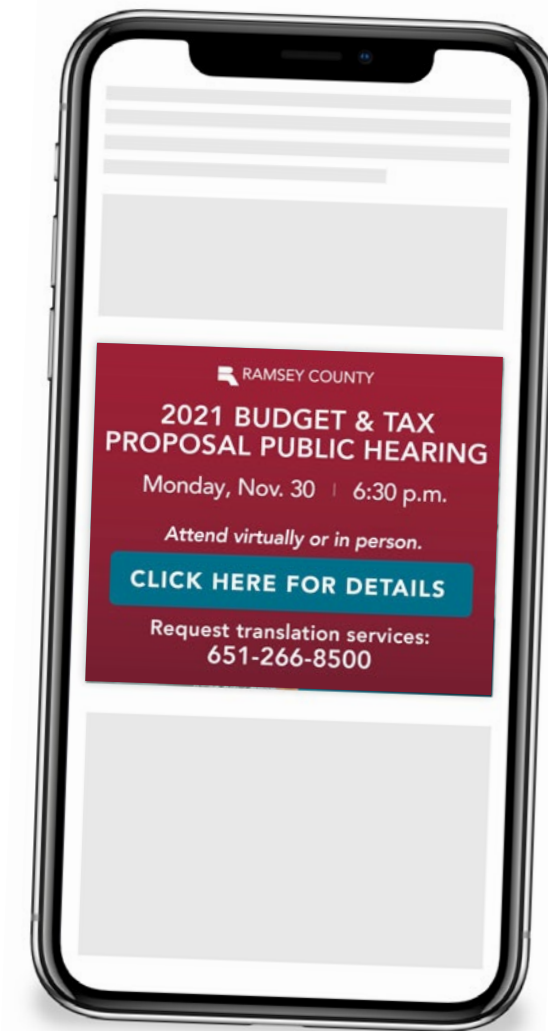
651-266-2545
ramseycounty.us/veterans

 **RAMSEY COUNTY**
Veterans Services

 **Veterans Linkage Line**
your link to experts
1-888-LinkVet (546-5828)



Truth in Taxation Campaign

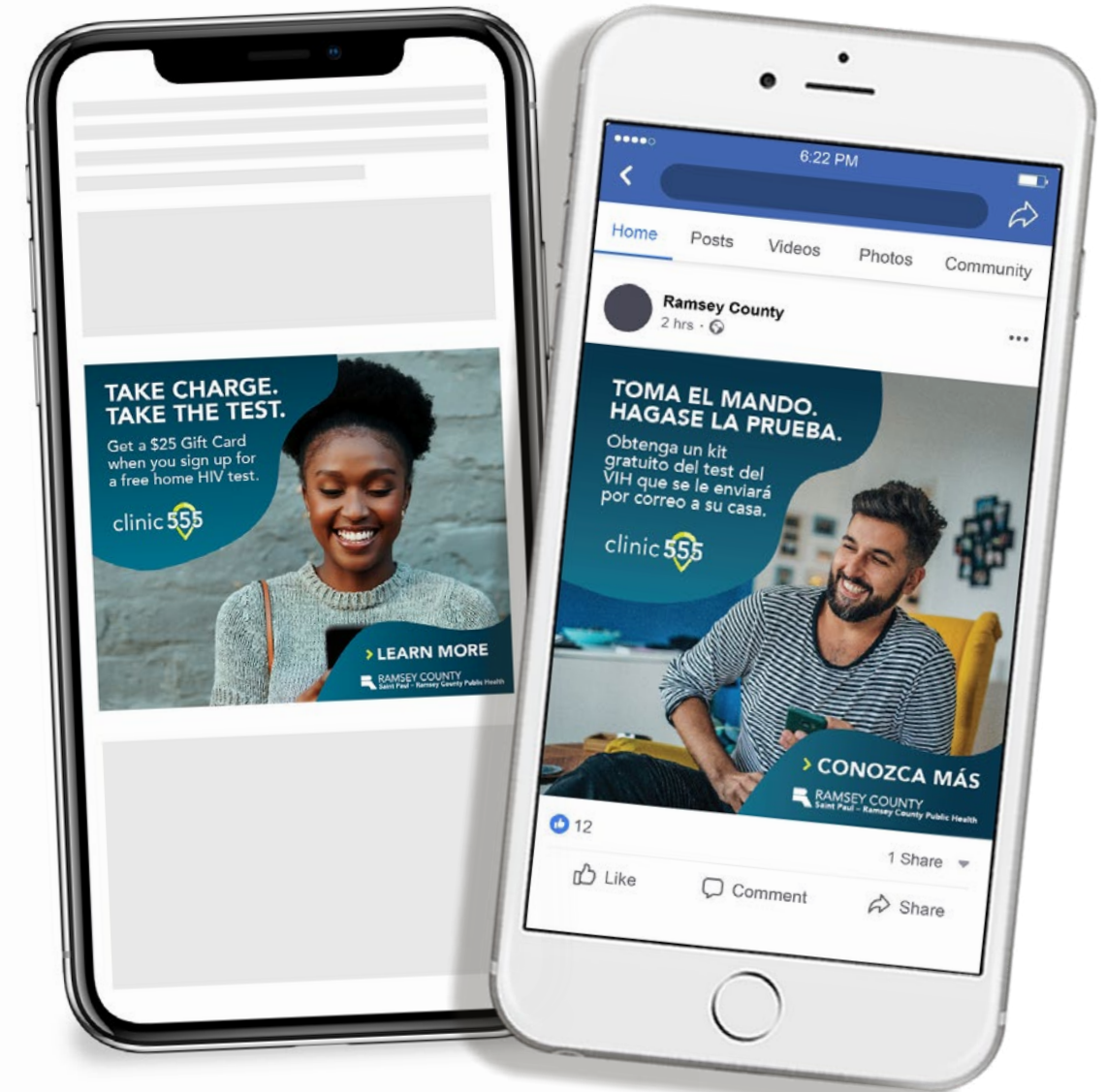


Minnesota Association of Government Communicators
Northern Lights Award Recipient

Landlord Assistance Campaign

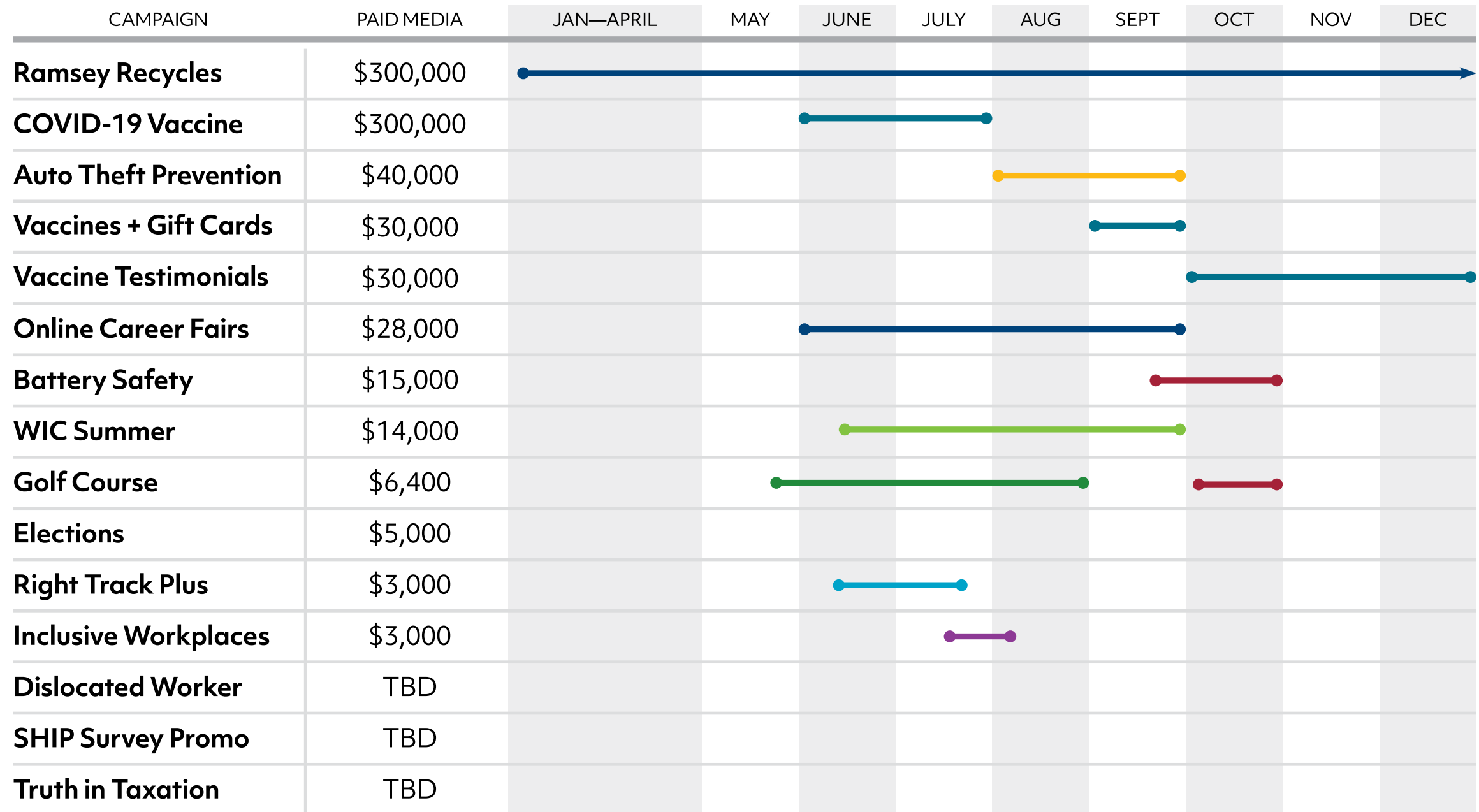


HIV Home Testing Campaign



Messages in English and Spanish

2021 Campaigns



Ramsey Recycles 2021 Campaign



Messages in English, Spanish, and Hmong in market.

Ramsey Recycles 2021 Campaign



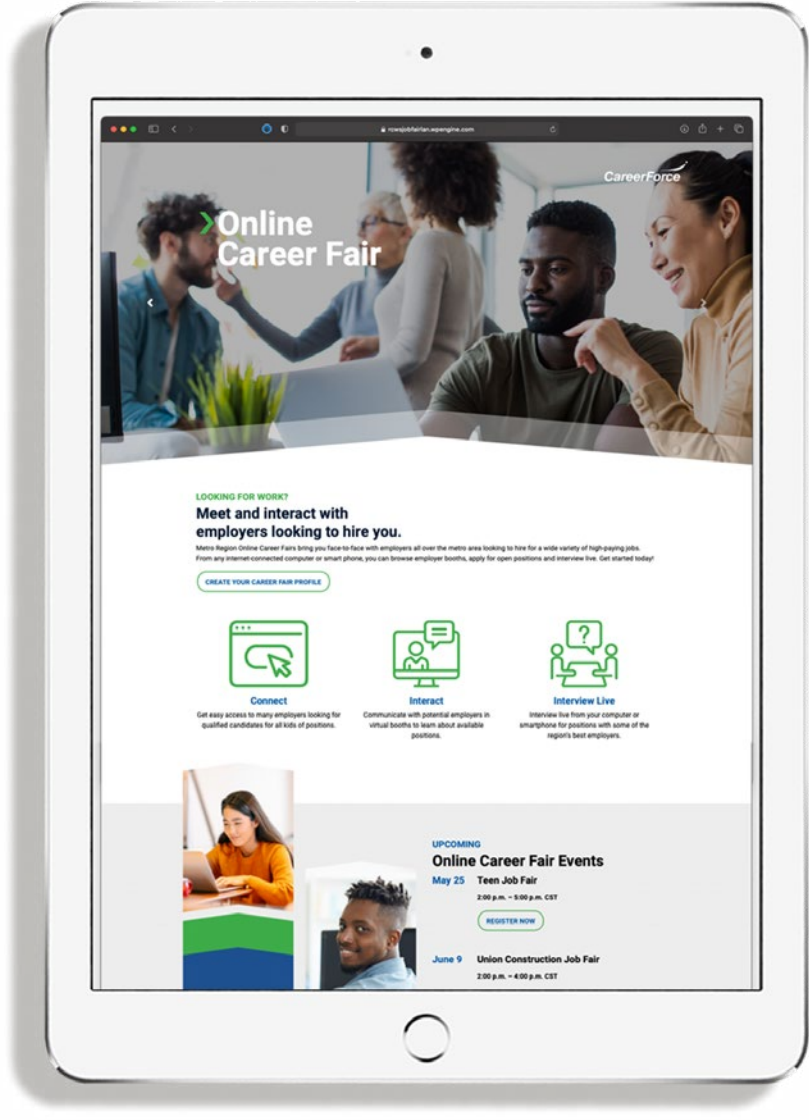
20 Posts on Facebook and Instagram | **6,954** Likes | **5,016** Views

Influencer marketing in Spanish in market. Hmong influencer marketing coming fall 2021.

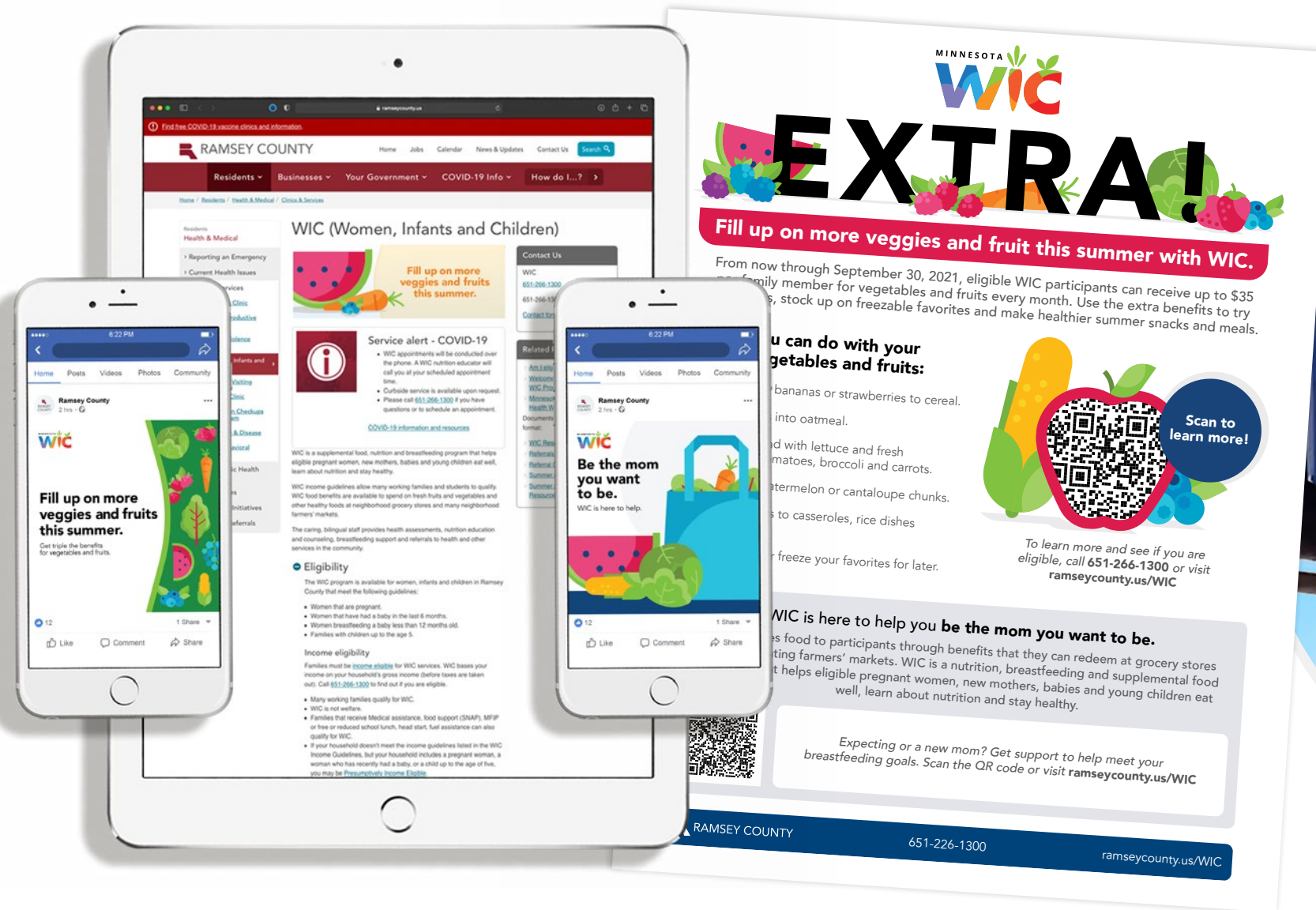
Auto Theft Prevention Joint Campaign



Online Career Fairs Campaign



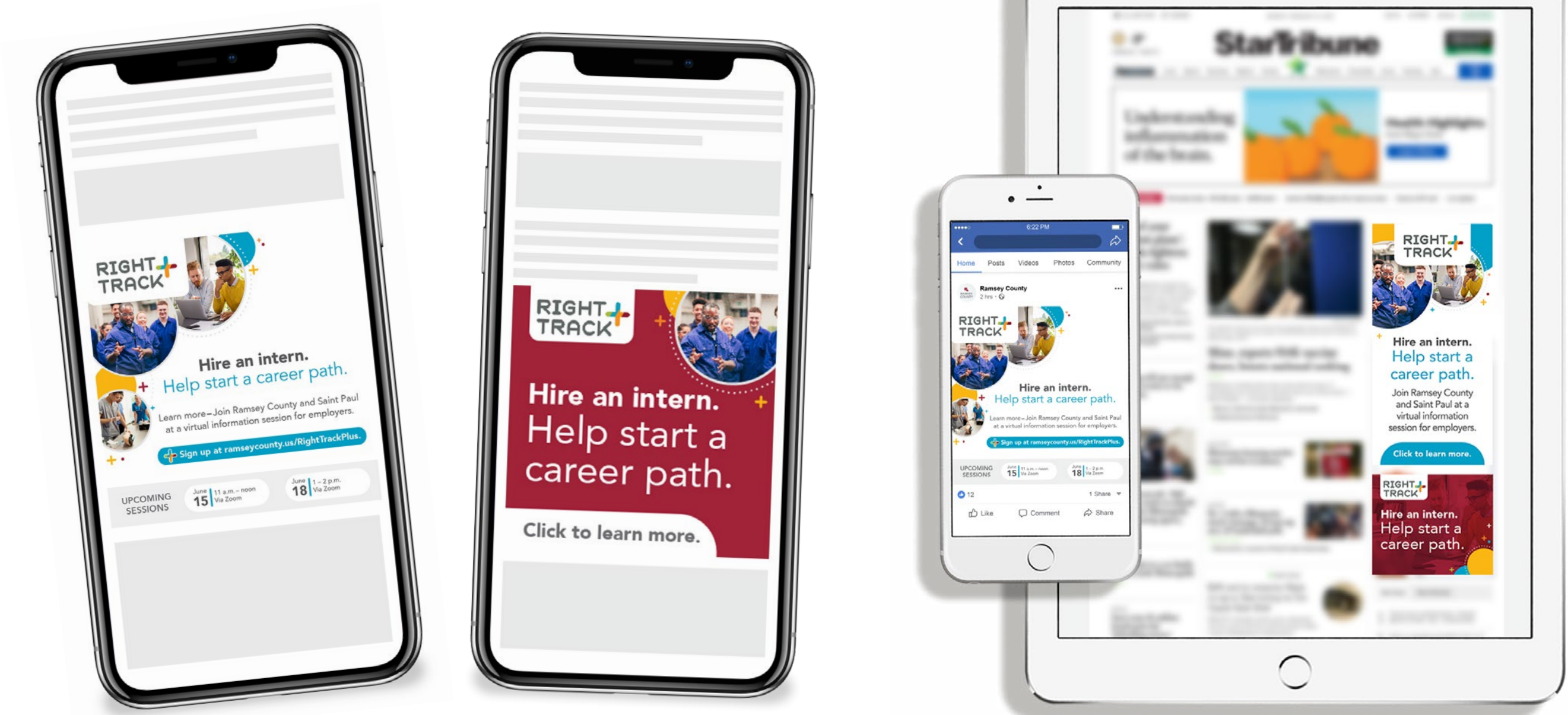
WIC Campaign



Golf Courses Campaign



Right Track Plus Campaign

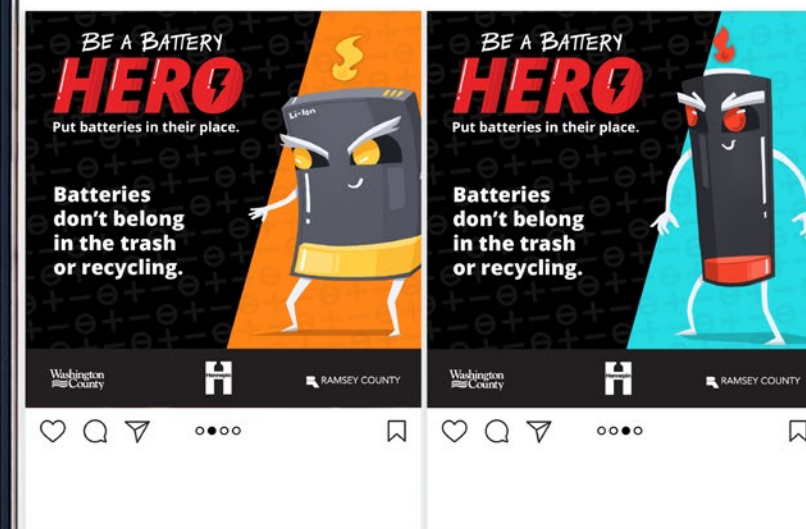
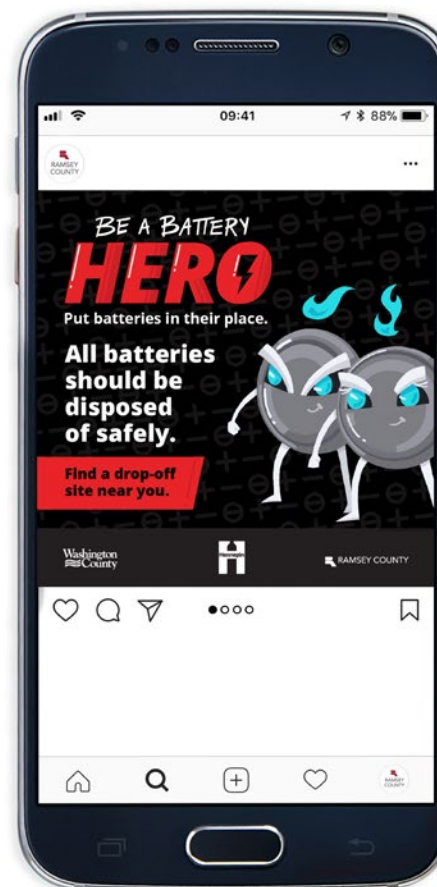


Inclusive Workplaces Cohort Campaign



Battery Safety

Joint Campaign



COVID-19 Vaccine Campaign Phase 1



Messages in English, Hmong, Karen, Oromo, Somali, and Spanish.

COVID-19 Vaccine Campaign Phase 2



Messages in English, Hmong, Karen, Oromo, Somali, and Spanish.

COVID-19 Vaccine Results


- 24,644,237 ad impressions
- 28,404 website pageviews
- Compared to previous 2 months:
 - 27x pageviews on Spanish language page
 - 36x pageviews on Hmong language page
 - 25x pageviews on Soomaali language page
 - 7x pageviews on Oromoo language page
 - 7x pageviews on Karen language page

The advertising campaign was one part of a successful communications and community outreach plan.

COVID-19 Vaccine Incentive Campaign Phase 3



RAMSEY COUNTY



**Get your free
COVID-19 vaccine -**
plus a \$50 gift card!

ramseycounty.us/COVIDVaccine

RAMSEY COUNTY



**Txhaj koj koob tshuaj tiv
thaiv kab mob COVID-19
tsis tau them nyiaj -**
ntxiv ntau txog \$50 ua
daim npav khoom plig!

ramseycounty.us/COVIDHmoob

RAMSEY COUNTY



**Hel Tallaalkaaga COVID-19
ee bilaashka ah -**
oo lagu daray illaa \$50
ee Kaararka hadiyadda!

ramseycounty.us/COVIDSoomaali

RAMSEY COUNTY



**မာန့်နီ န COVID-19
ကသံဉ်ဒီသဒါလအကလီတကုၣ်.**
ဟ်ဖိုင်အါထီၣ်ဆုတ်ဟ့ၣ်ကနးဒးက
\$50 တကုၣ်.

ramseycounty.us/COVIDKaren

RAMSEY COUNTY



**Talaallii COVID-19 kee
kan tolaa fudhadhu -**
Dabalataan kaardii
kennaa hamma \$50

ramseycounty.us/COVIDOromoo

RAMSEY COUNTY



**Reciba su vacuna contra el
COVID-19 de forma gratuita -**
¡Hasta \$50 en
tarjetas de regalo!

ramseycounty.us/COVIDEspañol



Messages in English, Hmong, Karen, Oromo, Somali, and Spanish.

Key 2020 Campaign Results

Ramsey Recycles (2020)

- \$297,158 media spend

Elections

- 92,580,120 impressions, 16,772 ad clicks
- Social ad content shared 733 times
- Highest ad engagement ever on MinnPost

Workforce Solutions

- Career Lab website traffic increased 93%
- Dislocated Worker website traffic increased 488%

Emergency Assistance

- Approximately 23,000 pageviews in June/July of 2020
- Over 7x the web traffic from June/July 2019

Service Centers

- 3,322 website pageviews
- 113% increase in web traffic compared to previous period
- Average time on page increased by 86%

Food + Basic Needs

- 8,701 website pageviews
- 856% increase in web traffic
- Home meal delivery page traffic increased by 114%

COVID Testing

- Hmong traffic increased 40x
- Spanish traffic increased 16x
- Somali traffic increased 21x
- English info page traffic increased by 38%

Warrant Resolution

1,467 website pageviews

Veterans Services

- 378 pageviews for Veterans Day
- 641% increase over previous month
- 110 website pageviews for Memorial Day
- 104% increase over previous month

Landlord Assistance

- 271 clicks and 85 social shares in 7 days
- Campaign ended early due to high response

Questions?

