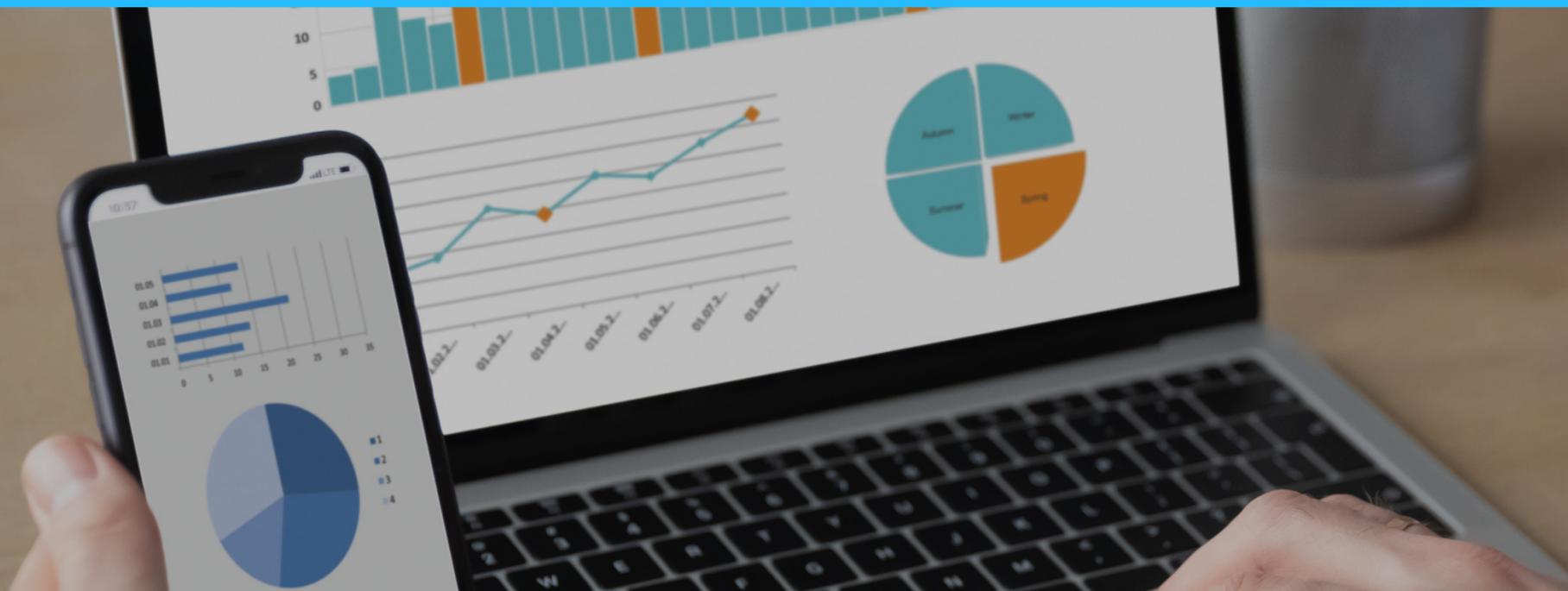




Six Months

MARKETING REPORT



OUR MAIN OBJECTIVES

The DJJ digital marketing strategy focuses on the following:

1. Brand Awareness
2. Increase Qualified Applicants

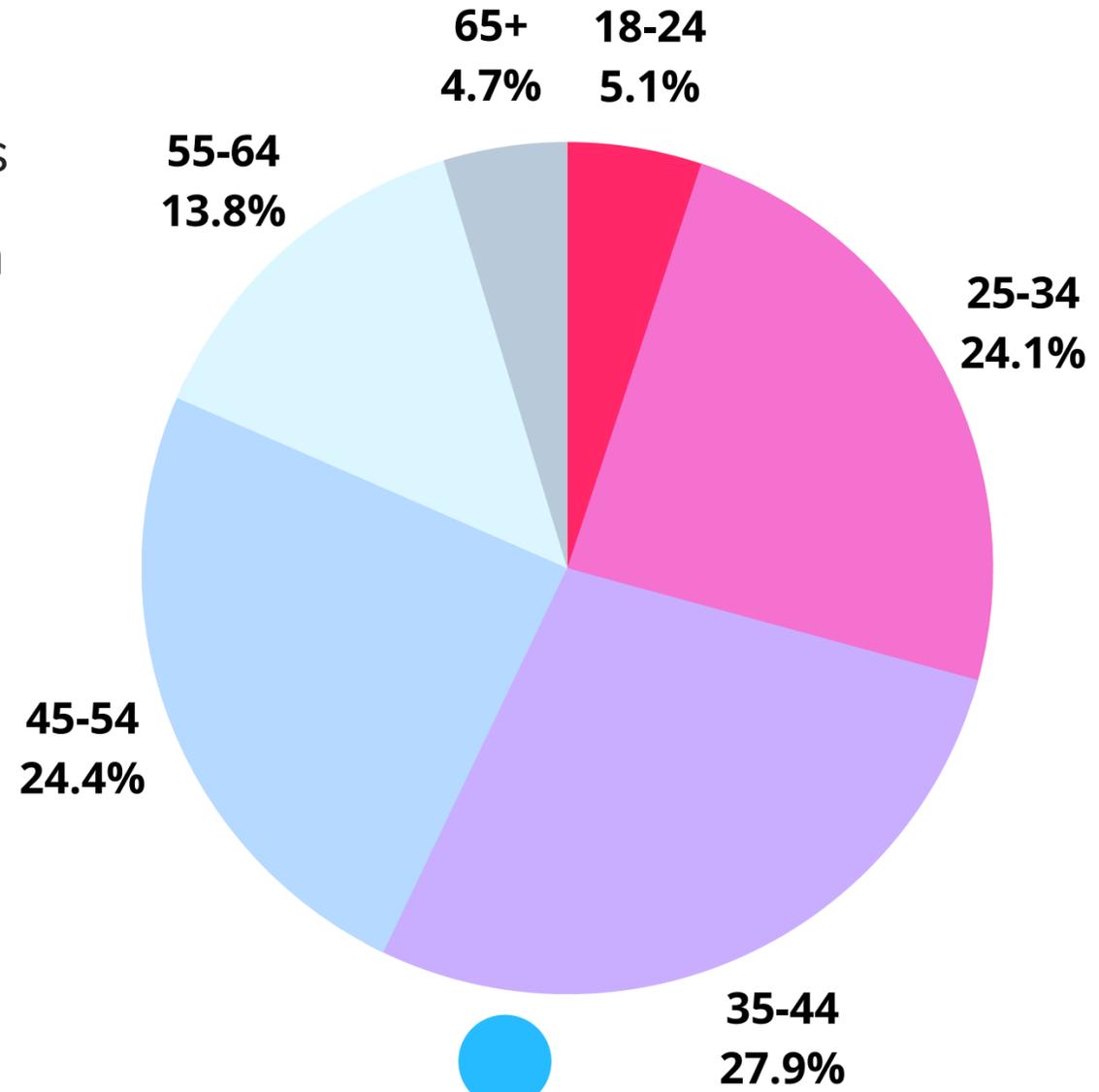
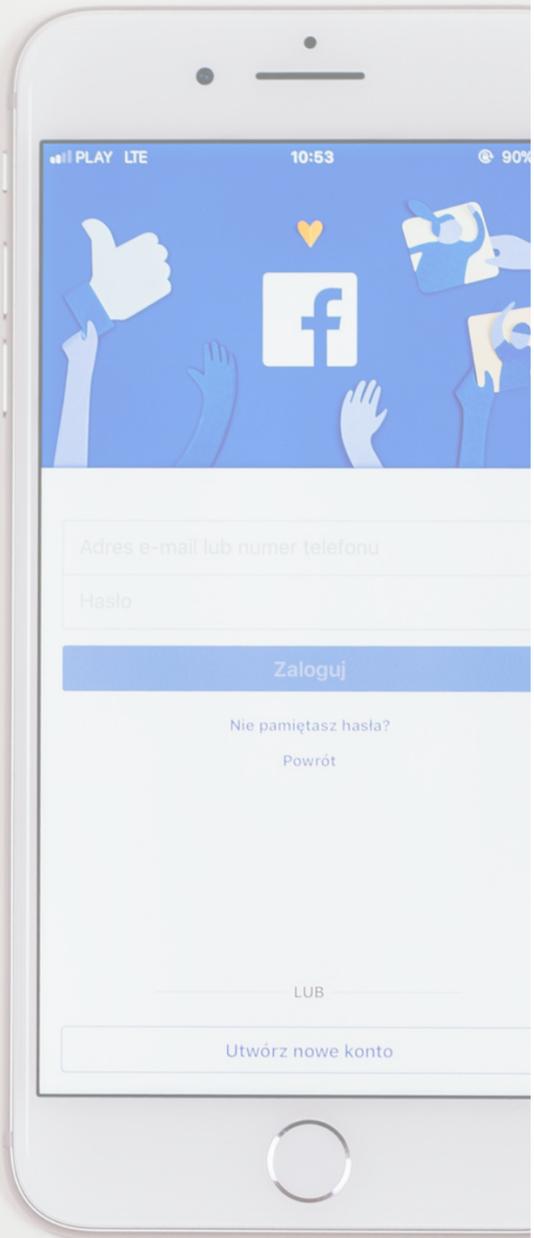


- 01 INCREASE BRAND AWARENESS OF DJJ TO THE KEY TARGET AREAS
- 02 GENERATE MORE QUALIFIED APPLICANTS FOR OPENING POSITIONS

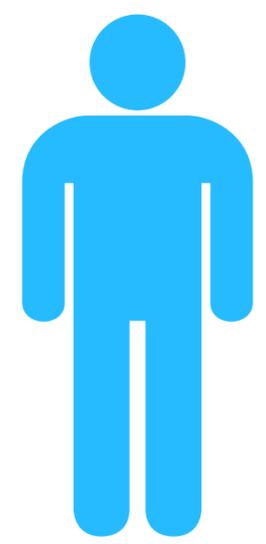
Facebook



Overall the Facebook portion of your campaign saw tremendous amount of leads. The key demographic is 35-44 Female. However, we did see an increase from the male demographic.



57%



41%

Social Media (Lead Gen)

Creative #1



Georgia Department of Juvenile Justice
Sponsored · 🌐

Seeking a career with benefits such as a retirement plan, 12 paid holidays, and paid training? DJJ is currently hiring for Food Service workers, Housekeepers, Juvenile Correctional Officers, and more.



FORM ON FACEBOOK
Career Opportunity
Speak to a recruiter.

Sign up

Boost this post to reach up to 119 more people if you spend \$14. **Boost post**

👍👎 245 59 💬 1 ➦

👍 Like 💬 Comment

Impressions= 569,527
Clicks= 16,197
CTR= 3.06%
Conversions= 953

Georgia Department of Juvenile Justice



Georgia Department of Juvenile Justice

Which job are you interested in? (Check all that apply)

Select

- Food Service
- Housekeeper
- Juvenile Correctional Officer
- Groundskeeper
- Recreational Worker
- Counselor

Contact information ⓘ

We'll use your info to contact you about careers.

Full name
test lead:

US+1 Phone number
7062101519

Email
test@fb.com

Next

Social Media (Lead Gen)

Creative #2 Retiree



 **Georgia Department of Juvenile Justice**
Sponsored · 🌐

Do you have previous experience in law enforcement? Are you seeking a second career with the ability to retire AGAIN after 10 years?
Sign Up to start your second career today!



FORM ON FACEBOOK
Second Career Opportunity!
Retire in 10 years!

Apply now

Boost this post to reach up to 119 more people if you spend \$14. **Boost post**

👍❤️👍 225 66 💬

Like Comment

Impressions= 204,208
Clicks= 7,390
CTR= 4.03%
Conversions= 302

Georgia Department of Juvenile Justice



Georgia Department of Juvenile Justice

Areas of Experience (check all that would apply)

Select

- Correctional Officer
- Law Enforcement
- Military
- Security

Contact information ⓘ

We'll use your info to contact you about careers.

Full name
test lead:

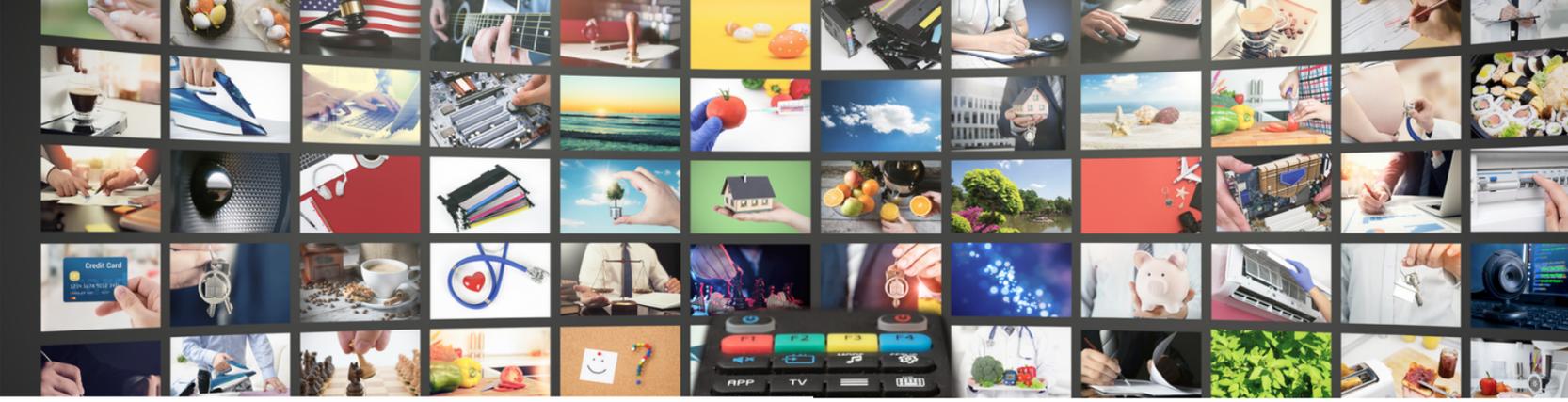
US+1 Phone number
7062101519

Email
test@fb.com

Next

OTT

Creative Breakdown



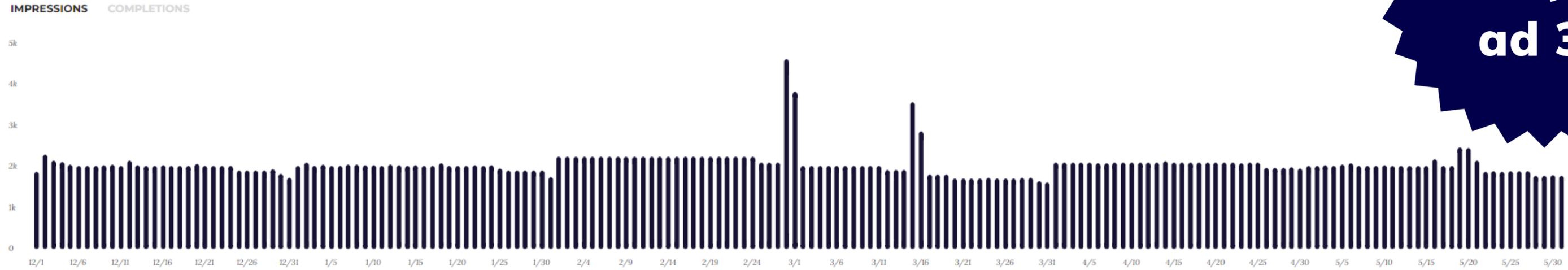
Impressions= 378,063
Completions= 363,968
Completion Rate= 96%

Performance By Day

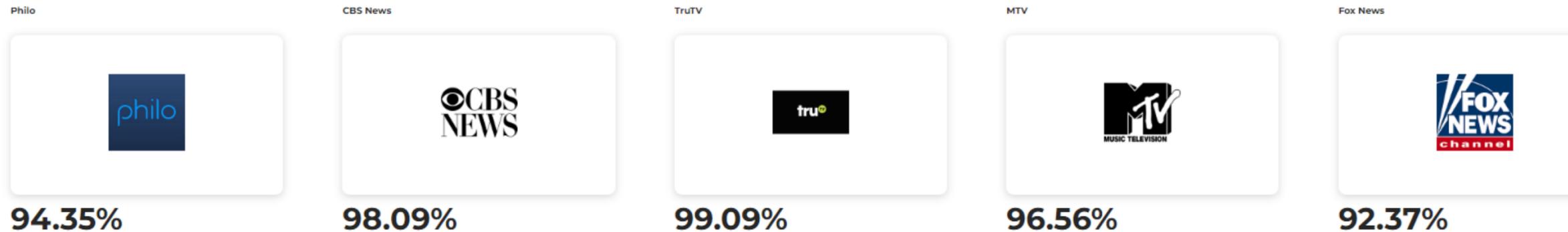


Overall the OTT portion of your campaign continues to paces evenly through each month.

Viewers saw your ad 3x



Featured Networks



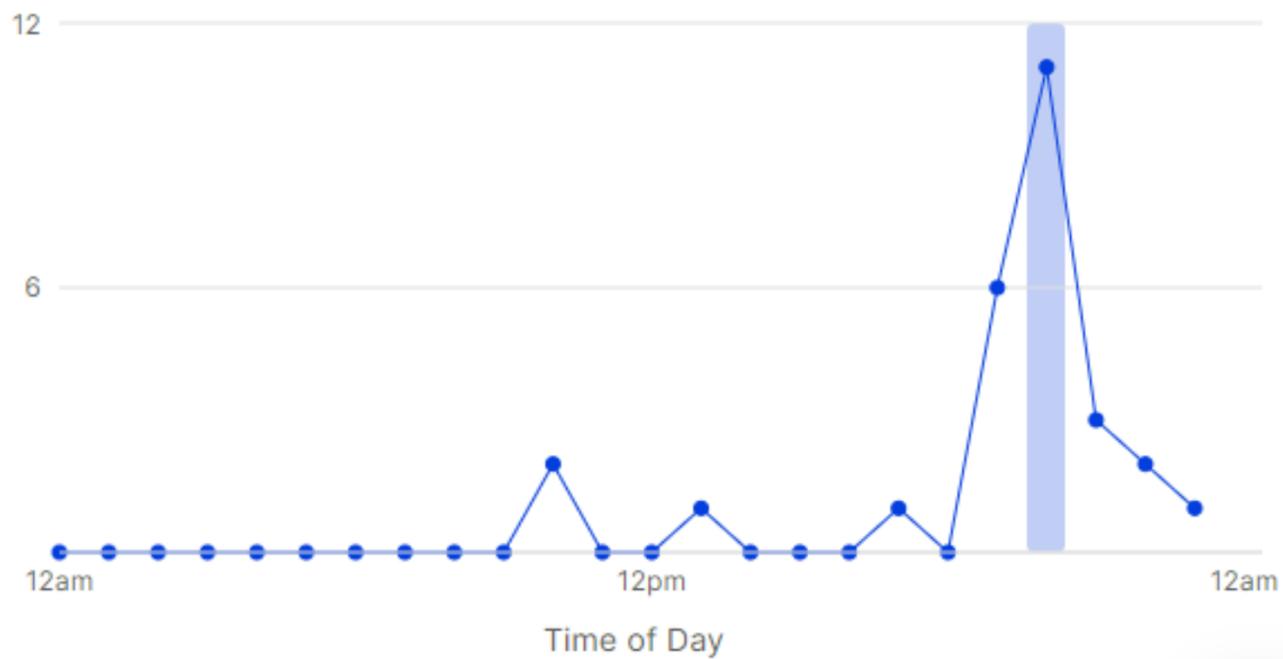
QR Code

27 total scans ↑ 170%



Most popular hour of the day

8pm 11 Scans



Analytics

Landing Page

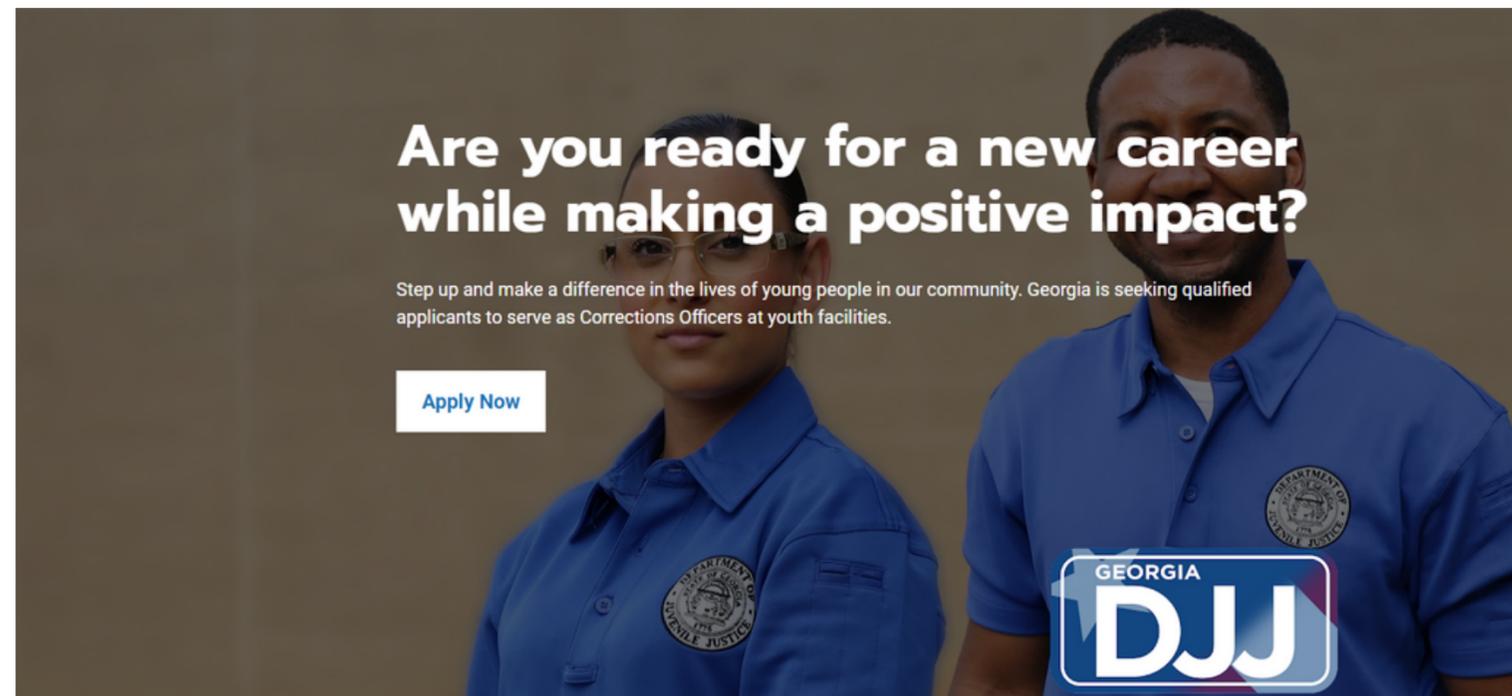


We updated the landing page from the images sent over.

Since December 2022 we've see 4 leads come through the landing page we created. Please see those names in the excel document.

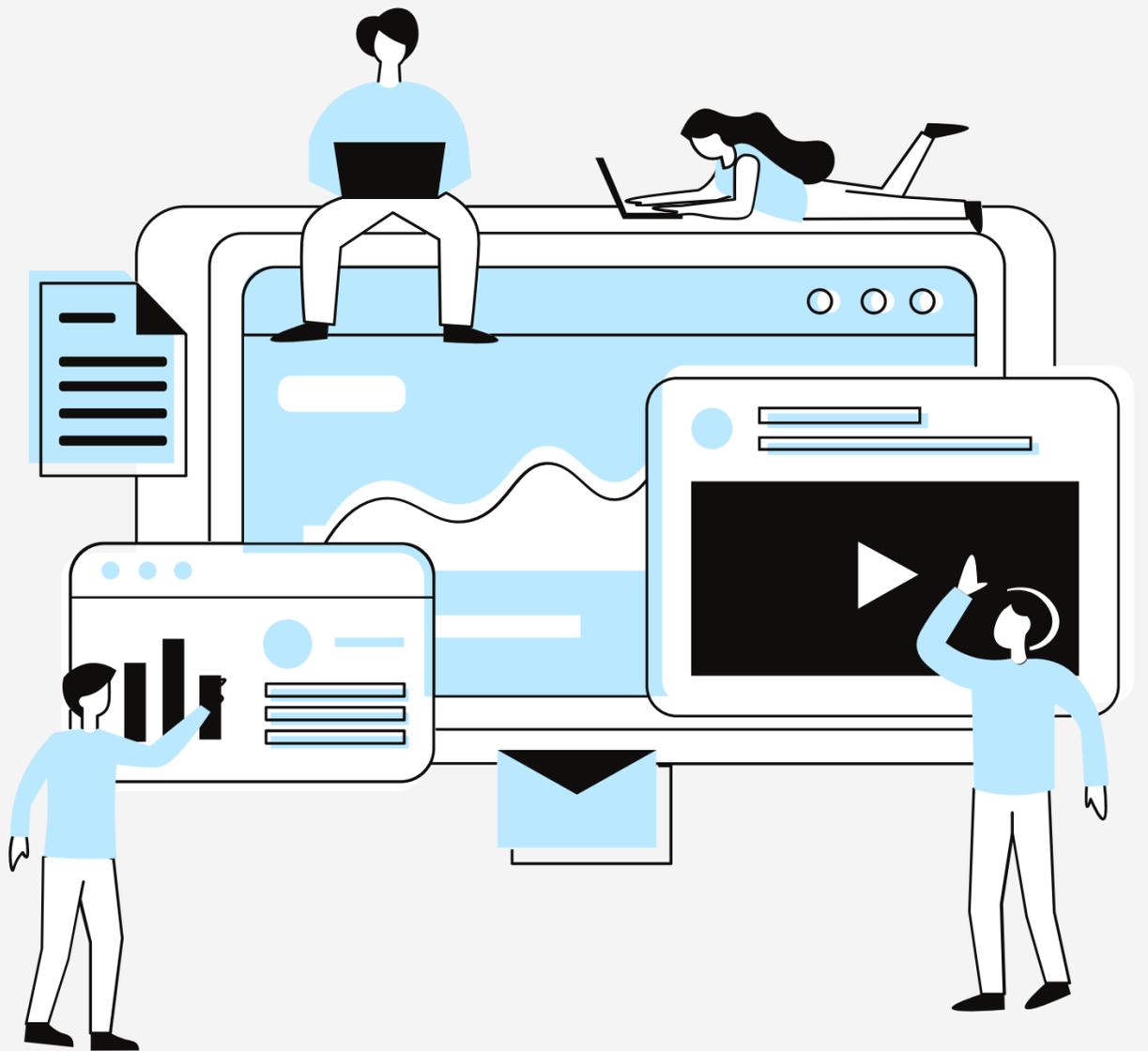
861 Views

0.46% conversion rate



Campaign Optimization

S In the next upcoming slides, we are going to list out the products and tactics that will increase confidence in your brand.



Campaign Optimizations

This page will explain the optimizations needed to exceed your expectations and meet your ROI requirements



- CREATIVE UPDATE
- GAME NIGHT LIVE/BROADCAST