

# Marketing Report

## Crowdfunding Campaign

### Introduction

We were commissioned to develop and deliver a Crowdfunding campaign to help a community group in Llanystumdwy called Menter y Plu to buy their local pub, Tafarn y Plu, after the owners had decided to sell-up.

The group had already raised a significant amount of money toward the purchase price through a share option and securing a mortgage via the Wales Council for Voluntary Action; however there was a shortfall of approximately £8000, with the idea being to raise the additional funds via Crowdfunding.

The campaign needed someone with experience of developing a fundraising strategy and marketing plan, as well as the experience to deliver on that plan. There was also a need to arrange a platform to actually collect the Crowdfunding money, (i.e. a website that would allow people to support the campaign financially, and donate money using their credit or debit cards), launch the campaign, and continue to promote the opportunity over a six-week period.

Crowdfunding campaigns can run for anything between 4 and 8 weeks; however it was decided from the outset that a six-week campaign would be developed, which would give us plenty of time to get the message out there, but not to drag it on for too long.

### Planning the Campaign

We had developed a marketing strategy based on our knowledge of similar campaign, our local knowledge, and our extensive marketing experience. Our action plan then outlined the activities and actions required to deliver the strategy to a successful conclusion.

Our thinking throughout the marketing planning was to utilise the power of social media marketing and digital marketing to raise awareness of the opportunity, and therefore as identified in the plan, one of the first steps was to develop content for the campaign.

Digital marketing, and specifically social media marketing is a much more cost-effective and measurable form of marketing, compared to print advertising and poster/leaflet distribution, and therefore for any digital marketing campaign to be effective, good content is required.

The aim of any social media campaign should be for your chosen audience to watch/view/read your content, to engage with that content, which in turn increases

the reach of that content, and then to act on your 'call to action' in your post. So, to explain further:

- Content – video, photo, text only, web link
- Engagement – someone that watches a video, clicks a photo, gives a 'reaction' to the content (Like, Love, Laugh, essentially a choice of emojis - example below), shares the post, or comments on the content post. Instagram and Twitter use the same words as Facebook to describe 'engagement'
- Reach - is defined as the number of unique people that see the content. Instagram also use reach, whereas Twitter uses 'Impressions'
- Call to action on content – can be anything you want people to do, such as share, click a website link in your post, comment, etc.



Good content → Better Engagement → Higher Reach → More people seeing the 'Call to Action'

Our first step was to agree on the most appropriate and effective content. Dafydd Hughes had been commissioned to work on the project as a content creator, and we quickly agreed that video content was essential, as well as photographic content. Video content on social media is widely considered to be the most engaging content because it's visual, easy to digest, and entertaining. Photographic content can have the same impact, but the image needs to tell a story in one snap, rather than a short film, which is obviously more difficult to do. Text only posts and web link only posts tend to get the lowest amount of engagement.

This can all be evidenced by the analytics programmes that various social media platforms have. Facebook uses a programme called Insights, Instagram also use their own version of Insights (Instagram is owned by Facebook), whilst Twitter has Twitter Analytics. These are fantastic tools for measuring the success of various social media posts and campaigns as each posts will give you data as to how engaging it was, how much reach was achieved, and how many web clicks were achieved (i.e. how many people clicked on a web address featured on the post), and one of THE main reasons why social media marketing was featured so heavily in our strategy. More traditional marketing methods and Media Relations can also work; however it is much more difficult to measure their success.

The ultimate aim with any social media marketing is to get as much organic reach as possible, i.e. free reach! This can be achieved with very good content, lots of comments, lots of shares, and effective tagging in posts. What this means is that you can 'tag' other people and organisations in your posts, which will notify them that they've been tagged and encourage them to share the post. Tagging is achieved by putting an @ sign before the page or person's name. The following example highlights that Aled Hughes and BBC Radio Cymru have been tagged:



Although organic reach is the Holy Grail, social media platforms also allow users to 'boost' their posts, which essentially means paying to get that content in front of more people. You can also create specific adverts with specific objectives; such as more page Likes, more engagement, more click to websites, etc. This approach was also part of our strategy.

### Creating the Content

Having met with Dafydd Hughes, representatives from Menter y Plu, and representatives from Menter Mon, it was agreed to create a series of videos highlighting the Crowdfunding opportunity. This would include one three-minute video, and a number of shorter (30 second) videos. The rationale for this was because we needed a video that could be posted on to the Crowdfunder platform which would tell the full story of the opportunity and the reasons for supporting (the three minute video), and a series of shorter videos to be used on social media (in addition to the 3 minute video), as we know from our analytics that most videos on

social media are only watched for up to 30 seconds, mostly 10 seconds. It is therefore critical to get the message across as soon as possible.

**Menter y Plu**  
Published by Wyn Roberts · 26 May ·

Pam dylsw i gefnogi Menter y Plu - mae 'na ambell reswm yn y fideo yma / Why should i support Menter y Plu - there's a few reasons in this video!  
Plis cyfranwch, dim ots pa mor fach achos mae bob ceiniog yn cyfrfi / Please contribute, no matter how small because every penny counts!  
<https://www.crowdfunder.co.uk/menteryplu>

**Performance for your post**

- 13,732 People Reached
- 10,089 3-second video views
- 111 Reactions, comments & shares

74 Like	45 On post	29 On shares
5 Love	4 On post	1 On shares
7 Comments	1 On Post	6 On Shares
25 Shares	25 On Post	0 On Shares

**612 Post Clicks**

115 Clicks to Play	113 Link clicks	384 Other Clicks
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**NEGATIVE FEEDBACK**

- 2 Hide post
- 1 Hide all posts
- 0 Report as spam
- 0 Unlike Page

insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

WWW.MENTERYPLU.CYMRU  
**Menter y Plu** [Learn More](#)

13,732 People reached    723 Engagements    [Boost again](#)

**Post details**

Video    Post    Shares

**Performance for your post**

- Minutes viewed: 3,360
- 1-Minute Video Views: 676
- 10-second video views: 3,373
- 3-second video views: 10,089
- Average video watch time: 0:11
- Audience retention
- Audience and engagement

**Menter y Plu: Menter y Plu...**  
Pam dylsw i gefnogi Menter y Plu - mae 'na ambell reswm yn y fideo yma / Why should i support Menter y Plu - there's a few reasons in this video! Plis cyfranwch, dim ots pa mor fach achos mae bob ceiniog yn cyfrfi / Please contribute, no matter...

2:55 · Uploaded on 26/05/2019 · View permalink · Copy video

These screenshots highlight how little of a video is actually watched on Facebook, mainly due to the videos being automatically played in people’s newsfeed; however our main objective was to get the message out to as many people as possible (reach of 13,732), and for them to take action by clicking the link in the post, which 113 people did.

Having said this, Facebook does contradict these stats by advising that 3-minute videos are better for organic distribution, which highlights the need for a variety of video lengths:

The screenshot shows a Facebook post details page for a video. At the top, there's a blue banner with the text "Increase organic distribution" and "Your videos get shown organically to more people when they're at least three minutes long." Below this is a video player showing a man sitting at a table with a glass of beer. The video title is "Menter y Plu: Sion Aled o Menter y Plu..." and the description is in Welsh and English. To the right of the video player is a "Performance for your post" section with the following data:

Performance for your post	
← Audience and engagement ▾	
Estimated reach	1,756
Unique viewers	609
Post engagement	21
Top audience	Women, 25-34
Top location	Wales

Below the performance section is a "Know Your Audience" section with the text "Discover the age, gender and interests of your viewers with audience insights." and a "Go To Insights" link.

Once the videos were created, we set about creating the platform to accept donations, and it was agreed to use [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk) following advice from an expert in the field.

We found Crowdfunder extremely user-friendly and easy to set up; it was simply a case of creating a profile, highlighting the objective of the campaign giving details of campaign expiry, amount to collect, identification, and bank details. There were also two options on the type of campaign, namely 'all or nothing', or 'keep what you raise'. We opted for the 'keep what you raise' option, as we were happy to receive any amount of donation toward the overall aim of raising the funds.

Crowdfunder charge a 3% fee plus VAT for projects run by individuals or organisations, which was the fee for our project. Crowdfunder also charges a payment processing fee of 1.67% on what's raised, plus 25p and VAT on each pledge made on any project.

We were able to upload the 3-minute video to the Crowdfunder profile to act as a visual story of the campaign's objective. We were also able to write down our objectives; however the personal approach of having members of the Board, young members of staff, the current owners, existing customers, and a Radio Cymru celebrity all highlighting the importance of the campaign was a very powerful tool to engage prospective contributors.

This Crowdfunder page was then THE focus for all our marketing activity, and everything was geared towards driving web traffic towards this web page, as a landing page for all our social media efforts.



<https://www.crowdfunder.co.uk/menteryplu> (the campaign page can be found here)

### Launch

Once everything was organised in terms of setting up the platform for accepting Crowdfunding donations, and the video and photographic content had been created, we were ready to launch the campaign.

A launch event was held on Thursday May 23<sup>rd</sup> at Tafarn y Plu, which coincided with local council elections, which meant lots of people should have been in and around the village. A number of invitations were sent out to Menter Mon's database; however the turnout was disappointingly low. Having said that, the amount of press coverage that was obtained was very encouraging, with an article in the local Cambrian News, and a feature on Radio Cymru's Post Cyntaf and Post Prynawn. Alun Rhys from BBC Cymru was at the launch and interviewed various attendees, namely Sion Aled from the Board of Directors, Ian Parry as the current owner, and Rhian Hughes from Menter Mon. Some locals in attendance were also asked to give various soundbites for the item, which were great to stress the importance of the campaign.

Cambrian News Article - <http://www.cambrian-news.co.uk/article.cfm?id=128820&headline=Fundraising%20bid%20to%20save%20historic%20village%20pub&sectionIs=news&searchyear=2019>



## Social Media Campaign

It was agreed very early during the planning phase that Facebook would be the best platform for our Crowdfunding campaign, mainly because of the demographic profile of Facebook users, namely 30/35 years old and above, and may have some more disposable income to support than maybe a young audience, which would be found on Instagram or Snapchat.

Facebook is also much more flexible as a platform, in that there's no restriction in terms of how much text can be written in posts (Twitter is restricted to 280 characters), competitions can be arranged on pages to encourage more interaction, videos can be posted and are played automatically in people's news feeds, and people's activities are measured, which is great from a marketing point of view.

We were however also very mindful that we needed to use all the main social media platforms as people have their favourites, so we also posted on Twitter and Instagram; however all of our advertising budget was spent on Facebook, which was a mixture of the following campaigns:

- Like campaign – to increase the number of 'Likes' on the Menter y Plu page
- Engagement and Reach campaign – to encourage people to interact with each post, thus increasing engagement and therefore reach
- Web Click campaign – specific campaigns to encourage people to click on a link in the post, or a clickable image, with the Crowdfunding page being the link chosen

### Performance

You've spent **£100.00** over **2 days**.

Link clicks

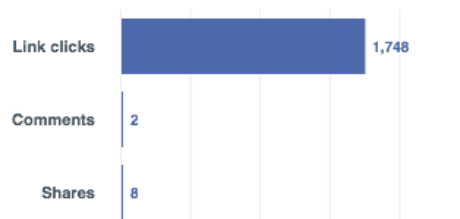
**1,748**

People Reached **23,671**

Cost per link click **£0.06**

### Activity

#### Engagement on Facebook

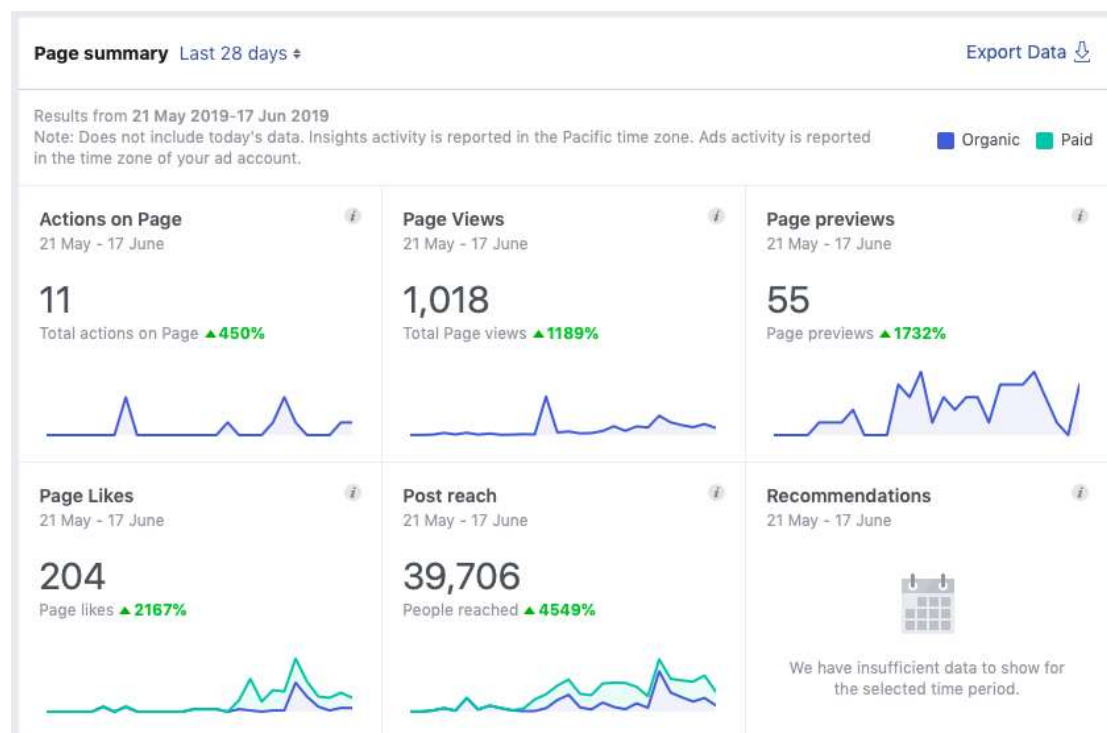


You will notice from the screenshot above an example of a web click campaign, whereby £100 was spent on one advert, which reached 23,671 people and resulted

in 1,748 clicks to the Crowdfunder page we'd set up, at a cost of 6p per click.

It's very important to set aside an advertising budget for your social media Crowdfunding campaigns, mainly because it's much more difficult to get 'organic' engagement and reach with Facebook nowadays as it's a commercial profit-making organisation. The ultimate aim of any Facebook post is to appear in people's feed, and Facebook gives priority to posts from friends as opposed to business pages, as they received some customer feedback early in 2018 and that's what people want; however an advertising campaign and 'boosted' (paid for) posts places your posts in people's feeds as 'Sponsored Posts'.

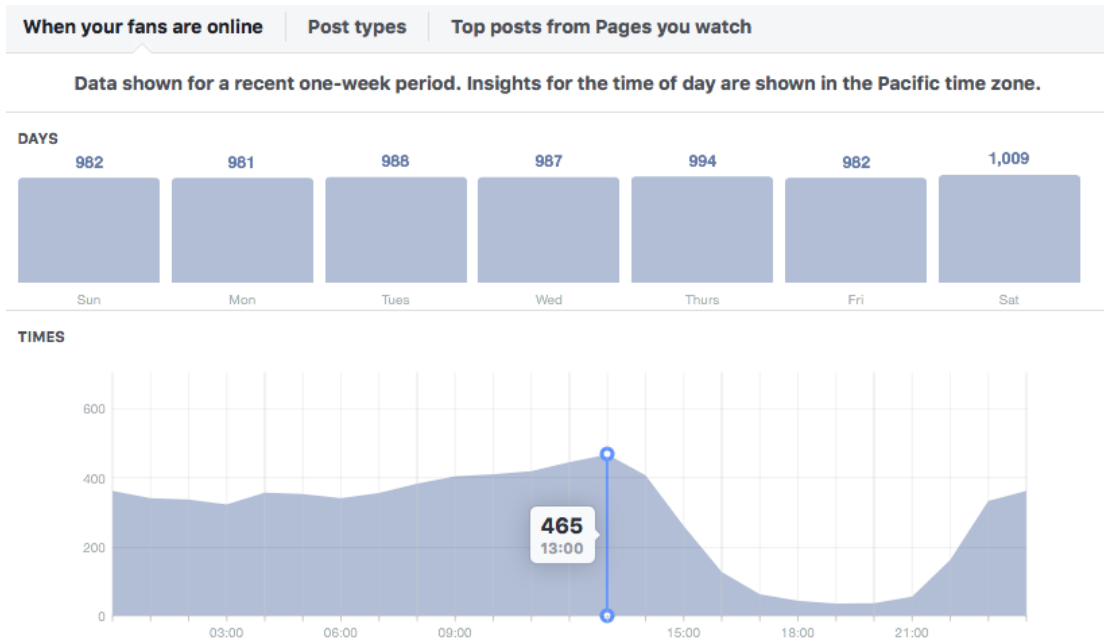
After a few weeks of running the campaign, it was evident that plenty of traffic was being generated to the Crowdfunding page; however the amount of traffic wasn't converting to donations (18 supporters and £480 in less than 4 weeks). This was after organising a competition on Facebook and daily posts across all social media channels, which resulted in nearly 40,000 individuals seeing the campaign on Facebook along!



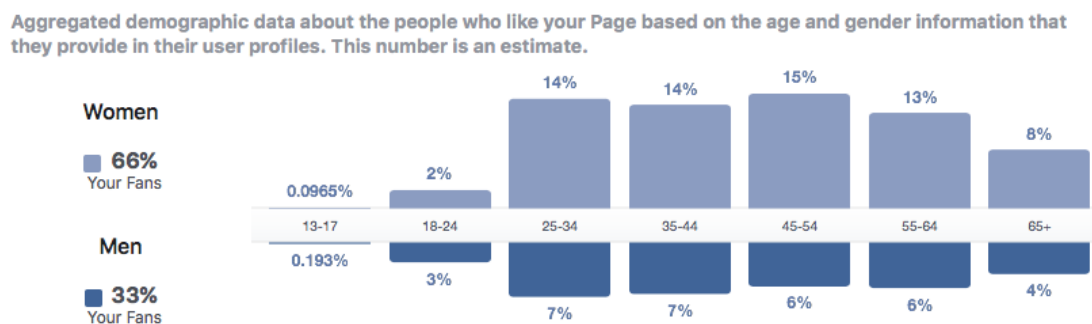
Our target market for each campaign was males and females over 25 years old, with some posts targeting local people only (Snowdonia area), and other posts targeting further afield to attract people with a link or affinity to the area. We were also making sure that our posts were being scheduled for between 7pm and 8pm in the evening, as this tends to be when Facebook is at its busiest. Facebook's analytics programme, Insights, will give you data telling you the best time to post, which demographic to target, and where they live.

The following screenshot highlights that around 8pm GMT is the busiest time on the Menter y Plu page (1pm on the graph at Pacific Time, which is a 7 hours difference)





The following screenshot highlights the demographic profile of our audience, and therefore all our posts and adverts were aimed at this age range and at the time highlighted previously:



This information is critical to obtain before and during your campaign to make sure that your campaign is targeted at the correct people at the correct time.

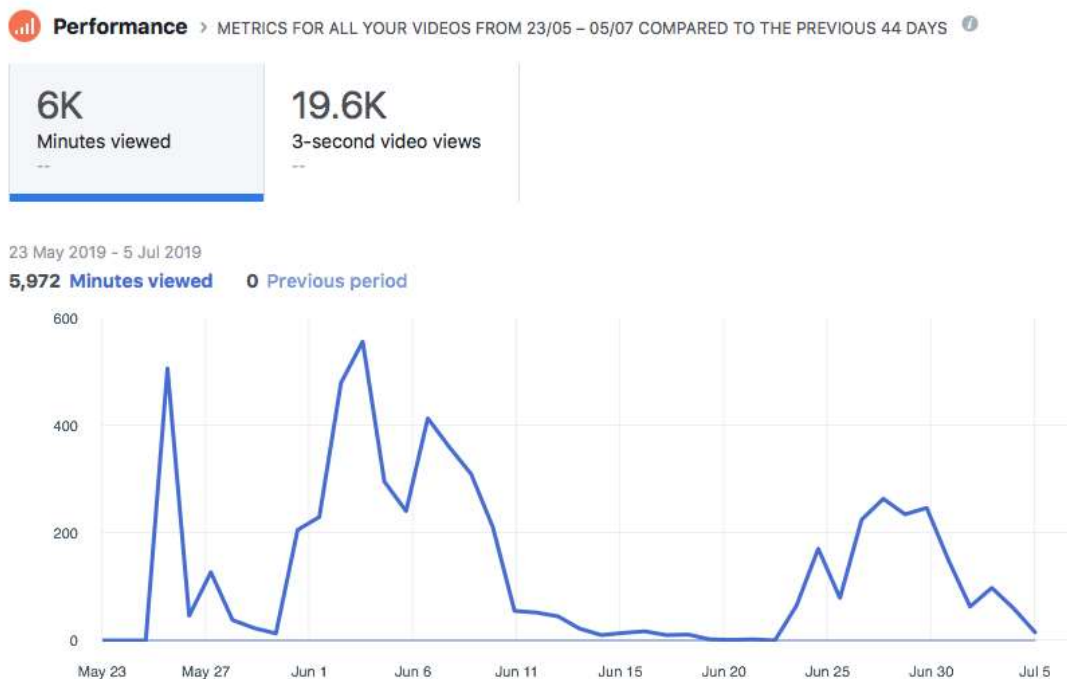
By the end of the campaign we had raised £850 through Crowdfunder; however, £6900 shares were sold during this period. Having spoken to Sion Aled, one of the Directors of Menter y Plu, he confirmed that the additional shares were sold during the Crowdfunding campaign as people had been 'reminded' of the pub's plight.

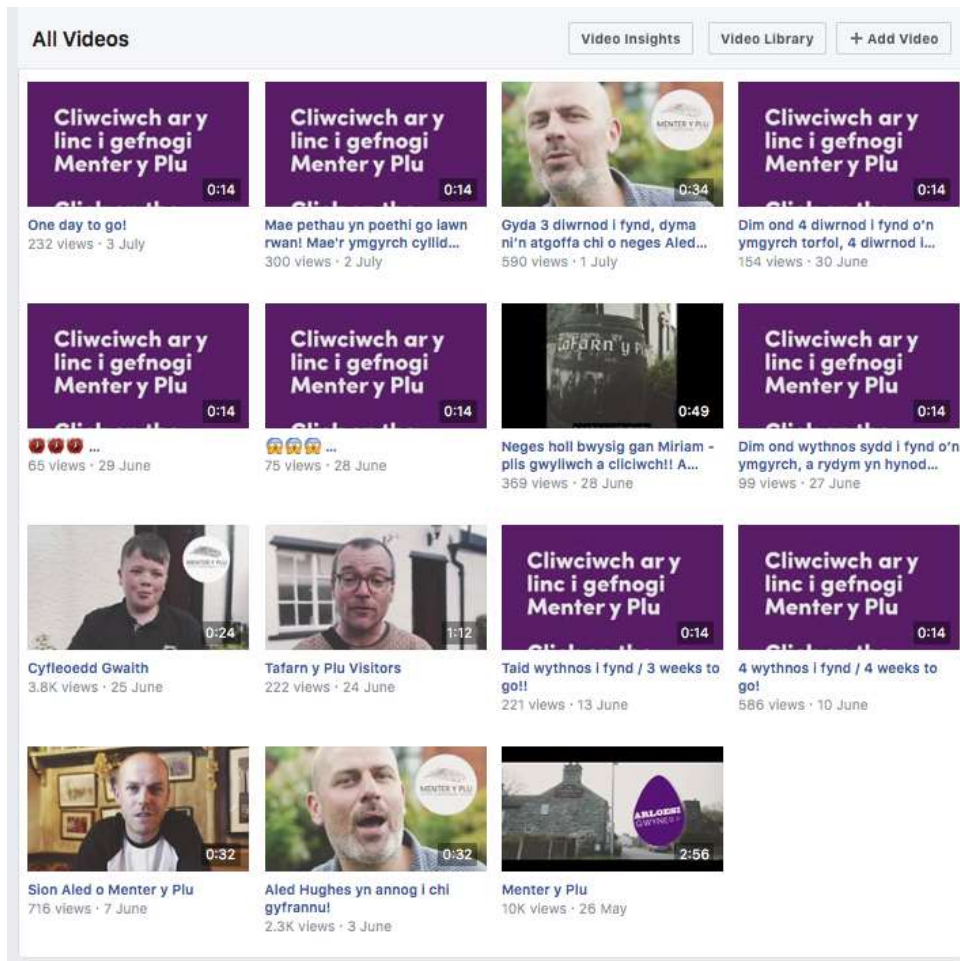
This highlights a key difference between various methods of raising finance, whereby a return is given in the form of a dividend when shares are bought; however there is no return to the donator of a Crowdfunding campaign. There is a minimum purchase amount with shares of £100, with no minimum for Crowdfunding, so the campaign would suggest that in this case, shares was the preferred option; however supporters were also happy to donate for no return too, to the tune of £850.

## Highlights

The following highlights the campaign results, looking at each aspect as explained earlier in the report:

- Campaign 'Reach': 155,651 (this is the amount of individuals that saw our campaign via our Facebook adverts – no action was necessarily taken by all of them)
- 'Engagements' during campaign (*video views/clicks/comments/shares*): 6,525 (of the 155,651, this is the amount of people that performed an action, or engaged with the post)
- 'Link Clicks' during the campaign: 2,437 (this is the amount of people that clicked on <https://www.crowdfunder.co.uk/menteryplu> to find out more or donate)
- Our videos were viewed nearly 20,000 times on Facebook over the campaign period, with a further 358 views on YouTube (which was the platform hosting the video on the Crowdfunder web page)





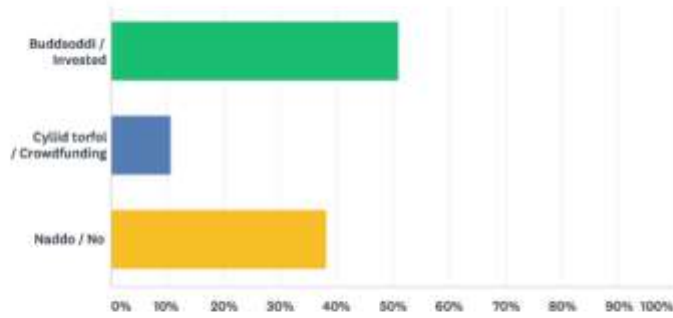
Facebook was by far the most successful platform for the reasons given earlier in the report, i.e. correct demographic, effective adverts, and monitor activity on each post

The campaign finished on July 4th, and we then wanted to obtain key information from those that had supported Menter y Plu to help with future campaigns. The Crowdfunding platform didn't give us individual supporter details, so we created a Survey Monkey questionnaire and posted it on the social media platforms for people to complete.

We were also keen to learn whether having the option to buy shares at a lower threshold would have been an attractive proposition – here are the results (overleaf):

**Q1 Ydych chi wedi buddsoddi neu cyfrannu drwy cyllid torfol / Have you invested or contributed through crowdfunding?**

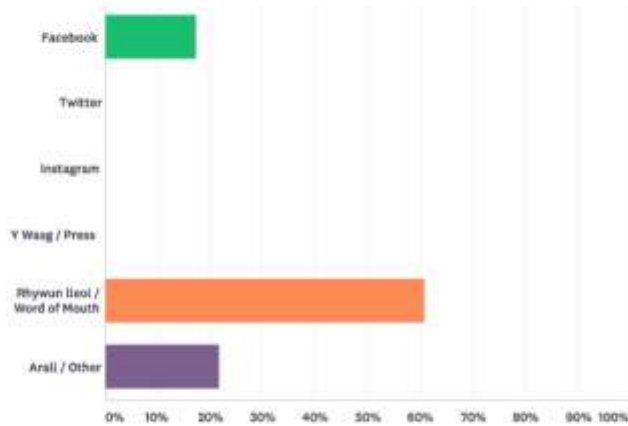
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Buddsoddi / Invested	51.06%	24
Cyllid torfol / Crowdfunding	10.64%	5
Naddo / No	38.30%	18
TOTAL		47

**Q2 Sut glywsoch chi am y cyfle i fuddsoddi / How did you hear about the investment opportunity**

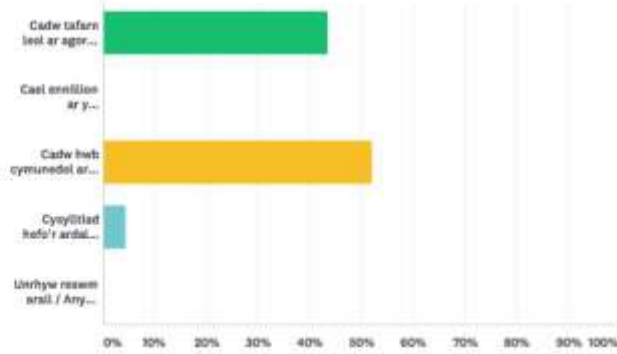
Answered: 23 Skipped: 24



ANSWER CHOICES	RESPONSES	
Facebook	17.39%	4
Twitter	0.00%	0
Instagram	0.00%	0
Y Wasg / Press	0.00%	0
Rhywun lleol / Word of Mouth	60.87%	14
Araill / Other	21.74%	5
TOTAL		23

### Q3 Pam fod hi'n bwysig i chi fuddsoddi / Why was it important for you to invest

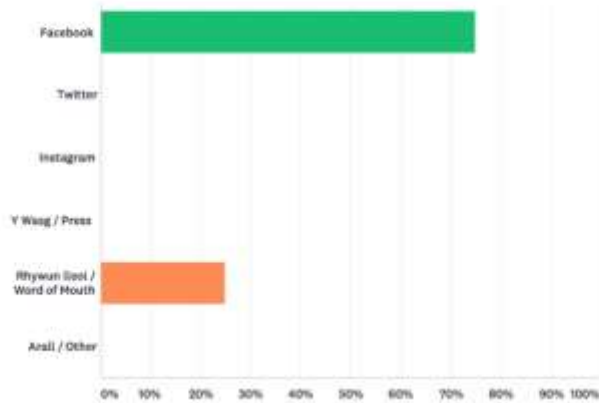
Answered: 23 Skipped: 24



ANSWER CHOICES	RESPONSES
Cadw tafarn leol ar agor / Keeping a local pub open	43.48% 10
Cael ennillion ar y buddsoddiad / Get a return on the investment	0.00% 0
Cadw hwb cymunedol ar agor / Keep a community hub open	52.17% 12
Cysylltiad hefo'r ardal / Connection with the area	4.35% 1
Unrhyw reswm arall / Any other reason	0.00% 0
TOTAL	23

### Q4 Sut glywsoch chi am y cyfle i gefnogi drwy cyllid torfol / How did you hear about the crowdfunding opportunity?

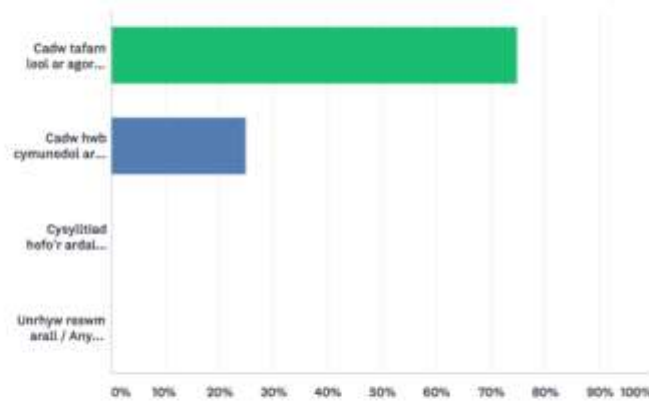
Answered: 4 Skipped: 43



ANSWER CHOICES	RESPONSES
Facebook	75.00% 3
Twitter	0.00% 0
Instagram	0.00% 0
Y Wasg / Press	0.00% 0
Rhywun leol / Word of Mouth	25.00% 1
Arall / Other	0.00% 0
TOTAL	4

### Q5 Pam fod hi'n bwysig i chi gefnogi drwy cyllid torfol / Why was it important for you to support through crowdfunding

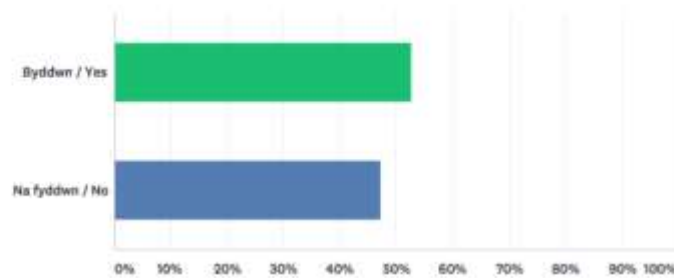
Answered: 4 Skipped: 43



ANSWER CHOICES	RESPONSES
Cadw tafarn leol ar agor / Keeping a local pub open	75.00% 3
Cadw hwb cymunedol ar agor / Keep a community hub open	25.00% 1
Cysylltiad hefo'r ardal / Connection with the area	0.00% 0
Unrhyw reswm arall / Any other reason	0.00% 0
TOTAL	4

### Q6 Os fyddai'r isafswm buddsoddi wedi bod yn llai na £100, byddwn wedi buddsoddi / If the minimum investment amount would have been less than £100, I would have invested

Answered: 19 Skipped: 28



ANSWER CHOICES	RESPONSES
Byddwn / Yes	52.63% 10
Na fyddwn / No	47.37% 9
TOTAL	19



## Conclusions and Recommendations

It's obvious from our campaign that Crowdfunding is a very worthwhile activity to undertake to raise money for a particular project, in so much that it allows individuals that either can't afford to buy shares or don't want to part with a minimum of £100, to support a project close to their heart. The average donation to the project was just over £23, which is considerably less than a £100 share.

Our Survey Monkey question, which asked whether people would buy shares if available at a lower price, was quite evenly split between the yes and the no, and therefore some people are happy to support for no financial return; however, when we look at the amount of supporters (36), against the amount of people that clicked through to the Crowdfunding web page, the percentage is low – 1.5%

What worked very well for the campaign was that it facilitated people to act, whether to donate via Crowdfunding or to buy shares. Selling £6900 worth of shares during the Crowdfunding campaign is evidence of this, especially as we were pushing both ways to support the purchase during our campaign.

Social Media also works very well to engage with a very large audience; however this audience may have little or no connection with the area, the community, or the plight of a village pub, and therefore may not see any reason to donate. It is therefore critical to target the 'local' market, as they are the most likely to support via a small donation as they have a connection to the area.

With this in mind, it would be a good idea to time any campaign around local events and be present at events, produce small flyers to hand out to people, etc. Social Media marketing is by far the most cost-effective advertising platform; however if the adverts are too locally targeted, Facebook can sometimes say that your audience is too small, especially if we start defining ages to target, interests to target, etc.

We have produced a simple action plan for communities to follow as they look to deliver a Crowdfunding campaign, and we would suggest the following actions:

1. Set a financial target
2. Choose your Crowdfunding platform ([www.crowdfunder.co.uk](http://www.crowdfunder.co.uk) is recommended)
3. Agree your message or messages – why should people donate to your project, what's in it for them, etc. Crowdfunding campaigns have to appeal to people's generous nature as they don't get anything in return, and therefore choose messages that will resonate with people – save our community hub, pubs closing increase loneliness in rural communities and decrease social mobility, help save jobs for local people (young and old)
4. Create your content – video works very well to visualise your story and communicate your message by real people, members of staff, customers, etc. Photographs are also very useful for posting on social media, as well as a series of countdown photos/videos close to the closing date. We would also

suggest creating a small flyer for local events with details of how to donate on the flyer. Creating a wholly online campaign works really well, as donators simply need to click a button to donate, and there is more effort involved in donating from a flyer; however we need to be mindful that not everyone is online! We implemented our offline campaign via the press with coverage of the launch and updates on progress via press releases, and the press were very supportive of the campaign; however our Survey Monkey questionnaire highlighted that nobody donated as a result of seeing a news item

5. Create a simple plan, as highlighted in the Gantt chart
6. Deliver the plan!

Timeline	W1	W2	W3	W4	W5	W6	W7	W8
<b>Activity</b>								
<b>Audience and the Offer</b>								
Agree the main messages - why donate, what's in it for them, etc.								
Identify local groups and organisations to target								
Agree launch date								
Agree on content for video/photos for campaign								
Arrange launch - press invites and invites to other local organisations			Launch					
<b>Online</b>								
Create an effective platform to collect donations (Crowdfunder)								
Share the campaign on other websites and social media accounts, such as Menter Mon, Snowdonia Mountains & Coast, Penllyn, etc. Identify relevant accounts with large followings								
Regular posting on social media (daily if possible), using the correct tone (friendly, bubbly, agreed messages, sociable)								
List a series of 'hooks' for social media posts - launch, donation updates, countdown to the closing date								
Launch your Facebook advertising campaign with a mix of Like, Engagement, and Web Click campaigns								
<b>Local Promotion</b>								
Create a simple leaflet for local events (if applicable and if budgets allow - we didn't for the Menter y Pŵl campaign)								
<b>The Press</b>								
Update a list of Press Contacts (Local Papers, Papurau Bro, Daily Post, Heno, Y Cymro, Radio Cymru)								
Invite members of the Press to the launch								
Regular updates to the press on progress								
Ensure regular press releases with updates and any other interesting snippets								

Good luck with your campaigns!

Wyn Roberts  
 Marchnata AQUA Marketing Cyf