



# ChooseYourFish Online Marketing

## STRATEGIES AND LEARNINGS

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## **ChooseYourFish**

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Fish Guidelines Program  
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651-201-4911  
[www.health.state.mn.us](http://www.health.state.mn.us)



*To obtain this information in a different format, call: 651-201-4911.*

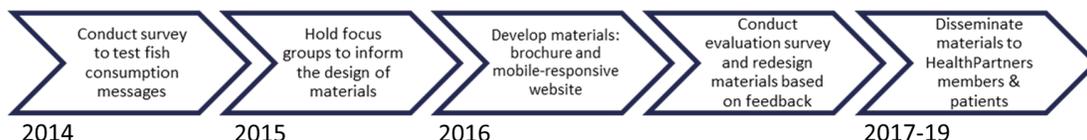
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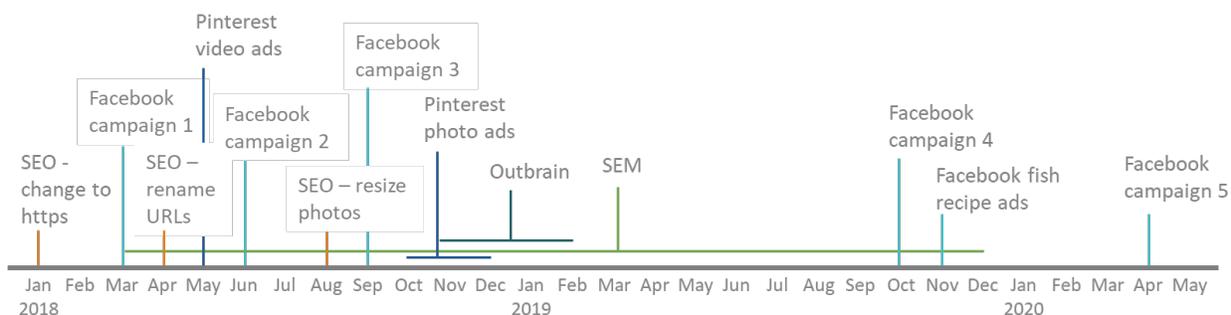
## Introduction

Developed through a partnership between HealthPartners and the Minnesota Department of Health, ChooseYourFish is an initiative that aims to promote safe fish consumption among women who are or could become pregnant.

Focus groups and surveys informed the development and design of the ChooseYourFish brochure and mobile-responsive companion website, [ChooseYourFish](https://www.chooseyourfish.org) (<https://www.chooseyourfish.org>)



As part of the materials dissemination phase to improve awareness of these resources, we partnered with the HealthPartners web and new media team, which has experience in marketing and communications to HealthPartners patients and members. Through their expertise, we implemented advertising for the ChooseYourFish initiative using new digital marketing channels to reach women who are pregnant or could become pregnant. We were able to measure our efforts through audience engagement (i.e. clicks) as well as audience awareness (i.e. impressions) which allowed us to develop and refine campaigns for effectiveness based on the data.



Above is a high-level timeline of the digital strategies implemented. Summaries of and learnings from the online dissemination strategies fielded through this partnership follow.

## Facebook Campaign 1: Theme testing

### Summary

The performance of 7 different themes related to fish consumption, identified based on key themes of ChooseYourFish.org and the Web and New Media creative team, were tested to identify those most engaging.

- Theme 1: Health Benefits of fish low in contaminants
- Theme 2: Health Risks of fish high in contaminants
- Theme 3: Types of fish

- Theme 4: Cost
- Theme 5: Cooking Fish
- Theme 6: Buying Fish
- Theme 7: Taste/Smell

## Methods

- Sample:
  - Audience 1: Women age 20-44 with a Facebook account who live in Minnesota interested in pregnancy, as determined by Facebook (n=770,000).
  - Audience 2: Women age 20-44 with a Facebook account who live in Minnesota (n=1.1 million)
- What differed in each test:
  - Each theme (above) had up to 3 headlines, 3 variations of ad copy and 3 pictures. Headlines and ad copy are found in the Appendix.
  - The audience interested in pregnancy (Audience 1) received headlines, ad copy, and photos mostly related to pregnancy
  - Audience 2 received general headlines, ad copy, and photos that did not mention or depict pregnancy
- The tests were run for 14 days, March 13-31, 2018
- Facebook's Dynamic Creative feature was used to field the ads. This feature serves images and ad copy randomly paired together to gauge click feedback from users to determine the best combination of image and copy. Facebook automatically serves the best performing image and copy more frequently than the combinations with lower click through rates. This does not allow for "scientific test" but instead a rapidly changing campaign which uses instant user feedback to provide the best user experience.
- Photos were either purchased from a vendor or sourced from ChooseYourFish.org, where they were used with permission from sources.
- Click through rate (CTR), calculated by dividing the number of people who clicked on the ad by the number of people who saw it, was used to determine the ad copy, headline, and photo that won for each audience within each theme.

## Key takeaways

- Theme 3 (Types of fish) had the highest CTR among both audiences at a 0.82% CTR, followed by Theme 5 (Cooking fish - 0.64% CTR) and Theme 2 (Health risks - 0.55% CTR).
- For Audience 1 (pregnancy), the top themes were Theme 3 (Types of fish - 0.66% CTR), Theme 4 (Cost - 0.46% CTR), and Theme 5 (Cooking fish - 0.46% CTR).
- Audience 2 had higher CTRs across all age groups.
- Age 35-44 was the most engaged across all themes.

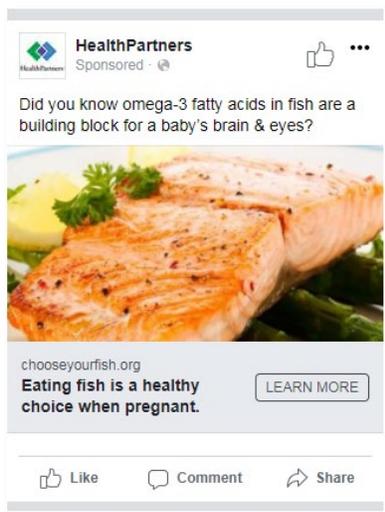
- Ads with photos of fish meals generally performed better than those with photos of women.

**Results** can be found in Appendix A

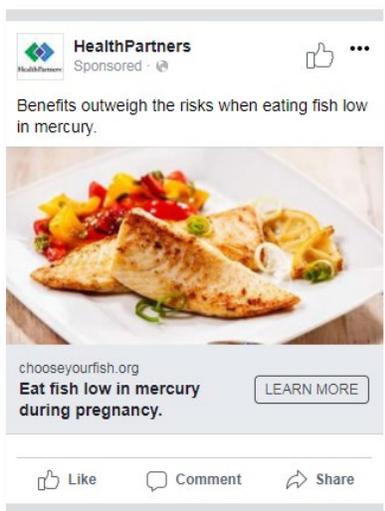
## Facebook Campaign 1: Sample ads – pregnant audience

Pictured are the most successful ads for each theme.  
All headline and body text can be found in Appendix A.

### Theme 1: Health Benefits of fish low in contaminants



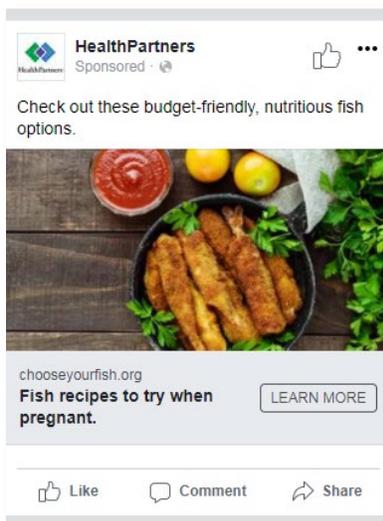
### Theme 2: Health Risks of fish high in contaminants



**Theme 3:** Types of fish (Most engaging theme for this audience)



**Theme 4:** Cost (2nd most engaging theme for this audience [tied])



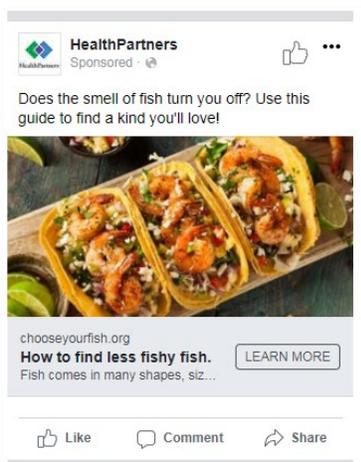
**Theme 5:** Cooking Fish (2nd most engaging theme for this audience [tied])



**Theme 6:** Buying Fish (The two ads here direct to two different landing pages on the website)



**Theme 7:** Taste/ Smell



**Facebook Campaign 1: Sample ads – non-pregnant audience**

Pictured are the most successful ads for each theme.

All headline and body text can be found in Appendix A.

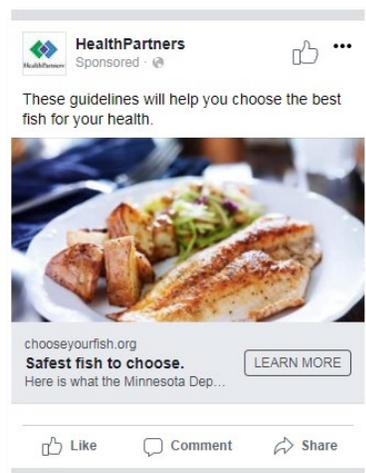
**Theme 1:** Health Benefits of fish low in contaminants



**Theme 2: Health Risks of fish high in contaminants (3rd most engaging theme for this audience)**



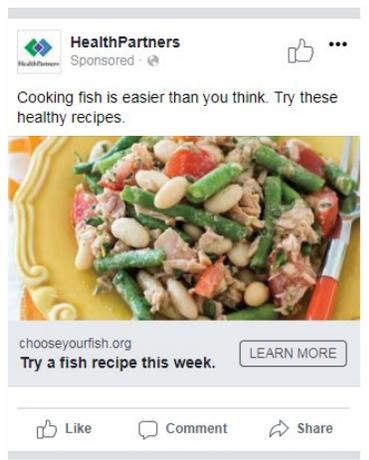
**Theme 3: Types of fish (Most engaging theme for this audience)**



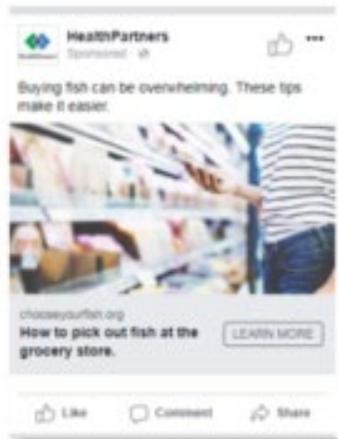
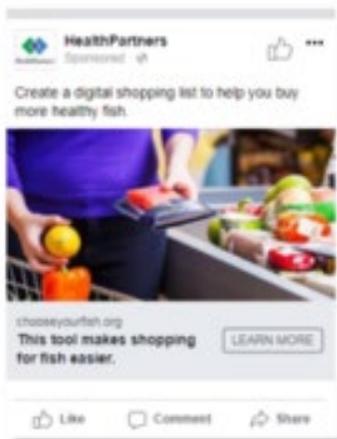
**Theme 4: Cost**



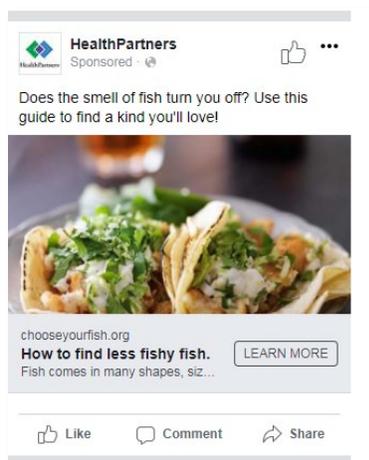
**Theme 5: Cooking Fish** (2<sup>nd</sup> most engaging theme for this audience)



**Theme 6: Buying Fish** (The two ads here direct to two different landing pages on the website)



**Theme 7: Taste/Smell**



## Facebook Campaign 2: Asian Campaign

### Summary

The performance of 3 well-performing themes related to fish consumption that were used in campaign 1 of Facebook testing were used for this campaign, focused on reaching Asian American women in MN.

- Theme 1: Health Benefits of fish low in contaminants
- Theme 2: Health Risks of fish high in contaminants
- Theme 3: Types of fish

### Methods

- Sample:
  - Audience 1: Asian American women age 20-44 with a Facebook account who live in Minnesota interested in pregnancy, as determined by Facebook. Facebook is unable to specifically identify Hmong women, so we approximated by targeting Asian-American women in Minnesota.
  - Audience 2: Asian American women age 20-44 with a Facebook account who live in Minnesota
- Ads:
  - Ads with 3 different variations of body text were run for each theme and for each audience. Headlines and text from campaign 1 of testing were used.
  - The audience interested in pregnancy (Audience 1) received headlines, ad copy, and photos mostly related to pregnancy
  - Audience 2 received general headlines, ad copy, and photos that did not mention or depict pregnancy
- The ads were run in June of 2018
- Facebook's Dynamic Creative feature was used to field the ads and more frequently serve up copy and photo combinations with higher click through rates.
- Photos were either purchased from a vendor or sourced from ChooseYourFish.org, where they were used with permission from sources.
- Click through rate (CTR), calculated by dividing the number of people who clicked on the ad by the number of people who saw it, was used to determine the ad copy, headline, and photo that won for each audience within each theme.

### Key takeaways

- Asian American women interested in pregnancy were most engaged with the theme 3 ad that talked about guidelines (0.62% CTR compared to all other ads with 0.34% CTR or less)
- Ads from Theme 3 (Types of fish) had the highest CTR for both audiences
- Asian American women not interested in pregnancy were more engaged than women interested in pregnancy.

- Ads with photos of pregnant women had the highest CTR for the pregnant audience for 2 of 3 themes.
- Cost of targeting Asian American women is higher than campaign 1 due the targeting and less efficient CTR's.

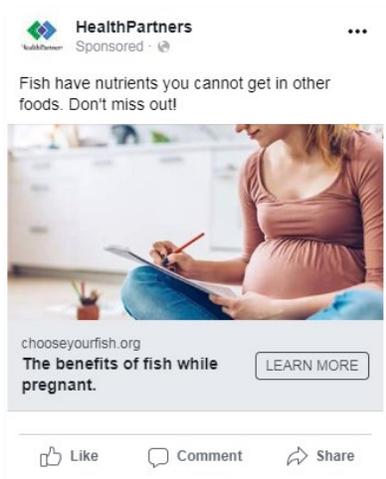
**Results** can be found in Appendix B

## Facebook Campaign 2: Ads

Pictured are the most successful ads for each theme and audience.  
All body text can be found in Appendix B

### Pregnant

#### Theme 1: Health Benefits of fish low in contaminants



#### Theme 2: Health Risks of fish high in contaminants

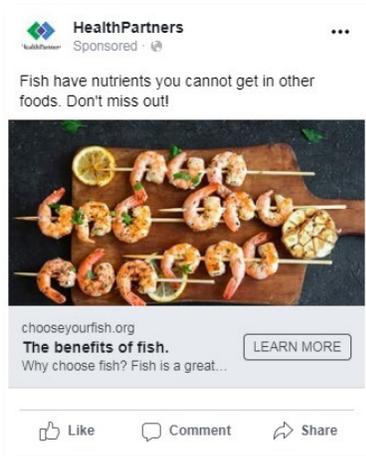


**Theme 3:** Types of fish (Most engaging theme for both audiences)

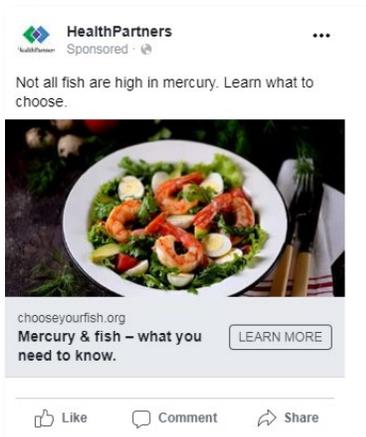


**Non-pregnant**

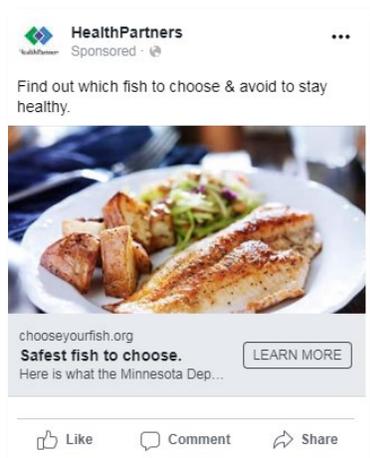
**Theme 1:** Health Benefits of fish low in contaminants



**Theme 2:** Health Risks of fish high in contaminants



**Theme 3:** Types of fish (Most engaging theme for both audiences)



### Facebook Campaign 3: Message testing

**Summary**

Using learnings from campaigns 1 and 2, the goal of campaign 3 was to identify the types of messages that resonated best with our target audience. Details below come from the publication in *Preventing Chronic Disease*<sup>1</sup>.

**Methods**

- Sample:
  - Audience 1: Women age 20-44 with a Facebook account who live in Minnesota interested in pregnancy, as determined by Facebook (n=440,000).
  - Audience 2: Women age 20-44 with a Facebook account who live in Minnesota (n=990,000)
- The tests were run for a single 24 hour period on September 11, 2018
- Facebook’s Dynamic Creative feature was used to field the ads, but unlike other campaigns, we fully controlled the photo/copy combinations. Photos were either purchased from a vendor or sourced from ChooseYourFish.org, where they were used with permission from sources. Click through rate (CTR), the number of people who clicked on the ad divided by the number of people who saw it, was used to determine message success.
- 11 different message types in 5 categories were tested for two different audiences. Within each message category, headlines and images were held constant by audience so only message copy differed.

Message Category	Message Type
Narrative technique	Narrative Question format
Discipline of approach	Patient education Marketing
Certainty	Certain Uncertain
Framing	Gain Risk
Source	Named clinician Physicians Experts

### Key takeaways

- The campaign reached 76,592 women interested in pregnancy and 86,816 women not interested in pregnancy.
- The copy that resonated most with pregnant women had an expert source, with a 0.40% CTR.
- The least engaging advertisements (CTR of 0.21% each) for the pregnancy group were of the “Narrative,” “Certain,” and “Patient Education” message type: “Omega-3 fatty acids in fish are a building block for a baby’s brain and eyes.”
- The only set of advertisements that did not show clear preference were gain (i.e., promoting the benefits of fish) and risk (i.e., warning about negative effects of not eating enough fish) frame.
- For non-pregnant women, the advertisement with a physician source was most engaging with a 0.37% CTR, and the advertisement with risk framing was least engaging (CTR of 0.10%).
- For both audiences, question format, marketing, and uncertain advertisements were more engaging than their foils.

1. Ziegenfuss JY, Renner J, Harvey L, Katz AS, Mason KA, McCann P, Mettner J, Nelson KD, Taswell R, Wacholz BK, Kottke TE. Peer Reviewed: Responses to a Social Media Campaign Promoting Safe Fish Consumption Among Women. Preventing chronic disease. 2019;16.

## Facebook Campaign 3: Ads and results – pregnancy audience



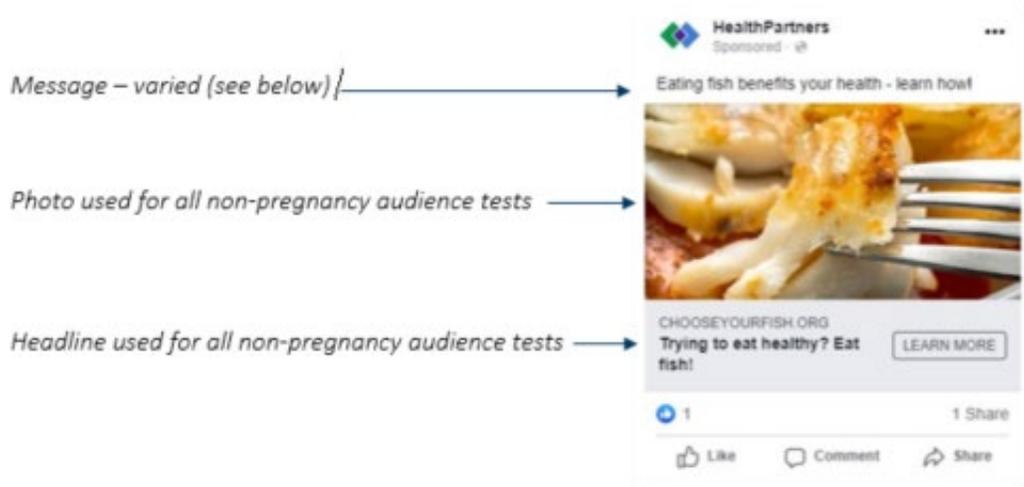
Category	Type	Message	CTR(%)	P-value*
Narrative technique	Narrative	Omega-3 fatty acids in fish are a building block for a baby's brain and eyes.	0.21	<.001
	Question format	<b>How can omega-3 fatty acids in fish affect a baby's brain and eyes?</b>	<b>0.39</b>	
Discipline of approach	Patient education	Omega-3 fatty acids in fish are a building block for a baby's brain and eyes.	0.21	<.001
	Marketing	<b>Omega-3 fatty acids in fish — a building block for a baby's brain and eyes!</b>	<b>0.30</b>	
Certainty	Certain	Omega-3 fatty acids in fish are a building block for a baby's brain and eyes.	0.21	.006
	Uncertain	<b>Omega-3 fatty acids in fish can be a building block for a baby's brain and eyes.</b>	<b>0.28</b>	
Framing	Gain	Omega-3 fatty acids in fish help with a baby's brain and eye development.	0.31	.30
	Risk	Avoiding fish while you are pregnant may negatively impact your baby's brain and eye development.	0.34	
Source	Named Clinician	"Omega-3 fatty acids in fish are a building block for a baby's brain and eyes." —Dr. Jane Smith, OB/GYN	0.03	
	Physicians	Physicians say that Omega-3 fatty acids in fish are a building block for a baby's brain and eyes.	0.25	
	Experts	<b>Experts say that Omega-3 fatty acids in fish are a building block for a baby's brain and eyes.</b>	<b>0.40</b>	

\* P value calculated by  $\chi^2$  test comparing each message type's click-through rate.

**Bolded messages** indicate those that performed significantly better within each message category

Ziegenfuss JY, Renner J, Harvey L, Katz AS, Mason KA, McCann P, Mettner J, Nelson KD, Taswell R, Wacholz BK, Kottke TE. Peer Reviewed: Responses to a Social Media Campaign Promoting Safe Fish Consumption Among Women. Preventing chronic disease. 2019;16.

### Facebook Campaign 3: Ads and results – non - pregnancy audience



Category	Type	Message	CTR(%)	P-value*
Narrative technique	Narrative Question format	Learn how eating fish may benefit your health.	0.17	<.001
		<b>How can eating fish benefit your health?</b>	<b>0.29</b>	
Discipline of approach	Patient education Marketing	Learn how eating fish may benefit your health.	0.17	<.001
		<b>Eating fish benefits your health — learn how!</b>	<b>0.29</b>	
Certainty	Certain Uncertain	Learn how eating fish will benefit your health.	0.17	<.001
		<b>Learn how eating fish may benefit your health.</b>	<b>0.22</b>	
Framing	Gain Risk	<b>Learn how eating fish could benefit your health.</b>	<b>0.26</b>	<.001
		Avoiding fish may mean you are missing out on important nutrients that are hard to get elsewhere.	0.10	
Source	Named Clinician	“Eating fish may benefit your health.” —Dr. Jane Smith, OB/GYN	0.24	<.001
	Physicians	<b>Physicians say that Omega-3 fatty acids in fish are a building block for a baby’s brain and eyes.</b>	0.37	
	Experts	Experts say that eating fish may benefit your health.	<b>0.30</b>	

\* P value calculated by  $\chi^2$  test comparing each message type’s click-through rate.

**Bolded messages** indicate those that performed significantly better within each message category

Ziegenfuss JY, Renner J, Harvey L, Katz AS, Mason KA, McCann P, Mettner J, Nelson KD, Taswell R, Wacholz BK, Kottke TE. Peer Reviewed: Responses to a Social Media Campaign Promoting Safe Fish Consumption Among Women. Preventing chronic disease. 2019;16.

## Facebook Campaign 4: North Shore Campaign

### Summary

The Minnesota North Shore Facebook campaign was designed to raise awareness about safe fish consumption in the areas in and surrounding (+50 miles) the Lake Superior North Shore area of Minnesota.

### Methods

- Sample:
  - Audience 1: Women age 18-44 with a Facebook account who live in Minnesota and were interested in pregnancy or new mother Facebook interest categories (n=21,000).
  - Audience 2: Women age 18-65 with a Facebook account who live in Minnesota, assumed not to be pregnant/interested in pregnancy based on Facebook behavior (n=63,000).
- Messages fell within 4 topic categories: Benefits, Prepare, Guidelines, and Mercury. Both audiences received messages within these topic categories, but messages were tailored for each audience. Messages were developed and photos were selected based on previous work and knowledge of this population.
- The campaign ran October 29, 2019 – November 29, 2019
- Facebook's Dynamic Creative feature was used to field the ads. Photos were either purchased from a vendor or sourced from ChooseYourFish.org, where they were used with permission from sources. Click through rate (CTR), the number of people who clicked on the ad divided by the number of people who saw it, was used to determine message success.

**All results** can be found in Appendix C

- Total media spend for this campaign was \$1,484.86.
- The overall CTR of the campaign was 1.03% which is higher than the overall average Fish campaign performance since 2018 of 0.95%.
- The total campaign showed 172,000 impressions to the greater North shore area, with 1,774 clicks through to ChooseYourFish.org.

### Key takeaways

- Ads targeting audience 2 (non-pregnancy) performed better than audience 1. This was expected; because of how the Facebook marketing algorithm works, the larger, more broad targeting group usually performs better.
- It is difficult to directly compare the ads, pull significant learnings, and pinpoint takeaways on copy or image performance, even within a topic category, because of the black box of Facebook's marketing algorithm, partially described above. With that said, a few highlights were:
  - Benefits-themed messages performed best for the pregnancy audience but worst for the not pregnant audience

- Guidelines and Prepare were the top performing categories for the not pregnant audience.
- Of the pregnancy ads, the two that mentioned "Omega-3's" were the top performers.
- The non-pregnancy ads that mention "Omega-3's" were middle of the road performers, exhibiting that the general population isn't as interested in this as those who were interested in pregnancy
- The images with fish performed the highest in the non-pregnant audience, with the mother/son photo performing last. Image performance varied within the pregnancy audience

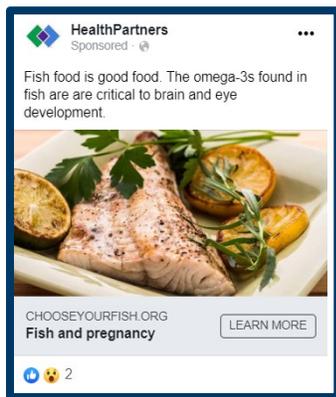
## Facebook North Shore ads – pregnancy audience

Pictured are all ads, headlines, and copy for this audience. Numbers show ranking of ad performance.

### Theme: Benefits

(This theme performed best for this audience)

#1 (This ad had the highest CTR (0.70%) for this audience)



#2



### Theme: Prepare

#3



#5



**Theme: Guidelines**

#4

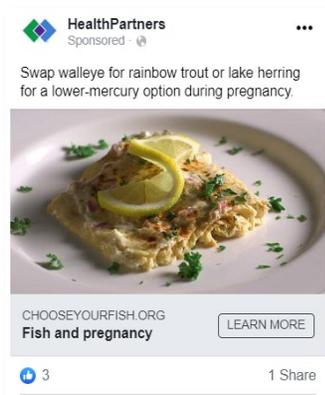


#7



**Theme: Mercury**

#6



#8

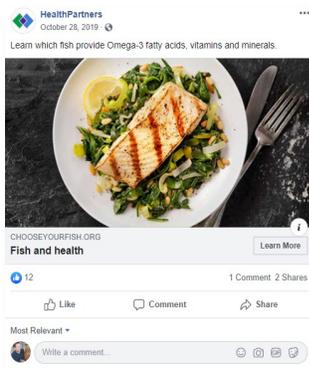


**Facebook North Shore ads – non-pregnancy audience**

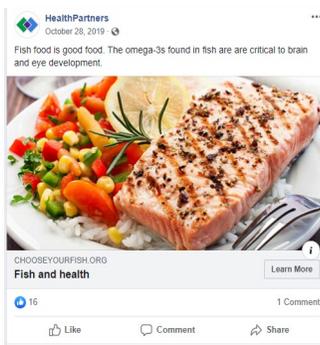
Pictured are all ads, headlines, and copy for this audience. Numbers show ranking of ad performance.

**Theme: Benefits**

#6



#7



**Theme: Prepare**

(This theme also performed well for this audience, with the 2nd and 3rd best performing ads)

#2



#3

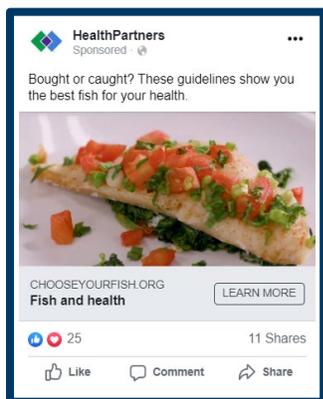


**Theme: Guidelines**

(This theme performed well for this audience, with the best-performing ad)

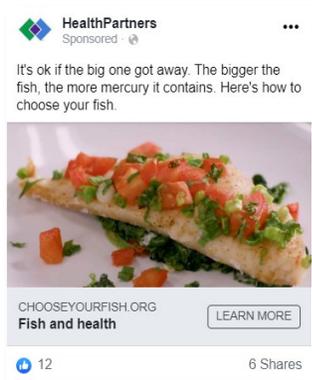
#1 (This ad had the highest CTR (2.19%) for this Audience)

#8

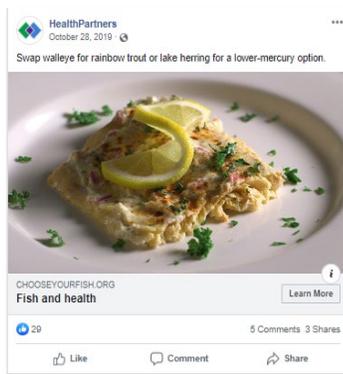


**Theme: Mercury**

#4



#5



## Facebook Campaign 5: Hmong Campaign

### Summary

The Minnesota North Shore Facebook campaign was designed to raise awareness about safe fish consumption in the areas in and surrounding (+50 miles) the Lake Superior North Shore area of Minnesota.

### Methods

- Sample:
  - Audience 1: Women age 18-44 with a Facebook account who live in Minnesota and were interested in pregnancy or new mother Facebook interest categories (n=21,000).
  - Audience 2: Women age 18-65 with a Facebook account who live in Minnesota, assumed not to be pregnant/interested in pregnancy based on Facebook behavior (n=63,000).
- Messages fell within 4 topic categories: Benefits, Prepare, Guidelines, and Mercury. Both audiences received messages within these topic categories, but messages were tailored for each audience. Messages were developed and photos were selected based on previous work and knowledge of this population.
- The campaign ran October 29, 2019 – November 29, 2019
- Facebook's Dynamic Creative feature was used to field the ads. Photos were either purchased from a vendor or sourced from ChooseYourFish.org, where they were used with permission from sources. Click through rate (CTR), the number of people who clicked on the ad divided by the number of people who saw it, was used to determine message success.

**All results** can be found in Appendix D

- Total media spend for this campaign was \$1,484.86.
- The overall CTR of the campaign was 1.03% which is higher than the overall average Fish campaign performance since 2018 of 0.95%.
- The total campaign showed 172,000 impressions to the greater North shore area, with 1,774 clicks through to ChooseYourFish.org.

### Key takeaways

- Ads targeting audience 2 (non-pregnancy) performed better than audience 1. This was expected; because of how the Facebook marketing algorithm works, the larger, more broad targeting group usually performs better.
- It is difficult to directly compare the ads, pull significant learnings, and pinpoint takeaways on copy or image performance, even within a topic category, because of the black box of Facebook's marketing algorithm, partially described above. With that said, a few highlights were:
  - Benefits-themed messages performed best for the pregnancy audience but worst for the not pregnant audience

- Guidelines and Prepare were the top performing categories for the not pregnant audience.
- Of the pregnancy ads, the two that mentioned "Omega-3's" were the top performers.
- The non-pregnancy ads that mention "Omega-3's" were middle of the road performers, exhibiting that the general population isn't as interested in this as those who were interested in pregnancy
- The images with fish performed the highest in the non-pregnant audience, with the mother/son photo performing last. Image performance varied within the pregnancy audience

## Facebook Hmong ads – Asian pregnancy audience

Pictured are all ads, headlines, and copy for this audience. Numbers show ranking of ad performance.

### Guidelines, risk frame

#1(This ad had the highest CTR (1.70%) for this Audience



#2



### Benefits, gain frame

#3



#4



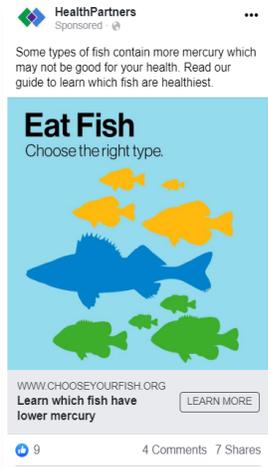
## Facebook Hmong ads – Asian non-pregnancy audience

Pictured are all ads, headlines, and copy for this audience. Numbers show ranking of ad performance.

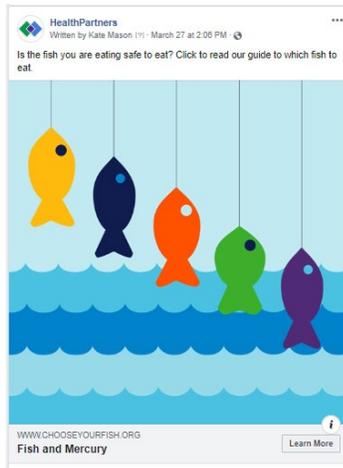
### Guidelines

(These were the only two risk-framed ads fielded to this audience)

#3



#10



### Guidelines

#7

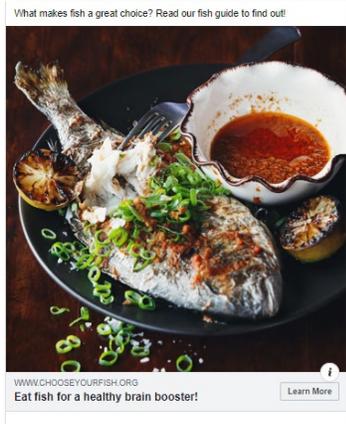


#8



## Benefits

#2



#8 (This ad had the highest CTR (2.19%) for this Audience)



## Recipes

#5



#6



#9



## MDH video

#1 (This ad had the highest CTR (3.44%) for this Audience)



#4



## Facebook Fish Recipe Video Promotion

### Summary

A brief ad campaign was developed to promote 3 videos developed by ChooseYourFish that showed how to prepare perch skillet, sunfish chowder, and parmesan baked fish.

### Methods

- Ads were fielded to a statewide audience of women age 18-65 on Facebook, with no pregnancy targeting.
- Version 1 of each ad had the same headline (“Try this tasty [recipe name] recipe for dinner tonight!”) and same ad copy (“New to cooking fish? No worries. This [recipe name] is great for beginners. Click for more details”) for each video.
- Version 2 of each ad had the same headline (“Brr it’s cold outside!”) and same ad copy (“Stay in tonight and enjoy this quick and delicious meal! Click for more details.”) for each video.
- Ads ran in November 2019.
- Click through rate (CTR), calculated by dividing the number of people who clicked on the ad by the number of people who saw it, was used to determine ad success.

### Perch skillet

3.11% CTR

HealthPartners  
Sponsored · 🌐

New to cooking fish? No worries. This Perch skillet is great for beginners. Click for more details.

**Add fish to skillet, stirring for 5 minutes**

CHOOSEYOURFISH.ORG  
Try this tasty Perch skillet recipe for dinner tonight!

LEARN MORE

2.56% CTR

HealthPartners  
Sponsored · 🌐

Stay in tonight and enjoy this quick and delicious meal! Click for more details.

**Add fish to skillet, stirring for 5 minutes**

CHOOSEYOURFISH.ORG  
Brr it's cold outside!

LEARN MORE

### Sunfish chowder

4.11% CTR (highest)

HealthPartners  
Sponsored · 🌐

New to cooking fish? No worries. This fish chowder is great for beginners. Click for more details.

**2 cups chicken stock**

CHOOSEYOURFISH.ORG  
Try this tasty fish chowder recipe for dinner tonight!

LEARN MORE

3.59% CTR

HealthPartners  
Sponsored · 🌐

Stay in tonight and enjoy this quick and delicious meal! Click for more details.

**2 cups chicken stock**

CHOOSEYOURFISH.ORG  
Brr it's cold outside!

LEARN MORE

### Parmesan baked fish

3.84% CTR

HealthPartners  
Sponsored · 🌐

New to cooking fish? No worries. This Parmesan baked fish is great for beginners. Click for more details.

**Coat 1 lb fish fillets with mixture**

CHOOSEYOURFISH.ORG  
Try this tasty Parmesan bake for dinner tonight!

LEARN MORE

3.16% CTR

HealthPartners  
Sponsored · 🌐

Stay in tonight and enjoy this quick and delicious meal! Click for more details.

**Coat 1 lb fish fillets with mixture**

CHOOSEYOURFISH.ORG  
Brr it's cold outside!

LEARN MORE

## Key takeaways

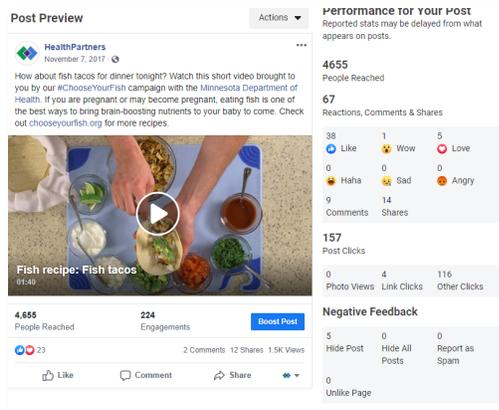
- The sunfish chowder video had the highest CTR.
- For each video, version 1 of the ad (“Try this tasty recipe...” headline and “New to cooking fish?...” copy) performed better than version 2.
- Video CTRs were generally higher than static ads from campaigns 1-5.

## Facebook Organic Posts

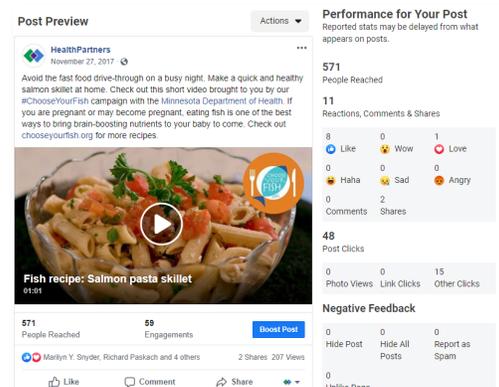
### Summary

A number of posts were developed and posted to the HealthPartners Facebook page throughout 2017 and 2018 to continue ChooseYourFish momentum and highlight fish recipe videos. Unpaid, these posts reached people who have “liked” HealthPartners on Facebook. CTR comparison conclusions cannot be drawn between posts due to the long timespan between posts.

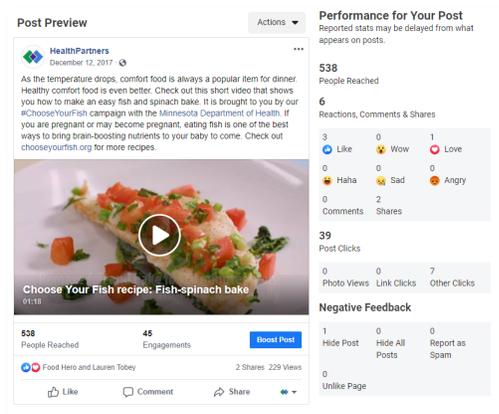
Fish taco video: Nov 7, 2017



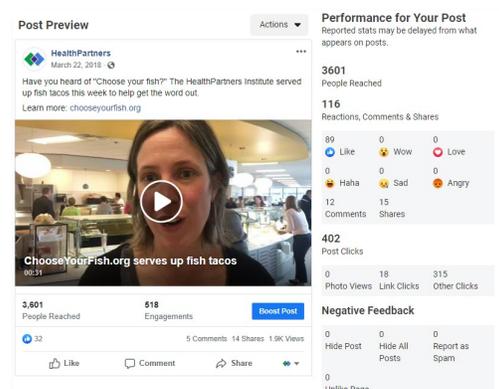
Salmon pasta skillet video: Nov 27, 2017



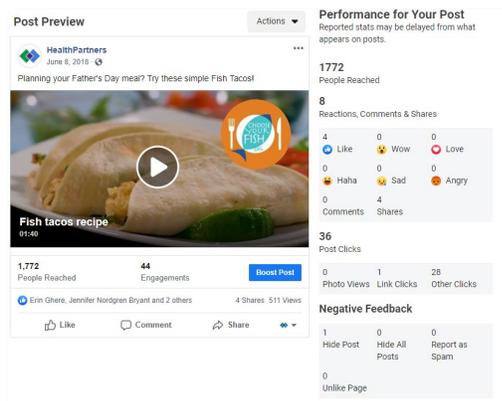
Fish spinach bake video: Dec 12, 2017



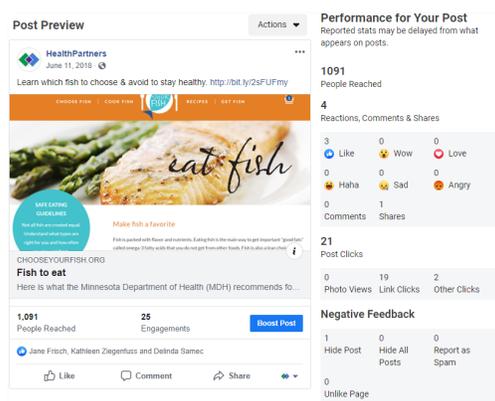
Cafeteria event video: March 22, 2018



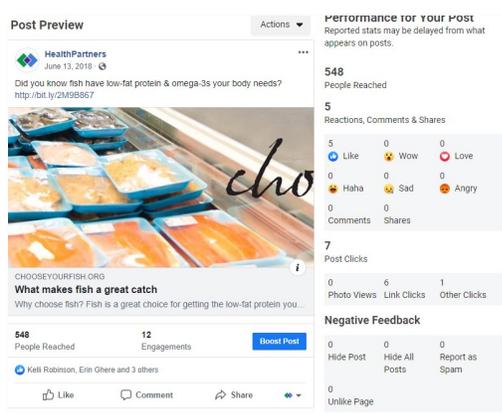
June 8, 2018



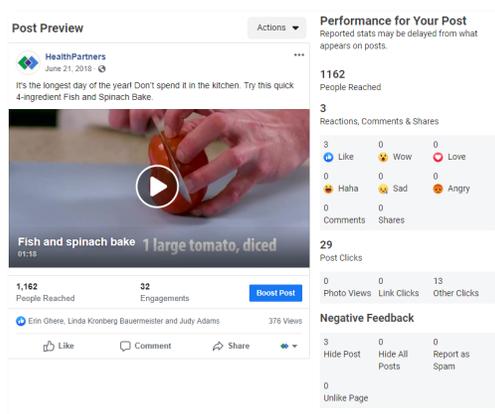
June 11, 2018



June 13, 2018



June 21, 2018



## Pinterest

### Summary

Pins that pointed users to the ChooseYourFish website were posted on the HealthPartners Pinterest board. Paid ads that used photos and videos of ChooseYourFish recipes were also run.

### Background

Pinterest is an online bulletin board where users can “pin” ideas to save for later. Pinterest has a photo-heavy layout and is often used for saving recipes, which makes it amenable to this topic. It was identified by women in early focus groups as an approach to increase awareness about fish consumption.

### Methods

- 44 fish pins were pinned to the HealthPartners Pinterest board (see photos below). When clicked on, these pins bring users to ChooseYourFish.org
- 8 different paid ads were run; 5 with photos and 3 with ChooseYourFish recipe preparation videos.
- Video ads were fielded May of 2018, Photo ads were fielded October-December of 2018

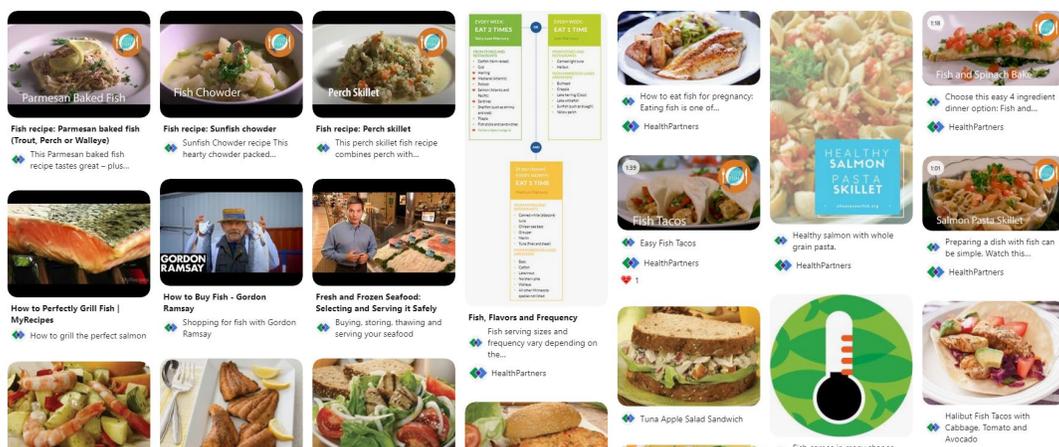
**Results** can be found in Appendix E

- Among the 8 paid ads, the salmon pasta skillet photo had the highest click-through rate (0.004%), with over 1,000 people clicking on it. As a comparison, the Facebook campaigns averaged a CTR of 0.95%
- Of the video ads, the spinach bake video had the most engagements (people liking it, re-pinning it, etc), and the salmon pasta skillet video had the most people watch it all the way through

**Key takeaways**

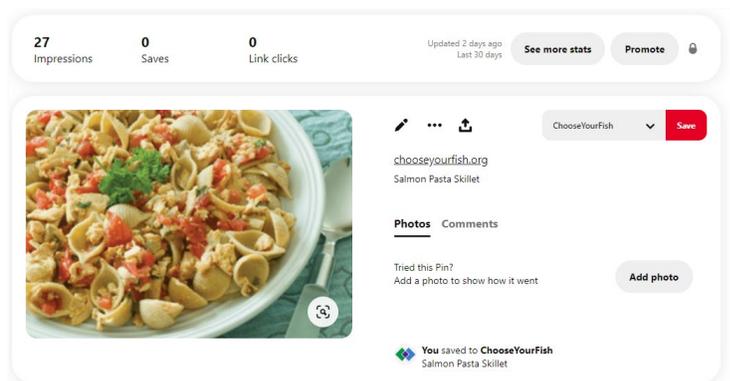
- Pins posted on the HealthPartners Pinterest board did not get much visibility, as few people (~1800) follow the HealthPartners Pinterest account.
- The use of Pinterest as a dissemination strategy was not as successful as some other strategies, but the amount of time and testing put into this strategy was minimal. This approach should not be ruled out given how frequently it was mentioned by our target audience during focus groups.

Pins posted to the HealthPartners Pinterest board

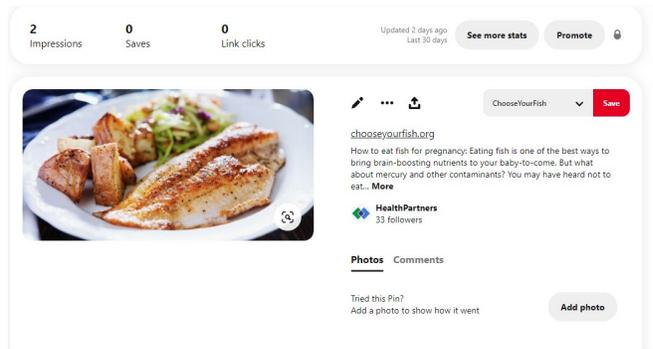


**Pinterest paid ads**

Ad 1 – Salmon pasta skillet photo



### Ad 2 – How to eat fish for pregnancy



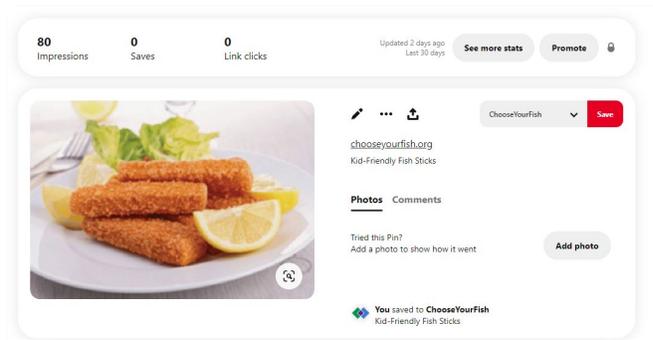
### Ad 3 – Salmon pasta skillet photo

Same photo as Ad 1;

Headline: “Salmon Pasta Skillet”

Description: “Healthy salmon with whole grain pasta.”

### Ad 4 – Kid-friendly fish sticks photo

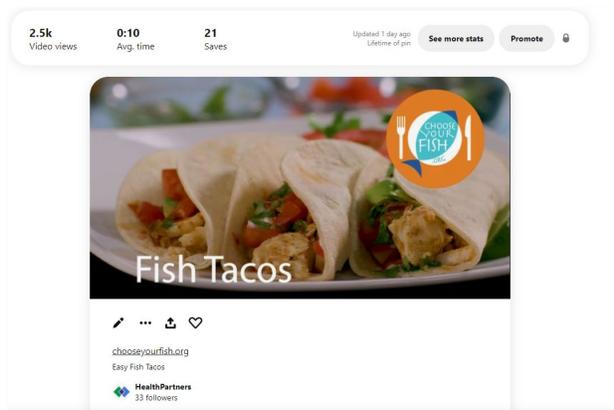


### Ad 5 – Kid-friendly fish sticks photo

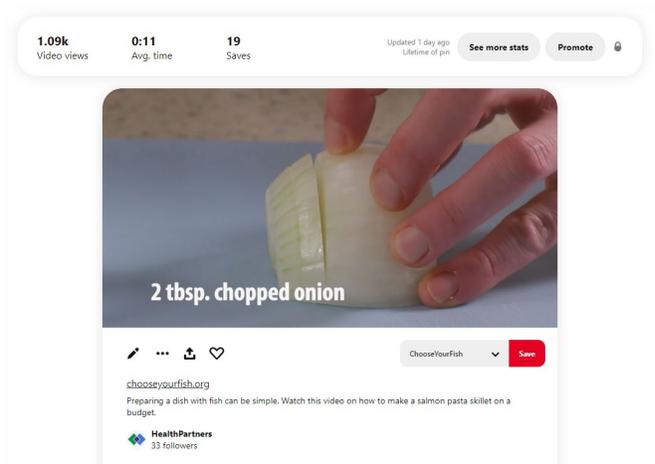
Same photo and description as Ad 4;

Headline: “PowerUp Kid-Friendly Fish Sticks”

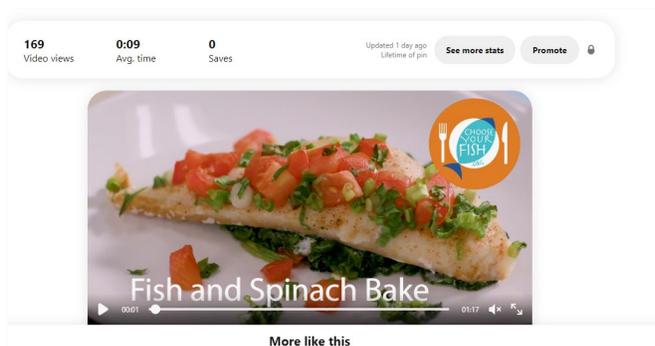
### Ad 6 - Fish taco video



### Ad 7 - Salmon pasta skillet video



### Ad 8 - Fish and spinach bake video



## Search Engine Optimization

### Summary

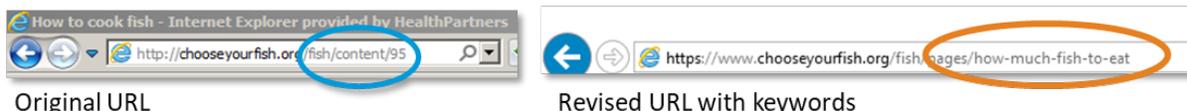
Search engine optimization (SEO) can increase the volume and quality of traffic to websites by:

- making it easier for Google and other search engines to find the website and see it as a credible, relevant source of information
- increasing the likelihood that the content will show up in an interested person’s search results
- driving the right kind of visitors to the site
- A number of SEO strategies were employed on ChooseYourFish.org, all described below. While it is difficult to attribute success to any of these strategies, the Google analytics data shown later in this report was impacted in part by these SEO strategies.

### Methods

- **Migrate from HTTP to HTTPS** | Moving to HTTPS can help you get higher rankings in search engines, as it indicates an encrypted connection that makes the site more secure. An SSL certificate was purchased and activated.

- **Strategically use keywords to name content pages rather than using numbers** | Keywords are the words and phrases people actually type into Google when they’re looking for a certain kind of content. Through keyword research, high-priority keywords for the ChooseYourFish website were identified based on search volume and competition. URLs were revised to incorporate these keywords.



Original URL

Revised URL with keywords

- **Edit anchor text** | Text was revised to be specific about what a user will find on the linked page (e.g., “Minnesota Department of Health Fish Consumption Guidelines” rather than just “guidelines”)

### Original anchor text

**Fish to eat**

Here is what the Minnesota Department of Health (MDH) recommends for women who are or may become pregnant and children younger than 15 years old. MDH has [guidelines](#) for other adults and older children, too. Men, boys 15 years and older, and women who are not and will not become pregnant can eat these fish about 3 times more often than the guidelines below.

### Revised anchor text

**Fish to eat**

Here is what the Minnesota Department of Health (MDH) recommends for women who are or may become pregnant and children younger than 15 years old. MDH has [fish guidelines for adults and older children](#), too. Men, boys 15 years and older, and women who are not and will not become pregnant can eat these fish about 3 times more often than the guidelines below.

- **Add long-form content** | While being concise is best in some communications channels, in-depth content performs better in search engines. Existing content from ChooseYourFish was expanded on to help rank higher in SEO. This [How to eat fish for pregnancy \(https://www.chooseyourfish.org/fish/pages/choosefishguide\)](https://www.chooseyourfish.org/fish/pages/choosefishguide) of about 3,000 words is a comprehensive guide to eating fish during pregnancy.
- **Reduce image sizes** | Compressed the size of all images on our website to be no more than 100kb. This allows for faster site loading times, which can increase user experience and increase the likelihood they will spend more time on the website.

### Key takeaways

- These SEO strategies helped drive more traffic to ChooseYourFish.org through organic search, and also may have lowered costs for paid channels like search engine marketing.
- While no results can be gleaned directly from these SEO changes, the site’s success can be seen in the Google Analytics section of this report.

## Search Engine Marketing

### Summary/Background

Search Engine Marketing (SEM) is paid internet marketing that increases a site's visibility when key terms are searched for on search engines. Uniquely, SEM ads only cost money if someone clicks on the ad, compared to Facebook where there is a cost to simply fielding the ads. SEM can reach people interested in (i.e. searching for) fish topics, as opposed to Facebook ads which could reach anyone in the target demographic. A SEM campaign was developed and fielded to increase traffic to ChooseYourFish.org.

### Methods

- Fish-related keywords that are commonly used in Google searches were identified and prioritized for this campaign
- Over 75 ads were developed to align with selected keywords.
- Ad appearance depends on bidding and competition. If we bid high enough on a keyword and someone typed in that keyword, our ad would show if our bid was higher than any competitors' ads. Additional factors such as user location and search history, and our website's relevance to the keyword can affect ad placement as well.
- SEM campaign ran March 2018 to December 2019
- See spreadsheet in Appendix F for a list of all keywords and their corresponding ads. After fielding for a while, we added the words +pregnancy or +pregnant to all of our keyword lists.

Example ChooseYourFish SEM ad



### Key takeaways

- SEM tended to have a higher cost per click than other dissemination strategies (namely Outbrain and social media). Adding +pregnancy/+pregnant to all of our keywords lowered cost, but also lowered the search volume significantly because not as many people search these specific terms.
- The keywords that resulted in the most ad views and clicks were “fish + pregnancy” and “fish + pregnant”, though these keywords were competitive and expensive.

- However, the keywords that resulted in high CTR's (clicks/views) of 16-18% were "eat + fish + pregnant" and "eat + fish + pregnancy", with around 160 people clicking on these ads.
  - Other keywords had even higher CTR's (e.g. "recipes + salmon+ pregnancy" had a 75% CTR), but were only seen by a few people (4 in this case) so it's difficult to draw conclusions.

**Results** can be found in Appendix F

## Outbrain

### Summary/Background

Outbrain is an advertising platform that reaches users through ads that appear after articles with content similar to what the user is already reading. (This is similar to SEM in that the user is already looking at similar content, but in contrast to Facebook or other web advertising where we're targeting an audience rather than article content.) For example, if you are reading an article about a new breastfeeding campaign on a local online news page, our article about fish consumption during pregnancy could appear under the article as "related content." A limitation of the Outbrain approach is the lack of ability to target pregnant women specifically.

### Methods

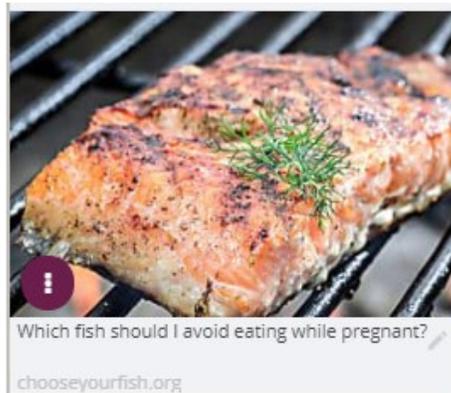
- 8 ads were developed based on Outbrain/content marketing best practices and previous Facebook learnings. 3 had the same photos but different headlines to test which headline performed better; 2 had the same headline but different photos to test which photo performed better; an additional 3 ads similar to successful Facebook ads were also fielded.
- Outbrain marketing ran November 2018-February 2019

### Key takeaways

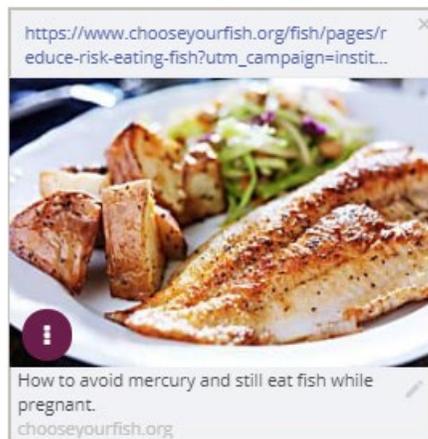
- The best performing ad had the headline "Which fish should I avoid eating while pregnant" and photo of a pregnant woman.
- There wasn't a clear winner in the photo test when headline was held constant.
- When photo was held constant, "which fish should I eat while pregnant" was the best performing headline in the headline test.
- Drop off rates (people who clicked on the ad but never explored ChooseYourFish.org after being directed there) for Outbrain were very large at 96% (compared to about 75% for Facebook campaigns).
- Outbrain may not be the best method to reach and engage our audience.

**Results** can be found in Appendix G

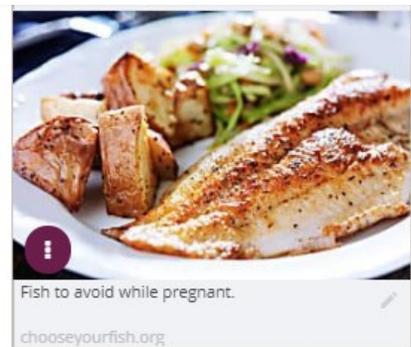
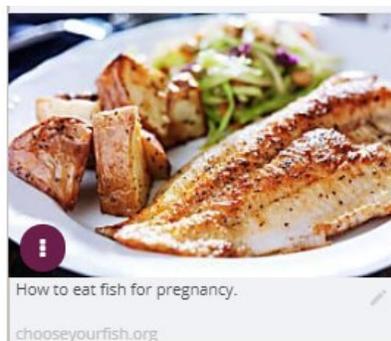
(This ad had the highest overall CTR)



### Photo test

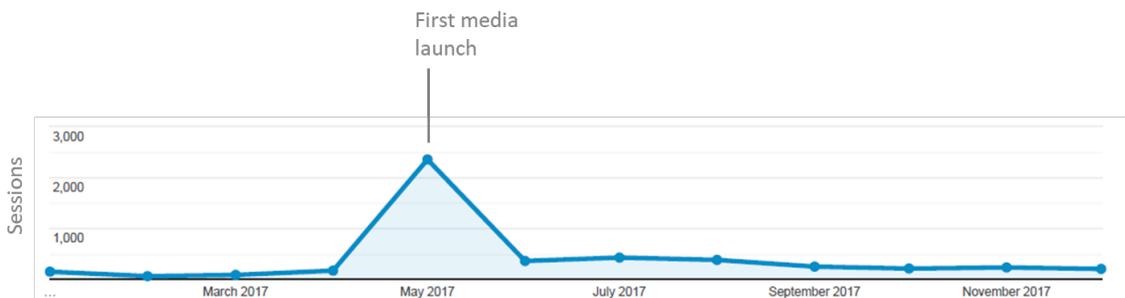


### Headline test



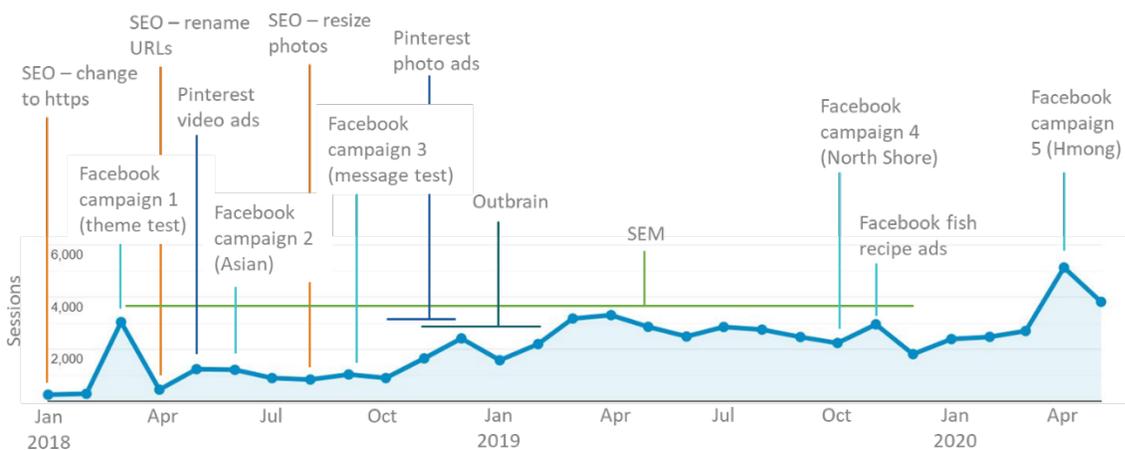
## Google Analytics

### ChooseYourFish.org sessions January – December 2017, before online media strategies began



Before online media strategies began, website traffic was very low. Few people were finding the website outside of the initial media launch.

### ChooseYourFish.org sessions January 2018—May 2020, during online media campaign



Despite having few active campaigns in most of 2019, site traffic remained high. This is largely due to the SEO strategies we implemented, which increased our site’s visibility in online searches. See next graph for additional details.

### ChooseYourFish.org organic search traffic January 2018—May 2020



This graph supports the theory that our SEO strategies were successful; when people search for fish-related topics, ChooseYourFish may be appearing higher on search engines, leading them to land on our site from free organic searches.

## Final thoughts

The **Facebook** campaigns were **very successful**. Facebook brought a large number of **new visitors** to the site, including users who aren't already searching for information about fish consumption. We were able to bring awareness of ChooseYourFish efforts to a huge group of **people in our target audience** (women who are or could become pregnant), while also testing messages to determine their effectiveness. Future work in this space could include recreating successful past campaigns as well as trying different tactics and topics for new campaigns.

**Pinterest** is a possible long-term strategy, but **wasn't explored enough to get a good read** on its full potential. It is expensive to promote pins but if time is dedicated to creating pins with a good keyword strategy, they can be picked up and shared organically. This strategy **lends itself well to our fish recipes** if time can be dedicated to creating and maintaining pins.

**Search Engine Optimization** was also very successful. The SEO-related improvements to our website increased its organic rank in web searches. This will **continue to bring higher volumes** of free traffic for the long term.

**Search Engine Marketing** is **not recommended** for future use unless new strategies are developed. SEM worked well for branded keywords (e.g. +chooseyourfish), but non-branded words (e.g. +fish +recipe) were very **expensive and competitive**.

**Outbrain** was not the best way to reach this audience. The messaging and imagery **weren't a great fit** for this channel because we didn't feel we could be specific enough in the targeting of either the user or ad placement.

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Overall, this digital campaign had a dramatic effect on the number of online sessions on ChooseYourFish.org between 2018 and 2020. Even though the campaign as a whole is over, the overall monthly site traffic will continue to be higher than when we began because of the SEO investments made to the website.