



# San Mateo County Media Campaign Report

Your Social Marketer, Inc in partnership with The Social Changery

## OVERALL COMMUNICATION OBJECTIVES

This media campaign was part of an overall initiative to enhance public awareness and understanding of the transformative impact of the Mental Health Services Act (MHSA) on behavioral health services in San Mateo County.

Through advance targeting the campaign engaged residents with advertisements focused on the Impact of MHSA funding on individuals and their families. The tactics described in the following slides provided information directly upon viewing but also encouraged click-through and visits to the microsite.

Our plan incorporated a multi-channel approach, utilizing online Display and Native paid ads, and digital Billboard, which also targets viewers driving by online. Each channel served a distinct purpose and complemented the others to create a cohesive and impactful campaign.

## TARGET SEGMENT

Adults aged 55+

## TIMELINE

2/1/24 – 3/1/24

## STRATEGIES

- Display
- Native
- Billboard

**PLANNED IMPRESSIONS:**

1,950,000

**TOTAL IMPRESSIONS: (129% BONUS!!)**

4,470,279

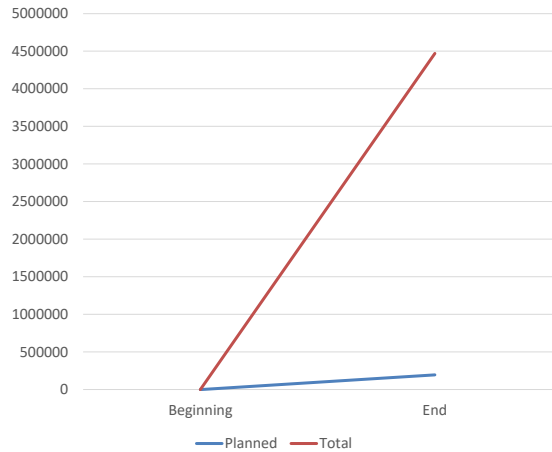
**GOAL CLICK THROUGH RATE:**

.08%

**TOTAL CLICK-THROUGH RATE:**

1.09%

**IMPRESSIONS\***



\* Impressions are considered ad exposures

**Top Performing Creative**



**DISPLAY & NATIVE ADVERTISEMENTS**

Display and native ads provided frequency of exposure to reach our intended audience. With a focus on contextual targeting and prospecting meaning that ads were served to people who fit the target audience.



**TOTAL IMPRESSIONS**

1,545,364 (200% BONUS!)

**CLICK THROUGH RATE**

1.09%



SPONSORED CONTENT FROM San Mateo County Health  
**Know someone who's struggling?**  
 Substance use challenges can impact anyone. Learn about available resources.



SPONSORED CONTENT FROM San Mateo County Health  
**Get help before it's a crisis.**  
 Find mental health and wellness services near you.

## DIGITAL BILLBOARD

To stand out and effectively capture the attention of our target audience it was crucial to take a mass appeal approach, which ensured broad visibility and engagement.

- Multiple creatives were run while also retargeting users who drove by the billboard and fit our target audience online with digital display advertisements. 4/4/2024



**TOTAL IMPRESSIONS**  
2,924,915 (143% BONUS!)

**SPOTS DELIVERED**  
46,157

## DIGITAL BILLBOARD LIVE SPOTS



My Family My Mental Health



Powerful Prevention




Having Resources Available



Changing Lives



It's Easier When You're Note Doing this Alone



Your Social Marketer, Inc.

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YOUR AUDIENCE  
**Define**  
WITH A CLEAR MESSAGE

**Communicate**

Evaluate  
OUTCOMES

BEHAVIOR  
**Impact**

**Create**  
STORIES

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