Strategic Communications
Disruptive Marketing Panel

Carrie Foster Moore, Sam’s Club
#SmallBizHelp Program Elements

- National Press Release Distribution
- Paid Media Content Program
- Pizza Delivery Activation
- #SmallBizHelp Campaign
- #DidYouKnow Trivia Tuesdays

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#SmallBizHelp
Timeline/Collaboration

PR Awareness Campaign → Seed News to SBO Influencers and Media → Amplify with Strategic Paid Media Integration → Leverage Supplier Relationships

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Social Media Engagement with Influencers
#DidYouKnow Trivia Tuesdays Positioned Sam’s Club as a Resource
#SmallBizHelp Results

### Results Through 11/2/15

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>106MM</td>
<td>100MM+</td>
</tr>
<tr>
<td>Click-Through Rate to SamsClub.com/Benefits</td>
<td>.13%</td>
<td>.05%</td>
</tr>
<tr>
<td>Total User Clicks</td>
<td>100K</td>
<td>50K</td>
</tr>
</tbody>
</table>

### Insights Through 11/2/15

<table>
<thead>
<tr>
<th>Top Driving Sites</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 USA Today (14.2MM)</td>
<td></td>
</tr>
<tr>
<td>2 NBC News (21.5MM)</td>
<td></td>
</tr>
<tr>
<td>3 MSN (120.7MM)</td>
<td></td>
</tr>
<tr>
<td>4 Bloomberg (12.2MM)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Driving Sites</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://www.theatlantic.com/">The Atlantic</a></td>
<td></td>
</tr>
<tr>
<td><a href="https://www.businessinsider.com/">Business Insider</a></td>
<td></td>
</tr>
<tr>
<td><a href="https://www.ap.org/">Associated Press</a></td>
<td></td>
</tr>
<tr>
<td><a href="https://www.reuters.com/">Reuters</a></td>
<td></td>
</tr>
</tbody>
</table>

## Total Page Views

<table>
<thead>
<tr>
<th>Total Page Views</th>
<th>690,336</th>
</tr>
</thead>
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#OFNCONF
Going Beyond the Usual Suspects with Social Media

Jackeline Stewart, OFN Vice President, Strategic Communication
Lindsay Li, OFN Senior Associate, Strategic Communication

Get Attention in DC and Beyond

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What’s a CDFI?
Why Social Media?
Engage OFN Members: Virtual Advocacy Day

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Engaging Policymakers

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Results

TWEETREACH SNAPSHOT FOR
CDFIStory

ESTIMATED REACH

EXPOSURE

323,943

1,561,151

ACCOUNTS REACHED

IMPRESSIONS

ACTIVITY

737

196

9

TWEETS

CONTRIBUTORS

DAYS

Building on an Idea:
#OFNConf Photo & Story Contest

Building on an Idea:
#OFNConf Photo & Story Contest
Recruiting CDFIs: Our Core Audience

“GENESIS LA IS HELPING TO KEEP THE SHEENWAY DREAM ALIVE FOR HUNDREDS OF YOUTH WHO PARTICIPATE IN OUR ENRICHMENT PROGRAMS.”
— DOLORES SHEEN, FOUNDER, SHEENWAY SCHOOL

GENESIS LA
LOS ANGELES, CA

Set up For Success

#OFNCONF
Leveraging Assets Everywhere

Results

GROUP STATS General stats across your Opportunity Finance Network group:

- Incoming Messages: 365
- Sent Messages: 75
- New Twitter Followers: 44
- New Facebook Fans: 27

479 INTERACTIONS
BY 229 UNIQUE USERS
588.2K POTENTIAL REACH

Real-time Tracker: #OFNConf
Key Lessons Learned

QUESTIONS?