

**Finding Your Audience:
Engaging Effectively on
Digital Media**

National Council of
State Housing Agencies



PRESENTATION



September 28, 2021

AGENCY OVERVIEW





WE ARE RINCK

Rinck is a full-service agency that started around a kitchen table, just two founders writing their vision and values down on a napkin.

Twenty years, and two locations later, we're now a growing and talented group of 35+ professionals who create and execute complex marketing campaigns daily on behalf of our clients.





Our team takes their expertise and strategically applies it to client challenges so that together we can leverage their knowledge with our experience to achieve the best outcomes.

Our clients think of us partners, an extension of their internal team.

AN AGENCY OF EXPERTS





Kathleen de Silva

Sr. Account
Planner

*7.5 years of housing
experience*



Kristy Phinney

Sr. Director
of Client
Strategy

*4 years of housing
experience*



Lisa Ardia

Sr. Web
Marketing
Manager

*4 years of housing
experience*



Sarah Bird

Content
Director

*4 years of housing
experience*



HOUSING LANDSCAPE



“It’s not just about that family somehow having to find housing that night. It’s about our hopes for better education, for jobs, for training, for housing stability, for children to grow up in the proper settings.

That’s what housing *actually is*, and what it *means*.

And we can get miracles of accomplishment from people and families if we can help them stabilize their lives with a place to live.”



Henry Cisneros
U.S. Secretary of Housing and Urban Development (1993 – 1997)
Mayor, San Antonio (1981 – 1989)
Council Member, San Antonio City Council (1975 – 1981)

THE WHY

13.2%*

Typical home price increase over the past year according to Zillow

\$1,747*

Typical rent per month across the U.S.

<7.5 million**

Extremely low-income renters are severely housing cost-burdened

*<https://www.cnbc.com/2021/06/16/typical-us-home-price-up-record-13point2percent-compared-to-last-year.html>

**<https://www.ncsha.org/blog/new-nlihc-report-highlights-persistent-housing-affordability-challenges-for-low-wage-renters/>

RINCK METHODOLOGY



Meeting Your **AUDIENCE**

Identifying and targeting your key audiences allows for precise and efficient delivery of messages across a variety of platforms. Reaching these audiences with highly relevant content that speaks to where they are in their need state leads to increased conversion rates across programs.



Media APPROACH

An integrated approach to media maximizes the media channels: targeting the right audience, on the platforms they use with the right message with strategies that include Earned, Paid, and Owned – because media integration is a critical component to marketing success.

Make sure that your media approach is adhering to all Fair Housing laws.

OWNED

- Website
- Social Media
- Content Hub
- Database Marketing
- Email Marketing
- CRM



PAID

- Traditional Print, Broadcast
- Digital/Social
- Search
- Mobile/SMS
- Video
- Audio
- Out-of-Home
- Direct Response

EARNED

- Traditional PR
- Influencer Outreach
- User Generated Content



Target Audience Pathway



INTERCEPT

Intercept audience where and when they are consuming media or interacting online by utilizing disruptive messaging and key visuals.



INFORM

Serve information to target audience in easily consumable, interactive formats that encourage engagement, drive sales and foster loyalty.



REINFORCE

Reinforce messaging with high frequency across all paid media platforms, owned platforms, etc.



ENGAGE

Utilize opportunities and media platforms to build relationships and have continued communication with target audience.

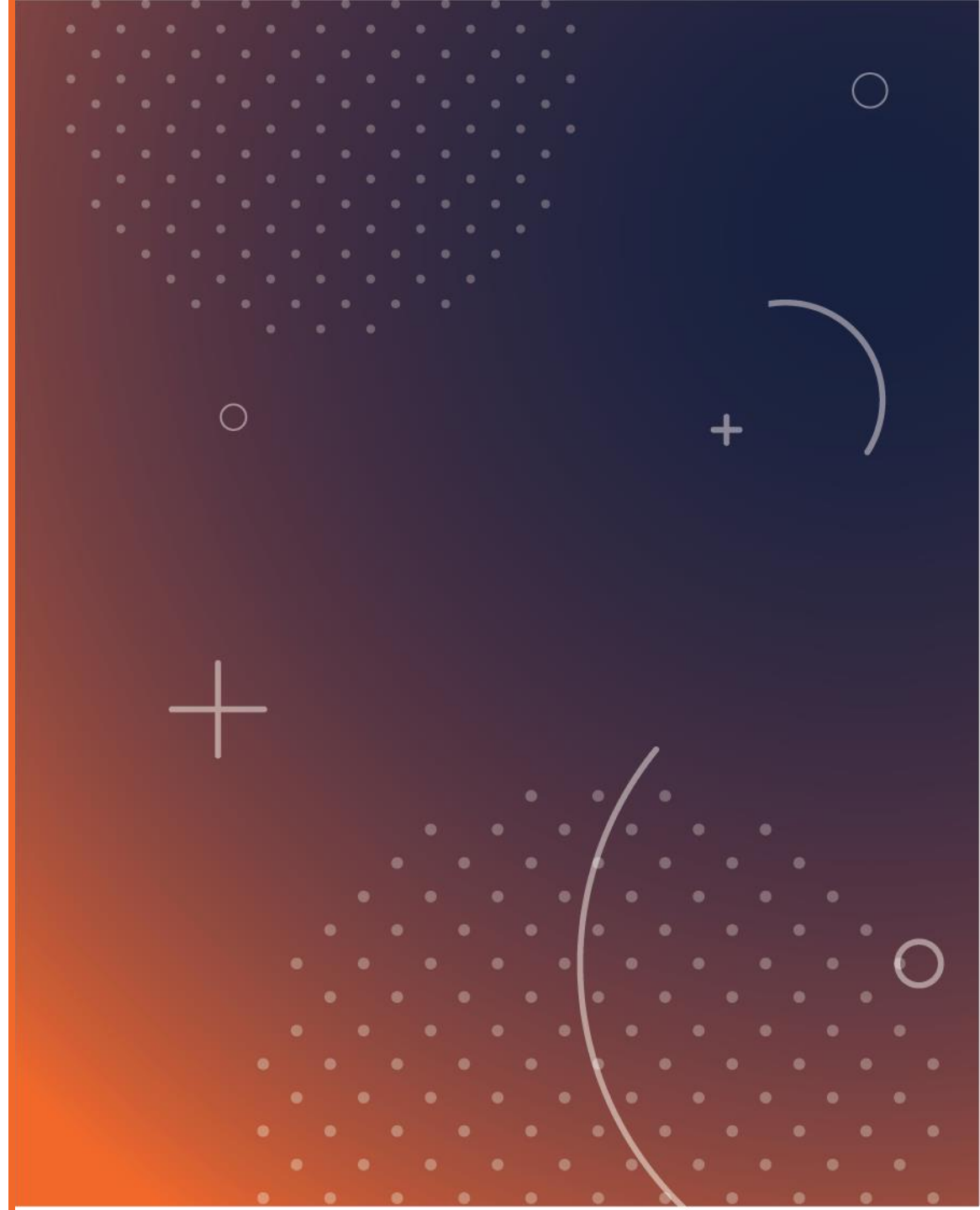
COMMUNICATE



User Journey TRACKING

A user journey is not one size fits all. It's important to consider all available entry points, touch points, conversion points and exit points throughout the journey to create a detailed look at how consumers are engaging with the brand once in the funnel. This may include a review of tools or plug-ins such as:

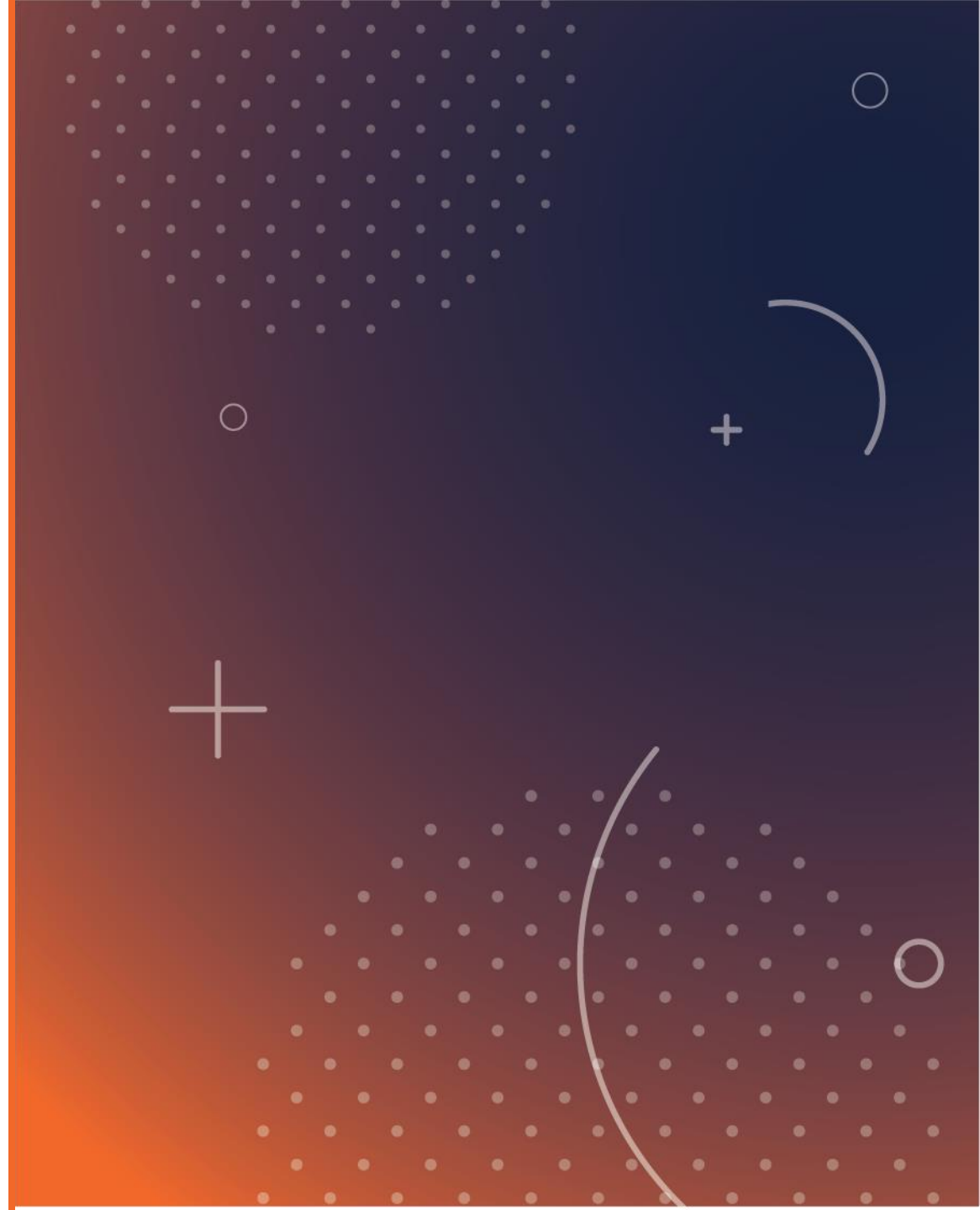
- CRM Software
- Google Analytics
- Pixel Tracking
- Current & Historical Performance
- CTA & Messaging
- Landing Pages



User Journey EXPERIENCE

When it comes to media-driven online journeys, landing pages or the click destination are extremely important to conversion. Always consider the following areas when evaluating landing page recommendations:

- Landing page UX/UI
- Testing multiple creative ad options to optimize to best performing based on desired KPIs
- Testing actionable CTAs to determine which ones are best suited to campaign objectives and media platforms
- Implementation of pixel tracking strategies



Sample: Path to Conversion



HOME BUYERS

OWNERS

CONSIDERATION

I wish I could have a house.

Rental Search
Shared Houses: Trulia,
Zillow, etc
Driving Around

RESEARCH

Is it possible to own a house?

Search
Trulia, Zillow, etc
Comparing Homes
Following Prices

CONFIRMATION

Can I afford a house?

How Do I Start the Process?
Connecting With an Agent
What Can I Afford?
Finding a Lender

NEGOTIATION

Can I get what I need?

Making an Offer
Securing a Lender
Inspection
Insurance
Down Payment

CLOSING

INFLUENCERS >

OWNERS ←

FINDERS/LENDERS

FINDERS/LENDERS



Media Platforms

OBJECTIVES

Generate Demand

- Traditional – TV, Radio, Print
- Out-of-Home
- YouTube
- OTT
- Programmatic
- Pinterest
- Paid Social

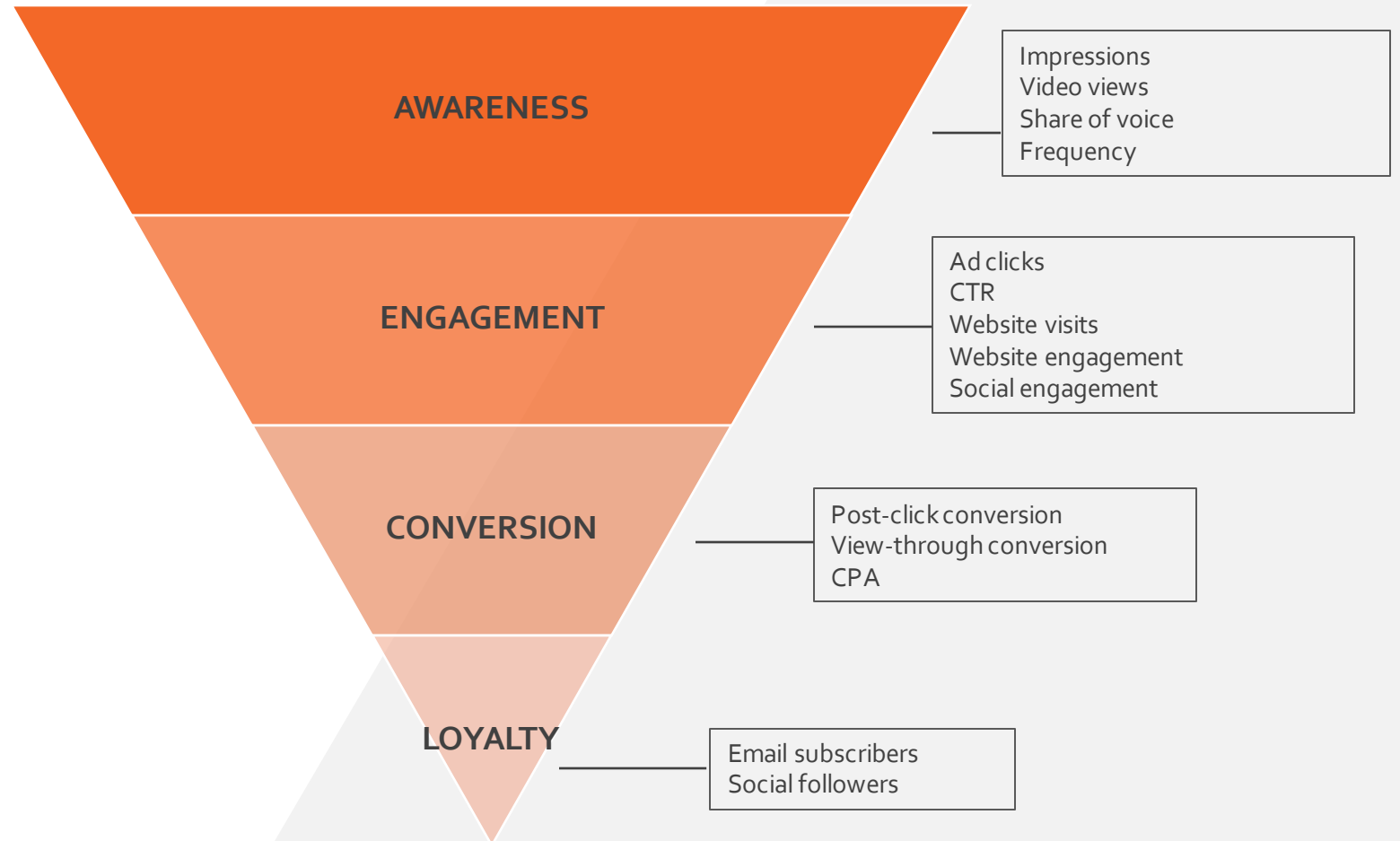
Harvest Demand

- Paid Search
- Google Display
- Pinterest
- Paid Social



Campaign Objectives & KEY PERFORMANCE INDICATORS

Key Performance Measurement and evaluation of digital and traditional media efforts are critical in gauging their effectiveness and optimizing their performance in campaign



EDUCATION

Not Promotion

When creating social media, Rinck chooses to follow a content marketing approach. The goal with all of our content is to solve a problem for our consumer.

We often ask ourselves:

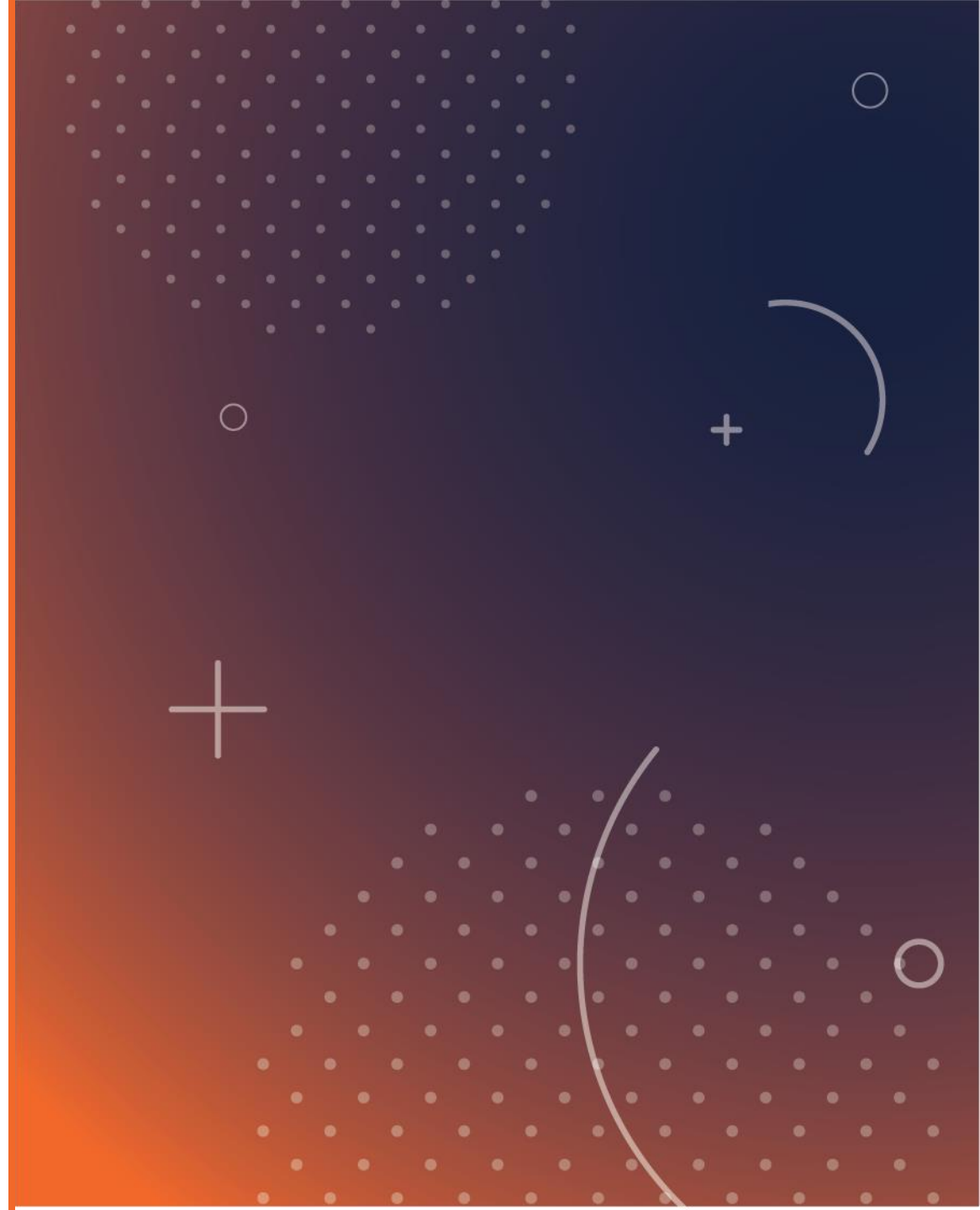
- What do they need?
- How can we help them?
- How do our products or services fill a void?



*be useful &
educational*

*be consumer
centric*

*be
consistent*





5 TIPS TO GET STARTED

1. Create Your Content Goal
2. Determine Your Key Audience
3. Find Your Place
4. Educate Your Consumer
5. Analyze Your Content



Why



Who



What



How



Social Media QUICKTIPS & Best Practices

MaineHousing
Sponsored · 🌐

If you are struggling to pay rent or utilities during COVID, you may be eligible for assistance.

EMERGENCY RENTAL ASSISTANCE AVAILABLE.
Apply Now

MAINEHOUSING.ORG
Assistance for Mainers
New program eligibility

Learn More

Always post with an image or video

Not too much text, visually appealing image

Speak directly to your audience

Keep posts concise with between 90-200 characters

Actionable & engaging information

Clear call to action



Social Media DOS & DON'TS

FACEBOOK & LINKEDIN

- **Do:** share content from worthy news sources and key-opinion leaders and brand partners.
- **Do:** Engage with your audience daily. Liking, sharing and responding to comments will increase engagement on your page. Asking questions is another way to promote conversations.
- **Don't:** blindly share. When sharing content make sure to always add a point of view.
- **Don't:** Use hashtags just for the sake of using hashtags. Make sure they are industry related or relevant to the brand.

INSTAGRAM

- **Do:** use a "link in bio" feature
- **Do:** use relevant hashtags – up to 30 in the first comment on the post is best
- **Don't:** Post links in body copy
- **Don't:** Use images that aren't visually appealing and with a lot of copy





COMMUNITY MANAGEMENT

1. Set up auto-responders for inbox messages on Facebook and Instagram
2. Monitor your pages daily for questions and comments
3. Set up profanity filters for comments and messages
4. Don't delete comments unless they are inherently crude, violent, or threatening
5. Keep track of FAQs and use that to create content for your larger audience





CASE STUDY:

MaineHousing's Emergency
Rental Assistance Program





MaineHousing

MAINE STATE HOUSING AUTHORITY





Situation ANALYSIS

MaineHousing is responsible for the administration of the Emergency Rental Assistance Program in the state of Maine to help eligible renters of the state with rental and utility assistance due to needed help during COVID.

OBJECTIVE

Increase awareness of the Emergency Rental Assistance Program to Mainers in need of assistance, as well as influencers – those who may know of people who need the assistance and can make them aware – by leveraging existing media relations through the support of targeted paid media.



Rinck developed graphics to deliver clear and precise messaging about the Emergency Rental Assistance Program, highlighting that eligibility criteria had changed and people who maybe did not qualify previously, may now qualify.

All outlets lead to a vanity URL, MaineRentRelief.com, to help people easily recall the address.

MaineHousing Sponsored · 🌐

Help is available to assist Mainers struggling to pay rent during COVID.

New!
PROGRAM ELIGIBILITY HAS CHANGED
for Emergency Rental Assistance.
YOU MAY QUALIFY.
Apply Now

MAINEHOUSING.ORG
Helping Maine Renters
You may qualify for help [Learn More](#)

MaineHousing Sponsored · 🌐

If you didn't qualify before, you may now be eligible for Emergency Rental Assistance.

HELP IS HERE.
If you are struggling to pay rent or utilities during COVID,
Apply Now.

MAINEHOUSING.ORG
NEW program eligibility!
Rent, utilities, legal help [Learn More](#)

MaineHousing Sponsored · 🌐

If you are struggling to pay rent or utilities during COVID, you may be eligible for assistance.

EMERGENCY RENTAL ASSISTANCE AVAILABLE.
Apply Now

MAINEHOUSING.ORG
Assistance for Mainers
New program eligibility [Learn More](#)



Hard time paying *rent or utilities* during COVID ?

Hard time paying rent or utilities during COVID?

MaineHousing and the Emergency Rental Assistance Program are here to help.

With new eligibility criteria, you could now receive assistance.

Find help now at
MaineRentRelief.com.

[VIEW VIDEO](#)



Worried about eviction?

Worried about eviction?

MaineHousing and the
Emergency Rental Assistance
Program are here to help.

With expanded eligibility criteria,
you could now receive free legal
assistance to help keep you in
your home.

Find help now at
MaineRentRelief.com.

[VIEW VIDEO](#)



The campaign is still on-going, with paid media tactics including statewide Traditional Television, Paid Search, Paid YouTube, and Paid Social Media.

While social media provides an expanded opportunity to reach key audiences through a variety of placements, television allows our message to reach those who may not have a social media presence. The use of Paid Search also allowed us to harvest demand to assist those who were actively looking for support online.

THE RESULTS

Mid-Campaign Results



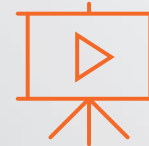
225.3K

Combined Impressions



11.6K

Combined Clicks



97.2K

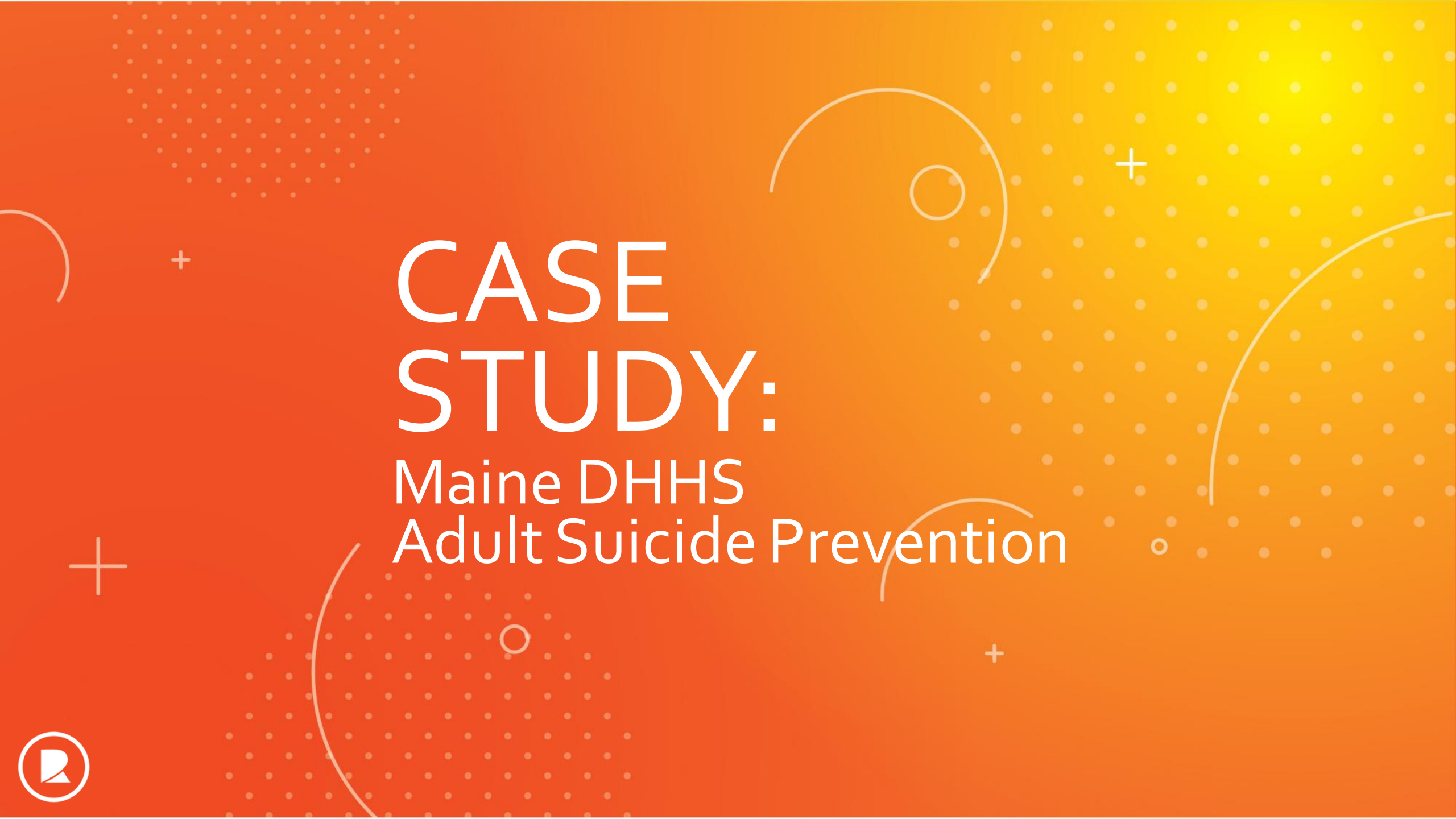
YouTube Video Views



341

Clicks to Call from Paid Search





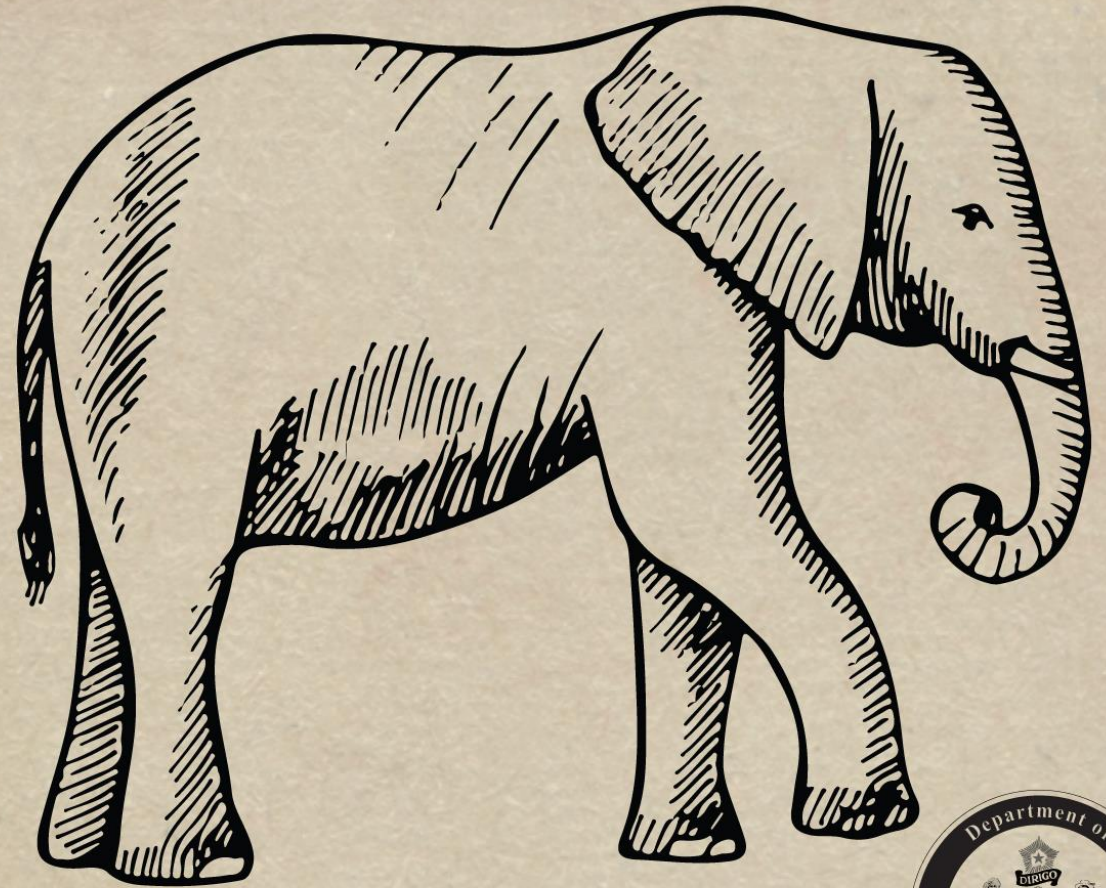
CASE STUDY:

Maine DHHS
Adult Suicide Prevention



FEELING OVERWHELMED?

LEARN HOW TO
SHRINK THAT
ELEPHANT.



BIG FEELINGS DON'T HAVE TO TURN INTO SUICIDAL THOUGHTS.

Maine Crisis Hotline
1-888-568-1112





Situation ANALYSIS

Suicide is the leading cause of violent death in Maine, killing almost seven times as many people each year as homicide between the years 2002-2010. For all ages combined, suicide is the tenth leading cause of death.

OBJECTIVES

- Raise awareness about the importance for adult males to seek help via call, text and chat features available through the Maine Crisis Line
- Provide resources and tools for friends and family who may be concerned about a loved one



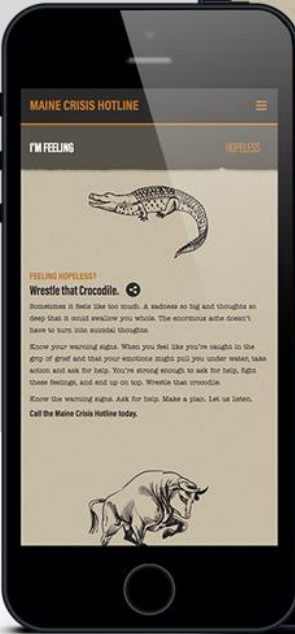
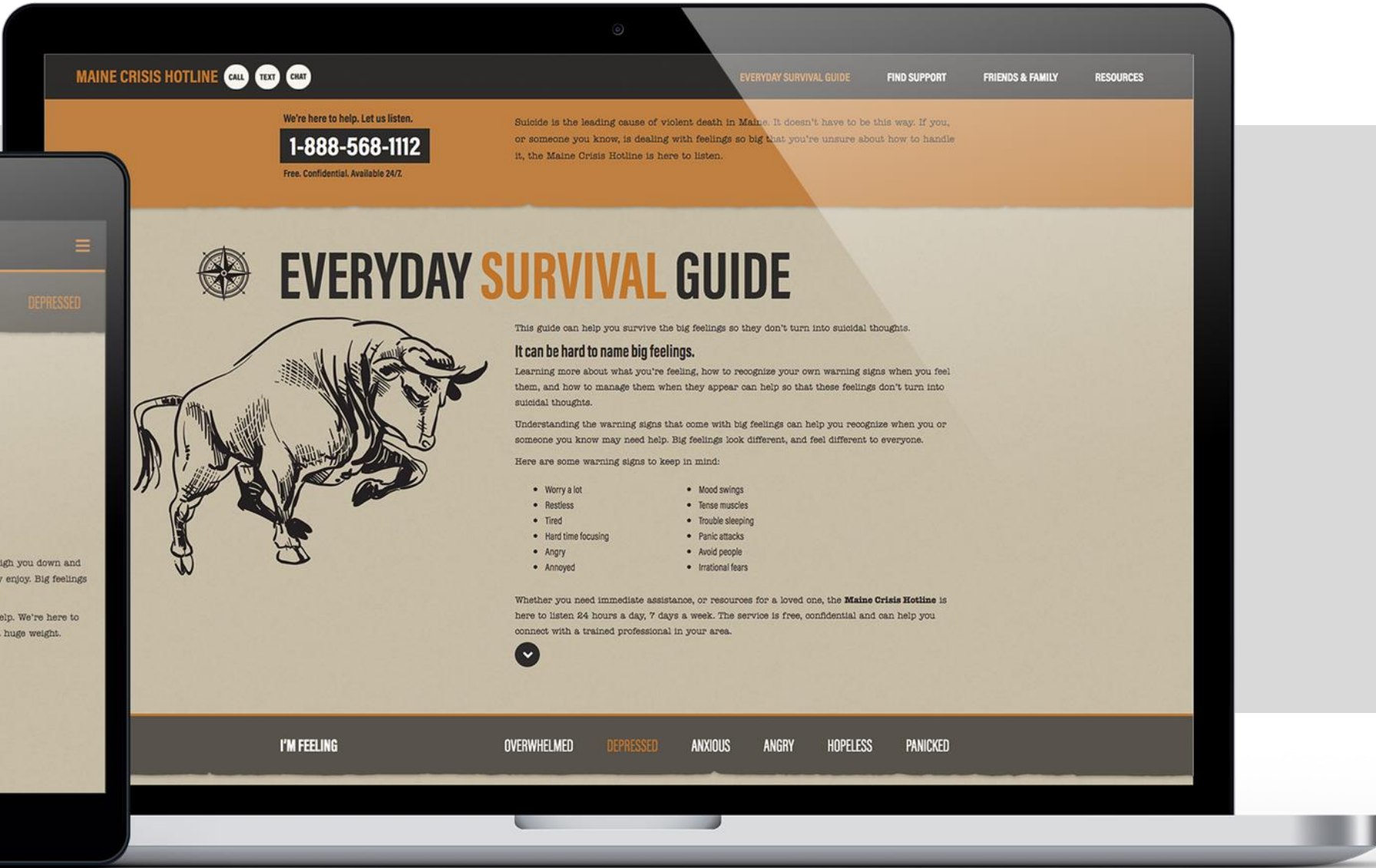


Rinck developed the "Everyday Survival Guide" campaign which seeks to help reduce stigma around mental health in order to encourage help-seeking by using visual metaphors –

- *Learn How to Tame That Tiger*
- *Learn How to Shrink That Elephant*
- *Learn How to Silence That Thunder*

These metaphors and more helped to break down big feelings and provided strategies for how to navigate those feelings in order to seek help.





FEELING ANGRY?

LEARN HOW TO
TAME THAT TIGER.



BIG FEELINGS DON'T HAVE TO TURN INTO SUICIDAL THOUGHTS.

**Maine Crisis Hotline
1-888-568-1112**





THE RESULTS

Campaign Results



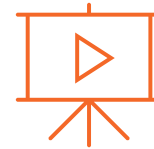
11.7M

Impressions



28K

Clicks



994K

Video Views



THE RESULTS

Direct Click Actions



3,136

Click to Call
Actions



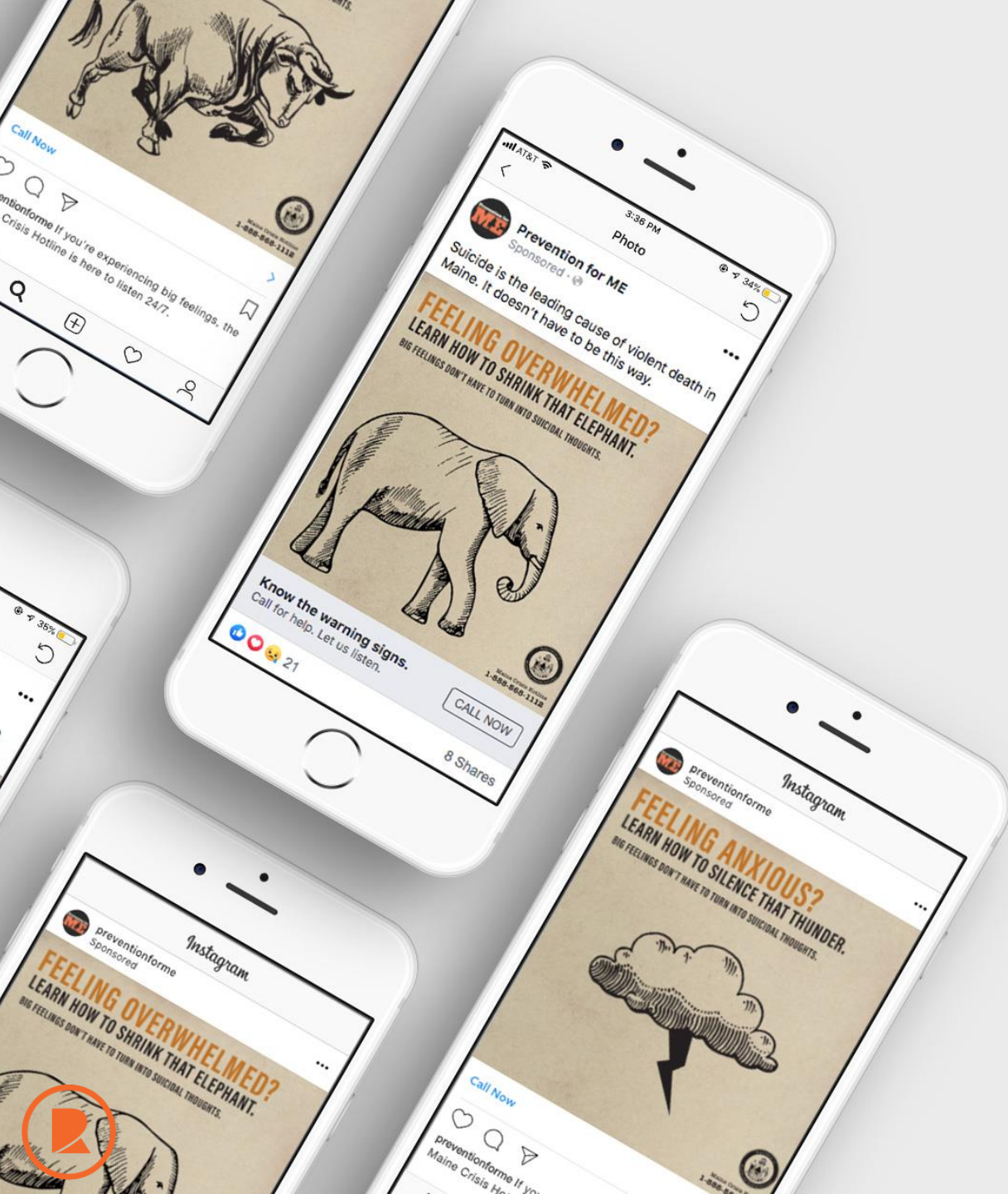
222

Click to Text
Actions



172

Click to Chat
Actions



THANK YOU

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*"You're going to love
what happens next"*

