

Walk for **INDEPENDENCE**

CARROLL CENTER FOR THE BLIND

Case Study



INSEGMENT SERVICES



PAID SEARCH



SOCIAL ADS



WEBSITE DEVELOPMENT





BACKGROUND

Established in 1936, the Carroll Center for the Blind, located just outside of Boston, has been serving those with vision impairment for over eight decades and is nationally recognized as a premier Vision Rehabilitation Center, serving all ages and all stages of vision loss.

Looking to drive awareness for their annual walk, The Carroll Center for the Blind contracted inSegment in 2020 to overhaul its organic and paid strategy, with the ultimate goal of reaching their fundraising and attendance targets.

GOALS

- Drive awareness for the 2020 Walk For INDEPENDENCE to significantly improve registration volume, increase fundraising and number of high-value donors
- Development of a landing page with streamlined user experience and registration form, ultimately directing traffic back to the event microsite
- Creating a sense of urgency through countdown timers on the microsite and in the ad copy
- Helping the Carroll Center reach its fundraising goal through Paid Search and Social Media campaigns, on a limited advertising budget

THE SOLUTION



Building a striking and information-rich landing page with streamlined user experience and registration form was a top priority for inSegment's web development team. The page had to be user-friendly while incorporating several call-to-action options: registering for the walk, creating a team, joining a team, and donating. To ensure the best visibility in local search results, inSegment's SEO team provided optimized tags and content and promoted the event in several local publications. To craft an impactful paid campaign strategy, inSegment's performance marketing team identified keywords that were specific to The Carroll Center for the Blind and the event itself and had adequate search volume that would drive a high volume of leads.

After initial keyword research and ad copy creation, the COVID-19 pandemic hit. With this unexpected roadblock, the Carroll Center for the Blind decided to transform the walk into a virtual event.

inSegment updated The 2020 Walk For INDEPENDENCE landing page to accommodate the virtual event. The inSegment team also reworked the keyword and ad copy strategy to incorporate broader volunteer terms, which, according to Google Trends, were on the rise as people were seeking ways to give back and volunteer at a time when so many found themselves struggling. The paid campaign was updated to include a virtual ad group, targeting keywords such as virtual events, activities to do while social distancing, and ways to get involved, to maximize visibility with a growing audience searching for activities to do while at home.

THE RESULTS



During these unprecedented times, The Carroll Center for the Blind embraced digital transformation overnight

Translating goals from physical to virtual events is challenging creatively, technically and financially, particularly for non-profits.

Thanks to a quick shift in strategy taking The Walk for INDEPENDENCE virtual, and tailoring the paid campaign strategy to reach a growing audience hungry for opportunities to engage with their community while stuck at home, the event proved to be a success.

The Carroll Center for the Blind utilized a combination of methods to ensure they achieved their fundraising and participation goals which included the addition of a strong landing page and hyper-targeted paid search and paid social strategy.

KEY SUCCESS METRICS



3 weeks
total campaign length



10%
conversion rate



112
conversions



\$22 CPL
across Google and Facebook



\$130,000
donation target exceeded