



WHITE
PONY
EXPRESS



DIGITAL MARKETING CAMPAIGN PLAN

Created by: Lauren Militello
Outreach and Marketing Manager
at White Pony Express

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ABOUT WHITE PONY EXPRESS (WPE)

East Bay Area, CA

Community Support Nonprofit



➤ A replicable and sustainable model that rescues and redistributes food 364 days a year by delivering to 80 NGO partners across Contra Costa County (CCC) directly supporting underserved communities.

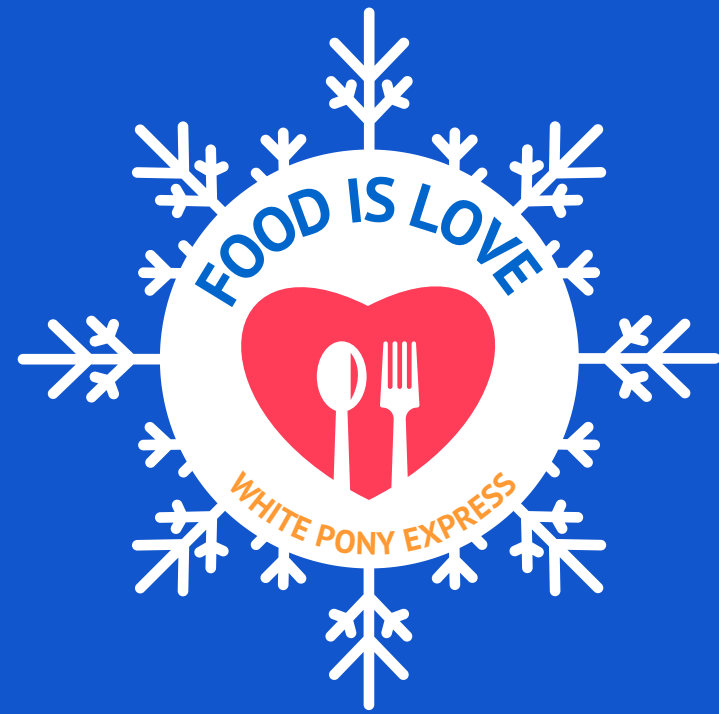
➤ 1 in 8 adults and 1 in 7 children go hungry in the U.S while 40% of all food is dumped in landfills. *This is enough food to feed every hungry person!*

➤ Wasted food rots in landfills causing methane emissions - *this gas is 28 times worse for global warming than carbon dioxide.*

➤ WPE is the solution that connects people who need food the most, rescuing up to 14k lbs of food per day before it's thrown away. WPE picks up food daily from 70+ businesses donating excess products.

➤ WPE impacts since 2013: 18 million lbs of food rescued mitigating 17k tons of GHG emissions.

➤ 2.5 million annual operating budget serving 120k+ individuals in need.



FOOD IS LOVE HOLIDAY GIVING CAMPAIGN GOALS

**PARTNER
WITH
INFLUENCERS**

**GROW
AUDIENCE**

**INCREASE
ONLINE
REVENUE**





RESEARCH

SWOT ANALYSIS

STRENGTHS: Great story, largest food rescue in CCC, replicable, good trust signals, strong volunteer base, content-rich

WEAKNESSES: Brand pulled in many directions, need more annual funders, needs to adopt and implement digital marketing practices, map constituent journeys

OPPORTUNITIES: SB 1383, Climate change action volunteers, Solution to food insecurity as replicable model, Reach new local audiences in CCC

THREATS: Relatively unknown, Food banks have bigger budgets and networks, inflation

ECO-CONSCIOUS FOODIE INFLUENCERS

Find Bay Area pro bono eco-conscious foodie influencers with audiences who care about the environment *and* uplifting lives

Speak to audiences who want to take action, and want to know what to do, and how to do it

Outreach spreadsheet to build an annual strategy

Social Media posts asking for WPE's existing audience to sign up and pledge to share influencer WPE content

TOP HUNGER RELIEF COMPETITORS & THEIR KEYWORDS

➤ Food Bank Contra Costa and Solano

- Top 3 Organic Keywords: contra costa food bank, food bank, food bank of contra costa
- Top 3 Paid Keywords: p ebt, pandemic ebt, contra costa food bank

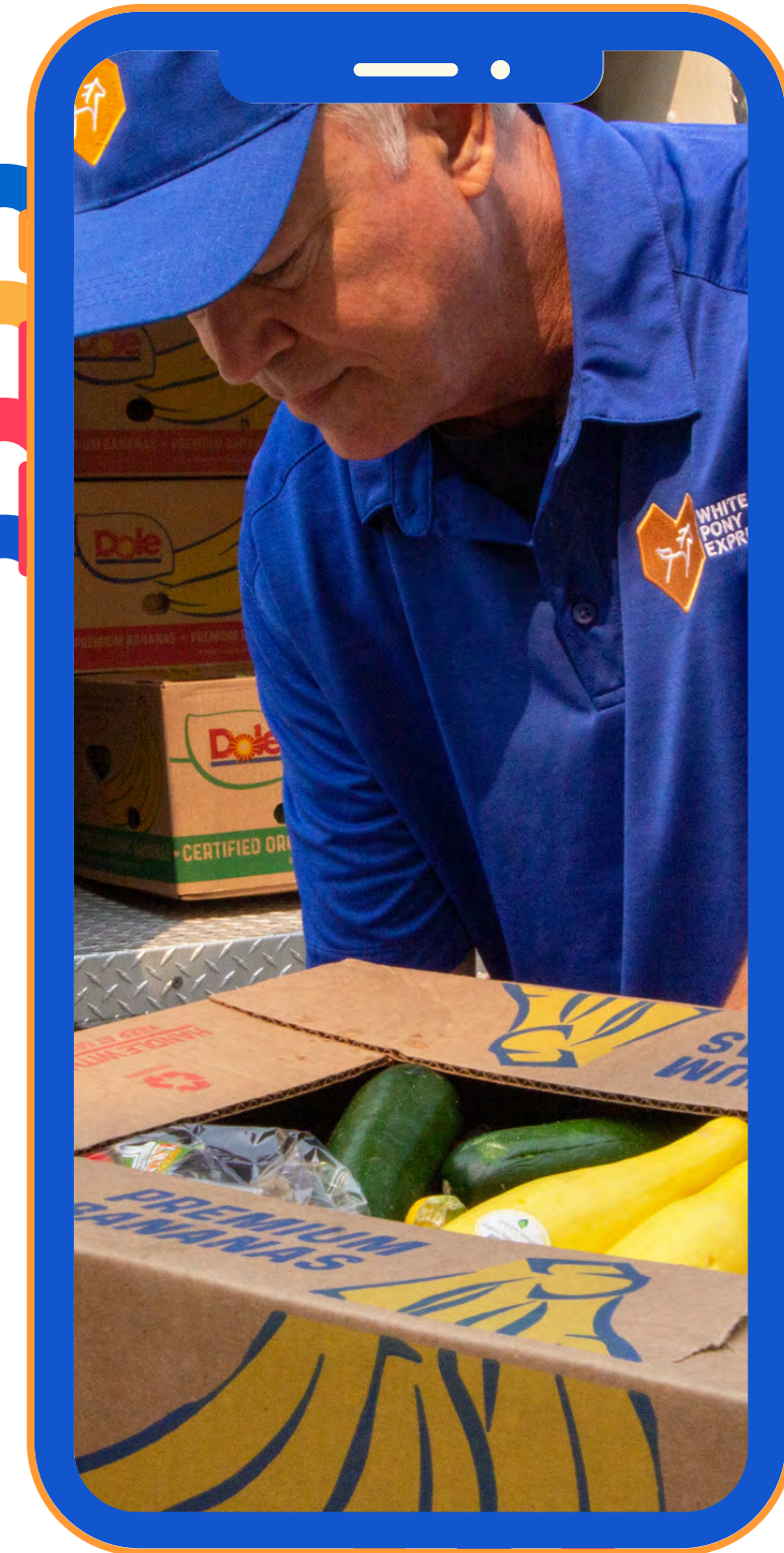
➤ Feeding America

- Top 3 Organic Keywords: feeding america, food near me, food bank near me
- Top 3 Paid Keywords: food stamps, apply for food stamps, feeding america

➤ Meals on Wheels of Contra Costa

- Top 3 Organic Keywords: meals on wheels contra costa menu, meals on wheels, meals on wheels walnut creek
- Top 3 Paid Keywords: N/A

Takeaways: Food Rescue / Hunger Relief competitor keywords are meeting the needs of recipients rather than donors which leaves room to grow a donor base with keywords meeting intent and relevancy



WPE KEYWORDS



WPE RANKING KEYWORDS ACCORDING TO SEMRUSH

Top 3 Organic Keywords: white pony express, white pony, express org

Top 3 Paid Keywords: save earth, paginas de donaciones en estados unidos, apps to help the homeless

'FOOD RESCUE' SEO RANKING: <0.01 % of traffic
food rescue programs near me, community food rescue, how to start a food rescue program, food rescue, what is food rescue, what is food rescue, food rescue app

PROPOSED KEYWORDS TO RAISE RANKING OF TRANSACTIONAL INTENT:

food rescue programs near me, community food rescue, how to start a food rescue program, food rescue, what is food rescue, food rescue app, donate food, donate extra food

Takeaways: Current Google Ad Grant keywords did not appear in SEMRUSH which needs investigation. There's TONS of room for WPE to grow with more relevant keywords that meet searcher intent and relevancy



CHANNELS



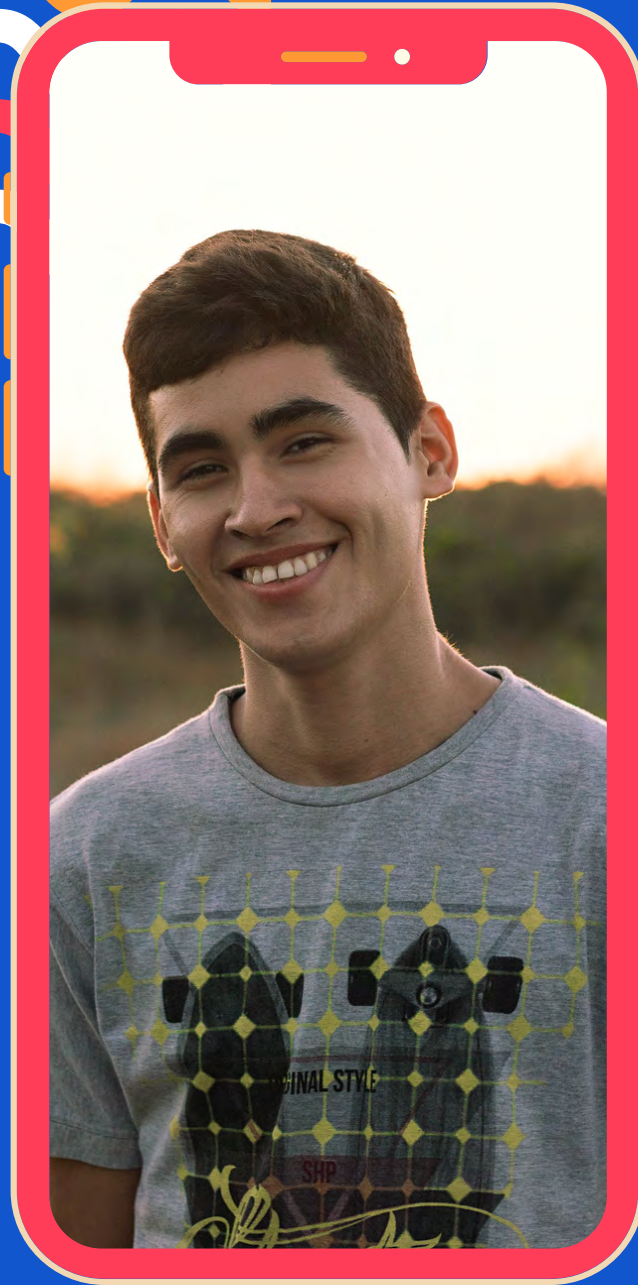
CURRENT

- Instagram: 1,427
- Facebook: 2,330
- LinkedIn 286
- Twitter: 341
- Website
- Google Ads \$10k Budget
- Email List: 6,202

NEEDED

- Instagram Ads
- Facebook Ads
- Wix Website
 - Simplify and optimize for SEO with more landing pages
- Google Ads: Utilize full \$10k monthly budget with proposed keywords

PERSONAS



ALEX: GEN Z



KATE: GEN Y



LIZ: GEN BB

All content following personas are based on keywords and hashtags by searcher intent and relevancy for Liz



ALEX: GEN Z

“I want to help my friends eat better and take action against climate change so I can feel good about making a difference.”

PERSONA ALEX

Alex is a 20 something-year-old Gen Z college student.

FEELINGS ABOUT THE PROBLEMS: Alex has anxieties that climate change will reduce future opportunities for him to have a family & career. At the same time, he knows some students that are food insecure. It makes him sad that they can't afford to eat well, especially when he's trying new restaurants in the area. **ENVIRONMENT:** Alex has a modest disposable income because he lives with his parents. **MAIN MOTIVATION:** "I would love to hear a solution that I can easily be a part of that helps my hungry student friends - and my climate future. **GOALS:** To improve overall emotional well-being by acting to fight climate change and connect his friends with food. **BEHAVIORS:** Alex Googles food banks near him, and also reads blogs and follows hashtags about climate change solutions. He follows some local influencers to learn about new restaurants in the Bay. **PAIN POINTS:** Busy with school, socializing and other activities are competing priorities for free time. Can donate no more than \$25 a month.

PERSONA KATE



KATE is a 30-something millennial and a college graduate in the beginning stages of her career, she's also the mother of a 5-year-old and a 7-year-old. **FEELINGS ABOUT THE PROBLEMS:** Kate is an elementary school teacher in an underfunded school, she has many students whose parents can't afford enough food. Many of the students depend on the meals they receive at school. In her free time, Kate loves hiking with her family and considers herself an environmentalist. **ENVIRONMENT:** Kate lives with her husband and kids, they have moderate disposable income. **MAIN MOTIVATION:** "I know my students deserve better! I'd like to find out how to start a food pantry for student families at our school." **GOALS:** To improve the health of her students and their families. To feel emotional satisfaction about acting to fight climate change and helping her favorite forests thrive. **BEHAVIORS:** Kate Googles how to start a food pantry and organizations that donate food. She follows hashtags about education, educational activists, local restaurant influencers, and local state parks to learn about places she can visit someday. **PAIN POINTS:** Kate is a teacher and works more than 40 hours a week. She's often tired when arriving home and prioritizes spending time with her family. Kate often orders take out and follows foodies to learn which restaurants in the area to order from. Kate and her husband can donate no more than \$40 month.



KATE: GEN Y

"I want to get my students and their families the food they deserve to live healthier lives while also helping to protect the forests I love from climate change."

PERSONA LIZ



LIZ is a recently retired baby boomer in her late 50s

FEELINGS ABOUT THE PROBLEMS: Liz is concerned about the climate future her grandchildren will experience, and has noticed many more unhoused in her community. She sees some people sleeping outside that are her age - and this brings her great sorrow.

ENVIRONMENT: Liz and her husband are very financially comfortable and now have time to think about how they can give back to their community. They are HUGE foodies who love cooking and trying new restaurants and recipes.

MAIN MOTIVATION: “I want to do something that improves the climate future of my grandkids and helps the unhoused in my community.”

GOALS: To volunteer somewhere that helps support the unhoused and fights climate change for her grandchildren.

BEHAVIORS: Liz uses her desktop to search for charities that help homeless people. Liz searches for “places near me I can volunteer”. Can donate \$100 a month.

PAIN POINTS: Not tech-savvy, is distractable on Facebook, and doesn’t use a smartphone very well.

LIZ: GEN BB

“I want to use my skills, time, and money to help support a local charity that cares about the homeless and climate change.”

The following content is based on keywords and hashtags by searcher intent and relevancy for Liz



A graphic designed to look like a computer monitor with an orange header bar. The main area has a blue background. At the top, a row of orange hearts is partially visible. In the center is a circular logo with a white border, containing a red heart with a white fork and spoon inside. The words "FOOD IS LOVE" are written in a white arc above the heart, and "WHITE PONY EXPRESS" is written in an orange arc below it. The entire logo is surrounded by white snowflake patterns. Below the logo, the text "INFLUENCER HOLIDAY CAMPAIGN" is written in white, all-caps, sans-serif font. At the bottom, the words "FOOD IS LOVE" are written in a large, bold, red, all-caps, sans-serif font. A decorative multi-colored starburst is located at the bottom left corner of the graphic.



STRATEGIES

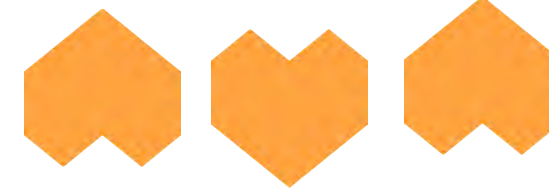
NONPROFIT B2C GROW NONPROFIT DONATIONS

PAID MEDIA

1. Boost top-performing social media posts with most relevant messaging (campaign and existing)
2. Boost top-performing social media campaign fundraising posts from influencers
3. Google Ads: run evergreen campaign groups for different intents using persona sets

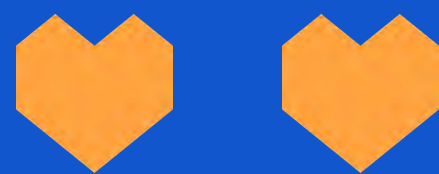
OWNED MEDIA

1. Create relevant website content that meets searcher intent using long-tail keywords related to donating, volunteering, helping the homeless, and hunger solutions
2. Audit Website SEO to increase organic traffic results, ranking, and improve Google indexing
3. Create Drip email series for recent converts to improve customer journey
4. Create engaging social media content with relevant hashtags for increased visibility



EARNED MEDIA

1. **Engagement:** Monitor SM for shares, comments, and direct messages, replying asap
2. Increase reviews on Google to boost online presence
3. Find pro-bono foodie sustainability influencers that will talk about WPE with their audiences and encourage them to donate and follow WPE
4. Involve local officials on SM by tagging them in posts
5. Reach out to local media outlets and tag



TACTICS

GROW NONPROFIT DONATIONS



PAID MEDIA

1. Identify most popular posts that exemplify the WPE brand. Boost posts with FB and IG Ads budget \$500
2. PPC Ads pointing to campaign landing page
3. Donate and Volunteer Google Ad Grant: Run evergreen ad campaigns to max out 10k budget, and create ad set groups for different persona intents that point to campaign and other landing pages

OWNED

1. Write blogs that meets searcher intent of long-tail keywords related to donating, volunteering, solutions to climate change, and hunger
2. Overhaul website SEO to increase organic traffic results
3. Create Drip email series for new donors and new volunteers; email impact stories and updates 1x a month
4. Create engaging social media content that resonates and grows a community with foodies who care about mitigating climate change by rescuing food and goods from landfill for redistribution to those who need it most.

EARNED MEDIA

1. Re-share content posted by volunteers and in-kind donors, reply to comments and DMs
2. Request constituent reviews on Google to increase online presence
3. DM pro-bono foodie influencers that will talk about WPE with their audiences and encourage them to donate and follow WPE
4. SM posts with tags for all local chambers, county mayors, and other identified politicians showing how food and goods rescue is a community solution
5. Invite media and influencers to tour WPE and share about how the community can give back this holiday season by donating to WPE and taking action by volunteering, with a drive, or fundraising

BAY AREA FOODIE AND GREEN INFLUENCERS



FOOD AND COOKING INSTAGRAM

@easycookingwithmolly, 10.9k followers,
(also editor) @thefeedfeed, 2m followers

@myhealthydish, 1.3m followers

@abrowntable, 109k followers

SUSTAINABILITY INSTAGRAM

@browngirl_green, 60.4k followers

@ecolifechoices, 13.6k followers

DM CAMPAIGN CHANNELS FOR LIZ

- SEO and Website
- Paid Search
- Social Media
- Email



LIZ: GEN BB



SEO & WEBSITE OWNED MEDIA

FOOD IS LOVE CAMPAIGN FOR PERSONA LIZ:

- On website create 1-3 keyword rich blogs that meet searcher intent with stories about WPE helping the unhoused and other neighbors with rescued food and goods
- Off-site SEO: Request to be blogged about by media and influencers, and have them add WPE backlinks to their articles
- Holiday landing pages that use keywords about homelessness and hunger, and the environmental impacts of feeding people in need with rescued food to help the environment
- At a minimum, overall organic search opportunities can be increased by improving WPE's website pages with relevant SEO keywords, starting with the Title Tags. Then, optimizing the URLs, Meta descriptions, Title Tag, Headings, and Copy. Images need to be described using keywords. This will also help Liz to better understand what WPE does when navigating the rest of the site

WPE'S HOMEPAGE SOURCE CODE

```
<title>Food Rescue and Recovery | White Pony Express | United States</title>
```

```
<meta name="description" content="At White Pony Express our mission is to help eliminate hunger and poverty by delivering the abundance all around us to those in need - with love. Through Food Rescue and Recovery, Community Volunteering, and acting as a Social Services Poverty Relief Agency, we strengthen our Circle of Giving."/>
```

```
<h1 class="font_6" style="font-size:90px; line-height:1em;"><span style="letter-spacing:normal;"><span style="font-size:120px;"><span style="font-family:poppins-semibold;"><span style="font-weight:bold;"><span style="font-style:normal;"><span style="color:rgb(0, 0, 0);"><span style="font-size:90px;"><span style="color:#FFFFFF;">ALL OF US TAKING CARE OF ALL OF US</span></span></span></span></span></span></span></h1>
```

```
<h2 class="font_2" style="font-size:29px; line-height:1.5em; text-align:center;"><span style="letter-spacing:normal;"><span style="font-size:29px;"><span style="font-family:poppins-semibold;"><span style="font-weight:bold;"><span style="font-style:normal;"><span style="color:#1256CE;">Our mission is to eliminate hunger and poverty by delivering the abundance all around us to those in need.&nbsp;</span></span></span></span></span></span></h2>
```

```
<h3 class="font_3" style="font-size:24px; text-align:center;"><span style="font-size:24px;"><span style="color:#FFFFFF;"><span style="font-family:poppins-semibold,poppins,sans-serif;">All donations are MATCHED up to $250k until April 22nd!</span></span></span></h3>
```

Takeaways: WPE's website source code does not meet searcher intent using relevant keywords and needs to be overhauled for online visibility, beginning with the titles.



PAID SEARCH

GOAL: INCREASE CONVERSIONS OF NEW VOLUNTEERS AND DONATIONS

Search Queries for Liz based on intent:

Blogs and landing pages based on intent and relevance for Liz. She wants to support an organization near her that helps uplift unhoused people in her community by volunteering and donating.

Relevant targeted long-tail keywords for PPC Google Ads, SEO, and website optimization with landing page include: charitable donations, resources for homeless near me, local charities, feed the homeless, local volunteer.



Keyword	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Searches: Nov 2021	Searches: Nov 2021
volunteer at a soup kitchen	3600	Low	9	\$1.01	\$18.42	9900	
charitable donations	3600	Medium	34	\$5.67	\$29.54	2900	
homeless help near me	3600	Medium	34	\$0.42	\$3.69	3600	
local charities	2900	Low	29	\$1.40	\$10.64	4400	
resources for homeless near me	2900	Low	25	\$0.40	\$4.85	2900	
best charities to donate to 2021	2900	Medium	51	\$1.77	\$20.38	6600	
assistance for homeless	2900	Medium	48	\$0.44	\$3.30	3600	
charities to donate to near me	2400	Low	32	\$2.11	\$18.40	2400	
homeless shelter volunteer	2400	Low	12	\$0.87	\$15.13	3600	
charitable donation tax deduction	2400	Low	11	\$0.91	\$4.47	2400	
feed the homeless	2400	Low	8	\$1.47	\$10.18	4400	
charities picking up donations	1900	Low	32	\$0.86	\$6.93	1600	
resources for homeless	1900	Low	30	\$0.41	\$5.17	2400	
emergency homeless assistance near	1900	Low	27	\$0.48	\$4.44	2900	
local nonprofits	1900	Low	9	\$1.85	\$7.98	2900	
charitable organizations near me	1600	Low	25	\$1.92	\$10.64	1900	
charitable giving	1600	Low	20	\$2.73	\$9.81	1900	
homeless shelter volunteer near me	1600	Low	11	\$0.93	\$18.79	2900	
clothing donation centers near me	1600	Low	6	\$1.08	\$6.05	1600	
housing assistance for homeless	1600	Medium	39	\$0.47	\$3.70	1600	
nonprofit organizations near me for cor	1300	Low	20	\$1.60	\$6.87	1000	
feed the homeless near me	1300	Low	13	\$1.12	\$16.56	3600	
volunteer organizations near me	1300	Low	12	\$0.80	\$10.98	1000	
women's shelters volunteer	1300	Low	11	\$1.85	\$18.36	1900	
local volunteer	1300	Low	6	\$0.72	\$4.69	1000	
good charities to donate to	1300	Medium	49	\$3.08	\$37.20	1600	
donating to homeless	1300	Medium	42	\$2.35	\$13.64	1600	

Ad www.whiteponyexpress/feedthehomeless

Feed the homeless: Volunteer with White Pony Express

White Pony Express is one of your **local charities** providing **resources for homeless** in CCC. Become a **local volunteer** today and learn about the impact of your **charitable donations**.

homeless assistance programs near m	880	Low	26	\$0.53	\$5.83	880	
volunteer groups near me	880	Low	16	\$0.80	\$9.18	880	
local organizations	880	Low	7	\$1.30	\$10.12	1000	
homeless assistance program	880	Medium	39	\$0.42	\$3.30	1000	

SOCIAL MEDIA

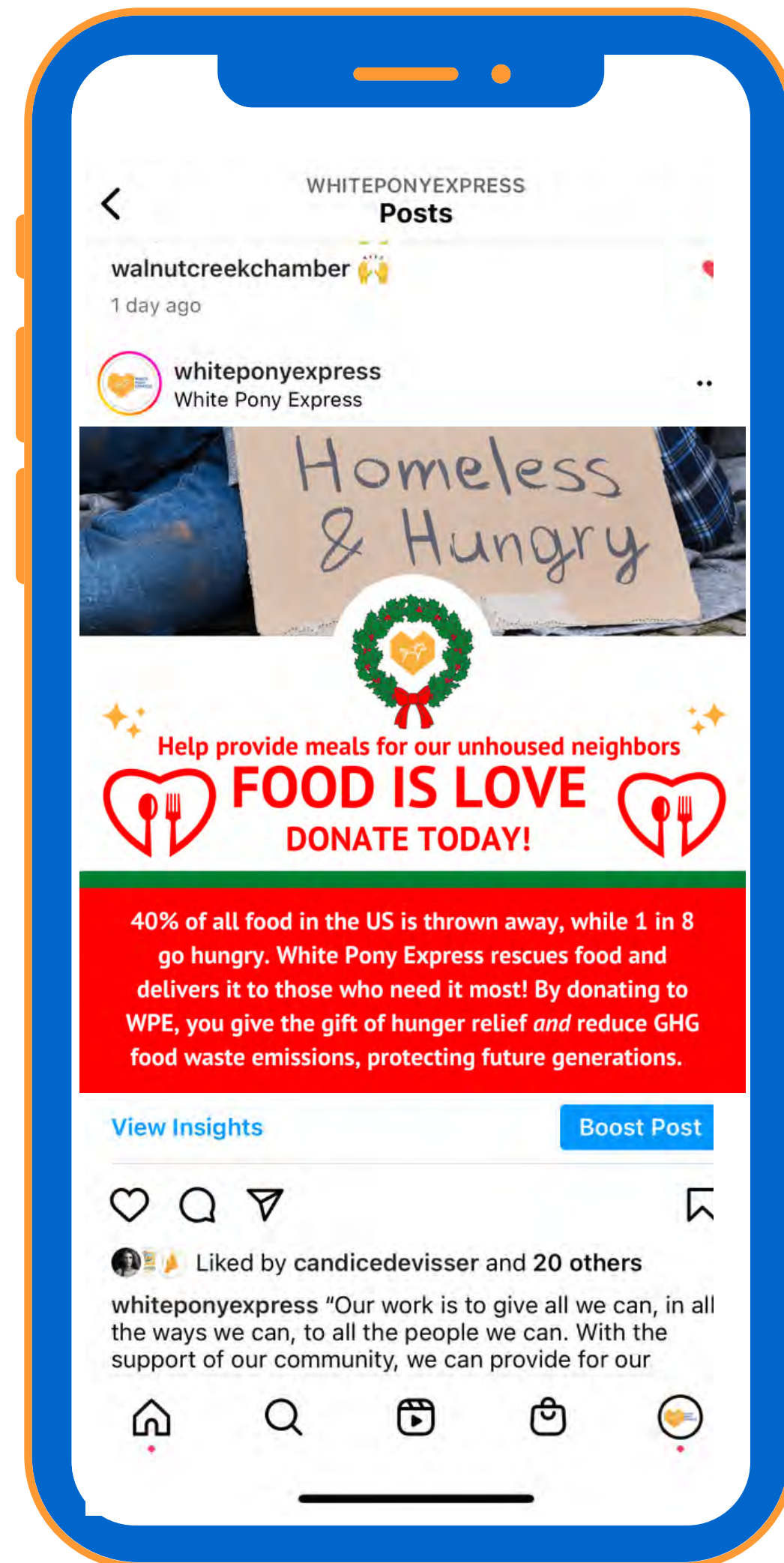
MOST POPULAR IG & FB HASHTAGS

RELEVANT TO CAMPAIGN FOR LIZ: PRIMARY

#helpthehomeless #foodislove (1.7m) #foodislove♥
(131k) #foodislovefoodislife (131k) #foodislovefoodislife
♥ #eastbayfoodie (32k) #eastbayfoodies (10.2k)
#eastbayfood (24.9k) #giveback (5.1m) #communityfirst
(3.9m) #donatetoday (360k) #feedthehungry (217k)
#helpcommunity (32.7k) #helpyourneighbor (2.6k)
#contracostacounty (78.8k) #contracosta (55.2k)
#bayareanonprofit (1k) #eastbay (1.4m) #eastbayeats
(1.4m) #holidaygiving (57.2k) #spiritoftheseason

OTHER RELEVANT HASHTAGS: SECONDARY

#foodrescue (70.6k) #foodwaste (471k) #foodwasterevolution
(5k) #foodsystems (44.9k) #foodsystemchangenow (10.6k)
#sustainabilitytips (57k) #sustainabilityhero #zerowastemodel
#foodrescuehero (1k) #climatechangeawareness (69.3k)
#climatechangethefact (15.8k) #futuregenerations (68k)
#climatechangesolutions(10.5k) #sustainableliving (6.9m)



EMAIL

DRIP EMAIL SERIES

Following her volunteer orientation, Liz receives a trigger email launching a drip series for new volunteers and donors.

This emails keeps new volunteer constituents informed, and WPE at top of mind. The second email will inform her that the Food is Love Campaign is active, and that angel donors are matching gifts. So Liz decides to donate.

Thank you for helping White Pony Express uplift lives!



All of us taking care of all of us



Welcome to the team, new volunteer!

You're helping White Pony Express rescue and distribute healthy food, and essential goods! To date, WPE has recovered 18 million pounds of high-quality food and 900 thousand clothing items, gifts, and emergency supplies to our neighbors in great need. To date, our food rescue program has diverted 17 thousand tons of greenhouse gas emissions from the air we breathe.

Our time together ahead promises to be most impactful and collaborative. As part of the WPE community, you can expect more information about how to help WPE's mission, learn fun facts about food and goods rescue, and hear the latest news!

We feel fortunate to be hand-in-hand (or elbow-to-elbow) as we work toward food security for all and a community of shared abundance. What awesome work we are privileged to undertake *together!*

Thank you for joining our WPE giving community!

Very warmly,

Eve Birge
Executive Director

DONATE



THE CONSTITUENT JOURNEY TO CONVERSION:

HOW LIZ FOUND WPE AND BECAME A MONTHLY DONOR AND VOLUNTEER



Awareness, Interest, Consideration, Conversion, and Retention

Google Search: Liz searches one of the following relevant long-tail keywords "resources for homeless near me, local charities, feed the homeless."

-OR- Liz saw an PPC CTA SM post on FB or IG to *Join WPE and Help Feed the Homeless*.

-OR- Liz found WPE through a local foodie influencer on IG or FB.

-OR- Liz follows the foodie hashtag #eastbayeats #contracostacounty, and #eastbayfoodie and discovers WPE on IG or FB.

FUNNEL: If one of the above points of contact meets her interest and intent, Liz will visit a WPE landing page. There, Liz will enjoy relevant content explaining why WPE is a solution to climate change and helping the homeless. The landing page CTA invites Liz to help by learning more and sign up for the WPE email list. Liz signs up for WPE's list and learns more about WPE each week with community stories about how WPE helps the unhoused with rescued food and goods. Liz follows WPE on Facebook and learns more about the other populations served, and ways she can mitigate food waste at home. Liz then decides to to volunteer with WPE. During the Food is Love Email Campaign, Liz sees a CTA to become a monthly donor and signs up.

TIMELINE



Tasks

September

October

November

December

January

Build Influencer Network
and reach out to Media

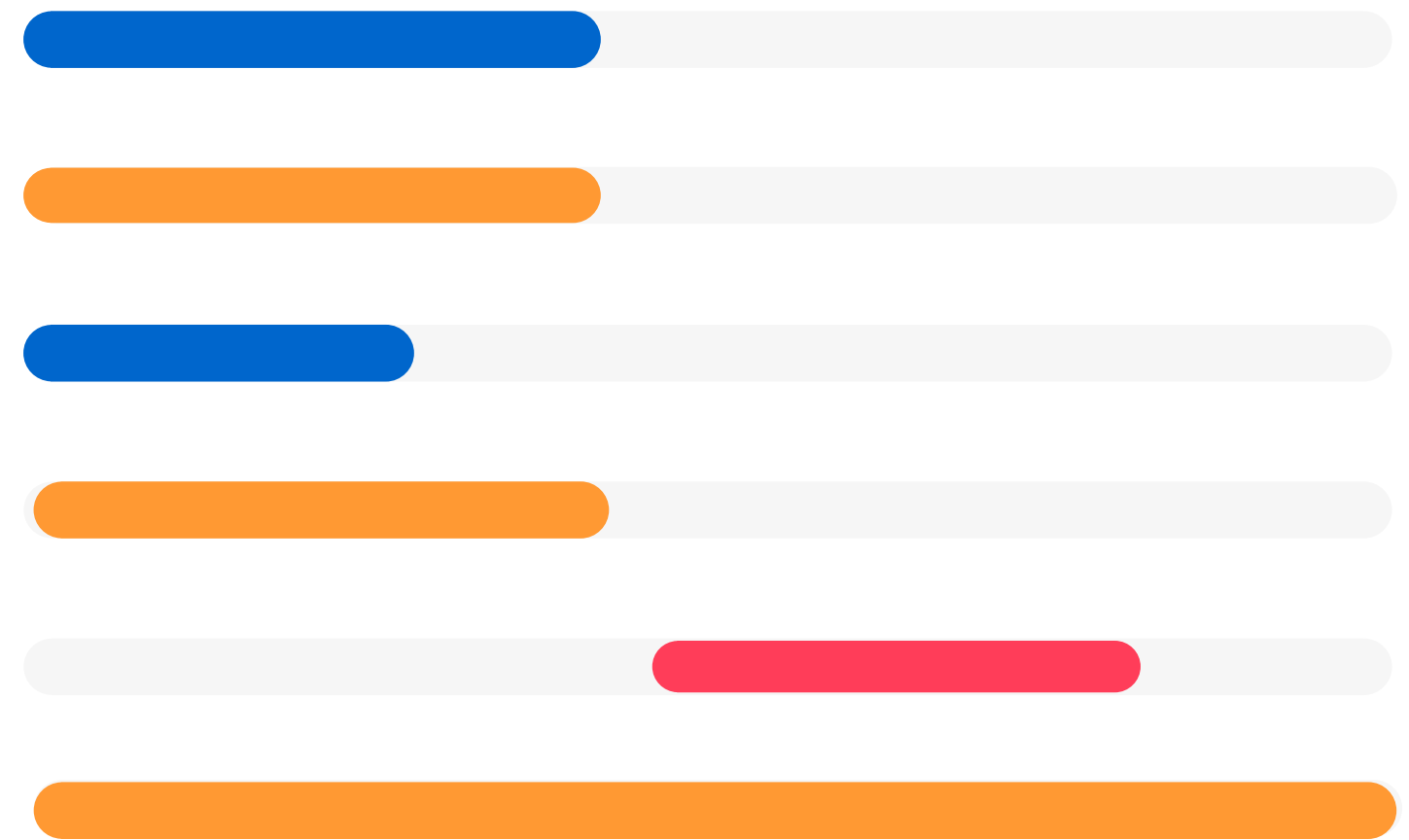
Optimize SEO on Website,
Build landing pages

Build Google Ads keywords for 3 target personas
(and set up audience parameters on IG and FB)

Create Campaign Flyers, Collateral,
Eblast Series, and Social Media Posts

Launch 'Food is Love' Fundraising Campaign

Set Baselines, Data Analysis
Monitoring and Measure KPIs



MEDIA PLAN



	Duration	Ad Spend Notes
Total Investment		\$44,500
Google Ad Grant	4 months Oct-Jan	\$40,000 Themes: charitable donations, resources for homeless near me, local charities, feed the homeless, local volunteer
FB & IG Ads	3 months Mid Oct -Mid Jan	\$1,500 month = \$4,500 Boosting most popular campaign content



KPIS

Baseline Metrics recorded in September to monitor the following channels for success:

Wix website

1. Traffic to campaign landing page, Google ad landing pages, volunteer page, and donate page
2. New email signups
3. Blogs read
4. Ranking

Google

1. Ad clicks from keywords, click through and conversion rates
2. Set up events in Google Analytics and tags URLs for conversion tracking



Social Media

1. Ad Clicks
2. New social media followers, likes, compared to previous year
3. Social media reach and engagement
4. Conversion rates

DonorPerfect CRM

1. YOY report of new donors
2. \$ amount of donations

Constant Contact Email Marketing

1. Email opens, heatmaps, clicks, and direct responses



SUMMARY

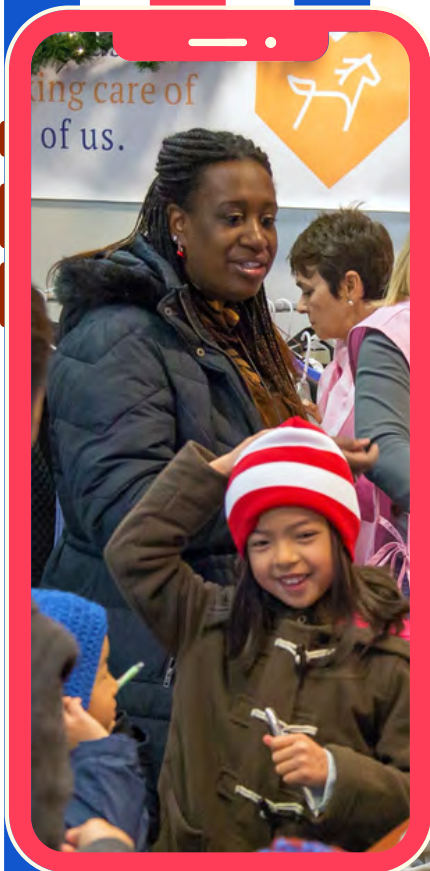


From this proposal I hope it's better understood why creating personas can be a powerful way to reach new audiences with messages that resonate based on relevant keywords that meet searcher intent. This builds awareness and converts more leads, and you are speaking directly to this persona.

It's a fact that 40% of edible food is wasted in the U.S. That's enough to feed *every* hungry person. When perfectly good food is thrown away in landfills it creates methane emissions, a greenhouse gas 28 times more potent than carbon dioxide. Food waste emissions are responsible for up to 8% of climate change pollution.

White Pony Express is a food and goods rescue community support model that can be easily replicated worldwide to reduce the loss and waste of finite resources (water, fuel, soil, fertilizer, workers) while providing food security to underserved seniors, families, and the unhoused.

It's easy to get involved by starting at home! You can compost your food waste, and spread awareness about perfectly good food going to landfills due to misleading expiration dates. You can also support the movement by donating to WPE, starting a WPE fundraiser, volunteering at WPE or your local food rescue nonprofit.





THANK YOU!

