

CASE STUDY: DIGITAL

Farm Credit Council & The 2018 Farm Bill

In 2018, the Farm Credit Council (FCC) partnered with Majority Strategies to focus on expanding awareness of Farm Credit institutions across the country with the goal of building an engaged following that can be activated around key agriculture initiatives. This partnership has resulted in:

- Increased Facebook following by 70,000 Users (500% Growth)
- Generated 1.75 million video views
- 21,000,000 Impressions delivered nationwide
- Maintained a 3.20% Click Through Rate (CTR) - more than triple the industry average
- Averaged a 11.28% Ad Recall Rate and a 24.7% Video Completion Rate (VCR), which are both above the industry standards.

The results of FCC & Majority Strategies online efforts have further solidified FCC's place as a leading voice in the agriculture community by proving their ability to activate supporters around legislation and initiatives that benefit America's farmers.

METHODOLOGY

FCC and Majority Strategies worked hand in glove to design and implement an omni-channel grassroots advocacy strategy that focused on:

- Continuing to increase AWARENESS of Farm Credit institutions and the FCC's active community engagement.
- Educate and PERSUADE constituents to support legislation and policy in support of rural communities and agriculture – the cornerstone of FCC's mission.
- ACTIVATE constituents to voice their support for passage of the 2018 Farm Bill.

Specifically, this ongoing digital strategy, comprising of hundreds of highly targeted issue-specific campaigns, focused on the following audiences and channels:

TARGET AUDIENCES

- DC Influencers (includes Members of Congress, Capitol Hill Staffers, USDA Staff, White House and EEOB Staff)
- National Agriculture Audience (includes members and allies of the agriculture community across the country - primarily focused in the Southeast, Midwest and Plains states- as well as Farm Credit institutions)

PRIMARY CHANNELS & PLATFORMS

- Social Media, Mobile & Desktop Advertising (including location based-geofencing)



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THE RESULTS

We achieved the initial, core objective of the brand awareness campaign by building Farm Credit's Name ID – specifically increasing its social media following by 70,000 Users – a 500% growth. Throughout the awareness phase, creative and messaging were tested to optimize for CTR, VCR and Ad Recall.

TOP PERFORMING CREATIVE



THANK A FARMER

FarmCredit_Digital_FLT37_FK2

Impressions: 275,059
Clicks: 6,508
CTR: 2.37%

VIDEO CONTEST

FarmCredit_Digital_FLT36_FK3

Impressions: 521,476
Clicks: 14,773
CTR: 2.83%



TOP PERFORMING VIDEOS



WOMEN IN AGRICULTURE

15s Video

Impressions: 35,252
Clicks: 31,890
Completion: 74.27%

VETERAN CAMPAIGN

15s Video

Impressions: 35,252
Clicks: 31,890
Completion: 74.27%



In addition to increasing the overall social media following of FCC, the awareness efforts led to:

- Reaching over 3.5 million users
- Generating over 300,000 unique engagements - including 36,816 total unique link clicks

This increased awareness and engagement enabled Farm Credit to activate their followers to take action around key legislative issues over the course of the year – in particular the 2018 Farm Bill debate.

To do this, by utilizing retargeting - Majority Strategies created a highly targeted audience by modeling the advocate's and the engager's audience. This audience, along with the DC Influencers, were targeted to raise the awareness of the Farm Bill debate in late 2018 with a high frequency, multi-platform campaign that included geofencing the Capitol, encouraging petition signing, and delivering over 6,000,000 ads through mobile, desktop, and Facebook. The CTR - at 10.4% - was higher than the industry benchmark for each corresponding platform and led to a conversion rate of 31%. Overall, Farm Credit raised awareness of the Farm Bill to an estimated 295,100 users. Looking long term, Farm Credit gained 3,338 new advocates in the process.

Additionally, the impact was felt on Capitol Hill. Throughout the Farm Bill debate, committee leadership frequently requested Farm Credit to weigh in on specific amendments, knowing our advocate base would generate a strong response in House and Senate offices.



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Seeing record performance and engagement around the Farm Bill Debate in 2018 would not have been possible without Farm Credit's long-term investment in promoting brand awareness through an omni-channel digital strategy.

ABOUT US

FARM CREDIT COUNCIL

Farm Credit has been serving rural communities and agriculture for more than 100 years. Farm Credit's core mission is to support rural communities and agriculture with reliable, consistent credit and financial services, today and tomorrow. Farm Credit is a nationwide network of 73 customer-owned financial institutions that provides loans and related financial services to U.S. farmers and ranchers, farmer-owned cooperatives and other agribusinesses, rural homebuyers and rural infrastructure providers.

Farm Credit by the Numbers

500,000
Farm Credit customers nationwide

\$11.9B
New loans to small farmers and ranchers in 2017

1,010,601
Loans as of December 31, 2017

\$259B
Total loan volume as of December 31, 2017

MAJORITY STRATEGIES

At Majority Strategies, we play to win. We are a full-service data, digital, and print firm with over 125 years of collective experience solving problems and influencing public opinion and behavior to create a desired action and outcome. We influence constituents by raising awareness of an issue, persuade them to support a solution, and ultimately, activate them to spur a desired course by decision makers. Our world class, multi-channel capabilities allow us to provide highly creative messaging through mediums such as digital advertising, mobile advertising, print advertising, and direct mail.

