



Walt's Waltz

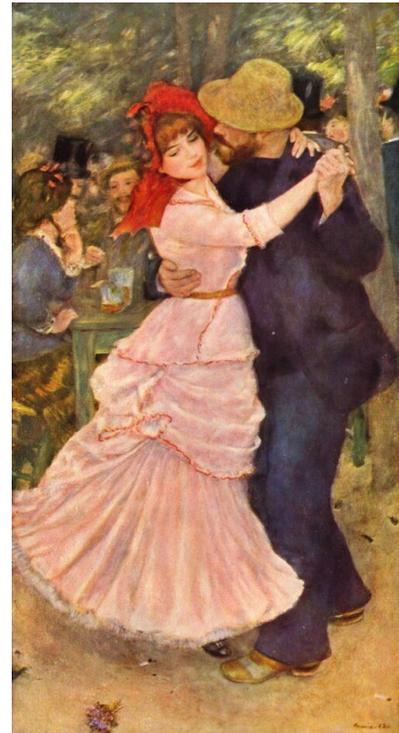
Mission: "Walt's Waltz works with experts in the field of mental health to determine the most effective manner to move humanity toward increased understanding of anxiety/depression."

Walt's Waltz

www.waltswaltz.com

PROJECT GOAL

PromoterMotor was asked to apply for the Google Ad Grants, set up Google Analytics, and create ad campaigns with the primary goal of achieving an increase in contact form submissions. Additional goals included increasing volunteer applications, donations, and "Stigma-Free Zone" sign ups. PromoterMotor was also asked to promote Walt's Waltz newsletter, resource pages, and social media. These promotions and advertising will allow Walt's Waltz to reach a broader audience and share their message on a global scale, ultimately completing one of their goals, setting up a "Stigma-Free Zone" across the world.



PROJECT SOLUTION

PromoterMotor applied for and won the Google Ad Grant for Walt's Waltz. This included filling out the several hundred step application process, finishing the necessary advertising knowledge exams, configuring the Walt's Waltz website for Google analytics and conversion tracking using Google Tag Manager. From the Google Ad Grant, Promoter Motor has been able to create a "Stigma Free Zone" in Africa, increase the number of Mental Health First Aid and Psych U training sessions, and train over 40 staff members at a school in California.

With the help of PromoterMotor, Walt's Waltz has been able to reach a much larger audience across the United States, as well as globally in Liberia where the first international "Stigma Free Zone" has been set up. This Stigma Free Zone is a direct result of ads created by PromoterMotor, which has helped Walt's Waltz reach almost 100 countries.

10k +

New web page users*

57k +

New web page views

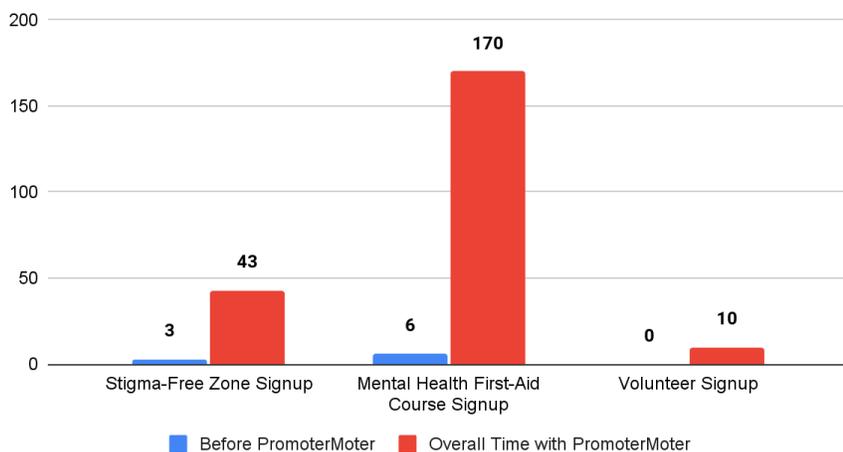
21%

Decrease in Bounce Rate**

*Comparative dates for each metric range from the beginning of January to the beginning of July.

** Meaning that people are staying on the website longer than they were before which results in increased organization engagement.

Goal Completions



GOAL COMPLETIONS

Stigma-Free Zone Signup: Walt's Waltz saw a **1,333%** increase in Stigma-Free Zone Signups from January to July of 2021.

Mental Health First-Aid Course Signup: There was a **2,733%** increase in Mental Health First-Aid Course Signups..

With the help of PromoterMoter, Walt's Waltz course sign ups increased by **575%** from 4 sign ups in January to 27 signups by the end of March.

Volunteer Signup: There was a **100%** increase in Volunteer Signups.

DIRECT IMPACT

With the help of PromoterMoter, Walt's Waltz benefitted from an increase in each of their three goals: "Stigma-Free Zone" Sign Up, Mental Health First-Aid Course Signup, and Volunteer Sign Up. PromoterMotor has created nearly **150,000 impressions** and **123 conversions** while advertising for Walt's Waltz.

Over the past 6 months, from January to July of 2021, Walt's Waltz saw **2,378%** increase in goal completions and **95%** increase in goal conversion rate with the ad implementation with continued success throughout the year.

Additionally, Walt's Waltz has increased their monthly page views from **500** to **3,000** with PromoterMotor's assistance.

Performance Indicators

Performance Indicators	Original Data*	Our Results	% Increase
Clicks	1,630	10,657	+554%
Sessions	849	9,216	+986%
Impressions	28,566	177,517	+521%
Click-Through-Rate	5.71%	6.01%	+0.30%
New Users	809	8,661	+971%
Goal Conversion Rate	0.59%	1.45%	+0.86%

* Information from January 2021

CONTINUED IMPACT

PromoterMotor wants to show how a person becomes aware, interested, engaged, and committed to your organization and eventually can lead to a measurable social impact. Susan Crooks, Founder and Board of Chair of Walt's Waltz, continuously speaks towards the incredible impacts for Walt's Waltz missions seen through the addition of PromoterMotor's advertisements on **both an individual and exponential level**.

"We want to keep advertising on Google because of these people like a man from Ghana who called me early this morning with suicidal thoughts. What if somehow that call saved his life?"

- Susan Crooks, Founder and Board Chair of Walt's Waltz

"Because of PromoterMotor's ads, we're now working with an entire university for third world countries. They're going to become a stigma free zone. They're going to train their faculty and then train the community. This is a really big deal because they don't have any educational programs and they have no prior learning in mental health conditions. This will go on to create an exponential impact."

- Susan Crooks, Founder and Board Chair of Walt's Waltz