

CASE STUDY

Walt's Waltz

Mission: "Walt's Waltz ends the stigma that surrounds those with mental health struggles through professionally led education programs, integration of the performing and visual arts, creation of Walt's Waltz Stigma-Free Zones, and scientifically led promotion of equitable funding toward cures for all diseases."

PROJECT GOAL

Walt's Waltz (WW) sought on-going increases in contact form submissions from potential volunteers, business owners who could post information about WW's mission in their workplaces, and teachers who would like to have WW give educational seminars. WW also sought more newsletter subscribers as well as increased attention for its resource pages and social media.

WW asked PromoterMotor to apply for a Google Ad Grant, set up Google Analytics, create a landing page, write ad campaigns, and provide monthly maintenance and reporting. WW wanted to reach local volunteers plus global supporters and trainees.

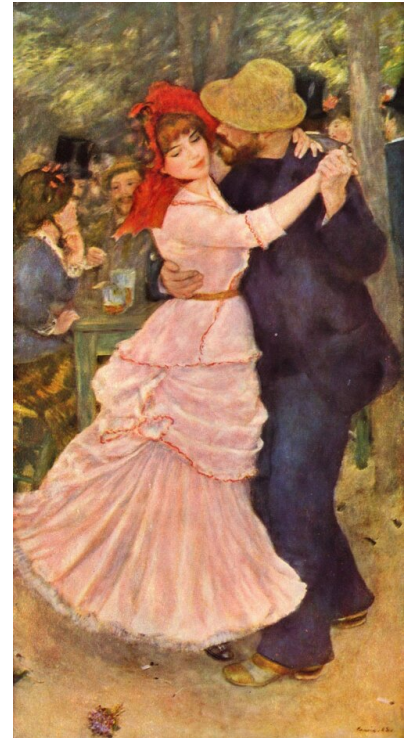
PROJECT SOLUTION

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 and counting.



Walt's Waltz
waltswaltz.com



GOAL COMPLETIONS*

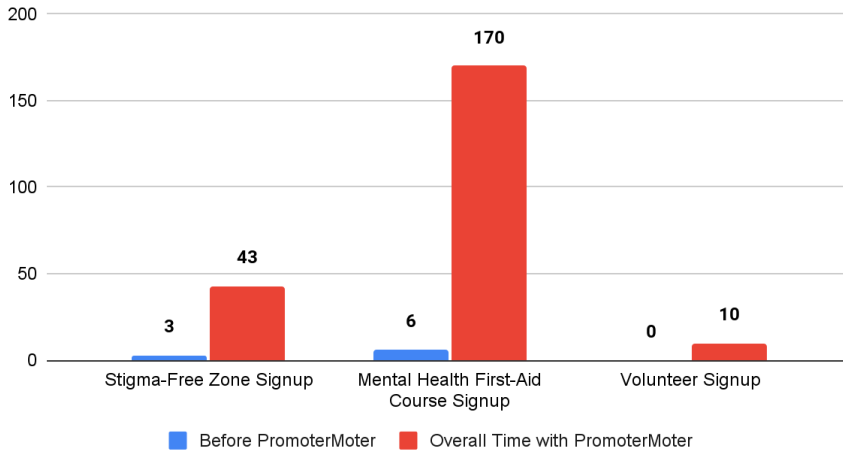
Stigma-Free Zone Signup:
1,333% increase

Mental Health First-Aid Course Signup: **2,733%** increase

Volunteer Signup: 10 new volunteers compared to none before service with PromoterMotor.

*from January to July of 2021

Goal Completions



Intermediate Metrics*

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.

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 **223 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.

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.

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	5.98%	6.02%	+5.25%
New Users	809	8,661	+971%
Total Goal Completions	9	223	2,377%
Goal Conversion Rate	1.11%	2.57%	+132%

*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.**

*"With our ads, people in our town are reminded of who we are. Beyond that, we're being seen and heard across the country and the world. We're at the top of the search results for the phrases that matter to our mission. **PromoterMotor is helping us grow.**"*

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

*"PromoterMotor's ads brought us our first International Walt's Waltz Stigma-Free Zone. Thanks to people contacting us as a result of the ads, we hosted Mental Health First Aid certification courses for a university's entire nursing faculty in Pakistan and then for a nonprofit's staff in Liberia. **This is a really big deal because they are reaching across the globe to join us.** These programs will go on to create an exponential impact."*

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

Below is an example of a high-performing ad paired with a high-performing search term, followed by sitelink extensions that allow the user to go to other relevant webpages:

The screenshot shows a Google search interface. The search bar contains the text "mental health education and training". Below the search bar, there are navigation options: "All", "News", "Images", "Shopping", "Maps", and "More". The search results show "About 849,000,000 results (0.72 seconds)". The first result is an advertisement from "www.waltswaltz.com/". The ad title is "Free Community Training Course | Walt's Waltz Stigma-Free". The ad description is "Learn More About Becoming Stigma-Free Today - Contact Us - Walt's Waltz. Develop Empathy for Individuals With Mental Health Conditions - Become Stigma-Free." Below the ad, there are three sitelink extensions: "Course Signup", "Volunteer Opportunities", and "Donate".