

December 2021-March 2022

# DIGITAL MARKETING REPORT



# Overview

- In December 2021 Credit Unions of Wales started a project, funded by Welsh Government, to reach financially hard-pressed people in Wales in need of small (under £1,000) loans over the winter months.
- The project ran from December 2021 to March 2022 and aimed to reach those people in Wales who may be searching for small loans/ short-term finance that may otherwise go to high-cost or even illegal lenders.

## Project team

- The project was overseen by a digital marketing group within Credit Unions of Wales made up of credit union staff and contractors with marketing experience.
- The group oversaw creation of the project brief, bidding process, recruitment of a contractor and creation of campaigns.
- A digital marketer was recruited to create, deliver and track/ evaluate the ads.



# Aims

- Increase awareness of Credit Union loans in Wales to people actively searching online for small loans.
- Build traffic to the Credit Unions of Wales website among people looking for loans in Wales.
- Increase traffic to the Credit Unions of Wales loans application page.
- Increase and monitor those transferring from the Credit Unions of Wales website to the credit union loan application pages.
- Build the Credit Unions of Wales following on Social Media to build brand awareness for people who may need credit union services in the future.

# Set up

In December a digital marketer was recruited and started the set-up phase including:

- New Google Ads account.
- New Microsoft ad account.
- New Google Analytics account.
- Installed Google tag manager on the Credit Unions of Wales website.
- Keyword research.
- Visuals for ads.
- Search campaigns on Google and Microsoft (Bing)
- Display ads on on Google and Microsoft (Bing)
- Remarketing campaigns.



# Digital ads

- **WalesOnline:** As the digital marketing project started at a peak time for credit union loans, during the set up phase, Reach (parent company for Wales Online and North Wales Live) was commissioned to deliver Facebook and digital display ads in December. This initial £2,400 campaign was set up to ensure that Credit Unions of Wales ads were reaching people quickly in this key period during the run up to Christmas. Based on positive results WalesOnline also delivered Facebook campaigns in February and March at a cost of £4,800.
- **Google Ads Search campaigns** based on keyword research, search campaigns were set up and started running on 14th December.
- **Google Ads Display campaigns** were set up on the Google Display network on 14th December.
- **Google Ads Remarketing campaign** set up at the end of January focused on re-capturing CUW website visitors.
- **Facebook and Instagram campaign** - set up on 22nd December.
- **Microsoft (Bing) search campaigns** set up based on keyword research running from 12th December.

## Budget

There was a total budget of £40,000 inclusive of marketing contractor fees.



# Executive summary

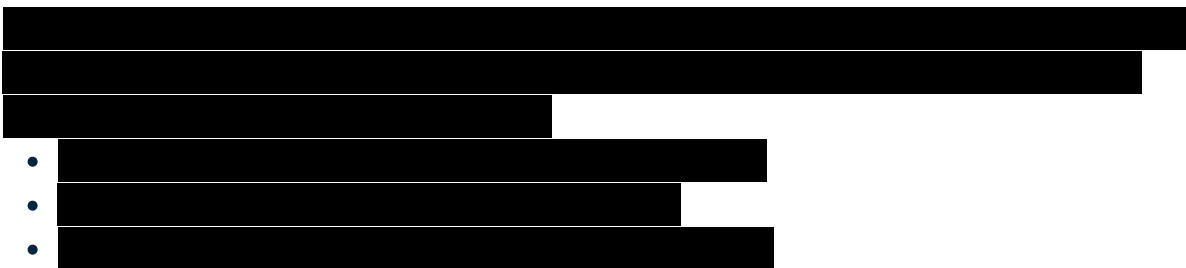
The digital marketing project ran from December 2021 until March 2022. The first month (December) included set up of tracking, ad accounts and campaigns. While ads were created in the initial month, each channel was set up in phases and so by the start of 2023 the ads were running across a number of channels including Google, Microsoft and Facebook/ Instagram.

In total the campaign generated **3529 small loans leads** for credit unions across Wales (see pages 9 and 10 for more detail on leads). The leads were measured as people visiting the Credit Unions of Wales small loans page and exiting to go to a credit union application page/ form.

The December-March period, saw a **108.5% year-on-year increase in new users**, amounting to 18,289 new visitors to the CUW website compared to 8,771 for the same period the previous year (see page 7 for more information).

**Paid for ads were responsible for 67% of the traffic** to the Credit Unions of Wales website 1st December 2021 - 31st March 2022.

**Traffic to the loans page increased by 220%** compared to the same period in the previous year with 11,671 page views compared to 3,646 (see page 8 for more details).



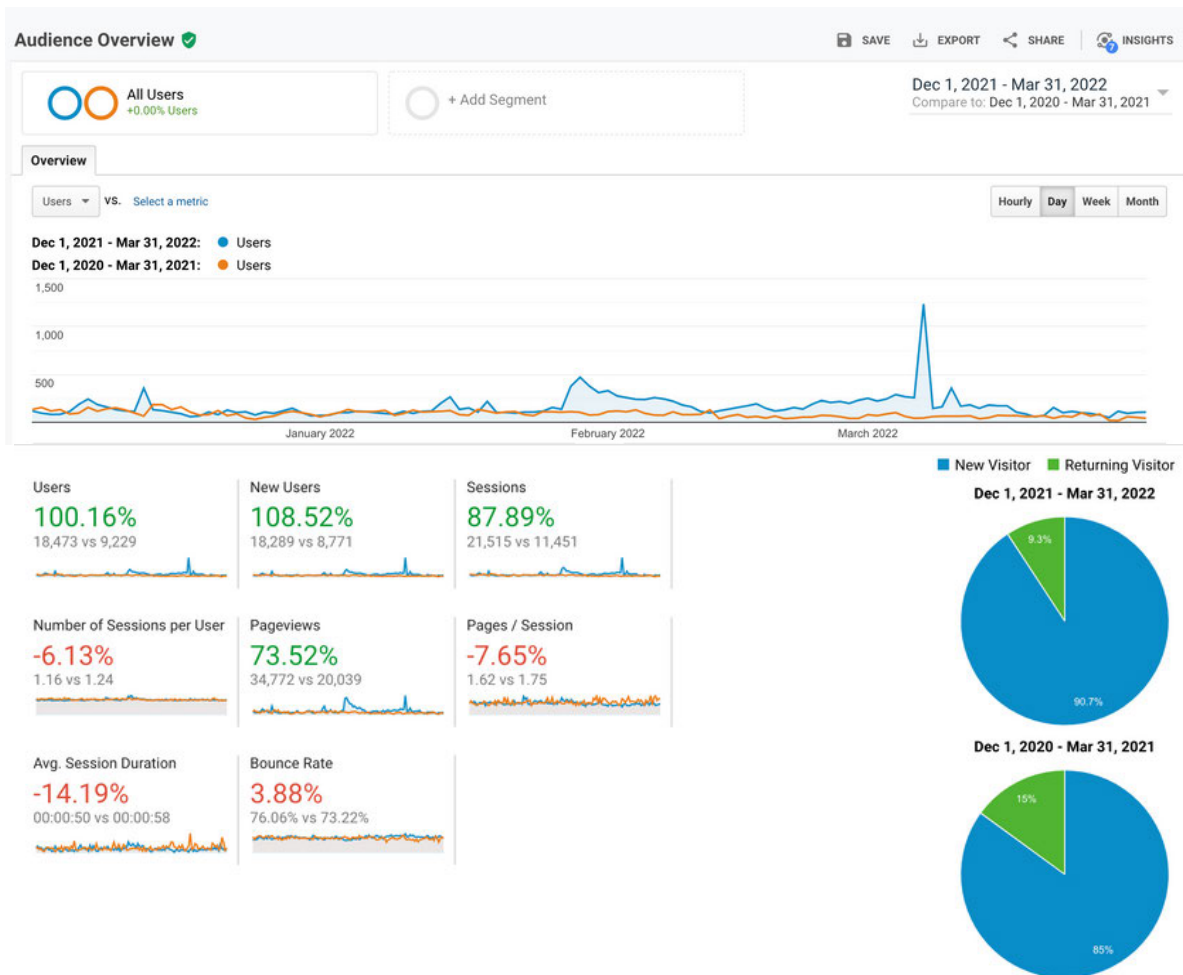
# Executive summary

The scale of the budget available for this project meant that the digital marketer could fast-track learning and testing, in turn helping us to understand which search terms and channels generated better return on investment.

The project demonstrated the value of digital marketing and led to a **change in how Credit Unions of Wales uses its marketing budget**. It allowed Credit Unions of Wales to recruit a digital marketing contractor and this person has now been retained on a reduced contract (see page 8 for more information on next steps).



# Results - website traffic

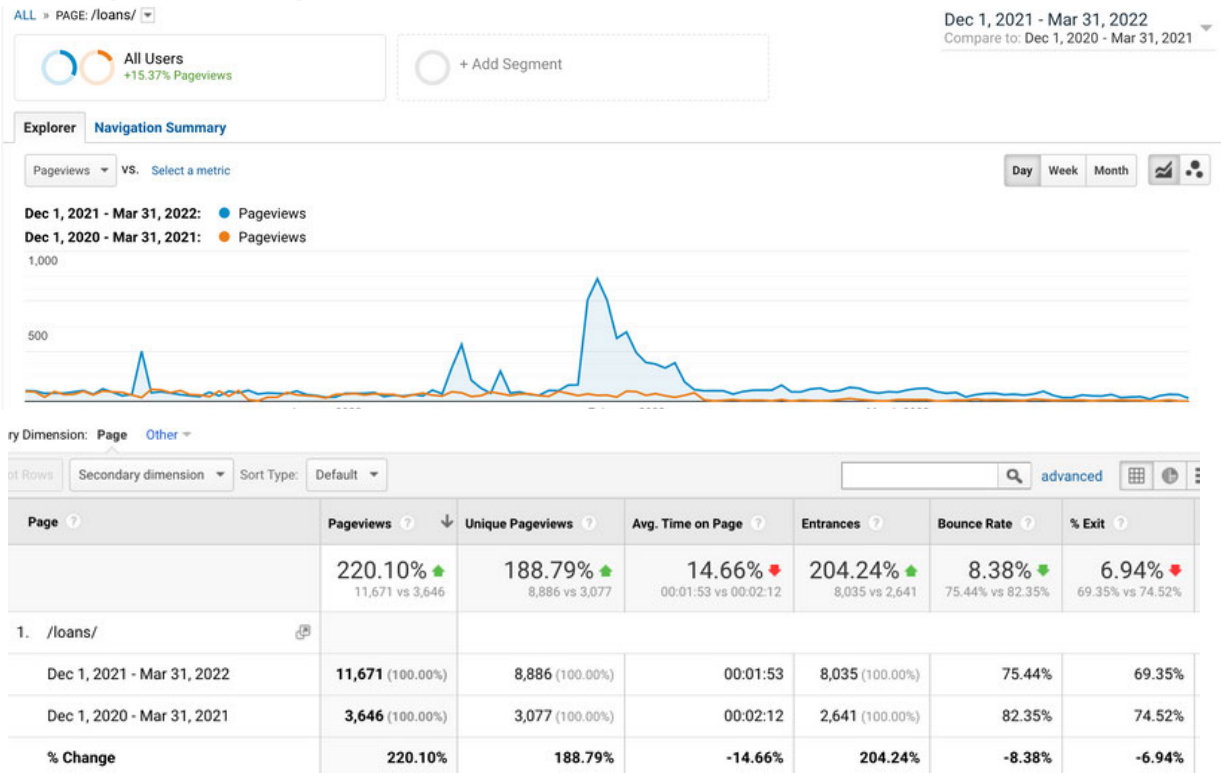


The tables above (taken from Google Analytics) compare 1st December 2021 - 31st March 2022 with 1st December 2020 - 31st March 2021, and show:

- 108.5% increase in new users (18,289 compared to circa 8,771 the previous year).
- New users make up a higher percentage of visitors to the website (as shown in the blue segment of the pie charts).
- Paid for ads were responsible for 70% of the traffic to the Credit Unions of Wales website 1st December 2021 - 31st March 2022.



# Results - loans page traffic



The chart and table above (taken from Google Analytics) compare 1st December 2021 - 31st March 2022 with 1st December 2020 - 31st March 2021.

- Traffic to the loans page increased by 220% compared to the same period in the previous year with 11,671 page views compared to 3,646.
- Unique page views increased by 189% compared to the same period the previous year.
- The bounce rate on this page also went down by 8% year-on-year.





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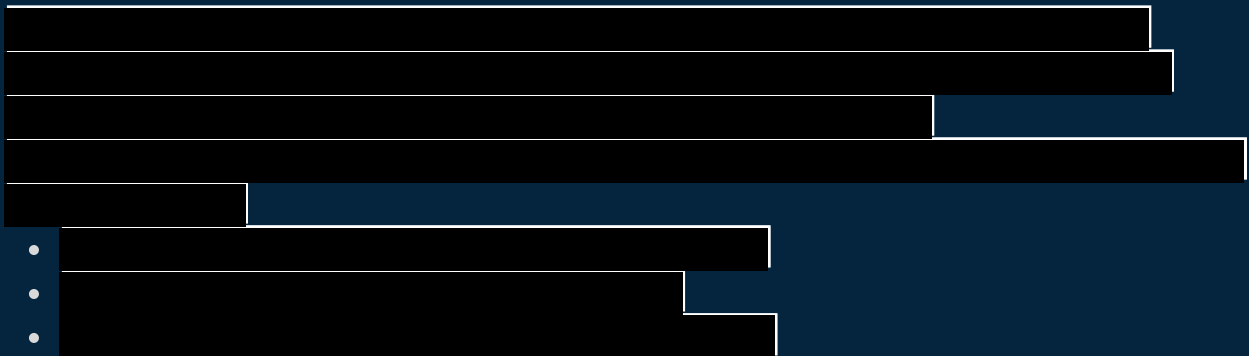
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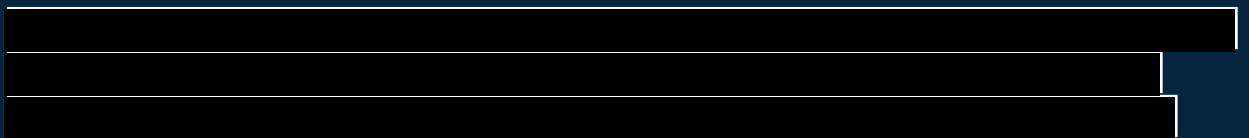
# Outcomes and next steps

This marketing campaign has delivered:

- 3529 leads for credit unions across Wales.
- 108% year on year increase in new users (circa 18.3k compared to circa 8.8k the previous year)
- 220% year-on-year increase in traffic to the loans page (11,671 page views compared to 3,646).
- 25% increase in Facebook followers (from 2832 in December 2021 to 3533 at the end of March 2022)



While individual credit unions have their own marketing, the rise in traffic to the Credit Unions of Wales website combined with the increase in loan applications made to the sample of credit unions is a positive indicator of the success of this digital marketing campaign.



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