

From Creative to Calling

Lead Generation Workshop

Hannah Watson-Frank

Hannah Watson-Frank (she/her)

Digital Manager

Amnesty International Aotearoa New Zealand

Hannah.WatsonFrank@amnesty.org.nz

Kia ora!

*He toto Ingarangi e rere nei i ahau
I tipu ake au ki Tauranga
Engari kei Tāmaki Makaurau taku kāinga
Nō reira, ka mihi kit e maunga ko mauao,
me te moana ko Tauranga Moana
Ko pākehā me tau iwi ahau
Ko Hannah Watson-Frank taku ingoa
ko she/her taku tūkapi
Ko taku mahi ki Amnesty International
Aoteatōa New Zealand ko te Digital Manager*



Tell someone near you:

- Are you running a paid lead generation programme?
- What volume of leads is your goal?
- What is your current biggest challenge?

Warm-Up



Today's Plan

1. Amnesty's Programme Overview

2. What Makes Good Lead Gen?

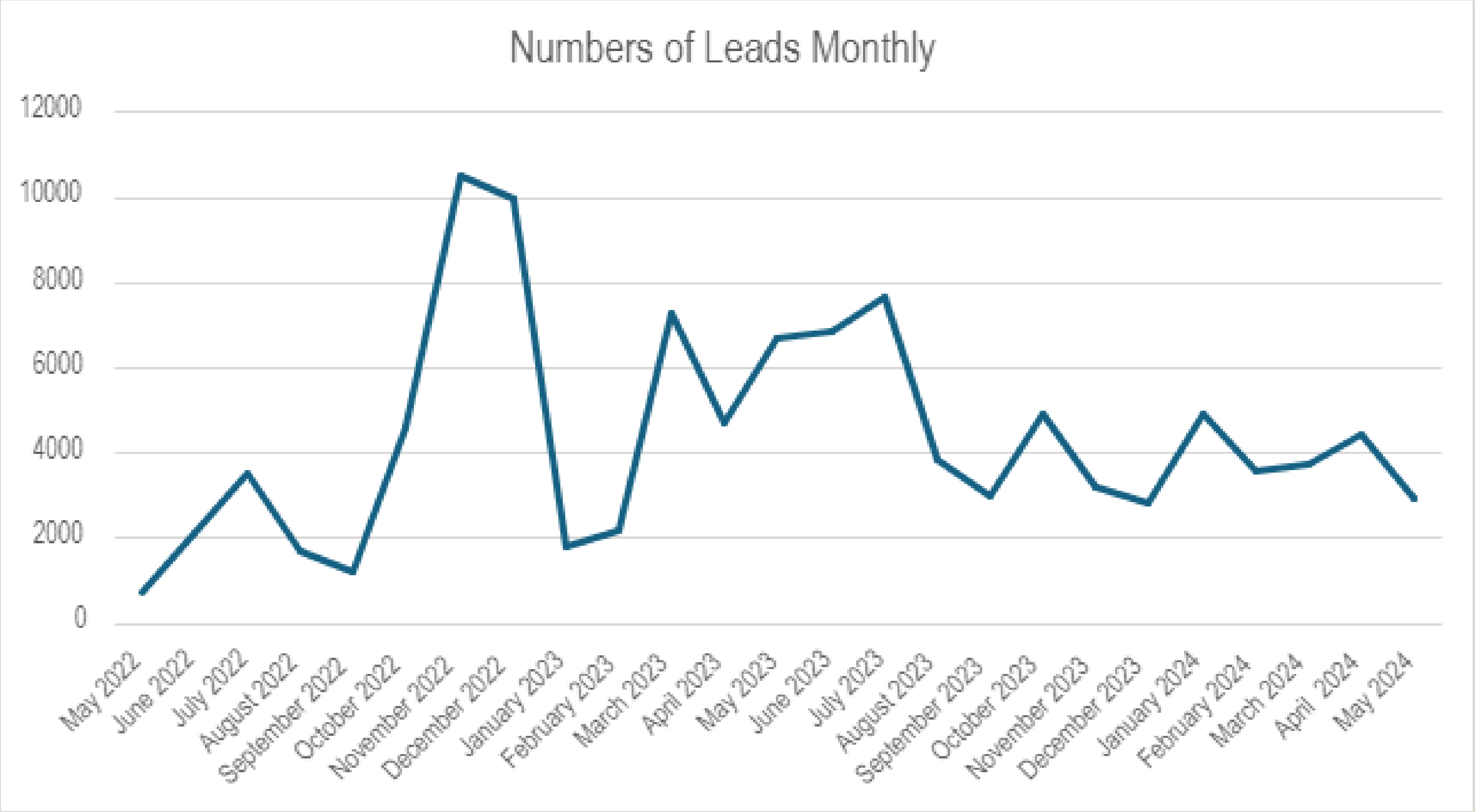
3. Workshop

Our Lead Gen Programme

- Been running **internal** paid lead generation programme on Meta since 2016.
- Mostly use **petition based leads**.
- Currently generate **1000 fresh leads a week**.
- Reached **2 million people in last 24 months**.
- **21% of current RGs** are from this programme.
- Also run a Single Gift Acquisition programme.



Our Lead Gen Programme



Multiple running

Regularly Updated

Sent to Agency

CREATION

Current process

Lead Forms

Physical Petitions

Website petitions

Tedirex

One-off Donations

CREATION

LEADS



Current process



Current process



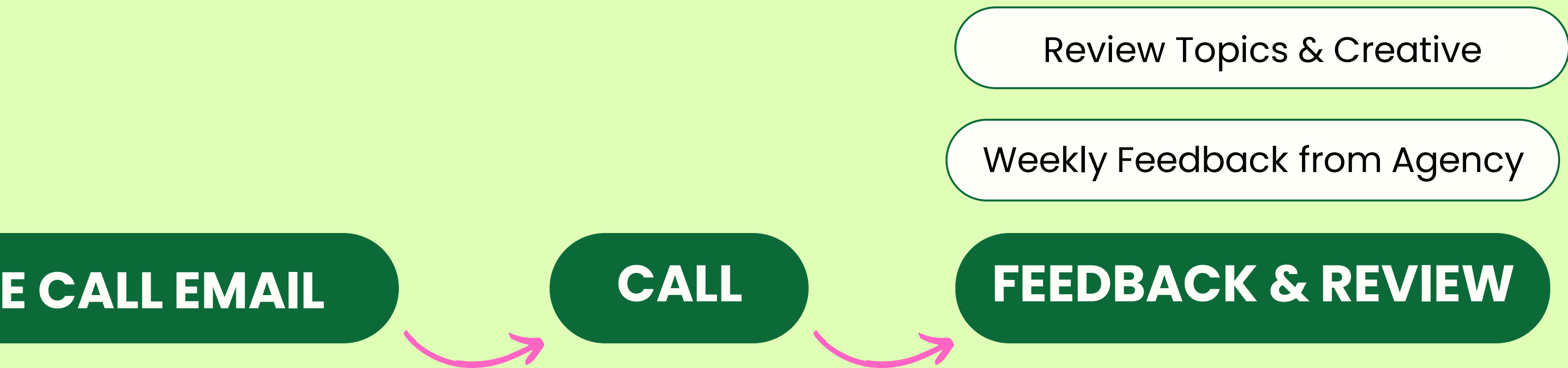
Current process



Current process



Current process



Current process



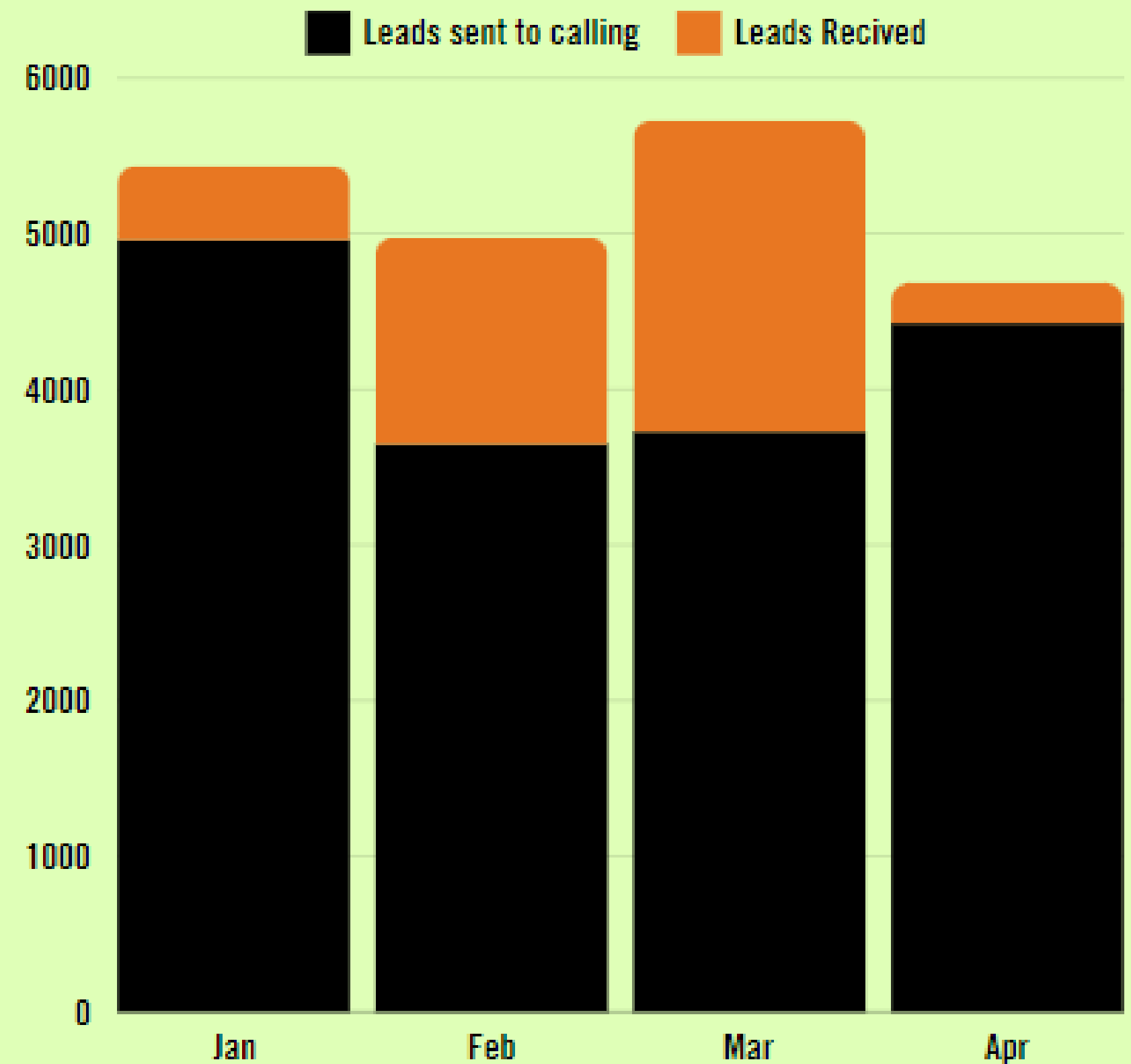
Current process

Our Current Challenges

- Rising Costs
- Rising Drop Rate + Fake Details
- High Duplication Rate

Our Current Challenges

- Rising Costs
- Rising Drop Rate + Fake Details
- High Duplication Rate



Needs to...

Be Relevant & Credible

Be Responsive

Offer Value

What makes good lead gen?

Needs to...

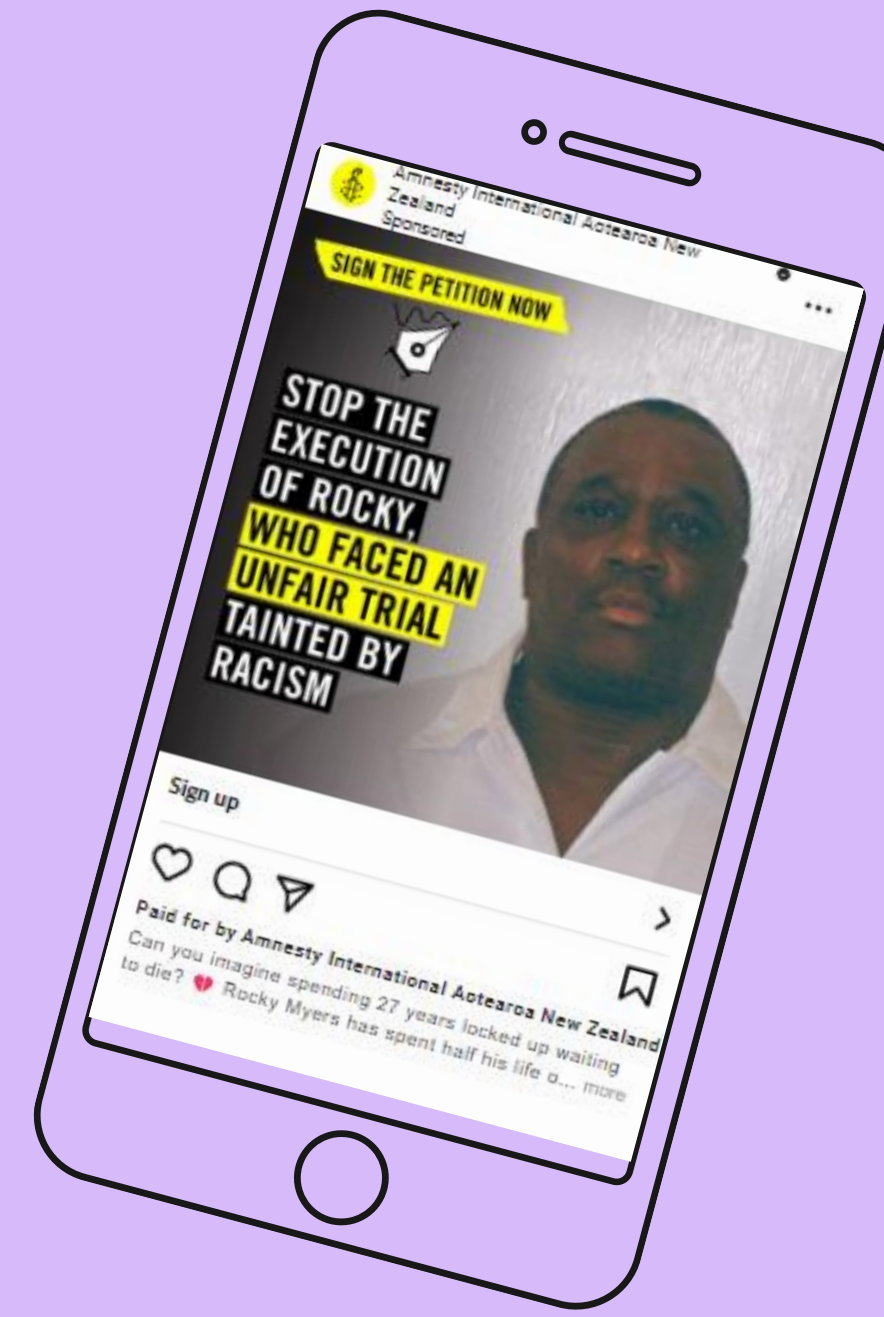
Be Relevant & Credible

Be Responsive

Offer Value

- Relevant to the kaupapa
- Ahh not huh
- Have correct & up-to-date info
- Be what you say it is

What makes good lead gen?



Needs to...

Be Relevant & Credible

Be Responsive

Offer Value

- Maximise current events
- Evergreen for time of year
- Look at trends & pop culture

What makes good lead gen?



Needs to...

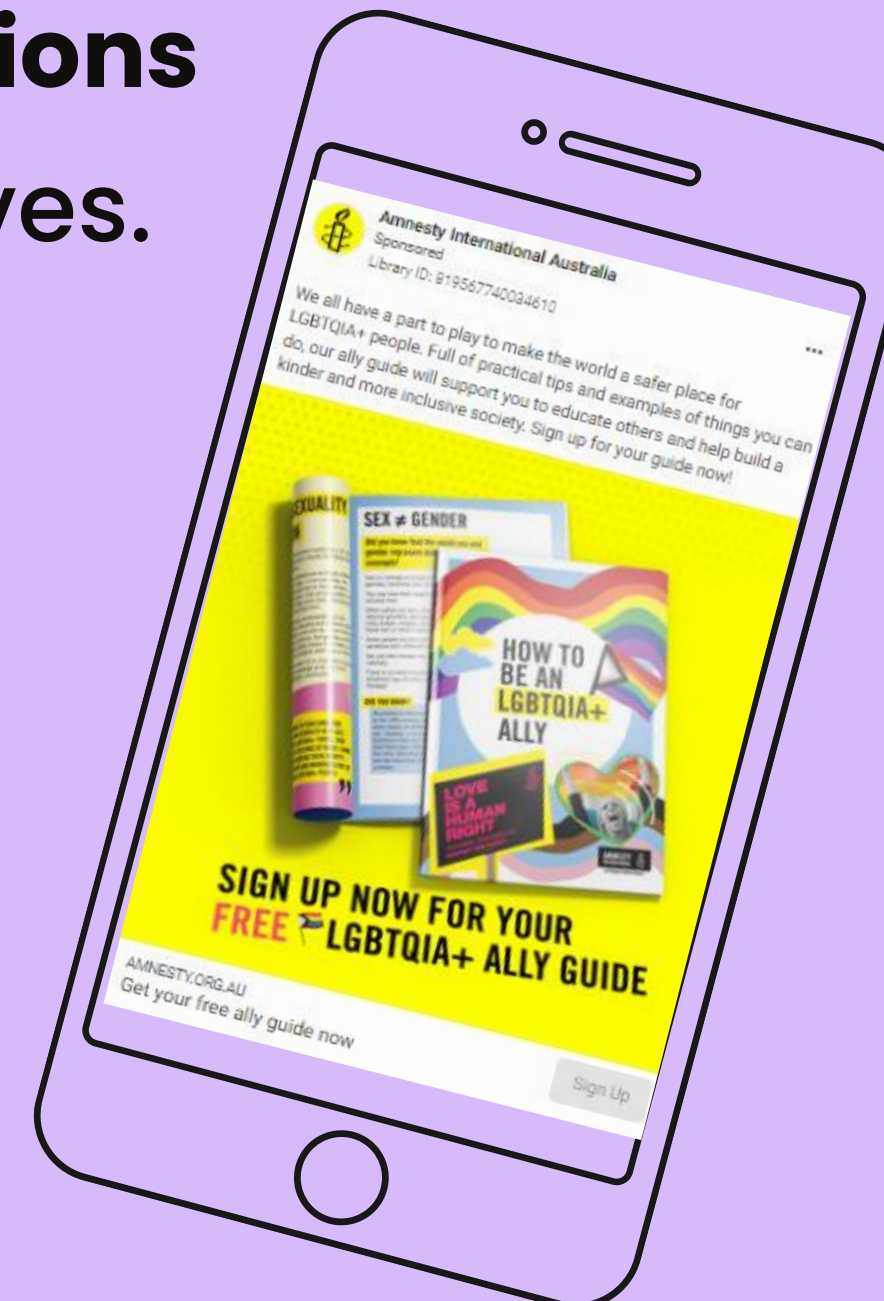
Be Relevant & Credible

Be Responsive

Offer Value

- What **information, product, experience or feeling** can you offer? Or **problem** can you solve?
- Create **authentic connections** by adding value to their lives.

What makes good lead gen?



Petition / Pledge

Quiz / Survey

Physical Value Exchange

Digital Value Exchange

Types of lead magnets

What makes good lead gen?

Petition / Pledge

- Demonstrates a clear interest.
- **Low barrier** to engagement.
- Provoke **an emotional response** that prompts an action, based on their desire to make a difference.
- Likely to be a good lead.
- Creates opportunity for **follow up**.
- **Pledges** work well if you can't do a petition.



Types of lead magnets

What makes good lead gen?

Quiz / Survey

- Do they know how to behave in certain situations? Do they know their risk? Can they identify X?
- A great way to **educate and establish a relationship**.
- Makes potential donors **feel valued**.
- Can tailor comms.
- Give them a reason to give their details.

Types of lead magnets

What makes good lead gen?

The image displays two examples of lead magnets. The top one is a sponsored post from the Australian Red Cross, titled 'Are you prepared for all types of disaster?'. It features a split image of palm trees and a city skyline, with a red 'Take the challenge' button. The bottom one is a sponsored post from Bush Heritage Australia, titled 'WHICH PARTY ANIMAL ARE YOU?'. It features a colorful pie chart showing the results of a personality quiz, with a 'Learn more' button.

Australian Red Cross
Sponsored
ID: 3130287323965389

Every day, Australian Red Cross supports people affected by disasters, at home, or overseas.

Take our Humanitarian Response Challenge now and help raise awareness for our critical services supporting people in need.

We need your help Australia!

Are you prepared for all types of disaster?

Australian Red Cross **Take the challenge**

REDCROSS.ACTONIT.COM.AU

Bush Heritage Australia
Sponsored
ID: 934414680580804

However you've been dealing with isolation, there's an inner party animal in all of us.

Our very scientific (it's not) quiz can help you discover yours! So what are you waiting for?

WHICH PARTY ANIMAL ARE YOU?

OVER 50,000 AUSSIES HAVE TAKEN OUR PERSONALITY QUIZ.

5% PYGMY POSSUM
27% WOMBAT
10% WALLABY
10% KOALA
31% TASMANIAN DEVIL
17% KANGAROO

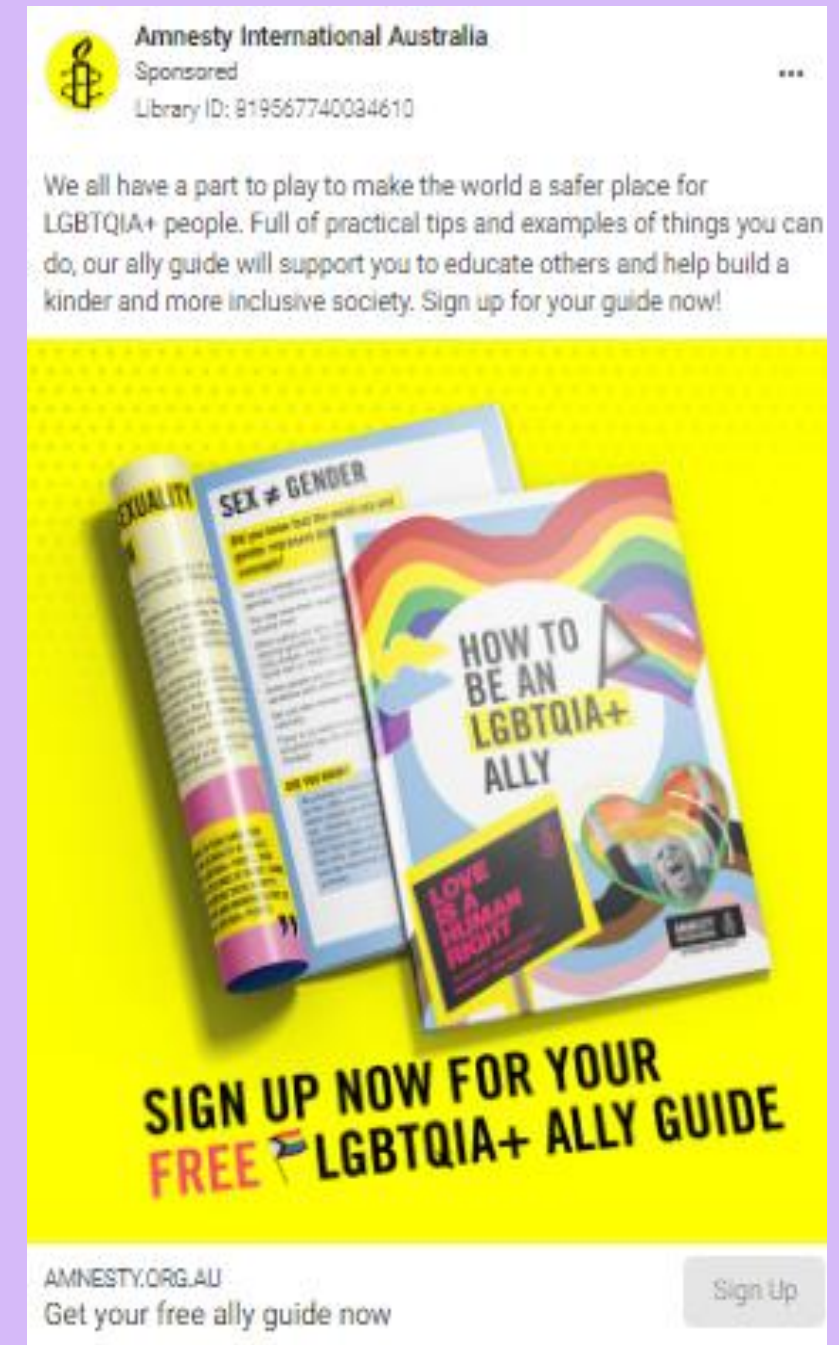
Pics by @JessHarwoodArt

BUSHHERITAGE.ACTONITNOW.COM.AU
Discover your party animal. Win a \$500 voucher!
Help us raise awareness for Australia's endangered mammals and marsupials by taking the quiz today!

Learn more

Digital Value Exchange

- **Downloadable Assets** – Guides, Activities, Posters
- **Online Activities** – Courses, Webinars, Email Subscription
- Should reflect **who they are** and what the need.
- More likely to handover contact details and **builds trust**.
- Can tailor comms.
- **Start small and scale.**



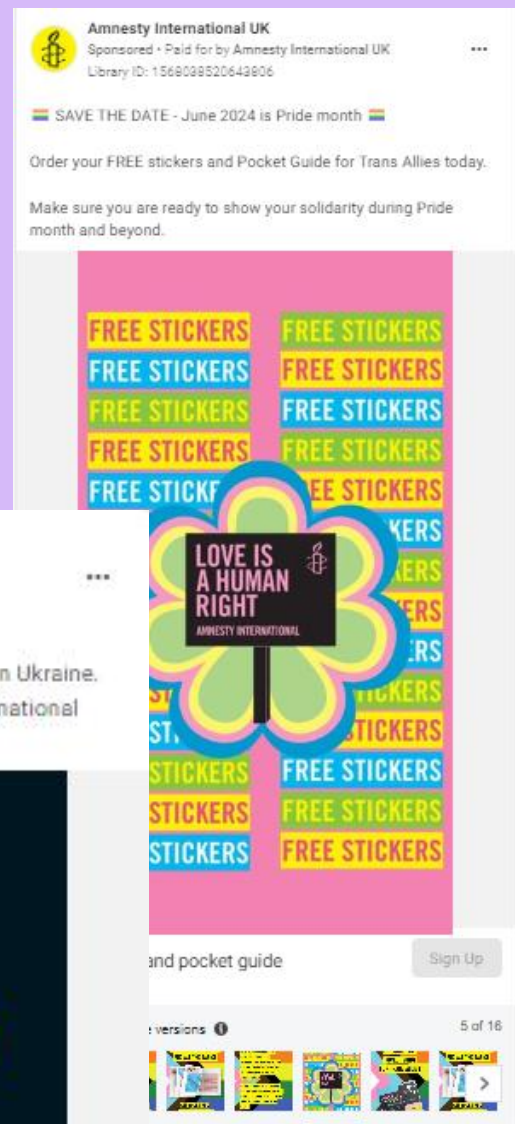
Types of lead magnets

What makes good lead gen?

Physical Value Exchange

- **Items** – Stickers, Totes, Bracelets, Activity Kits
Can require call before sending item, **high contact rate.**
- Can tailor comms.
- **Test on small scale** and/or digital first.
- Remember, it should **reflect their values not your brand.**

Types of lead magnets



What makes good lead gen?



**Amnesty International
Aotearoa New Zealand**
Sponsored · Paid for by Amnesty
International A...

×

⋮

Hoo Yew Wah was arrested at just 20 years old in Malaysia. He was locked up for having drugs on him. Today, he's on death row. [...see more](#)






About this ad

FORM ON FACEBOOK
Stand with us and save
Hoo Yew Wah from the...

Learn more

VS





**Amnesty International
Aotearoa New Zealand**
Sponsored · Paid for by Amnesty
International A...

×

⋮

Hoo Yew Wah was arrested at just 20 years old in Malaysia. He was locked up for having drugs on him. Today, he's on death row. [...see more](#)





About this ad

**URGENT! PLEASE HELP STOP
HIS EXECUTION NOW.**

SAVE HIS LIFE. SIGN THE PETITION!

FORM ON FACEBOOK
Stand with us and save
Hoo Yew Wah from the...

Learn more

Creative/Design

What makes good lead gen?

**Amnesty International
Aotearoa New Zealand**
Sponsored · Paid for by Amnesty
International A...

Hoo Yew Wah was arrested at just 20 years old
in Malaysia. He was locked up for having drugs
on him. Today, he's on death row. ...see more

About this ad




FORM ON FACEBOOK
Stand with us and save
Hoo Yew Wah from the... [Learn more](#)

VS

**Amnesty International
Aotearoa New Zealand**
Sponsored · Paid for by Amnesty
International A...

Hoo Yew Wah was arrested at just 20 years old
in Malaysia. He was locked up for having drugs
on him. Today, he's on death row. ...see more

About this ad



**URGENT! PLEASE HELP STOP
HIS EXECUTION NOW.**

SAVE HIS LIFE. SIGN THE PETITION!

FORM ON FACEBOOK
Stand with us and save
Hoo Yew Wah from the... [Learn more](#)

Creative/Design

What makes good lead gen?

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Can you imagine spending 27 years locked up waiting to die? ❤️ Rocky Myers has spent half his life on death row in Alabama, ...see more

1,500 OF THE 7,500 SIGNATURES TO GO
SIGN THE PETITION NOW



ROCKY (62)
Stop the execution of Rocky who faced an unfair trial tainted by racism

FORM ON FACEBOOK
Sign the petition now! 🗳️
Add your name

Sign up

vs

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Can you imagine spending 27 years locked up waiting to die? ❤️ Rocky Myers has spent half his life on death row in Alabama, ...see more

SIGN THE PETITION NOW



STOP THE EXECUTION OF ROCKY, WHO FACED AN UNFAIR TRIAL TAINTED BY RACISM




FORM ON FACEBOOK
Sign the petition now! 🗳️
Add your name

Sign up

vs

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Can you imagine spending 27 years locked up waiting to die? ❤️ Rocky Myers has spent half his life on death row in Alabama, ...see more



I was about seven when he got locked up.

FORM ON FACEBOOK
Sign the petition now! 🗳️
Add your name

Sign up

Creative/Design

What makes good lead gen?

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Can you imagine spending 27 years locked up waiting to die? ❤️ Rocky Myers has spent half his life on death row in Alabama, ...see more

1,500 OF THE 7,500 SIGNATURES TO GO
SIGN THE PETITION NOW

ROCKY (62)
Stop the execution of Rocky who faced an unfair trial tainted by racism

FORM ON FACEBOOK
Sign the petition now! 🙌
Add your name

Sign up

vs

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Can you imagine spending 27 years locked up waiting to die? ❤️ Rocky Myers has spent half his life on death row in Alabama, ...see more

SIGN THE PETITION NOW

STOP THE EXECUTION OF ROCKY, WHO FACED AN UNFAIR TRIAL TAINTED BY RACISM

FORM ON FACEBOOK
Sign the petition now! 🙌
Add your name

Sign up

vs

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Can you imagine spending 27 years locked up waiting to die? ❤️ Rocky Myers has spent half his life on death row in Alabama, ...see more

I was about seven when he got locked up.

FORM ON FACEBOOK
Sign the petition now! 🙌
Add your name

Sign up

Creative/Design

What makes good lead gen?

 **Amnesty International**
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A... · 

Think you know about the death penalty around the world? Put your knowledge to the test

 About this ad



How much do you know about the death penalty?





www.amnesty.org.nz
Take the quiz  [Learn more](#)

Which country is the worl...

VS

 **Amnesty International**
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A... · 

Want to test your knowledge about the death penalty worldwide?  Take our quiz now!

 About this ad

Which country is the world's leading executioner?

☐ China ☐ Saudi Arabia

☐ USA ☐ Egypt

TEST YOUR DEATH PENALTY KNOWLEDGE >>

www.amnesty.org.nz
Take the quiz [Learn more](#)

Which country is the worl...

Creative/Design

What makes good lead gen?

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Think you know about the death penalty around the world? Put your knowledge to the test

About this ad

How much do you know about the death penalty?



www.amnesty.org.nz
Take the quiz
Which country is the worl...

Learn more

VS

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Want to test your knowledge about the death penalty worldwide? 🌍 Take our quiz now!

About this ad

Which country is the world's leading executioner?

China Saudi Arabia
USA Egypt

TEST YOUR DEATH PENALTY KNOWLEDGE >>

www.amnesty.org.nz
Take the quiz
Which country is the worl...

Learn more

Creative/Design

What makes good lead gen?

Amnesty International Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A... · 

Belgian aid worker Olivier Vandecasteele has been sentenced to 40 years in prison and 74 lashes after a 30-minute trial in ...see more

SIGN THE PETITION! **SIGN THE PETITION!** 



OLIVIER VANDECASTEELE (41)
Aid worker sentenced to 40 years prison and 74 lashes

SIGN THE PETITION! **SIGN THE PETITION!**

FORM ON FACEBOOK
Sign the petition to tell Iran to release Olivier now! [Learn more](#)

vs

Amnesty International Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A... · 

Belgian aid worker Olivier Vandecasteele has been sentenced to 40 years in prison and 74 lashes after a 30-minute trial in ...see more







OLIVIER VANDECASTEELE (41)
Aid worker sentenced to 40 years prison and 74 lashes

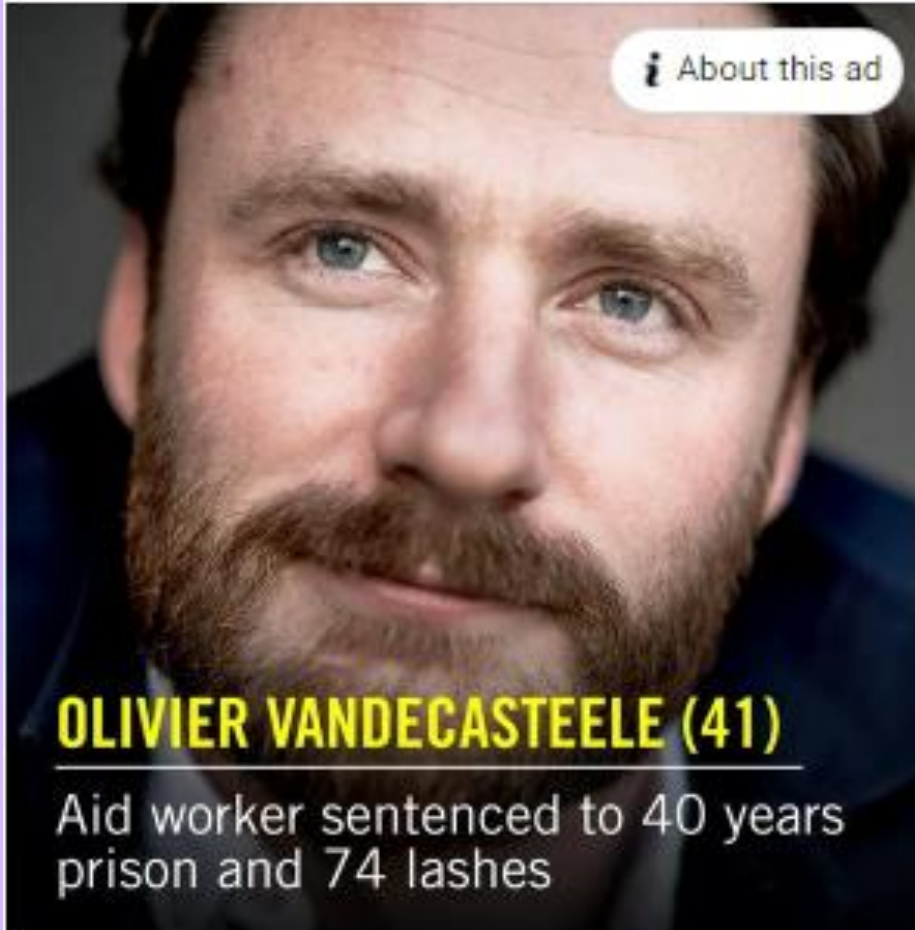
FORM ON FACEBOOK
YOU can make a difference! [Learn more](#)

vs

Amnesty International Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A... · 

Olivier Vandecasteele is a Belgian aid worker who was arrested in Iran in February 2022. ...see more





OLIVIER VANDECASTEELE (41)
Aid worker sentenced to 40 years prison and 74 lashes

FORM ON FACEBOOK
YOU can make a difference! [Learn more](#)

Creative/Design

What makes good lead gen?

Amnesty International Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Belgian aid worker Olivier Vandecasteele has been sentenced to 40 years in prison and 74 lashes after a 30-minute trial in ...see more

SIGN THE PETITION! **SIGN THE PETITION!**

About this ad



OLIVIER VANDECASTEELE (41)
Aid worker sentenced to 40 years prison and 74 lashes

SIGN THE PETITION! **SIGN THE PETITION!**

FORM ON FACEBOOK
Sign the petition to tell Iran to release Olivier now! [Learn more](#)

vs

Amnesty International Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Belgian aid worker Olivier Vandecasteele has been sentenced to 40 years in prison and 74 lashes after a 30-minute trial in ...see more

About this ad



OLIVIER VANDECASTEELE (41)
Aid worker sentenced to 40 years prison and 74 lashes


FORM ON FACEBOOK
YOU can make a difference! [Learn more](#)

vs

Amnesty International Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

Olivier Vandecasteele is a Belgian aid worker who was arrested in Iran in February 2022. ...see more

About this ad



OLIVIER VANDECASTEELE (41)
Aid worker sentenced to 40 years prison and 74 lashes

FORM ON FACEBOOK
YOU can make a difference! [Learn more](#)

Creative/Design

What makes good lead gen?

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

25 Years for saving lives?

Sarah (The Swimmers on Netflix) ...see more

DROP THE CHARGES
SIGN THE PETITION NOW

About this ad

25 YEARS IN PRISON
FOR SAVING THE LIVES OF
REFUGEES IN DISTRESS AT SEA

FORM ON FACEBOOK
Sign the petition now! 👍
Add your name

Sign up

VS

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

In Greece, you can go to jail for trying to save a life. It happened to Seán Binder, 25, and Sarah Mardini, 24, when they helped to ...see more

NEWS

About this ad

Sarah & Seán face 25 years in prison for saving the lives of refugees

FORM ON FACEBOOK
Add your name 📱
Add your name

Sign up

Creative/Design

What makes good lead gen?

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

🌐 🇺🇦 25 Years for saving lives? 🇺🇦 🌐

Sarah (The Swimmers on Netflix) ...see more

DROP THE CHARGES
SIGN THE PETITION NOW

About this ad

25 YEARS IN PRISON
FOR SAVING THE LIVES OF
REFUGEES IN DISTRESS AT SEA

FORM ON FACEBOOK
Sign the petition now! 👍
Add your name

Sign up

vs

Amnesty International
Aotearoa New Zealand
Sponsored · Paid for by Amnesty International A...

In Greece, you can go to jail for trying to save a life. It happened to Seán Binder, 25, and Sarah Mardini, 24, when they helped to ...see more

NEWS

Sarah & Seán face 25 years in prison for saving the lives of refugees

FORM ON FACEBOOK
Add your name 📱
Add your name

Sign up

Creative/Design

What makes good lead gen?

Creative/Design Tips

- **ABT** – Always Be Testing, multiple creatives
- Don't make something feel urgent when it isn't
- Value Exchange or Quizzes – Give a preview
- **Don't over design**
- Test video vs stills
- Test high quality vs low quality images
- **Refresh creative at least every month**

What makes good lead gen?

Audiences / Setup

- Update **exclusion audiences** as regularly as your can. Both using uploaded lists and lead form exclusions.
- Leverage a Lookalike Audiences to reach people with characteristics similar to your current donors or people who have engaged with a type or topic of leadgen.
- **Simplify you campaign set up** – Let Facebook do the work.
- Keep a close eye.
- **Diversify** your campaigns and creative.
- Use **comment filters**

What makes good lead gen?

Don't forget organic

- Try **converting your current audiences** – Social, EDMs
- **Optimise your website** for lead conversion – Quizzes, Petitions etc
- Create lead magnets for your most popular pages
- Invest time in **SEO** and key word research
- Organic leads are the best performing leads

What makes good lead gen?

Internal Processes

- Strong **feedback loops** with agencies and internal teams
- **Proactive** not Reactive
- Track **Cost Per Lead after cleaning**
- Track Contact Rate, Conversion Rate, CPL **per lead type and source.**
- Plan for **testing**
- **Keep it sustainable**

What makes good lead gen?

NOW IT'S YOUR TURN



Send yourself an email:

- **One quick win** you or your team can do in the next couple of weeks

Brainstorm

- One campaign for each of these magnet types that **would get your fired.**
- One or Two campaigns for each of these magnet types that **you could try.**

Petition / Pledge

Quiz / Survey

Physical Value Exchange

Digital Value Exchange