

## SmokefreeTXT Evaluation

### Outreach Strategy and Tactics for Recruiting Participants

MMG has crafted a comprehensive online strategy to recruit participants ages 18–29 for the SmokefreeTXT evaluation. The strategy includes implementing the following tactics over the course of six months.

#### Email Outreach

Several partners will be engaged and will deploy IRB-approved communication to individuals who self-reported smoking tobacco. Emails will be targeted based on demographics and geography. An overall goal of 4,248 registered participants will be tracked on a weekly and monthly basis, with benchmarks set for each email and online vendor. Budget may be re-allocated among the tactics to increase spending and maximize referrals from the best performing tactics.

#### Online Advertising

The cornerstone of the recruitment strategy is online advertising using multiple channels. For each channel or tactic, multiple ads are created to appeal to the varied audience and also allow for optimization (showing a variety of ads to prevent fatigue or continuing to run the most successful ads). Several tactics will be implemented, including:

##### Facebook Ads

The ads appear in the right-hand column of pages throughout Facebook. Ads are targeted to the content of a profile (demographic, geographic and interest based information such as music preferences, social activities, sports, etc.) and social actions (liking a page or group). Outreach efforts will focus on targeting individuals 18-29 and possibly in select geographic areas with the highest rates of adult smokers.

##### Craigslist

This free classifieds/forum service has a presence in all major U.S. markets. An advertisement can be posted in the community volunteers section in major markets. Ads will be posted on a rotating basis in 10–20 markets. To prevent Craigslist from flagging and removing posts, each market will receive no more than one posting weekly. In addition, posting will be made from several user accounts and will use multiple rotating headlines. Cities in states with the highest rates of adult smokers (Charleston, WV (26.8 percent); Louisville, KY (24.8 percent); Oklahoma City, OK (23.7 percent); etc.)\* can also be selectively targeted.

*\*BRFSS 2010 Data*



700 King Farm Boulevard  
5th Floor  
Rockville, Maryland 20850

**Main** 301.984.7191  
**Fax** 301.921.4405

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### **Google Display Network**

Banner advertisements will display on partner sites with relevant content and search activity. Although initially ads will show for all relevant network sites (based on smoking or lifestyle-related keywords), the plan will be optimized weekly based on site-specific performance.

### **Yahoo! Display Network**

Banner advertisements will be displayed on partner sites and optimized as described above (however, these will not be targeted based on keywords, only demographics and geography). The banners will initially run on all Yahoo! partner sites such as Yahoo! Health, Yahoo! News and Yahoo! Shine.

### **Pandora**

This free, personalized online radio will be used to target registered users based on geography, demographics, and music preferences with banner ads.

### **Recruitment Goals and Ongoing Assessment**

MMG will achieve the overall goal of 4,248 registrants through online advertising (approximately 70 percent of goal) and email outreach (approximately 30 percent of goal). MMG will monitor and adjust the tactics weekly and monthly based on performance goals set for each tactic (such as participants registered through a particular email vendor, click through rates, or registration rates for banner ads on particular sites).



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