

Stop Playing Games . . .

KNOCK YOUR MARKETING OUT OF THE PARK

Melanie Bowman



Stop Playing Games

**6000%
Really???**

KNOCK YOUR MARKETING OUT OF THE PARK

Stop Playing Games

July 10-17, 2014

144 Users



Users

144



New Users

138



Sessions

184



There is no data for this view.

Number of Sessions per User

1.28



Pageviews

723



Pages / Session

3.93



Avg. Session Duration

00:03:01



Bounce Rate

29.89%



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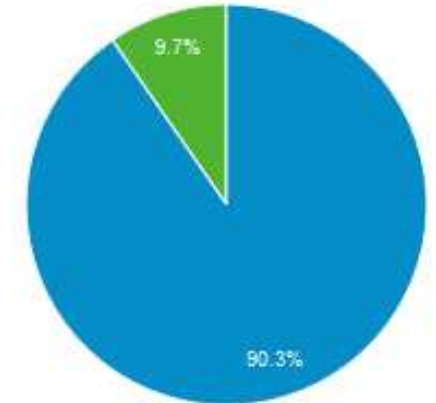
Stop Playing Games

May 10-17, 2019

7,610 Users



■ New Visitor ■ Returning Visitor



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Stop Playing Games

July, 2014 – October, 2019 Website Traffic



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Yes . . . Really
6000%
Increase!



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3 Main Areas of Concern:

- No New Content
- Social Media is a Mess
- Website is Outdated

**Blogging the right way can
get results with both clients
and donors**

Client Benefits

Helps with SEO

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Client Benefits

Stop Playing Games

Page Visited	September	August	July	June	May	April
Website Pages:						
#1 Blog: Very Real Effects of Abortion; Pt 1 <i>(same as last month)</i>	2,282	3,599	4,050	3,854	8,979	7,005
#2 Blog: Very Real Effects of Abortion; Pt 2 <i>(same as last month)</i>	1,734	1,565	1,509	1,369	3,283	3,391
#3 Home <i>(#5 last month)</i>	1,124	860	899	1,085	1,648	1,317
#4 Abortion: Types of Abortion <i>(#3 last month)</i>	808	1,037	2,089	3,681	12,188	9,370
#5 Blog: Kelly; Story of Teenage Pregnancy <i>(#4 last month)</i>	676	1,037	950	894	1,423	1,582
#6 Banquet 2018: <i>(new this month)</i>	345					
#7 LP: Abortion <i>(#6 last month)</i>	341	622	767	749	544	416
#8 About <i>(not on top 10 last month)</i>	224	243	186	233	457	396
#9 Contact Us <i>(not on top 10 last month)</i>	224	252	247	303	402	369
#10 Blog: My Unplanned Pregnancy Story <i>(not in top 10 last month)</i>	223	312	334	357	663	617

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Client Benefits

Establishes Trust

Client Benefits

WARNING:

Know what words and phrases are
being searched on

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Client Benefits

Have a plan

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Put the power of
social media behind your blog

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Client Benefits

Facebook

Instagram

Twitter

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Client Benefits

7 in 10 Americans
are on social media

www.pewinternet.org/fact-sheet/social-media/

Client Benefits

Same post to all
platforms

Client Benefits

Boost or
Promote

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Client Benefits

3 Types of Blogs

Story



My Choice at 16: A Look Back at an Unplanned Pregnancy

Stories

Brooke is willingly giving us permission to share her story so that others can realize there is hope in the midst of a difficult situation. **All client experiences with Advice & Aid Pregnancy Centers are kept with the highest confidence.** The stories that are shared come from the real-life experiences that our clients, staff and volunteers had during their unplanned pregnancy.*

**Her name has been changed but her story is true.*

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Information



What Are The Signs of Early Pregnancy?

Pregnancy Education

Experiencing some early pregnancy signs? Thinking you may be pregnant?

Earliest Sign

There are signs and symptoms of early pregnancy that many women experience, some even experiencing them just days after the first missed period. Some signs, such as implantation bleeding (6-12 days after conception) happen even before a woman misses her period. Cramping may or may not occur during implantation, and many women hardly notice discomfort at all.



STD – Should My Partner and I Be Tested?

Sex Education

What exactly is a STD (also referred to as STI – sexually transmitted infection)?

An STD/STI is an infection passed from person to person through any sexual contact. The infection occurs when bacteria, virus or parasite grows on or in your body. Some STDs/STIs can be cured, and others cannot. For those that cannot be cured, there are medicines to manage symptoms.

Anyone may contract a STD/STI through sexual contact. **Over 20 million people are infected each year.** These infections affect people from all backgrounds and socio-economic groups. **The**



How We Help With An Unexpected Pregnancy – In The Words Of Others

Our Programs

When dealing with something as life-changing and emotional as an unexpected pregnancy, it's important to take a moment, step back and just breathe. No one should ever be forced quickly into a decision that could have lasting impact on their lives forever.

Rather than sharing our own words here at Advice & Aid, we thought it might be helpful if you find yourself with this unexpected pregnancy to hear from others – men and women like you who have found answers and hope with us, volunteers and workers who have been in your shoes

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Current Events



Black & White in a "Shades of Grey" World

[Just for Women](#)

As Valentine's Day approaches, many women will flock to their local theater to see *Fifty Shades Darker*, the sequel to the widely popular film and erotic book series *Fifty Shades of Grey*. There is a significant irony about linking a holiday about love and romance with a film that glorifies the use of BDSM (bondage, dominance, sadism, masochism) through manipulation and coercion in a relationship.

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What Do The Olympics Have To Do With You?

[A Better You!](#)

Once every four years, America sits united and glued to our television or device, totally enthralled with every jump, race, routine and event of the Summer Olympics. We get to know the athletes as if they were our personal friends. We cheer them on, gasping at every stumble and tearing up every time our national anthem is played at the medal ceremony. For two weeks, we allow this guilty pleasure to consume us and unite us in a spirit of patriotism.

For the athletes, their memories, excitement and legacy is long-term. These two weeks are the culmination of a lifetime of dreaming, hard work and intense training. They have endured more than the average American can imagine – rigorous competition, extreme sacrifice and even



Election – When You Need to Choose More Than A President

[A Better You!](#)

Every four years in the United States, we have the opportunity through our election process to exercise our right to vote. It's a privilege that we sometimes take for granted. And while it is, indeed, a great privilege, it also comes with great responsibilities. We must educate ourselves about all the candidates, the issues, the potential long term effects of those that may end up in office, both for us and our future family. It is so important that our vote is based on truth, on facts, and not on promises that may or may not be kept. Truly, the quality of our lives and our futures may depend on it.

At first glance, it may seem that the election process has nothing in common with unplanned pregnancy, although it certainly can have great impact on it. The presidential elections come around every four years, and we know exactly when to expect them. An unplanned pregnancy,

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Bloggging Tips

Consistency is Key!

1x per week

OR

Every other week

Blogging Tips

Your goal is to build
relationships

Bloggging Tips

Always have a compelling image

www.unsplash.com

www.pexels.com

www.pixabay.com

www.freeimages.com

Bloggging Tips

- Overall Short & Simple
 - 4 Paragraphs
 - Short Sentences
- Bold & Highlight Words

Stop Playing Games

Advice & Aid intern:

"Day after day I watched women in countless situations come through the Advice & Aid doors and into the arms of a **loving team** of staff and volunteers. I saw **lives transformed** from the relentless love of these women at Advice & Aid, fueled by a mission and by **fierce** I learned so much about caring for people and was even **empowered** in my own which volunteer spoke with a client, I was at **peace** that that woman would be **ta** that she was in a **truly safe place**."

Advice & Aid client (female):

"Advice & Aid immediately got me involved in various programs they offer (similar where I began to receive information that would prove to be **incredibly valuable** the topics covered and the amazing speakers they have, I was able to **learn much** what I was learning right away. Advice & Aid **has been so good** to my twins and to all the help they gave me, they also connected me with a local church that would me in other ways as well. Many of the people I met at Advice & Aid I now **consider**

Advice & Aid client (male):

"Advice and Aid has **helped our family tremendously**. They have offered us **clo** **financing, parenting tips, and many other topics**. Also they have a **great men's** for **fathers**. A good time to **talk about anything** you have on your chest. Also they **been given resources to help** in the challenges we face as fathers. A great group, **enjoyed being a part**. Thanks Advice and Aid for all you do!"

When the day of the abortion came I thought that it was my best option. After all, my mother was making this decision with me in mind. I was taken to a room where I was shown on a monitor how my baby looked and what was happening during the abortion procedure. I did not pay attention. I just wanted it to be over. The physical pain of giving birth without any pain relief had me crying out while the doctor was telling me to be considerate of others and stop, otherwise he would not continue with the procedure. I sucked it up, and for that weekend I did not cry. **I did not cry at all. Not when I had to give birth to a dead child. Not when I had to come home and tell everyone how wonderful my vacation was.** This was never spoken about again.

Denial became a way of life.

My grades in school began to fail. I began to walk away from my friends, my sports, and my education. **I was broken and crying inside, yet I was not sure why. After all, wasn't this the best choice for a single teenager with an unplanned pregnancy? Isn't your life supposed to just go on?**

When I became pregnant again in my late twenties I wanted to have an abortion. I believed I was not fit to be someone's mother. I believed abortion was the only way out of a pregnancy.

I became acquainted with the people at Advice & Aid. Here, they listened to my story, shared in my tears, and offered me unconditional support. They did not tell me what choice I HAD to make. They simply laid out my options for me, with a kindness and gentleness that I hadn't felt in a long time.

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Blogging Tips

Write for the men, too

August, 2019

Page Visited	August	July	June	May	April	March
Website Pages:						
#1 Blog: Very Real Effects of Abortion; Pt 1 (#2 last month)	3,599	4,050	3,854	8,979	7,005	5,463
#2 Blog: Very Real Effects of Abortion; Pt 2 (#3 last month)	1,565	1,509	1,369	3,283	3,391	2,618
#3 Abortion: Types of Abortion (#2 last month)	1,037	2,089	3,681	12,188	9,370	4,154
#4 Blog: Kelly; Story of Teenage Pregnancy (same as last month)	1,037	950	894	1,423	1,582	1,444
#5 Home (same as last month)	860	899	1,085	1,648	1,317	1,047
#6 LP: Abortion (same as last month)	622	767	749	544	416	458
#7 Blog: My Story of Abortion & Lasting Effects (#8 last month)	567	574	588	1,305	945	475
#8 Blog: Missed Period; Pregnancy Test Says Negative (#7 last month)	514	595	671	781	361	
#9 Blog: My Girlfriend's Pregnant: What's a Guy to Do (same as list last month)	488	474	476	530	429	309
#10 Schedule Appointment (First time on top 10 list)	326	319	305	369	338	347

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Donor Benefits

Using blogs to build
relationships with your
donors

Send blogs to donors via email

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[How We Help With An Unexpected Pregnancy](#)



When dealing with something as life-changing and emotional as an unexpected pregnancy, it's important to take a moment, step back and just breathe. No one should ever be forced quickly into a decision that could have lasting impact on their lives forever.

Rather than sharing our own words here at Advice & Aid, we thought it might be helpful if you find yourself with this unexpected pregnancy to hear from others – men and women like you who have found answers and hope with us, volunteers and workers who have been in your shoes and are now there to provide help to you, even people who have donated to our work sharing why they gave money and resources to help women they have never met. We hope you find comfort in these words. They are shared specifically for your benefit ... [\[read the full article\]](#)

[Infertility - A Silent Struggle](#)



You would be hard-pressed to find someone out there who isn't "Pro-Mom." After all, the birth mothers, adoptive mothers, stepmothers, grandmothers and countless other women who share in our lives and love us are well-deserving of great praise. But for some, the idea of "mom" can be a very painful one. When women struggle with infertility, miscarriage or with a previous abortion decision, the very word "mom" can stir feelings of dread, loss and pain.

The Far-Reaching Effects of Infertility

Infertility affects 1 in 8 women (or couples). The causes of infertility are complicated and at times difficult to diagnose. Meanwhile, many well-intentioned friends or family members may inquire "When are you going to start a family?" or "Your child needs a sibling, when are you going to have another baby?" as most couples struggle in silence. There are many hidden emotions for women struggling to conceive including self-esteem issues, stress, and depression. Most women feel as if they are alone and without anyone to talk to about their struggles ... [\[read the full article\]](#)

Concern #2 Not using social media effectively

How to reach a large,
targeted audience

Social Media

Main Rule to Remember:

Choose which audience you are speaking to, and speak only to them!

Social Media

% of U.S. adults who use each social media platform



	Facebook	Instagram
Total	69%	37%
Men	63%	31%
Women	75%	43%
Ages 18-29	79%	67%
30-49	79%	47%
50-64	68%	23%
65+	46%	8%

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Social Media

Be Consistent!

Minimum twice a week

Stop Playing Games



Always use an image

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Strong, confident images

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Blog post on social media



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Link on
every
post

www.bitly.com

Advice and Aid Pregnancy Centers
Published by Melanie Bowman [?] · October 16 at 10:27 AM · 🌐

No matter what the test results say. No matter how you may feel in the moment of crisis. No matter what anyone else says.
#YouAreBraverThanYouKnow Let us help you find that inner brave!
<https://bit.ly/2J6BGKY>

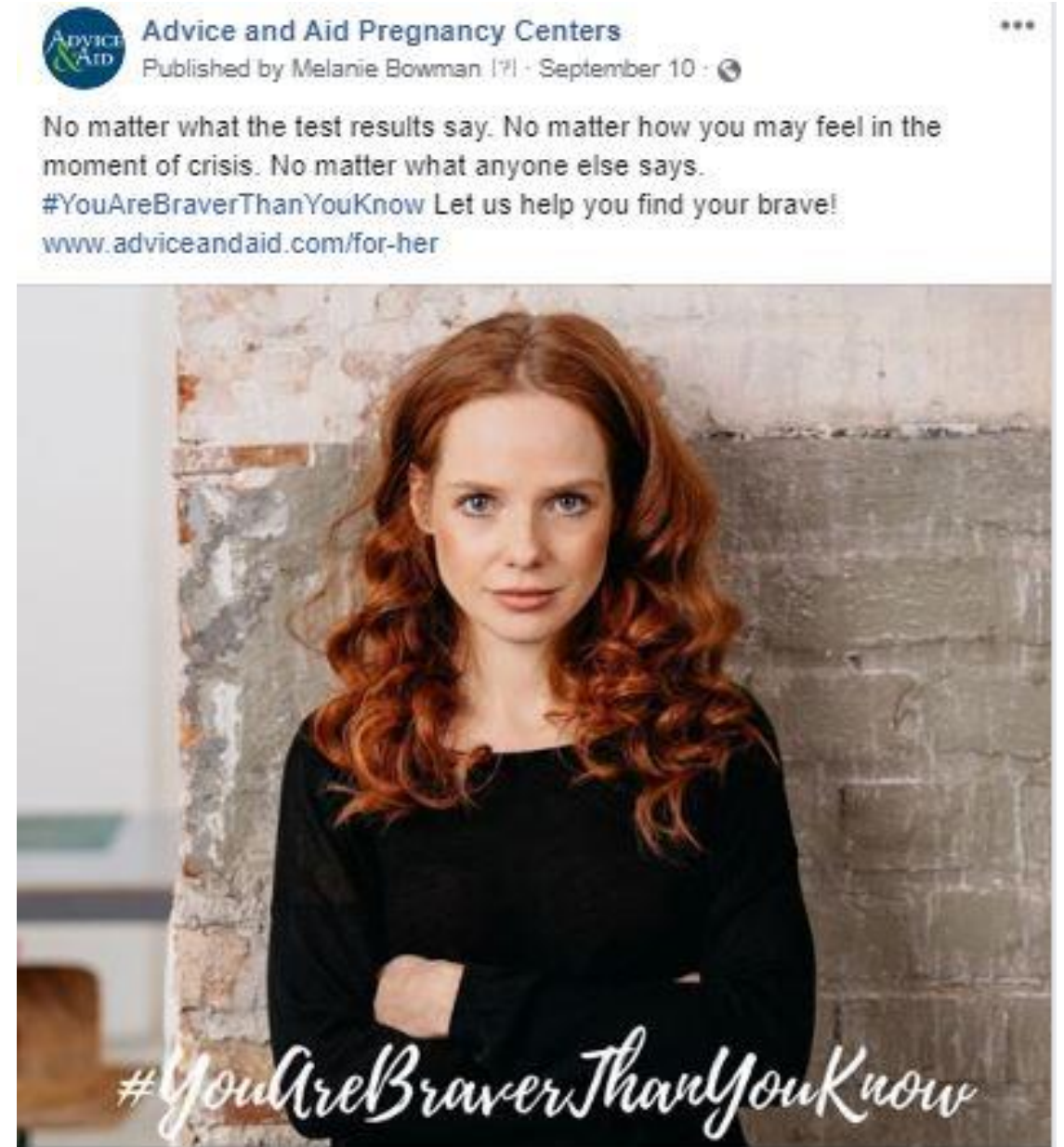
#YouAreBraverThanYouKnow

Advice and Aid Pregnancy Centers
Medical Lab

Send Message

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Types of Posts Information



Types of Posts

Image & Text

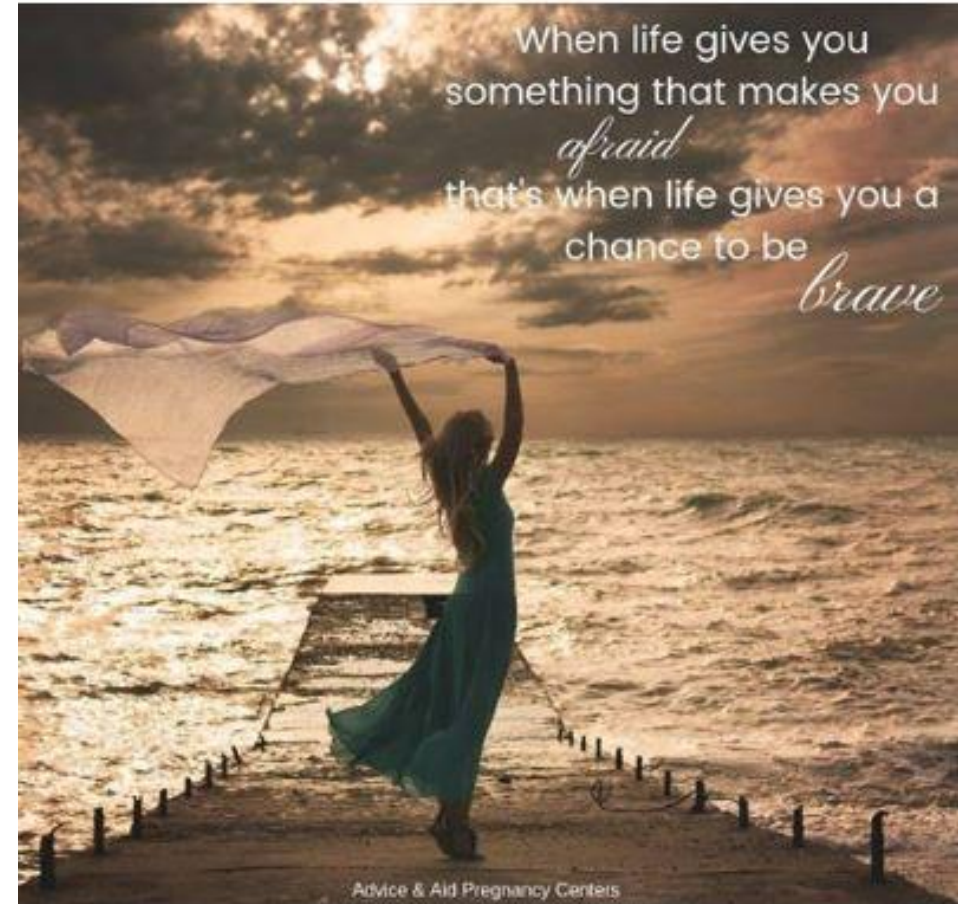


Advice and Aid Pregnancy Centers

Published by Melanie Bowman · October 23 at 12:22 PM · 🌐

In the face of the unexpected, you are far braver than you know. And you don't have to do this alone. Reach out and get the understanding support that you need.

<https://bit.ly/2htlySc>



Advice and Aid Pregnancy Centers

Medical Lab

Send Message

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Types of Posts

Blog



ADVICE & AID Advice and Aid Pregnancy Centers
Published by Melanie Bowman [?] · October 24 at 11:39 AM · 🌐

We can say a lot of things about ourselves - but it can be hard to know what is really true. The best way to know what we are truly like is to hear it straight from many of the people who have walked through our doors. Want to know what we are all about? Read this article and learn for yourself. If you are even in need, we are here to help!



ADVICEANDAID.COM

How We Help With An Unexpected Pregnancy - In The Words Of Others - Advi...

[Learn More](#)

Boost Every Post

AUDIENCE

Advice & Aid Targeting [Edit](#)

Location - Living In United States: 10901 Granada Ln, Overland Park (+20 mi) Kansas
Age 18 - 30
Gender Female
[Less](#)

People you choose through targeting

People who like your Page

People in your local area

Advice and Aid - Both

[See All \(31\)](#) | [Create New Audience](#)

Automatic Placements (Recommended) ON
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

DURATION AND BUDGET

Duration ⓘ

Days

End date

Total budget ⓘ

Estimated People Reached ⓘ

120 - 360 people per day of 160,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$1.00** per day. This ad will run for 7 days, ending on Nov 2, 2019.

TRACKING CONVERSIONS

Facebook Pixel ⓘ

Advice and Aid
ID:509865885877502

KNOCK YOUR MARKETING OUT OF THE PARK

Avoid Facebook Censors



Advice and Aid Pregnancy Centers

Published by Melanie Bowman [?] · October 22 at 10:18 AM ·

Honestly, if THIS just happened to you, you've got a lot on your mind. You are probably pretty stressed out. You need answers, help (that's truly helpful), and maybe even a shoulder to cry on. That's us!

One client even told us, "I was already stressed out enough. The fact that I could get FREE and USEFUL help here without owing someone really helped relieve that stress!"

Start here: <https://bit.ly/2J6BGKY>



Advice and Aid Pregnancy Centers

Medical Lab

Send Message

KNOCK YOUR MARKETING OUT OF THE PARK

Avoid Facebook Censors



Advice and Aid Pregnancy Centers

Published by Melanie Bowman | 7 | · October 16 at 10:27 AM · 🌐

No matter what the test results say. No matter how you may feel in the moment of crisis. No matter what anyone else says.

#YouAreBraverThanYouKnow Let us help you find that inner brave!

<https://bit.ly/2J6BGKY>



Advice and Aid Pregnancy Centers

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Send Message

KNOCK YOUR MARKETING OUT OF THE PARK

Avoid Facebook Censors



Advice and Aid Pregnancy Centers

Published by Melanie Bowman [?] · October 8 at 10:14 AM ·

One small positive sign. Suddenly, your whole world is turned upside down. Where do you even begin to look for help? Does it cost anything? How private is it?

Get answers, get options, get help - real, true help - in a simple, easily-scheduled appointment. We are here. We can help.

www.adviceandaid.com/for-her



Advice and Aid Pregnancy Centers

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Text on Image Warning

Text can't be more than 20% of image

https://www.facebook.com/ads/tools/text_overlay

Concern #3

Online presence isn't
current

Could actually be turning away
clients!

Mistake #1

Outdated style or content

Fix:

Update every 4-5 years

Mistake #2

Site is not mobile

		11,731 % of Total: 100.00% (11,731)
<input type="checkbox"/>	1. mobile	8,380 (71.50%)
<input type="checkbox"/>	2. desktop	3,103 (26.47%)
<input type="checkbox"/>	3. tablet	238 (2.03%)

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Mistake #3

Poor layout

You've got 15 seconds!!

Tell your reader what to do next

First You Need to Know

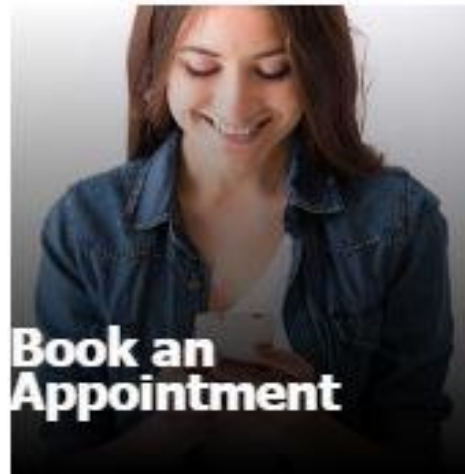
How Soon Do I Decide About Abortion?

Types of Abortion

Abortion Risks

After Abortion

Post-Abortion Assessment



FACTS ABOUT ABORTION: From Someone You Can Trust

You never thought you would be in a place where you had to make a decision in regards to an unplanned pregnancy, that it would never happen to you. Now, you find yourself trying to figure out **if abortion is right for you**. After all, you had plans, you have financial concerns, you are not ready to parent, or perhaps you have other children and find yourself with no support.

We can help!

We will share **accurate information** about procedures, risks and rights. There are two kinds of abortions available depending on how far along you are in your pregnancy: the pill and in-clinic. While we do not provide abortions, **we can help you** determine how far along you are and share with you factual information about the different procedures and their risks.

There is **never any pressure, never any judgment**. We are simply here to help you determine what is **best for you** – both for now and for your future self. And the best way we know of doing that is to give you all the facts. Not facts that we “make up” or simply “want to believe.” But facts about abortion that are medically-based. It's the first step for you to take in making an informed choice that fits you.

First things first . . . Things you need to know:

Read a story from our blog from someone who has been there!

[Jessica's Abortion Story](#)

Mistake #4

Poor use of images

Fix:

Strong, determined women; not babies

Mistake #5

Not using soothing colors

Fix:

Blues and greens

Mistake #6

Speaking to both client & donor

Fix:

Separate sites or separate areas

Mistake #7

Use too much spiritual language

Fix:

Address their perceived greatest need

Mistake #8

Too much text on page

Fix:

Break up with bolded words and bullets

First You Need to Know

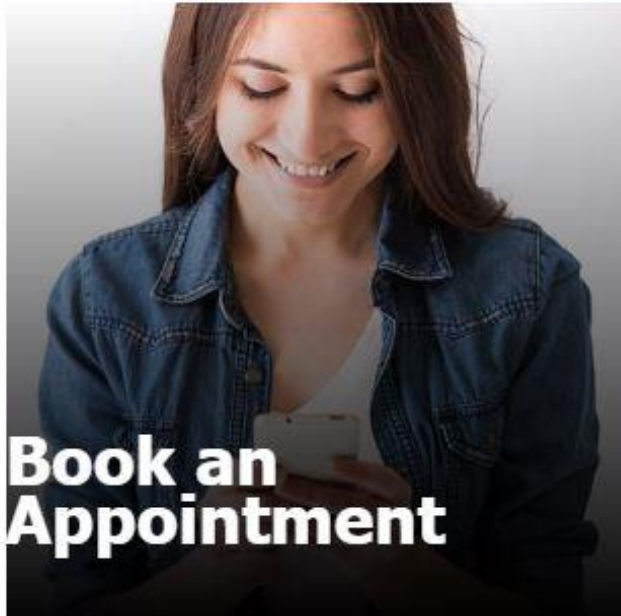
How Soon Do I Decide About Abortion

Types of Abortion

Abortion Risks

After Abortion

Post-Abortion Assessment



Book an
Appointment

HOW SOON DO I DECIDE ABOUT ABORTION?

When deciding about abortion, it's important to recognize that it is a big decision. You need to give yourself the **time to decide** what is truly the **best option** for you. One of the worst things you can do is to rush this decision.

We know that it feels urgent – but you need to **take the time, learn about your options, and then make the choice about abortion**, whether it is the right option for you both for your current self and your future self!

There are different types of abortions available depending on how far along you are in your pregnancy. Knowing these facts will help you answer the question “How soon do I decide about abortion?”

Before you make a decision about abortion, make sure you have **learned** about each option. **Start by checking out the different types of abortion and when those are performed.** This will give you a great starting point and give you medically-based information as you consider your next move.

First things first – verify your pregnancy with more than a home test. We can provide a medical-grade pregnancy test to first **verify** that you are pregnant. We can then schedule an ultrasound that will **confirm** your pregnancy and determine how far along you are **if the test is positive.**

IMPORTANT: *We do not charge for any of our services.*

As you are learning about your options, read Janae's story about her own abortion and it's lasting effects:

[Janae's Abortion Story](#)

All appointments are held at our Overland Park office:

10901 Granada Lane
Suite 100
Overland Park, KS 66211
(For a map to our office, [click here](#))

It's easy to schedule an appointment!

1. Choose a date.
2. Click "Book an Appointment" next to the time slot that works best!

Remember, your appointment is not confirmed until we notify you with confirmation.

OCTOBER 2019

MON	TUE	WED	THU	FRI	SAT	SUN
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Available Appointments on October 29, 2019

- 8:30 am - 9:00 am (1 SPACE AVAILABLE) [Book Appointment](#)
- 9:00 am - 9:30 am (1 SPACE AVAILABLE) [Book Appointment](#)
- 9:30 am - 10:00 am (1 SPACE AVAILABLE) [Book Appointment](#)
- 10:00 am - 10:30 am (1 SPACE AVAILABLE) [Book Appointment](#)
- 10:30 am - 11:00 am (1 SPACE AVAILABLE) [Book Appointment](#)
- 11:00 am - 11:30 am (1 SPACE AVAILABLE) [Book Appointment](#)
- 11:30 am - 12:00 pm (1 SPACE AVAILABLE) [Book Appointment](#)
- 12:00 pm - 12:30 pm (1 SPACE AVAILABLE) [Book Appointment](#)

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Mistake #9

Not knowing if messaging is right

Fix:

Get feedback from clients

BEAT YOUR COMPETITION



KNOCK YOUR MARKETING OUT OF THE PARK

Stop Playing Games

Stop Playing Games

Melanie Bowman

mbowman@stonecreekconsulting.com

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