

# Ensuring a high-stakes marketing investment hit its targets



## The Ontario Society of Professional Engineers serves the rich diversity of the entire engineering community.

### Problem

- The Ontario Society of Professional Engineers (OSPE) was on a multi-year journey, with Halmyre as its partner, to elevate its brand, raise the profile of the critical role engineers play in Ontario, and meet ambitious member acquisition targets.
- OSPE's membership recruitment efforts had recently expanded with the development of the #WeAreEngineering campaign.
- Throughout this year-long campaign, OSPE needed real-time data and insights to optimize its marketing spend and meet or exceed campaign goals.

### Approach

Halmyre deployed its Marketing ROI service, creating a monitoring and reporting environment based on real-time data insights paired with the ability to be nimble throughout the #WeAreEngineering campaign. To do this, Halmyre:

- Developed key performance indicators for the campaign to guide budget prioritization – a key goal was to optimize ROI on OSPE's ad spend, to drive as many visitors as possible to OSPE's Join page;
- Monitored data across Facebook, LinkedIn, and YouTube, measuring performance using tried and true marketing metrics such as cost per click, impressions, and conversion rates;
- Worked in partnership with OSPE to develop dashboards, reviewing data with the client at regular intervals and providing recommendations; and
- Used data and client input to constantly optimize all campaign platforms for creative content, frequency, pacing, and budget.

### Quarter 3 and 4 Creative

Refreshed individuals who focused on new areas of engineering

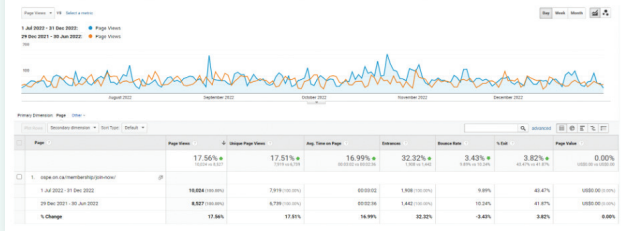
- 1200x1200 static Ads for LinkedIn, Facebook with each of the 3 engineers featured for second half of the campaign



### Traffic to "Join Now" page

Driving increase to Membership funnel

- There was a 17.56% increase in pageviews for the "join now" page on the OSPE website during the period of July 1<sup>st</sup> to December 31<sup>st</sup> compared to the 6 months prior.



### Outcome

- 18% increase in visits to the Join Now page.
- 3.2 million campaign impressions, over-delivering on the goal by 28%.
- Double the number of completed video views compared to the campaign goal.
- 1,032 new followers and 211 new likes on the OSPE LinkedIn page and Facebook page, respectively.

*"I didn't think of Halmyre as a marketing agency at all. To me they were business consultants who helped us change our business thinking and helped us change the way we actually do business. They were management consultants for us."*

– BAIJUL SHUKLA  
Ontario Society of Professional Engineers

