



Do you see, what I see?

 Alison Hurayt

Keystone's
Geo-fencing



About it

Geo-Fencing

A geofence is a virtual perimeter for a real-world geographic area.

The process



Every person is a target market for something.

We looked at our needs assessment, selected groups based gaps in services and the need for more assistance.

Know your area!

What is trending? What is needed?

Events going on? What need to be promoted?

York County



York County

- 4 MAJOR CITIES**
 - Rock Hill
 - York
 - Fort Mill
 - Clover
- ONE INDIAN RESEVATION**
 - Catawba Indians Nation
- POVERTY RATE**
 - 10.5%

- 3 COLLEGES**
 - York Technical College
 - Clinton College (HBCU)
 - Winthrop University
- 4 SCHOOL DISTRICTS**
 - York
 - Rock Hill
 - Fort Mill
 - Clover
- POPULATION**
 - 281,000

Contributing factors

Overdose Numbers

A raise in the number of overdoses in our county.

Bad Batch

An increase in the laced pills in our county.

Teen Use

Youth being caught and admitting to using prescription pills.



Our 1st campaign



Lock up & Dispose

Was an ad that was promotions safe storage and disposal of medications, thru Detrra bags.



Graduation

This was to education gradating seniors on the dangers of using pills.



Stigma

This was to address stigma around seeking help for substance use.



#1 Killer

This ad was about raising awareness around the increase in fentanyl in our county.

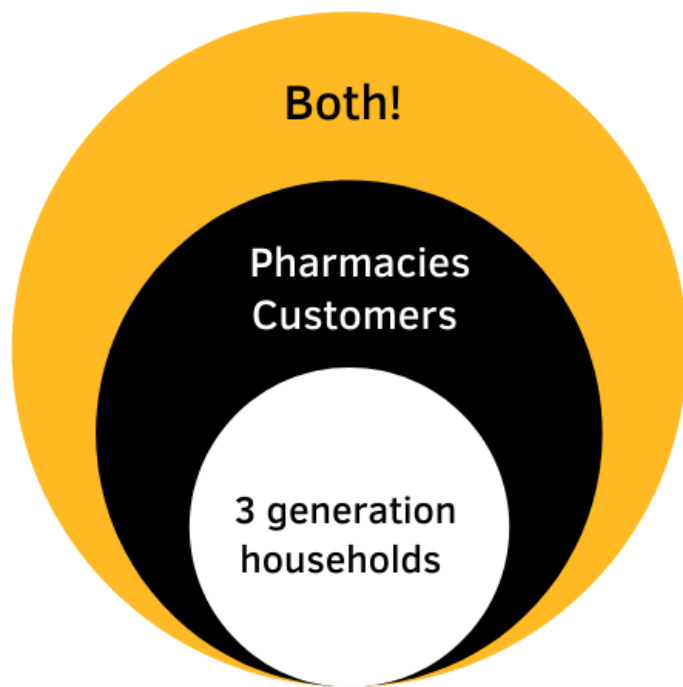


Our Model




Creating the ads

1. Lock Up & Dispose (geo-fencing pharmacies and 3 generation households)
2. Graduation Pill Awareness (geo-fencing graduating seniors)
3. Stigma (geo-fencing 19-25 year old's in homes where teens are present as well as churches).
4. County's #1 Killer: Fentanyl (geo-fencing adults 20-55 at bars, night clubs, and college campuses)

Lock Up & Dispose



Selecting the Market.

-  3 Generation households
FAMILIES THAT WILL HAVE TEENS AND SENIORS CITIZENS
-  Pharmacy Customers
THOSE THAT GET PESCRIPTIONS
-  Both
INCREASE THE TARGET MARKET!

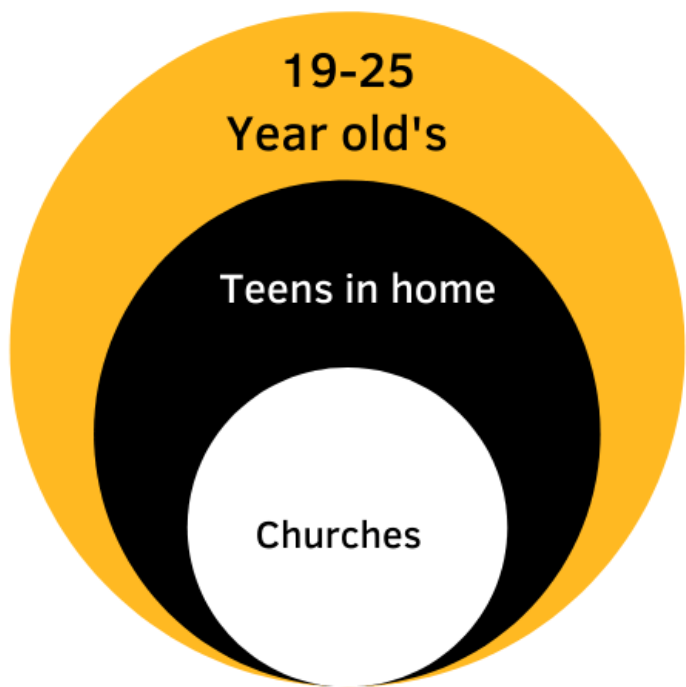
Graduation Pill Awareness

Keeping the Market

Reminders



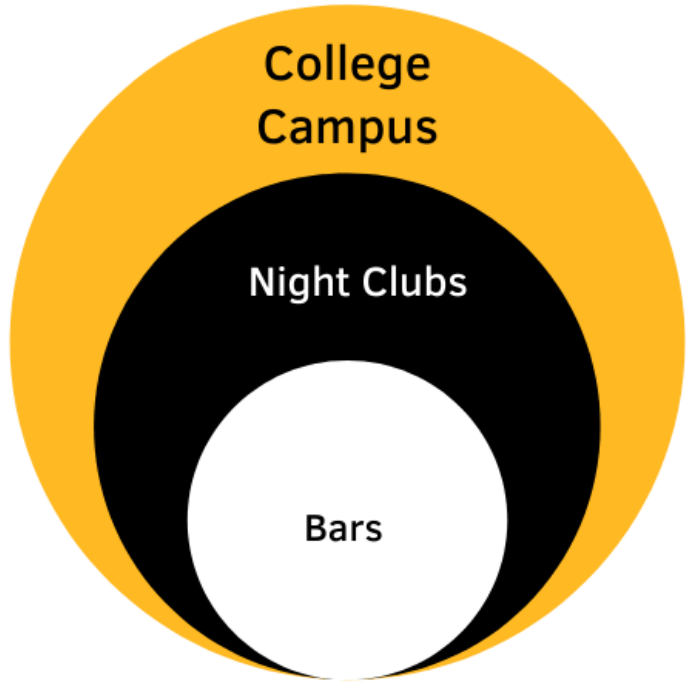
Stigma



Selecting the Market.

- 19-25 years olds
HIGH RISK AGE
- Teens in the home
YOUNG WITH ACCESS
- Churches
PLACE WHERE MULTIPLE GROUPS GATHER

County's #1 Killer: Fentanyl



Selecting the Market.

- College Campus
WHERE SUBSATNCE MAY BE USED
- Night Clubs
WHERE SUBSTANCE MAY BE USED
- Bars
WHERE SUBSTANCE MAY BE MIXED



Graduation

A youth targeted campaign that use new school lingo to educate on the dangers of misusing pills.

No Cap- No Lying
(Plus they are in graduation caps!)



Lock up and Dispose

A play on the Got Milk campaign, to help catch peoples attention and promote safe disposable.



Stigma

Breaking down the typical "addict" look to promote seeking help to anyone and everyone struggling with addiction.



#1 Killer

Mystery in York county educating on lace pills and how they can go unseen.



Graduation

Linked to Just Plain Killers Website



Lock up and Dispose

Link to Deterra website



Stigma

Linked to Keystone's website



#1 Killer

Linked to Just Plain Killers Website.

Outcomes for July



312,558

Total Impressions Delivered

31,260 people

Lock up and Disposal Addressable- 5,841

Lock up and Disposal Geo-fenced- 7,907

Graduates- 4,070

Stigma- 9,407

#1 Killer-11,124

400 visits resulting in .13%

Website visits and CTR, 44% better than industry average of .09%

Lock up and Disposal Addressable- 146

Lock up and Disposal Geo-fenced-42

Graduates- 71

Stigma- 24

#1 Killer-117

Outcomes for August



272,010

Total Impressions Delivered

51,549 people

Lock up and Disposal Addressable- 5,927

Lock up and Disposal Geo-fenced- 16,254

Stigma- 10,079

#1 Killer-19,289

275 visits resulting in .10%

Website visits and CTR, 11% better than industry average of .09%

Lock up and Disposal Addressable- 106

Lock up and Disposal Geo-fenced-35

Graduates- 7

Stigma- 22

#1 Killer-105

Outcomes for September



269,854

Total Impressions Delivered

43,393 people

Lock up and Disposal Addressable- 3,440

Lock up and Disposal Geo-fenced- 15,057

Stigma- 9,571

#1 Killer-15,325

228 visits resulting in .08%

Website visits and CTR

Lock up and Disposal Addressable- 82

Lock up and Disposal Geo-fenced-23

Stigma- 17

#1 Killer-106

Outcomes for September



Campaign	Geo Fence	Impressions	Clicks	CTR
Keystone - Top Killer GFT 110	D'Aurias	147,929	82	0.06%
Keystone - Top Killer GFT 110	Millstone Pizza and Taproom	51,953	80	0.15%
Keystone - Top Killer GFT 110	Hobo's	43,279	49	0.11%
Keystone Lock Up & Disposal GFT 30	CVS	30,620	45	0.15%



County Demographics

Seeing the who makes up the area we service

Services Demographics

Does our county numbers match who we are serving?

Equal?

Are they close?



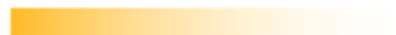
Planning Options

PLAN OPTIONS	UNDER SERVED	HD	STAKEHOLDERS	INPUT	AD'S
LGBTQIA+	✓	✓	✓	✓	✓
Catawba	✓	✓	✓		
Black/African Americans	✓	✓	✓	✓	✓
Veterans	✓	✓		✓	

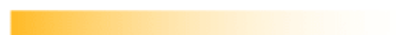
Current Campaign



Will you or someone you know be a **Statistic?**



How can you change the **outcome?**



Get Help



Linked to Keystone's Website



Current Numbers

STARTED NOVEMBER 1ST



Impressions



Clicks



CTR



Geo Fence Weighted Actions



Weighted Actions



What is next?



Keep it going

LGBTQIA+

Veterans

Spanish Ads

Tips



- Have a topic in mind!
- Have a population in mind!
- See if you can get input from that population!
- Think about what areas would work best for this!
- Use the resources you have! OD Map, Crime Map, other data.
- Check you numbers!

Geo Fencing

by

Keystone Substance Abuse Services

Share

Share

Design anything. Publish anywhere.

Get the Canva App