

NGO exceeds social follower goals with video creation

Business issues

- Increase paying members
- Expand awareness, engagement and reach across social media platforms
- Drive traffic to the website to increase memberships and value to members
- Showcase members work
- Acknowledge employees' field contributions

➤ **Headquarters** | Geneva, Switzerland

➤ **Members & partners** | 1,700

➤ **Countries** | 172



Digital video creation

+130%

Website traffic

+16,000

Twitter followers

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We had a five-year LinkedIn target to reach 5,000 followers. At the time, last June, we only had 1,700. We've already gone over 5,000. We hit that five-year target in less than a year.

Social Media and Content Specialist

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How this NGO smashed their social follower goals while reducing video spend

This small, non-governmental organization (NGO) works to bring attention and resources to one of today's most pressing health problems - cancer. Their 1,700 members and partners include governments, agencies, and pharmaceutical companies from 172 countries. The 48-person organization provides grants and fellowships, offers leadership development programs, advocates for resources, and hosts events to raise awareness about the health issue.

Challenge

The small communications staff at this NGO always recognized the value of video. With a limited budget, they professionally produced video to promote events and share information about their work. Since lead times were long, video could not be used to respond quickly to news and events.

The desire was to leverage video to address a plethora of business issues including: increasing paying members, expanding awareness, engagement and reach across social media platforms, increase traffic to the website, highlight members work, acknowledge field contributions, build good will, promote a major annual event and remain top of mind amidst a sea of other

Solution

With their annual flagship event approaching, the organization leveraged Wochit to maximize the value of the organization's only public-facing initiative. This singular opportunity to gain the attention of non-member government leaders, policy influencers, and the public at large, represent the financial life-blood of the organization.

They put the power of video creation into the hands of their internal, non-technical team. The team was able to quickly produce videos that took advantage of the major event, trending stories and multiple social media channels to drive traffic to their blog and website, increasing engagement and revenue.



Annualized results

- » Smashed social media goals all through organic growth. Achieved five-year LinkedIn target in less than one year, established 16,000 Twitter followers, increased Instagram followers by 78% and Facebook by 60%
- » Increased traffic to website 130% YOY, while competing with the Covid-19 news cycle
- » Responded to news/events with video in the amount of time it would take to respond with text and static images, creating greater engagement
- » Reduced video spend, while helping to boost funding in activities, which also increase membership funding
- » Supercharged morale amongst staff and members

The guys at Wochit are super responsive. ...said I need a template for TikTok, and straightaway, he was on it. ...we have quadrupled our social media engagement!

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