Directors Exchange Network

Date: July 21, 2021

Presenter: Debi Anderson,
Program Manager, Community Outreach
Communication - Resources

https://eclkc.ohs.acf.hhs.gov/browse/keyword/communication

Supporting Positive Family Responsiveness to Children's Communication

This Home Visiting webinar discusses the importance of understanding that all behavior has meaning. Explore how children use behavior to communicate their wants, needs, intentions, and emotions.
Why Choose a Vendor

- Time consuming
- Professional ad development experience in social media
- Data collection
- Monthly meetings
- Change messaging in real time
- Outfront Media & LA Times Social Media
Virtual Mechanisms

• Geofencing (Outfront Media & LA Times)

• QR codes (LACOE & Delegate Agency flyers, posters, brochures)

• Electronic LACOE program referral Form

• ChildPlus online application

• PreKKid.org (Direct traffic to web site)

• Mobile phone advertising
Social Media Platforms & Google

@LACOEHEADSTART

- Social Media (LACOE & LA TIMES)

- Data collection via analytics
  - Audience Behavior
  - Gender, Age, Language
  - Conversions

- Programmatic displays (retargeting)

- Google Paid Search - Key Words, Search Engine Optimization
Google Paid Search - Targeting Keywords

- Keywords used in Google ads to drive traffic to prek12kids.org
- Conversions are determined by secondary action rates (calling 877-pre-k-kid or clicking on application link)
- Word cloud shows most popular keywords that resulted in 1 or more conversions on prek12kids.org

Keywords:
- child education
- preschool
- head start programs
- Head start program
- preschool program
- head start program
- google
- preschools
- preschool education
- free preschool
- pre k
- head start
- pre k near me
Data Informed Decisions - Real Time Changes

Newly Eligible Families (Target)

Newly Eligible Families (Retarget)

Newly Eligible Ad

Newly Eligible Ad - Revised

Newly Eligible Ad – Retargeting Carousel
Contact Information

Los Angeles County Office of Education
Debra Duardo, M.S.W., Ed.D., Superintendent

Head Start and Early Learning Division
10100 Pioneer Blvd, Santa Fe Springs, CA 90670
Debi Anderson, Program Manager, Community Outreach

anderson_debi@lacoed.edu 562-940-1770

For more information, go to: www.prekkid.org
Follow us on social media!

@LACOEHeadStart
QUESTIONS