



ERICSA

2022

**Jazzin' It Up
for Children
and Families**

New Orleans

May 22 – 26, 2022

**59TH ANNUAL
TRAINING CONFERENCE
& EXPOSITION**

Words Matter: Strategies to Redesign Your Website and Program Language to Attract Parents

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Eric Durnil, Office of Child Support Enforcement

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Maggie Spain, Spearca Communications

Moderator: Melody Morales, Office of Child Support Enforcement

May 24, 2022



Digital Marketing Overview

Goal:

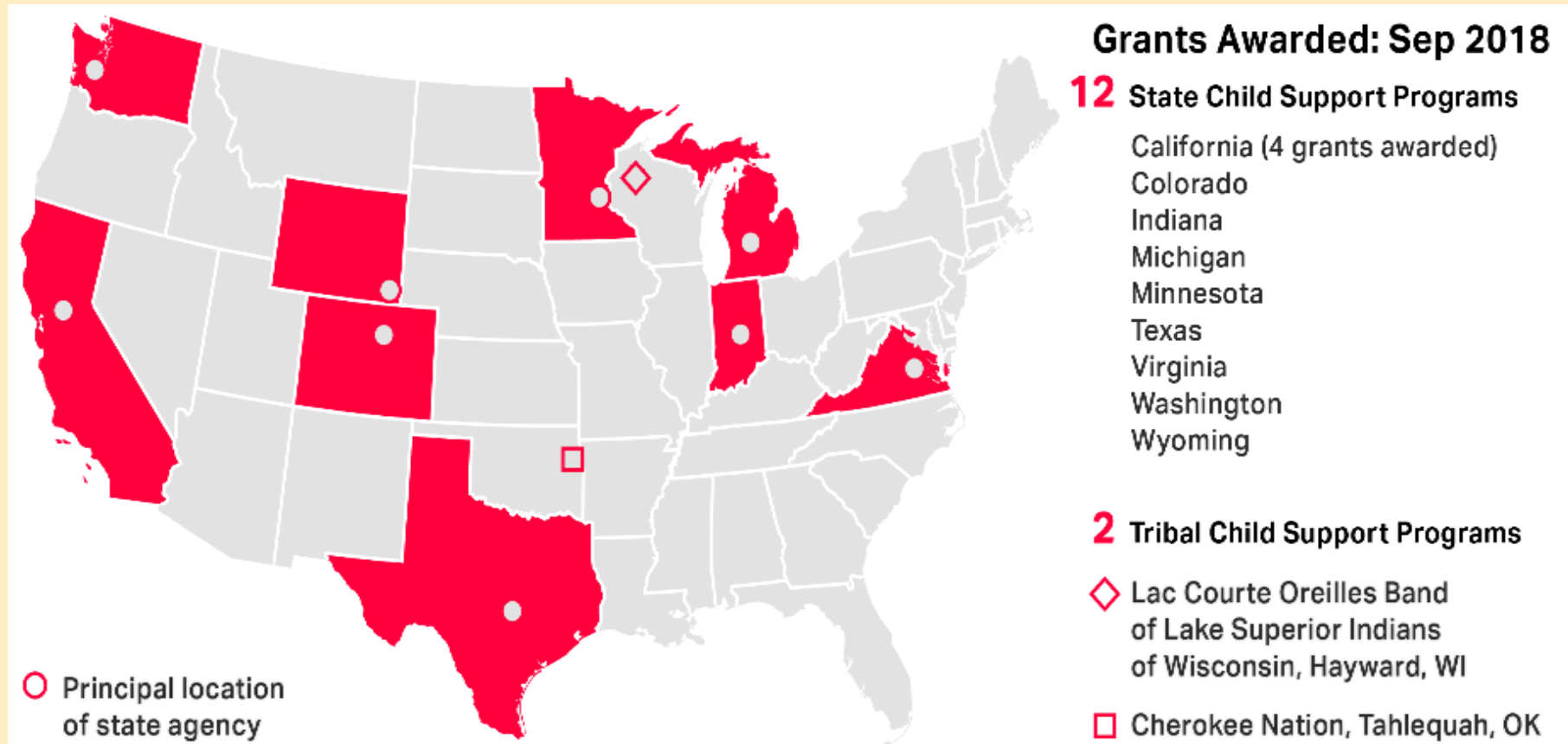
Develop or improve outreach and two-way digital communication to reach parents who could benefit from child support services

Requirements:

- Implement three digital marketing interventions
- Evaluate projects using the *Learn, Innovate, Improve* method
- Share lessons learned with other child support programs



Digital Marketing Overview



Digital Marketing Overview

Intervention Examples:

- Ads on social media
- Search engine optimization
- Static ads on Hulu, iHeart Radio, Pandora
- Website redesign
- Web chat
- Email campaigns
- Influencers
- Fuel pump advertising



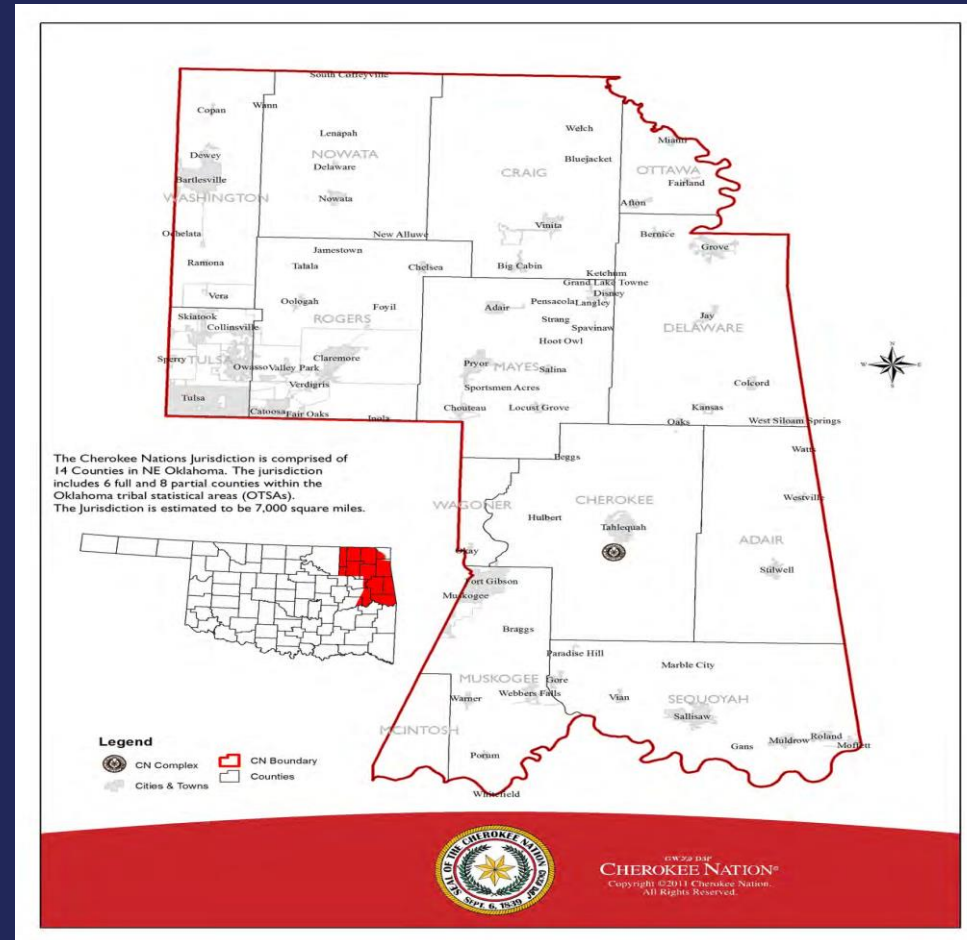
Cherokee Nation Digital Marketing Project Results

Kara Pasqua, Cherokee Nation Office of Child Support Services



Cherokee Nation Reservation

- Citizen count: 400,000+
- Total child support staff: 38
- Total child support active caseload: 2,400+



Effective Outreach

Before Digital Marketing Grant:

- Toolbox included:
 - Brochures, flyers
 - Community meetings
 - Occasional articles on program
 - Word of mouth

After Digital Marketing Grant:

- TOOLBOX EXPANSION!
 - Website
 - Videos
 - Texting



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Website

- Surveyed & developed what we wanted to communicate
- Adhered to internal communication guidelines
- Adhered to branding criteria
- Communications & IT Department became our main collaboration groups
- Communications provided data on tools already utilized



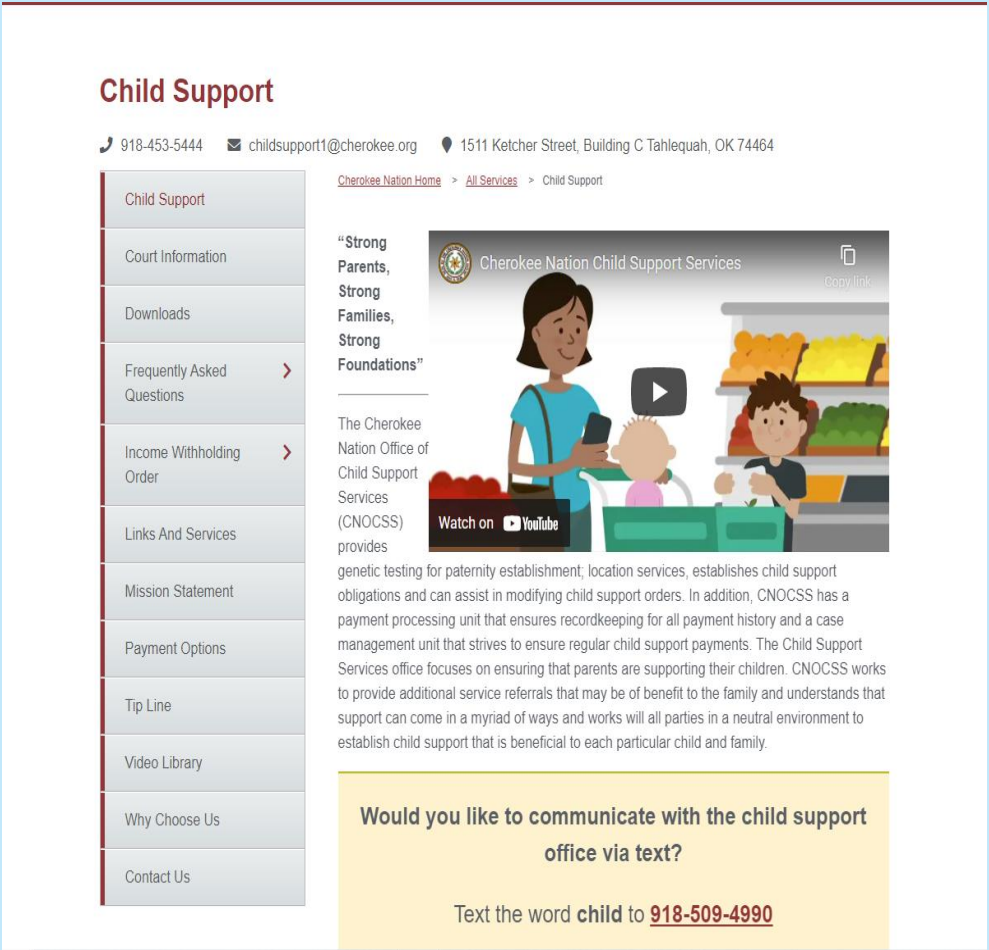
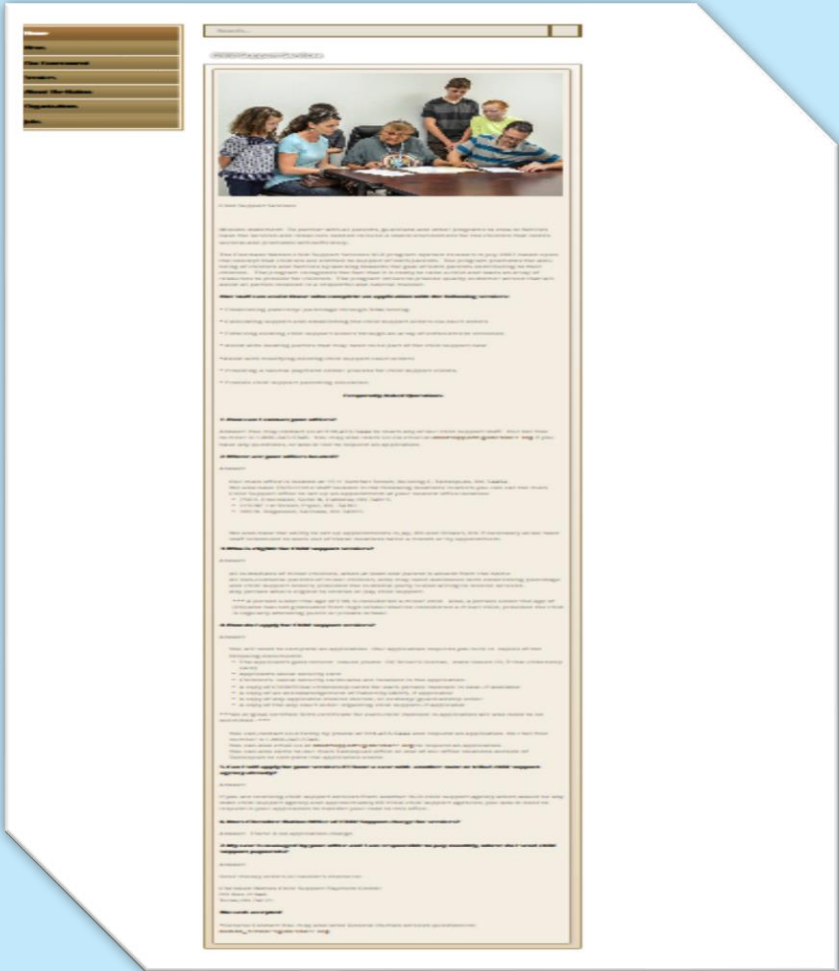
Goals of Updating Website

- Provide useful information to increase awareness
- Use plain language
- Create unique URL
- Serve as main platform for distribution



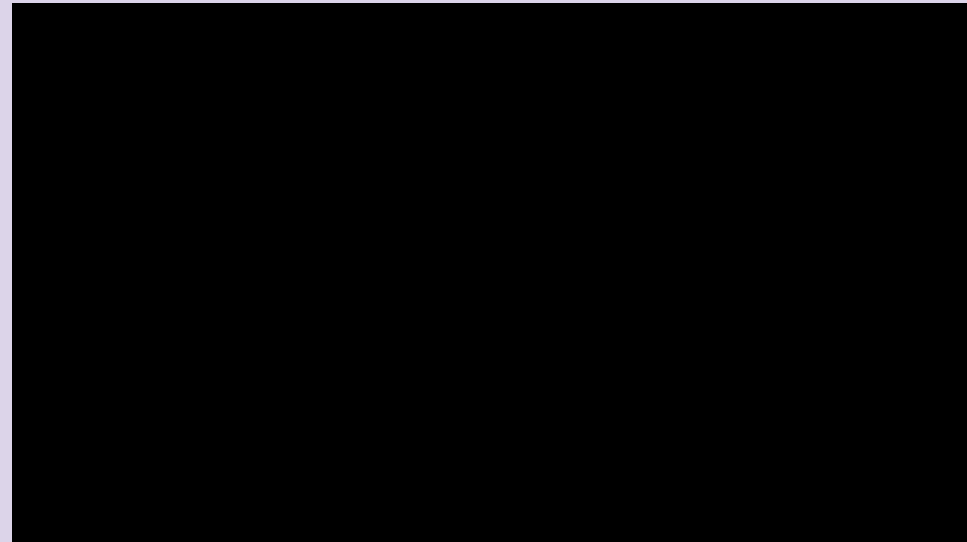
Original Webpage

New Website: July 2019



Latest Features

CHECK THIS OUT!



Efficiency through the CNOCSS website
[https://youtu.be/ CVrPbcfhBM](https://youtu.be/CVrPbcfhBM)



Findings

- 145% increase in incoming applications
- 3.11% increase in office contacts
- 16.55% increase in open cases



Contact Information

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Indiana Digital Marketing Project Results

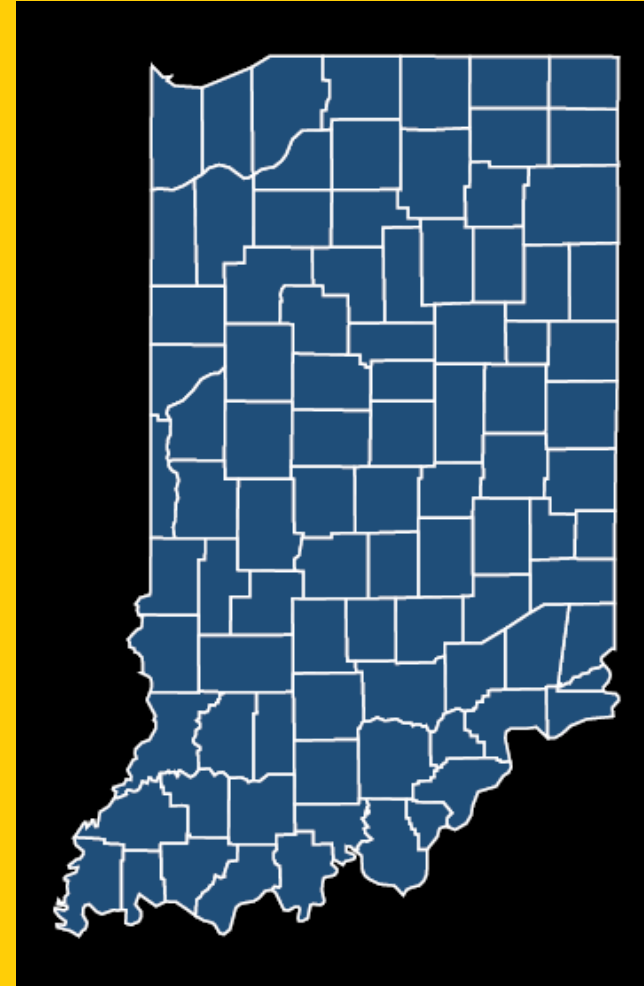
Eric Durnil, Office of Child Support Enforcement

On behalf of the Indiana Child Support Bureau



Agenda

- Indiana Child Support Overview
- Goals
- Customer Journey
- Interventions & Results



Indiana's Child Support Program

- Administered by the Department of Child Services (DCS) Child Support Bureau (CSB)
- In collaboration with Prosecutors and Clerks in 92 counties
- Since 2012 statewide case loads have declined by more than 120,000 cases (-32.5%)
- In response to this decline, CSB created an Outreach unit
- In 2016 a statewide marketing campaign was undertaken to celebrate the 40th anniversary of the Child Support program



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Digital Marketing Research Goals

Increase general awareness about the program

Increase program participation and caseload



Customer Journey



Obstacles

- What prevents someone from engaging with our program?
 - Not aware of the program
 - Lack of knowledge of the program benefits
 - Fear of not getting into the program
 - Belief they do not need help
 - Belief that our program cannot help them
 - Confusion about the program terminology



Updated Customer Journey



Breaking Down Obstacles

- Focused on fear of not getting into the program (a common theme)
- Why?
 - I make too much money to be accepted.
 - The program is only for moms, so as a dad, I won't be accepted.
 - I could be denied services.
- We hypothesized it could be the words we were using!



What do these programs have in common?

- WIC
- TANF
- Credit Cards
- Car Loans
- IV-D Child Support Services



What do these programs have in common?

They all have an application process!

- WIC
- TANF
- Credit Cards
- Car Loans
- IV-D Child Support Services



What is a big difference?

- WIC – Can deny services
- TANF – Can deny services
- Credit Cards – Can be denied a card
- Car Loans – Can be denied the loan
- IV-D Child Support Services – **Cannot** be denied (but not everyone knows this)

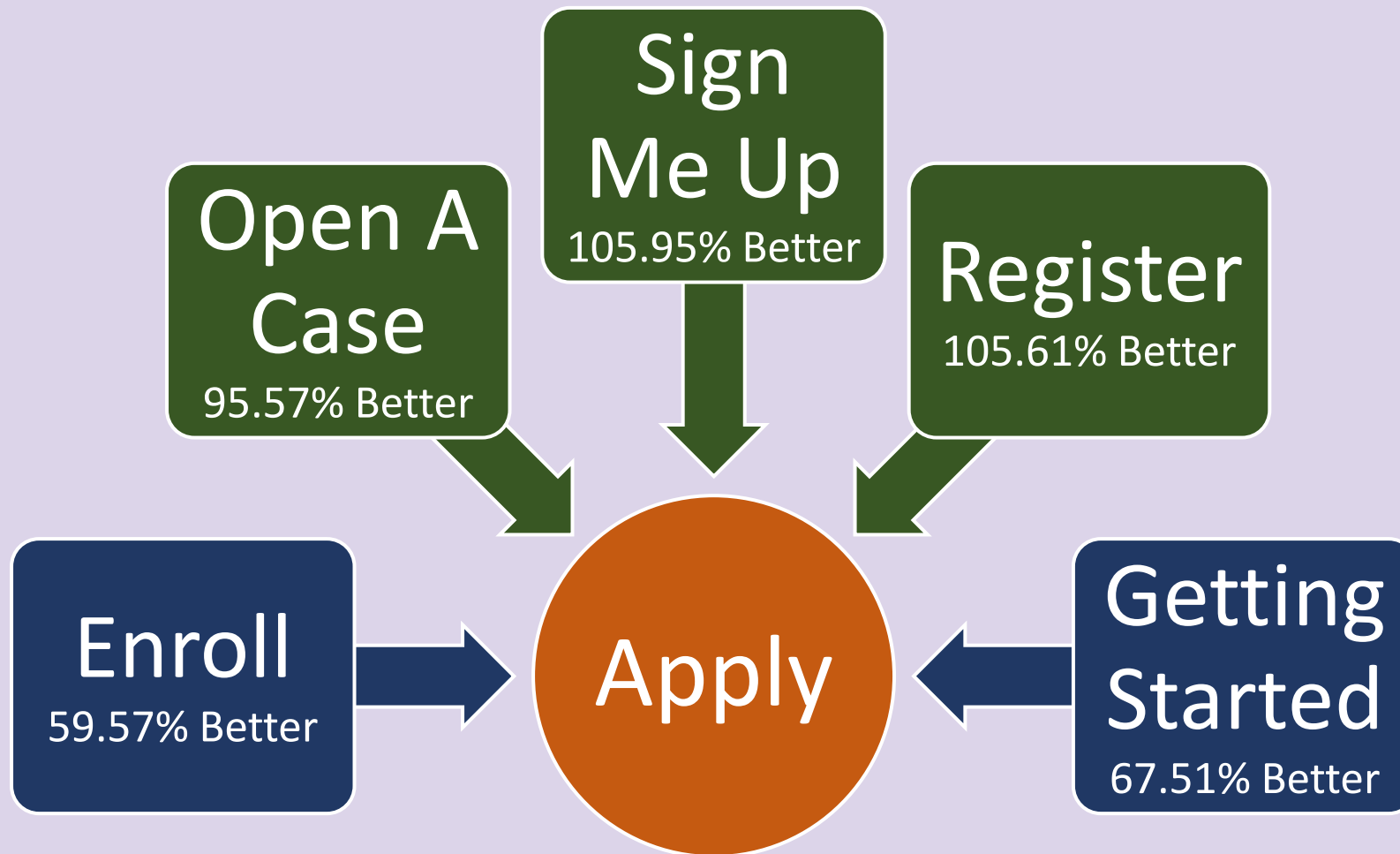


Interventions 1 & 2: What works better than “Apply”?

- Tested on the Apply for Services page on the Child Support website
- The button that took a user to the application said “Apply”
- During the interventions, Indiana tested other words:
 - Enroll
 - Open a Case
 - Sign Me Up
 - Register
 - Getting Started



Interventions 1 & 2: What worked better than “Apply”?



Interventions 1 & 2 Results

“Apply” suggests possible rejection or denial.

Using positive alternative words can lead to greater enrollment in the Child Support program.

Indiana has removed the word “Apply”. Their application is now called an “Enrollment Form” and they use the word “Enroll”.



Intervention 3: Tested confusion about the program terminology

- Tested the impacts of specific technical and agency terms on enrollment
- Added technical and agency terms in front of Enrollment
 - Child Support
 - IV-D
 - DCS
 - Prosecutor



Intervention 3 Results

[Control] Enrollment Form	Child Support Enrollment Form	IV-D Enrollment Form	DCS Enrollment Form	Prosecutor Enrollment Form
585	591	425	375	322

Enrollment Form Downloads



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Intervention 4: Continued testing of program terminology

- Expanded upon Intervention 3 to further test specific technical and agency terms
- Each technical and agency term had “Child Support” added to its context
 - E.g., “IV-D Child Support”
 - Tested the additional term, “CSB”



Intervention 4 Results

[Control]
Child Support
Enrollment
Form

CSB
Child Support
Enrollment
Form

IV-D
Child Support
Enrollment
Form

DCS
Child Support
Enrollment
Form

Prosecutor
Child Support
Enrollment
Form

790

661

617

612

553

Enrollment Form Downloads



Simply saying “Child Support” worked best

HOW DO I ENROLL

OPTION 1: ENROLL ONLINE

Complete and submit information via [CHILD SUPPORT ONLINE ENROLLMENT FORM](#)

OPTION 2: ENROLL IN PERSON

1. Contact your County Prosecutor's Title IV-D child support office. To find the office in your area, visit childsupport.in.gov/county.
2. Gather the information required by your county child support office.
3. Complete a Child Support Enrollment Form. You can get a form from your county child support office, or you can download a copy below. There is no fee to enroll.
4. Take or mail the completed form to your county child support office.

Below is the link to the Child Support Enrollment Form. Completing and printing the form before going to your county child support office will save time for everyone.

[CHILD SUPPORT ENROLLMENT FORM](#)



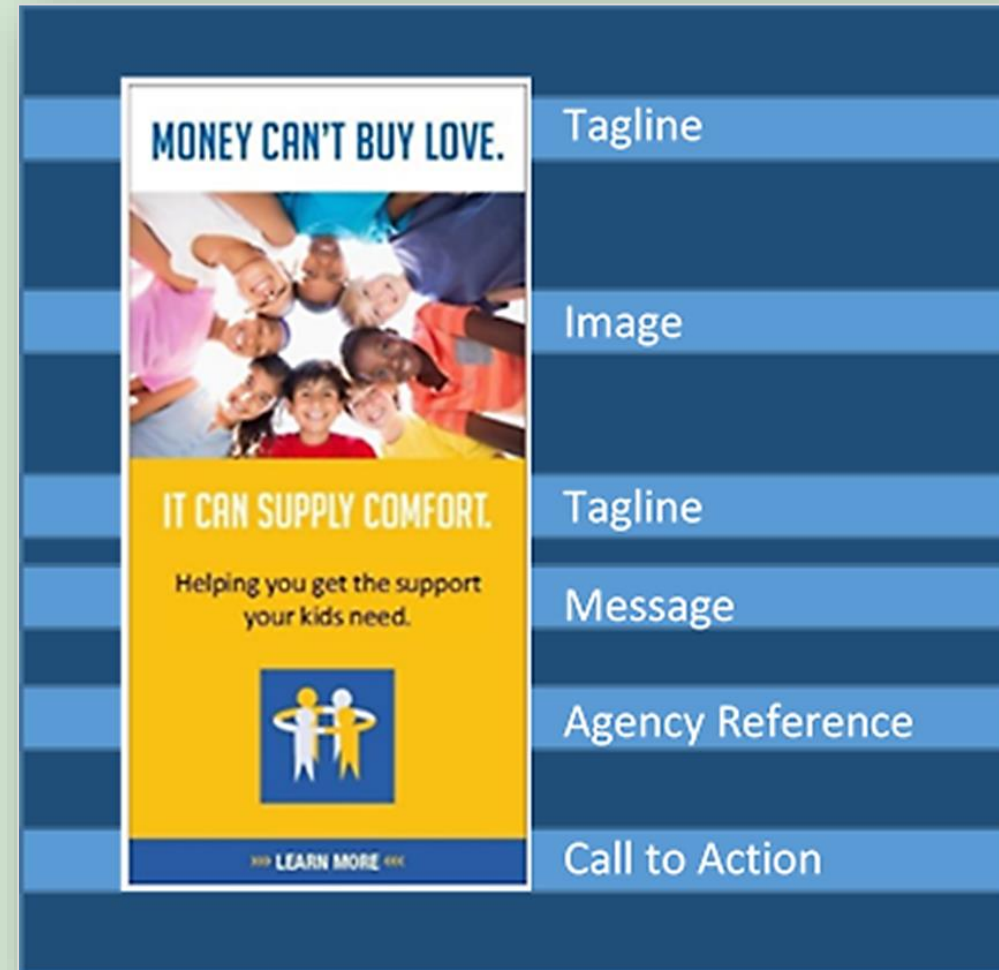
Intervention 7: Digital Ads

Tested a variety of digital ads with varying components to determine the best way to digitally market the Child Support program

Targeted a population of 450,802 in 5 Indiana counties (56 zip codes) representing urban, suburban, and rural geographical areas with additional targeting to narrow delivery to parents ages 19-54



Intervention 7: Digital Ads



Intervention 7 Results

Of our Tagline variants, “Comfort” showed a 13.59% deviation above the control and >10% deviation compared to all other variants ranking as the top variant even in different geographical areas.

Statistical significance was only achieved in the random control trial for the Tagline component.

The word “Comfort” resonated best with audiences.



Overall Results: Words Matter

- “Enroll” is better than “Apply”.
- Remove Technical and State Agency Terms (e.g., IV-D)
 - Simply saying child support to refer to your program is better.
- Test Which Words Work Best
 - Indiana participants resonated well with the word “Comfort”.



Contact Information

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(On behalf of Indiana Child Support Bureau)

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Colorado Digital Marketing Project Results

Anne Byrne, MS, Center for Policy Research

Heather Rego, Colorado Division of Child Support Services

Maggie Spain, Spearca Communications





Our OCSE Digital Marketing Projects



Colorado's Three Interventions

- Website Redesign & Search Engine Optimization
- Facebook Sponsored Advertising
- Website Remarketing & Paid Search



Our Foundation: Ogilvy's 2018 Report

In 2018, Ogilvy (a global public relations firm) conducted qualitative focus group research for California Department of Child Support Services. This research revealed important insights as to how parents viewed themselves when applying for child support as well as how they viewed the child support program and marketing of services.

Unhappy

Shame

Vulnerability

Anger

Distrust

Transactional
service

No parenting
advice

No two parent
families in photos



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Colorado DCSS Website BEFORE

- Site built in 1996 and not touched since then
- Cumbersome to navigate
- Not mobile-friendly
- Only available in one translated language
- Limited imagery



Colorado DCSS Website Redesign Process



Rewrite using plain language, removing complicated terms and jargons

Make child support more approachable

User experience design

Content entry portals

Intentionality with selected images

SME review of revised content

Project advisory board

CDHS Family Voice Council



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Using SEO Tools to Develop Content

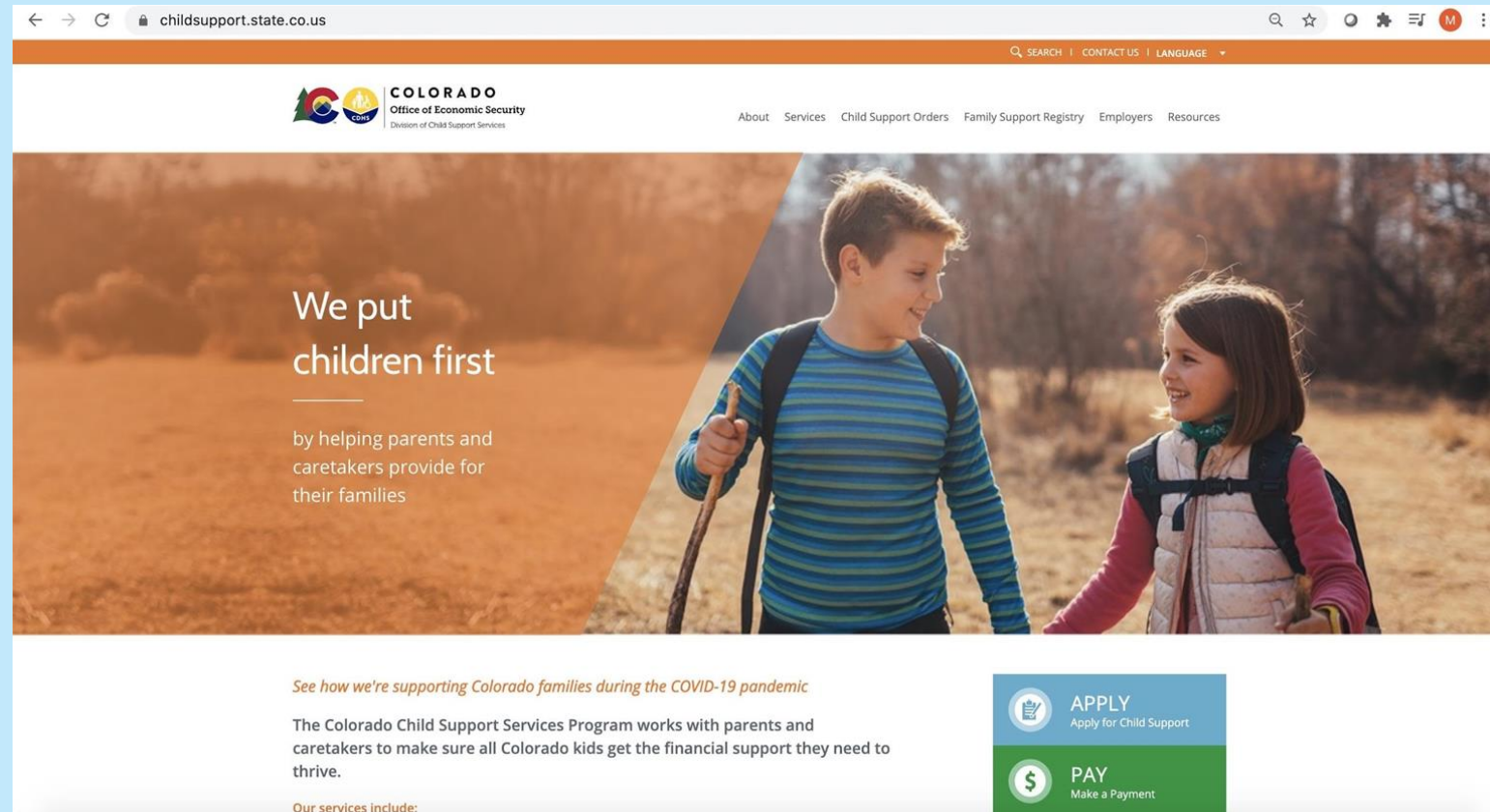
- Google Analytics & Search Console are FREE for you to use.
- These tools are important to analyze before redesigning a website.
- Queries identified in Search Console should be infused into content developed for the site.
- Important for parents to be able to find your child support program based on search terms they are using.

Home	Search Query	Clicks	Impressions	CTR	Average Position
Customization		157,423 % of Total: 87.26% (180,398)	719,752 % of Total: 75.65% (951,451)	21.87% Avg for View: 18.96% (15.36%)	23 Avg for View: 22 (6.52%)
REPORTS					
Realtime	1. colorado child support	26,000 (16.52%)	29,631 (4.12%)	87.75%	1.0
Audience	2. family support registry	23,268 (14.78%)	27,735 (3.85%)	83.89%	1.0
Acquisition	3. child support colorado	15,836 (10.06%)	20,913 (2.91%)	75.72%	1.1
Overview	4. child support	9,536 (6.06%)	53,830 (7.48%)	17.72%	18
All Traffic	5. fsr colorado	6,846 (4.35%)	7,942 (1.10%)	86.20%	1.0
Google Ads	6. colorado child support login	6,790 (4.31%)	7,083 (0.98%)	95.86%	1.0
Search Console	7. child support registry	6,624 (4.21%)	8,626 (1.20%)	76.79%	1.2
Landing Pages	8. child support login	4,519 (2.87%)	45,879 (6.37%)	9.85%	8.4
Countries	9. fsr login	3,805 (2.42%)	4,604 (0.64%)	82.65%	1.2
Devices	10. family support registry colorado	3,728 (2.37%)	4,630 (0.64%)	80.52%	1.0
Queries	11. colorado child support calculator	3,427 (2.18%)	5,409 (0.75%)	63.36%	1.0
Social	12. colorado family support registry	3,138 (1.99%)	3,800 (0.53%)	82.58%	1.0
Attribution BETA	13. co child support	2,227 (1.41%)	2,421 (0.34%)	91.99%	1.0
	14. fsr	2,197 (1.40%)	15,526 (2.16%)	14.15%	17



Colorado DCSS Website AFTER

- 3 content entry portals
- Mobile-friendly
- Easy to navigate
- Contact information readily accessible
- Translated into 50+ languages



<https://childsupport.state.co.us/>



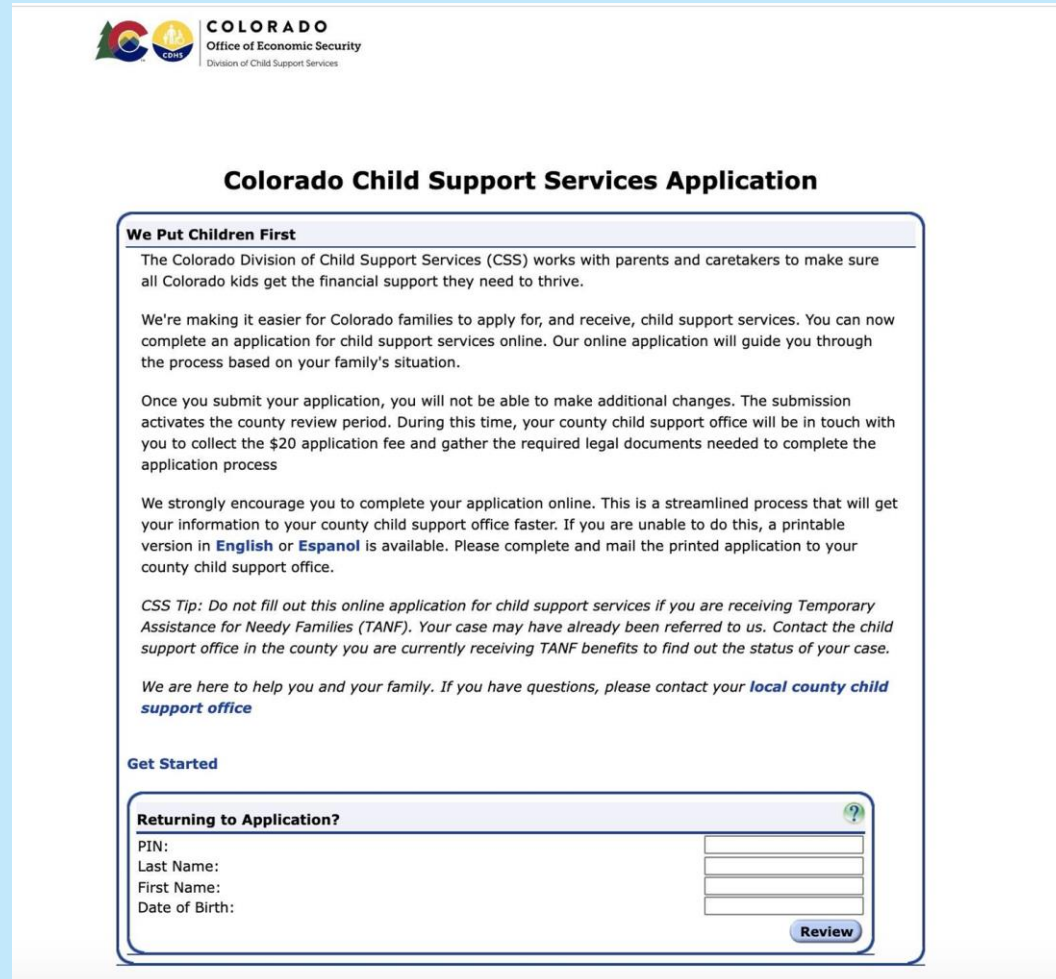
Colorado DCSS Website Intervention Results

Apply for Services Webpage Traffic and Behavior by Period				
	Baseline June 1 – July 31, 2019	Intervention Sept. 1 – Oct. 31, 2019	Difference	Percent Change
Total Users	1,708	3,203	1,495	87.5%
Number of New Users	1,124	2,313	1,189	105.8%
Number of Sessions	2,222	4,034	1,812	81.5%
Average Session Duration	7:18	4:55	-2.63	
Average Pages per Session	3.9	3.7	-.2	5.3%



Development of Online Application

- Colorado's third intervention was delayed due to the COVID-19 pandemic.
- DCSS used this time to create a fully functional online application.
- DCSS convened a team of subject matter experts and Spearca Communications to reimagine Colorado's application for child support services.
- Updated application is more streamlined and intuitive for users.
- Users can now complete, sign, and submit an application for child support services on the DCSS website.



The screenshot displays the 'Colorado Child Support Services Application' page. At the top, the Colorado state logo is followed by the text 'COLORADO Office of Economic Security Division of Child Support Services'. The main heading is 'Colorado Child Support Services Application'. Below this, a section titled 'We Put Children First' contains several paragraphs of text explaining the application process, including a 'CSS Tip' and contact information for local county child support offices. A 'Get Started' button is visible. At the bottom, there is a 'Returning to Application?' section with input fields for PIN, Last Name, First Name, and Date of Birth, and a 'Review' button.

COLORADO
Office of Economic Security
Division of Child Support Services

Colorado Child Support Services Application

We Put Children First

The Colorado Division of Child Support Services (CSS) works with parents and caretakers to make sure all Colorado kids get the financial support they need to thrive.

We're making it easier for Colorado families to apply for, and receive, child support services. You can now complete an application for child support services online. Our online application will guide you through the process based on your family's situation.

Once you submit your application, you will not be able to make additional changes. The submission activates the county review period. During this time, your county child support office will be in touch with you to collect the \$20 application fee and gather the required legal documents needed to complete the application process.

We strongly encourage you to complete your application online. This is a streamlined process that will get your information to your county child support office faster. If you are unable to do this, a printable version in [English](#) or [Espanol](#) is available. Please complete and mail the printed application to your county child support office.

CSS Tip: Do not fill out this online application for child support services if you are receiving Temporary Assistance for Needy Families (TANF). Your case may have already been referred to us. Contact the child support office in the county you are currently receiving TANF benefits to find out the status of your case.

We are here to help you and your family. If you have questions, please contact your [local county child support office](#).

Get Started

Returning to Application?

PIN:

Last Name:

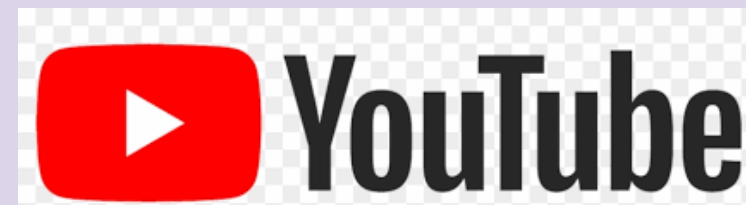
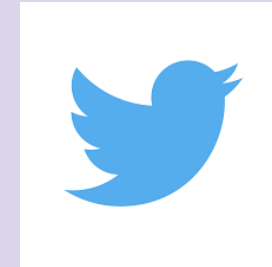
First Name:

Date of Birth:

[Review](#)



Digital Tools to Engage Parents: What Works Best?



Colorado's Experience

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- 2 creatives running at even frequency over 12 weeks
- Targeted to 62 zip codes in 60 counties with low uptake of DCSS services & higher rates of single parents
- Further targeted to reach English speaking women aged 30-45 with relationship statuses of single, divorced, separated, and it's complicated

The Google logo, featuring the word "Google" in its multi-colored font on a white rectangular background.

- Website remarketing of Apply for Services & Online Application webpages
- Search Retargeting
- Paid Search
- Campaign ran for 10 weeks, from July 20 – September 28, 2021



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Creative Examples: Facebook

 **Colorado Department of Human Services**
7 mins · 🌐

Do you need help getting child support? By opening a case with the Colorado Child Support Services Program, you can access many services to support your family.



Locate a parent

Collect child support

Change an order

childsupport.state.co.us
We can help you.

[Learn More](#)

👍 7 2 Comments 6 Shares

👍 Like 💬 Comment ➦ Share

 **Colorado Department of Human Services**
7 mins · 🌐

Do you need help getting child support? The Colorado Child Support Services Program can start an order and/or collect child support for a one-time application fee of \$20.



 **COLORADO**
Child Support Services
Department of Human Services

childsupport.state.co.us
Find out your options.

[Apply Now](#)

👍 7 2 Comments 6 Shares

👍 Like 💬 Comment ➦ Share



Creative Examples: Remarketing & Search Retargeting

Website Remarketing



- Display ads directed to recent visitors to two DCSS webpages
- Creative message focuses on ease, convenience and accessibility of application process

Search Retargeting



- Display advertisements delivered to women aged 30-45 in six participating counties whose internet search behavior included designated child support terms
- Creative message focuses on a life change & need for child support + valuable services



Creative Examples: Paid Search

Ad • <https://childsupport.state.co.us>

Child Support Made Simpler | Apply Online Today |
CO Division of Child Support

Many Cases Handled Without Expensive Fees. Collect
Child Support. CO Division of Child Support

Ad • <https://childsupport.state.co.us>

Co Division of Child Support | Low-Cost
Paternity Testing | Establish Paternity for
Child

Legal and Confidential Process. We Can Help You
Support Your Family. Don't Waste Money on
Expensive Testing.

Search Term Examples

- Apply for Child Support in Colorado
- Establish paternity in Colorado
- How do I pay child support in Colorado?
- Application for child support Colorado
- Where do I apply for child support in Colorado
- Colorado paternity testing



Value of Paid Search

- Outperformed other types of advertisements in clicks, website sessions, user engagement on website and initiation and completion of online applications.
- Click-through rate of **16.42%** outperformed 1.91% overall average of search advertisements across industries.
- Nearly a **148%** increase in web-based applications during the intervention period.



Why Did Paid Search Perform So Well?

Awareness

Ads targeted people who were already aware of the child support program.

Positioning at top of search results ensured prime real estate.

Consideration

By the time the individual considered a child support service, they were primed to search for more information and apply.

Messages used in the paid search ads matched messaging on DCSS website.

Conversion

The online application provided digital accessibility, making it more convenient to apply for services immediately after seeing an ad.



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Digital Marketing Lessons Learned

Website Design

Content portals placed on every page provide easy access to key services and contact information.

Design is a complex process that requires involvement and buy-in of multiple state departments.

Creative Messages

Direct and simple messages were most effective.

Messages should communicate how child support can help parents provide for their children (i.e., a helpful resource responsive to parents' needs).

Creative should not feature happy, intact families.

Digital Platforms

Facebook ads prompted brief engagement while increasing brand awareness of child support services.

Paid search attracted a larger and more engaged response, directing those already interested in child support to online application.



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Digital Marketing Resources

<https://www.acf.hhs.gov/css/grants/current-grants/digitalmarketing>

<https://www.acf.hhs.gov/css/grant-funding/digital-marketing-project-summaries>



*THANK
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