

# Here to Help Maine Adult Suicide Prevention Supporting Documents

February 2025

Presented by



# CAMPAIGN OVERVIEW

## Landscape

Maine is ranked the 15<sup>th</sup> in the nation for its suicide rate. Throughout the state of Maine, suicide is the 2nd leading cause of death for ages 15-34, 4th leading cause of death for ages 10-14 and 35-54, and 9th leading cause of death for all Mainers. An average of 266 Mainers die by suicide each year. The suicide rate in Maine is higher than any other northeastern state and is 15% to 20% above the national rate. Suicide disproportionately impacts different population groups.

Mass shootings can have ripple effects through a community for days, weeks, and months after a tragedy has occurred. Trauma can impact those who were directly impacted as well as individuals who were indirectly affected. Due to the recent shooting in Lewiston, there is a need to support Mainers with healthy ways to cope with trauma and provide resources for those seeking help.



## SUICIDAL THOUGHTS?

Don't face them alone.

[Find Support Now >](#)



# OBJECTIVES



# CAMPAIGN OVERVIEW

## Audience + Goals



### AUDIENCE:

**Primary:** Maine, Adults 25+

### GOALS:

- Reduce suicide deaths and attempts among Maine's adults
- Improve the mental health and wellbeing of Maine's adults
- Reduce stigma around mental health

### TIMING:

June – December 2024  
(postponed by 6 mos. from original plan)

### CTA:

- Encourage adults to seek help and connect to support resources:
  - [Maine Crisis Line](#) (988) – If you are in a crisis: text, call or chat



# CAMPAIGN OVERVIEW

## Objectives + Key Performance Indicators

Mental health and suicidal ideation are complex problems with a variety of contributing elements (physical health, financial stressors, relationships, employment, social environment, etc.) meaning that even the most strategic communications campaign may not deliver against our goals. Thus, the objectives for this campaign are to focus on areas we CAN control: awareness and accessibility of mental health resources.

**Awareness:** Within the campaign period (June – December 2024), reduce suicide deaths and attempts among Maine adults by increasing awareness of mental health resources that are here to help, including the Maine Crisis Line (988) via an integrated campaign generating:

### Primary KPIs: Awareness

- 20.8M Impressions
- 1M Video Views
- 200K Social Engagement

**Engagement & Education:** Within the campaign period (June – December 2024), improve overall mental health and wellbeing and reduce the stigma around talking about or seeking help for mental health issues among Maine adults by sharing relatable stories, tips, and resources (including the Maine Crisis Line) via an integrated campaign garnering:

### Secondary KPIs: Education & Engagement

- 83.5K Maine Crisis Line Ad Clicks
- 1,250 Resource Downloads
- 150K Website Visits

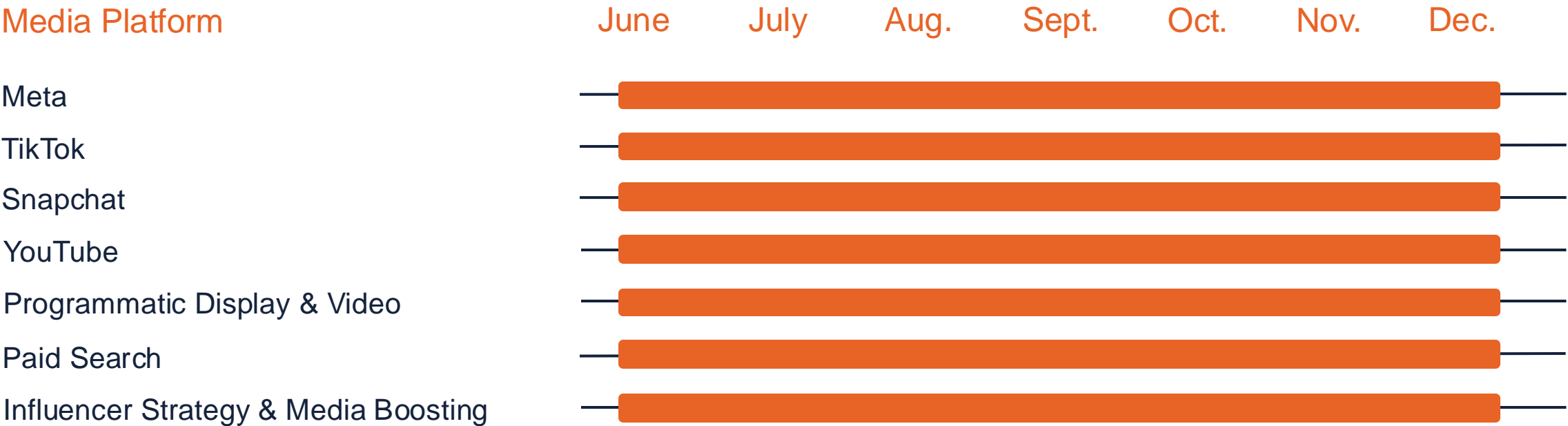


# STRATEGIES & TACTICS



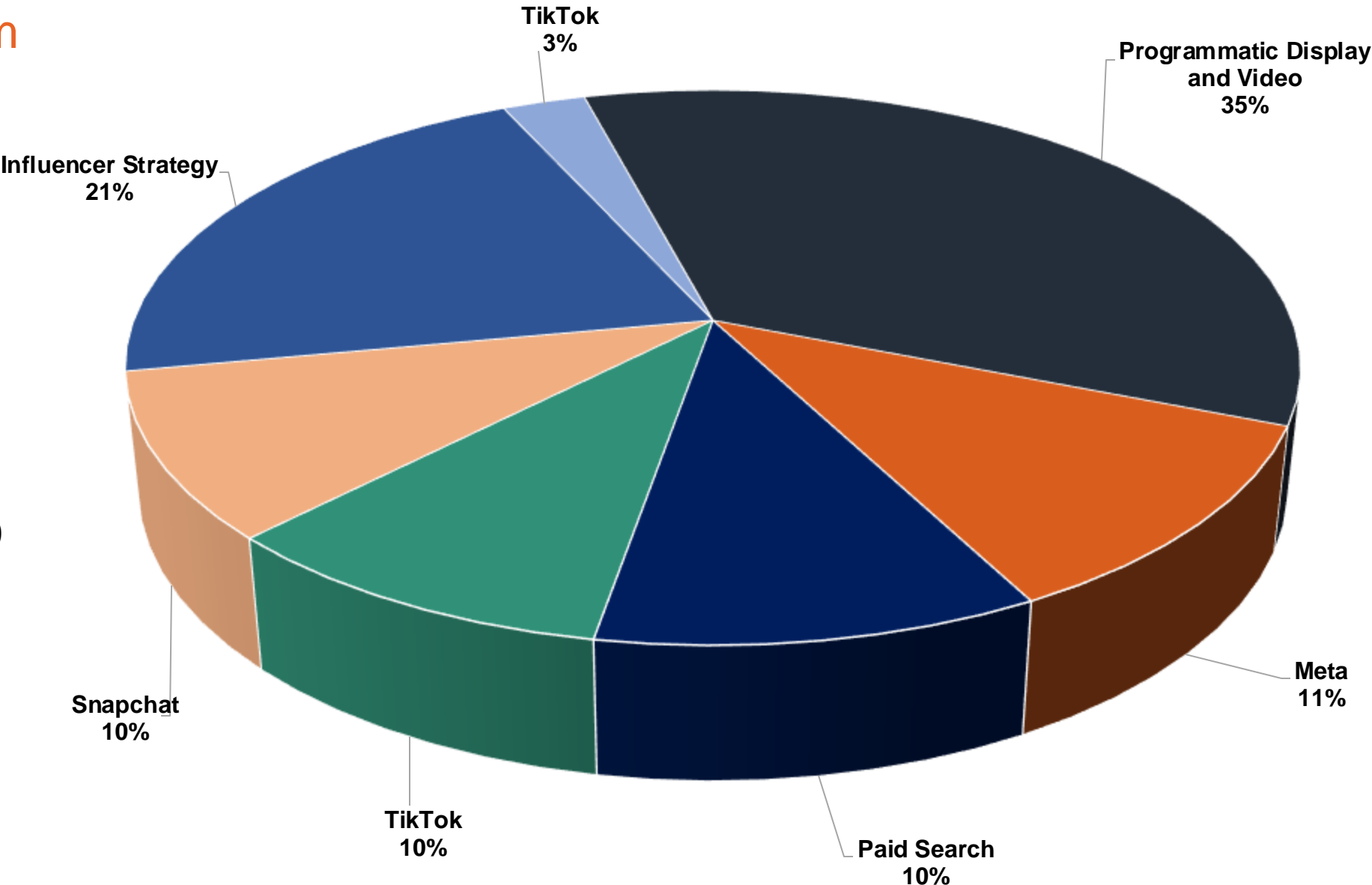
# CAMPAIGN OVERVIEW

## Timeline by Platform



# CAMPAIGN OVERVIEW

## Budget By Platform



Media Buy: \$196,000  
Influencer: \$52,375  
Website: \$10,000  
Agency Services: \$54,000





# EXECUTION



# EXECUTION: CREATIVE & WEBSITE UPDATES



# CAMPAIGN OVERVIEW

Creative

**KNOW THE  
WARNING  
SIGNS OF  
SUICIDE**



**SUICIDAL  
THOUGHTS?**

Don't face them alone.

[Find Support Now >](#)



**MAINE  
CRISIS LINE**

Call or Text 988  
if you or someone you  
know needs support now.



# CREATIVE & WEBSITE

## APPROACH:

- Update Here to Help Maine assets from previous campaigns with trauma-related messaging/resources
- Reskin Here to Help Maine website to support broad target audience strategy
- Update website with AccessiBE (accessibility capabilities) and trauma-related messaging/resources

## KEY MESSAGE:

Big feelings don't have to turn into suicidal thoughts.

**MANDATORIES:** DHHS Logo

## RELEVANT LINKS:

<https://heretohelpmaine.com/>



## SUICIDAL THOUGHTS?

Don't face them alone.

Find Support Now >





# Website (heretohelpmaine.com)

MAINE CRISIS LINE

Text >

Call >

Find Support

Friends & Family

Support for Parents

Resources



We're here to help. Let us listen.

**CALL or TEXT 988**

Free. Confidential. Available 24/7.

Suicide is the leading cause of violent death in Maine, but there is hope. If you or someone you know are dealing with feelings so big you're unsure what to do, you don't need to face them alone. The Maine Crisis Line is always here and ready to listen.

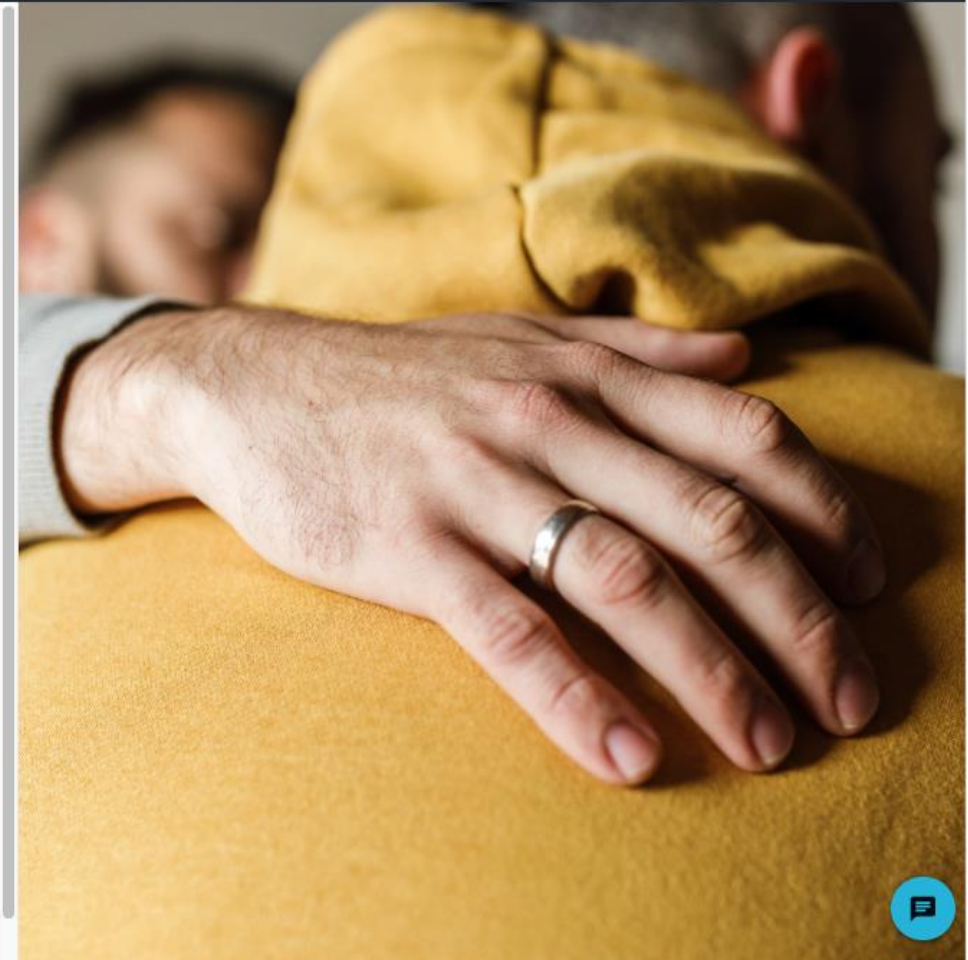
## IT'S OKAY TO NOT BE OKAY

It can be hard to name big feelings.

Big feelings look—and feel—different to everyone. Understanding the warning signs that come with these feelings can help you realize when you or someone you know may need help.

Here are some warning signs to watch out for:

- ❖ Feeling like there's no hope
- ❖ Hard time focusing on school, work, or hobbies
- ❖ Mood swings or emotions that feel out of control
- ❖ Increased alcohol or other drug use
- ❖ Losing interest in how one looks
- ❖ Taking more risks
- ❖ Wishing you could go to sleep and not wake up
- ❖ Sleeping too much or too little
- ❖ Feeling angry or annoyed often
- ❖ Withdrawing from family, friends, or community
- ❖ Sudden changes in appetite
- ❖ Giving away valued personal items
- ❖ Thinking about harming yourself



# Website (heretohelpmaine.com)

MAINE CRISIS LINE

Text >

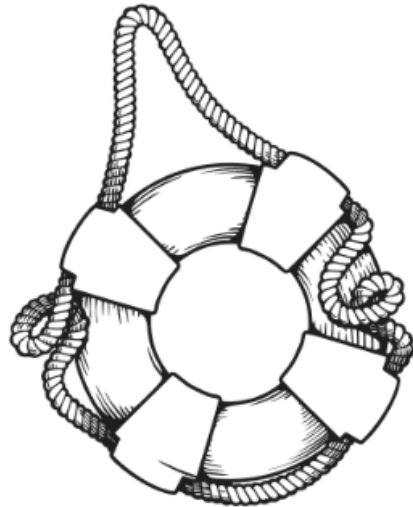
Call >

Find Support

Friends & Family

Support for Parents

Resources



## FIND SUPPORT

Understanding your emotions, recognizing warning signs, and learning to manage them can prevent big feelings from turning into suicidal thoughts. Don't be embarrassed to reach out to a friend, family member, or counselor to talk about what you're experiencing. Connecting with someone who cares can lighten the load.

If you or a loved one need immediate help, the Maine Crisis Line is available 24/7, providing free, confidential support and connecting you with a trained professional in your area. You can call for yourself, or on behalf of someone you care about.

We're here to help. Let us listen.

**Contact the Maine Crisis Line today.**

Text >

Call >

[Additional resources >](#)



# Website (heretohelpmaine.com)

MAINE CRISIS LINE

Text >

Call >

Find Support

Friends & Family

Support for Parents

Resources



## FRIENDS & FAMILY

We understand how challenging it can be to support a loved one during difficult times.

If you're concerned about someone and don't know how to help, our 24/7 Maine Crisis Line provides free, confidential support from trained professionals.

The Maine Crisis Line ensures that no one has to face big emotions alone. Together, we can reduce the risk of suicide in Maine.

### 5 Action Steps to Help Someone With Suicidal Thoughts

1. **Ask:** "Are you thinking about killing yourself?" It's not an easy question but studies show that asking at-risk individuals if they are suicidal does not increase suicides or suicidal thoughts.
2. **Keep Them Safe:** Reducing a suicidal person's access to highly lethal items or places is an important part of suicide prevention. While this is not always easy, asking if the at-risk person has a plan and removing or disabling the lethal means can make a difference.
3. **Be There:** Listen carefully and learn what the individual is thinking and feeling. Research suggests acknowledging and talking about suicide may in fact reduce rather than increase suicidal thoughts.
4. **Help Them Connect:** Save the Maine Crisis Line number (call or text 988) in your phone so it's there if you need it. You can also help make a connection with a trusted individual like a family member, friend, spiritual advisor, or mental health professional.
5. **Stay Connected:** Staying in touch after a crisis or after being discharged from care can make a difference. Studies have shown the number of suicide deaths goes down when someone follows up with the at-risk person. ([Source](#))

If you are not in a crisis, but need some support, check out the [Resources](#) page for more help.

We're here to help. Let us listen.



# Website (heretohelpmaine.com)

MAINE CRISIS LINE

Text >

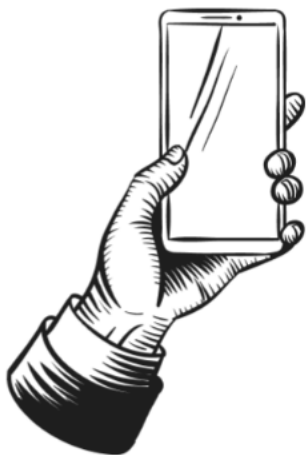
Call >

Find Support

Friends & Family

Support for Parents

Resources



## RESOURCES

More places to find help:

[988 Suicide & Crisis Lifeline >](#)

(For help in Spanish: Press 2)

[The Veterans Crisis Line >](#)

(Services for veterans and their family & friends)

[Maine Behavioral Healthcare >](#)

(Services for the deaf and hard-of-hearing)

[The Trevor Project >](#)

(Serving LGBTQ+ youth and young adults)

[Trans Lifeline >](#)

(Support for transgender youth and adults)

Not in a crisis, but need some support?

[211Maine >](#)

Non-emergency support for mental health needs:

[Maine Intentional Support Warmline >](#)

[NAMI Maine Teen & Youth Text Support Line >](#)

[StrengthenME Outreach & Support Services >](#)

[NAMI Maine Support After a Suicide or Other Traumatic Loss >](#)

Downloadable suicide prevention resources:

[Create a Safety Plan](#)

[Lethal Means Safety Resource Guide](#)





**EXECUTION: DOWNLOADABLE RESOURCE**



# Downloadable Resource

Downloadable resources were made available to support loved ones who are trying to help someone they love who might be struggling with thoughts of suicide.

## IF YOU LOVE THEM, KEEP THEM SAFE

If someone you love is struggling with thoughts of suicide, there are some important steps you can take to keep them safe until they're feeling better. Make a plan based on the options below:



Temporarily remove firearms from your home to keep your loved ones safe until they are feeling better.



Store all firearms in a locked safe, or use trigger locks. Remove access to combinations or keys.



Make sure all firearms are unloaded. Store ammunition safely in another location.



Remove any medications from your home to keep your loved ones safe until they are feeling better.



Store any medications in a locked box or cabinet. Be sure keys and combinations are in a secure location.



Keep only small amounts of medications in your home. Talk to a pharmacist about what quantities of medication would be safest.



Until your loved one is feeling better, do not leave them alone. Make sure someone has "eyes on" them to ensure they are safe.



Create a "safety plan" so your loved one knows how to get help at any time. Identify activities that help them feel better, and people they can reach out to for support.



Make sure your loved one knows how to access the 24-hour Maine Crisis Line by calling or texting 988.



# Downloadable Resource

## STEPS I CAN TAKE

### to protect a loved one who is at risk for suicide

It can feel overwhelming when someone you care about is struggling with their mental health. You can help by creating a plan to keep your loved one safe while they get the support they need. If possible, focus on the safest options – but it's most important that you take some kind of action to protect your loved one until they're feeling better.



☐ Remove or store firearms safely.

**My Plan:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



☐ Remove or store medication safely.

**My Plan:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



☐ Stay connected and supervise.

**My Plan:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# SAFETY PLAN TEMPLATE

**STEP 1** Warning signs (thoughts, feelings, situations) that may trigger a crisis

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**STEP 2** Things I can do for myself to feel better, or that help me take my mind off my problems

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**STEP 3** Things I can do with other people that distract me or make me feel better

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**STEP 4** People I can talk to or ask for help if I need it

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**STEP 5** Trained professionals or resources I can contact during a crisis

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. Maine Crisis Line: call or text 988
5. National Crisis Text Line: text HOME to 741741

**STEP 6** Things that need to happen to make sure my environment is safe

1. \_\_\_\_\_
2. \_\_\_\_\_

**STEP 7** People and things that are most important to me and worth living for

- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# EXECUTION: MEDIA CAMPAIGN



# MEDIA CAMPAIGN

BUDGET (including in-campaign optimizations)

Adult Suicide Prevention	
Media Buy – Paid Search	\$26,000
Media Buy – Meta	\$28,000
Media Buy – Snapchat	\$24,000
Media Buy – TikTok	\$24,000
Media Buy – Programmatic Display & Video	<del>\$70,000</del> \$87,340
Media Buy – YouTube	<del>\$24,000</del> \$6,657
Total Media Budget:	\$196,000



# MEDIA CAMPAIGN

## PAID SEARCH

### **Creative Deliverable:** Text

**Rationale:** Continue to utilize paid search to capture users as they are actively researching about loneliness, depression, PTSD, and other keywords relevant to suicidal thoughts. Messaging will educate users on risks, driving them to learn more and find treatment on a campaign lander. Click-to-call and text message ad units will also be deployed to connect users directly to 211Maine or Maine Crisis Line for help.

### **Targeting:**

State of Maine

Keywords related to (but not limited to):

- Suicidal thoughts
- PTSD
- Trauma
- Helpline
- Help someone you know
- Job loss
- Divorce
- Feelings: depression, angry, stress, anxiety, hopeless, isolated
- Seasonal affective disorder

**Budget:** \$26,000

**Timeline:** June – December 2024

**Estimated Media Metric:** 81,037 impressions, 11,345 ad clicks



# MEDIA CAMPAIGN

## META

**Creative Deliverable:** Link Ads and Story Ads; 1080x1080 images; :06, :15, :30 Video, 1080x1080 or 1080x1920 (*boost & repurpose influencer content*)

**Rationale:** Build awareness and educate Mainers on help-seeking resources to Maine Crisis Line and 211Maine. Drive awareness through Page Post Engagement ads as well as drive the audience to resources through link ads and click to call ad units.

**Targeting:**

- Geographic: State of Maine
- Demographic: 25+
  - Interests: Gaming, Military, Automotive, Gambling, Alcohol, Mental Health, etc.
  - Retargeting: Users who have visited the website

**Budget:** \$28,000

**Timeline:** June – December 2024

**Estimated Media Metric:** 5,809,129 impressions; 13,527 clicks



# MEDIA CAMPAIGN

## SNAPCHAT

**Creative Deliverable:** WebView Ads; 1080x1920 images; 06, :10 Video, 1080x1920 (*boost & repurpose influencer content*)

**Rationale:** With 187 million daily active users, Snapchat has become one of the biggest social media platforms. We can utilize Snapchat to reach consumers where they are spending the most time communicating with their peers outside of traditional social media networks like Facebook/Instagram. Build awareness and educate Mainers on help-seeking resources to Maine Crisis Line and 211Maine. Utilize click to call and click to text ad units for those in crisis.

**Targeting:**

- Geographic: State of Maine
- Demographic: 25+

**Budget:** \$24,000

**Timeline:** June – December 2024

**Estimated Media Metric:** 3,375,527 impressions; 29,268 clicks





# MEDIA CAMPAIGN

## TIKTOK

**Creative Deliverable:** :06, :10 1080x1920 (*boost & repurpose influencer content*)

**Rationale:** TikTok is a video based social media platform with over 1.5 billion downloads and has over 500 million active users worldwide. Users spend time creating and watching videos, responding to challenges and engaging with content. We can utilize TikTok to reach younger users who have been increasingly more difficult to reach via traditional social media platforms. With 80 million monthly active users in the United States. 60% are female, 40% are male. 60% are between the ages of 16-24. 26% are between the ages 25-44.

**Targeting:**

- Geographic: Maine
- Demographic: 25-55
- Interests: Mental Health, Therapy
- Behavioral: Depression, Anxiety, PTSD

**Budget:** \$24,000

**Timeline:** June – December 2024

**Estimated Media Metric:** 3,664,122 impressions; 22,642 clicks



# MEDIA CAMPAIGN

## PROGRAMMATIC DISPLAY & VIDEO

### **Creative Deliverable:**

Display: 160x600, 300x50, 300x250, 300x600, 320x50, 728x90

Video: :15s, :30s (3-4)

**Rationale:** Utilize the mass reach and cost efficiency of programmatic media to reach our target audience across devices, wherever they are spending time online. Leverage video to deliver impactful messaging along with display to draw engagement with click throughs to the site for more info on help-seeking and suicide prevention.

### **Sample Targeting:**

- Geographic: State of Maine
- Demographic: 25+
- Behavioral Targeting: Divorced, Military/Veteran, Gun Interests, Job Titles that are High Risk for Suicide Rates
- Search/Keyword Retargeting to align with paid search campaign.

**Budget:** \$87,340

**Timeline:** June – December 2024

### **Estimated Media Metric:**

Display 4,157,143 Impressions, 2,910 Clicks

Video 2,260,870 Impressions, 3,843 Clicks



# MEDIA CAMPAIGN

## YOUTUBE

**Creative Deliverable:** :06, :15, :30 videos, companion banner

**Rationale:** Utilize cost effective CPV (cost per view) to drive awareness of help-seeking and resources for help. Engage the target audience with educational and informative video ads, driving them to the website to learn more. Prioritize streaming devices to digitally deliver messaging to television screens.

**Targeting:**

- Geographic: State of Maine
- Demographic: 25+  
Behaviors / Topics: Sports, Gaming, Military, Gambling, Mental Health, Trauma, PTSD  
Keywords from search campaign

**Budget:** \$6,657

**Timeline:** June – December 2024

**Estimated Media Metric:** 1,494,801 impressions; 1,046,361 video views



# MEDIA CAMPAIGN

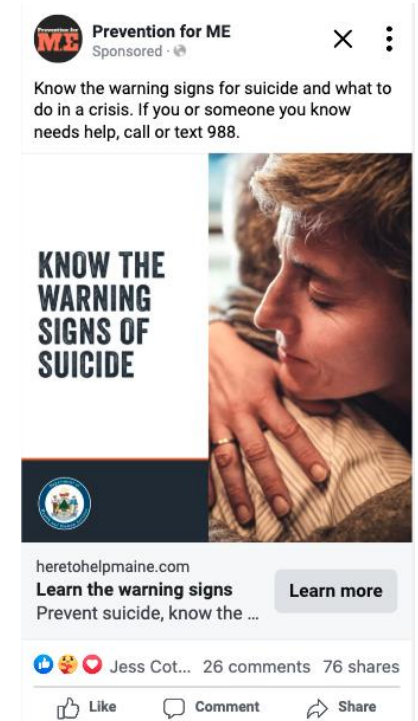
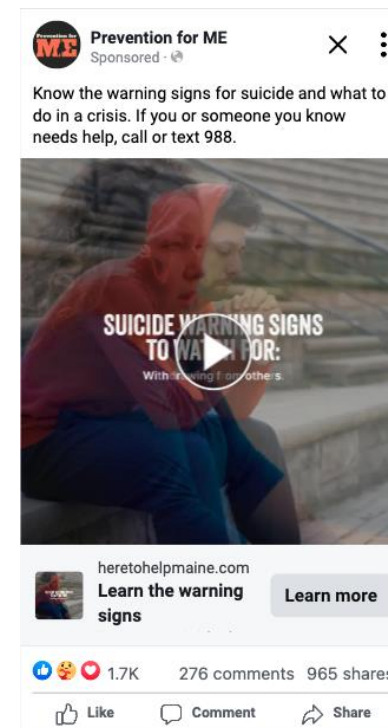
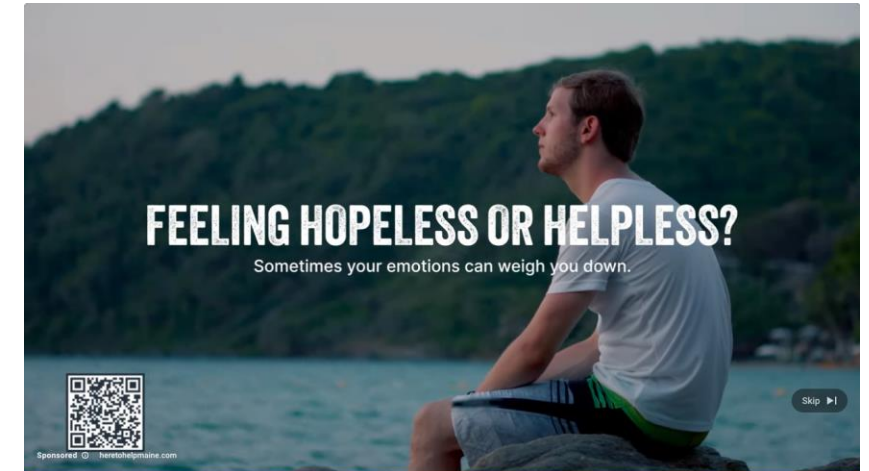
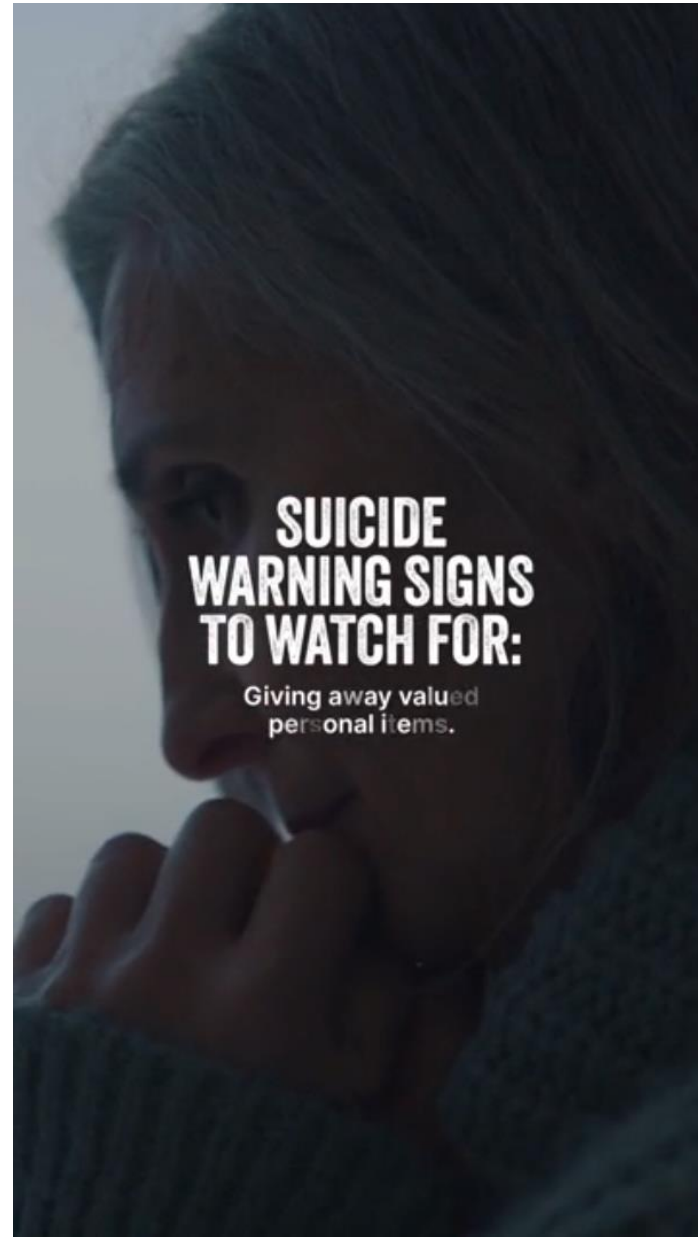
## ASSET RECOMMENDATIONS

PLATFORM	ASSET RECOMMENDATIONS (# of assets/sets, static vs. video, video length, etc.)
Meta	
Snapchat	
TikTok	
	2 videos with companion banner (2 (:15s) or 1 (:15) and 1 (:30)
Programmatic	2-3 Display versions
Display & Video	New set of refreshed creatives mid-campaign
YouTube	2-3 :06, 1-2 :15, 1 :30 videos 1-2 companion banner



# Media

The campaign was executed according to plan, with in-campaign optimizations made to prioritize top-performing ads per platform and constant evaluation of platform performance as a whole.





# Media – Sample Assets

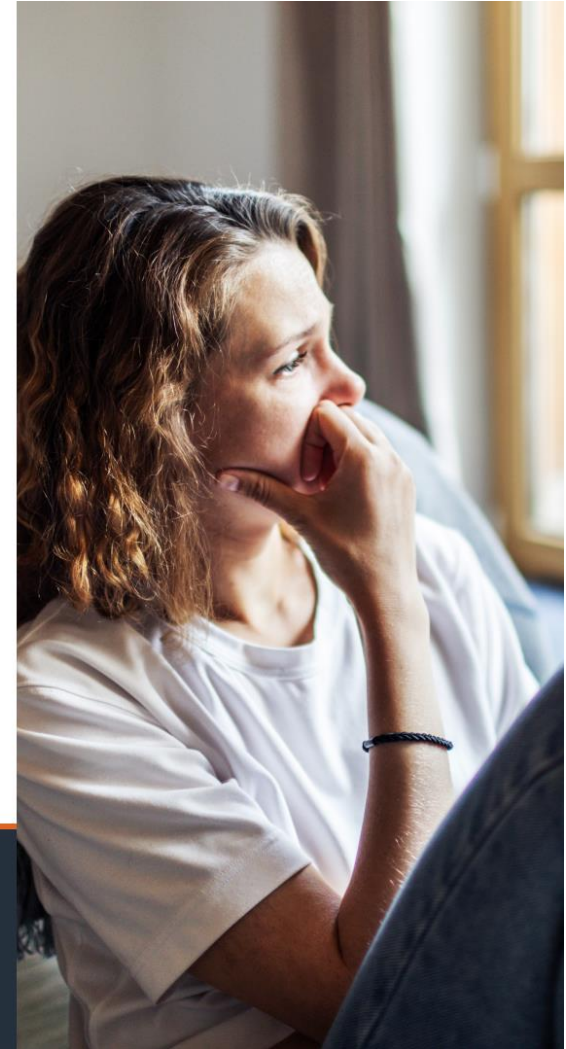
## MAINE CRISIS LINE

Call or Text 988 >



**OVERWHELMED?  
ANXIOUS?  
HOPELESS?**

Take control and find ways  
to overcome these feelings.



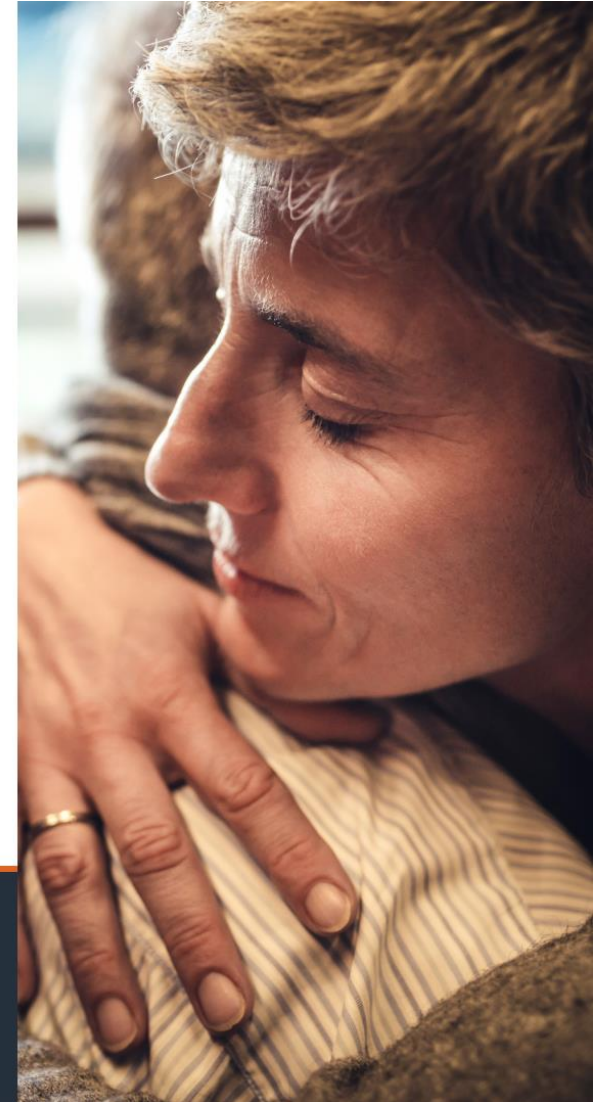
# Media – Sample Assets

## FEELING DEPRESSED?

Take control and find tools  
that work best for you.



## KNOW THE WARNING SIGNS OF SUICIDE





# Media – Influencer PSA

PLATFORM	File Name	TIKTOK - BODY COPY	CC 100	URL
Meta, Snap, TikTok	15_NotAlone_1	Feeling hopeless or overwhelmed? You don't have to face those feelings alone.	77	<a href="https://heretohelpmaine.com/">https://heretohelpmaine.com/</a>
Meta, Snap, TikTok	15_ReachOut_2	It's always a good idea to reach out and ask for help. You are not alone, help is available.	93	<a href="https://heretohelpmaine.com/">https://heretohelpmaine.com/</a>
Meta, Snap, TikTok	30_Ethan_3	If you or someone you love is struggling with suicidal thoughts, reach out. Help is available.	95	<a href="https://heretohelpmaine.com/">https://heretohelpmaine.com/</a>
Meta, Snap, TikTok	30_Kristen_4	It's okay to not feel okay. Get free resources & tips to help fight those overwhelming feelings.	96	<a href="https://heretohelpmaine.com/">https://heretohelpmaine.com/</a>



 [Link to PSA Video Assets](#)



# EXECUTION: INFLUENCER CAMPAIGN



# INFLUENCER CAMPAIGN

## RATIONALE

Social media is an effective way to reach the key target audience. According to an [NIH study](#), "Social media is seen as a useful means of delivering a range of suicide prevention activities. Respondents reported that the key benefits of social media were the opportunity to obtain emotional support from others, to express one's feelings, to talk to others with similar problems, and to provide help to others."

Audiences put more trust in peer content vs. brand content (61% of people find information from "a person like me" to be credible or very credible).

Influencer content will put a face to the campaign with well-known Maine personalities sharing authentic, relatable stories.

Influencer content typically over-performs branded content in paid social.

Previous Maine CDC campaigns have seen great results from incorporating influencer marketing.



CONTENT CREATORS  
KNOW THEIR AUDIENCE  
& CAN SPEAK TO THEM  
IN A WAY THAT'S  
**RESONATING**



# INFLUENCER CAMPAIGN

## BUDGET

Adult Suicide Prevention	
Influencer Management	\$11,250
Influencer Compensation OOP	\$32,000
Influencer Platform Fees	\$3,000
Influencer Boosting via Paid Media	\$6,125
<b>Total Influencer Budget:</b>	<b>\$52,375</b>



# CAMPAIGN OVERVIEW

## APPROACH

Our approach for this campaign will be to incorporate relevant Maine influencers with strong engagement to create authentic content about the subject of adult suicide prevention. Influencers will encourage their audience to seek help and connect to support resources through the Maine Crisis Line (988) and at <https://heretohelpmaine.com/>.

Potential content ideas that influencers touch on include: speaking about the warning signs so that you're better able to understand when to check in on a friend who may be struggling, sharing about their own struggles with mental health and suicidal thoughts and where to seek out help, or the fact that it's a topic that people are scared to talk about at all, often because they're afraid of what someone may say back to them, as just a few examples.

Knowing that we can create greater visibility and engagement via a collaborative effort, in addition to influencers creating their individual authentic, custom content we'll also have select influencers (noted below) participate in a short PSA clip (10 seconds or so). The proposed approach would include everyone saying a phrase, such as, "We're here to help" or each saying one sentence of the paragraph from <https://heretohelpmaine.com/> "Suicide is the leading cause of violent death in Maine. It doesn't have to be this way. If you, or someone you know, is dealing with feelings so big that you're unsure about how to handle it, the Maine Crisis Line is here to listen." Additional/longer versions of the PSA could expand to include messaging specific to mental health after trauma. We might note that our community came together to support one another in the days following the shootings in Lewiston, and that an ongoing piece of that support needs to include mental health. This clip will run on social via paid media and can also be used on the campaign landing page.

To take the PSA a step further, for additional budget, a Bonus Thinking idea includes exploring prominent recognizable figures from around the state of Maine to be included in the PSA. This would also run on social via paid media and would be used on the campaign landing page.

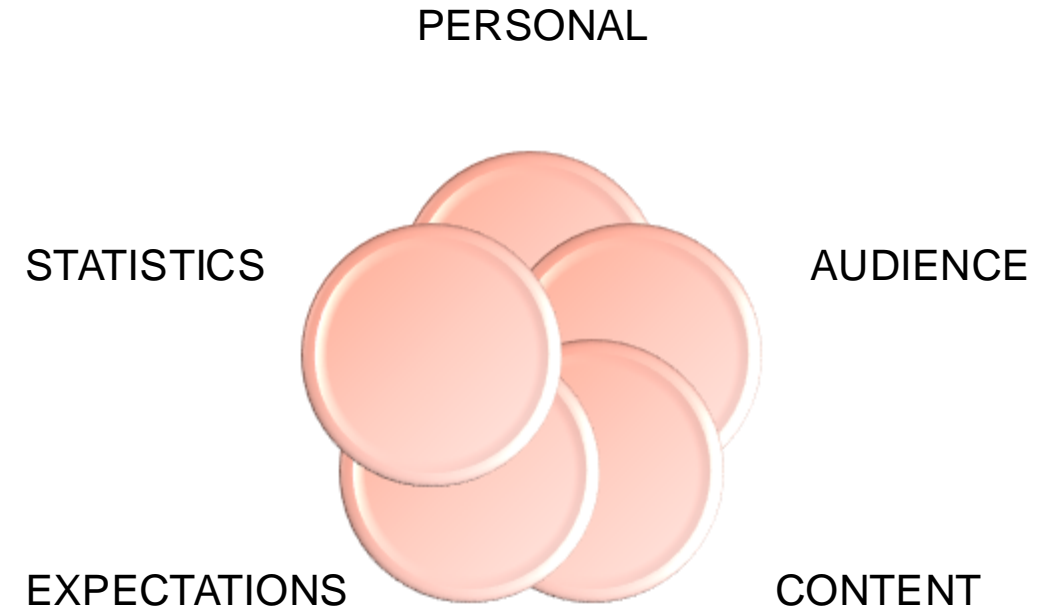


# CAMPAIGN OVERVIEW

## SELECTION

Our Proposed Influencers have been selected using Rinck's proprietary P.A.C.E.S. Method, which incorporates over 50 checkpoints for evaluation of fit for a campaign. The factors evaluated in the P.A.C.E.S. method include Personal (such as relatability, relevance, reputational risk); Audience (does their audience match our target audience, how credible is their audience, do they have bot followers); Content (what types of content do they create, is the tone and usual content topic the right fit); Expectations (can they meet our timeline, deliverables expectations, fit within budget, etc.); and finally Statistics (what is their overall reach, engagement rate, growth rate, etc.).

Of note, some of these influencers are known for humorous, lighthearted content which means that we anticipate their campaign content will be disruptive for their audience in an effective, thumb-stopping way.



# MEREDITH STEELE



Meredith Steele is a lifestyle influencer who lives in Bath, Maine with her husband and two children. Meredith is arguably the most well-known Maine social media content creator and has grown her TikTok account to over 1M followers. Meredith is known for her upbeat energy, as well as for her authenticity. Meredith has been honest about her own mental health struggles and that years ago, she had a suicide attempt. Meredith has also been featured on News Center Maine where she said, "I'm a blonde, smiley, loud lady with a nice family and a golden retriever. [People are] like, 'How could you possibly have depression? What could you be sad about?' I think we're all a little broken, and there's a lot wrong with all of us – myself included." We feel that she would be the perfect fit for this campaign and could speak to her audience about the topic in a way that is both authentic and sincere.

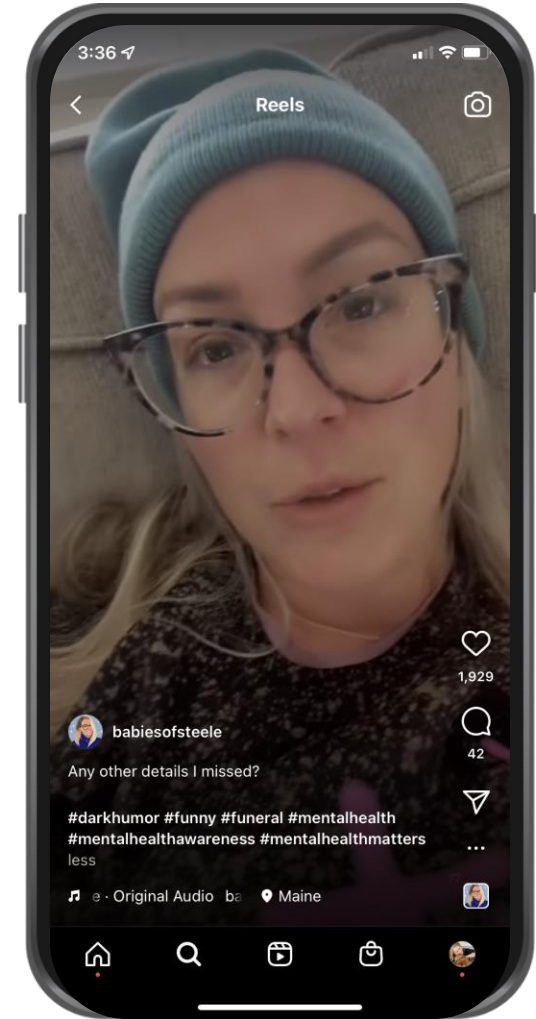


@babiesofsteele (1M)

## Deliverables:

- 1 TikTok Video
- 1 PSA Clip
- Paid Social Boosting, paid digital media, and website usage for 6 months from post publish date.

**Budget:** \$14,000





# CHIP LEIGHTON



Chip Leighton is an influencer, husband, and father who lives in Cape Elizabeth, Maine. Chip primarily shares marriage and parenting humor through his TikTok and Instagram account, "The Leighton Show." Chip's content is relatable to other parents, and he offers a sizable audience reach and great engagement. One of the biggest reasons we recommend moving forward with Chip for this campaign is his ability to reach other Maine parents. A conversation that kept coming up in the comment section of Chip's 2023 Sipping Point content was the concept of speaking to your kids about alcohol. While this campaign touches on a different subject, we believe that it's a topic that's extremely important to his audience of parents and it could help to destigmatize mental health in the state of Maine.



@the\_leightonshow\_ (547.5K)

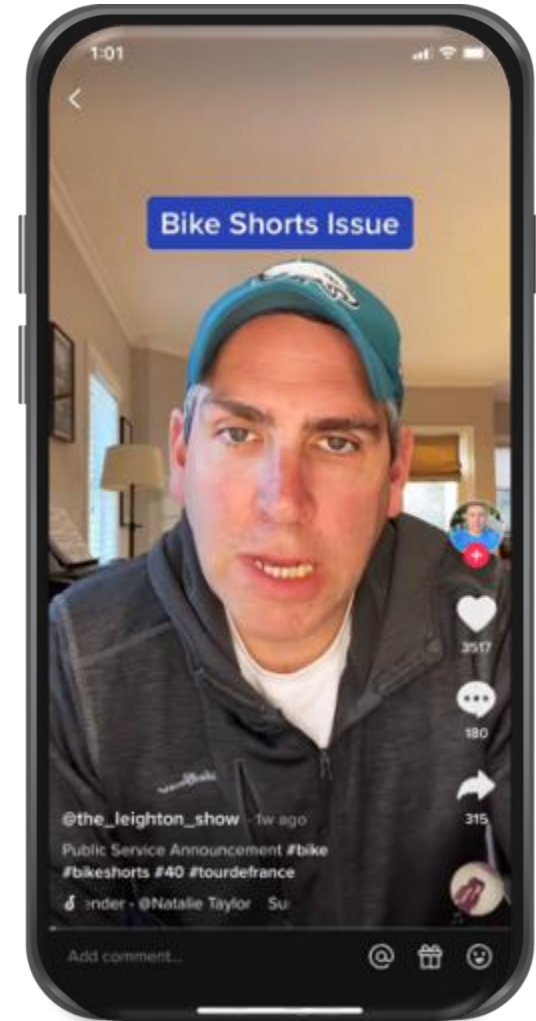
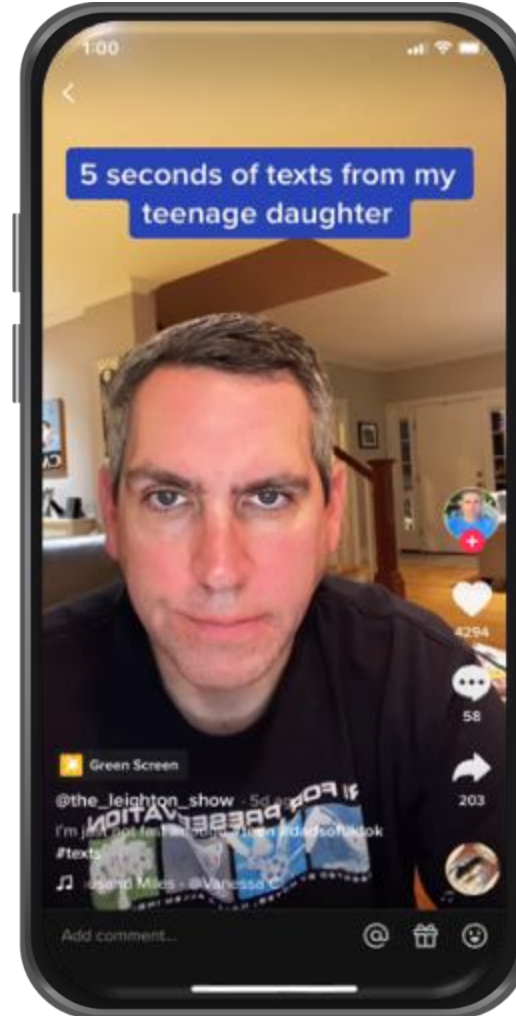


@the\_leighton\_show (415K)

## Deliverables:

- 1 TikTok Video
- 1 Instagram Reel
- 1 Instagram Story
- 1 PSA Clip
- Paid Social Boosting, paid digital media, and website usage for 6 months from post publish date.

**Budget: \$7,000**



# KRISTEN GINGRICH



Kristen lives in Westbrook with her husband and their five-year-old son. Kristen is a Licensed Clinical Social Worker, a Certified Alcohol & Drug Counselor, and Certified Clinical Supervisor. Kristen has 7+ years of experience in Community Mental Health working in Outpatient settings, Behavioral Health Home settings. She works closely with the American Foundation for Suicide Prevention on both the national and a state level. Kristen's content largely revolves around mental health and her ultimate goal has always been to destigmatize talking about mental health. In addition to Kristen being a mental health professional, Kristen has also been very open about her own struggles with mental health and suicidal thoughts. She has noted that her career in mental health can be attributed to losing a friend to suicide at a young age. As someone who is a mental health professional, as well as deals with her own struggles, Kristen would be an incredibly authentic addition to this campaign.



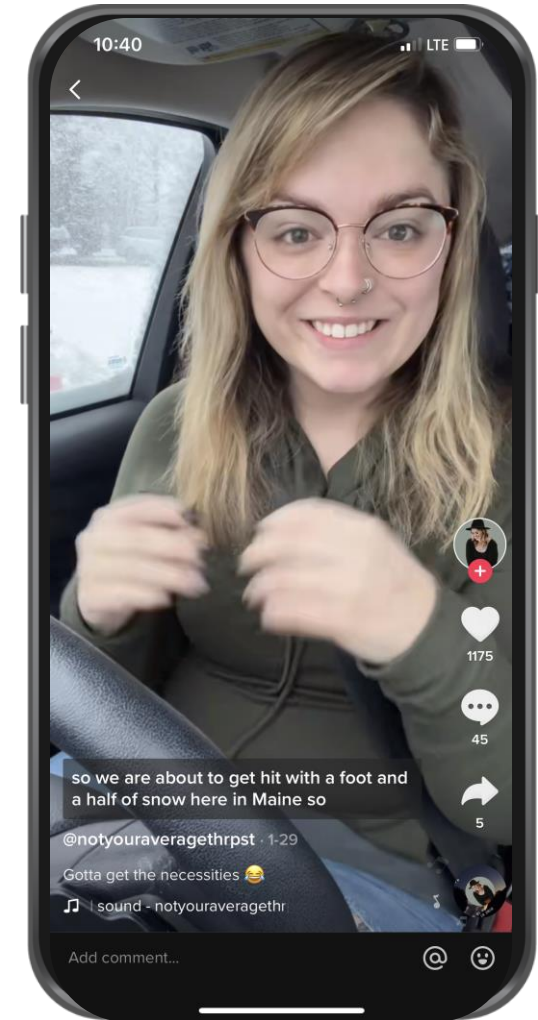
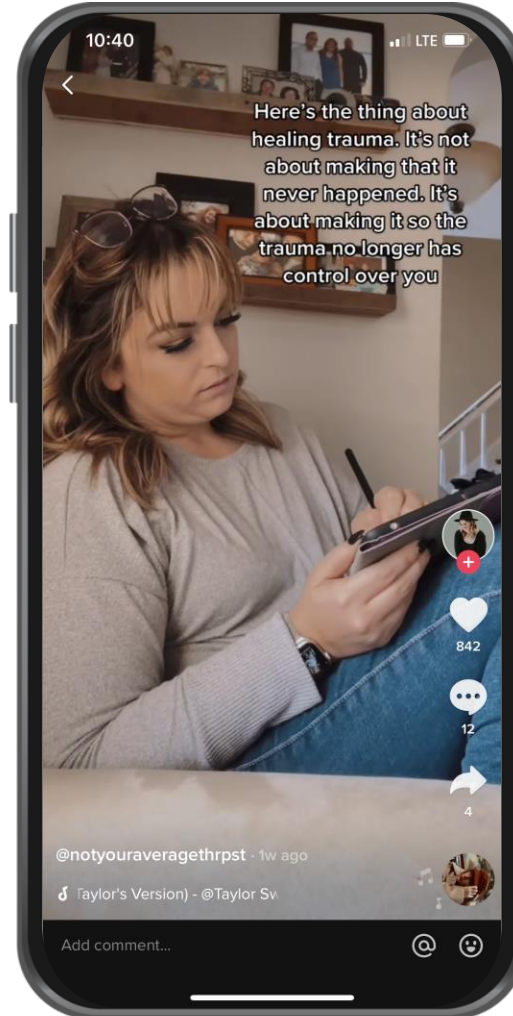
@notyouraveragethrpst (428K)



@notyouraveragethrpst (157K)

## Deliverables:

- 2 TikTok Video
- 2 Instagram Reel
- 2 Facebook Reel
- 2 Instagram Carousel Post
- 2 Instagram Story (3-5 frames)
- 1 PSA Clip
- Paid Social Boosting, paid digital media, and website usage for 6 months from post publish date.



**Budget: \$4,500**





# ETHAN LEVESQUE



Ethan Levesque, known on social media as “The Mainah Man,” is an influencer and videographer who lives in Orono, Maine. Over the past few years, Ethan has personally become very interested in the mental well-being of others and mentioned that mental health has become a major motivator behind his work. He wants people to better understand their mental health and he feels like he inspires that growth through positive laughter and introspection. For this campaign, Ethan would like to work with 5 mental health professionals (who he mentioned he knows personally) and work with them to create a large quantity of content, all designed to reach and impact a mass audience. Ethan will interview these 5 mental health professionals and record their statements in an interview format and each would include with directing audiences to support such as the Maine crisis line.

*Note: Knowing that Ethan hopes to conduct his content in a recorded interview format, we'd work to collect his interview questions (and answers to the interview questions) ahead of time to ensure that all information in content is accurate and appropriate to be associated with the Maine CDC.*



@themainahman (982.3K)



@themainahman (1.4K)



@themainahman (3.1K)

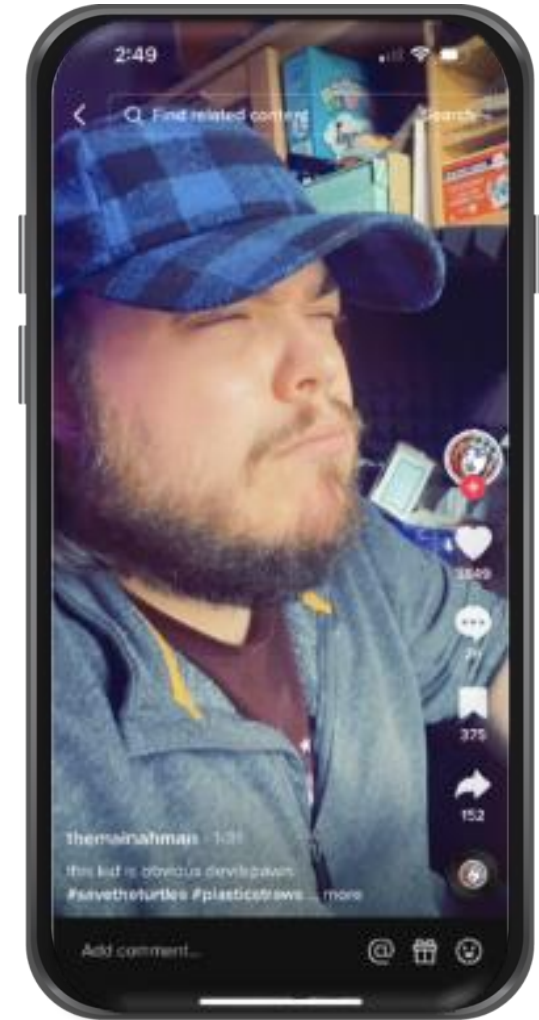


@themainahman (904)

## **Deliverables:**

- 5 TikTok Videos
- 5 Facebook Posts
- 5 Instagram Reels
- 5 YouTube Shorts
- 1 PSA Clip
- Paid Social Boosting, paid digital media, and website usage for 6 months from post publish date.

**Budget:** \$3,000



# LILY SACCONE



Liliana is a mother, wife, and influencer who lives in Rangeley, Maine. She has a PhD in Psychology and is a certified counselor. She can speak from her experience with clients and her extensive education on psychology such as emotions, the mind, overcoming obstacles, etc. Lily could also speak from the perspective of a mother who experiences failure, guilt, feelings of inadequacy, etc. and how she relies on her support system and various resources to keep her grounded. Lily mentioned that she understands how important this topic is and feels she can effectively deliver a meaningful message that would reach her viewers on a personal level.

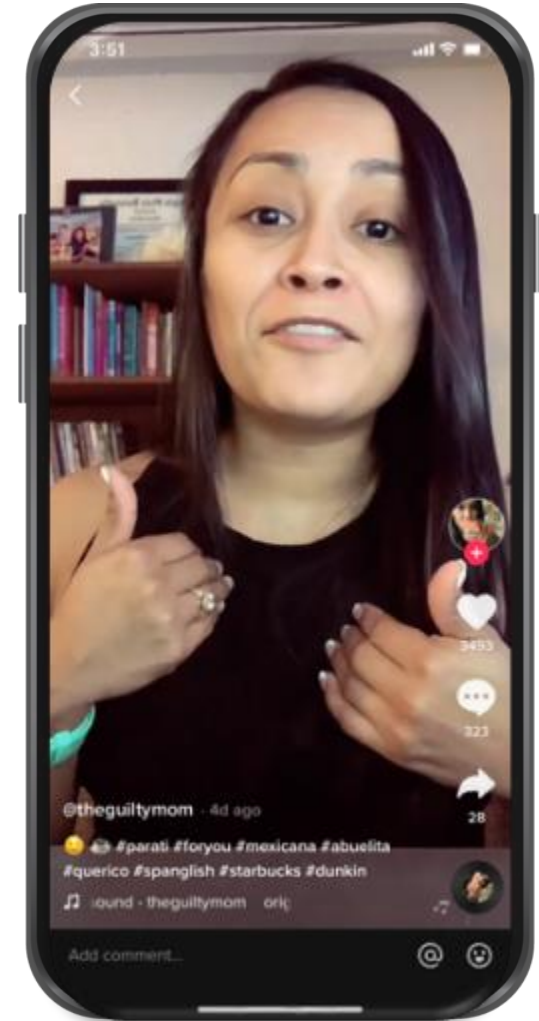
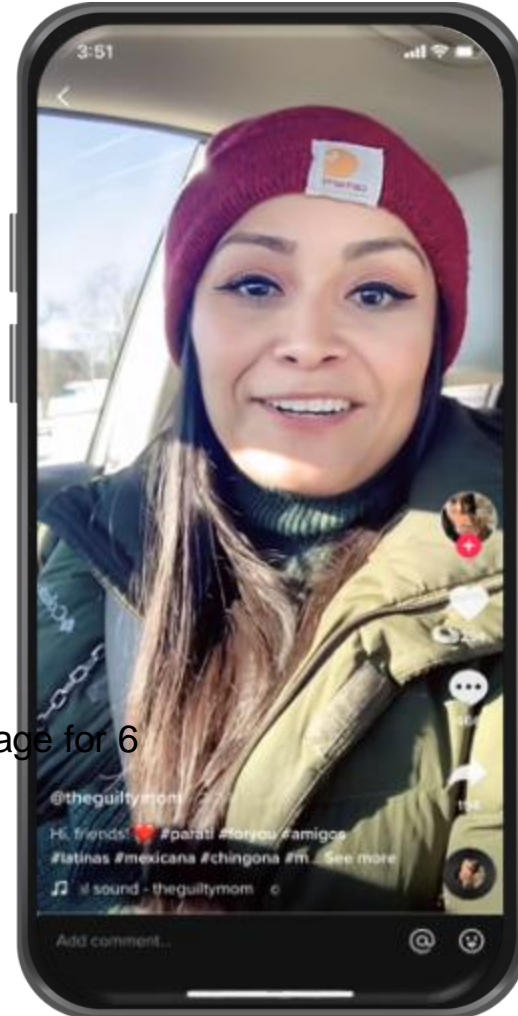


@theguiltymom (93.1K)

## Deliverables:

- 1 TikTok Video
- 1 PSA Clip
- Paid Social Boosting, paid digital media, and website usage for 6 months from post publish date.

**Budget: \$3,500**



# Influencer Agreement & Brief

Rinck developed an Influencer Agreement template to be customized for each influencer partner to cover all terms of the partnership, including:

- Term of Agreement
- Services & Deliverables
- Compensation (rate and payment details)
- Exclusivity
- Confidentiality
- Ownership
- Usage Rights

Rinck developed an Influencer Brief for all partners to communicate the guidance for their content creation, including:

- Purpose of the Campaign
- Content Thought Starters
- Key Campaign Messaging & Talking Points
- Calls to Action
- Photo & Video Guidelines
- FTC Disclosure Requirements
- Handles, Hashtags
- Unique Trackable Links
- Guidelines for PSA



# RESULTS



# CAMPAIGN OVERVIEW

## Objectives + Key Performance Indicators

Mental health and suicidal ideation are complex problems with a variety of contributing elements (physical health, financial stressors, relationships, employment, social environment, etc.) meaning that even the most strategic communications campaign may not deliver against our goals. Thus, the objectives for this campaign are to focus on areas we CAN control: awareness and accessibility of mental health resources.

**Awareness:** Within the campaign period (June – December 2024), reduce suicide deaths and attempts among Maine adults by increasing awareness of mental health resources that are here to help, including the Maine Crisis Line (988) via an integrated campaign generating:

### Primary KPIs: Awareness

- 20.8M Impressions
- 1M Video Views
- 200K Social Engagement

**Engagement & Education:** Within the campaign period (June – December 2024), improve overall mental health and wellbeing and reduce the stigma around talking about or seeking help for mental health issues among Maine adults by sharing relatable stories, tips, and resources (including the Maine Crisis Line) via an integrated campaign garnering:

### Secondary KPIs: Education & Engagement

- 83.5K Maine Crisis Line Ad Clicks
- 1,250 Resource Downloads
- 150K Website Visits



# CAMPAIGN OVERVIEW

## Results towards Key Performance Indicators

### Primary KPIs: Awareness

- 20.8M Impressions – 19.7M
- 1M Video Views – 6.3M
- 200K Social Engagement – 207.2K

### Secondary KPIs: Education & Engagement

- 83.5K Maine Crisis Line Ad Clicks – 195.6K
- 1,250 Resource Downloads – 1,500
- 150K Website Visits – 159K

The 2024 Here to Help Maine Campaign effectively exceeded almost every objective working toward increased awareness, education, and engagement against suicide prevention and reduced mental health stigma in Maine.

- 19.7M Impressions (missing our KPI goal by just 5%), ensuring broad visibility across Meta, TikTok, Snapchat, YouTube, and programmatic ads.
- 6.3M Video Views (exceeding our goal by 530%!!) driven by emotion-focused, peer-driven storytelling.
- 207.2K Social Engagements amplified by influencer collaborations.
- 195.6K Ad Clicks to the Maine Crisis Line (a 134% increase over KPI benchmark!) including 745 clicks to text, 537 clicks to call and 210 clicks to chat.
- 1,500 Resource Downloads reflecting strong content engagement.
- 159K+ Website sessions with a 50.81% engagement rate. Visits came from over 297 different Maine cities/towns with resource pages showing a 420% higher average duration than previous campaigns.



# CAMPAIGN PERFORMANCE





# CAMPAIGN PERFORMANCE

## Key Performance Indicators



**19.7M Impressions**



**745 Clicks to Text**



**6.3M Video Views**



**537 Clicks to Call**



**195.6K Ad Clicks**



**210 Clicks to Chat**



**1.5K Resource Clicks**

**MAINE  
CRISIS LINE**

Call or Text 988  
if you or someone you  
know needs support now.





# CAMPAIGN INSIGHTS

## Audience + Demographic

### Demographic:

- Female engagement is highest on YouTube, Search, and Meta; while males were more engaged on Snapchat & TikTok
- Males were most likely to convert on Programmatic
- Users 35-44 were the most engaged on Programmatic
- Search & Meta effectively reached the higher end (55+) of our target audience, while TikTok & YouTube engaged users 25-34

### Affinities:

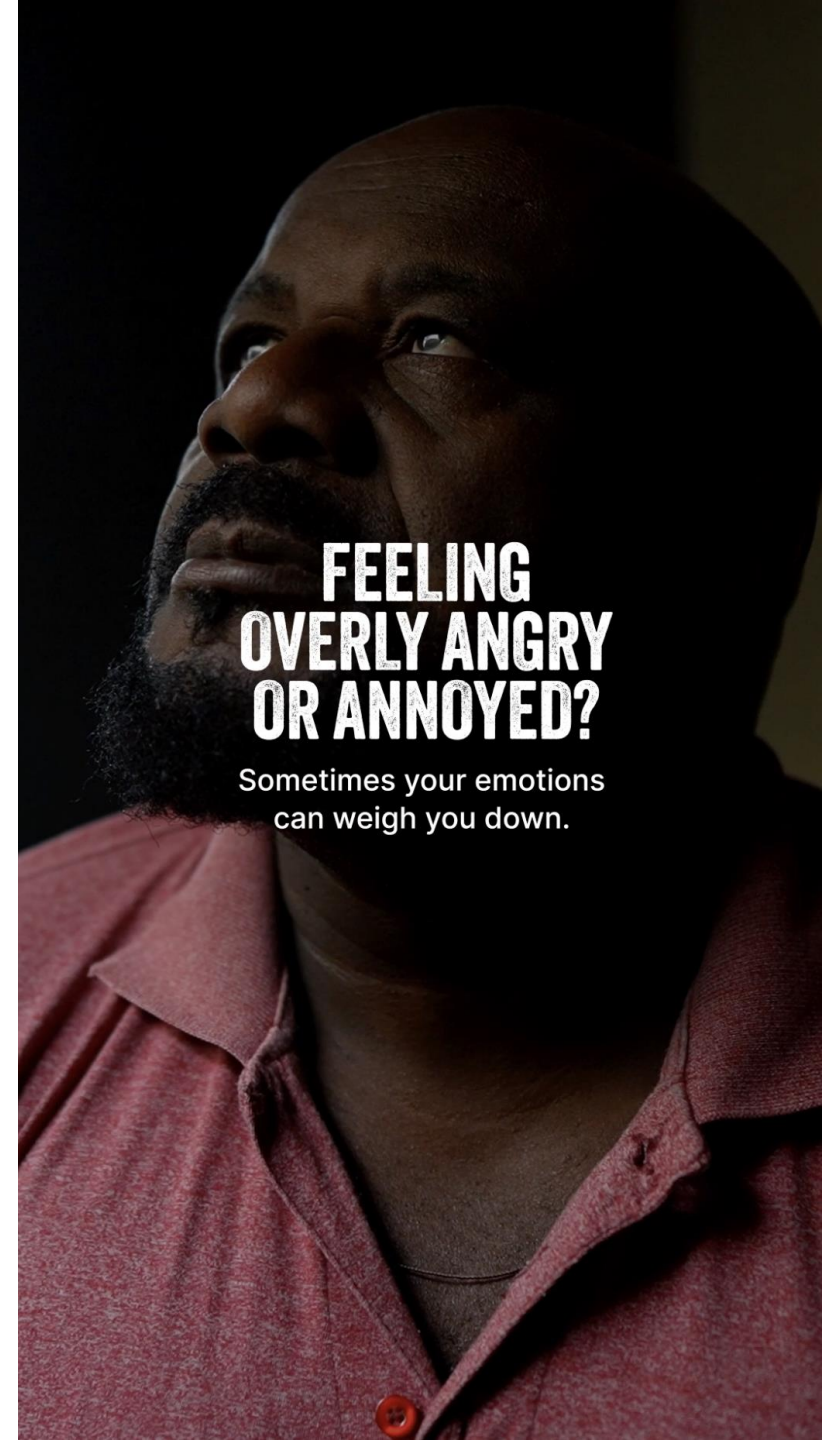
- Sports fans and affinity audiences were among the top-performing groups on YouTube and Snapchat, potentially aligning with stronger performance among male audiences
- Depression & support were among top performing keywords on Search

### Device:

- 81% of campaign traffic was on mobile devices
- 86% of YouTube views were delivered to TV screens

### Day/Hour Part:

- Users were most engaged on YouTube & Programmatic during the week (with Wed being the highest) and during evening hours (6-10pm)



# CAMPAIGN INSIGHTS

## Creative Performance

### Messaging:

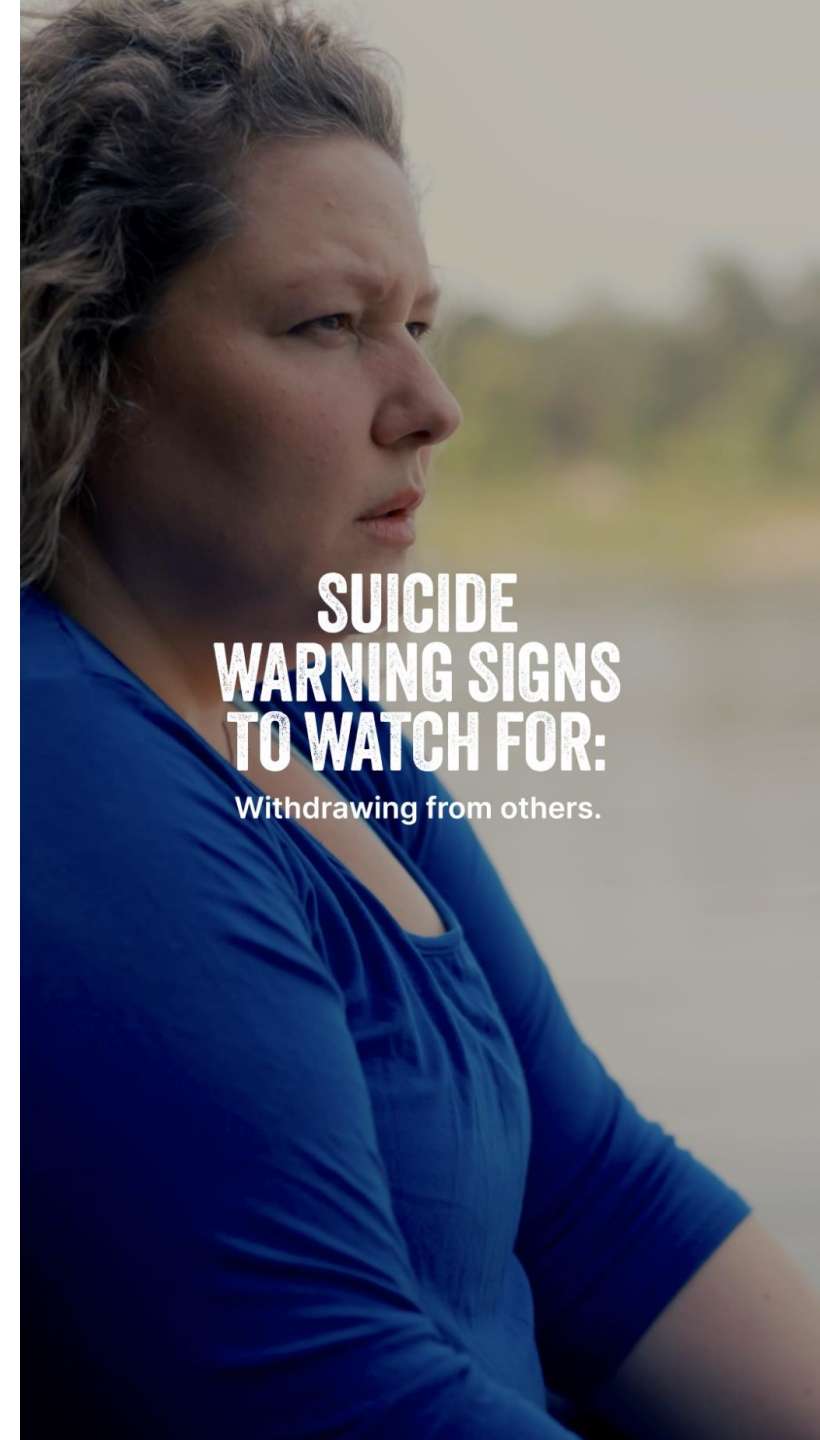
- Warning signs messaging performed well on Meta & TikTok
- Emotion-focused language performed well across Programmatic, TikTok, and Search, but the specific emotions users engaged with varied by platform:
  - Overwhelmed – Programmatic Video
  - Anger & annoyed – TikTok
  - Depression – Search
  - Panicked – YouTube
- YouTube videos that include VO drove stronger view rates than those without

### Ad Type:

- Video was a strong performer, even on platforms (Meta/Programmatic) that include both static & video assets
- The :15 ad emerged as one of the top-performing assets across multiple platforms, including Meta and YouTube. This marks a notable shift from historical performance trends, where shorter formats (:10 or less) have typically delivered the best results.
- Influencer-created content outperformed campaign assets on Snapchat, whereas the reverse was true on TikTok

### Conversions:

- Text (50% of total) was the most popular help conversion, followed by Call and then Chat – this performance aligns with high mobile usage among site traffic



**SUICIDE  
WARNING SIGNS  
TO WATCH FOR:**  
Withdrawing from others.



# PLATFORM PERFORMANCE



Impressions	Video Views	View Rate	Ad Clicks	CTR	View Rate Benchmark	Clicks to Resources	Clicks to Call	Clicks to Chat	Clicks to Text
1,685,763	295,319	17.52%	363	0.02%	20%	-	-	-	-

## Platform Performance:

- Campaign paused on 7/31 due to underperformance; remaining funds reallocated to Programmatic for optimized impact
- View rate of 17.52% fell below the industry benchmark
- Cost per view was highly efficient at \$0.02, but low user engagement suggests limited ad impact despite the cost efficiency
- 7,548,174 seconds of watch time = 87+ days

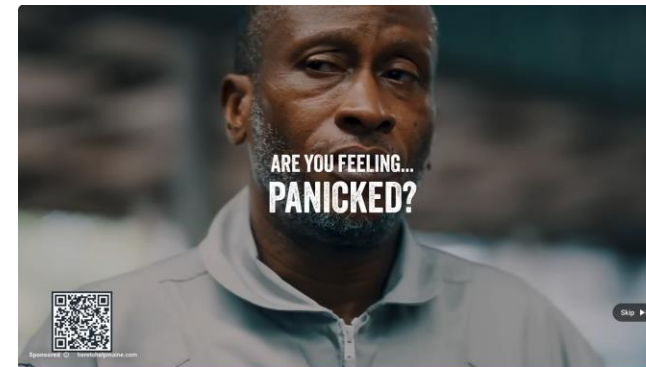
## Audience Engagement:

- 86% of views came from users on TV screens, which may explain the low CTR of 0.02%, but the lack of QR code scans does not justify the limited engagement
- Views were highest among users 35-44, followed closely by 25-34.
- Users interested in sports and fitness made up over half of campaign views

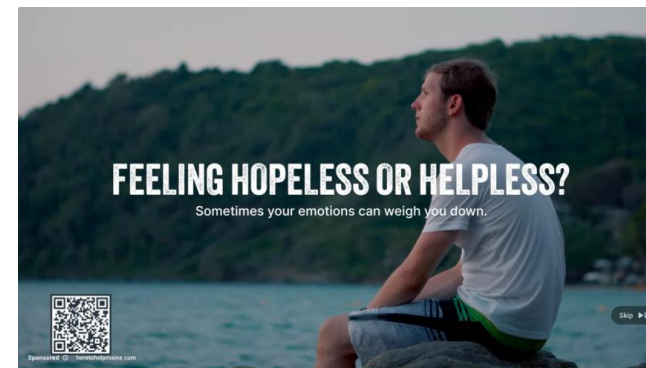
## Creative & Messaging Performance:

- Top performing creative was :15 video showing a series of people with questions about feelings, and “Get tips to improve your mental health” messaging
- Lowest performing creative was :15 video with “Suicide warning signs to watch for” messaging

## Top Performing Ads:



Impressions: 284,822  
Views: 78,843  
View Rate: 28%  
Clicks: 14



Impressions: 219,227  
Views: 48,227  
View Rate: 22%  
Clicks: -





06/10/2024-12/31/2024

Impressions	Video Views	Ad Clicks	CTR	CTR Benchmark	Clicks to Resources	Clicks to Call	Clicks to Chat	Clicks to Text
3,637,235	657,490	81,474	2.24%	0.85%	135	21	7	37

## Platform Performance:

- Campaign CTR of 2.24% is 164% above the industry benchmark
- Costs were very efficient at only \$0.34 per click
- Campaign also generated 3,230 post reactions, 255 comments, and 1,403 shares

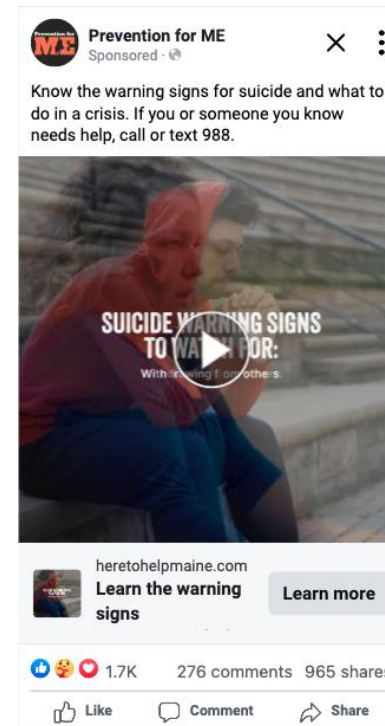
## Audience Engagement:

- 48% of campaign clicks were from users 65+, a quarter were from 55-64. Users 25-34 were the least engaged.
- Over half of total impressions and 72% of clicks were served on the Facebook in-app feed

## Creative & Messaging Performance:

- Top performing ad was a :15 video with warning signs creative, generating nearly 1.3 million video plays
- Warning signs messaging was top performing overall

## Top Performing Ads:



Impressions: 1,754,751  
Clicks: 42,584  
CTR: 2.43%



Impressions: 415,877  
Clicks: 5,894  
CTR: 1.42%



# Snapchat

06/13/2024-12/31/2024

Impressions	Video Views	Swipe Ups	CTR	CTR Benchmark	Clicks to Resources	Clicks to Call	Clicks to Chat	Clicks to Text
1,016,836	148,455	38,219	3.75%	0.83%	3	-	1	5

## Platform Performance:

- CTR was very strong at 3.75%, 352% above the industry benchmark
- Campaign costs were low at only \$0.63 per swipe-up

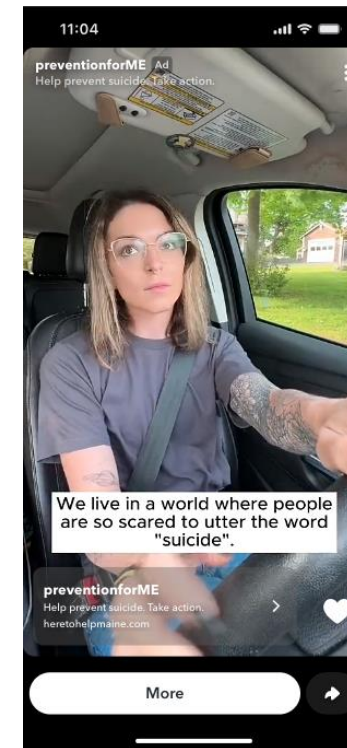
## Audience Engagement:

- 61% of clicks were from users 35+, and 39% were from users 25-34
- Male users were more engaged than female users at nearly 59% of clicks
- Sports fans, shoppers, and film & TV fans were all highly engaged with this campaign

## Creative & Messaging Performance:

- Influencer ad creative was higher performing than campaign creative
- Top performing creative was a video created by influencer Kristen with “talking about suicide” messaging, making up 40% of all campaign swipe-ups

## Top Performing Ads:



Impressions: 425,925  
Swipe Ups: 15,322  
Swipe Up Rate: 3.60%



Impressions: 322,863  
Swipe Ups: 9,483  
Swipe Up Rate: 2.94%





06/11/2024-12/31/2024

Impressions	Clicks	CTR	CTR Benchmark	Clicks to Resources	Clicks to Call	Clicks to Chat	Clicks to Text
1,786,937	36,600	2.05%	1.0%	2	-	-	2

## Platform Performance:

- CTR of 2.05% was 105% above the industry benchmark
- Campaign also generated 2,146 likes, 71 comments, and 52 shares

## Audience Engagement:

- 54% of campaign clicks were from users 25-34, while users 55+ were the least engaged
- Similar to Snapchat, male users were more engaged than female users, at 55% of clicks
- Engagement was high among users interested in appliances, games, and beauty & personal care

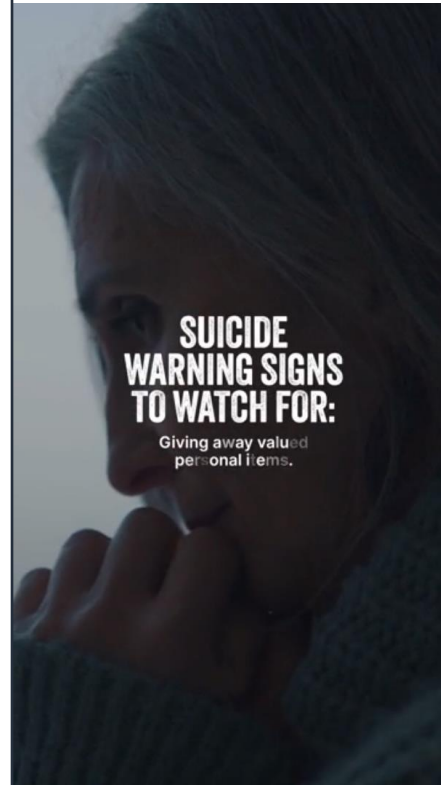
## Creative & Messaging Performance:

- Campaign-made creative was higher performing than influencer-made content
- Top performing ad was a :15 asset with messaging about suicide warning signs, similar to Meta's top performers

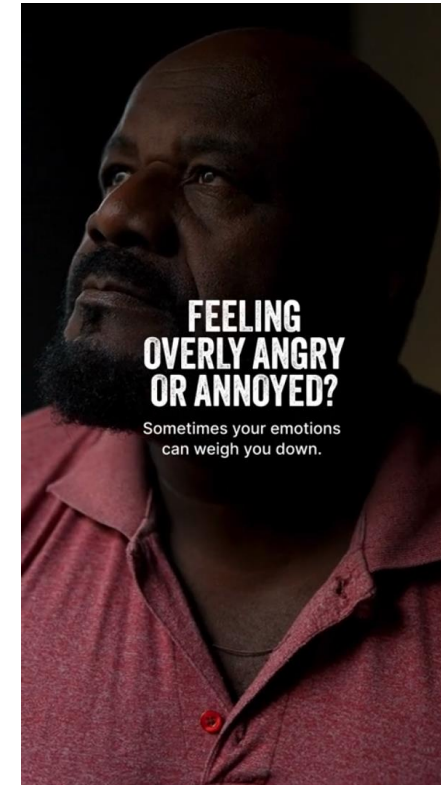
## PSA

- Four versions of the PSA were created to share key campaign messaging
- The PSAs were run as ad units on TikTok
- [Link to PSA Video Assets](#)

## Top Performing Ads:



Impressions: 411,661  
Clicks: 12,729  
CTR: 3.09%



Impressions: 375,615  
Clicks: 9,037  
CTR: 2.41%



# Programmatic Display & Video

6/11/24 – 12/10/24

Channel	Impressions	Clicks	CTR	CTR Benchmark	Text	Call	Chat	Download Resources	Resource Link	Completion Rate
Display	7,904,117	7,409	0.09%	0.07%	151	72	50	97	143	N/A
Video	3,455,333	8,374	0.24%	0.12%	105	52	29	60	119	52%

## Platform Performance:

- Both display and video performed above industry benchmarks and drove over 600 conversion actions combined
- Behavioral targeting drove the best performance across both tactics, including 75% of display conversions and 266 total video conversions
- Behavioral also had best CTR for display at 0.09%, 20% higher than the contextual CTR.
- Inversely, contextual had the best CTR for video, with a 20% better rate than behavioral
- Videos that ran contextually had the highest completion rates

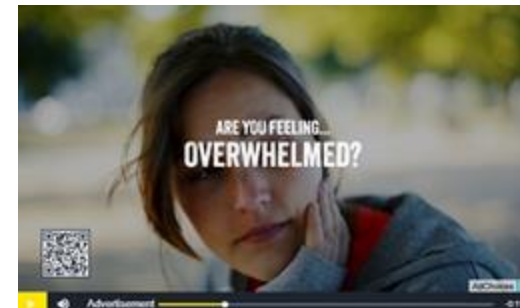
## Creative & Messaging Performance:

- Mental Health display was the top performing display ad theme, contributing to the most conversions of all ads at 182 and the lowest CPA
- Get Help display had strong performance as well, with the top CTR of all display ads at 0.10% and came in second with 176 conversions
- Overwhelmed video theme had the highest CTR at 0.25% and most conversions with 201

## Top Performing Ads:



Display Mental Health  
CTR: 0.09%  
Conversions: 182



Video Overwhelmed  
CTR: 0.25%  
Conversions: 201



# Paid Search

06/11/2024-12/07/2024

Impressions	Ad Clicks	CTR	CTR Benchmark	Clicks to Resources	Clicks to Call	Clicks to Chat	Clicks to Text
225,384	23,235	10.31%	5.69%	954	1,063	123	445

## Platform Performance:

- CTR was highly efficient at nearly double the industry benchmark
- Costs were efficient at \$1.12 per click
- 671 of the clicks to call were generated directly from ads
- 94% of CTCs connected with the average duration of calls lasting 12 minutes and 8 seconds; 31% of calls lasted over 15 minutes

## Audience Engagement:

- Feelings keywords generated the highest number of clicks, while Crisis Line keywords had the highest CTR at 18.45%
- Self-Harm terms were the lowest performing at 48 clicks and 6.22% CTR
- Top-search terms were 'signs of depression', 'depression help', and 'mental health support services'
- 'Mental health support line' term had a 37.72% click-through-rate
- Engagement was relatively even across age groups, with slightly higher activity among users aged 55-64
- Female users were 173% more engaged than male users
- Engagement by HHI was relatively even between the top 10% & lower 50%
- Cumberland, York and Penobscot County had the highest number of clicks

## Creative & Messaging Performance:

- 'Support' and 'Feeling \_\_\_\_?' were top performing messages

## Top Performing Ads:

[Talk to a Trained Professional | Depressed, Angry, or Hopeless? | How to Deal with Grief or Loss](#) +12 more

[heretohelpmaine.com/maine/crisis\\_line](https://heretohelpmaine.com/maine/crisis_line)

Are You Feeling Overwhelmed, Depressed, Anxious, Angry, Hopeless, Panicked, or Distressed? Learn to Tackle These Feeling...

[View assets details](#)

Impressions: 115,747

Clicks: 8,702

CTR: 7.52%

[Support Your Loved One | Free, Confidential Services | 24/7 Availability](#) +12 more

[heretohelpmaine.com/support\\_your/loved\\_one](https://heretohelpmaine.com/support_your/loved_one)

We Understand That it Can Be Hard to Know How to Best Support Your Loved One. The Maine Crisis Line is Here to Listen, 24 Hour...

[View assets details](#)

Impressions: 29,746

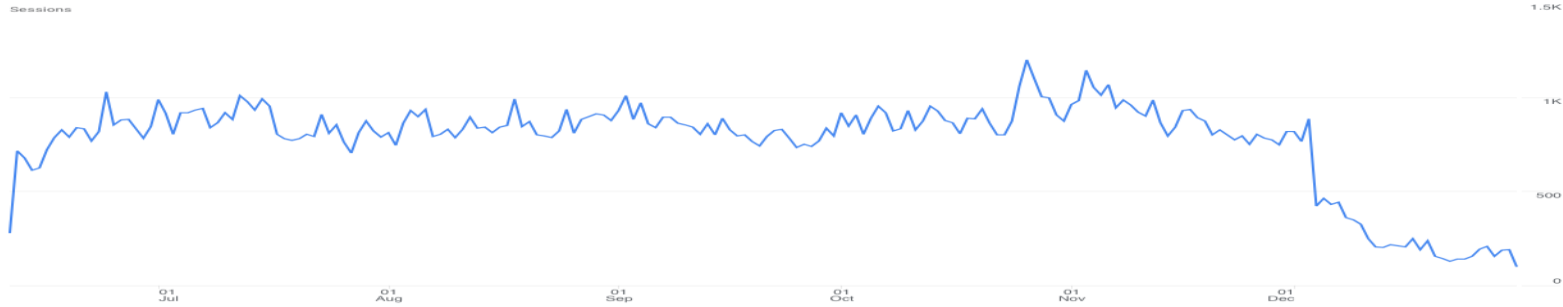
Clicks: 3,966

CTR: 13.33%



# Website Performance

06/11/2024-12/31/2024



Sessions	Engaged Sessions*	Average Duration	Engagement Rate	Clicks to Resources	Clicks to Call	Clicks to Chat	Clicks to Text
159,234	80,899	0:00:05	50.81%	1,683	605	329	815

## Performance:

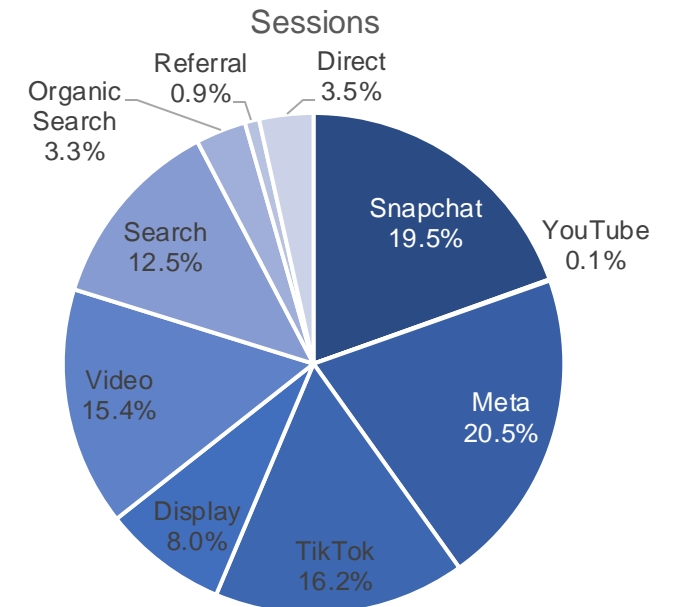
- Post-click attributable media represents 85% of site traffic & 88% of conversions
- After the home page, users were highly engaged on /friends-family & /find-support
- The Resources page had an average duration 420% higher than the website average

## Audience Engagement:

- Users 45+ represented the highest volume of site traffic while 18-44 were more engaged with conversion options
- Females represented 68% of site traffic & were 98% more likely to click on a conversion than males

## Geographic Engagement:

- There were sessions from over 297 different Maine cities/towns
- Users from more than 221 cities/towns engaged with a support resource, meaning almost half of the state is represented in conversions
- Portland, Bangor, and Lewiston/Auburn stood out as key cities, driving the highest levels of traffic and conversion engagement



\*Engaged sessions are the number of sessions that last long than 10 seconds, or had a conversion event, or had 2 or more page views.



# QR Code Performance

06/11/2024-12/31/2024

Platform	Sessions	Engaged Sessions*	Average Duration	Engagement Rate	Clicks to Resources	Clicks to Call/Chat	Clicks to Text
Prog Video	2	2	00:00:17	100%	-	-	-
YouTube	2	1	00:00:26	50%	-	-	-

\*Engaged sessions are the number of sessions that last long than 10 seconds, or had a conversion event, or had 2 or more page views.



# INFLUENCER CAMPAIGN



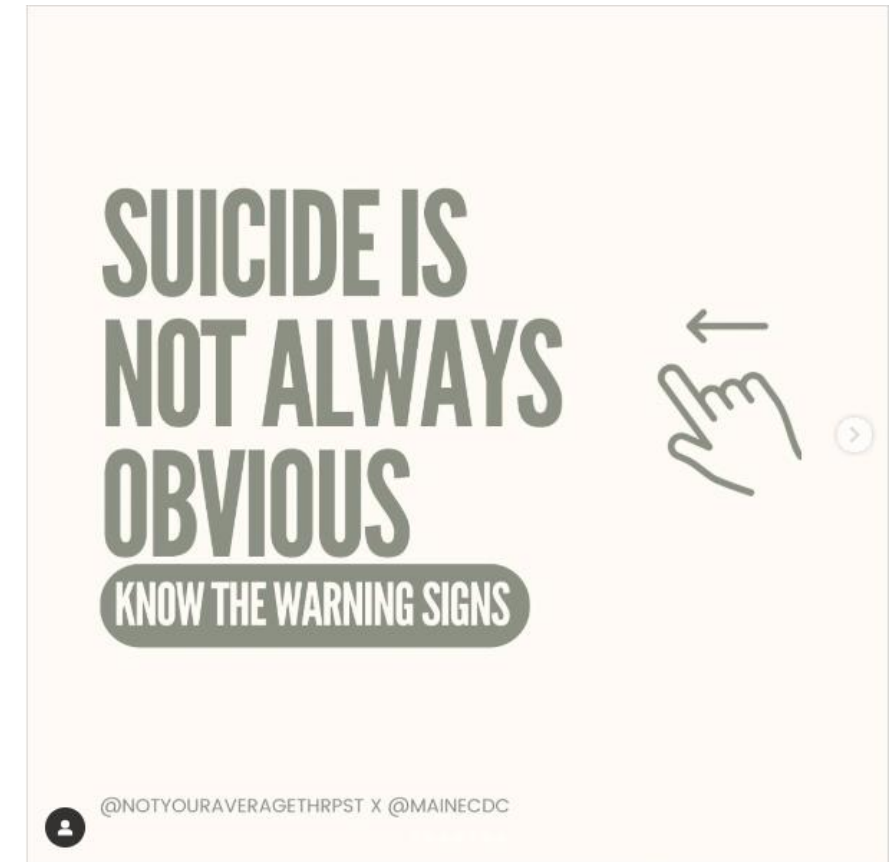


# CAMPAIGN OVERVIEW

## Rationale

According to an [NIH study](#), "Social media was seen as a useful means of delivering a range of suicide prevention activities. Respondents reported that the key benefits of social media were the opportunity to obtain emotional support from others, to express one's feelings, to talk to others with similar problems, and to provide help to others."

Rinck's strategy incorporated partnering with influencers from Maine with strong engagement to create authentic content about the subject of adult suicide prevention. If authentic to do so, some influencers incorporated personal stories and anecdotes about their personal experiences with mental health and suicidal thoughts. Influencer content was boosted via paid media as well as utilized in paid media and repurposed placements via geotargeted ads to specifically reach our intended audience of Maine adults 25+.



# CAMPAIGN PERFORMANCE

## Influencer Key Performance Indicators



**11.8M Total Potential Reach**



**2.26M Impressions**



**2.17M Video Views**



**207.2K Engagements\***

\*Likes/reactions, comments, saves, shares, sticker taps



**7K Clicks**



# INFLUENCER CONTENT

Meredith Steele - @BabiesOfSteele

Total Potential Reach	Total Engagements (reactions, comments, shares)	Total Video Views/Impressions	Total Campaign CTR	Total Campaign Eng. Rate
1.5M	103.5KK	799.2K	0.4%	13%

**Content Produced:** 1 TikTok Video, 1 IG Reel (Added Value), 1 IG Story (Added Value), 1 PSA Clip

- <https://www.tiktok.com/@babiesofsteele/video/7377171544424009006>
- <https://www.instagram.com/p/C72m3-OMgV-/>

**Content Performance:**

- Meredith published two added value posts – an Instagram Reel and an Instagram Story that together drove 95.2K organic impressions and 9.6K in organic engagements.
- Drove the largest number of clicks – 2.9K clicks
- Organic clicks combined with paid media clicks had a 0.4% CTR.
- Provided the best ROI for CPE (tied with Chip) at \$0.16.



# INFLUENCER CONTENT

Chip Leighton - @The\_Leighton\_Show

Total Potential Reach	Total Engagements (reactions, comments, shares)	Total Video Views/Impressions	Total Campaign CTR	Total Campaign Eng. Rate
1.9M	51.5K	630K	0.1%	8.2%

**Content Produced:** 1 TikTok Video, 1 IG Reel, 1 IG Story, 1 PSA Clip,  
•[https://www.tiktok.com/@the\\_leighton\\_show/video/7385175015127289130](https://www.tiktok.com/@the_leighton_show/video/7385175015127289130)  
•<https://www.instagram.com/p/C8uJPVSO-P7/>

**Content Performance:**

- Provided the best ROI in turns of CPM and CPE (tied with Meredith), at \$12.70 and \$0.16, respectively.
- Organic clicks combined with paid media clicks had a 0.1% CTR. Chip had one of the lowest CTRs, suggesting that audiences may connect a bit more with the heartfelt storytelling that others created vs. the style of Chip's content.



the\_leighton\_show • Following  
Paid partnership with preventionforme  
Original audio

the\_leighton\_show • 28w  
Let's reduce the stigma around mental health and wellbeing. #Ad  
HeretoHelpMaine.com offers strategies and resources for those who need it. And for anyone experiencing an immediate crisis, the Maine Crisis Line (call or text 988) is always available for confidential support from trained specialists @mainecdc #HereToHelpMaine #ReduceTheStigma #MaineCDCPartner #mentalhealth

dedisgirl 28w  
Thank you for this, but Maine??? I thought you were a Philly boy. 🤔  
1 like Reply

View all 1 replies

12,726 likes  
June 27, 2024

Add a comment...





# INFLUENCER CONTENT

Liliana Saccone - @TheGuiltyMom

Total Potential Reach	Engagements (reactions, comments, shares)	Video Views/Impressions	Campaign CTR	Campaign Eng. Rate
94.9K	8.3K	327.6K	0.001%	2.5%

**Content Produced:** 1 TikTok Video, 1 PSA Clip

- <https://www.tiktok.com/@theguiltymom/video/7375915879860636970>

## Content Performance:

- Resulted in 4 organic clicks and no paid clicks. Instagram drove the majority of clicks for the campaign. Since Lily only published to TikTok, this resulted in her click number being very low. Lily has a very small following on Instagram and uses it more for personal use than creating content which is why we didn't recommend her publishing to Instagram.
- Lily had the best organic engagement rate of the bunch, at 12.3%, but the lowest paid engagement rate at 2.4%. She provided the lowest ROI for CPE and CPC.



# INFLUENCER CONTENT

Kristen Gingrich - @NotYourAverageThrpst

Total Potential Reach	Engagements (reactions, comments, shares)	Video Views/Impressions	Campaign CTR	Campaign Eng. Rate
3.5M	32K	429.6K	0.4%	7.4%

**Content Produced:** 2 TikTok Videos, 2 IG Reels, 2 Facebook Reels, 1 IG Carousel Post, 2 IG Stories (3-5 frames each), 1 PSA Clip

- <https://www.instagram.com/p/C8STjF2uikJ/>
- <https://www.instagram.com/p/C8etB4dOP7D/>
- <https://www.instagram.com/p/C8E097-uQJ1/>
- <https://www.tiktok.com/@notyouraveragethrpst/video/7381163911380208939>
- <https://www.tiktok.com/@notyouraveragethrpst/video/7383030838457339182>
- <https://www.facebook.com/reel/508359628201146>
- <https://www.facebook.com/reel/1244393643208403>

## Content Performance:

- Content drove over 1.7K clicks and a 0.4% CTR.
- Content performed very well for paid boosting – driving a 10.6% engagement rate.
- Of the influencers we worked with, Kristen's performance fell in the middle of the bunch.





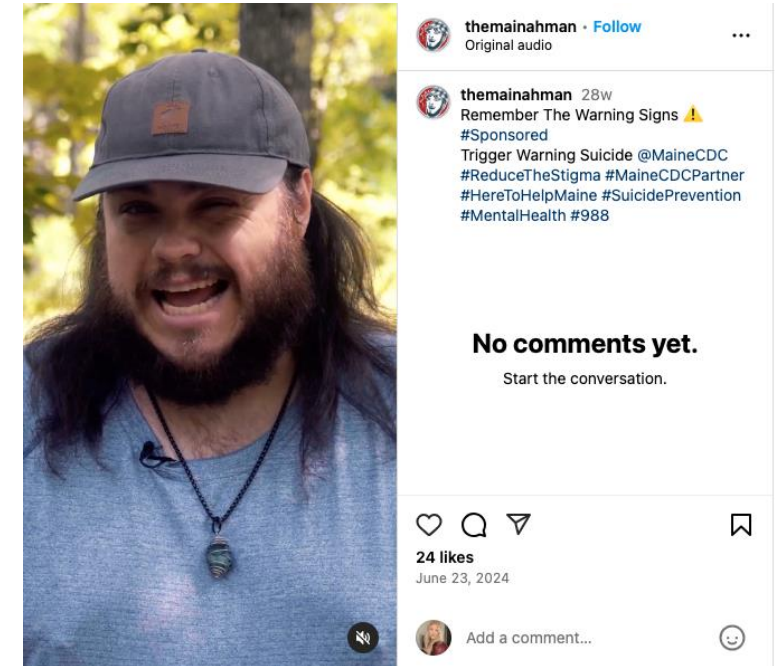
# INFLUENCER CONTENT

## Ethan Levesque - @TheMainahMan

Total Potential Reach	Engagements (reactions, comments, shares)	Video Views/Impressions	Campaign CTR	Campaign Eng. Rate
4.9M	11.9K	69.6K	2.4%	17.1%

**Content Produced:** 5 TikTok Videos, 5 FB Posts, 5 IG Reels, 5 YouTube Shorts, 1 PSA Clip

<https://www.tiktok.com/@themainahman/video/7383722967018114335>  
<https://www.instagram.com/p/C8kDqfdR6SV/>  
<https://www.youtube.com/shorts/J1qGkOXuS9c>  
<https://www.facebook.com/reel/857517939754581>  
<https://www.tiktok.com/@themainahman/video/7385340749350522142>  
<https://www.instagram.com/reel/C8us1dsRMbQ/>  
<https://www.youtube.com/shorts/XnWqL6HFtHs>  
<https://www.facebook.com/reel/3840789399487019>  
<https://www.tiktok.com/@themainahman/video/7386368342291959070>  
[https://www.instagram.com/reel/C82a2rZx\\_EH/](https://www.instagram.com/reel/C82a2rZx_EH/)  
<https://www.youtube.com/shorts/2P-sEov00Nk>  
<https://www.facebook.com/reel/1456767815719161>  
<https://www.tiktok.com/@themainahman/video/7388175604211895583>  
[https://www.instagram.com/p/C9AuUCxR\\_0J/](https://www.instagram.com/p/C9AuUCxR_0J/)  
<https://www.youtube.com/shorts/Sj9tPJOrJZA>  
<https://www.facebook.com/reel/1017146626439920>  
<https://www.tiktok.com/@themainahman/video/7390450417227926814>  
<https://www.instagram.com/p/C9Sv43lxbj1/>  
[https://www.youtube.com/shorts/5lZC59\\_XuVI](https://www.youtube.com/shorts/5lZC59_XuVI)  
<https://www.facebook.com/reel/1773632163161793>



### Content Performance:

- Resulted in 1.7K clicks and a 2.4% CTR – driving the highest CTR of all influencers.
- Organic clicks combined with paid media clicks had a 7.3% CTR, well exceeding TikTok's benchmark of 0.51%



# OVERALL INFLUENCER PERFORMANCE - ORGANIC

## Return on Investment & Insights

Influencer	Influencer Fee Budget	Total Potential Reach	Engagements (reactions, comments, shares)	Clicks	Views/ Impressions	CPE	CPM	CPC	Engagement Rate	Tagger Engagement Rate Benchmark*
Kristen Gingrich	\$4,500	3.5M	7K	902	194.1K	\$0.65	\$23.18	\$4.99	3.6%	3.46%
Ethan Levesque	\$3,000	4.9M	518	5	7.5K	\$5.79	\$399.52	\$600.00	6.9%	5.63%
Liliana Saccone	\$3,500	94.9K	414	4	3.4K	\$8.45	\$1,041.36	\$875.00	12.3%	4.61%
Meredith Steele	\$14,000	1.5M	15.7K	25	155.8K	\$0.89	\$89.87	\$560.00	10.1%	6.63%
Chip Leighton	\$7,000	1.9M	20.6K	83	293.1K	\$0.34	\$23.89	\$84.34	7%	5.05%
Total	\$32,000	11.8M	44.2K	1K	653.8K	\$0.72	\$48.94	\$31.40	6.8%	N/A

- Benchmark CPMs for posts from influencers of this size range from \$11 to \$118. Our campaign achieved a CPM of \$48.94, which is below the average and indicates strong performance.\*\*
- Benchmark CPEs for influencers in our audience size range are \$1.09–\$2.25. Our campaign achieved \$0.72, outperforming the industry standard.\*\*
- All influencers outperformed their engagement rate benchmarks, indicating strong organic performance.

*\*Tagger, Rinck's influencer marketing platform, shares benchmark engagement rates for influencers for sponsored/organic content. Tagger ER Benchmarks shared are median engagement rate performance of sponsored content created by similar Profiles. A similar Profile is a Creator from the same audience size tier and Category. Tagger's Benchmarks are for sponsored/organic content posted on influencer's profile and do not take into account content being served as paid media.*

*\*\*Source: Later 2024 Influencer Benchmarks Report. Data analysis: September 1, 2023 - March 1, 2024 [HoH (Half on Half) = compared to March 1, 2023 - September 1, 2023]*  
Avg. CPA taken from finding the average of the 25th-75th percentile range. Use these numbers as a baseline.



# OVERALL INFLUENCER PERFORMANCE - PAID

## Return on Investment & Insights

Influencer	Ad Spend Budget	Paid Engagements (reactions, comments, shares)	Paid Clicks	Paid Views/ Impressions	CPE	CPM	CPC	Engagement Rate	CTR
Kristen Gingrich	\$990.76	25K	813	235.5K	\$0.04	\$4.21	\$1.22	10.6%	0.3%
Ethan Levesque	\$173.11	11.4K	1.6K	62.1K	\$0.02	\$2.79	\$0.11	18.3%	2.7%
Liliana Saccone	\$2,110.14	7.9K	0	324.2K	\$0.27	\$6.51	N/A, did not drive paid clicks	2.4%	0.0%
Meredith Steele	\$2,174.27	87.8K	2.9K	643.4K	\$0.02	\$3.38	\$0.75	13.6%	0.5%
Chip Leighton	\$1,001.44	30.8K	613	337K	\$0.03	\$2.97	\$1.63	9.1%	0.2%
Total	\$6,449.72	162.9K	6K	1.6M	\$0.04	\$4.03	\$1.08	10.2%	0.4%



# OVERALL INFLUENCER PERFORMANCE - TOTAL

## Return on Investment & Insights

Influencer	Influencer Fee Budget	Ad Spend Budget	Total Budget	Total Potential Reach	Engagements (reactions, comments, shares)	Clicks	Views/ Impressions	CPE	CPM	CPC	Engagement Rate
Kristen Gingrich	\$4,500	\$990.76	\$5,490.76	3.5M	32K	1.7K	429.6K	\$0.17	\$12.78	\$3.20	7.4%
Ethan Levesque	\$3,000	\$173.11	\$3,173.11	4.9M	11.9K	1.7K	69.6K	\$0.27	\$45.61	\$1.92	17.1%
Liliana Saccone	\$3,500	\$2,110.14	\$5,610.14	94.9K	8.3K	4	327.6K	\$0.67	\$17.12	\$1,402.54	2.5%
Meredith Steele	\$14,000	\$2,174.27	\$16,174.27	1.5M	103.5K	2.9K	799.2K	\$0.16	\$20.24	\$5.50	13%
Chip Leighton	\$7,000	\$1,001.44	\$8,001.44	1.9M	51.5K	696	630K	\$0.16	\$12.70	\$11.50	8.2%
Total	\$32,000	\$6,449.72	\$38,449.72	11.8M	207.2K	7K	2.26M	\$0.19	\$17.04	\$5.49	9.2%

- Typical influencer CPMs for posts from influencers of this size range from \$11 to \$118. Our campaign achieved a CPM of \$17.04 , which is below the average and indicates strong performance.\*\*
- Typical influencer CPEs for influencer posts within the size range of the influencers we used on the social platforms we ran on, range from \$0.74 - \$2.50. Our campaign came in at \$0.19, exceeding the industry standard for performance.\*\*

*\*Tagger, Rinck's influencer marketing platform, shares benchmark engagement rates for influencers for sponsored/organic content. Tagger ER Benchmarks shared are median engagement rate performance of sponsored content created by similar Profiles. A similar Profile is a Creator from the same audience size tier and Category. Tagger's Benchmarks are for sponsored/organic content posted on influencer's profile and do not take into account content being served as paid media.*

*\*\*Source: Later 2024 Influencer Benchmarks Report. Data analysis: September 1, 2023 - March 1, 2024 [HoH (Half on Half) = compared to March 1, 2023 - September 1, 2023]*

*Avg. CPA taken from finding the average of the 25th-75th percentile range. Use these numbers as a baseline.*



# COMMENTS AND REACTIONS

## What People Are Saying



MsBk\_Baby

I've definitely been feeling sooo overwhelmed lately what's the website?? Again for help

10-12   1   Reply



The Guilty Mom · Creator

Hang in there! ❤️

10-12   1   Reply



MsBk\_Baby

Ty I am 🙏

10-12   0   Reply



The Guilty Mom · Creator

Heretohelpmaine.com

10-12   1   Reply



Gracie Lee

From one Mainer to another, thank you.

6-14   112   Reply



Lottie

Best sponsorship EVER!

6-6   7   Reply



Nina Savage

hello fellow Mainer, I luv these very encouraging words!! Thank you 💕

10-3   1   Reply



Kayla Humphrey

Also a Momma from Maine that has lived through the same (and a peds psych nurse!) - Thanks for sharing. I appreciate how much you use your platform for good. ❤️

6-6   29   Reply



Laurie's poodle

Thank you for being so vulnerable and sharing 🥰

6-12   26   Reply



Nancy Lachance Whitt

Great message! happy you are here to speak out and help others.

6-26   7   Reply



irishirish2121

I appreciate you sharing this, hitting at the right time for me

6-6   24   Reply



Earlymorningbaking

Thank you for sharing. You make me feel like it's okay to not be ok and it's OK to get help! 💕

6-6   15   Reply



EveAstoria

SI thoughts suck! my go to coping skills are reading, Journaling and messaging funny videos to people ❤️

6-21   1   Reply



Amy Bertagnolli Davis

Awesome! Great message. I like how you said big feelings. It kind of takes some of the negative stigma away. Good words

6-28   3   Reply



# COMMENTS AND REACTIONS

## What People Are Saying Continued...



**Vote Blue '24**

My BIL was from Lewiston & took his life almost 2 yrs ago. It was devastating. But the bigger trauma was not even realizing he was in crisis. We had visited him a month before and there were 0 signs.

7-6   0   Reply



**Stw1996ad**

Thank you for sharing, it helps me understand others, and in the end to be a better father to my own kids in tough times.

9-18   0   Reply



**Kristie Martinez482**

Thank you! This is probably one of the best descriptions of me too.. big feelings and some days they take over and reaching out helps. I appreciate your vulnerability 🙏

6-5   7   Reply



**zarahhileman820**

As a high school counselor I greatly appreciate this message! Thank you for sharing your story!

6-5   39   Reply



**melissalotufobrock**

It's important to laugh, but it's also important to ask for help when you need it. Love that you did this.

6-29   12   Reply



**Jim Mullen**

Thank you for sharing your story. It's important to see that anyone could be facing these issues, and that there are things that can help. 🙏

6-25   25   Reply



**Sam Findlen**

Thank you for this! It's a reminder I am not alone during my struggles 🙏

6-6   23   Reply



**InaHayes**

When my son was going through a mental breakdown I called them and they talked him down. They were wonderful!

6-27   11   Reply



**The Leighton Show** · Creator

I'm so glad to hear that. Thank you for sharing.

6-27   2   Reply





**THANK YOU**

