

Client Success Story

Audience Development: **400%** growth website traffic, **567%** increase social following & **700%** growth podcast downloads through strategic digital marketing



Overview

Nonprofit, Common Ground Committee (CGC), a leader in the bridge movement space, experienced exponential growth across platforms after working with the sparqGEN Marketing team to implement an integrated digital marketing approach.

CGC's position as a "grass-tops" leader in the bridge movement is renowned for bringing together luminaries from differing political positions such as John Kerry and Condoleeza Rice for forum events to find common ground when addressing the issues facing the nation.

CGC sought a nimble team and seasoned marketing leader to amplify its message of unity and healing. The SGM team brought their deep expertise in digital marketing, podcasting, strategy and branding to achieve exponential growth across products and platforms.

Audience Growth:

- **400%** growth in overall website traffic in 3 years
- **51%** growth in high-quality, organic traffic in 1 year
- The *Let's Find Common Ground* podcast grew to 270,000 subscribers and downloads increased from 6,500 in 2020 to over **450,000** in 3 ½ years

- *Newsletter email subscribers grew 46% in 1 year*
- *Social media followers grew 567% from 5,000 to 81,000 in 3 1/2 years*

The Challenge

Growing a nonprofit to reach new heights

Common Ground Committee, created by Bruce Bond and Erik Olsen, was founded in 2009 on the premise that there is more that unites Americans than divides. They sought to bring together national leaders, from opposite ends of the political spectrum, in forums to discuss key issues such as climate change, guns, national security and other key issues.

As a small nonprofit organization and in a media landscape where division often drives clicks and traffic, they had a big challenge growing brand awareness and communicating this important mission to a significant number of citizens.

Realizing they wished to grow and needed to leverage modern, digital marketing methods to do so, they tapped founder Mary Anglade and the sparqGEN Marketing's experienced and nimble team.

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Mary and her team of experienced professionals transformed our marketing efforts. The results speak for themselves! Exponential growth and superior service. In a sea of average agencies - they stand out.

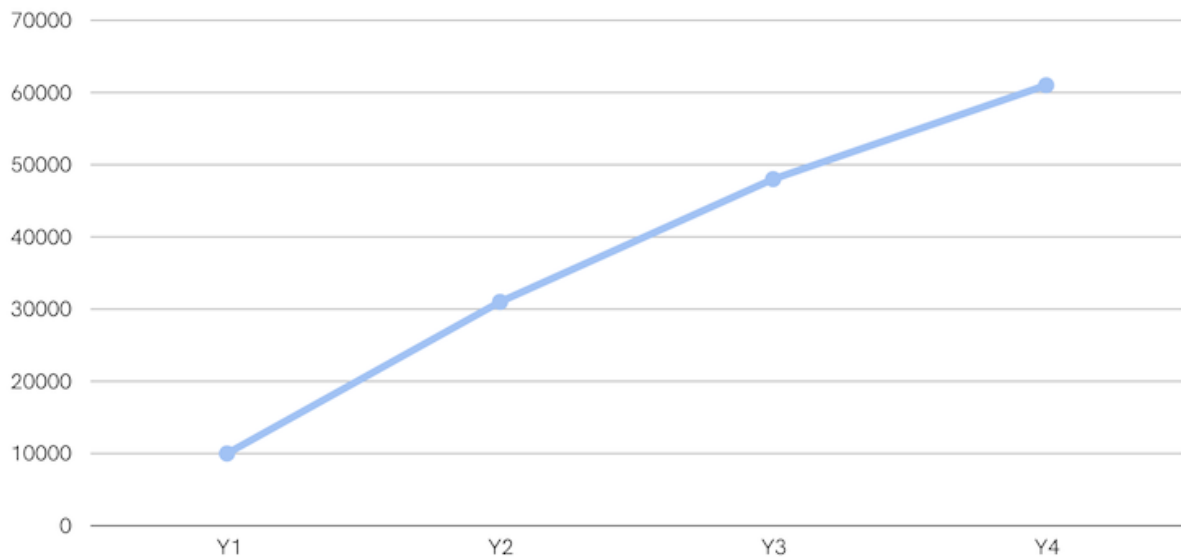
ERIK OLSEN, CO-FOUNDER & CEO

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Achieving 400%+ Increase in Quality Website Traffic

Like most organizations, CGC had a website as its principal digital “home.” However, monthly traffic was paltry. The sparqGEN team quickly implemented on-page SEO and an ongoing SEO program that included twice monthly blogging. Within months the site’s traffic and authority had increased dramatically reaching first page search rankings for several top keywords. In three and a half years the site traffic grew over 400%, and most importantly high quality, organic traffic grew 52%.

Website Traffic Growth Over Four Years



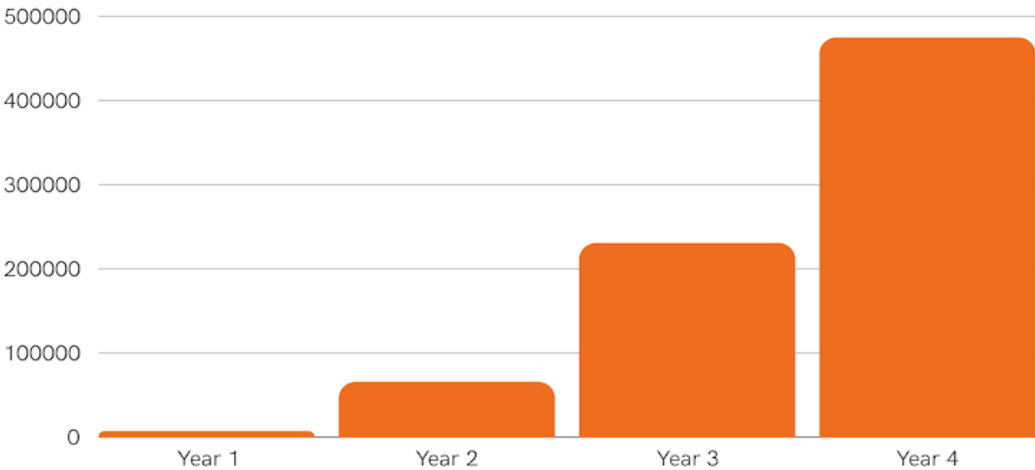
800% Growth in Podcast Downloads



The *Let's Find Common Ground* podcast was launched in 2020 at the height of the pandemic. sparqGEN and created the graphics and initial launch assets. While the content was strong, downloads proved to be a challenge. Findability is a huge challenge for podcasts with the average podcast experiencing only a couple hundred downloads per episode. With a stellar line up of elected officials, national political figures, authors and more, CGC wanted to spread awareness and grow listenership for this important new product.

After reviewing objectives and analyzing the stats, the sparqGEN team created a media plan to leverage in-app platform ads. Success was swift with the first test hitting over 11,000 downloads in just one episode and ultimately reaching 475,000 cumulative total downloads in three years. Subscribers followed suit growing to 270,000. The podcast also hit Apple's Top 10 Political podcasts.

Podcast Download Growth Over Four Years



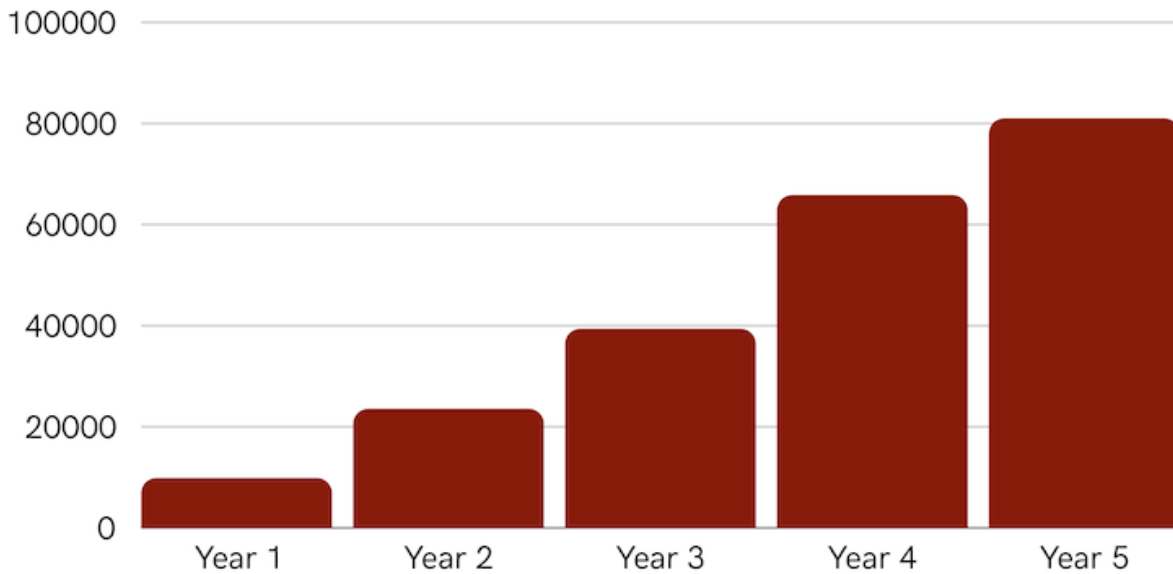
567% Increase in Social Followers



Social media in the political sphere is essential. CGC wished to spread its word of unity and stand out in a sea of division and sensational headlines. Starting with just a few thousand followers, CGC knew it had to grow.

The sparqGEN team worked with the CGC agency to increase the following from 5,000 to 81,000 in three and a half years by creating custom Facebook audiences and targeting congressional districts.

Total Social Following Growth Measured at Year End



CGC has one of the largest followings in the bridge movement.

Objectives Achieved

Integrated, professional approach
exceeds growth goals

CGC positioning as a premier leader in the democracy reform and bridging movement was solidified after experiencing such notable growth.

Conclusion

- The sparqGEN Marketing strategy of implementing targeted, digital marketing methods grew audiences across platforms
- The team also shared this growth with prospective donors creating a comprehensive annual report
- The sparqGEN approach of careful analysis and monitoring of data and results to optimize campaigns proved successful in all three channels



Learn more about sparqGEN's approach, team and for more examples of client success please visit sparqgen.com or call **800 397 3920**