

**Editors' Association of Canada /
Association canadienne des réviseurs**

Hire an Editor: 2013 Pilot Campaign Report

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Acknowledgements

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The #hireaneditor campaign

The Editors' Association of Canada is a membership organization whose core purpose is to support and advance the interests of editors and excellence in editing. Powered by our community of volunteers, our mission is to develop and promote professional editorial standards, increase awareness of the value of editing, and provide products and services to editors throughout their careers.

To increase awareness of the value of professional editing, EAC's marketing and public relations committee struck a task force to launch the "Hire an Editor" campaign in 2013. Together with a contracted marketing and communications agency, the task force designed and carried out an October #hireaneditor pilot campaign that focused on two main areas:

1. Social media; and
2. Pay-per-click (PPC) advertising.

#hireaneditor was designed to mobilize EAC members and their editing colleagues to promote the benefits of hiring professional editors.

Pilot campaign

This was an English-language pilot campaign aimed at promoting the value of hiring professional editors in the financial services and information technology industries. Given a modest budget of \$10,000 allotted for the campaign, the task force opted for this targeted approach to better saturate the target industries. At the completion of the campaign, the association would have a benchmark on which to base future national marketing campaigns.

In this report "pilot campaign" and "campaign" are used interchangeably.

Objectives

1. To encourage hiring managers in financial services and IT to add new editorial staff (both in-house and freelance) to their 2014 recruitment plans by promoting the value editors add to their organizations
2. To increase postings to the EAC National Job Board
3. To drive more traffic to EAC's Online Directory of Editors
4. To enhance the status of the editing profession
5. To raise the profile of Editors' Association of Canada
6. To establish positive feedback from EAC's membership on the execution and results of the campaign
7. To establish a positive benchmark for executing future marketing campaigns

Target audiences

- Hiring managers within the financial services and/or information technology (IT) industries
 - Encourage those who already know about EAC to hire EAC editors
 - Encourage those who don't know about EAC to learn more about the value of hiring EAC editors
- EAC membership (includes freelancers, in-house editors, contractors, etc.)
- EAC's extended social media network (not just our followers, but our followers' followers)
- Prospective EAC members

Campaign period

October 7–25, 2013

Key messages

To editors:

- Editors have an important role to play
- Everyone benefits from promoting the editing profession
- Editors become the self-promotion vehicle for their qualifications

Hiring managers:

- Quality matters
- Editors are sometimes the subject matter experts. If they aren't, they work with them.
- EAC is the professional organization for editors in Canada

Method 1: Mobilizing EAC's social media audience

Targets:

- EAC members
- Editors in EAC's social media network (potential EAC members)
- Hiring managers
- HR professionals

Vehicles:

- Facebook
- LinkedIn group
- Twitter

Strategy:

- Motivate editors to feel that taking part in the campaign will support growth of the editing industry (and lead to more job prospects and career success)
- Highlight the importance of participating: you might not work in finance or IT, or you might already be happily employed, but it's important to get the word out about the importance of hiring editors to support the growth of the profession
- Make editors the ambassadors of the #hireaneditor message; empower them and make them feel valuable and important
- Give editors the tools they need to participate in a social media campaign (primer, sample Tweets and updates that drive traffic to EAC's "Hire an editor" landing page)
- Lead daily #hireaneditor discussions, engage with those who participate in discussions, retweet those who use campaign hashtags; participants will identify themselves as experts in the field

Method 2: Pay-per-click (PPC) advertising**Targets:**

- Hiring managers
- HR professionals

Markets:

- Ontario
- Quebec
- British Columbia
- Alberta

Vehicles:

- Google
- LinkedIn

Strategy:

- Target the markets that already drive the most traffic to the editors.ca website, and that are the top provinces by EAC member population
- Use ads to increase traffic to the "Hire an editor" landing page
- Begin with trial budgets and modify campaigns, as needed, based on ad performance
- Use a combination of direct ads for those who know they need an editor (e.g., search for "financial editor" and "financial services editor") and those who don't know they need an editor (e.g., search for "tips for writing better financial reports" and "how to write user manuals")

The contracted marketing and communications agency managed the PPC ad copywriting, placement, management, and revision based on analysis and performance.

Campaign performance: Social media

1. Facebook

- 9% increase in followers at end of campaign
- 662 daily engaged users (number of unique users who engaged with the EAC page)
- 449 people talking (number of people who created a story from an EAC post)
- 26,937 daily organic impressions (number of daily impressions on news feeds and the EAC page)
- 2,805 viral reach (number of unique users who saw EAC Facebook content indirectly through friends' interactions with the EAC page)

Participant demographics by platform

Campaign participants on EAC's Facebook page were 78% female and 18% male. 62% of participants were in the 25–54 age range, with 44% of participants overall between the ages of 25 and 44.

2. LinkedIn group

- 6% increase in LinkedIn group members at end of campaign
- 14 discussions
- 78 comments

Participant demographics by platform

Campaign participants in EAC's LinkedIn group were mainly located in Ontario (with 35% of participants from the Toronto area), British Columbia and Quebec. Participants represented the following industries/functions:

- Media and Communications: 37%
- Education: 9%
- Entrepreneurship: 8%
- Arts and Design: 5%
- Consulting: 5%
- Marketing: 4%

3. Twitter

- 14% increase in followers at end of campaign
- 539 total mentions of #hireaneditor
- 344,538 impressions of #hireaneditor

Participant demographics by platform

Campaign participants on Twitter were 78% female and 22%, which is similar to EAC membership demographics. Participants and hashtag use were focused mainly in Ontario, British Columbia and Quebec.

Top hashtags

- #hireaneditor
- #morethanbooks
- #mentorship
- #editors
- #selfediting

EAC’s social media efforts helped to increase social media viral scores and to establish positive feedback from the association’s audience. The engagement level was good, but tapered off toward the end of the campaign. The number of EAC followers increased over the course of the campaign and continues to do so post-campaign.

Campaign performance: Pay-per-click advertising

Strategy:

Selected key words and phrases were aimed at those who were actively seeking to hire an editor (direct) and those who may not realize they needed an editor (indirect). Ads clicked through to the “Hire an editor” landing page.

Tactics:

- Text-based ads on Google
- Text and 50x50 pixel picture ads on LinkedIn

Budget:

- \$5,000 for Google ads
- \$1,500 for LinkedIn ads

Search Engine Marketing (SEM) and LinkedIn Ad Performance: October 7–25, 2013

Source	Content / Focus	Impressions	Clicks	Visits	Click-through ratio	Avg. cost per click	Total cost
Google	Finance – Indirect	464,052	452	539	0.10%	\$1.19	\$538.58
	IT – Indirect	420,391	396	430	0.09%	\$1.04	\$411.99
	Finance – Direct	15,520	90	89	0.58%	\$3.07	\$276.49
	Finance – Direct	3,384	14	18	0.41%	\$2.97	\$41.61
LinkedIn	Specialized editors	23,066	3	3	0.01%	\$2.00	\$6.00
Total / Average		926,413	955	1,082	0.10%	\$1.33	\$1,274.67

Analysis of PPC advertising performance

The contracted marketing and communications agency managed the advertising portion of the campaign.

The agency was not able to determine the size of the potential market for Google ads, citing changes made to Google Adwords.

The task force was disappointed by how little the contracted marketing and communications agency was able to spend on PPC ads. In particular, LinkedIn appeared to perform well below expectations with just three clicks generated over three weeks. As a *pay-per-click* campaign, we might conclude that the ads underperformed; however, we might also consider this an inexpensive *impression* campaign. Impression campaigns are generally more expensive to run than pay-per-click campaigns, which only cost money when someone clicks through to the target web page.

Visitor behaviour: www.editors.ca/hire

Campaign week	Page views	Avg. time on page	Bounce rate
1	240	2:24	91%
2	1,103	2:13	92%
3	1,415	1:08	89%

Visits to the “Hire an editor” landing page via PPC ads increased dramatically during the second week of the campaign, and increased again in the final week. The bounce rate (the rate of single-page visits, or visits where a user only looked at one page before leaving editors.ca) was somewhat high and remained about the same over the course of the campaign, which could indicate that the design of, or content found on, the “Hire an editor” landing page was not of interest.

The chart below provides a selection of the top additional pages accessed by editors.ca visitors who entered the site through PPC ads during the campaign period.

Additional pages visited

Page	Page views (includes reloads and refreshes)	Unique page views
National Job Board	34	27
ODE search results (following a search for editors)	32	17
Home page	25	18
ODE: Search	22	20
Branches & Twigs	21	15
Join EAC	19	12
Definitions of editorial skills	10	10
Standard Freelance Editorial Agreement	10	8

Those who clicked through to additional editors.ca pages from the “Hire an editor” landing page looked for the National Job Board page (which details how to post a job ad), searched the ODE, and looked for information about job skills, local groups and joining the association.

Campaign performance: editors.ca analytics

To analyze effect of the campaign on editors.ca activity, we set the following comparison periods.

- Pre-campaign benchmark: September 18, 2013–October 6, 2013
- Hire an Editor Campaign: October 7, 2013–October 25, 2013

The following summary outlines the performance of key metrics for editors.ca.

editors.ca metrics

Metric	Pre-campaign benchmark	Campaign	Growth	% Change
Unique visitors The number of people who visited editors.ca (each visitor counted once)	9,845	11,618	+1,773	15%
Visits Number of browsing sessions occurring on editors.ca during the campaign period	12,698	14,819	+2,121	14%
Page views Number of views or impressions across all content on editors.ca (includes reloads and refreshes)	40,925	45,004	+4,079	9%
Average visit duration (in minutes and seconds)	02:47	02:35	-00:12	-5%
Bounce rate Percentage of single-page visits	63%	66%	+3	5%
New visitors Percentage of new visitors during the campaign period compared with returning visitors	68%	69%	+1%	1%

Growth was seen almost across the board, indicating that we were successful in driving more visitors to editors.ca during the course of campaign. While the isolated week-by-week bounce rates on the **Visitor behaviour: [www.editors.ca/hire](#)** table on page 8 of this report indicate that the number of single-page visits on the “Hire an editor” landing page were relatively high, the overall bounce rate of 66% indicates that, in general, editors.ca single-page visits remained relatively steady.

The following tables provide a snapshot of the most popular content on editors.ca during the campaign, as well as a comparison outlining traffic on these pages prior to the campaign.

Most page views

Page	Pre-campaign benchmark	Campaign	Growth	% Change
So You Want to Be an Editor?	4,509	4,983	+474	11%
Home page	4,218	4,277	+59	1%
Hire an editor	922	2,304	+1,382	150%
Seminars	1,237	1,275	+38	3%
EAC Certification	1,183	1,266	+83	7%
Train with the Editors' Association of Canada	1,076	1,189	+113	11%
Online Directory of Editors: Search	1,025	1,165	+140	14%

During the campaign, the “Hire an editor” landing page saw a 150% increase in traffic, and ODE searches increased by 14% over the pre-campaign benchmark period. Other than the association home page, other top content related almost exclusively to professional development. It should be noted that during campaign period, the association was also separately promoting the final weeks of registration for EAC’s 2013 certification tests.

Average time spent on editors.ca pages

Page	Pre-campaign benchmark*	Campaign*	Growth*	% Change
So You Want to Be an Editor?	04:30	04:24	-00:06	-2%
Home page	01:55	02:15	+00:20	17%
Hire an editor	00:37	00:43	+00:06	16%
Seminars	00:29	00:30	+00:01	3%
EAC Certification	01:54	01:36	-00:18	-16%
Train with the Editors' Association of Canada	00:28	00:25	-00:03	-11%
Online Directory of Editors: Search	00:37	00:40	+00:03	8%

* Time in minutes and seconds

The average time spent on editors.ca pages—including the “Hire an editor” landing page and searching the ODE—remained relatively steady.

Top referral sources (unpaid)

Traffic sources	Pre-campaign benchmark	Campaign	Growth	% Change
Google (organic search)	7,538	8,138	+600	8%
Direct traffic	2,262	2,367	+105	5%
Twitter	154	275	+121	79%
LinkedIn	109	214	+105	96%
Facebook	213	205	-8	-4%
Bing (organic search)	151	191	+40	26%
revisuers.ca	139	188	+49	35%
Yahoo (organic search)	79	86	+7	9%

Campaign performance: EAC membership, ODE purchases and National Job Board postings

To analyze the possible effect of the campaign on EAC membership, purchases of ODE profiles and employer postings on the National Job Board, we compared activity during the campaign period with the same period in 2012.

EAC renewals and new memberships*

Oct. 7–25, 2012	Oct. 7–25, 2013	Growth	% Change
65	71	+6	9%

*Online registration data only; excludes registration by mail or fax, which makes up roughly 10% of all registration

EAC renewals and new memberships for the campaign period and the same period in 2012 remained relatively steady. This is not indicative of an uptick in EAC membership numbers overall, which have been on a downward trend since 2009.

ODE purchases*

Oct. 7–25, 2012	Oct. 7–25, 2013	Growth	% Change
37	24	-7	-35%

*Online registration data only; excludes registration by mail or fax, which makes up roughly 10% of all registration

ODE purchases for the campaign period and the same period in 2012 were down slightly, which is in line with the downward trend in EAC membership overall.

National job board postings during campaign period

Oct. 7–25, 2012	Oct. 7–25, 2013	Growth	% Change
3	2	-1	-33%

National job board postings for the campaign period and the same period in 2012 were relatively steady.

National job board postings in three-month period following campaign

Nov. 1, 2012–Jan. 15, 2013	Nov. 1, 2013–Jan. 15, 2014	Growth	% Change
13	6	-7	-54%

National job board postings for the three-month period following campaign were down slightly compared with the same period in the prior year.

Did we meet our objectives?

Objective 1: To encourage hiring managers in financial services and IT to add new editorial staff (both in-house and freelance) to their 2014 recruitment plans by promoting the value editors add to their organizations

Inconclusive/Yes. We ran a PPC ad campaign directed at encouraging hiring managers in these industries to recruit editors. The results of campaign itself were somewhat surprising, with a click rate that was lower than expected, but more impressions than expected. With 926,413 impressions overall, we know we were getting exposure of the “Hire an editor” message out there; however, the contracted marketing and communications agency was not able to determine the size of our potential market so we don’t know how well the ads penetrated the industries we were targeting.

The number of hiring managers who considered adding new editorial staff to their 2014 recruitment plans is outside the scope of our analysis; however, the PPC ads did increase traffic to the “Hire an editor” landing page, providing opportunities for further engagement with potential employers.

Objective 2: To increase postings to the EAC National Job Board by target employers

Inconclusive. Job board postings remained relatively steady during the campaign period compared with the same period in 2012, but are down slightly overall.

There has been some activity on the job board, but the task force recommends continued promotion of the National Job Board to employers looking for editors to meet this longer-term objective.

Objective 3: To drive more traffic to EAC’s Online Directory of Editors

Yes. Traffic to the ODE search page increased 14% over the pre-campaign benchmark period.

**Objective 4: To enhance the status of the editing profession; and
Objective 5: To raise the profile of Editors' Association of Canada**

Yes. EAC's social media audiences grew over the course of the campaign (Twitter by 14%, LinkedIn by 6%, Facebook by 9%) and experienced additional growth after the campaign period (Twitter by 7%, LinkedIn by 2%, Facebook by 14% at the time this report was written). The continuing increase in the number of EAC's social media followers tells us people are interested in the association and gives EAC a growing audience to which to promote the advancement of the editing profession.

While the number of new memberships and renewals showed a 9% increase during the campaign over the same period in 2012*, and web visitor behaviour via PPC ads indicated that some individuals clicked through the "Hire an editor" landing page to the "Join EAC" page, we can't directly attribute the increase to the campaign. Since 2009 EAC membership has been on a downward trend overall; however, a campaign like this helps to support these longer-term association objectives.

*Given the actual increase from 65 to 71 members, we are characterizing the 9% increase as "relatively steady."

Objective 6: To establish positive feedback from EAC's membership on the execution and results of the campaign

Yes. The campaign generated a good deal of positive feedback on EAC's social media channels. Selected examples of feedback follow.

Facebook

The image displays two screenshots of Facebook posts from the Editors' Association of Canada (EAC) / Association canadienne des réviseurs. The left screenshot shows a post titled "Hire an editor!" dated September 18, 2013, at 12:58pm. The post text reads: "We're brimming with excitement about a fall pilot campaign we're about to launch to get you hired. Your participation in this campaign is key to finding paid work for editors, so keep an eye on this space. All of the details are coming later this month. Tell your editing colleagues to join us on LinkedIn, Facebook and Twitter. We'll show the world that quality matters. #hireaneditor http://www.editors.ca/". Below the text is a link to "Welcome | Editors' Association of Canada www.editors.ca" and a description: "Join the Editors' Association of Canada! We can put you in touch with more than 1,500 other editors across the country, offer you discounts on...". The post has 2 likes from Northwest Independent Editors Guild, Sherri Schultz, Tanya Trusler, and 20 others. The right screenshot shows a post titled "It's the last #hireaneditor discussion day! Over the last three weeks we've learned a lot about the editors in our network." dated October 25, 2013, at 10:11am. The post text includes: "We work on projects as varied as crossword puzzles, federal government communications and speeches, and in industries as diverse as science, sports and international relations. We are former lawyers, teachers, writers and reporters who found a niche in the magic that happens behind the scenes. We are constantly learning to improve our skills and we are indebted to the mentors who helped us to find our true calling. We understand the challenges in creating the best communication possible. We strive to ensure that our clients and employers look great." Below this is a link to "On this final #hireaneditor discussion day we're turning things over to you for a general discussion. What would you like to say about the editing profession and why organizations should hire editors? Tell us in the #editchat. http://www.editors.ca/hire/index.html". The post also features a link to "Hire an editor | Editors' Association of Canada www.editors.ca" and a description: "This is an efficient and cost-effective way to promote your opportunity to both in-house and freelance editors." The post has 3 likes from Mark Allen, Vivek Kumar, and Rica Night.

Twitter

 **Sarah Boon**
@SnowHydro Following

.@eac_acr launching a new campaign:
#HireAnEditor! Great idea, looking forward
to participating! linkd.in/1c5dimG
#editorsunite

Reply Retweeted Favorite More

2 RETWEETS 

1:16 PM - 2 Oct 2013

 **Roma Ilnycky**
@romawrites Follow

@eac_acr Thanks for all the advice from
experienced editors. I'm taking notes!
#mentorship #hireaneditor

Reply Retweeted Favorited More

1 RETWEET 1 FAVORITE 

12:15 PM - 21 Oct 2013

 **Michèle Young**
@eagleeyeproofin Follow

As a freelance editor, I'm happy to promote
the @eac_acr #hireaneditor campaign.
Editors add value to all businesses.
lnkd.in/bawq-rg

Reply Retweeted Favorite More

5 RETWEETS 2 FAVORITES 

1:40 PM - 1 Oct 2013

 **Christen Thomas**
@MetaphorceX10 Follow

Hi, editors. There's a new hashtag!
[#hireaneditor: editors.ca/content/hire-e...](http://#hireaneditor:editors.ca/content/hire-e...)

Reply Retweeted Favorite More

4 RETWEETS 2 FAVORITES 

4:37 PM - 17 Oct 2013

LinkedIn group

- “Count me in as someone who is looking forward to this campaign. May it be so successful that a French-language one will follow soon after!”
- “A great idea! Even if this campaign is in English, I will use it with my French speaking colleagues.”
- “Thanks for creating this campaign. I'm sure it will be a great help to me in connecting with clients.”
- “This is such a fantastic campaign - have already had people asking about what editors do just after posting a few tweets. Great idea Michelle!”
- “Excellent, Michelle. One way or another, we're getting the word out, which is good for everyone—writers, editors, and ultimately, readers. :)”

Objective 7: To establish a positive benchmark for executing marketing campaigns.

Yes. The task force has an idea of the results EAC can expect from a campaign of this size, as well as the level of participation among EAC’s followers in a pilot campaign. The task force also has a better idea of what it’s looking for in a third-party marketing communications agency and the human resources (both volunteer and paid staff) necessary to roll out and sustain a social media and online advertising campaign.

Post-campaign considerations and recommendations for improvement

This was a great pilot for this task force and for EAC. We learned quite a bit about planning and executing a campaign like this, and about what we need from our suppliers and our teams of volunteers for better results.

Budget, working with an agency and human resources

35% of EAC's budget for this campaign was spent hiring a marketing and communications agency to conceive the overall campaign and its key messages, to provide a social media primer, to provide copywriting and management for PPC advertising, and to provide regular analysis and reports.

The campaign relied heavily on the task force to run the social media component. As a result, the campaign required about a month of full-time support from EAC paid staff (the communications manager) to create the sample Tweets and status update content, and to conceive and drive the daily #hireaneditor conversations to keep engagement levels up.

Given the underperformance of the agency-managed PPC ads (for which 65% of the campaign budget was allocated, but only 19% of which was actually spent), the office-driven social media portion of the campaign was critical for this campaign. The agency provided a solid overall concept for a campaign, but its execution was largely template-driven and could have been better customized for EAC.

On EAC's books, the cost of this pilot social media and advertising campaign is just under \$5,000, but it does not include one month of full-time staff support. This was a great learning opportunity for us, but in the future, we would source suppliers who provide more hands-on work, analytical support and regular campaign management.

Scaling up the campaign

Expanding from a three-week pilot to a longer-term campaign would take some thought. Better management of an ad campaign is a given, but considering that engagement levels in the social media portion of the campaign tapered off by the third week, we would have to consider a revised approach as there as well. Here are some avenues we could explore for an expanded #hireaneditor campaign.

- Make the campaign bilingual English/French and expand the target industries and geographical markets.
- Run multiple short-term campaigns over the course of the year.
- Add a third campaign layer (e.g., video, infographic, trade show participation) to support online ads and social media.
- Extend the advertising scope (advertise on trade websites e.g., IT, HR). Use interactive advertising (surveys, word usage quizzes).

Website

The bounce rate on the "Hire an editor" landing page was a concern over the course of the campaign because the high percentage of single-page visits (where a user only looked at one page before leaving editors.ca) could indicate that the design of, or content found on, the "Hire an editor" landing page was not of interest.

editors.ca web pages are limited to the styles dictated by the website content management system. We don't want visitors to have a lacklustre landing page experience, so for future targeted campaigns we'd recommend targeted landing pages (e.g., a landing page that relates to financial editors for ads/campaigns that are finance-related) that are more visually appealing than the current editors.ca website and that minimize the number of actions (clicks) a visitor has to make to get the information they're after.

Outlook for the long term

Raising the profile of the editing profession to get editors hired and to promote EAC is a goal that requires long-term commitment. Three weeks is just a flash of time during which it would be difficult to move the dial dramatically, but the results of the pilot campaign have been promising.

We have set a benchmark based on the performance and results for a campaign of this size and scope. With the right resources, we would expect to exceed expectations with future campaigns.