



**SOIL HEALTH**  
— INSTITUTE —

Enriching Soil, Enhancing Life

# **RIVERS AGENCY MARKETING IMPACT REPORT**

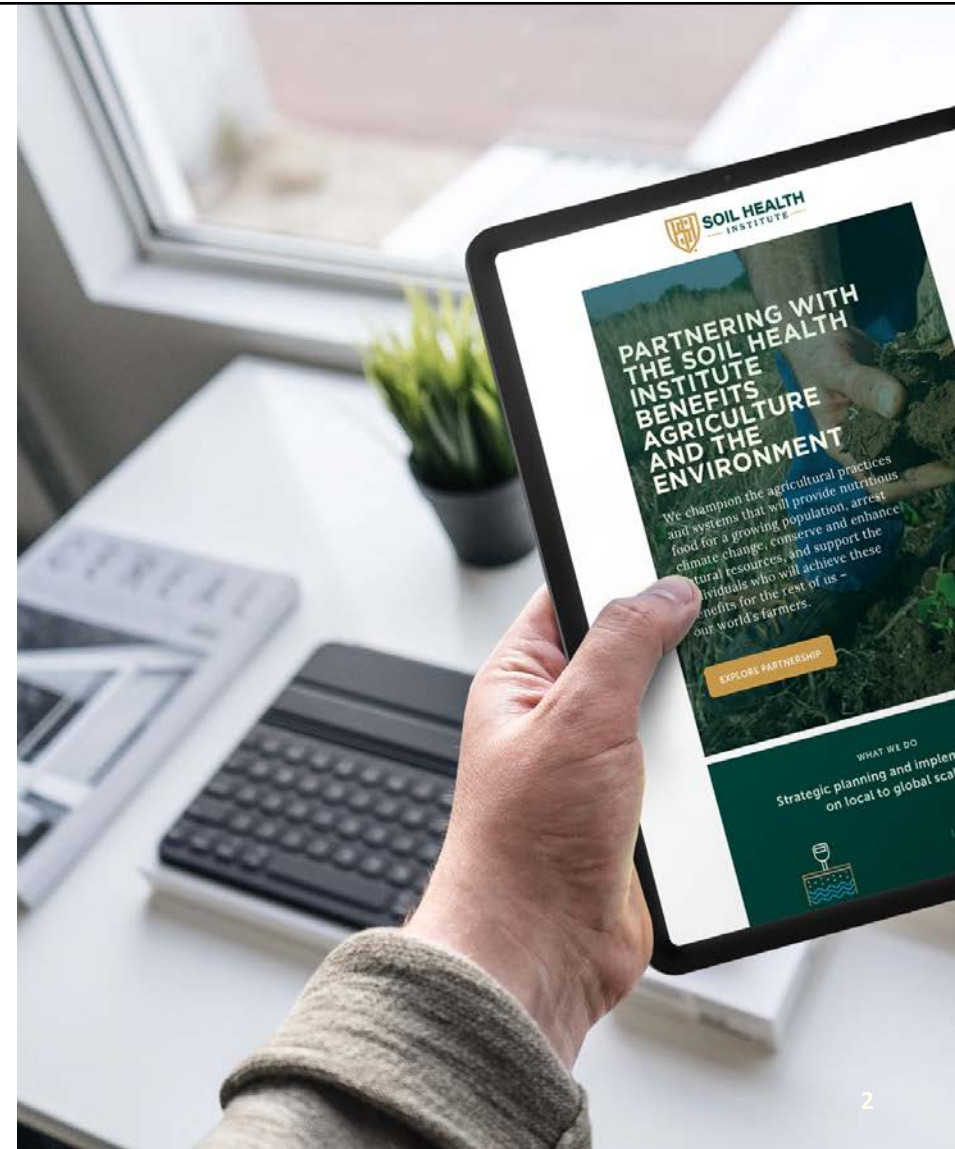
2021 - A YEAR IN REVIEW

# SHI Brand Refresh

The brand has been refreshed and a comprehensive set of guidelines was created.

Examples of assets that have been created:

- PPT templates including charts and graphs
- Word templates
- Business cards
- Dedicated event pages
- Research summaries
- Fact sheets
- Video intros and outros
- Social media templates



# Social Media Since Jan 2021



## LinkedIn – approximately 240 posts

- We have reached 8,741 total followers on LinkedIn since January (5,150), **up 70%**
- On average, we are picking **up 400 new followers each month**
- Industries: 1,707 – Farming, 779 – Higher Education, 547 – Environmental Sciences, 478 – Research
- 50,000 impressions in November, **up 212%** from January (16,000)
- **Posts generated 8,000+ likes, 360 comments, and were shared 930 times**



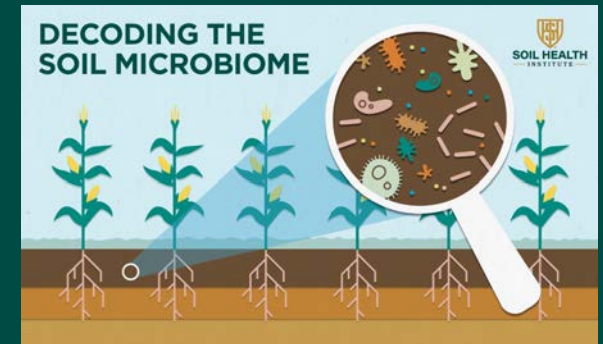
## Twitter – 249 tweets

- We have 5,096 followers on Twitter, **up 31%** since January (3,887)
- On average we gain **120 new followers each month**
- 386K+ impressions
- 2,000+ links clicked
- **675 retweets, 2,200 likes**



## Facebook – 235 posts

- We have 3,054 followers and 3,200 page likes on Facebook
- 95,100 impressions, reaching **91,700 Facebook users**
- **Posts generated 2,840 likes, 94 comments, and 438 shares**



#MicrobeMonday posts have the highest engagement levels

# YouTube since Jan 2021



## SHI Channel:

- 32 new videos posted
- **8,400 new subscribers** (24,261 total)
- 387 new comments

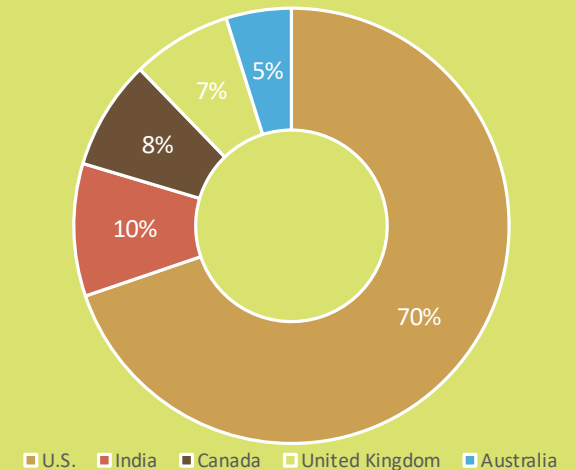
## Living Soil Film:

- **28M impressions**
- 1.2M views since January (3.2M views total)
- 81% traffic referred by "Suggested Video"
- 7.6K new subscribers
- 413K hours watched
- Average View Duration: 20m 26s
- Top 5 search terms on YouTube: "living soil," "soil," "living soil film," "soil health," "regenerative agriculture"

## Next Top 3 YouTube Videos:

- *Soil Health in Georgia: Soil Health in a Cotton and Peanut Rotation:*  
**6.8K views**
- *Soil Health in Texas: Lessons from Long-Term Study Sites:*  
**4.4K views**
- *Soil Health in South Carolina: Lessons Learned from 8 years of Regenerative Agriculture:* **2.5K views**

Living Soil - Top 5 Views by Country



# Google Ads since Jan 2021



- **We continue to optimize Google Ads ensuring SHI uses the \$10K / month grant as efficiently as possible.** To determine the ROI potential, 12 new conversion metrics have been set up for 2022
- **Total clicks: 3,420**
  - November: 622 - up 1,144% vs February (50)
- **Total Impressions: 47,630**
  - November: 9,562 – up 4,306% vs February (217)
- **Average Cost per Click November: \$8.46 vs \$0.57 in February, up 1,384%**
- **Total dollar spend: \$24,653**
  - Spend in November: \$5,262 representing 53% of Google Ad grant
  - Spend in February: \$29 representing 0.3% of grant
- **Total Conversions Tracked: 1,012**

# PR since Jan 2021

- A new SHI boilerplate was created
- 12 releases sent to date in 2021
- Transitioned away from Cision in August
- Negotiated new contract with CSR Newswire
- **253,374 impressions performing over benchmark data**
- **50,886 page views**

Date	Title		Total		Benchmark	
	Media Type	Category	Impressions	Page Views	Impressions	Page Views
DEC 02, 2021	PRESS RELEASE	ENVIRONMENT	2,956	373	-	-
SEP 14, 2021	PRESS RELEASE	ENVIRONMENT	12,879	1,560	13,002	1,440
AUG 30, 2021	PRESS RELEASE	ENVIRONMENT	11,283	1,396	12,864	1,911
AUG 02, 2021	PRESS RELEASE	ENVIRONMENT	21,769	2,269	12,864	1,911
JUL 06, 2021	PRESS RELEASE	ENVIRONMENT	26,693	2,007	21,528	2,439
JUN 17, 2021	PRESS RELEASE	ENVIRONMENT	24,748	2,219	14,601	1,469
JUN 09, 2021	PRESS RELEASE	ENVIRONMENT	23,212	3,414	14,601	1,469
APR 14, 2021	PRESS RELEASE	ENVIRONMENT	14,437	4,032	12,588	1,225
MAR 10, 2021	PRESS RELEASE	EVENTS, MEDIA & ...	14,190	4,599	7,019	1,185
MAR 09, 2021	PRESS RELEASE	ENVIRONMENT	13,888	4,375	9,785	1,245
MAR 05, 2021	PRESS RELEASE	ENVIRONMENT	21,019	2,983	9,785	1,245
FEB 04, 2021	PRESS RELEASE	ENVIRONMENT	19,359	7,070	19,027	1,274

# Email campaigns since Jan 2021



A new HTML email template was created

Campaigns sent to the entire list (now **18,000** recipients) included:

- Economics of Soil Health webinar series
- SHI is Hiring: Environmental Analyst
- 6<sup>th</sup> Annual Meeting Invite – Email 1
- SHI is Hiring: Asst. Soil Scientist and PM
- Register for 6<sup>th</sup> Annual Meeting – Email 2
- Last call to register for 6<sup>th</sup> Annual Meeting – Email 3
- Living Soil release
- SHI is Hiring: Extension Specialist
- Register for Economics of Soil Health on 100 Farms
- U.S. Regenerative Cotton Fund Launch
- USRCF and Ralph Lauren Corporation Announcement
- USRCF AIM for Climate Recognition



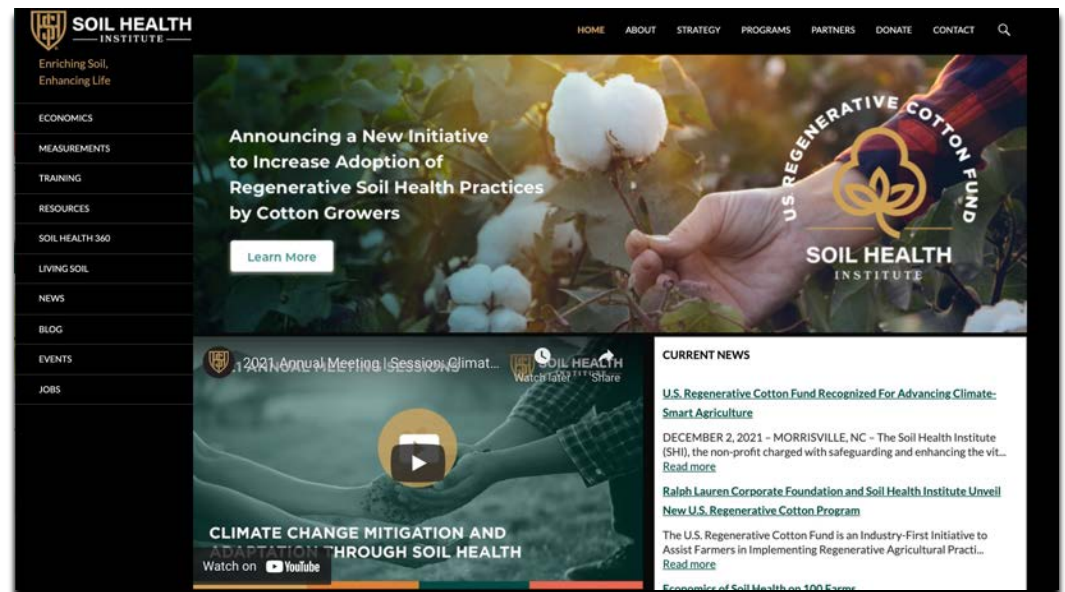
# soilhealthinstitute.org Analytics

## Top 3 pages

- **Homepage:** 39,000 pageviews, Avg. time on page: 59s
- **Economics:** 10,800 pageviews, Avg. time on page: 3m 23s
- **2021 Annual Meeting:** 10,500 pageviews, Avg. time on page: 8 mins

## Top 3 referrers

- **Direct (soilhealthinstitute.org):** 24,515
- Actualidadagropecuaria.com: 8,330
- Google Ads: 3,070
- LinkedIn: 1,178





## Rivers Agency Impact

# SHI Website

- Performing ongoing website maintenance and content updates to the existing site
- Adding blogs and relevant news to the site
- Successfully transitioned the current site to AWS for improved site speed and traffic capability
- Created a fully designed SHI site with copy edits and event template: <https://invis.io/HP119IE1X6ED>
- **Once the new site is developed, a comprehensive SEO (Search Engine Optimization) campaign will be launched to drive organic traffic to the new site**



# SHI Website

A new interactive strategy graphic, which will drive the content organization on the new website, has been designed and approved.



# U.S. Regenerative Cotton Fund Launch



- A dedicated microsite was created to launch the fund and capture sign-ups. [View the site](#)
- PR [View press coverage](#)
  - 32 Pick-ups of the launch release
  - Email sent to 18K recipients, 15% open rate
- 11 USRCF social posts

## Rivers Agency Impact

# Marketing, Communications, & PR Support for Key SHI Projects

- Cotton Farmers Showcase
- Cargill Economics of Soil Health webinar series
- U.S. Regenerative Cotton Fund - Ralph Lauren Corporation
- 6th Annual Meeting
- Dairy Soil & Water Regeneration
- NRCS/NACD Economics of Soil Health
- Assessing Soil Health Series
- Texas A&M Research Report





## Rivers Agency Impact

# SHI Events: Annual Meeting

- **2,200+ registrations achieved; highest number of farmers attended representing over 685K+ crop acres**
- A truly global event with over 60 countries represented
- Post-event survey, overwhelmingly positive feedback from attendees
- The recorded sessions were posted to YouTube 2021 Annual Meeting playlist
- News page created with links to each session
- Annual Meeting event page created
- Increased PR activity and media relations led to more journalists attending the meeting and interview requests
- Two SHI press releases were sent to announce the meeting and boost registrations
- Email template created and 3 emails sent to 13,000+ people
- Social media campaign from June to August drove traffic to the registration page



## Rivers Agency Impact

# Marketing Assets – Living Soil

- We are working to make SHI research and information more accessible to the world
- The Living Soil film is now available with verified Portuguese, French, and Spanish closed captions
- It's also available in 13 other languages including German, Swahili, Cantonese, Mandarin, Italian, and Zulu
- **Living Soil has been viewed 3.2 million times, up nearly 2.2 million views in one year**
- Living Soil – The Series social media campaign created to drive awareness of the film



**THANK YOU**