

CITIZENS' CRIME WATCH OF MIAMI-DADE COUNTY

BRAND AWARENESS CAMPAIGN

BY: EDDY A. MADERO



BRINGING A CRIME PREVENTION
ORGANIZATION INTO THE DIGITAL AGE

OBJECTIVE

Build Brand Awareness of Organization by Increasing Social Media Presence.

Citizens' Crime Watch is a nonprofit county-wide crime prevention program funded by the Miami-Dade Board of County Commissioners, grants and donations. Their main purpose is to assist in the formation of neighborhood watch groups throughout Miami-Dade County and being the bridge between citizens and local police departments. They provide tools and resources to citizens in order to educate on crime prevention and build strong relationships with their local police. As a program that has existed for over 35 years, it has helped countless neighborhoods in Miami-Dade county with being aware of criminal activity and increasing their overall quality of life.

For the past few years, the program's biggest challenge was to pivot its services and overall marketing efforts toward digital platforms. During the COVID-19 lockdowns, this necessity became more crucial. When I was recruited as the Social Media Coordinator for this organization at the height of COVID-19, my first task was to build their social media presence in order to bring attention to the transition of their operations into a more digital-friendly structure.



RESULTS

 **206%** 
Page Likes

 **319%** 
Post Reach

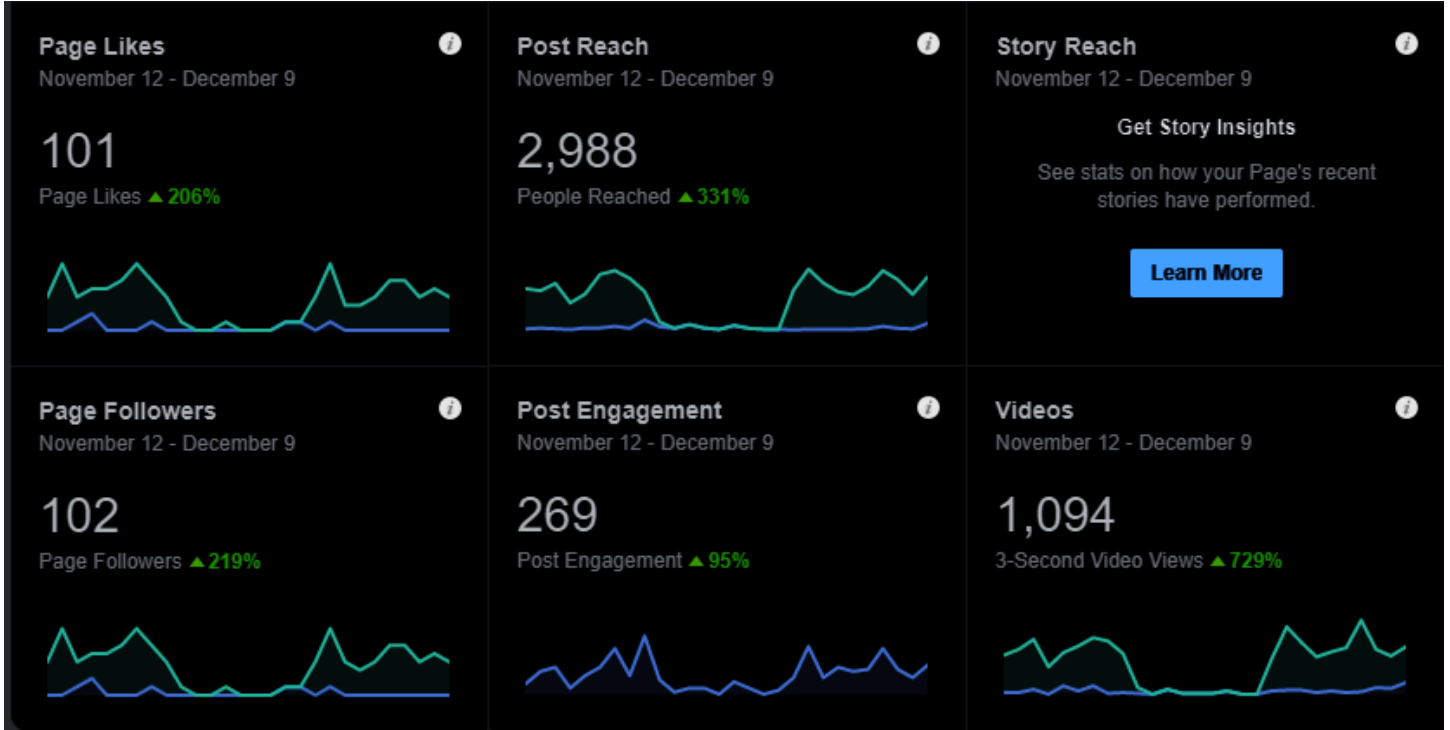
 **219%** 
Followers

 **95%** 
Engagement

With the Facebook advertisement working in tandem with the consistent posting schedule, we were successful in dramatically increasing the organization's social media presence. This foundation was established prior to the debut of the Citizens' Crime Watch podcast.

Upon approval of the Executive Director to debut the podcast series, it is projected that they will increase their metrics by an additional 50%, particularly with video views. Upon posting of the podcast highlights onto social media, we will optimize our Facebook ads to retarget users that have watched 75% or more of the highlight videos in order to achieve a higher conversion rate.

ANALYTICS



Citizens' Crime Watch of Miami-Dade County, FL
@citizenscrimewatch · Police Station

Home About Services More

Manage your Page and Instagram account together with Business Suite.

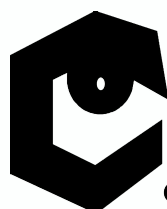
Insights (Last 28 days: Nov 12 - Dec 9)

People Reached	2,993	▲319%
Post Engagements	269	▲95%
Page Likes	101	▲206%

Create Post options: Photo/Video, Get Messages, Feeling/Activity

Create options: Live, Event, Offer, Job

PINNED POST
Citizens' Crime Watch of Miami-Dade County, FL
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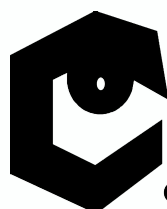
CITIZENS'
CRIME WATCH OF MIAMI-DADE CO., INC.

Eddy A. Madero

STRATEGY

Develop and execute a Social Media Campaign to increase online presence of the Organization.

- Optimized the organization's social media pages to promote strong branding and positioning.
- Constructed a content calendar that provided consistent content for all social media channels.
- Created a Facebook Video ad for Brand Awareness that introduced the organization and the services it provided to the public.
- Developed, produced, and hosted a podcast to expand the organization's reach.
- Integrated highlights of podcast episodes onto the social media content calendar as additional short-form content.



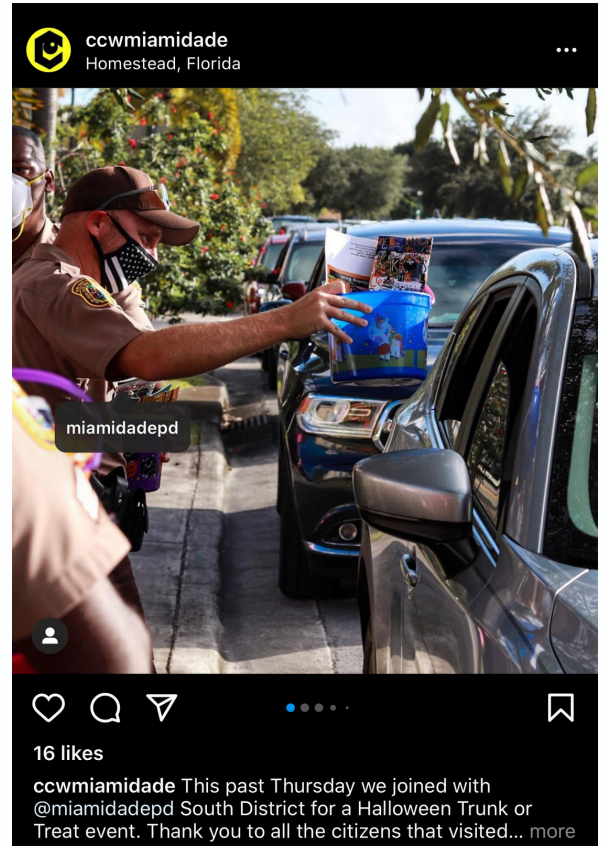
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SAMPLES



Click the thumbnail to play video ad.



BEFORE



AFTER



TESTIMONIALS

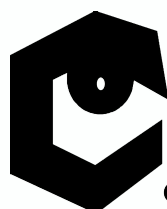
"Eddy used his undeniable talent to expand the organization's brand awareness through his content creation and advertising. He vastly improved the organization's online presence by implementing clear branding and uniformity in all social media channels."



Vivian Havlin

Executive Director

Citizens' Crime Watch of Miami-Dade County



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