

COMMS & MARKETING REPORT

EAGxCDMX 2025

See detailed plan and timeline of outreach activities at [MARKETING PLAN 2025](#)

Additional activities and/or context:

- I created brand new profiles on TikTok (TT) and LinkedIn (LI), and resumed efforts on the Instagram (IG) one created the previous year.
- I wrote [Applications are open](#) and [Applications deadline reminder](#) posts on EA forum.
- I posted Save the date/Open applications and application deadline reminders on the following slacks: EA Anywhere, Altruismo Eficaz, High Impact Professionals, and Hive.
- The Groups team at CEA sent 430 emails putting us in contact with active EA and focus group organizers in North, Central, South America, and Spain.
- I sent the following Salesforce emails:
 - Inviting previous attendees to apply: 475 sent, 51.6% open rate, 5.2% click rate
 - Logistics email: 209 recipients, 84.6% open rate, 34.6% click rate
 - Swapcard reminder: 210 recipients, 73.2% open rate, 5.7% click rate
- I asked connections from three EA-aligned orgs in the animal welfare space to help promote the event. Mercy For Animals sent an internal invite, Te Protejo and Plant Futures shared the event page link on their social media.
- I sent a follow-up email after each informative session to encourage applications.
- I put together the Spanish and English attendee guides.
- I emailed approved applicants who hadn't registered to encourage completion.
- I sent a swapcard email thanking attendees and reminding them to fill out the survey.

General insights:

- A total of 682.67 USD was spent on digital ads. I found advertising on LI and TT just as worthwhile as IG, if not more. See more below and [Ads spending breakdown](#) for full data.
- Program announcements were the most popular type of content on LI and IG. The earliest it's available, the more outreach that can be done with it.
- On both LI and IG, it was beneficial to follow/engage with the speakers, as they were quite happy to amplify the content. Also, it was key to carry out a tactic I set from the start: Exploring collaborative posts on IG, which were some of the best performers.
- Not being able to register CEA as a local entity meant that some Business settings were not available on TT and LI. It'd be very useful to be able to enter local details (RFC, etc.) because otherwise we not only have some insights restricted, we could even risk getting banned on those platforms if they found us suspicious/unreputable.
- The team might benefit from addressing more explicitly from the start whose role it is to create the Swapcard notifications, as it is a resource that also pertains to Content.

- While 2025's informative sessions accrued a significantly smaller leads base than 2024's (35), the conversion rate was very high: 19 of those attended a session and 14 ended up attending the conference. ([Info sessions leads and conversions 2025](#))
- For our last informative session, I emailed the 168 people on the database from 2024's sessions and individually sent a WhatsApp reminder to the 149 who'd provided their phone number. A total of 6 from that entire database attended the call and only one of them attended the event, so spending around 4 hours texting was probably not cost-effective. If this was to be done again, it'd be worth investing in a mobile marketing tool like Whatsapp Business to be able to do it automatically.

Recommendations:

- Make sure you ask consent for marketing in every form where you collect emails.
- If there's enough budget for it, explore advertising on metrobus and metro early on.
- Run at least 2 informative sessions (more if you need them) and keep updated track of who joined, applied, registered, and attended as soon as that data becomes available.
- I'd suggest adding more Spanish videos to CEA's YouTube channel. Local content would make it easier to engage newcomers by sharing snippets from old conferences.
- Test your links any time you create forms, emails, etc. Use the test email feature when available and make sure to toggle "enable" if you're scheduling emails on Swapcard.
- Avoid boosting IG or TT post directly from iPhones, as Apple bills a 30% commission.
- I wouldn't recommend running ads by just boosting posts. Setting them up through ad manager **and** being able to place a pixel in CEA's site would open up several possibilities in terms of placements and objectives for all 3 platforms (can't really run/track conversion ads without it). It'd also enable creation of entire campaigns and have the algorithm test between them for best performance. That being said, note the time investment from marketing efforts would increase if this was implemented.

Breakdown per platform

[Instagram](#)

[LinkedIn](#)

[TikTok](#)

Instagram

Platform insights:

- Increased follower count by 147 for a total of 428.
- 1,106 sum of liked posts.
- Animal Welfare is by far the most responsive/collaborative cause area in this network.
- Speakers played a key part in amplifying the content, I highly recommend continuing this tactic. It could be a way to raise visibility in other cause areas, though it might be challenging for they are not as present on IG.
- Note that if your audience is smaller than 500k-1M people or your bid is too low (eg. 40 usd per week), Meta may automatically stop the ad spending.

- I ran ads with all reels (except the step by step guide to apply) and they all performed well, ranging between 33K and 50K views and averaging over 1,500 event page clicks each.

Top 3 organic performers:

1) [Collaborative post announcing Jesica Bon Denis' talk](#)

92.7% reach to non-followers, 4,335 views (impressions), 2,130 accounts reached, 121 interactions, 70 likes, 31 comments, 19 shares, 1 save, 2 follows.

This was the post in which the strategy to seek visibility through a collab with speaker accounts paid off the most, as both the speaker and her org have a very big following.

2) [Collaborative post announcing Alex Zhu's talk](#)

82.6% reach to non-followers, 1,370 views (impressions), 571 accounts reached, 90 interactions, 84 likes, 3 comments, 2 shares, 1 save, 1 follow.

3) [Program announcement](#)

60.4% reach to non-followers, 1,103 views (impressions), 599 accounts reached, 80 interactions, 51 likes, 12 comments, 12 shares, 5 saves, 1 follow.

LinkedIn

Platform insights:

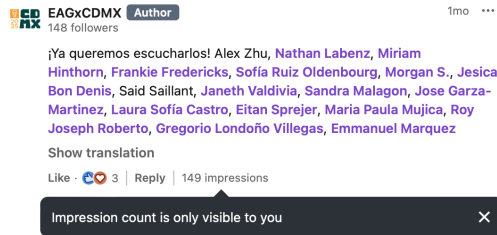
- Gained 148 followers after starting the page from scratch (47 sponsored, 101 organic)
- 18,719 sum of impressions (January–March)
- 3.77% average click through rate. As a benchmark, CTR on LI doesn't tend to surpass 0.65%, so this is very positive engagement.
- 1,247 sum of liked posts.
- I ran a single ad to explore performance. LI's own projection estimated a much smaller click rate, so the investment/risk paid off, as it drove significant traffic to the event page for similar cost per click than IG, and organic engagement improved after running it.
- Speakers played a key part in amplifying the content, additional comparable engagement could be reached if team members shared the posts as well.
- Do note that if you are going to create an event page on LI, the speakers need to be your 1st degree connection, otherwise you won't be able to tag them as speakers (alternatively, you can just tag them in a comment, which works well enough)

Top 3 organic performers:

1) [Program announcement](#)

By far the strongest with 864 impressions, 130 clicks, 24 reactions, 3 comments, 9 reposts.

It proved very useful to tag the speakers and asking them to share the post, as that comment alone got 149 impressions.



2) [EAGx is also... + application deadline reminder](#)

242 impressions, 204 clicks, 14 reactions. At this point, the page was already seeing the benefits from the ad, so engagement in the remaining posts continued to increase.

3) [First confirmed speakers](#)

194 impressions, 145 clicks, 7 reactions, 2 comments, 3 reposts. The reposts and some reactions here were from speakers, so I think building rapport is a good tactic, as them sharing to their networks significantly amplifies the content.

Sponsored performance:

[Boosted event](#)

MXN \$3.41 cost per sponsored engagement (~0.17 USD)

Follows from ad 47

Clicks 587 (76 organic)

Click-through rate 3.6% (6.6% organic)

Reactions 21 (19 organic)

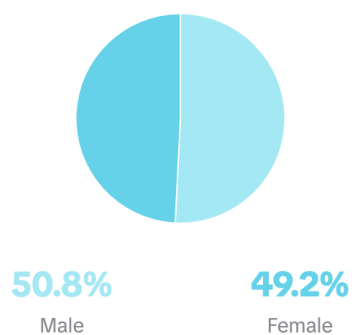
Reposts 1 (2 organic)

TikTok

Platform insights:

- I started the account from scratch and racked up 40 followers. This could have been more if I'd chosen growth as the objective for ads, but I decided it was preferable to drive traffic to the event page to increase application count.
- I promoted two posts ([1](#), [2](#)) and they were by far the best performers, racking up 139,339 and 125,298 views, and 1,550 and 1,762 website clicks respectively.
- Ad investment was the most cost-effective on this platform, and it's still the one where it's easiest to gain organic visibility if you appeal to the audience (non-corporate, informal, meme-oriented), though it is worth noting that since it's so different from LI and IG audiences, it should be decided early on if the Comms lead will allocate time for TT, as crafting content tailored to it would be a significant time investment.

Gender ⓘ



Age ⓘ



Top countries ⓘ



Top cities ⓘ

