

**MAIN
STREAM
NEW MEXICO**

**New Mexico Water Security
Planning Act: Engagement
Summary Report
Appendix II - Advertising Report**

October 2024



Main Stream Open House Series

2024 Data Highlights

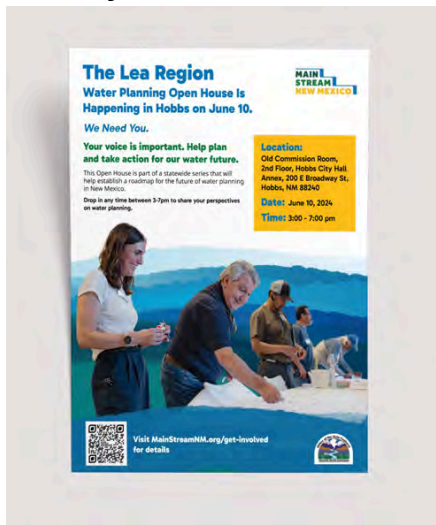
Between April 2024 and August 2024 Main Stream increased awareness and participation in water planning in New Mexico through a series of Open Houses. Below are some key outcomes and highlights from the campaign’s advertising efforts.

Key Advertising Outcomes:

9.9 Million Impressions	Online ads on Meta and Google platforms were seen 9.9 million times.
75,000+ Web Visitors	Over 75,000 users visited MainStreamNM.org, visiting over 109,000 pages on the website.
2,900+ Newsletter Subscribers	We gained over 2,900 newsletter subscribers and maintained an average 39% open rate.
126 Advertisements	Statewide advertising included 79 radio ads and 32 newspaper outlets with a total of 47 ads, promoting regional and online Open Houses across New Mexico.

Advertisement Highlights

Print Flyers



Bill Inserts



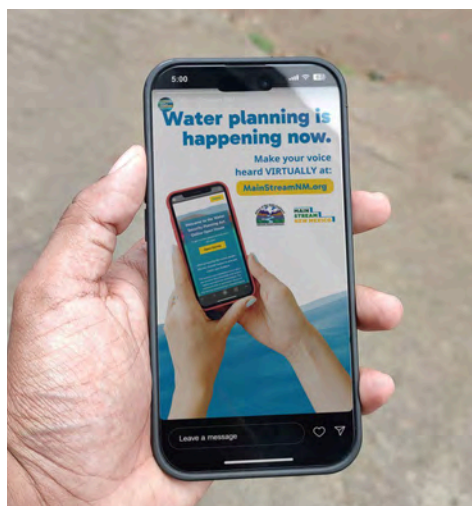
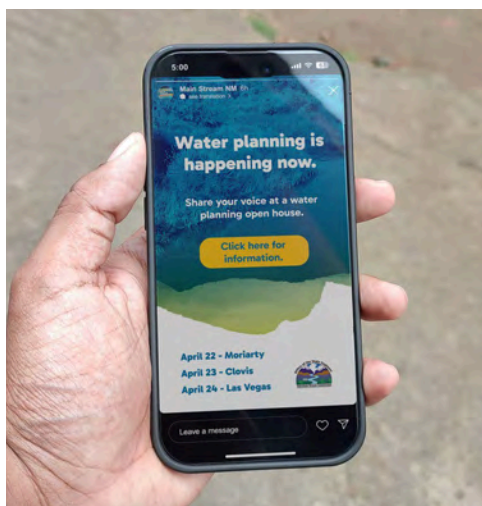
Newspaper - Paid



Digital Ads



Social Media



Paid and Organic Media

The Main Stream 2024 Open House Series paid media efforts utilized a multi-channel approach to maximize reach and engagement. Social media campaigns were executed alongside radio spots, digital advertising, and traditional newspaper ads. Water bill inserts were also used to ensure comprehensive coverage across different media platforms. This diverse strategy aimed to inform and engage a wide audience throughout the campaign.

The Main Stream 2024 Open House Series organic media campaign centered around using monthly newsletters to keep subscribers informed, alongside press releases and op-ed outlines to assist the planning team in maximizing their reach.

Meta - FB Only	Impressions	Clicks
Total Meta Adds	5,998,604	64,310
Google Search	Impressions	Clicks
Total Google Search	3,961,244	59,655
Radio	Outlets	
Total Radio Ads	79	
Newspaper	Outlets	Ads Placed
Total Newspaper Ads	32	47
Other Advertising		Total
Bill Inserts		420,000
Print Fliers		16
Monthly Newsletter		7

Google Search

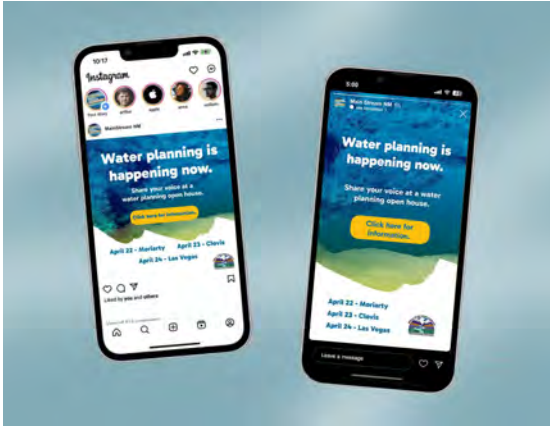
Month	Impressions	Clicks
April 2024	230,972	2,341
May 2024	108,223	1,664
June 2024	399,025	3,050
July 2024	1,981,970	32,100
August 2024	1,241,054	20,500
TOTAL	3,961,244	59,655

Meta - Social Ads

Month	Region	Impressions	Clicks
April Open Houses	Region 13 - Estancia	75,121	2,276
	Region 1 - Northeast New Mexico		
	Region 8 - San Miguel-Mora		
May Open Houses	Region 9 - Colfax	1,111,387	5,761
	Region 14 - Rio Chama		
	Region 3 - Jemez y Sangre		
	Region 7 - Taos		
June Open Houses	Region 15 - Socorro-Sierra	540,742	8,269
	Region 4 - Southwest New Mexico		
	Region 11 - Lower Rio Grande		
July Open Houses	Region 16 - Lea County	2,875,282	31,751
	Region 10 - Lower Pecos		
	Region 5 - Tularosa-Sacramento		
August Open House	Region 6 - Northwest New Mexico	1,396,072	16,253
	Region 2 - San Juan		
	Region 12 - Middle Rio Grande		
TOTAL		5,998,604	64,310

Social Ads

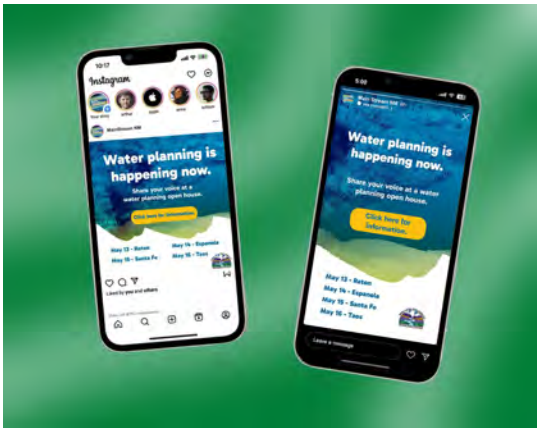
April Social Media Ads



Online Survey Ad



May Social Media Ads



Blog



Radio Advertising Placement

Month	Region	Outlets
April Open Houses	Region 13 - Estancia	8
	Region 1 - Northeast New Mexico	
	Region 8 - San Miguel-Mora	
May Open Houses	Region 9 - Colfax	10
	Region 14 - Rio Chama	
	Region 3 - Jemez y Sangre	
	Region 7 - Taos	
June Open Houses	Region 15 - Socorro-Sierra	11
	Region 4 - Southwest New Mexico	
	Region 11 - Lower Rio Grande	
July Open House	Region 16 - Lea County	21
	Region 10 - Lower Pecos	
	Region 5 - Tularosa-Sacramento	
August Open House	Region 6 - Northwest New Mexico	11
	Region 2 - San Juan	
	Region 12 - Middle Rio Grande	
Online Open House	New Mexico Statewide	18
TOTAL		79

Newspaper Advertising Placement

Month	Region	Outlets	Advertisements
April Open Houses	Region 13 - Estancia	4	5
	Region 1 - Northeast New Mexico		
	Region 8 - San Miguel-Mora		
May Open Houses	Region 9 - Colfax	5	8
	Region 14 - Rio Chama		
	Region 3 - Jemez y Sangre		
	Region 7 - Taos		
June Open Houses	Region 15 - Socorro-Sierra	3	8
	Region 4 - Southwest New Mexico		
	Region 11 - Lower Rio Grande		
July Open House	Region 16 - Lea County	11	14



	Region 10 - Lower Pecos Region 5 - Tularosa-Sacramento		
August Open House	Region 6 - Northwest New Mexico Region 2 - San Juan Region 12 - Middle Rio Grande	6	6
Online Open House	New Mexico Statewide	3	6
TOTAL		32	47

Newspaper Ads

Newspaper E-Tears



Newspaper Print



Online Open House - Full Page Ad

Did you know?
May Water Planning Open Houses Are Happening Now.
We Need You.

Your voice is important. Help plan and take action for our water future.

This Open House is part of a statewide series that will help establish a roadmap for the future of water planning in New Mexico.

Location: Raton **Location:** Española
Date: May 13, 2024 **Date:** May 14, 2024

Location: Santa Fe **Location:** Taos
Date: May 15, 2024 **Date:** May 16, 2024

Drop in any time between 3-7pm to share your perspectives on water planning.

Visit MainStreamNM.org/get-involved for details

Other Advertising + Marketing Efforts

Monthly Newsletter



<p>APRIL: NMISC: Statewide series of Open Houses begin</p>	<p>Sent: April 4, 2024 Sent to: 2,247 contacts Open Rate: 796 (40.4%)</p>
<p>MAY: May Open Houses Coming Soon</p>	<p>Sent: May 1, 2024 Sent to: 2,249 contacts Open Rate: 435 (21%)</p>
<p>JUNE: Online Open House Now Live!</p>	<p>Sent: June 3, 2024 Sent to: 2,525 contacts Open Rate: 824 (36.1%)</p>
<p>JULY: Community Conversations</p>	<p>Sent: July 8, 2024 Sent to: 2,591 contacts Open Rate: 661 (27.8%)</p>
<p>JULY: Final Month</p>	<p>Sent: July 29, 2024 Sent to: 2,894 contacts Open Rate: 734 (27.9%)</p>
<p>AUGUST: Online Open House Closing</p>	<p>Sent: August 13, 2024 Sent to: 2,990 contacts Open Rate: 981 (35.7%)</p>

Water Bill Inserts

Two rounds of water bill inserts were placed in the Albuquerque Water Utility Authority totaling 420,000. The first round of 210,000 were placed in the June 2024 billing cycle. The second round of 210,000 bill inserts were placed in the July 2024 billing cycle.



Distributed Print Fliers

The ISC Planning Team has been distributing individual print fliers across the state.

April Open Houses:

Clovis Las Vegas Moriarty

May Open Houses:

Raton Espanola Santa Fe Taos

June Open Houses:

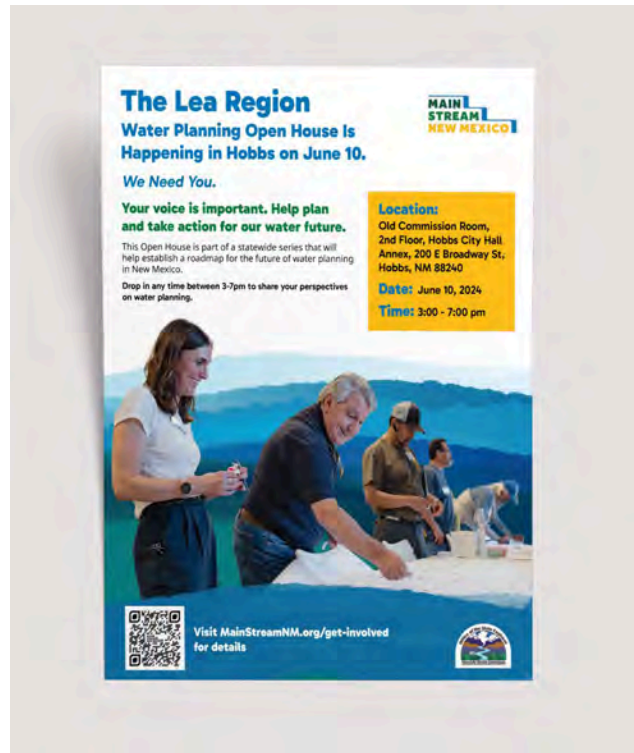
Hobbs Roswell Alamogordo

July Open Houses:

Las Cruces Silver City Socorro

August Open Houses:

Farmington Gallup Albuquerque



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