



# Alabama ABLE Savings Program

Marketing Campaign Update

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11/19/2024

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## Campaign Objectives

- **Mission:** Increase awareness and understanding of the Alabama ABLE Savings Plan among individuals with disabilities and their caregivers.
- **Focus:** Encourage participation in the Alabama ABLE Savings Plan by overcoming misconceptions and highlighting its benefits for financial independence and quality of life.

## Digital Outdoor Billboards August & October



7 Digital Billboards in  
Birmingham (2), Montgomery  
(2), and Huntsville (3).

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1.3M+ Weekly traffic count for the 7  
digital billboards

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3 billboard companies used for  
the campaign

# copperwing

Oct 1 - Oct 31, 2024

## Streaming Audio

- + Total Impressions – 29,424
- + Completion Rate – 98.23%

## Social Media

- + Total Impressions – 141,570
- + Clicks – 811
- + CTR – 0.57%
- + Benchmark – 0.10%

## Digital Display

- + Total Impressions – 424,570
- + Clicks – 491
- + CTR – 0.12%
- + Benchmark – 0.08 %

Increase savings for persons with disabilities.



Grow savings.  
Keep SSI  
and Medicaid  
benefits.



Increase  
savings and  
keep SSI  
and Medicaid  
benefits.



Save more and  
keep your SSI  
and Medicaid  
benefits.



Grow savings.  
Keep disability  
benefits.



Open an  
account at  
AlabamaABLE.gov



Oct 1 – 31, 2024

## Website Analytics

- + **Active Users: 2.2K**  
Down 18% vs. Previous Month
- + **New Users: 2.1K**  
Down 18% vs. Previous Month
- + **New User %: 91%**  
Up .7% vs. Previous Month
- + **Top Traffic Source:**  
Digital Banners – 54.8%  
Direct – 18%  
Google Organic – 14.1%
- + **Top Pages:**  
Home Page – 65.2%  
FAQs – 6.8%  
Search – 2.7%  
Open Account – 2.5%

The screenshot shows the Alabama ALE Savings Plan website. At the top left is the logo with a star and the text "Alabama ALE SAVINGS PLAN". To the right are buttons for "Open an Account" and "Log In", and a search icon. Below the navigation bar is a main banner with a green circular background featuring a man and a child reading a book together. The banner text reads: "Enjoy more independence and save for your future. More independence, greater financial security and quality of life – that's the future the Alabama ALE Savings Plan wants to help build." Below this is a button that says "Find out if you're eligible". At the bottom of the banner, a dark red bar contains the text: "An ALE account is a way to save for eligible disability-related expenses. If you're receiving Supplemental Security Income (SSI), you can have up to \$100,000 in an ALE account without it counting towards the \$2,000 asset limit." Below the banner is a light blue section with the heading "Discover the new Alabama ALE Savings Plan" and two paragraphs of text describing the program and its benefits.

**Alabama ALE SAVINGS PLAN**

Open an Account Log In

About us Account overview Benefits Investment options Prepaid Card Resources ALR Info

**Enjoy more independence and save for your future**

More independence, greater financial security and quality of life – that's the future the Alabama ALE Savings Plan wants to help build.

Find out if you're eligible

An ALE account is a way to save for eligible disability-related expenses. If you're receiving Supplemental Security Income (SSI), you can have up to \$100,000 in an ALE account without it counting towards the \$2,000 asset limit.

**Discover the new Alabama ALE Savings Plan**

The Savings Board is excited to offer Alabamians a new ALE Program, and the only official ALE program for the State of Alabama. The Alabama Savings Plan offers great benefits and new features to help you save, and more!

You'll soon notice just how easy the Alabama ALE platform makes saving and investing in your Alabama ALE Savings Plan account. The account management interface is designed to be ADA Accessibility compliant and is incredibly easy to follow. Our savings platform also allows you to set a savings goal to help you monitor your progress and stay on track.



## Explainer Video

- + Video guides users through the process of signing up for an Alabama ABLER Savings Plan account.
- + Video explains the steps involved in opening an account including key areas where potential participants often have questions.

## Next Steps (December-January)

### 2025 Campaign:

- **Customer Testimonial Videos** – Production of (4) testimonial videos highlighting Alabama ABLE's impact on families.
- **Digital Online Ads** – Design targeted digital ads to increase awareness and drive engagement.
- **Social Media Ads** – Design social ads to engage parents and guardians with relevant content.
- **Radio Ad** – Record second radio spot to reinforce Alabama ABLE's message on online and local radio channels.
- **Social Media Cover Art** – Update social media covers to align with upcoming campaign.
- **Website Art** – Refresh website imagery to align with upcoming campaign.
- **Photography** – Capture authentic imagery of actual ABLE families to support campaigns across web, social, and print.
- **Motion Video** – Develop a motion video to communicate the benefits of Alabama ABLE.