

*TEXAS PRC  
STRATEGIC*

# MARKETING CAMP AIGN

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# ABOUT THE PROJECT

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## INTRODUCTION

Even before the passage of the Texas Heartbeat Law, chemical abortions were skyrocketing in Texas, and we expect those numbers to only increase in a post-Roe nation.

In addition, abortion clinics have millions of dollars to channel into marketing to reach women online when they are most vulnerable.

As individual pregnancy centers, our marketing efforts simply cannot compete with their funding...*but together we can.*

With our resources pooled together, we can create a strategic, client-focused website containing information on the abortion pill along with a Google ads campaign to connect women to the site, and then to YOUR CENTER!



## THE TEAM

# Rank Monsters

## ...AND YOU!

This spring, we approached Rank Monsters for ideas on how to launch a successful campaign in Texas to reach abortion-minded women quickly when they are searching for information on abortion pills.

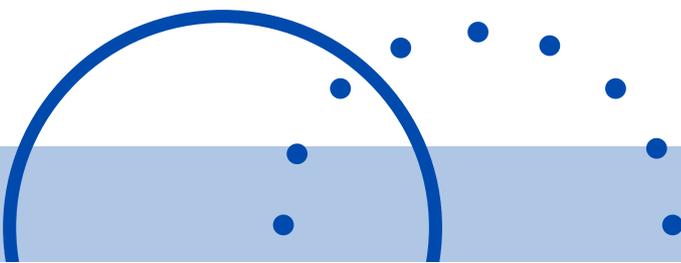
After reviewing their suggestions, several pregnancy directors agreed to be on a planning team to help get this project off the ground.

In order to maximize our reach and truly be competitive with the big abortion providers, we agreed upon the following:

- Rank Monsters will create a **website** (based upon input from the planning team) focused solely on the abortion pill. The messaging will be simple and direct.
- Rank Monsters will ensure the **SEO** for the site is **maximized** to get the best possible results.



- Next, Rank Monsters will launch a **robust Google ads campaign** that will blanket the entire state of Texas.
- Then, when a woman lands on this website, she will find a "find help near me" tab prominently displayed. From there, she will type in her ZIP code and be directed to the **landing page** of the participating pregnancy center nearest to her location.
- These **custom landing pages** will be created by Rank Monsters for each participating center.





*THE INVESTMENT*

# **TOGETHER WE ARE COMPETITIVE**

We have an amazing opportunity to come together, pool our resources, and out-perform the marketing campaigns of the abortion providers in Texas. Hopefully, this will serve as a model for other states in the months ahead as we enter (hopefully) a post-Roe era in our nation.

**YOUR COMMITMENT:  
ONLY \$250/MONTH!**

**COMBINED GOAL:  
\$5,000/MONTH OR MORE!**



## **THE IMPACT:**

*Together, this gives us a competitive budget that allows us to better reach abortion-vulnerable women in Texas!*

# FREQUENTLY ASKED QUESTIONS

## **What is the benefit of being a partner center?**

Combining efforts, and funds, allows partnering centers to compete effectively against "big abortion" in the digital marketing space. This increases the likelihood that women find a YOUR CENTER FIRST when searching for information about the abortion pill.

## **What if my center is currently using another marketing firm?**

Not a problem! This is a separate campaign to supplement your current marketing strategies.

## **Why not just add \$250 to my own marketing budget?**

You could, but it wouldn't give you the benefit of the many centers pooling their money to make a much greater impact!

## **Do I have to sign a contract?**

No, but we encourage centers to make a one-year commitment.

## **Who will I pay?**

Your will pay Rank Monsters directly.

## **What do I get for \$250/month**

In addition to the benefit of the website and Google Ads campaign, Rank Monsters will customize a landing page for your center that women will find when they search for centers in or near your ZIP code.



## **Does my center need to offer APR?**

No, your center just needs to be able to discuss it and refer to the Abortion Pill Network.

## **Who is on the planning team?**

- Alisha Fussell, East Texas Pregnancy Help Center, Jasper
- Sylvia Johnson, Houston Pregnancy Help Center, Houston
- Heather Jones, Pregnancy Help Center of the Crossroads Area, Port Lavaca
- Donna Klingaman, Hill Country Pregnancy Care Center, Boerne
- Melissa Lasater, Brenham Pregnancy Center, Brenham
- Jo Markham, Agape Pregnancy Resource Center, Round Rock
- Gabrielle Miglis, Life Choices, San Antonio
- Threesa Sadler, Raffa Clinic, Greenville
- Jennifer Shelton, Real Options, Allen

## **How do I sign up to participate?!**

Contact Jo Markham at 512-496-2391 to get started!



# LET'S DO THIS!

Have questions? Contact:

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