



A DIFFICULT CHOICE

Louisiana's Pregnancy Help Resource

Advertise for Life Louisiana 2020

The mission of the Advertise for Life project is to reach women in crisis pregnancies through a variety of compelling and youthful advertisements that will help them find the best path forward for themselves and their child. The ads, which vary from internet ads to billboards to radio spots and more, connect women, through a website and hotline number, with local pregnancy resource centers that can offer immediate assistance. The campaign operates the ADifficultChoice.com website, the direct link to the pregnancy resource centers.

Specialized Search Engine Advertising

Our largest outreach campaign utilizes optimized search-engine advertising through Google to connect abortion-minded women with one of the state's pregnancy resource centers, which can effectively provide counseling and resources that save the child and help the mother. We are now focusing our efforts on five campaigns, each with a daily budget – a statewide effort, a New Orleans specific effort with Access Pregnancy Center, a Baton Rouge specific effort with Women's Help Center, a Central Louisiana specific effort with Cenla Pregnancy Center, and a Shreveport specific effort with Mary's House. Through April, results for 2020 were:

121,819 impressions
(Number of times our ads were displayed).



4,947 unique clicks
on one of the pregnancy help websites.



467 phone calls
to the pregnancy help hotlines or PRCs.



The best result of the 2020 search engine advertising campaign so far:

14 BABIES CONFIRMED SAVED!

TOP OF MIND AWARENESS CAMPAIGNS UTILIZED IN 2020

Geofencing Online Advertising

(Targeting LSU, Southern University, Delta Women's Clinic in Baton Rouge)

During a four-month period, 218,037 ads reached targeted users, with 1,325 clicks to our pregnancy center landing page.

Billboard Advertising

From January through June, two billboards have been in place in Baton Rouge.

Each week, each board is seen by 300,000 people.

Instagram Advertising

(Targeting Baton Rouge area teens and young women ages 13-24)

With a very limited budget, through May this campaign delivered 219,858 ads to 41,980 unique Instagram users. There were 227 click-throughs to our pregnancy center landing page.