

# Scaling Social Impact During Lottery Season

## How a non-profit transformed social traffic into ticket sales

### OVERVIEW

A leading Canadian non-profit experienced a sharp increase in social media activity during its annual lottery campaign, driven by higher visibility on Facebook and Instagram. With limited internal resources to manage comments, messages, and inquiries, the organization risked slower response times and missed opportunities to support potential ticket buyers. The objective was to maintain timely engagement, protect brand reputation, and drive lottery ticket sales through structured social media management and coordinated digital advertising.

### APPROACH

Postmedia implemented a full-service social media management program, overseeing community interactions across Facebook and Instagram throughout the lottery period. A dedicated team monitored and responded to audience questions and comments, helping sustain a positive experience and reduce pressure on the client's internal team.

In tandem, a multi-platform media strategy combined paid social with Spotify and YouTube advertising to efficiently extend reach. Facebook ads played a central role, delivering approximately 363,000 impressions (+852% YoY) and driving 46,900 visits to the client's digital properties (+99.7% YoY). This activity contributed to a broader campaign outcome of 405,000 total reach (+220% YoY). Consistent monitoring and clear pathways to ticketing pages supported performance across the funnel, with 8,300 content interactions (+33% YoY) and 449 new followers (+95.2% YoY) strengthening both immediate results and long-term audience growth.

### CONCLUSION

By combining proactive social media management with targeted digital advertising, the non-profit was able to manage increased engagement effectively, maintain its reputation during a critical fundraising window, and drive stronger lottery participation. The program created a repeatable framework for future campaigns, ensuring the organization can continue to scale activity without overextending internal resources.

# 405K

TOTAL REACH  
+220% YoY

# 34.5K

LINK CLICKS  
+1,400 YoY

# 8.3K

CONTENT INTERACTIONS  
+33% YoY

