

## Making It Last

### PILOT PROJECTS PHASE II SUMMARY

The Toolkit testing continued by implementing a second set of Pilot States in 2020. In Phase II the *Making It Last* campaign involved Multistate Conservation Grant funding for pilot projects in the remaining two regions of the U.S. Would there be differences in the utility of the toolkit or the reaction of their citizens to the campaign? What else remained to be learned from the eastern half of the country?

The next section contains state pilot project results from five states in the Southeast and Northeast AFWA regions. Louisiana, Mississippi, South Carolina, Connecticut and Vermont, were selected from more than a dozen proposals obtained in response to a national call to test the *Making It Last* Toolkit in these two regions. As in the first pilot test, the states were required to use paid social media advertising and had various levels of experience with social media advertising/marketing before the project began.

Here is a summary of target audiences and where the states invested in social media. Basic metrics achieved appear in the final table. To see full state results please read the individual reports following this section. You can also review the ads used by each state agency in their reports.

#### DIGITAL TARGET AUDIENCES

	CT	LA	MS	SC	VT
Age 18-54	•	•	•	•	•
Age 18-45		•			•
Wide range of outdoor interests	•	•	•	•	•
Micro-targeted outdoor interests					
Families		•	•	•	•
Hunters				•	
Anglers				•	
Current Facebook Fans				•	

#### MIL TOOLKIT: PRIMARY AUDIENCE SEGMENTATION

Outdoor Enthusiasts	•	•	•	•	•
Family Outdoors		•	•	•	•
Affable Adventurers		•	•		
Outdoor Excitement			•		•
Dabblers			•	•	

## PAID MEDIA PLATFORMS

	CT	LA	MS	SC	VT
Facebook	•	•	•	•	•
Instagram	•	•		•	•
Snapchat					
Google display					•
YouTube bumper ads					
Facebook Audience Network		•			

## RESULTS

**Connecticut**      Facebook and Instagram  
 Goal: 1,700,000 impressions (effectively reaching 425,000 people 4x each).  
 Impressions: 3,299,035  
 Engagement: 491,150  
 Clicks: 26,039

**Louisiana**      Facebook  
 Goal: 1.5M - 2M Impressions  
 Impressions: 5,890,285  
 Engagement: 53,036  
 Clicks: 28,735

Instagram  
 Goal: 1.5M - 2M Impressions  
 Impressions: 1,532,782  
 Engagement: 8,318  
 Clicks: 2,385  
 Swipe Ups: 2,019

Facebook Audience Network  
 Goal: \$1M  
 Impressions: 245,088  
 Engagement: 230,575  
 Clicks: 584

**Mississippi**      Facebook  
 Goal: Link Clicks  
 Impressions: 401,548  
 Engagement: 1,353 Likes, 172 Shares, 129 Comments  
 Clicks: 6,744

## **S. Carolina**

### SCDNR Diversity Outreach Facebook

Goal: Increase awareness of the page

Increase in followers: 127

Engagement: 2.7 percent

Ad Recall: 12.6 percent

### SCDNR Spanish Facebook

Goal: Increase awareness of the page

Increase in followers: 308

Engagement: 8 percent

Ad Recall: 6.8 percent

### Instagram

Goal: Increase followers by 750 over an eight-week period

Increase in followers: 976

Engagement: 18,000

### SCDNR Facebook

Goal: Increase followers by 1,200 /8 weeks

Increase in followers: 12,920

Impressions: 2,343,500

Engagement: 68,000

## **Vermont**

### Facebook and Instagram

Goal: Link Clicks – Landing Page Views (Traffic)

Impressions: 3,849,561

Engagement: 455,286

Clicks: 22,275

### Google Display

Goal: Website Traffic - Link Clicks

Impressions: 353,789

Clicks: 3,358

## MAKING IT LAST Pilot II -- LESSONS LEARNED + BEST PRACTICES

The second group of Pilot States had the benefit of the Lessons Learned from the first group of states. Here are additional lessons Phase II states offer to those who use the *Making It Last* Toolkit in the future to conduct social media marketing efforts to acquaint broader audiences with why state fish and wildlife agencies matter. (Note: numbering system continues from Phase I)

*“The Making It Last Toolkit helped us identify our target audience and provided a good understanding of how our ads should look and feel. Without this grant, we almost certainly would not have been able to carry out a digital campaign of this magnitude.”*

*- Connecticut Dept of Energy and the Environment*

### ***Best Practice Ten: The Toolkit Works!***

The Making It Last Toolkit provided an easy guide for inexperienced staff to initiate a successful marketing campaign. The Toolkit is extremely helpful in providing guidance for identifying your key audience segments by taking a closer look at your state’s demographics. Even if your state is not very diverse, reviewing the data will help identify the most appropriate audience to target. This campaign and the results achieved by states demonstrate that paid marketing is a valuable tool to help connect with the public who don’t follow our traditional communication channels. In one state the toolkit led to such a successful campaign they continued using the Making it Last toolkit for another paid campaign. This \$14,000 campaign is being used on billboards, YouTube and Instagram to raise awareness about a whooping crane reintroduction program.

*“This campaign has allowed us to communicate our relevancy to millions of people who don’t usually receive our messaging. Typically, hunters and anglers in our state have some level of awareness of our conservation efforts, but most non-consumptive citizens do not. This is critical to our agency as we try to explore new funding methods for conservation efforts at our agency.”*

*- Louisiana Wildlife and Fisheries*



### ***Best Practice Eleven: Partner with a Marketing Agency***

Several states indicated that worked with a marketing/advertising firm was the right decision for their project and a tremendous asset. The external firms' experience with digital and social ad buys was evident from day one and most are very willing to share their tools, knowledge, and experience with you during your campaign. Your metrics will be higher and the partnership will maximize results of your advertising objectives. The most considerable challenge for one state just starting to use social media advertising from a technical perspective was how to set up campaigns in Facebook's Ad Manager. Though there are many nuances to the Ad Manager, they now have a much better understanding of setting up, managing and monitoring campaigns thanks to help from their ad agency.

### ***Best Practice Twelve: Take Care with Landing Pages***

Consider this advice – don't use a Making it Last landing page for website traffic. Instead, send visitors directly to the topic addressed in your ad. For instance, our Bachman's squirrel post should go to information about our agency's work on the Bachman's squirrel, not a general page about conservation work. This will help keep bounce rates down, which we struggled with during our campaign.

### ***Best Practice Thirteen: Develop More Ads Than You Need!***

As frequency rates increase, people get tired of the same ad. Having several ads on hand will allow you to keep the campaign fresh and allow Facebook to optimize the campaign to serve the ads to more viewers, more frequently before the burnout. Remember, the images you think will perform best won't; the images you think will perform worst won't.

### ***Best Practice Fourteen: Timing is everything.***

Some of the Phase II Pilot campaigns ran later in the fall of 2020 and collided with not only Covid-19 information but the massive amount of advertising done on Facebook for the November general election that not only impacted the visibility of ads, but also the frequency of impressions. As with any communication or marketing campaign, consider timing carefully. Of course, when you have a grant and accompanying timetable to meet that cannot always be accommodated. By working with the Trade Desk, Mississippi was able to avoid this problem by accessing private marketplaces that weren't inundated with campaign spending.

*“We had a CTR nearly double the national average for our programmatic portion, which tells us the creative and the messaging really resonated with*

*people. In turn, they were able to go and learn more about the different functions of MDWFP.”*

### ***Best Practice Fifteen: Results Among Non-Hunters and Anglers***

States were interested building relevancy among an audience that may not be as familiar with our work and mission, we filtered out hunters and anglers. This can present a bit of a challenge to set up in Facebook Ad Manager and Google, but worth the effort. According to Google Analytics, for the Making It Last campaign we ran this fall, one state had 15,794 new users to their website’s landing pages as a result of the ads.

*“We were able to market the Mississippi Department of Wildlife, Fisheries and Parks to all Mississippians over a three-month period and expose them to the agency’s body of work as opposed to highlighting its presence as the place to get a hunting license.”*

*-Mississippi Dept. Wildlife, Fisheries and Parks*

### ***Best Practice Sixteen: Still Shots Versus Video***

Finding the right image continues to be mentioned by states in their lessons learned through the pilot program. This suggests that states may be able to consider taking and banking more photos especially of the “boots on the ground” type for future use. It is generally easier to identify photos of charismatic wildlife, but be aware that sometimes you need to take care in your post or labels to communicate that the animals are not being hurt in any way by what is depicted.

How you present the photography was mentioned by several states. One state is pleased with their decision to use GIFs as opposed to static images. Adding the flashing text across the image likely made the ads stand out a little more and, hopefully, resulted in more people following the link to a landing page. Another used both still and video images. It appears that the video resulted in better engagement, link clicks and link click-through rates. If production time is short, creating short videos using still images (image carousel) might be a better way to keep engagement high while reducing production time. Allocating enough time to produce the creative and more importantly evaluating the results was another lesson learned.

### ***Best Practice Seventeen: Tracking Results and Ad Spend is Key***

This lesson comes under the category of there is never enough time or staff to do all that is required. A couple of states ran into issues related to tracking metrics weekly initially and then

other pressing work cut into that schedule. With this type of advertising where your ad cost limits are set and can be met quickly or not, you may find that your ad cap in Facebook Ad Manager has been met and the ad series you expected to start-up cannot until adjustments are made. Likewise, failure to monitor can mean that a poorly performing ad never reaches its cap and you are wasting precious advertising dollars when you might prefer to substitute another ad that would perform better. Regular monitoring also helps when it is time to report your results.

*“The grant enabled us to reach out to a new audience to help build relevancy, with over 15,000 new users visiting the various landing pages on our website to learn more about the Department’s conservation efforts.”*

*- Vermont Fish and Wildlife*

## SOCIAL MEDIA TERMS

*Impressions*<sup>1</sup> are a social media metric that measures how many times your post has been shown in users' feeds. Unlike with reach, you may count multiple impressions for a single user if they have looked at your post more than once.

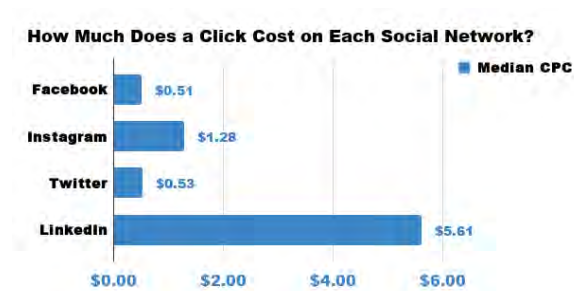
*Engagement*<sup>2</sup> includes Talking to, messaging, or otherwise interacting with other people on social networks. Engagement broadly encompasses many types of actions, from commenting on Instagram posts to producing a Facebook Live show with an open Q&A. Engagement is central to any social media strategy.

*Engagement rate* is a social media metric that tells you much a post is motivating people to interact with it. It's defined as (number of people who engaged with your post / number of people who saw your post) x 100%.

On social media, the *clickthrough rate* is the percentage of people that see your post who click on it. What counts as a click and what counts as 'seeing your post' vary by social network. On Facebook, CTR is equal to (link clicks / post impressions) x 100%. Or, if 100 people saw your Google Ad, and one person clicked on it, your CTR is one percent.

The "Swipe up" tool is a feature that is available with the Instagram Stories. This method of posting allows you to display short videos that users can receive in their daily feeds, and which may summarize or highlight your latest activity. You have the option of adding the Swipe up feature to your Instagram story. This feature will appear as an interactive text that will ask users to swipe up to receive more information about your products, services or offers.

*Cost per click* is a social media advertising metric that tells you how much you're paying for each click on your ad on average.



Sentiment analysis is the way software analyzes the attitude of a piece of text. On social media, sentiment analysis tools can be used to automatically detect whether customer feedback is positive, negative, or neutral. Social media marketers can also look at the average sentiment of their customer interactions over time to see the general mood of their audience or the overall response to their content. (*Kansas recommended this metric be considered in the future*)

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<sup>2</sup> Downloaded March 22, 2020 from <https://www.falcon.io/insights-hub/topics/social-media-management/social-media-terms-buzzwords-definitions-marketers-need-to-know/>

<sup>2</sup> Downloaded March 22, 2020 from <https://blog.hootsuite.com/social-media-glossary-definitions/>

State *Making It Last* Reports

Pilot Phase II



## 2020 Making It Last Digital Marketing Campaign Project Report

Connecticut Department of Energy and Environmental Protection

Wildlife Division

A screenshot of a Facebook post from Connecticut Fish and Wildlife. The post features a photograph of a turtle with a white sign overlaid that reads "In a rush to protect those that take their own sweet time." The sign is tilted and has a drop shadow. In the bottom right corner of the photo, there is a small circular logo for the Connecticut Department of Energy and Environmental Protection and a green banner that says "MAKING IT LAST". Below the photo, the text reads "PORTAL.CT.GOV", "Wildlife conservation in action!", and "Protecting Connecticut's wildlife for generations to come." There is a "Learn More" button on the right side.

Connecticut Fish and Wildlife  
Sponsored · 🌐

There are 12 turtle species in Connecticut, and nine of them are listed as endangered or threatened. Learn more about how we are working to protect Connecticut's wildlife and natural resources below. #MakingItLast

In a rush to protect those that take their own sweet time.

PORTAL.CT.GOV  
**Wildlife conservation in action!**  
Protecting Connecticut's wildlife for generations to come.

Learn More

Partnering with [Güd Marketing](#)

### Connecticut Department of Energy and Environmental Protection

Katie S. Dykes, Commissioner

**Bureau of Natural Resources**

Rick Jacobson, Bureau Chief

**Wildlife Division**

Jenny Dickson, Director

**Prepared by**

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## Campaign Goal:

The primary communication goals of this campaign were to engage Connecticut residents, based on their values and day-to-day activities, to build an understanding of the value and importance of the fish, wildlife, and outdoor resources Connecticut has to offer and increase public awareness of the Connecticut Wildlife Division's role in preserving our state's natural resources. This was accomplished by serving a series of digital social media ads that prompted viewers to click a link that sent them to a newly-created landing page that describes the role of the Connecticut Wildlife Division.

## Campaign Metrics:

The primary means of measuring activity as it relates to our goal was to track engagements (comments, likes, and other reactions) and the number of individuals who visited our website coming directly from a digital ad via Facebook or Instagram. In addition to these promoted digital ads, similar organic ads/posts were featured concurrently on the Wildlife Division's social media outlets and featured in *Connecticut Wildlife Magazine*, ensuring our current followers received the same messages from the promoted ads.


## Campaign Call to Action:


The call to action for our campaign was to have people viewing our digital ads click on a link that brought them to a newly-created landing page titled "[Meet the Wildlife Division](#)". The purpose of this page was to help Connecticut residents gain a better understanding of the role of a state fish and wildlife agency and also learn of the many services the Wildlife Division offers as it pertains to Connecticut's natural resources.

[CT.gov Home](#) / [Department of Energy and Environmental Protection](#) / [Wildlife](#) / [Meet the DEEP Wildlife Division](#)

- Wildlife Main Page >
- Learn About CT's Wildlife >
- Habitat Management for Wildlife >
- Endangered Species >
- Nuisance/Distressed Wildlife >
- Hunting and Trapping >
- Maps and Access Information >
- Main Menu >

**Search Department of Energy and Environmental Protection**




### Meet the Connecticut DEEP Wildlife Division

Our mission is to advance the conservation, use, and appreciation of Connecticut's wildlife resources.

We are a part of the Bureau of Natural Resources within the Connecticut Department of Energy and Environmental Protection (DEEP). The Bureau is charged with managing the state's natural resources (particularly fish, wildlife, and forests) through a program of research, management, public education, and regulation. The Wildlife Division is comprised of several important programs that work together to conserve and manage wildlife:

- Wildlife Diversity (which covers birds, reptiles and amphibians, small mammals including bats, invertebrates, and state and federally listed species.)
- Habitat
- Technical Assistance with Wildlife





### Campaign Targeted Audience:

The campaign targeted those in the “Outdoor Excitement” category as outlined by the Making It Last [toolkit](#). This includes adults (ages 25-54; 50% female, 50% male). Using behavioral targeting, this group of individuals participates in outdoor activities; is motivated by adventure, thrills, scenery, and simply enjoying outdoors; and is confident, optimistic, and enjoys a challenge.

### Campaign Paid Media Platforms:

The digital ads were promoted on the Connecticut Fish and Wildlife [Facebook](#) and [Instagram](#) accounts.

### Campaign Image and Graphic Treatment:

The campaign used a total of eight images that were turned into GIFs. Four of the eight images highlighted a charismatic wildlife species native to Connecticut, three of the images highlighted biologists working in the field, and one photo highlighted a family fishing outing. Due to the COVID-19 pandemic, our staff was unable to stage more photos of biologists with identifiable agency clothing (hat, jacket, shirt) working in the field. The digital ads followed a similar style and format as outlined by the Making It Last toolkit. Below are the campaign’s top three performing ads.

Connecticut Fish and Wildlife  
Published by G&D Marketing · July 10 ·

There are 12 turtle species in Connecticut, and nine of them are listed as endangered or threatened. Learn more about how we are working to protect Connecticut's wildlife and natural resources below. #MakingItLast

In a rush to protect those that take their own sweet time.

CONNECTICUT FISH AND WILDLIFE ENVIRONMENT #MAKINGITLAST

PORTAL.CT.GOV  
Wildlife conservation in action!  
Protecting Connecticut's wildlife for generations to come.

Learn More

### Eastern Box Turtle

Impressions: 1,276,977  
Clicks to Website: 8,983

**Ad Text:** There are 12 turtle species in Connecticut, and nine of them are listed as endangered or threatened. Learn more about how we are working to protect Connecticut’s wildlife and natural resources below. #MakingItLast



**Connecticut Fish and Wildlife**  
Published by G&D Marketing · July 2 · 🌐

From monitoring nesting sites to restoring habitats and managing public lands – a lot of work like rehabilitation projects for peregrine falcons, goes into ensuring our wildlife and natural resources are here to enjoy for generations to come. Learn more about Connecticut's various conservation efforts below. #MakingItLast

PORTAL.CT.GOV  
**Wildlife conservation in action!**  
Preserving wildlife for generations

[Learn More](#)

**Peregrine Falcon**  
Impressions: **495,370**  
Clicks to Website: **3,492**

**Ad Text:** From monitoring nesting sites to restoring habitats and managing public lands – a lot of work like rehabilitation projects for peregrine falcons goes into ensuring our wildlife and natural resources are here to enjoy for generations to come. Learn more about Connecticut's various conservation efforts below. #MakingItLast

**Connecticut Fish and Wildlife**  
July 28 · 🌐

**Wildlife conservation in action!**

Once gone from our state's landscape, black bears are back! Wildlife biologists are researching and monitoring the growing population, through activities like population surveys. Gathering this information helps us better understand black bears and advise residents on how to avoid conflicts. See Less

**Black Bear**  
Impressions: **483,706**  
Clicks to Website: **6,103**

**Ad Text:** Once gone from our state's landscape, black bears are back! Wildlife biologists are researching and monitoring the growing population through activities like population surveys. Gathering this information helps us better understand black bears and advise residents on how to avoid conflicts.

### **Campaign Rollout:**

Due to limited staff resources and a lack of marketing experience on staff, our agency partnered with [Güd Marketing](#) to handle aspects of developing creative and, most importantly, ad placement. Connecticut Wildlife Division staff selected eight images and developed the corresponding messaging for those images.

From there, the images and messaging were shared with Güd Marketing staff and were developed into GIF ads. Our team chose to use GIFs in order to better catch the attention of people viewing our ads as opposed to relying on static imagery. Being that Güd Marketing developed the Making It Last toolkit, our campaign closely followed the design elements as outlined by the toolkit.

These ads were then promoted through our Facebook and Instagram accounts over a one-month period to people who not only fall under the “Outdoor Excitement” category but also visited one of the approximately 75 geofenced (or targeted) locations identified by Wildlife Division staff. These geofenced locations included state parks, forests and wildlife management areas; nature centers; and local zoos and aquariums. The overall purpose of the ads was to raise awareness and brand recognition by targeting an audience with outdoor interests but who likely do not already follow us on our social media channels.

**Grant Funding Spend:** \$7,500 for professional services (Güd Marketing) and \$12,500 ad placement (Facebook and Instagram).

### **Campaign Results:**

Overall, the campaign was very successful in creating engagement with the general public and directing people to learn more about wildlife conservation and wildlife management in Connecticut. In total, the campaign had 3,299,035 total impressions, reached 456,576 people, generated 491,150 engagements, and generated 26,039 clicks to our “Meet the Wildlife Division” landing page.

The ads featuring the eastern box turtle and a biologist engaged with a black bear and also a peregrine falcon were the top-performing ads. Our team expected the turtle and bear ads to perform well; however, the success of the peregrine falcon ad came as a pleasant surprise. The least successful ad featured a seasonal technician examining a green frog, accounting for 63 likes, 11 comments, and only two shares (see below). We are not exactly sure why this was our lowest performing ad, but we suspect the frog might have been too difficult to see.

In total, the eight ads generated meaningful engagement of 1,055 shares and 451 comments, and adults ages 45-54 were the most engaged with the campaign, accounting for 38% of total engagements.

### Least Successful Ad:



**Ad Text:** Did you know that many of Connecticut's amphibians and reptiles are at risk of disease? Thanks to State Wildlife Grant funding, our wildlife biologists are able to routinely monitor for disease threats to keep species like the green frog here for generations to come.

### Lessons Learned:

Being this was our very first experience with digital marketing, there are plenty of takeaways and important lessons learned. The Making It Last toolkit helped us identify our target audience and provided a good understanding of how our ads should look and feel. In hindsight, we likely should have targeted a younger audience through this campaign. While it is safe to say there are adult outdoor enthusiasts who would benefit from learning more about our Division's efforts, more focus should be put on raising awareness among the Millennial and Gen Z audiences for future marketing campaigns.

Partnering with GÜD Marketing was critical to the success of this campaign. The staff at GÜD Marketing made the process easy to understand, and provided great advice for any future digital marketing efforts. Their team was professional and quick to answer any of our questions.

A challenge Wildlife Division staff faced early on was finding the right photos to use. It was easy enough to identify photos of charismatic wildlife, but many of our existing archived photos of staff working in the field are somewhat dated and did not exemplify what is outlined by the toolkit. The initial solution was to stage photos of biologists conducting field research, but given the COVID-19 pandemic, most if not all field research was put to a halt at that time.

Another slight challenge we faced came from some viewers misinterpreting the photo of the black bear cub being weighed by one of our technicians. Some viewers thought the bear was somehow being harmed. Thankfully, other viewers quickly replied to these concerns and shared that the cub was in fact simply being weighed. Moving forward, we now have a better understanding of just how important image selection is and how critical the accompanying post text is as well.

Lastly, we are pleased with our decision to use GIFs as opposed to static images. Adding the flashing text across the image likely made the ads stand out a little more and, hopefully, resulted in more people following the link to our landing page. For any future marketing campaigns, we are interested in using GIFs and video to help generate more interest and engagement from our posts.

**Summary:**

Overall, we are thrilled with the results of our Making It Last campaign. Connecticut is a fairly small state, and it is great to know over 26,000 people landed on our new webpage in just one month's time to learn more about our role in managing Connecticut's natural resources! Without this grant, we almost certainly would not have been able to carry out a digital campaign of this magnitude. We are also thankful for our partnership with GÜD Marketing. This project was exactly what our division needed to begin expanding our online presence.



## Appendix: Ad Gallery

**Connecticut Fish and Wildlife**  
Published by Gid Marketing · July 10 ·

There are 12 turtle species in Connecticut and nine of them are listed as endangered or threatened. Learn more about how we are working to protect Connecticut's wildlife and natural resources below. #MakingItLast

PORTALCT.GOV  
**Wildlife conservation in action!**  
Protecting Connecticut's wildlife for generations to come. [Learn More](#)

**Connecticut Fish and Wildlife**  
Published by Gid Marketing · July 2 ·

From monitoring nesting sites to restoring habitats and managing public lands – a lot of work like rehabilitation projects for peregrine falcons, goes into ensuring our wildlife and natural resources are here to enjoy for generations to come. Learn more about Connecticut's various conservation efforts below. #MakingItLast

PORTALCT.GOV  
**Wildlife conservation in action!**  
Preserving wildlife for generations. [Learn More](#)

**Connecticut Fish and Wildlife**  
July 28 ·

**Wildlife conservation in action!**  
Once gone from our state's landscape, black bears are back! Wildlife biologists are researching and monitoring the growing population, through activities like population surveys. Gathering this information helps us better understand black bears and advise residents on how to avoid conflicts. [See Less](#)

PORTALCT.GOV  
**Wildlife conservation in action!**  
Preserving wildlife for generations. [Learn More](#)



Connecticut Fish and Wildlife  
Published by G&D Marketing · July 10 · 🌐

While you and your family are enjoying Connecticut's beautiful beaches, keep an eye out for piping plovers – a bird once rare in our state that is now recovering. Learn more about how we are working to protect Connecticut's wildlife and natural resources below. #MakingItLast

PORTAL.CT.GOV  
Protecting Connecticut Wildlife  
Wildlife conservation in action!

Learn More

Connecticut Fish and Wildlife  
Published by G&D Marketing · July 2 · 🌐

Fishing is a fantastic way to enjoy Connecticut's abundant wildlife and natural resources. That's why we work so hard to protect and maintain them for generations to come! Learn more about our state's conservation efforts below. #MakingItLast

PORTAL.CT.GOV  
Preserving wildlife for generations!  
Learn more about wildlife conservation in Connecticut

Learn More

Connecticut Fish and Wildlife  
Published by G&D Marketing · July 10 · 🌐

The osprey is one of Connecticut's greatest wildlife success stories! Our state's conservation efforts have helped spark a dramatic recovery in the majestic bird's population after it suffered a tragic decline. Learn more about Connecticut's wildlife management efforts below. #MakingItLast

PORTAL.CT.GOV  
Wildlife conservation in action!

Learn More

Connecticut Fish and Wildlife  
Published by G&D Marketing · July 28 · 🌐

Did you know that many of Connecticut's amphibians and reptiles are at risk of disease? Thanks to State Wildlife Grant funding, our wildlife biologists are able to routinely monitor for disease threats to keep species like the green frog here for generations to come.

PORTAL.CT.GOV  
Wildlife conservation in action!

Learn More



Connecticut Fish and Wildlife

July 28 · 🌐



### Wildlife conservation in action!

Connecticut Conservation Officers do more than protect our wildlife and natural resou... See More



👍 Like

💬 Comment

➦ Share

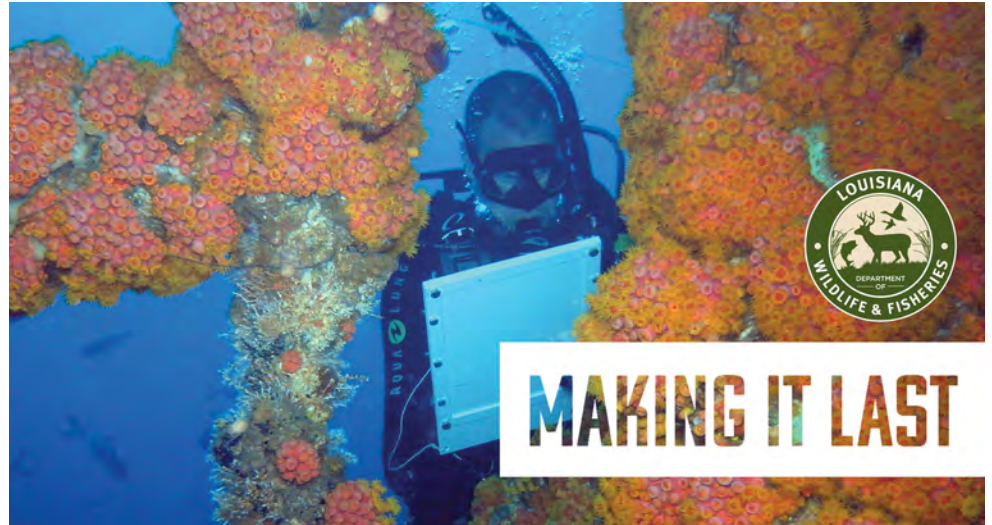
👍❤️ 192 · 16 Comments





**MAKING IT LAST**

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**MAKING IT LAST**

**MAKING IT LAST**

**Ad Campaign**



**October 19, 2020**

Rene LeBreton  
Public Information Director  
[rlebreton@wlf.la.gov](mailto:rlebreton@wlf.la.gov)



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### Campaign Goal:

To increase awareness of the Louisiana Department of Wildlife and Fisheries (LDWF) role in caring for and managing wildlife and habitats and communicate our relevance to non-consumptive groups. We initiated a 3-month campaign beginning in July of 2020, using imagery of our staff conducting biological work, opportunities for the public to engage in outdoor activities, and shots of species that demonstrate conservation success stories from our agency.

### Metrics:

We used metrics from our social platforms such as impressions, reach, and engagements and Google analytics from our landing pages such as visits and session duration.

### Call to Action:

We used a 'reach' campaign and a 'traffic' campaign to achieve our awareness goal. The reach campaign focused on delivering messaging via our social media outlets to educate our viewers. Our traffic ads were meant to encourage click-throughs to our landing pages. Traffic ads sent viewers to our [Making it Last](#) landing page. This page allowed us to detail how our agency is relevant to all of our citizens, culture, and future generations. This webpage includes a gallery of images and videos used in our campaign, plus information about the vast array of conservation work we provide for non-consumptive users. It also includes information about how visitors can help contribute/fund our efforts.

*See Appendix (page 22) for a snapshot of the LDWF Making it Last landing page.*

### Digital Target Audiences:

1. *Outdoor Enthusiasts.* This audience has a strong love for the outdoors and is concerned about the environment and its importance to future generations. Because this group is interested in many non-consumptive activities, they are an excellent target for our campaign. The age group is 18-45 and split 50/50 male/female.
2. *Family Outdoors.* This audience is active and motivated by making memories with family in the outdoors. They enjoy gardening, swimming, arts and crafts, and visiting state/national parks. This group is 60% male and 40% female, and ages are between 35 and 54.

### Toolkit Primary Audience Segmentation:

Outdoor Enthusiasts and Family Outdoors

### Paid Media Platforms:

Facebook/Instagram and Facebook Audience Network (Facebook digital display network)

## Images and Graphic Treatment:

We followed AFWA guidance so that 50% of our images represent staff (boots on the ground conservation work), 15% -35% are Wildlife/Fisheries, and 15% - 35% represent Outdoor activity.

Because the staff imagery performed so well, our public information team has started doing a better job staging staff and their fieldwork. Many of our existing photos focused heavily on species, scenery, or other work topics but did not include our staff. Our best-performing images are below (a full review of all ads can be found in the Appendix on page 10)

### Best Performing Images by Category



***Best Performing – ‘Staff Image’***

*Giant Salvinia Weevil Stocking*

*Reach: 183,684*

*Impressions: 472,894*

*Clicks 2,340*

***Best Performing – ‘Outdoor Activity’***

*Wildlife Management Areas*

*Reach: 126,981*

*Impressions: 400,030*

*Clicks 2,577*



**Best Performing – ‘Wildlife/Fisheries’**  
Abbeville Iris  
Reach: 179,112  
Impressions: 435.098



**\*Best Performing – ‘Staff Image’\***

*Note: This ad was so popular in the first 3 weeks of the campaign that we had to throttle it back. Facebook was prioritizing this ad over all of our others – the final numbers for this ad would have been much higher had we allowed the frequency to exceed 4-5 times.*

*Transmitter on Bachman’s Squirrel*

*Reach: 111,681*

*Impressions: 221,060*

*Clicks 1,785*

## Campaign Rollout:

LDWF and our marketing agency, MESH Marketing LLC, used the Making it Last toolkit to fine-tune our social advertising strategy. Our three-month campaign started July 2 and ran through Oct. 7. We developed 26 ads and planned on monitoring performance to narrow down this list to the best performing ads.

We developed three primary campaigns: Reach, Traffic, and Video campaigns. Our reach campaigns delivered static ads with our messaging directly to the viewer. Our traffic campaigns were designed to illicit clicks to our Making it Last landing page. Our video ads were designed to deliver our video message to the public.

Ultimately, we were glad that we had so many ads in the queue. As our frequency (number of times an individual sees the same ad) got above 4-5, we throttled back on those ads to allow other lower frequency ads to be viewed more often.

Ultimately, our campaign generated **7,668,155** impressions, reached **3,481,819** individuals, had **292,326** engagements and created **29,558** unique click-throughs to our website. Our video ads were viewed **266,935** times, with **230,761** thru plays – 86%.

## Campaign Summary



### Achieved

Page Engagement = **292,326**  
Facebook CTR = **1.79%**  
Reach = **3,481,819**  
Impressions = **7,668,155**  
Video Views = **266,935**



### Performance

Garnered **29,558** clicks  
to website from **July 1 - Oct. 4**

**2.40%**

Average Facebook CTR in  
July

**1.53%**

Average Facebook CTR in  
August

**1.40%**

Average Facebook CTR in  
September



Video View Summary:



Campaign	Video Views	3-Second Video Plays	ThruPlays
<b>July Totals</b>	<b>91,274</b>	<b>84,598</b>	<b>76,576</b>
<b>August Totals</b>	<b>94,258</b>	<b>88,721</b>	<b>82,691</b>
<b>Facebook</b>	7,033	4,564	3,209
<b>Instagram</b>	3,127	1,499	561
<b>Audience Network</b>	71,243	70,704	67,724
<b>September* Totals</b>	<b>81,403</b>	<b>76,767</b>	<b>71,494</b>
<b>% CHANGE</b>	<b>+13.64%</b>	<b>+13.47%</b>	<b>+13.54%</b>
<b>TOTAL</b>	<b>266,935</b>	<b>250,086</b>	<b>230,761</b>

Campaign Spend by Source

- | **Facebook Audience Network** | \$3,020.15
- | **Facebook** | \$12,082.75
- | **Instagram** | \$2,147.13
- | **Ad Total** | \$17,250.02
- | **Agency Fees:** \$2,749.97
- | **Total:** \$20,000

### Unpaid/Earned/Owned Media

- **Louisiana Conservationist Magazine:** LDWF included a Making It Last ad in our table of contents page of our magazine's Fall 2020 issue.

- **Website:** <https://www.wlf.louisiana.gov/page/making-it-last>. Estimated impressions: 70,000

- **Social:** We issued (and continue to publish) Making It Last post on our Facebook and Instagram accounts.

The image shows the table of contents for the Fall 2020 issue of Louisiana Conservationist. The page is titled 'CONTENTS' and lists various articles with their page numbers. A large, colorful photograph of a diver underwater is overlaid on the right side of the page. The text 'MAKING IT LAST' is prominently displayed in white on a dark background over the photograph. Below the photograph, there is a short paragraph of text and a URL: 'Learn more at: www.wlf.louisiana.gov/sothome/studying-fish-populations.' The Louisiana Conservationist logo is visible in the top right corner of the photograph.

**CONTENTS**  
Louisiana Conservationist  
Fall 2020  
laconservationist.wlf.la.gov

- 2 Louisiana's Pending Predicament: The Future of Fishing Smelters and Wetland Conservation  
Sherry Skelton
- 6 Angling For A More Sustainable Fishing Herd: Science of Aquatic Resource Doubling May Be Inevitable  
Sherry Skelton
- 8 A Hunt To Remember: Wetlands Of 2019 The South's Newest Of The Year Award  
Tom Be
- 10 Waterbody & Wildlife Management Area Spotlight: Always Underfoot & Under Our Chances  
Walter
- 12 Steady Growth: Louisiana's Emerging Core Population: A Century To Be Proud Of  
Tom Be
- 15 Back To The Basics: Wetland and Other Cultural Values: A New Look At Our Past  
Tom Be
- 18 Teaching Trapping: LDWF Working To Reduce A New Generation Of Trappers  
Sherry Skelton
- 21 A Whole Different Region: F-100 Enforcement Agents: How A Lot Of New And Better For Our  
Adam Cook
- 23 Louisiana On Your Terms: Louisiana On Your Terms: Louisiana On Your Terms: Louisiana On Your Terms  
Adam Cook
- 24 Texas Game By Game: A Southern Game  
Tom Be
- 25 There & Now: How Hunting Has Changed  
Tom Be

**MAKING IT LAST**

Our biologists use a variety of methods, to successfully manage Louisiana's fisheries. We need sound scientific information about our fish and shellfish populations and their habitats to make sure our fish and shellfish populations are healthy and our management efforts are effective. Learn more at: [www.wlf.louisiana.gov/sothome/studying-fish-populations](http://www.wlf.louisiana.gov/sothome/studying-fish-populations).

laconservationist.wlf.la.gov 1

## Lessons Learned

Our Making it Last campaign allowed us to gain a better understanding of how to interact and connect with our target audiences through trial and error. Thank you to the phase one states for sharing their lessons learned; this helped us avoid their pitfalls.

The MIL campaign is only our second paid digital media ad buy, so we are relatively inexperienced with digital ad buys. I would first strongly recommend using a marketing agency to assist with your ad placements. Our marketing agency, MESH Marketing LLC, was a tremendous asset. Their experience with digital and social ad buys was evident from day 1. I would highly recommend partnering with an agency willing to share their tools, knowledge, and experience with you during your campaign. Our metrics would have been much lower without our agency's expertise in maximizing our campaigns for the advertising objectives.

I would also like to thank the Louisiana Wildlife and Fisheries Foundation for their partnership. Purchasing and contracting timelines with grant funding through our agency would have prevented LDWF from executing this campaign within the grant timeline.

The most considerable challenge from a technical perspective was how to set up campaigns in Facebook's Ad Manager. Though there are many nuances to the Ad Manager, we now have a much better understanding of setting up, managing and monitoring campaigns thanks to MESH's help.

Don't use a Making it Last landing page for website traffic. Instead, each ad should send visitors directly to the topic of our ad. For instance, our Bachman's squirrel post should go to information about our agency's work on the Bachman's squirrel, not a general page about conservation work. This will help keep bounce rates down, which we struggled with during our campaign.

Develop more ads than you think you will need! As frequency rates increase, people get tired of the same ad. Having several ads on hand will allow you to keep the campaign fresh and allow Facebook to optimize the campaign to serve the ads to more viewers, more frequently before the burnout. Remember, the images you think will perform best won't; the images you think will perform worst won't.



## Summary

We want to thank AFWA for this grant and the opportunity to learn more about digital marketing and communicate our relevancy to our citizens. The Making It Last toolkit provided an easy guide for our inexperienced staff to initiate a successful marketing campaign. This campaign and our results have helped demonstrate that paid marketing is a valuable tool to help connect with the public who don't follow our traditional communication channels.

This campaign has allowed us to communicate our relevancy to millions of people in Louisiana who don't usually receive our messaging. Typically, hunters and anglers in our state have some level of awareness of our conservation efforts, but most non-consumptive citizens do not. This is critical to our agency as we try to explore new funding methods for conservation efforts at our agency.

Our campaign was so successful that we have continued using the Making it Last toolkit for another paid campaign. This \$14,000 campaign is being used on billboards, Youtube and Instagram to raise awareness about our whooping crane reintroduction program.

## APPENDIX

## Ads and Results



*Text:* For most turtles, Louisiana’s numerous waterbodies, marshes, and dense woods are paradise. But [gopher tortoises](#) thrive in the state’s easternmost Florida parishes in the sandy, well-drained soils of well-managed upland pine and mixed-pine hardwood forests. Here, they use their shovel-like forefeet to dig extensive, underground burrows critical to their survival. Unfortunately, this habitat has diminished through the years, causing gopher tortoises to retreat to other open areas such as right-of-ways, pastures, and roadsides. As a result, gopher tortoises are considered threatened in Louisiana with only an estimated 300 or 400 individuals left in the state. LDWF biologists are [working diligently with public and private partners](#), especially private landowners, to restore habitat for this unique species and recover their population. We’re hopeful we can

celebrate the recovery of another species that calls Louisiana home.

*Impressions:* 97,055

*Reach:* 55,511

*Clicks:* 460

*Engagement:* 555



*Text:* Stop to smell the irises! The Abbeville red iris is the only known plant endemic to Louisiana—meaning it does not naturally grow anywhere else. This rare iris is relatively large, growing 4 to 6 feet tall. Its flowers are usually red or red-purple, and less commonly, pale yellow. LDWF staff works to [conserve rare species](#) like this, along with all of our state’s incredible wildlife and fish resources and their habitats.

*Impressions:* 567,515

*Reach:* 263,642

*Engagement:* 1,145



Engagement: 64

*Text:* At LDWF, we're outdoor enthusiasts. We manage more than 1.6 million acres of lands and waterways on our [wildlife management areas \(WMAs\)](#) to provide Louisiana residents and visitors with an array of opportunities to discover, explore, and have fun in Louisiana's outdoors, from canoeing and hiking to birding, wildlife watching, and berry-picking. Our WMAs are for everyone, not just hunters and fishermen. Our staff works hard to conserve the unique habitats and species found throughout our state so we can keep passing down our rich outdoor traditions to the next generation.

*Impressions:* 72,109

*Reach:* 16,007

*Clicks:* 46



Engagement: 619

*Text:* Don't worry, this beautiful mottled duck isn't being harmed. LDWF biologists temporarily capture them to attach bands around their legs as part of our [duck banding study](#). Biologists attach a uniquely numbered band around the leg of a captured duck, record information about the duck, and release it. Our staff use information from bands that are subsequently found and reported back to us to assess movements between regions where they're banded and recovered, estimate annual survival rates, and evaluate harvest rates. This information is vital for monitoring duck populations and sustainably managing harvests.

*Impressions:* 169,164

*Reach:* 71,518

*Clicks:* 506





*Text:* Once abundant in Louisiana, the eastern spotted skunk hasn't been seen in the state in more than 30 years. LDWF biologists are trying to understand why this species has declined in abundance but [needs the public's help](#). Keep a look out for a skunk about the size of a large eastern gray squirrel, with an upside-down triangle on its forehead, a narrow white stripe beneath its eyes, two diagonal stripes across its hip, a few white spots on its rear end, and a bushy tail with a white underside and tip. If you see one, report it to us at 337.735.8674 or [jhogue-manuel@wlf.la.gov](mailto:jhogue-manuel@wlf.la.gov). We greatly appreciate your help as we work to protect the rare, threatened, and endangered species of our state and understand and prevent threats to the species that make Louisiana so special.

*Impressions:* 159,671

*Reach:* 104,384

*Engagement:* 366



*Text:* [Queen Bess Island](#), near Grand Isle, is the latest site of Louisiana's efforts to restore populations of the state's bird, the brown pelican. Now protected as a state wildlife refuge, the island is the fourth largest brown pelican colony in Louisiana and provides nesting habitat for about 12 species of colonial waterbirds, such as tri-colored herons, great egrets, and royal terns. LDWF, in partnership with the [Louisiana Coastal Protection and Restoration Authority](#), recently completed a project to further restore the island's available nesting habitat from 5 to 37 acres and provide crucial habitat for 12 species identified as [Species of Greatest Conservation Need](#) in Louisiana. LDWF is committed to conserving all of our state's incredible wildlife and fish resources and their habitats.

*Impressions:* 628,915

*Reach:* 325,065

*Engagement:* 1,201



*Text:* Since the beginning of time, fire has played an important role in keeping ecosystems healthy. When used properly, prescribed burning is an inexpensive and effective way to manage habitat. On Sandy Hollow WMA, LDWF fire experts use prescribed burns to maintain the longleaf pine ecosystem for upland game such as quail and woodcock. Wildlife are nourished by the diversity of plants that flourish in areas that are frequently burned. LDWF staff also offer [technical assistance to private landowners and managers](#) considering using prescribed burning to improve wildlife habitat on their property.

*Impressions:* 390,866

*Reach:* 193,210

*Clicks:* 1,717

*Engagement:* 2,015



*Text:* The thrill of hiking rugged, steep terrain to see crystal clear waterfalls and even spot a black bear or bald eagle is a lot closer to home than you think. Adventure awaits at [J.C. "Sonny" Gilbert WMA](#), a 7,500-acre property tucked into Catahoula Parish by the Ouachita River to the west. Managed by LDWF, the property features marked trails with views of several waterfalls, birding, wildlife watching, and primitive camping, with top hunting and fishing to boot. LDWF takes pride in caring for [millions of acres of the state's lands and waterways](#) so generations of Louisianans can continue to see the wildlife and wild places that make Louisiana so special.

*Impressions:* 262,186

*Reach:* 105,492

*Clicks:* 1,733

*Engagement:* 2,766



*Text:* [Red-cockaded woodpeckers](#) are endangered in the United States. About the size of a northern cardinal, the red-cockaded woodpecker has really specific habitat requirements. They are the only woodpecker in the southeastern United States to excavate their roost and nest cavities exclusively in live pine trees. They require pines at least 60 years old but prefer 80 to 100-year old pines infected with red heart fungus. This species cannot survive without suitable habitat for nesting and foraging. LDWF biologists and our federal partners are working with landowners to enhance, restore, and maintain red-cockaded woodpecker habitat, to help this unique species' population recover.

*Impressions:* 223,737

*Reach:* 147,386

*Engagement:* 209



*Text:* To successfully manage Louisiana's fisheries, we need sound scientific information about our fish and shellfish populations and their habitats. Our biologists [gather this information](#) through a variety of methods, even SCUBA diving into the Gulf to study the variety of species that call our offshore platforms home. We use this information to make sure our fish and shellfish populations are healthy and our management efforts are effective.

*Impressions:* 116,969

*Reach:* 61,032

*Clicks:* 336

*Engagement:* 409





Text: With a white blaze on its nose, the [Bachman's fox squirrel](#) is a unique subspecies of squirrel found in eastern Louisiana. Concerned that its population is declining due to loss and degradation of quality habitat, LDWF biologists are attaching electronic transmitters to Bachman's fox squirrels to better understand their habitat use, range, and survival rate. Data from this research will help us to proactively manage for this species and prevent future population declines. LDWF staff works to conserve species like the Bachman's fox squirrel and their habitat to ensure Louisiana's diverse wildlife and fish resources remain abundant.

*Impressions:* 470,453

*Reach:* 215,585

*Clicks:* 3,308

*Engagement:* 3,940



Text: LDWF biologists operate four [freshwater fish hatcheries](#) to spawn, hatch, and raise several important freshwater sport fish species including Florida largemouth bass; hybrid strip bass; black and white crappie; channel catfish; bluegill and redear sunfish; threadfin shad; and paddlefish. These hatcheries are an integral part of LDWF's mission to enhance fish populations. For example, stocking areas with fish produced in our hatcheries can speed up the repopulation of a waterbody and stocking Florida largemouth bass can increase anglers' opportunities for catching trophy-size bass. In addition, stocking freshwater bodies, such as community ponds through our [Get Out and Fish!](#) program, provides more opportunities for anglers, both seasoned and new to the sport of fishing, to use and enjoy these resources.

*Impressions:* 232,036

*Reach:* 109,689

*Clicks:* 1,067

*Engagement:* 1,212





Engagement: 84

Nestled in Vermilion Parish, [White Lake Wetlands Conservation Area](#) is a 71,000-plus acre property managed by LDWF. Because it's a conservation area, a good bit of it is closed to the public. But White Lake's Birding and Nature Trail is publicly accessible and is one of the nation's top places to view a large array of migrant and non-migrant species, mainly due to the variety of habitat we manage on this property. The 30-acre trail is usually open every day of the year from sun up to sun down. Our experts suggest visiting in the early morning, during October through April. LDWF staff work hard to maintain this birder's paradise and conserve the numerous other species that call White Lake home.

*Impressions:* 132,055

*Reach:* 84,558



Engagement: 615

*Text:* Through [LA Creel](#), LDWF biologists interview charter captains and groups of saltwater anglers at public fishing areas about their recreational fishing activities. Biologists identify and count anglers' catch, and record fish weights, lengths, and other biological data if time allows. The data we collect through LA Creel help LDWF better monitor and manage Louisiana's unique recreational fisheries. As a result, we can set more flexible seasons and more localized regulations to increase anglers' opportunities to get out and enjoy a day on the water, all while ensuring our fish populations are thriving.

*Impressions:* 154,900

*Reach:* 76,863

*Clicks:* 514



*Text:* LDWF biologists head offshore to [sample Gulf waters and the species that inhabit them](#), from tiny plants and animals called plankton, shrimp and groundfish, to sharks, snappers, and groupers. Getting to fish all day is fun, but it's also hard work and these data are critical for monitoring the variety of species that live in the Gulf and their habitat. We collect these biological and environmental data for our own use but also share it with regional and national partners, such as the Southeast Area Monitoring and Assessment Program (SEAMAP), which coordinates research and data collection from marine waters across the southeastern United States. With these data, fishery managers can make informed decisions about setting regulations that will ensure the long-term health of our marine resources and viability of our fisheries in Louisiana and beyond.

*Impressions:* 381,503

*Reach:* 147,990

*Clicks:* 2,025

*Engagement:* 2,227



*Text:* Louisiana's waters are home to 66 species of freshwater mussels. While we don't eat them, these often overlooked species play an important role in our freshwater ecosystem. They filter water constantly as they breathe and feed and improve water quality. They're also an indicator species—a healthy mussel population means a healthy waterbody, but a population decline can signal a change in water quality. LDWF biologists [keep a close eye on freshwater mussels](#) around the state. Three-person crews wade in small streams or use SCUBA gear in deeper waters to search for live mussels and shells. Monitoring freshwater mussels helps us ensure our freshwater systems are healthy, which is also good for the fish, waterfowl, and other wildlife that call the Bayou State home.

*Impressions:* 348,284

*Reach:* 147,497

*Clicks:* 1,254

*Engagement:* 1,451



Text: The [whooping crane](#) is one of the world’s rarest birds and is listed as endangered in the United States. Conversion of the species’ prairie and wetland habitat to farmland and unregulated hunting led to the decline of this species both in Louisiana and across the nation. In 2011, LDWF and partners began an project to return whooping cranes to the state for the first time since 1950, releasing 10 juvenile cranes into the wild at White Lake Wetlands Conservation Area. We continue to release a new group of birds every year to help this species recover and reestablish its population in Louisiana.

*Impressions: 129,137*

*Reach: 83,029*

*Engagement: 44*



Text: Unfortunately, many nonnative aquatic plant species, like giant salvinia, have been introduced into Louisiana’s environment. These plants have no natural checks and balances—their overgrowth can impact native plants and animals, clog waterways, limit access, and alter water quality. LDWF biologists work hard to [control aquatic vegetation](#) to keep Louisiana’s waterways healthy and accessible to the public for our favorite pastimes of fishing and boating. Here, LDWF biologists are releasing salvinia weevils in a waterbody with giant and common salvinia to establish self-sustaining populations of these insects that will provide natural, long-term control of these plants.

*Impressions: 912,127*

*Reach: 366,471*

*Clicks: 4,375*

*Engagement: 4,929*





*Text:* Louisiana is one of the most important wintering areas for [waterfowl](#) in the United States. For centuries, hordes of ducks and geese have used the state's coastal bays and marshes, flooded swamps, agricultural fields, inland lakes, river backwaters, and oxbows during migration and winter. These areas also provide breeding habitat for wood ducks, mottled ducks, and a growing number of whistling ducks. LDWF and partners actively [manage waterfowl habitat](#) in Louisiana and beyond to support the state's waterfowl resources, which attract numerous birdwatchers, researchers, and hunters.

*Impressions:* 175,791

*Reach:* 121,163

*Engagement:* 233



*Text:* LDWF works with partners to build [artificial reefs](#) in Louisiana's waters, from inshore areas to deep waters of the Gulf. Artificial reefs can be created from materials such as offshore oil and gas platforms, recycled concrete, and reef balls. They're purposefully placed on the sea floor to increase the amount of surfaces suitable for encrusting organisms, such as oysters or corals, to attach and grow and provide refuge to animals vulnerable to predators. Plus, they enhance fishing for fishermen and scenery for recreational divers.

*Impressions:* 97,682

*Reach:* 63,495

*Engagement:* 198





*Text:* At LDWF, we're outdoor enthusiasts. With millions of acres of land and waterways, our wildlife management areas offer an array of opportunities for Louisiana residents and visitors to explore the outdoors, from canoeing and hiking to birding, wildlife watching, and berry-picking. Our WMAs are for everyone, not just hunters and fishermen. Our staff work hard to conserve the unique habitats and species throughout our state so we can keep our rich outdoor traditions alive. Preserving Louisiana's wild places, wildlife, and way of life.

*Impressions:* 773,169

*Reach:* 285,577

*Clicks:* 4,825

*Engagement:* 7,432



*Text:* At LDWF, we're outdoor enthusiasts. We manage more than 1.6 million acres of lands and waterways on our wildlife management areas (WMAs) to provide Louisiana residents and visitors with an array of opportunities to get outside and discover Louisiana, from canoeing and hiking to birding, wildlife watching, and berry-picking. Our WMAs are for everyone, not just hunters and fishermen. Our staff works hard to conserve Louisiana's unique habitats and species to ensure the next generation can see what makes Louisiana special. Preserving Louisiana's wild places, wildlife, and way of life.

*Impressions:* 139,577

*Reach:* 41,6659

*Clicks:* 379

*Engagement:* 512



*Text:* To study alligators, LDWF biologists mark them with one or more notches cut out of the tail scutes and two metal tags in the webbing between the toes (usually on the back feet). When someone captures a marked alligator and reports it to LDWF, biologists are able to follow the movement, growth, and survival of the alligator. Once threatened by overhunting, Louisiana’s alligator population is now fully recovered thanks to LDWF’s successful alligator management program, which includes scientific research like this as well as controlled wild harvest and farming of this iconic species. *Impressions:* 156,214

*Reach:* 84,756

*Clicks:* 643

*Engagement:* 790

## Ad Summary

Ad Name	Reach	Impressions	Frequency	Unique Link Clicks
Alligator Tagging - Image	84,756	156,214	3.679849	622
Bachman squirrel - Image	215,585	470,453	4.360625	3,190
Birding Trail - Image	84,558	132,055	2.577909	-
Boardwalk Swamp - Image	285,577	773,169	5.503078	4,527
Brand - Carousel	133,390	428,426	6.420476	6,059
Brand Video - 15 Video	60,616	163,762	5.558949	246
Brand Video - 30 Video	37,613	106,889	5.287272	184
Canoe-Kayak - Image	16,007	72,109	7.310224	45
Fish Stocking - Image	109,689	232,036	4.211601	1,037
Giant Salvania - Image	366,471	912,127	4.977475	4,252
Gopher Tortoise - Image	55,511	97,055	3.495138	433
Iris Habitat - Image	263,642	567,515	3.995704	1
LA Creel - Image	76,863	154,900	4.025548	495
Mussel Research - Image	147,497	348,284	4.696058	1,204
Prescribed Burn - Image	193,210	390,866	4.045393	1,659

Queen Bess - Image	325,065	628,915	3.877887	3
Rare Red Woodpecker - Image	147,386	223,737	2.99546	-
Reef Construction - Image	63,495	97,682	2.944561	-
Scuba - Image	61,032	116,969	3.835705	331
SEAMAP Sampling - Image	147,990	381,503	5.150018	1,885
Spotted Skunk - Image	104,384	159,671	2.998844	1
Visitors Hiking - Image	41,659	139,577	5.657559	355
Waterfall Sonny Gilbert - Image	105,492	262,186	4.842032	1,601
Waterfowl Habitat - Image	121,163	175,791	2.878366	-
Whooping Crane - Image	83,029	129,137	2.971828	-
Wood Duck Banding - Image	150,139	347,127	4.577946	1,428
<b>Total</b>	<b>3,481,819</b>	<b>7,668,155</b>	<b>4.341365577</b>	<b>29,558</b>

## LDWF Making it Last Landing Page

**MAKING IT LAST**

**Making It Last: Preserving Louisiana's wild places, wildlife, and way of life**

LDWF is proud to join other U.S. fish and wildlife agencies in the Making it Last campaign—an effort to highlight the critical work we do to conserve our natural resources and ensure they're here for generations to come.

With nicknames like the Pelican State, the Bayou State, and the Sportsman's Paradise, it's hard to imagine Louisiana without picturing our epic landscapes and waterways and the incredible diversity of species that inhabit them. Frankly, there's no better place to get outside and celebrate nature than Louisiana, whether you're cranking a cypress swamp in your canoe, heading out for a hike, fishing or hunting for your supper, or simply watching wildlife in your own backyard. Louisianans are outdoor enthusiasts—our natural resources are integral to our way of life.

**Our Work**

At LDWF, we're outdoor enthusiasts, too, and we know how important the environment is to Louisiana's culture. It's our job to not only take care of Louisiana's fish and wildlife and their habitats but also provide the public with opportunities to use and enjoy these resources. We take great pride in this work. Many of us were drawn to this field by our love for the outdoors. We have a team of talented people—fish and wildlife biologists, ecologists, land managers, educators, and enforcement agents, to name a few—who are passionate about conserving each and every species and place that make Louisiana so special and rich with outdoor traditions.

There's so much more to the work that we do than meets the eye—from improving the habitat and chance of survival for a rare spotted owl and Louisiana species that call Louisiana home to managing and restoring hundreds of thousands of acres of state and national parks to ensure Louisiana remains a paradise for all.

Explore the gallery below and see some of the ways LDWF is making Louisiana's natural heritage last. We can bet you'll discover something new about what we do or to appreciate about Louisiana's great outdoors.

**What You Can Do**

**BUY A LICENSE**

License fees are our main source of funding. If you don't hunt or fish, consider purchasing a Wild Louisiana Stamp, which allows you to access any of our WMAs and other public lands we manage.

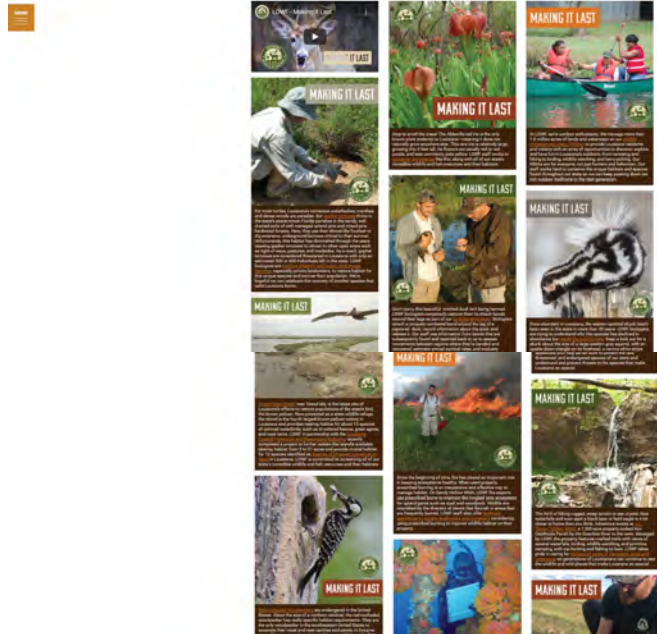
**DONATE TO THE LOUISIANA WILDLIFE AND FISHERIES FOUNDATION**

Support specific projects or have the Foundation direct your money to where it's needed most.

**VISIT A WMA NEAR YOU**

Enjoy all that Louisiana's outdoors have to offer. Make memories with your family and friends or share a new experience with a visitor. Remember to slow down, take it all in, and don't worry—with our continued work, it's all here for a while.

**Get Involved.**



Landing page: <https://www.wlf.louisiana.gov/page/making-it-last>



Links to sample video ads:



15 second video

Making it last - 15 sec.mov



30 second video

Making It Last DEMO UPDATED 5 15.mov



10 second video

Making It Last DEMO.10 sec A.Copy.02 OVERLAY  
edit c.mov



# MAKING IT LAST

**PREPARED BY:**

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**CAMPAIGN GOAL:** Increase awareness of the work the Mississippi Department of Wildlife, Fisheries and Parks (MDWFP) does caring for the state’s wildlife and habitats to all Mississippians, while focusing on those that do not have a current relationship with MDWFP. The objective is to also increase understanding and importance of the wildlife, fish and outdoors resources in the state.

A digital marketing campaign to achieve this goal ran from August 15, 2020-November 15, 2020 and utilized six different creative sets ranging from promotion of the State Parks’ bike trails to the Museum of Natural Science.

Some images focused on agency personnel in the field and interacting with the public and wildlife, others included scenic photos taken at some of our facilities located across the state.

**METRICS:** The digital marketing Key Performance Indicators (KPIs) used to determine the success of this campaign included a target Click Through Rate (CTR) for programmatic advertising of 0.10%, and a target Facebook CTR between 1-3%. Users were taken to distinct pages based on the creative set to showcase a different aspect of the body of work by MDWFP.



*This Ad was among the top performing in terms of engagement. Many people posted comments of their experiences at our State Lakes.*



**CALL TO ACTION:** The call to action for each creative set from programmatic display ads to social media ads were all for users to “Learn More” about the specific programs of work. Users were then taken to specific pages on MDWFP’s website that correspond with that program of work.

**EXAMPLE:** State Park Mountain Bike Trail Ad directed people to our Recreational Trails Landing Page



# RECREATIONAL TRAILS

See the best views of Mississippi's sunsets, fall foliage, and waterways.

[Find a Trail](#)

### UPCOMING EVENTS

<b>JAN 1</b>	<b>FIRST DAY HIKES 2021</b> 8:00 AM - 4:30 PM Mississippi State Parks
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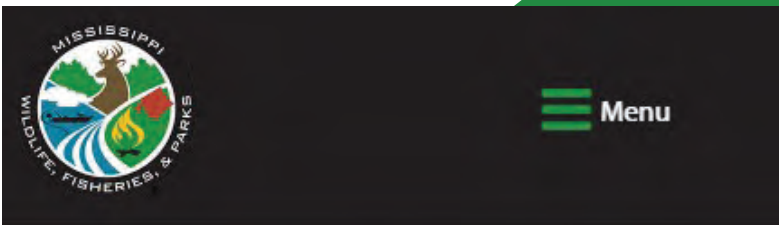
[More Info](#)



This Ad Photo was captured at the time of the campaign during a Black Bear Program Den Check. This timely ad provided an element of relevancy to our wildlife conservation programs



BLACK BEARS ARE ENDANGERED IN MISSISSIPPI, SO IN 2002 MDWFP ESTABLISHED A BLACK BEAR PROGRAM TO RESEARCH THEIR POPULATION. AT THAT TIME THERE WAS ESTIMATED TO BE LESS THAN 50 IN THE STATE, BUT NOW THAT NUMBER HAS MORE THAN TRIPLED.



## WILDLIFE & HUNTING

More Items ▾

### Black Bear Program

### REPORT A BLACK BEAR SIGHTING



**EXAMPLE:** Wildlife Bureau’s Black Bear Program Ad directed people to our program page. We saw a major response from the public and media. During the time this ad was live two separate outdoor writers for state-wide publications contacted the office to interview our program leader and promote conservation efforts that most Mississippians did not know were taking place.

**DIGITAL TARGET AUDIENCES:** Utilizing the Tradedesk DSP, we were able to target Mississippians on over 90 percent of the available digital inventory, compared to the less than 30 percent of available online inventory offered by basic Google Display Ads due to access to private marketplaces. Also, with access to MDWFP’s database of hunting license owners, we were able to exclude those in an effort to showcase MDWFP to Mississippians less familiar with their body of work.

We targeted Mississippians between the ages of 18-55 years old, and from there segmented by a variety of demographics ranging from those with families to those that search for outdoor activities, etc. As a result, we were able to successfully target people who fall into the different categories ranging from Outdoor Enthusiasts to Dabblers.

### Target Audience



- > 18-55 years old
- > Families interested in Outdoor Activities
- > Non-Current License Holders

In addition, we utilized Facebook to target those individuals without hunting or fishing preferences — again in an effort to showcase MDWFP’s body of work to the masses that are less familiar with the entity.

**IMAGES AND GRAPHIC TREATMENT:** 50 percent of the six total images represented staff members as proposed in the guidance. The remaining three included wildlife and/or outdoor activity.

**CAMPAIGN ROLLOUT:** We wanted to highlight MDWFP’s body of work and market that to people that aren’t as familiar with everything the department does in an effort to increase awareness and a greater understanding of just what it is MDWFP does. In Mississippi, it’s easy to equate MDWFP as the place to get a hunting license, when in reality the agency does so much across the state from conservation to education. We learned from the Making It Last Toolkit best practices from examples in other states in previous campaigns and at that point determined that the best course of action would be to spend 75 percent of the \$20,000 grant on programmatic display ads and the remaining 25 percent on social media ads. Programmatic advertising is more powerful in terms of building audiences and we were able to exclude known hunting license holders, so that meant the bulk of our ads were delivered to our target audience.

**PROGRAMMATIC RESULTS:** The ad agency set out to deliver 1.5 million digital impressions during this campaign period and ultimately delivered over 1.54 million impressions. We had a target CTR for this campaign of 0.10% and ultimately finished with 0.17%. In total, we had 2,687 clicks to the website. A full digital report for programmatic is attached in the appendix.

**FACEBOOK RESULTS:** We ran 6 different creative sets to correspond to our programmatic ads running to tie everything together so as people move about on their online journey there is a cohesive flow to the marketing. The ad agency initially estimated 27K-80K website clicks based off of Facebook’s estimations before the campaign launch, but that initial estimation was off a tremendous amount. We were able to generate 401,548 impressions from the \$5,000 budget that resulted in 6,744 clicks to the website for a CTR of 1.6 percent, right in between our goal of 1-3%.

**CREATIVES USED:** We ran 6 different creative sets highlighting the state's parks, youth activities, fishing options, bear program, state museum, and conservation. Each set of creative performed very well with programmatic advertising. On Facebook/Instagram, the highest performing post in terms of engagements/clicks was on the state's black bear program. The lowest performing post was for the Mississippi Museum of Natural Science. Images of ads will be included in appendix.

**LESSONS LEARNED:** While each state and wildlife department is different, the results from the last round of pilot projects was very informative in putting together our marketing strategy for this campaign.

The biggest hurdle I would say that came about during our campaign was the massive amount of advertising done on Facebook for the November general election that not only impacted the visibility of our ads, but also the frequency of impressions. In the third quarter of 2020, over \$264 million was spent on Facebook by political candidates, giving our \$5,000 buy very little accommodations. My recommendation for future states is to avoid running on social media during periods where there is massive spending as to avoid being drowned out by those with larger budgets, i.e. Black Friday, holidays, elections, etc. We firmly believe that this political spending is why our Facebook results were far off from earlier estimations.

We did not experience this problem with our programmatic component of the campaign because utilizing the Tradedesk we were able to have access to more private marketplaces that weren't inundated with campaign spending. In fact, we would encourage that other states try to partner with agencies that do more than Google Display ads when it comes to programmatic advertising.

**SUMMARY:** We were able to market the Mississippi Department of Wildlife, Fisheries and Parks to all Mississippians over a three-month period and expose them to the agency's body of work as opposed to highlighting its presence as the place to get a hunting license. As a result, we had a CTR nearly double the national average for our programmatic portion, which tells us the creative and the messaging really resonated with people. In turn, they were able to go and learn more about the different functions of MDWFP.



*Using images that displayed excitement delivered some great engagement and comments on posts.*

# APPENDIX

## DIGITAL TARGET AUDIENCE

<b>Demographics</b>	<b>Targeted</b>
Age 18-54	✓
Age 18-45	✓
Wide range of outdoor interests	✓
Micro-targeted outdoor interests	✓
Families	✓
Hunters	
Anglers	
Current Facebook Fans	

## MIL TOOLKIT: PRIMARY AUDIENCE SEGMENTATION

<b>Segment</b>	<b>Targeted</b>
Outdoor Enthusiasts	✓
Family Outdoors	✓
Affable Adventurers	✓
Outdoor Excitement	✓
Dabblers	✓



## PAID MEDIA PLATFORMS

Outlet	Used
Facebook	✓
Instagram	✓
Snapchat	
Digital Display	✓
YouTube/Bumper Ads	

## Results

### Facebook

Goal: Link Clicks

Impressions: 401,548

Engagement: 1,353 Likes, 172 Shares, 129 Comments

Clicks: 6,744

### Programmatic

Goal: Link Clicks

Impressions: 1.54 million

Clicks: 2,687

## Facebook Results

Ad Description	Spend	Ad Type	Engagement	Reach	Link Clicks	CPR
State Parks <sup>4</sup>	\$830	Web Visits	181	61,934	868	\$0.53
Black Bear	\$830	Web Visits	724	77,030	1,553	\$0.32
Fisheries	\$830	Web Visits	192	70,884	1,562	\$0.32
Fishing Rodeo	\$830	Web Visits	126	65,096	814	\$0.58
Museum	\$830	Web Visits	116	58,719	866	\$0.54
Clean Water	\$830	Web Visits	315	67,855	1,081	\$0.44

Mississippi Department of Wildlife, Fisheries, and Parks  
Written by Prince Digital [?] · August 19 ·

State Parks offer access to a wide variety of outdoor activities. Mountain bike trails, one of the more recent developments offered at various parks, will take you on a winding tour of some of our vast national forests and along our scenic park lakes. All of this has been made possible by our park staff and the men and women that venture there.



Mississippi Department of Wildlife, Fisheries, and Parks  
Written by Prince Digital [?] · August 19 ·

Fisheries biologists stock Mississippi's waterways and fisheries throughout the state to supplement and improve the sport fish population for anglers to enjoy. Our work has helped generate quality fishing experiences for all who seek time out on the water.



Mississippi Department of Wildlife, Fisheries, and Parks  
Written by Prince Digital [?] · August 19 ·

MDWFP's Museum of Natural Science is where conservation meets education and fun. Offering a wide range of exhibits and events, visitors have the opportunity to experience everything wild about Mississippi.



MDWFP.COM  
Making It Last

Learn More

Mississippi Department of Wildlife, Fisheries, and Parks  
Written by Prince Digital [?] · August 19 ·

Black bears are endangered in Mississippi, so in 2002 MDWFP established a black bear program to research their population. At that time there was estimated to be less than 50 in the state, but now that number has more than tripled.



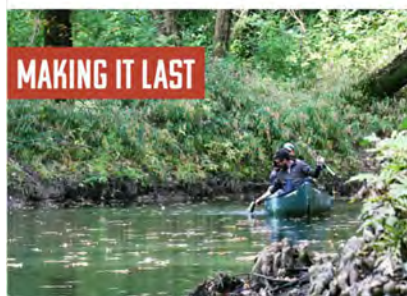
Mississippi Department of Wildlife, Fisheries, and Parks  
Written by Prince Digital [?] · August 19 ·

Sharing the fun and excitement of fishing with today's youth is just the beginning of a life long connection with Mississippi's waters and the creatures that live there.



Mississippi Department of Wildlife, Fisheries, and Parks  
Written by Prince Digital [?] · August 19 ·

Clean water. Bass love it and so do we. Conserving Mississippi's natural resources is our job and we take it seriously because we want experiences like this for our future generations.



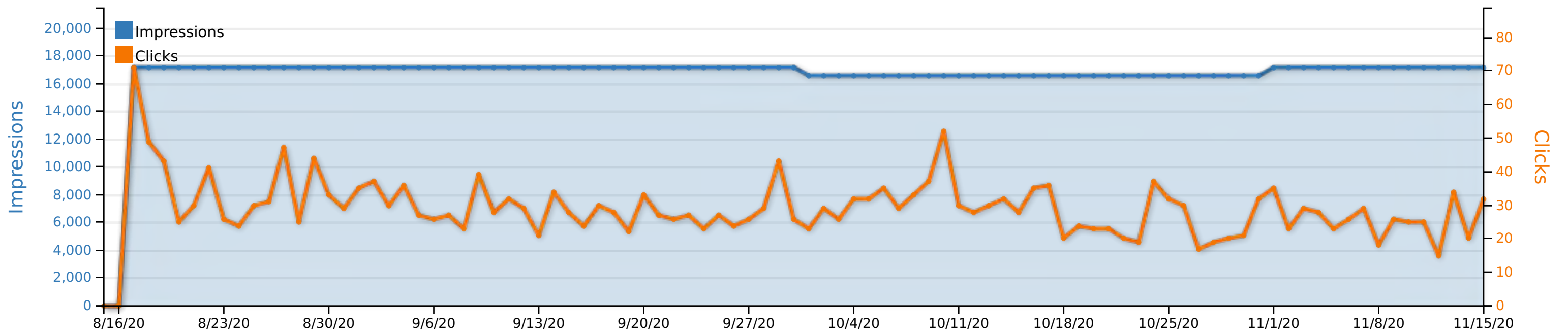
MDWFP.COM  
Making It Last

Learn More

# TTD - Display

## Performance

Performance

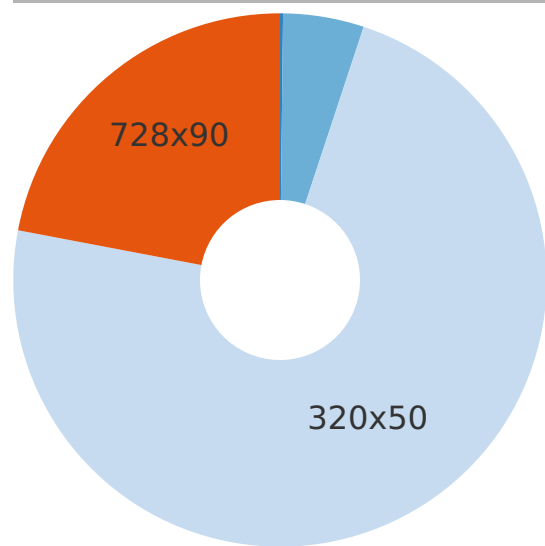


Total Impressions  
**1,544,031**

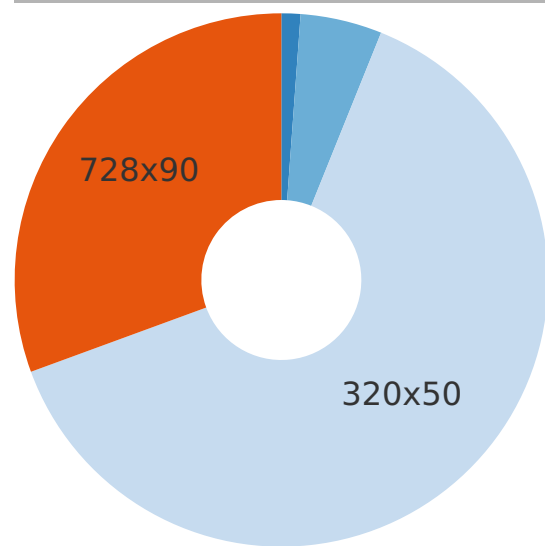
Total Clicks  
**2,687**

Overall CTR  
**0.17%**

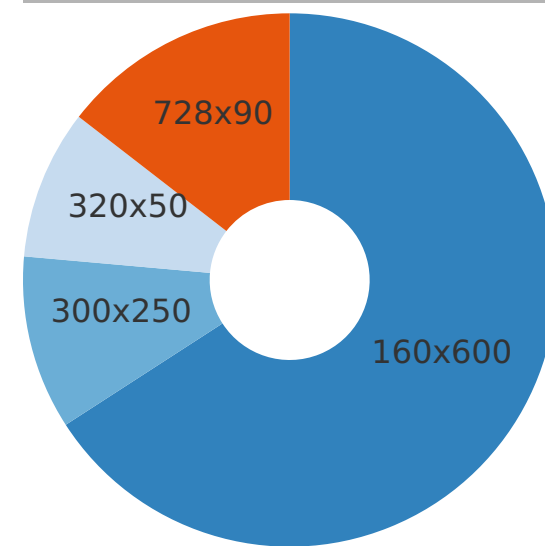
Impressions by Format



Clicks by Format



CTR by Format

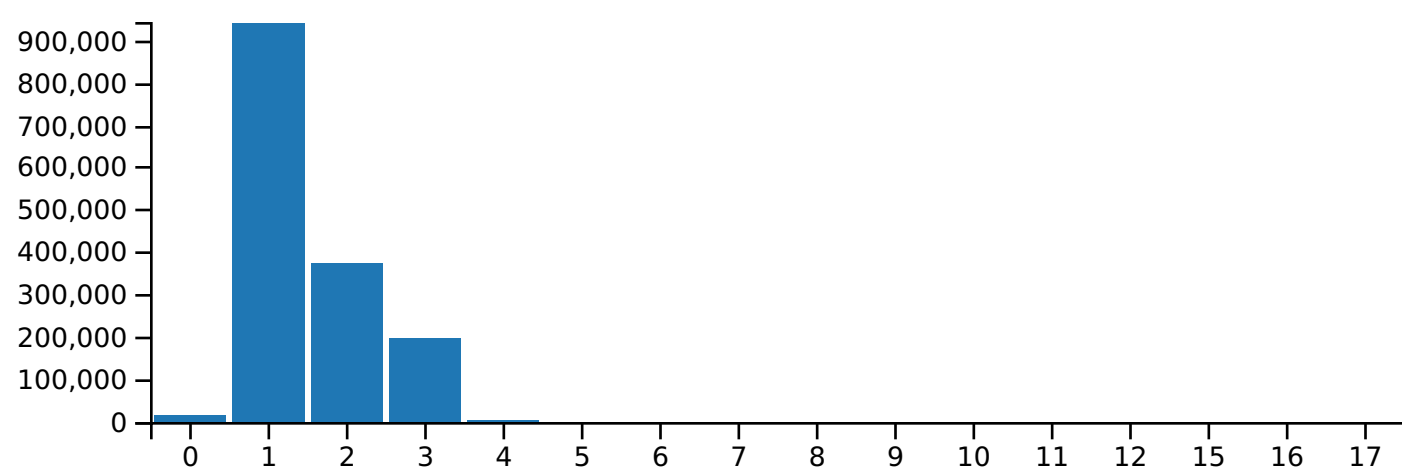


PC/PI by Format

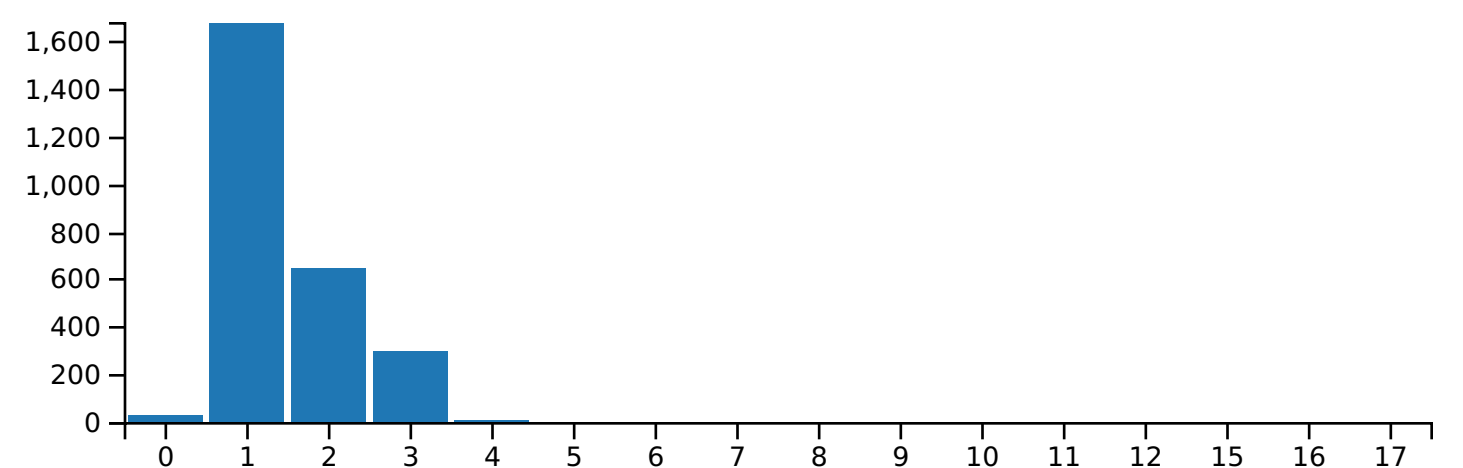
PC/PI	Count	PC %	PI %
PC/PI 1	0	0%	0%
PC/PI 2	0	0%	0%
PC/PI 3	0	0%	0%
PC/PI 4	0	0%	0%
PC/PI 5	0	0%	0%
PC/PI 6	0	0%	0%

Ad Format	Impressions	Clicks	CTR
320x50	1,125,676	1,701	0.15%
728x90	339,865	822	0.24%
300x250	75,665	133	0.18%
160x600	2,825	31	1.10%
300x50	0	0	N/A
<b>Totals</b>	<b>1544031</b>	<b>2687</b>	<b>0.17%</b>

Impressions by Frequency



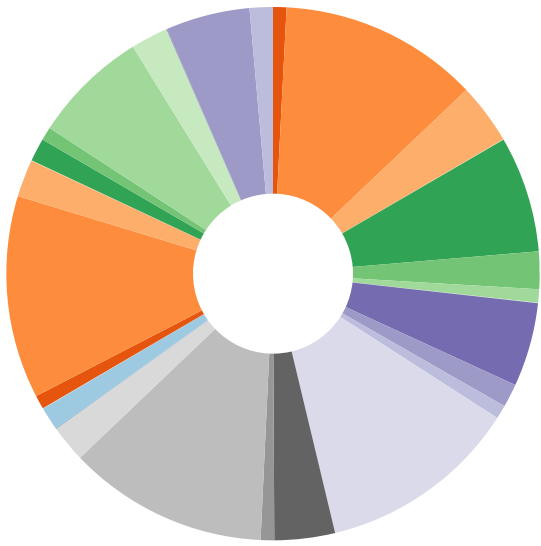
Clicks by Frequency



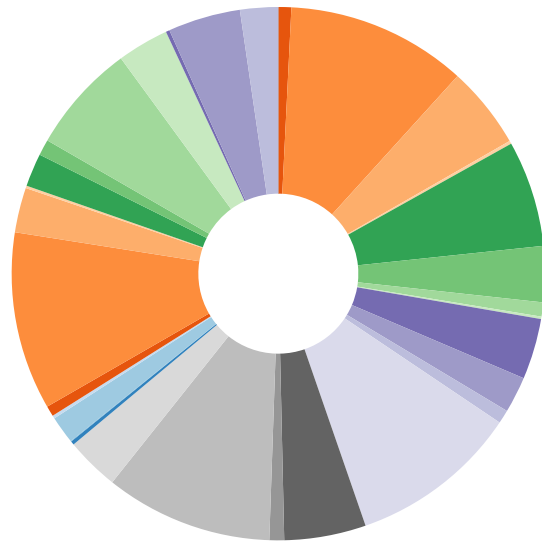


Creatives

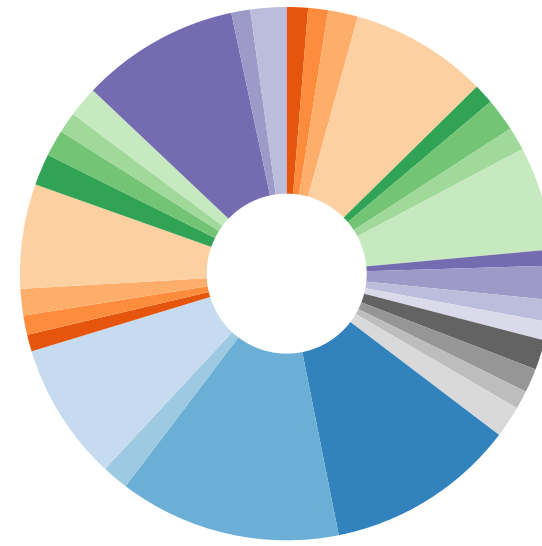
Impressions by Creative



Clicks by Creative



CTR by Creative



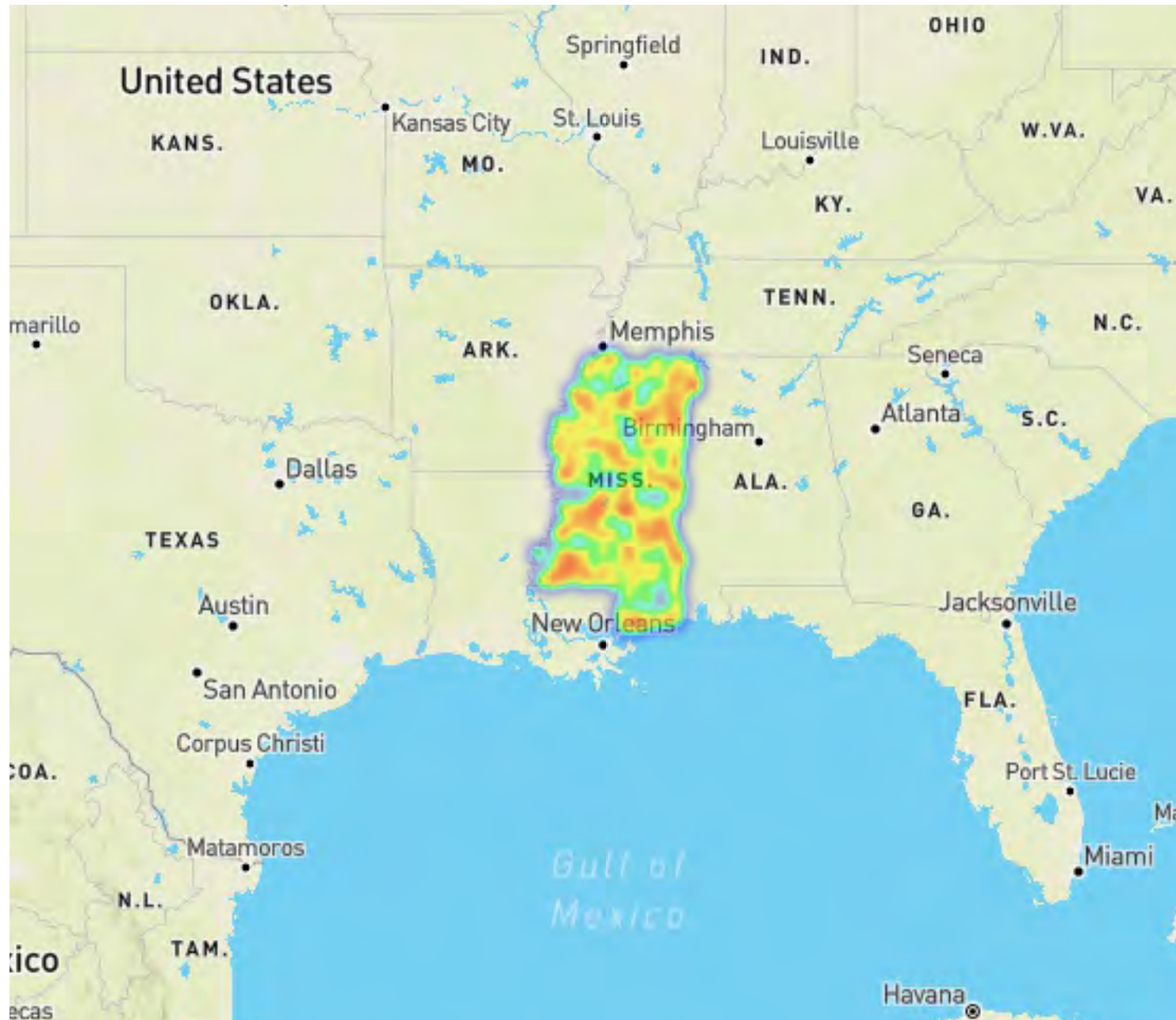
PC/PI by Creative

PC/PI 1	0	0% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

Creative	Name	Impressions	Clicks	CTR
MAKING IT LAST	81171_Museum 3_17AUG20.jpg	189,781	290	0.15%
MAKING IT LAST	81171_Fishing 3_17AUG20.jpg	187,710	276	0.15%
MAKING IT LAST	81171_Fishing Rodeo 3_17AUG20.jpg	187,327	273	0.15%
MAKING IT LAST	81171_Bears 3_17AUG20.jpg	186,728	294	0.16%
MAKING IT LAST	81171_Bike Trails 3_17AUG20.jpg	108,736	173	0.16%
MAKING IT LAST	81171_Water 3_17AUG20.jpg	108,113	178	0.16%
MAKING IT LAST	81171_Water_ Untitled design-320x50px- Mobile_UPD9OCT20.jpg	78,795	118	0.15%
MAKING IT LAST	81171_BikeTrails_ Untitled design-320x50px- Mobile_UPD9OCT20.jpg	78,486	99	0.13%
MAKING IT LAST	81171_Bears 4_17AUG20.jpg	56,869	134	0.24%
MAKING IT LAST	81171_Fishing 4_17AUG20.jpg	56,619	133	0.23%
<b>Totals</b> N/A	<b>N/A</b>	<b>1544031</b>	<b>2687</b>	<b>0.17%</b>



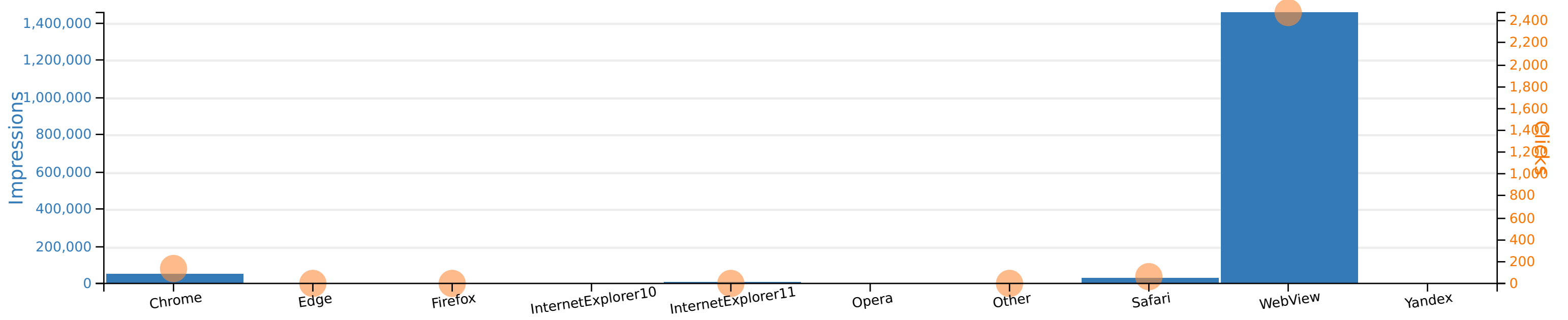
## Geography



City	State	Impressions	Clicks
Jackson	Mississippi	142216	245
Brandon	Mississippi	99089	156
Hattiesburg	Mississippi	87928	128
Madison	Mississippi	50282	81
Gulfport	Mississippi	48813	91
Biloxi	Mississippi	40064	68
Olive Branch	Mississippi	37276	56
Southaven	Mississippi	35238	43
Meridian	Mississippi	34518	57
Oxford	Mississippi	33297	46

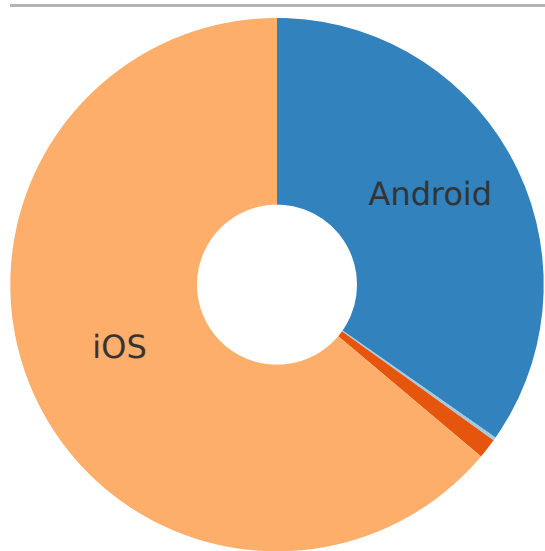
# Browsers

Browsers

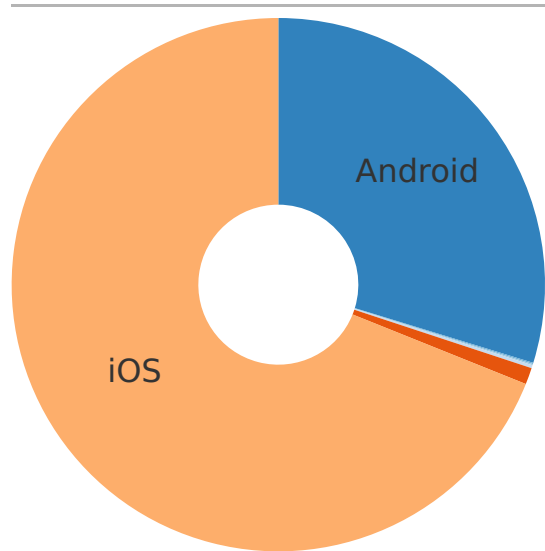


Browser	Impressions	Clicks	CTR
WebView	1,456,836	2,477	0.17%
Chrome	50,231	140	0.28%
Safari	29,461	62	0.21%
InternetExplorer11	5,351	1	0.02%
Edge	963	4	0.42%
Other	581	2	0.34%
Firefox	400	1	0.25%
Opera	143	0	0.00%
Yandex	46	0	0.00%
InternetExplorer10	0	0	N/A
<b>N/A</b>	<b>1544012</b>	<b>2687</b>	<b>0.17%</b>

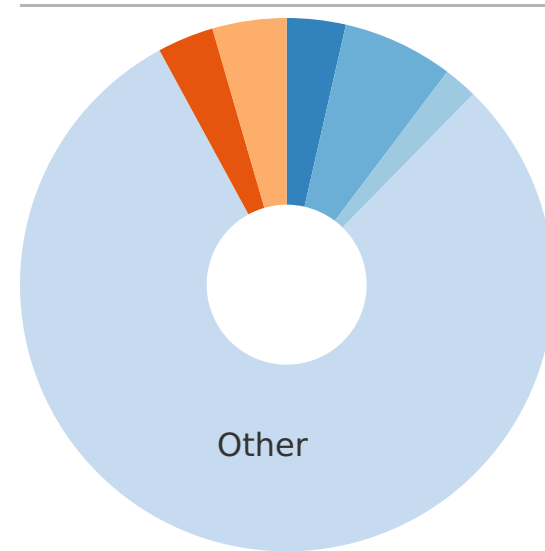
Impressions by OS



Clicks by OS



CTR by OS

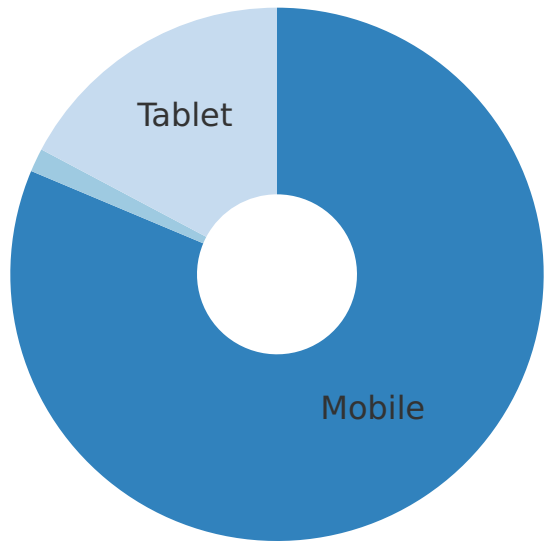


PC/PI by OS

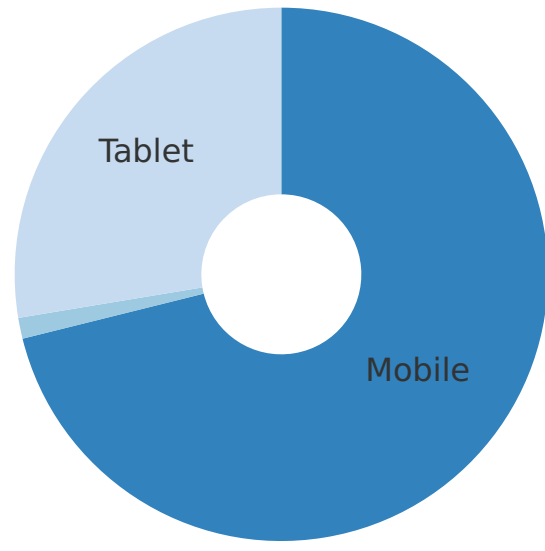
PC/PI 1	0	0% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

OS Family	Impressions	Clicks	CTR	
iOS	986,000	1,852	0.19%	
Android	535,905	799	0.15%	
Windows	18,900	27	0.14%	
OSX	2,340	2	0.09%	
Linux	712	2	0.28%	
Other	150	5	3.33%	
WindowsPhone	5	0	0.00%	
<b>Totals</b>	<b>N/A</b>	<b>1544012</b>	<b>2687</b>	<b>0.17%</b>

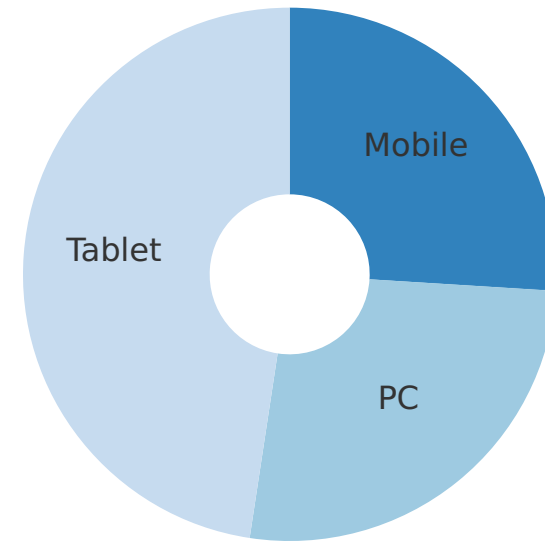
Impressions by Device



Clicks by Device







CTR by Device



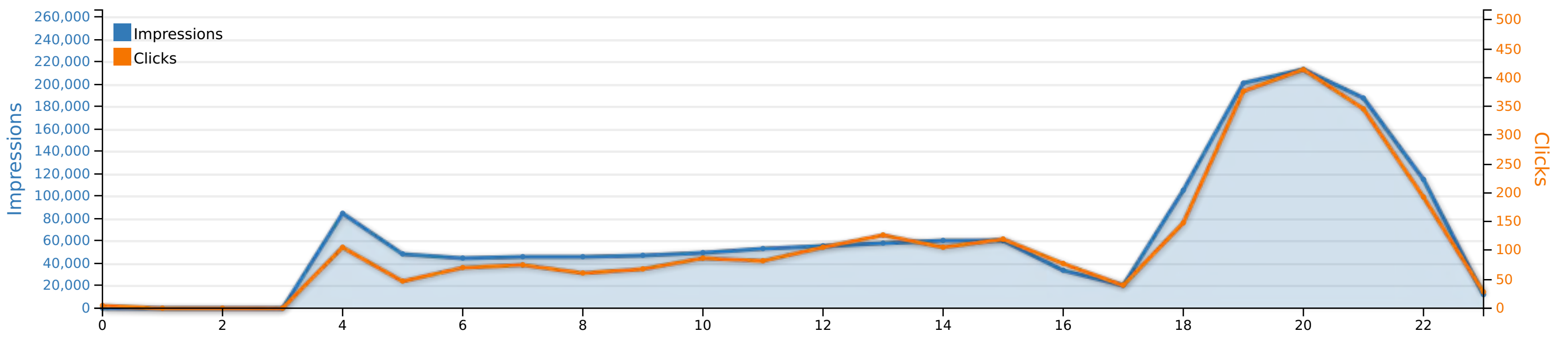
PC/PI by Device

PC/PI	Count	PC %	PI %
PC/PI 1	0	0%	0%
PC/PI 2	0	0%	0%
PC/PI 3	0	0%	0%
PC/PI 4	0	0%	0%
PC/PI 5	0	0%	0%
PC/PI 6	0	0%	0%

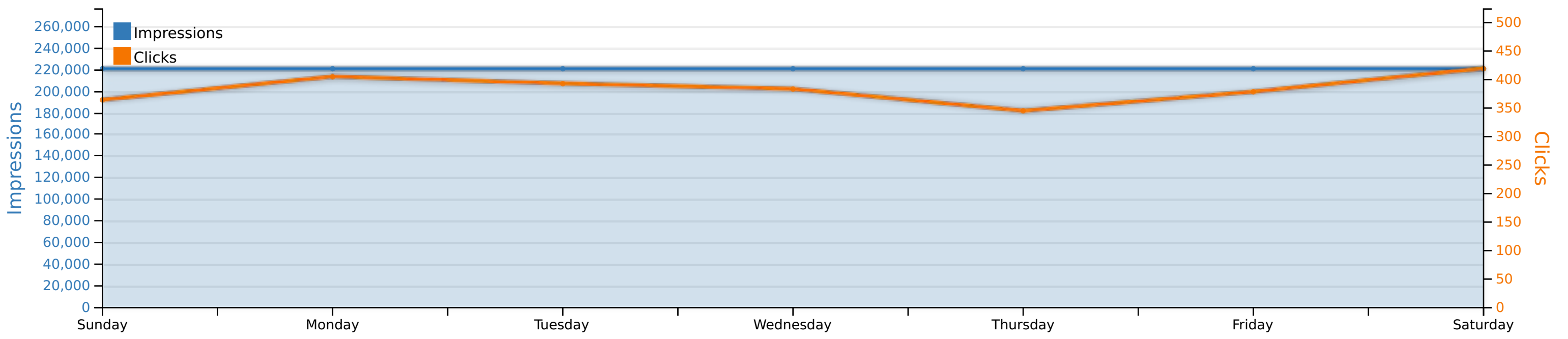
	Device	Impressions	Clicks	CTR
	Mobile	1,255,768	1,911	0.15%
	Tablet	266,245	742	0.28%
	PC	21,995	34	0.15%
	Other	4	0	0.00%
<b>Totals</b>	<b>N/A</b>	<b>1544012</b>	<b>2687</b>	<b>0.17%</b>

## Time and Day

Hour of Day



Day of Week



Day of Week	Impressions	Clicks	CTR
Monday	220,831	404	0.18%
Sunday	220,817	364	0.16%
Tuesday	220,799	393	0.17%
Wednesday	220,786	383	0.17%
Saturday	220,305	419	0.19%
Friday	220,254	379	0.17%
Thursday	220,239	345	0.16%
<b>N/A</b>	<b>1544031</b>	<b>2687</b>	<b>0.17%</b>



S.C. Department of Natural Resources

# MAKING IT LAST Campaign Outline

Office of Media and Outreach

Amanda Stroud, Director of OMO  
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Kristin Coulter, Marketing Coordinator  
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December 2020





## Campaign Goal

S.C. Department of Natural Resources (SCDNR) initial campaign goal was to increase awareness and long-term investment among individuals that are not hunters or anglers. Our measurable goals were to:

**Increase our Facebook followers by 1,200 over an eight-week period.**

**Increase our Instagram followers by 750 over an eight-week period.**

We began running ads on September 14 and continued until December 14. Because of procurement issues, our eight-week period was extended to make full use of our funds. During this period we used mostly photography, but also included gifs.

## Digital Target Audiences and Audience Segmentation

Whether an outdoor enthusiast or a dabbler, South Carolina has something to offer anyone willing and wanting to take part in South Carolina's outdoors. South Carolina chose the following target segmentations based on local populations and the success of phase one of the Making it Last campaign:



### Outdoor Enthusiasts:

This audience includes our fringe segmentation, individuals who have a stake in South Carolina's natural resources, but are non-consumptive users. Individuals that make up these groups are those that enjoy hiking, backpacking, camping, canoeing and kayaking, but also bird watchers and even South Carolina farmers. We would like to focus on 50 percent female and 50 percent male individuals, aged 18-54.



### Outdoor Dabblers:

These individuals are those that have interests and hobbies that align with the work SCDNR does, but they may not relate the two together. This audience also includes the fringe segmentation, but more focused on those that enjoy hiking, camping, backpacking, canoeing and kayaking. This segmentation will have a 50/50 focus for both female and male, ages 18-54.



### Family Outdoors:

With two-parent and single-parent households making up more than 1.2 million of South Carolina's overall 5 million households, we would like to focus on families that enjoy taking their children outdoors to share experiences and pass knowledge onto the next generation. Their key interests are things that can be done in groups like fishing, camping and boating. We would like to focus on 70 percent female and 30 percent male, ages 24-45, as South Carolina's population leans towards this ratio for this particular segmentation.

## Campaign Overview

### In the beginning

When SCDNR initially approached the Making it Last grant, our biggest concern was making sure we made the right first impression among newly engaged users. Our website is often viewed as hard to navigate, and while we are in the process of rectifying this issue, it wasn't going to be done before the campaign. Because of our concern and the state of our website, we opted to direct the entirety of the campaign to our social media platforms.

After we identified the platforms we were going to be using, we tried to find other avenues to push out our message. Our initial thought was to use Google, but as we talked through this option, we realized the legitimacy of our brand would possibly be jeopardized and we would experience a high bounce rate if someone who was expecting to be directed to a website was then directed to a Facebook page. We instead opted to use all \$20,000 on our agency's Facebook and Instagram platforms.

We allocated funds to the following three agency Facebook and Instagram pages:

**Main SCDNR Facebook page and Instagram (\$13,00)**

**Spanish Facebook page (\$3,500)**

**Diversity Outreach Facebook page (\$3,500)**

To supplement the paid advertising, we also developed regular content to be posted on our feeds to not only inform our already engaged audience, but to continue relevancy for the content that pushed newly engaged individuals to like our page to begin with.



**Metrics**

To strategically react to which posts were working, and which were not, we measured our success by the increase in followers of our pages, engagement rate and impressions. Because our goals were varying, the way Facebook allowed you to identify campaign goals would change what was measured for each ad. After several weeks of an awareness campaign, we switched solely to 'Page Likes' except for the Sea Turtle Carousel.

Week One: Overview of Agency Programs	Impressions: 529,992
Week Two: Scenic Rivers/Kayak Post	Engagement: 3,359 Impressions: 97,877
Week Three: Gopher Tortoise/ Outdoor Rec Carousel	Gopher Tortoise: Impressions: 96,442 Page Likes: 1,545  Outdoor Rec Carousel: Impressions: 82,259 Ad Recall: 4,490
Week Four: Bobwhite Quail	Impressions: 88,354 Page Likes: 1,728
Week Five: Wood Duck/Sea Turtle Carousel	Impressions: 124,928 Page Likes: 915  Sea Turtle Carousel: Impressions: 732,328 Link Clicks: 3,289
Week Six: Magazine	Impressions: 112,375 Page Likes: 1,768
Week Seven: Sea Turtle	Impressions: 162,369 Page Likes: 2,154
Week Eight: Oysters	Impressions: 169,760 Page Likes: 2,216
Week Nine: Hiking	Impressions: 146,816 Page Likes: 2,589

In total, we were able to increase our page following by 16,204 and have 2,343,500 impressions throughout the entirety of the ad campaign on our main SCDNR social pages.

For the Spanish and Diversity Outreach pages, we measured the engagement rate and ad recall of the ads. Our metrics are as follows:

	<b>Spanish Page</b>	<b>Diversity Outreach Page</b>
Week 1	Impressions: 25,754 Ad Recall: 4.50%	Impressions: 13,486 Ad Recall: 5.39%
Week 2	Impressions: 100,392 Ad Recall: 3.84%	Impressions: 100,464 Ad Recall: 5.99%
Week 3	Impressions: 173,188 Ad Recall: 2.45%	Impressions: 192,817 Ad Recall: 4.12%
Week 4	Impressions: 117,179 Ad Recall: 5.30%	Impressions: 97,547 Ad Recall: 20.75%
Week 5	Impressions: 110,582 Ad Recall: 5.82%	Impressions: 150,013 Ad Recall: 17.70%
Week 6	Impressions: 109,079 Ad Recall: 12.78%	Impressions: 148,042 Ad Recall: 17.27
Week 7	Impressions: 106,664 Ad Recall: 11.30%	Impressions: 129,377 Ad Recall: 13.30%
Week 8	Impressions: 154,318 Ad Recall: 8.32%	Impressions: 8,762 Ad Recall: 16.31%

In conclusion, through the campaign ran on the Spanish and Diversity Outreach pages, we were able to increase our page likes by 435 in total, gain a total of 1,742,421 impressions and have 26,667 clicks through to the Facebook pages.

**Images and Graphics Used**

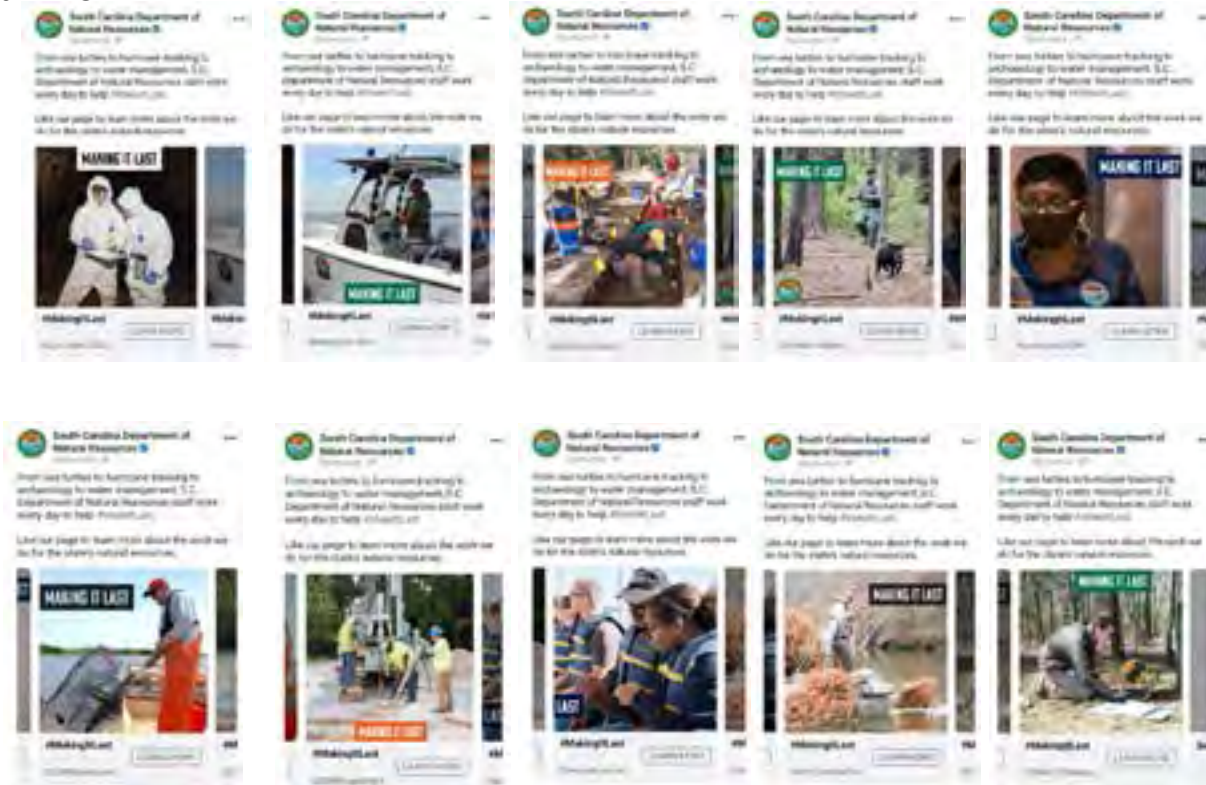
We believe the success of our campaign is in large part due to the imagery we chose. Most often we used photos that had an "empty canvas" tone. We wanted the user to be able to imagine themselves there doing or seeing the natural resources we were promoting.

Because we were requested to use 50 percent staff, 25 percent wildlife and 25 percent outdoor recreation, we chose to deliver in a variety of ways. In both of our successful carousel ads, we solely used staff photos. Interspersed between these two ads, we used a heavy amount of wildlife and outdoor recreation imagery, but in the description, we would include information on how staff were working to make that natural resource available to the public. This two-prong approach helped us not only resonate with our audiences by using photos they liked, but we were also able to educate and bring awareness of the work that is necessary to make it available.

With every photo that was used for the social media campaign, we used the required fonts, included our logo and made use of the campaign headline. Our top two best performing ads were\*:



## Agency Programs



## Sea Turtle



\*Please find the remainder of the ads in the appendix.

A variety of non-paid advertising was used to supplement the paid advertising we were pushing out that includes:

- A one page spread in our agency's South Carolina Wildlife magazine
- Mention in a local, statewide email newsletter
- Articles written for a blog and delivered through Gov Delivery, our email distribution service

## Call-to-Action

SCDNR directed their engagement from the ads to our social media platforms, Facebook and Instagram specifically.

## Lessons Learned

There are many things we would do differently or change if given the opportunity again, but there were also a lot of successes that came out of this campaign. When we began, we used other state's guidance, but we were in a precarious situation because our agency's main web presence is our social media. Without a website we wanted to draw new users to, we were limited within the constraints of Facebook and Instagram.

By only using our social platforms we were only able to advertise to individuals that have social media. In our experience, there are many individuals that would be interested in this message but do not frequent social media often or don't have it at all. With this being said, we did reach a large population in South Carolina that didn't like our page previously that now has.

There were also several challenges we faced throughout the campaign. First, we were reaching two separate language groups. There were oftentimes, even with the tagline "Making it Last," where things wouldn't translate clearly. We believe this hindered our campaign targeted toward Hispanics in the long run. While the tagline couldn't be changed, our regular content often took a lot more time than we thought to nail down. Another challenge we faced, as mentioned before, was not having an acceptable website to direct new users to. This prohibited further education because they were not able to do their own research about the work the agency does by clicking around on their own. Third, because we were strictly using social media, we were within the constraints of analytics Facebook and Instagram provided. There were times we would want to engage new users and get page likes, but Facebook would only allow one or the other. Lastly, the biggest challenge we faced was pushing this campaign out during a pandemic. Because our state was still in the process of changing guidance when the grant funding was made available, we decided to hold off until most of the changes were made. Even still by waiting, many comments we received were not about the content or campaign, but our insensitivities to the world around us. These comments would then engage other like-minded people.

While there were several notable challenges, there were also great successes. We gained nearly 17,000 new users that were brought to our social channels because they are interested in the conservation work that our agency does on a day-to-day basis. This is very important to note because this is the tone we are trying to set on our social platforms so the campaign was a great segue to engage new users that will be interested in content to come. We also boosted employee morale through completing this campaign. Prior, it was seldom we would talk about programs within our agency. Through this campaign we got to talk about really important programs not only to our state, but also to our employees. They were thrilled to be able to have conversations about the



things they are working on.

If given the opportunity again, there would most definitely be changes made. First, I would absolutely use some of the funds to secure a marketing firm to lead this campaign. By doing it ourselves we were able to receive instant information, but with daily tasks and other things that come up with our nature of work, I think we could have been more strategic with our ads had we gone that route—a suggestion that was made in the toolkit but was decided against in the long run.

In conclusion, for other states about to implement this campaign, I would make use of your website and develop a landing page to use as a call-to-action. We think analytics and the return on investment would be more easily analyzed and clear. If you plan to communicate to multiple language groups, plan ahead. Talk through the possibility of having someone else run point on the campaign as their main focus would be the campaign. Lastly, to increase state fish and wildlife relevancy as well as tell the story of the amazing work we do, we would suggest homing in on the content that your state's general public is passionate about. For us, it was outdoor recreation. By coming to this conclusion early on, we were able to not only resonate with and appeal to their interests.

## Summary

In summary, this grant offered SCDNR a unique opportunity to reach a certain social media following that we had not yet engaged, as well as determine what kind of information our audiences are really interested in and looking for. We found that the carousel ads were the most compelling type of digital ad with the highest impressions, and solely staff focused. However, this kind of ad is good for engagement, but not an increase in page likes, which aligns with the goal of our campaign. If we look at that particular metric our highest performing ads were related to outdoor recreation and marine related topics.

In total, our ads on our main agency Facebook and Instagram pages we were able to increase our page following by 16,204 people and garner 2,343,500 impressions throughout the entirety of the ad campaign.

Because we looked at the same subset of information, engagement rate and ad recall, through the Spanish and Diversity Outreach Facebook pages we were able to analyze this information more thoroughly among the targeted audiences of Hispanics and African-Americans.

## Engagement Rate

The industry benchmark for engagement rate is at 1 percent. Both audiences received engagement above 1 percent with the Hispanic audience receiving 8 percent engagement rate compared to 2.7 percent of the targeted African-American audience of the Diversity Outreach page. We have consistently seen that Hispanics are heavy social media users, so the high engagement rate parallels with their use of social media. We consider both rates successful because they were above the 1 percent benchmark.

## Ad Recall Lift Rate

As a benchmark for this metric, we expected a 6 to 8 percent ad recall lift rate for each page. The African-American audience showed the highest ad recall lift rate at 12.6 percent versus the Hispanic

audience ad recall lift rate of 6.8 percent. This means that the African-American audience, about 12.6 percent of those reached, would have remembered the "Making It Last" campaign within two days. We still believe that the campaign was successful on both audiences with a high ad recall lift rate.

Additionally, the Spanish and Diversity Outreach pages received more than 800K impressions during the eight-week campaign and an increase of 435 people who like these pages. Using this information from both the main SCDNR page and the Spanish and Diversity Outreach pages, we determined that this campaign performed well at eight weeks. We noticed a decline in engagement and impressions on paid and non-paid content as the weeks continued and noted that any additional time would have been in detriment to the campaign. We are also using this insight to create Making it Last themed posts to continue reaching the audiences we gained, but also help tell the story of SCDNR and the work we do to conserve our state's natural resources.

## Appendix

### SCDNR Diversity Outreach

#### Week 1



#### Week 2





**Week 3**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

**DID YOU KNOW:** The Carolina Heelsplitter is an endangered mussel species with only 10 populations remaining.

The S.C. Department of Natural Resources has a dedicated program aimed to help this species thrive. The program works on stream surveys to assess occupancy, population health, and locating stocking sites for hatchery grown Carolina Heelsplitters.

The program has started growing surrogate mussel species and will begin growing Carolina Heelsplitter juveniles as early ... [See More](#)



**SCDNR Diversity Outreach**  
Sponsored · 🌐

Did you know that SCDNR is part of a multi-organization initiative charged with increasing the Bobwhite Quail populations?

Read our latest blog that goes into detail about this fascinating species and what you and your family can do to help!  
<https://www.dnr.sc.gov/quail/help.html>  
[#MakingItLast](#)



**Week 5**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

Nearly a million anglers make South Carolina their destination in pursuit of dozens of fish species. Even the largest rivers and reservoirs begin as small creeks, and every connection along the way affects the quality of the next water downstream supporting diverse fish and other aquatic life.

SCDNR stream and river assessments monitor the health of the state's waterways, both small and large.

Read more about the stream team's efforts here:  
<https://www.dnr.sc.gov/fish/fwr/> [See More](#)



**SCDNR Diversity Outreach**  
Sponsored · 🌐

This is why we do what we do.

In the 1970s, fewer than 10% of South Carolina's sea turtle eggs survived to hatch. Today – after decades of trial and error by dedicated biologists and volunteers – 60% of hatchlings make it out of the nest!

In another forty years, this baby loggerhead could return to Edisto Island to lay a nest of her own. [#MakingItLast](#) [#LifeIsBetterOutdoors](#)



**Week 4**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

The Red-Cockaded Woodpecker (RCW) is a protected species in South Carolina. In an effort to help this species continue to grow, South Carolina participates in the Southeast Safe Harbor Program.

With close to 200 properties enrolled, South Carolina has more participation than any other state. To inquire about the program, please email [rcw@dnr.sc.gov](mailto:rcw@dnr.sc.gov).

[#MakingItLast](#)



**SCDNR Diversity Outreach**  
Sponsored · 🌐

Empty cooler, full heart.

Catch-and-release fishing is more than a way to make memories and enjoy the outdoors – when done right, it's an investment in the future of fishing.

Always practice proper handling when releasing large fish like bull reds: keep it in the water, support it horizontally, and revive the fish before releasing it. [#MakingItLast](#) [#SCDNR](#) [#LifeIsBetterOutdoors](#)



**Week 6**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

The S.C. Department of Natural Resources Wildlife Management doesn't stop at deer and fish. The next time you are out hiking, know that there are SCDNR biologists working tirelessly to conserve the natural wonders around you. [#MakingItLast](#)



**SCDNR Diversity Outreach**  
Sponsored · 🌐

SCDNR has been a leader in regional and national mourning dove research and management initiatives for many years. In the 1950s, SCDNR biologists were involved in the development of the mourning dove Call Count Survey which became the standardized technique to assess breeding populations of doves nationally.

Today, mourning dove surveys continue annually, and biologists and technicians use that information to help better manage public dove fields across the state. SCDNR is d... [See More](#)





**Week 7**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

SCDNR's dive team has been #MakingItLast by diving into unknown waters since 1977, making it one of the oldest dive teams in the nation and the oldest dive team in South Carolina.



**MAKING IT LAST**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

Did you know that you can be a part of SCDNR's bat program? SC Bat Watch is a citizen science program in South Carolina that monitors bat roost sites. SC Bat Watch offers two levels of involvement, Bat Tracker and Bat Enthusiasts.

For more information about #MakingItLast and becoming a part of SC Bat Watch program, visit:  
<https://www.dnr.sc.gov/wildlife/bats/batwatch.html>



**MAKING IT LAST**

**Week 8**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

The South Carolina Heritage Trust Program in SCDNR's Land, Water and Conservation Division began in 1974 by The Nature Conservancy (TNC) to document and protect rare, threatened, and endangered species and communities.

This program is in large part thanks to the South Carolina General Assembly, who at the time had the foresight to protect these cultural and archaeological resources.

As the 51-17-20, S.C. Code of Laws reads, "The General Assembly finds that as a part of ... See More




**MAKING IT LAST**

**SCDNR Diversity Outreach**  
Sponsored · 🌐

#DYK that South Carolina Wildlife's magazine depends on subscribers to keep the conversation of conservation going?

Our dedicated, award-winning magazine staff works endlessly to bring this important topic to the forefront--with every single article. Authors take you to places in South Carolina few have gone, show you beautiful photographs of the state's natural resources, offer you recipes and gift ideas, and so much more.

Continue the conversation of conservation today b... See More



**MAKING IT LAST**

Take a step outdoors and experience South Carolina's amazing landscapes and wildlife.

For only \$18 a year, you'll receive six, bi-monthly issues of South Carolina Wildlife magazine. Subscribe by Nov. 15 to secure your Nov./Dec. issue.

**SCDNR Spanish**

**Week 1**

**Departamento de Recursos Naturales de Carolina del Sur SCDNR**  
Sponsored · 🌐

En SCDNR buscamos que cada uno de nuestros recursos perdure o #MakeItLast. Así que durante las siguientes ocho semanas les vamos a estar informando acerca de esos recursos y los programas disponibles aquí en Carolina del Sur, los cuales no solo ayudan en nuestra meta de conservación, sino que también permiten que todos nos involucremos.

#MakeItLast #MakeItLastSC

530 · 10 Comments · 27 Shares

**Week 2**

**Departamento de Recursos Naturales de Carolina del Sur SCDNR**  
Sponsored · 🌐

La genética no es tan popular, pero de hecho es una parte crítica en nuestro trabajo por la protección de la vida silvestre. Nuestro pequeño pero importante equipo de genética, utiliza ciencia sofisticada para determinar cosas como: procesos de hibridación entre especies de Lobina nativas y no nativas, que tan grande y saludable es una población de osos, y mucho más. Aquí, Dr. Bowman se encuentra colectando muestras de ADN de agua marina, las cuales pueden utilizarse para rast... See More



**MAKING IT LAST**



**Week 3**

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 ¿Sabía que la Reserva de Patrimonio Aiken Gopher Tortoise tiene más de 150 tortugas? A mediados de los años 2000, SCDNR adquirió el terreno que abarca esta reserva, la cual tenía en ese entonces menos de 10 Tortugas de la Florida o Gopher Tortoise (en inglés). El aumento en la población se puede atribuir a los esfuerzos de restauración y manejo en la propiedad, al igual que a las numerosas alianzas entre SCDNR y organizaciones en la región. Entre ellas se destacan el Savannah... [See More](#)

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 El Santuario para aves costeras Deveaux Bank en Carolina del Sur, tiene una de las colonias de Pelicano Pardo más grandes de la costa Atlántica. Aunque Carolina del Sur cuenta con varias islas barrera, Deveaux Bank es una de las cinco islas que cuenta con un perfil topográfico ideal, que atrae grandes colonias de aves costeras. Además de los Pelicanos Pardo, allí también es posible encontrar especies de aves migratorias de alta prioridad, tales como Playeros Canuto, Playero... [See More](#)



**Week 4**

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 La sección de Gestión Pesquera del Departamento de Recursos Naturales de Carolina del Sur, se dedica a hacer perdurar o [#MakingItLast](#) los recursos de pesca de nuestro estado. Aquí les compartimos algunas de las cosas que nuestro equipo realiza a diario.



**Week 5**

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 Usted puede ayudar a salvar la vida de una Tortuga marina con tan solo una llamada. Si se encuentra una Tortuga marina enferma, lastimada, o extraviada, ya sea en el agua o en la playa, repórtela a la línea de la vida silvestre 1-800-922-5431 la cual funciona 24/7. Nuestros operadores enviarán a alguno de nuestros biólogos o voluntarios del SCDNR para responder y encontrar tratamiento médico si es necesario. ¡Nuestra red de ayuda a las Tortugas marinas celebra 40 años en el 2... [See More](#)

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 La sección de Gestión Pesquera del Departamento de Recursos Naturales de Carolina del Sur, se dedica a hacer perdurar o [#MakingItLast](#) los recursos de pesca de nuestro estado. Aquí les compartimos algunas de las cosas que nuestro equipo realiza a diario.



*The same video from week four did so well it was ran again during week five.*

**Week 6**

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 A medida que los navegantes a lo largo de nuestras costas aumentan, los encuentros con animales silvestres también. Las colisiones con embarcaciones son la principal causa de mortalidad en tortugas marinas y manatíes en las aguas de Carolina del Sur. Usted puede ser parte de la solución, sea un navegante precavido. Esté alerta y mantenga los ojos abiertos por estos asombrosos animales, especialmente en áreas con mareas estacionales, donde ellos tienden alimentarse. Siempre pt... [See More](#)

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
 La próxima vez que vaya de caminata, recuerde que el personal del Departamento de Recursos Naturales de Carolina del Sur trabaja arduamente en la conservación de las maravillas naturales de Carolina del Sur, tales como senderos y bosques. [#MakingItLast](#)





**Week 7**

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
Sponsored

El equipo de buceo del Departamento de Recursos Naturales de Carolina del Sur ha buceado en las aguas de Carolina del Sur desde 1977. Es uno de los equipos de buceos más antiguos de la nación y el más antiguo en Carolina del Sur. #MakingItLast



Departamento de Recursos Naturales de Carolina del Sur SCDNR  
Sponsored

¿Sabía que usted puede ayudar en los esfuerzos de conservación de los murciélagos? Hay un programa de ciencia ciudadana llamado "SC Bat Watch" el cual monitorea los sitios de descanso de los murciélagos. Si usted desea involucrarse en el programa, por favor visite la siguiente página con información en inglés [www.dnr.sc.gov/wildlife/bats/batwatch.html](http://www.dnr.sc.gov/wildlife/bats/batwatch.html) #BatWeek #MakingItLast



**Week 8**

Departamento de Recursos Naturales de Carolina del Sur SCDNR  
Sponsored

El programa "Heritage Trust Program" de Carolina del Sur se debe en gran parte gracias a la Asamblea General de Carolina del Sur, que en ese entonces vio la necesidad de proteger nuestros recursos culturales y arqueológicos. Como se indica en el Código de Leyes de Carolina del Sur 51-17-20 "La Asamblea General considera que, como parte del continuo crecimiento de la población y el desarrollo de la economía del estado, es necesario y deseable que porciones del estado ricas en... See More



Departamento de Recursos Naturales de Carolina del Sur SCDNR  
Sponsored

Existen muchas razones por las cuales los ostiones son valiosos. Los arrecifes de ostiones proporcionan agua limpia, hábitat para peces y cangrejos, protección contra tormentas, y además son una fuente de alimento delicioso y sostenible. ¡Si usted disfruta de la temporada de ostiones, por favor recicle las conchas! Ayúdenos a hacer perdurar este recurso o #MakingItLast - Nuestra costa depende de las conchas de ostiones recicladas, las cuales se usan para reconstruir arrecifes... See More



**Main SCDNR Facebook and Instagram Pages**

**Week 1**



**Week 2**

South Carolina Department of Natural Resources

Trying to find a good spot for put in for kayaking? Try one of South Carolina's 10 designated Scenic Rivers.

The Scenic Rivers Program, administered through SCDNR's Land, Water and Conservation Division, is charged to protect unique and outstanding river features. Through a community planning approach, the program identifies and prioritizes resources for protection, including plant and animal life, wildlife habitat, wetlands, scenic views, geologic formations, recreation areas, and cultural or historic treasures.

To find maps and more information about the Scenic Rivers Program, visit: <http://ow.ly/LvQ50BgyJ>

116 120 Comments 213 Shares



**Week 3**

Did you know that the Aiken Gopher Tortoise Heritage Preserve has over 150 adult gopher tortoises that live on the property?

In the mid-2000s, SCDNR acquired the land that comprises the preserve, which included less than 10 gopher tortoises. The increase in population over the years can be attributed to the restoration and management efforts on the property itself, as well as the numerous partnerships SCDNR has with organizations in the region.

These partnerships include the University of Georgia's Savannah River Ecology Lab, Florida Fish and Wildlife Commission, Riverbanks Zoo and Gardens, Long Leaf Alliance, and U.S. Fish and Wildlife Service.

#MakingItLast  
#MakingItLastSC



South Carolina Department of Natural Resources  
Our mission is to serve as the principal advoc...

**Week 5**

In the early 1900s, the wood duck experienced a large decline in population due to loss of habitat and because they were widely hunted for the market.

One of the ways that we believe the population rebounded was because of wood duck boxes that provided artificial nesting cavities.

In the 1980s, SCDNR initiated the Wood Duck Box Program which provides wood duck boxes and predator shields to landowners at no cost. This program has continued for many years thanks to a partnership with the South Carolina Game Unlimited State Committee.

Annually, approximately 1,300 boxes are given to applicants, and we continue to see the demand for this program increase.

If you would like to be notified when the application for the wood duck boxes will be made available on the wcdobc visit <http://www.scdnr.gov/wcdobc>

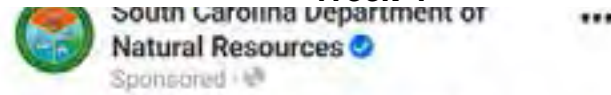
Just heads up, there is a limit of three boxes per individual and box reservations fill up quickly.

#MakingItLast #MakingItLastSC



South Carolina Department of Natural Resources

**Week 4**



Did you know that SCDNR is part of a multi-organization initiative charged with increasing the Bobwhite Quail populations? Read our latest blog that goes into detail about this fascinating species and what you and your family can do to help!

<http://scnaturalresourcesblog.com/home/2020/9/24/makingitlast-the-south-carolina-bobwhite-initiative-r66jp>

#MakingItLast  
#MakingItLastSC



South Carolina Department of Natural Resources  
Our mission is to serve as the principal advoc...



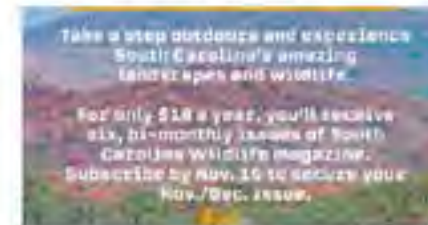
**Week 6**

Did you know that South Carolina Wildlife magazine depends on subscribers to keep the conversation of conservation going?

Our dedicated, award-winning magazine staff works endlessly to bring this important topic to the forefront - with every single article.

Authors take you to places in South Carolina few have gone, show you beautiful photographs of our state's natural resources, offer you recipes and gift ideas, and so much more. Help us #MakeItLast by subscribing to South Carolina Wildlife Magazine here: <http://www.scdnr.gov/wildlife/magazine/subscribe.html>

#MakingItLast #MakingItLastSC



South Carolina Department of Natural Resources  
Our mission is to serve as the principal advoc...



## Week 7



South Carolina Department of Natural Resources

Sponsored

This is why we do what we do. In the 1970s, fewer than 10% of South Carolina's sea turtle eggs survived to hatch. Today – after decades of trial and error by dedicated biologists and volunteers – 60% of our hatchlings make it out of the nest!

In another forty years, this baby loggerhead could return to Edisto Island to lay a nest of her own.

#MakingItLast #MakingItLastSC #LifesBetterOutdoors



South Carolina Department of Natural Resources

Our mission is to serve as the principal advoc...



## Week 8



South Carolina Department of Natural Resources

Sponsored

There's so much to love about the humble oyster. Oyster reefs provide clean water, fish and crab habitat, storm protection and a delicious, sustainable resource. 🍽️ 🌊 🦀

We need your help #MakingItLast – if you enjoy oysters this season, please recycle your shells! Our coast depends your recycled oyster shells, which we collect to rebuild reefs. ♻️ 🦪 🌊

Find a drop-off location near you 📍  
<http://bit.ly/oystershellrecycling>

#MakingItLastSC



South Carolina Department of Natural Resources

Our mission is to serve as the principal advoc...



## Week 9



South Carolina Department of Natural Resources

Sponsored

The S.C. Department of Natural Resources Wildlife Management doesn't stop at deer and fish. 🦌 🐟 The next time you are out hiking, know that there are SCDNR biologists working tirelessly to conserve the natural wonders around you. 🌲 🏞️

#MakingItLast #MakingItLastSC



South Carolina Department of Natural Resources

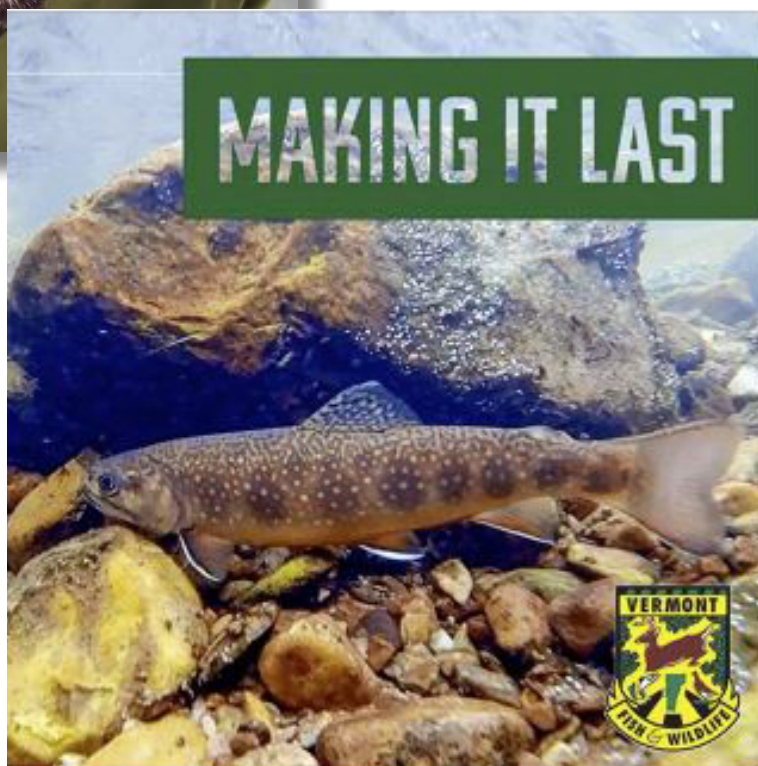
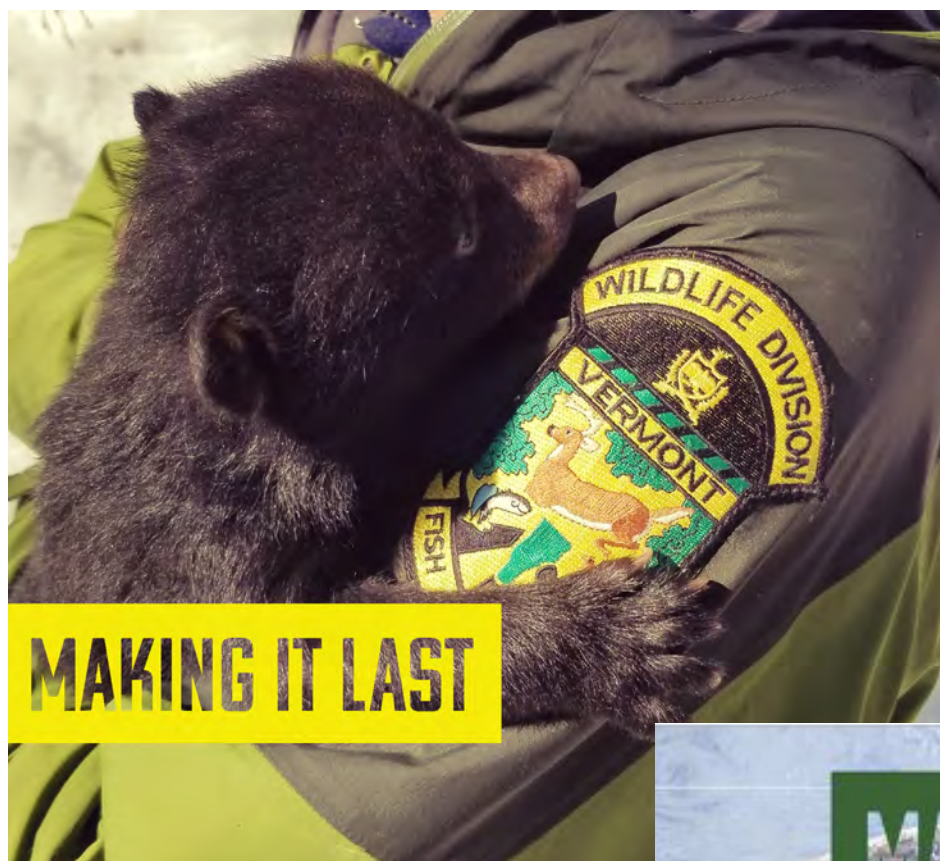
Our mission is to serve as the principal advoc...





# Making It Last State Pilot Project Phase 2 Report

Vermont Fish & Wildlife Department



## Project Contributors

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## Campaign Goal

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Our goal for this campaign was to raise awareness of the work the Vermont Fish & Wildlife Department (VFWD) does to care for the state’s wildlife, fish, plants, and their habitats and why this work is relevant to all Vermonters.

## Target Metrics

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- **Impressions:** The number of times the ads were on screen.
- **Engagements:** The total number of actions that people took involving the ad including:
  - » **Likes:** The number of likes on the post as a result of the ad.
  - » **Comments:** The number of comments on the ad.
  - » **Shares:** The number of times the ad was shared, including shares on personal pages, “friends” timelines, in groups and on other business pages.
- **Click-through rate:** The measure (%) of how many people who view the post click through to our website.
- **Landing Page Views:** The number of times a person clicked on an ad link and then successfully loaded the destination landing page.

## Call to Action

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Ads included a Learn More/See More CTA and link to our website, the landing page dependent upon the subject of the ad. The landing page was an existing page or a new one that was relevant to the content of the ad. All landing pages were branded with the Making It Last logo and included links to related web content for further reading/exploration.

## Digital Target Audiences

---

We targeted men and women in Vermont in the age groups of 18 – 24, 25 – 54 and 35 – 54 with an interest in the following activities:

hiking, bicycling, birdwatching, camping (car, backyard, backpacking, & RV), fishing, boating, canoeing/kayaking, running/jogging/trail running, golfing, gardening, skiing/snowboarding, snowshoeing, wildlife viewing, and wildlife photography. In addition to specific activities, we will also target interests including outdoor enthusiasts, outdoor recreation, nature, ecology, natural environment, wildlife, wildlife conservation, and endangered species.

We excluded those with an interest in hunting and fishing.

## Toolkit Primary Audience Segmentation

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**Primary Audience** – Outdoor Excitement (Adults, ages 25-54; 50% female / 50% male – estimated 232,083 people)

**Secondary Audience** – Outdoor Enthusiasts (Adults, ages 18-24; 50% female / 50% male – estimated 212,939 people)  
 Family Outdoors (Adults, ages 35-54; 40% female / 60% male – estimated 160,000 people)

**Geo** – Statewide with emphasis in the most densely populated counties: Chittenden, Rutland, Washington, Windsor, Franklin, Windham, and Addison counties (465,820 people – 75% of state’s population)

## Paid Media Platforms

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We used Facebook, Instagram, and Google Display paid media platforms.

## Image and Graphic Treatment

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We used short videos and still images for our ads with 53 percent of the ads depicting “boots on the ground,” 30 percent featuring wildlife, and 17 percent showing outdoor activities. All ads were branded with the Making It Last logo, included #MakingItLast in the ad copy, and used the recommended typeface from the MIL Toolkit for the subtitles on the videos. When we featured department staff, we tried to ensure the department logo was evident, but in one video this was not possible. Examples of the ads can be found in the Appendix.

## Campaign Rollout

The campaign was initially scheduled to run eight weeks, beginning the week of July 20 and ending the third week of September. The plan was to run ads on Facebook, Instagram and Google Display. Approximately six weeks into the campaign, we decided to reallocate the funds we had budgeted for Google Display to Facebook because the spending on Google Display was falling short of expectations. The increase to the Facebook budget allowed us to extend the campaign for an additional week.

Although it was planned to extend the campaign on Facebook to the end of September, failure to increase the campaign budget cap in Facebook Ad Manager resulted in the final ad not running. The oversight did not come to light until early December. At that time, the budget cap was adjusted, and the final ad began running.

Over the course of the campaign, we ran 17 different ads covering eight topics. The objective was to demonstrate the diversity of the department’s conservation work and how it benefits all Vermonters. When setting up the target audiences, we took steps to exclude those with an interest in hunting or fishing. We wanted to target Vermonters who may not be familiar with our work to build relevancy with that audience.

For all but one of the topics, we created a video ad and an image ad. The videos usually featured wildlife and/or department staff working with wildlife. The images generally showed department staff working with wildlife.

**Grant Funding Spend** (All creative assets development and media buys were done in-house.)

Table 1. Campaign Budget

Platform	Budgeted Amount	Actual Media Buy
Facebook	\$17,000	\$15,894.47
Instagram		\$3,152.67
Google Display	\$3,000	\$914.86
Total	\$20,000	\$19,962

## Results

As a result of the Making It Last marketing campaign we had in total 4,203,305 impressions, 455,286 engagements, 25,633 link clicks and 14,503 landing page views. The link click-through rate equaled 0.60 percent. Our estimated total impression in our marketing plan was 5,050,000. We reached 83 percent of this target because Google Display fell short of expectations (estimated 2,250,000 vs 353,789 actual). Facebook and Instagram, however performed better than expected (estimated 2,800,000 vs 3,499,011 for eight weeks of the campaign). Table 2 shows the breakdown by platform as well as more details on the engagements.

Table 2. Overall Results by Platform

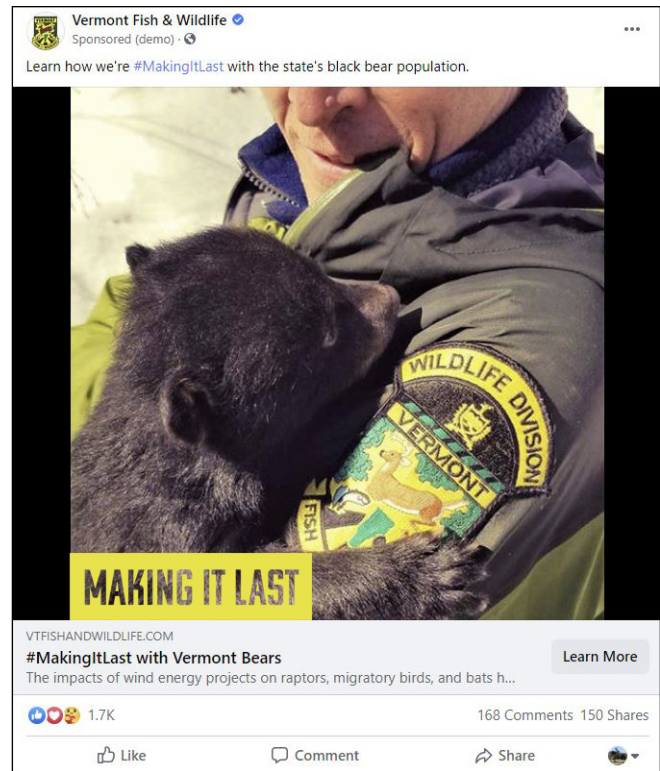
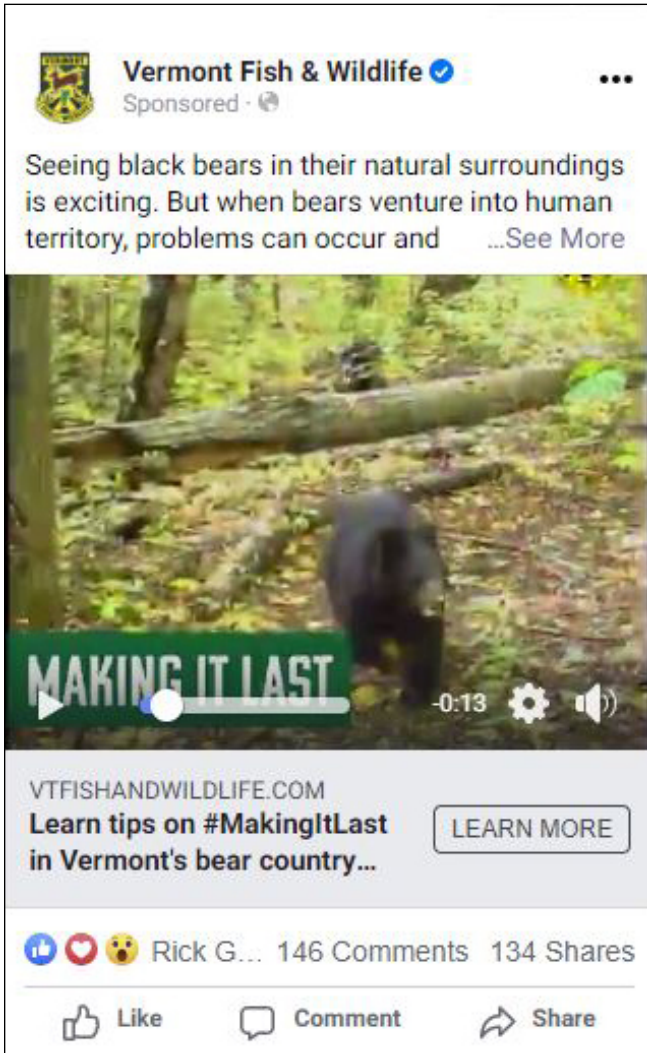
Platform	Impressions	Engagements	Likes	Comments	Shares	Link clicks	CTR	Landing Page Views
Facebook	3,362,725	435,481	6,800	526	1,165	19,587	0.58%	12,691
Instagram	486,836	19,805				2,688	0.55%	1,812
Google Display	353,789	--	--	--	--	3,358	0.95%	--
TOTAL	4,203,305	455,286	6,800	526	1,165	25,633	0.60%	14,503

For the video ads, we had a total of 1,859,519 video plays, with 67,578 people viewing the videos to its end. This equaled 4 percent of the video plays being viewed to the end of the videos.



**Most Successful / Least Successful Ads**

Landing page views was the metric we used for Facebook ad delivery optimization and the measure (result rate) we used for comparing the success of the different ads. Our most successful ads were the Living with Bears ad set. Both the 15 second video and image ad had a result rate of 0.68 percent, with 1,678 landing page views attributed to the video ad and 1,804 landing page views to the image. The two ads also had the highest link click-through rate (0.89% and 0.90%, respectively).



Ad Copy: Learn how we're #MakingItLast with the state's black bear.

Headline: #MakingItLast with Vermont Bears

Ad Copy: Seeing black bears in their natural surroundings is exciting. But when bears venture into human territory, problems can occur and bears often pay the price.

Headline: Learn tips on #MakingItLast in Vermont's bear country and our behavior can help keep bears wild.

Our least successful ad was the Wildlife Management Area still image ad. It was one of our outdoor activities ad, and had a result rate of 0.20 percent, with 327 landing page views and a click-through rate of 0.34 percent.



Ad Copy: Vermont’s very first Wildlife Management Area was purchased in 1920. Today, the state features 100 WMA’s, totaling almost 130,000 acres of land forever conserved.

Headline: Celebrating a Century of Habitat Conservation

For the Google Display platform, the Living with Bears also had the most impressions and clicks, and one of the highest click-through rates of 0.94%. The ad featuring fish and wildlife staff doing stream habitat improvement work had the lowest impression and clicks.

Tables 3 - 5 in the Appendix details the Facebook and Instagram ads performance by ad type, platform and engagement. Table 6 details Google Display ads overall performance.

In addition to the paid media, we also created two print ads for our 2021 hunting and fishing regulations guidebooks, ran the branded Making It Last video ads as organic posts on our Facebook and Instagram accounts, included Making It Last branding in our monthly email blasts, and branded our 2021 Fish and Wildlife Calendar with the Making It Last graphic. Table 7 and 8 shows the results for the organic posts on the Vermont Fish & Wildlife Facebook and Instagram pages.

Examples of the ads and details on their performance can also be found in the Appendix, Figures 1.1 – 1.33.

## Lesson Learned

The Making It Last marketing campaign provided several learning opportunities. The Toolkit was extremely helpful in providing guidance for identifying our key audience segments by taking a closer look at Vermont’s demographics. Although Vermont’s population is not very diverse, reviewing the data helped identify the most appropriate MIL audience to target. Since we were interested building relevancy among an audience that may not be familiar with our work and mission, we filtered out hunters and anglers. This proved a bit of a challenge to set up in Facebook Ad Manager and Google, and slightly

delayed the launch of our campaign. However, it appears it was effective. According to Google Analytics, for the MIL campaign we had 15,794 new users to our website's landing pages as a result of the ads' CTAs.

We decided to use both video and still images for our ads. Looking at the results, for most of the ads the videos seemed to have better engagement, link clicks and link click-through rates. The result rates were also higher for the videos. Creating the videos was a new learning experience for staff, but time consuming. Fortunately, we had B-roll available to work with, so we did not need to shoot much new footage. However, keeping the video to 15 seconds or less was a challenge. Creating short videos using still images (image carousel) like we did for the final ad set (WMAs in the Winter) might be a better way to keep engagement high while reducing production time.

Allocating enough time to produce the creative and more importantly evaluating the results was another lesson learned. Initially with the launch of the campaign, we were tracking the metrics weekly, but as the campaign progressed and other department projects took precedence, reviewing the metrics did not continue. As a result, the final ad set that was supposed to run the last week in September did not occur because the campaign budget cap in Facebook Ad Manager was not increased. The oversight did not come to light until early December. At that time, the budget cap was adjusted, and the final ad began running. If we had continued our weekly review of the results, the problem with the budget cap would have been detected sooner and the last ad set would have run in September as planned instead of December. Also, by keeping current on reviewing the metrics, pulling the data together for this report would have been much less daunting.

## Summary

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Overall, the MIL campaign was a valuable learning experience and we're very pleased to have been a part of it. The grant enabled us to reach out to a new audience to help build relevancy, with over 15,000 new users visiting the various landing pages on our website to learn more about the department's conservation efforts. We expanded our creative skills by learning to make and edit videos and then tested their effectiveness in engaging our audiences compared to using still images. Finally, we explored and gained experience in the seemingly endless array of metrics Facebook offers to measure success.



Living with Black Bears  
Platform: Facebook/Instagram

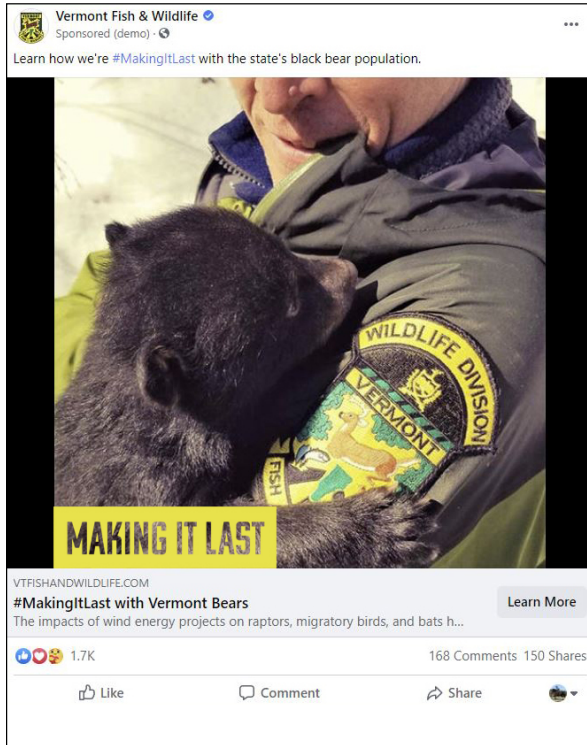


Figure: 1.1  
 Ad Type: Image  
 Duration: July 21, 2020 – July 27, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$1,066.02** (\$924.00 FB | \$142.02 IG)  
 Reach: **125,024** (111,200 FB | 24,768 IG)  
 Impressions: **263,570** (224,906 FB | 38,664 IG)  
 Engagements: **4,733** (4,094 FB | 639 IG)  
 Comments: **75**  
 Shares: **168**  
 Likes: **1,669**  
 Link Clicks: **2,368** (2,113 FB | 255 IG)  
 CTR: **.90%** (.94% FB | .66% IG)  
 Landing Page Views: **1,804** (1,581 FB | 223 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158482695844725?dco\\_ad\\_id=6194304765301](https://www.facebook.com/54736059724/posts/10158482695844725?dco_ad_id=6194304765301)

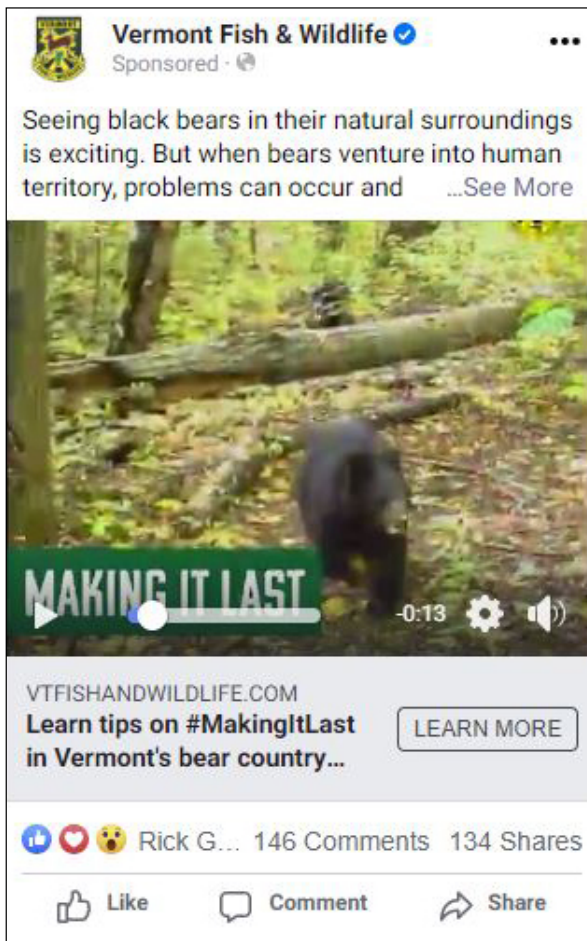
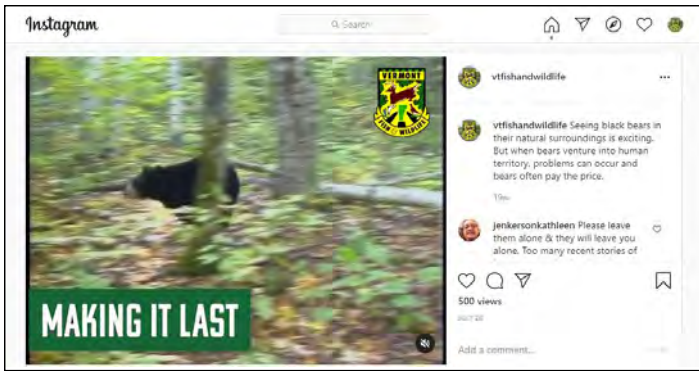


Figure: 1.2  
 Ad Type: Video - 15 seconds  
 Duration: July 21, 2020 – July 27, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$1,058.98** (\$1,051.38.17 FB | \$7.60 IG)  
 Reach: **90,289** (89,361 FB | 1,456 IG)  
 Impressions: **248,306** (246,704 FB | 1,602 IG)  
 Total Video Plays: **172,287**  
 100% Video View: **8,614** (5%)  
 Engagements: **53,582** (53,065 FB | 517 IG)  
 Comments: **64**  
 Shares: **126**  
 Likes: **489**  
 Link Clicks: **2,216** (2,212 FB | 4 IG)  
 CTR: **.89%** (.90% FB | .25% IG)  
 Landing Page Views: **1,678** (1,674 FB | 4 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158482900629725](https://www.facebook.com/54736059724/posts/10158482900629725)

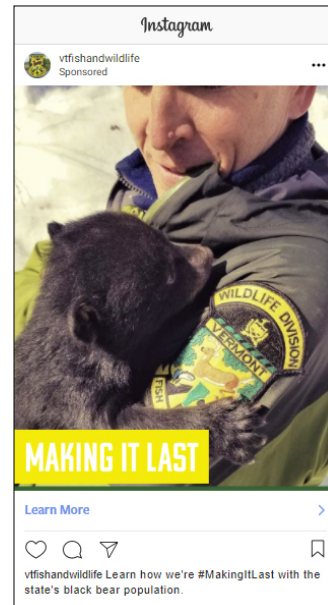
## Living with Black Bears

### Instagram Video



Ad Link: [www.instagram.com/p/CC38PiLjCCK/#advertiser](https://www.instagram.com/p/CC38PiLjCCK/#advertiser)

### Instagram Image



### Google Ad

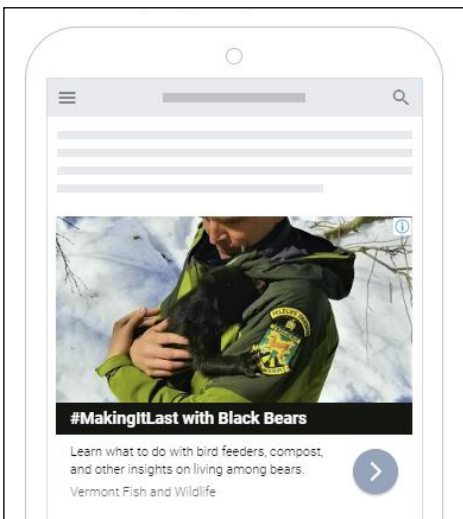


Figure: 1.3  
 Ad Types: Image and Responsive Display  
 Duration: July 21, 2020 – July 27, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$229.72**  
 Impressions: **77,177**  
 Link Clicks: **723**  
 CTR: **.94%**

Landing Webpage [vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears](https://vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears)

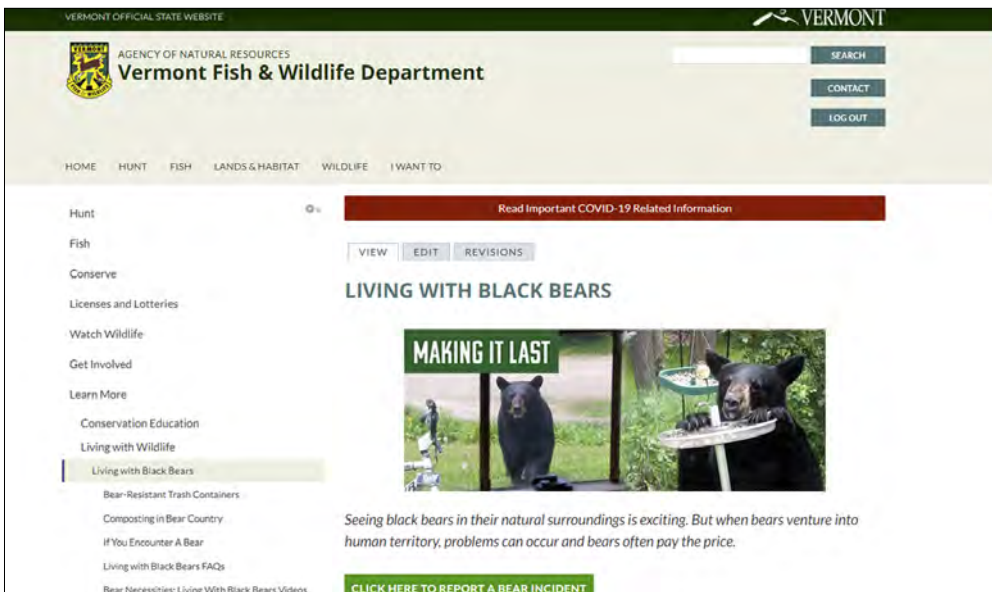


Figure: 1.4  
 Pageviews: 5,293  
 Ave. Time on Page: 00:01:44  
 Bounce Rate: 81.0%  
 Landing Page:  
 Sessions: 4,331  
 New Users: 3,775  
 Bounce Rate: 83.5%



Trout Habitat Improvement Work  
Platform: Facebook/Instagram



**Vermont Fish & Wildlife**  Sponsored · 



Trees and shrubs along the areas bordering streams, lakes, and wetlands benefit both wildlife and people. Learn how ...See More




VTFISHANDWILDLIFE.COM  
**Fish Grow on Trees?** [LEARN MORE](#)  
Trees and shrubs along the area...

 Like  Comment  Share

Figure: 1.5  
Ad Type: Image  
Duration: July 28, 2020 – Aug 3, 2020 (7 days)  
Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
Demographics: Ages 18-54, Male/Female, VT  
Spend: **\$194.50** (\$170.87 FB | \$23.63 IG)  
Reach: **30,464** (27,480 FB | 3,784 IG)  
Impressions: **50,342** (45,777 FB | 4,565 IG)  
Engagements: **350** (320 FB | 30 IG)  
Comments: **7**  
Shares: **13**  
Likes: **101**  
Link Clicks: **227** (208 FB | 19 IG)  
CTR: **.45%** (.45% FB | .42% IG)  
Landing Page Views: **136** (124 FB | 12 IG)

**Vermont Fish & Wildlife**  Sponsored · 

Trees and shrubs along the areas bordering streams, lakes, and wetlands benefit both wildlife and people. Learn how ...See More



VTFISHANDWILDLIFE.COM  
**Fish Grow on Trees?** [LEARN MORE](#)  
Trees and shrubs along the areas...




   Micha... 102 Comments 158 Shares

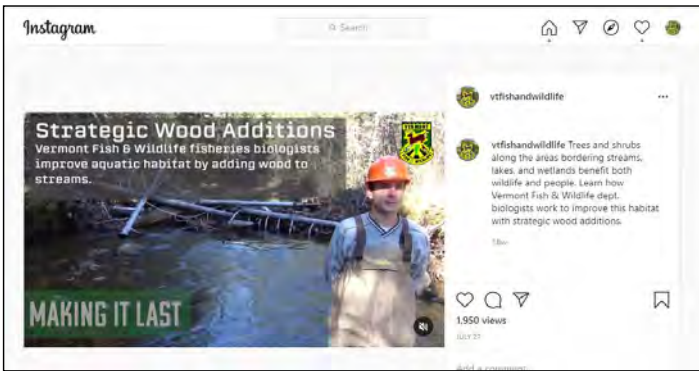
Figure: 1.6  
Ad Type: Video - 28 seconds  
Duration: July 28, 2020 – Aug 3, 2020 (7 days)  
Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
Demographics: Ages 18-54, Male/Female, VT  
Spend: **\$1,930.50** (\$1,886.48 FB | \$44.02 IG)  
Reach: **99,232** (95,808 FB | 6,592 IG)  
Impressions: **443,107** (431,544 FB | 11,563 IG)  
Total Video Plays: **330,258**  
100% Video View: **11,399** (3%)  
Engagements: **99,212** (97,188 FB | 2,024 IG)  
Comments: **61**  
Shares: **164**  
Likes: **885**  
Link Clicks: **3,151** (3,115 FB | 36 IG)  
CTR: **.71%** (.72% FB | .31% IG)  
Landing Page Views: **2,277** (2,252 FB | 25 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158502228784725](https://www.facebook.com/54736059724/posts/10158502228784725)



## Trout Habitat Improvement Work

### Instagram Video



Ad Link: [www.instagram.com/p/CDJrj2ujDMW/#advertiser](https://www.instagram.com/p/CDJrj2ujDMW/#advertiser)

### Google Ad



Figure: 1.7  
 Ad Types: Image  
 Duration: July 28, 2020 – Aug 3, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$44.85**  
 Impressions: **24,182**  
 Link Clicks: **93**  
 CTR: .38%

Landing Webpage [vtfishandwildlife.com/consERVE/fish-grow-on-trees](https://vtfishandwildlife.com/consERVE/fish-grow-on-trees)

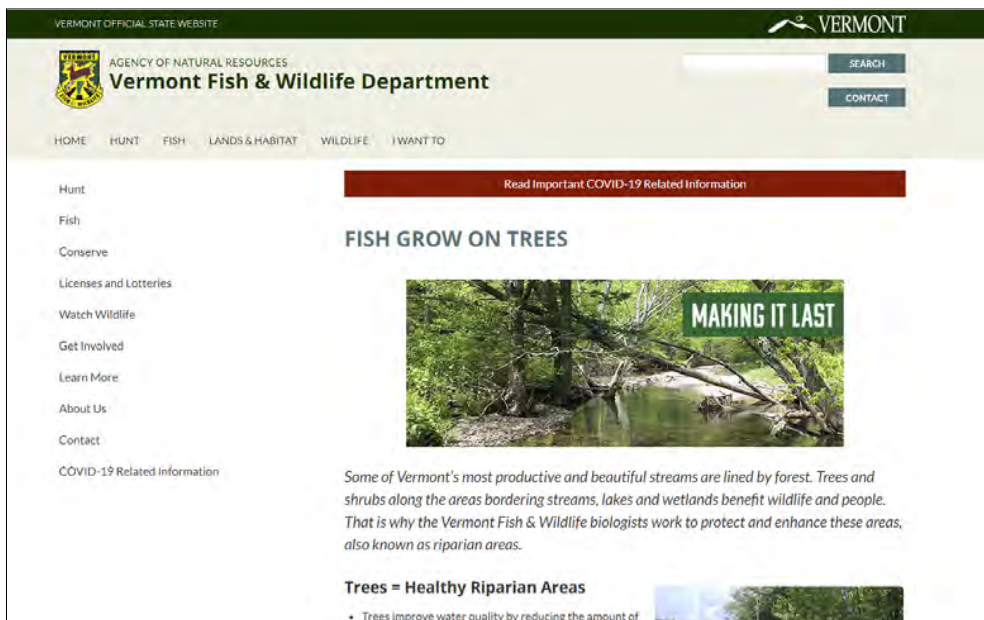


Figure: 1.8  
 Pageviews: 2,898  
 Ave. Time on Page: 00:03:21  
 Bounce Rate: 89.7%  
 Landing Page:  
 Sessions: 2,674  
 New Users: 2,210  
 Bounce Rate: 89.9%

Beaver Conservation Work  
Platform: Facebook/Instagram



Vermont Fish & Wildlife Sponsored ·

The state's Beaver Wetlands Conservation Project (aka Beaver Baffle Program) assist landowners, road crews and municipalities in minimizing conflicts with beavers while maintaining valuable wetland habitat. #MakingItLast

VTFISHANDWILDLIFE.COM

**Vermont Beaver Baffle Program** Learn More

Beaver are considered a keystone species in Ver...

Figure: 1.9  
 Ad Type: Image  
 Duration: Aug 4, 2020 – Aug 10, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$590.80** (\$544.24 FB | \$46.56 IG)  
 Reach: **85,168** (78,512 FB | 10,224 IG)  
 Impressions: **174,404** (161,154 FB | 13,250 IG)  
 Engagements: **1,194** (1,108 FB | 86 IG)  
 Comments: **31**  
 Shares: **26**  
 Likes: **212**  
 Link Clicks: **912** (857 FB | 55 IG)  
 CTR: **.52%** (.53% FB | .42% IG)  
 Landing Page Views: **510** (469 FB | 41 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158522167644725](https://www.facebook.com/54736059724/posts/10158522167644725)

Vermont Fish & Wildlife Published by Megan Duni · July 31 ·

The state's Beaver Wetlands Conservation Project (aka Beaver Baffle Program) assists landowners, road crews and municipalities in minimizing conflicts with beavers while maintaining valuable wetland habitat. #MakingItLast

VTFISHANDWILDLIFE.COM

**Vermont Beaver Baffle Program** Learn More

Beaver are considered a keystone species in Vermont because they create h...

686 66 Comments 116 Shares

Like Comment Share

Figure: 1.10  
 Ad Type: Video - 22 seconds  
 Duration: Aug 4, 2020 – Aug 10, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$1,533.37** (\$1,526.17 FB | \$7.20 IG)  
 Reach: **103,903** (102,879 FB | 1,888 IG)  
 Impressions: **356,184** (303,587 FB | 3,788 IG)  
 Total Video Plays: **238,014**  
 100% Video View: **4,676** (2%)  
 Engagements: **53,054** (52,502 FB | 552 IG)  
 Comments: **41**  
 Shares: **109**  
 Likes: **597**  
 Link Clicks: **2,277** (2,267 FB | 10 IG)  
 CTR: **.64%** (.64% FB | .37% IG)  
 Landing Page Views: **1,420** (1,411 FB | 9 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158513764049725](https://www.facebook.com/54736059724/posts/10158513764049725)



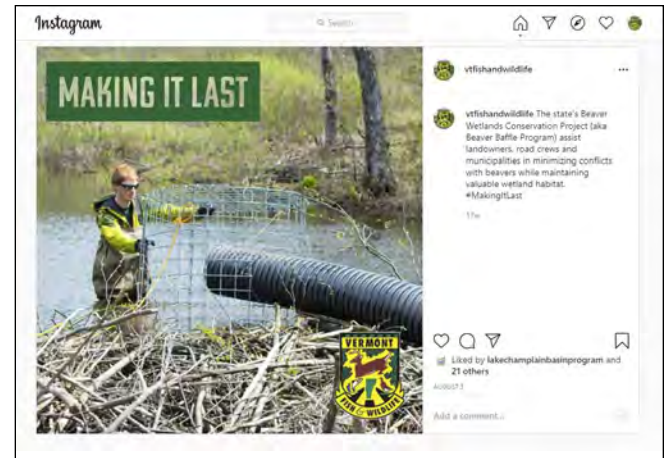
## Beaver Conservation Work

### Instagram Video



Ad Link: [www.instagram.com/p/CDUNpiDjCw1/#advertiser](https://www.instagram.com/p/CDUNpiDjCw1/#advertiser)

### Instagram Image



Ad Link: [www.instagram.com/p/CD-buaeeggFOF/#advertiser](https://www.instagram.com/p/CD-buaeeggFOF/#advertiser)

### Google Ad

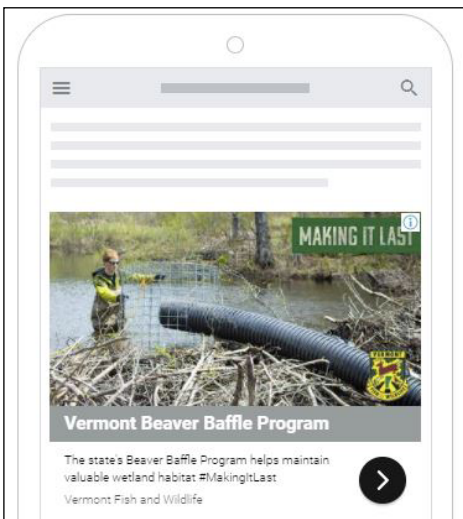


Figure: 1.11  
 Ad Types: Image and Responsive Display  
 Duration: Aug 4, 2020 – Aug 10, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: \$175.76  
 Impressions: 59,187  
 Link Clicks: 638  
 CTR: 1.08%

Landing Webpage [vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears](https://vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears)



Figure: 1.12  
 Pageviews: 3,164  
 Ave. Time on Page: 00:06:24  
 Bounce Rate: 79.2%  
 Landing Page:  
 Sessions: 3,022  
 New Users: 2,288  
 Bounce Rate: 79.6%



Bat Conservation Work  
Platform: Facebook/Instagram



**Vermont Fish & Wildlife**  Sponsored · 

Bats are the primary predators of night-flying insects and play a vital role in the delicate balance of nature here. [...See More](#)

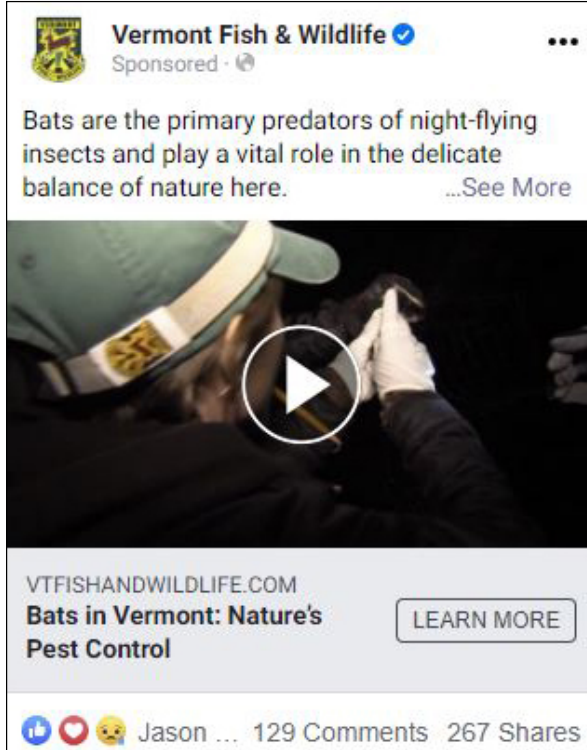
**MAKING IT LAST**



VTFISHANDWILDLIFE.COM  
**Bats in Vermont: Nature's Pest Control** [LEARN MORE](#)

   Roxane ... 112 Comments 73 Shares

Figure: 1.13  
 Ad Type: Image  
 Duration: Aug 11, 2020 – Aug 17, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$686.34** (\$555.17 FB | \$131.17 IG)  
 Reach: **80,976** (67,264 FB | 20,016 IG)  
 Impressions: **157,566** (127,589 FB | 29,977 IG)  
 Engagements: **1,410** (1,234 FB | 176 IG)  
 Comments: **65**  
 Shares: **89**  
 Likes: **407**  
 Link Clicks: **765** (663 FB | 102 IG)  
 CTR: **.49%** (.52% FB | .34% IG)  
 Landing Page Views: **520** (440 FB | 80 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158541607464725](https://www.facebook.com/54736059724/posts/10158541607464725)



**Vermont Fish & Wildlife**  Sponsored · 

Bats are the primary predators of night-flying insects and play a vital role in the delicate balance of nature here. [...See More](#)

**MAKING IT LAST**

VTFISHANDWILDLIFE.COM  
**Bats in Vermont: Nature's Pest Control** [LEARN MORE](#)




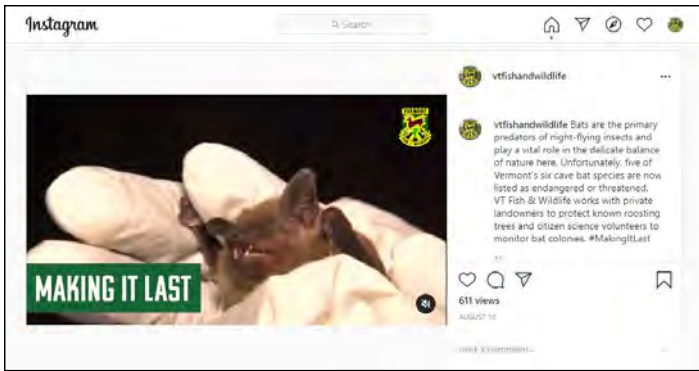
   Jason ... 129 Comments 267 Shares

Figure: 1.14  
 Ad Type: Video - 24 seconds  
 Duration: Aug 11, 2020 – Aug 17, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$1,438.66** (\$1,411.58 FB | \$27.08 IG)  
 Reach: **97,760** (96,208 FB | 2,928 IG)  
 Impressions: **307,375** (303,587 FB | 3,788 IG)  
 Total Video Plays: **228,332**  
 100% Video View: **6,068** (3%)  
 Engagements: **70,048** (69,408 FB | 640 IG)  
 Comments: **95**  
 Shares: **235**  
 Likes: **659**  
 Link Clicks: **1,644** (1,625 FB | 19 IG)  
 CTR: **.53%** (.54% FB | .50% IG)  
 Landing Page Views: **1,149** (1,136 FB | 13 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158541610609725](https://www.facebook.com/54736059724/posts/10158541610609725)

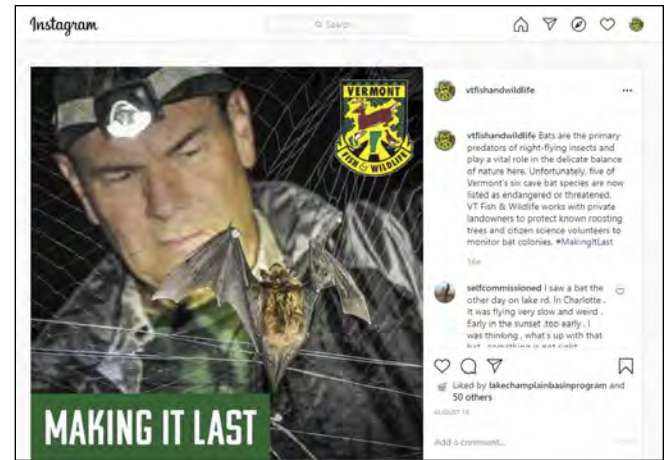
## Bat Conservation Work

### Instagram Video



Ad Link: [www.instagram.com/p/CDtwL5kD3F-/#advertiser](https://www.instagram.com/p/CDtwL5kD3F-/#advertiser)

### Instagram Image



Ad Link: [www.instagram.com/p/CDtwE4KjFn/#advertiser](https://www.instagram.com/p/CDtwE4KjFn/#advertiser)

### Google Ad

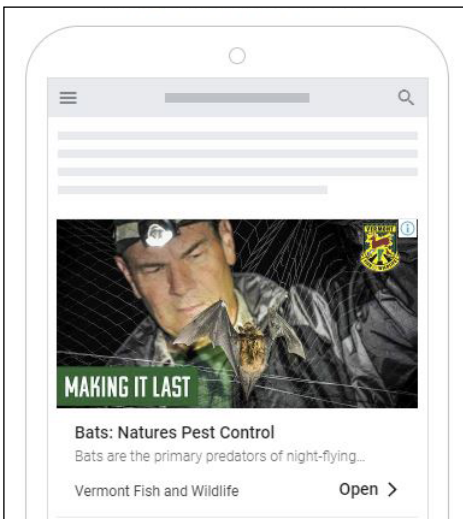


Figure: 1.15  
 Ad Types: Image and Responsive Display  
 Duration: Aug 11, 2020 – Aug 17, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: \$157.34  
 Impressions: 72,626  
 Link Clicks: 602  
 CTR: .83%

Landing Webpage [vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears](https://vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears)

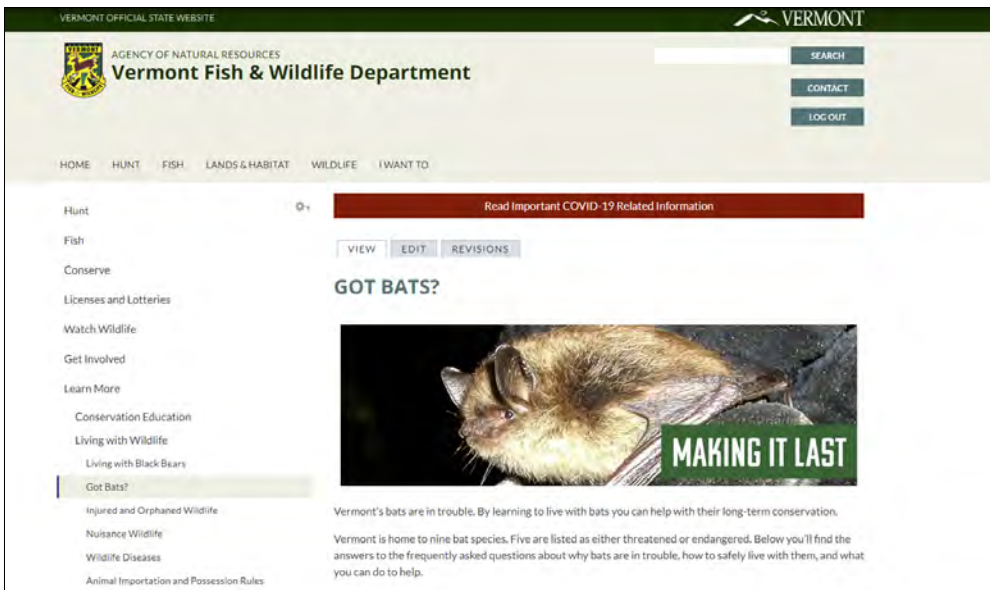


Figure: 1.16  
 Pageviews: 2,728  
 Ave. Time on Page: 00:03:07  
 Bounce Rate: 88.0%  
 Landing Page:  
 Sessions: 2,504  
 New Users: 1,883  
 Bounce Rate: 87.7%



Bees and Pollinator Conservation Work  
Platform: Facebook/Instagram



**Vermont Fish & Wildlife** Verified  
Sponsored · 🌐

Mark Ferguson, zoologist with the VT Fish & Wildlife Department, is collecting data to see how different types of habitat [...See More](#)

**VERMONT FISH & WILDLIFE**

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VTFISHANDWILDLIFE.COM  
**Restoring Habitat for Pollinators** [LEARN MORE](#)

👍❤️ Kit Hudson a... 32 Comments 42 Shares

Figure: 1.17  
Ad Type: Image  
Duration: Aug 18, 2020 – Aug 24, 2020 (7 days)  
Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
Demographics: Ages 18-54, Male/Female, VT  
Spend: **\$1,254.85** (\$1,089.72 FB | \$165.13 IG)  
Reach: **122,240** (113,024 FB | 16,256 IG)  
Impressions: **252,621** (228,843 FB | 23,778 IG)  
Engagements: **1,649** (1,234 FB | 176 IG)  
Comments: **24**  
Shares: **48**  
Likes: **350**  
Link Clicks: 1,189 (1,106 FB | 83 IG)  
CTR: **.47%** (.48% FB | .35% IG)  
Landing Page Views: **566** (501 FB | 65 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158564074234725](https://www.facebook.com/54736059724/posts/10158564074234725)

**Vermont Fish & Wildlife** Verified  
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Mark Ferguson, zoologist with the VT Fish & Wildlife Department, is collecting data to see how different types of habitat [...See More](#)

**VERMONT FISH & WILDLIFE**

**MAKING IT LAST**

VTFISHANDWILDLIFE.COM  
**Restoring Habitat for Pollinators** [LEARN MORE](#)

👍❤️ Stephanie Ga... 9 Comments 29 Shares

Figure: 1.18  
Ad Type: Video - 15 seconds  
Duration: Aug 18, 2020 – Aug 24, 2020 (7 days)  
Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
Demographics: Ages 18-54, Male/Female, VT  
Spend: **\$870.15** (\$724.35 FB | \$145.80 IG)  
Reach: **53,248** (96,208 FB | 2,928 IG)  
Impressions: **150,372** (132,618 FB | 17,754 IG)  
Total Video Plays: **112,789**  
100% Video View: **6,126** (5%)  
Engagements: **24,238** (22,634 FB | 1,604 IG)  
Comments: **8**  
Shares: **27**  
Likes: **150**  
Link Clicks: **614** (538 FB | 76 IG)  
CTR: **.41%** (.41% FB | .43% IG)  
Landing Page Views: **391** (332 FB | 59 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158562050024725](https://www.facebook.com/54736059724/posts/10158562050024725)



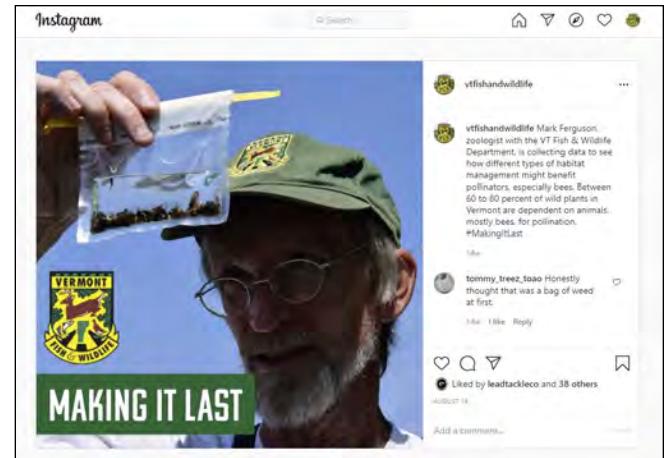
## Bees and Pollinator Conservation Work

### Instagram Video



Ad Link: [www.instagram.com/p/CECd6\\_KAG6Q/#advertiser](https://www.instagram.com/p/CECd6_KAG6Q/#advertiser)

### Instagram Image



Ad Link: [www.instagram.com/p/CEEwjB7j3-o/#advertiser](https://www.instagram.com/p/CEEwjB7j3-o/#advertiser)

### Google Ad

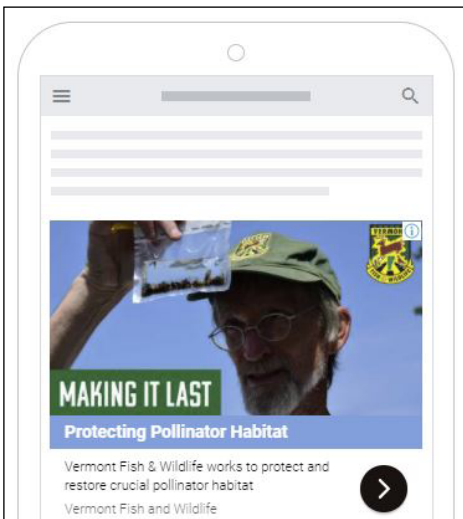


Figure: 1.19  
 Ad Types: Image and Responsive Display  
 Duration: Aug 18, 2020 – Aug 24, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: \$159.80  
 Impressions: 59,882  
 Link Clicks: 661  
 CTR: 1.10%

Landing Webpage [vtfishandwildlife.com/pollinators-in-peril](https://vtfishandwildlife.com/pollinators-in-peril)

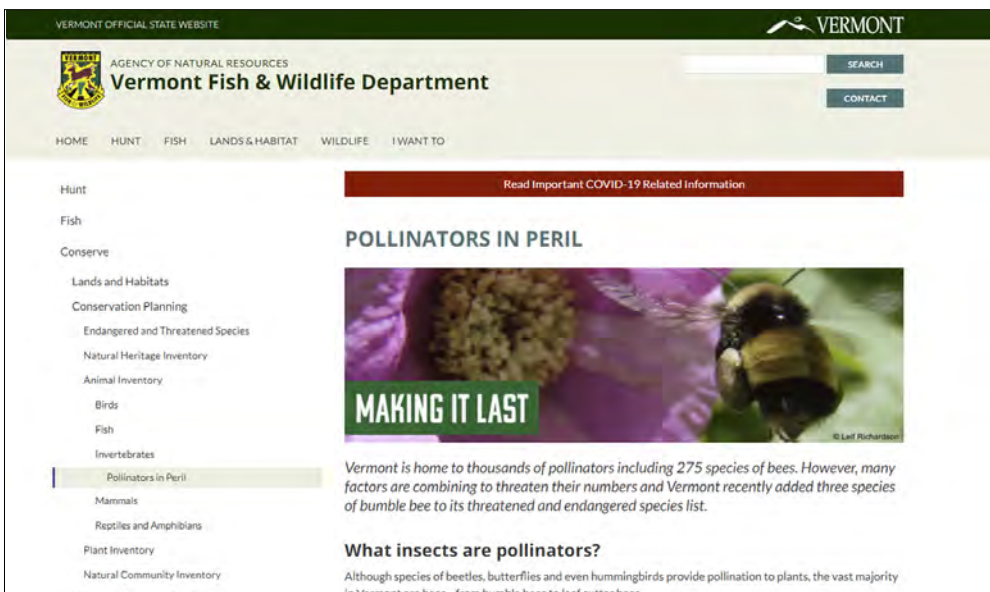


Figure: 1.20  
 Pageviews: 2,175  
 Ave. Time on Page: 00:02:35  
 Bounce Rate: 86.0%  
 Landing Page:  
 Sessions: 2,031  
 New Users: 1,536  
 Bounce Rate: 86.3%

Wildlife Management Areas and Public Access  
Platform: Facebook/Instagram



**Vermont Fish & Wildlife**  Sponsored · 

Vermont's very first Wildlife Management Area was purchased in 1920. Today, the state features 100 WMA's, totaling [...See More](#)





VTFISHANDWILDLIFE.COM  
**Celebrating a Century of Habitat Conservation** [LEARN MORE](#)


   Heather Fu... 3 Comments 13 Shares


Figure: 1.21  
 Ad Type: Image  
 Duration: Aug 26, 2020 – Sept 1, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$762.75** (\$473.83 FB | \$288.92 IG)  
 Reach: **69,409** (48,849 FB | 28,177 IG)  
 Impressions: **164,388** (112,330 FB | 52,058 IG)  
 Engagements: **858** (582 FB | 276 IG)  
 Comments: **4**  
 Shares: **12**  
 Likes: **209**  
 Link Clicks: 553 (386 FB | 167 IG)  
 CTR: **.34%** (.34% FB | .32% IG)  
 Landing Page Views: **327** (205 FB | 122 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158580329279725](https://www.facebook.com/54736059724/posts/10158580329279725)

**Vermont Fish & Wildlife**  Sponsored · 

Vermont's very first Wildlife Management Area was purchased in 1920. Today, the state features 100 WMA's, totaling [...See More](#)

Explore them and experience wild Vermont firsthand! 



VTFISHANDWILDLIFE.COM  
**Celebrating a Century of Habitat Conservation** [LEARN MORE](#)



  Bonny Blufe... 24 Comments 50 Shares

Figure: 1.22  
 Ad Type: Video - 15 seconds  
 Duration: Aug 26, 2020 – Sept 1, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$1,362.25** (\$1,304.98 FB | \$57.27 IG)  
 Reach: **72,976** (69,040 FB | 6,592 IG)  
 Impressions: **246,416** (236,164 FB | 10,252 IG)  
 Total Video Plays: **155,004**  
 100% Video View: **6,128** (4%)  
 Engagements: **32,641** (31,702 FB | 939 IG)  
 Comments: **10**  
 Shares: **50**  
 Likes: **308**  
 Link Clicks: **1,119** (1,094 FB | 25 IG)  
 CTR: **.45%** (.46% FB | .24% IG)  
 Landing Page Views: **693** (676 FB | 17 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158580379244725](https://www.facebook.com/54736059724/posts/10158580379244725)



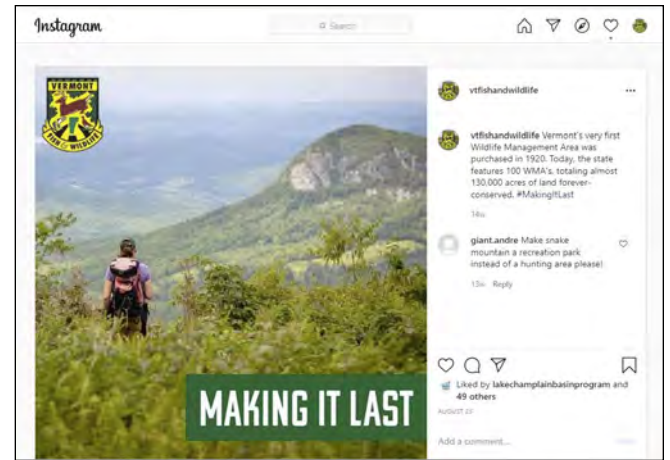
## Wildlife Management Areas and Public Access

### Instagram Video



Ad Link: [www.instagram.com/p/CEUwOqdj\\_M8/#advertiser](https://www.instagram.com/p/CEUwOqdj_M8/#advertiser)

### Instagram Image



Ad Link: [www.instagram.com/p/CEUuorrDyk5/#advertiser](https://www.instagram.com/p/CEUuorrDyk5/#advertiser)

### Google Ad



Figure: 1.23  
 Ad Types: Image  
 Duration: Aug 26, 2020 – Sept 1, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: \$58.51  
 Impressions: 27,289  
 Link Clicks: 230  
 CTR: .84%

Landing Webpage [vtfishandwildlife.com/find-a-wildlife-management-area](https://vtfishandwildlife.com/find-a-wildlife-management-area)

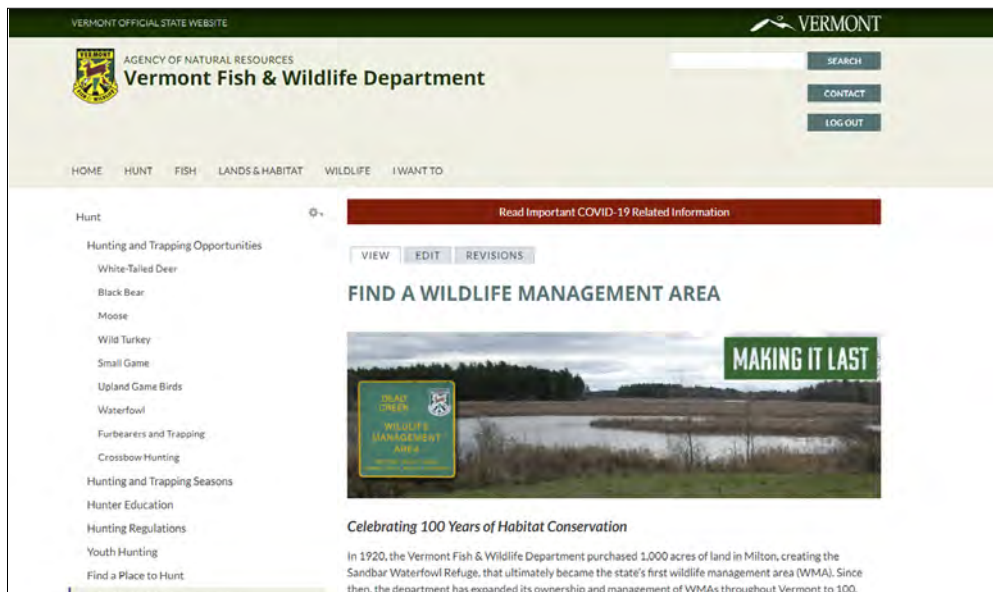
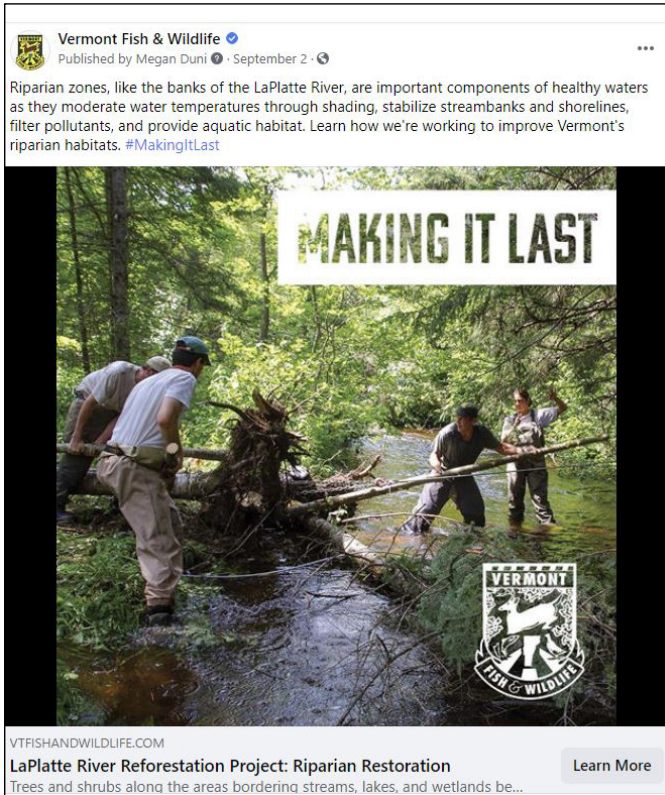


Figure: 1.24  
 Pageviews: 1,415  
 Ave. Time on Page: 00:01:37  
 Bounce Rate: 89.5%  
 Landing Page:  
 Sessions: 1,334  
 New Users: 988  
 Bounce Rate: 89.6%



## Stream Habitat Work Platform: Facebook/Instagram



**Vermont Fish & Wildlife** Published by Megan Duni · September 2 ·

Riparian zones, like the banks of the LaPlatte River, are important components of healthy waters as they moderate water temperatures through shading, stabilize streambanks and shorelines, filter pollutants, and provide aquatic habitat. Learn how we're working to improve Vermont's riparian habitats. #MakingItLast

**MAKING IT LAST**

VT FISH AND WILDLIFE

VT FISH AND WILDLIFE.COM

**LaPlatte River Reforestation Project: Riparian Restoration** Learn More

Trees and shrubs along the areas bordering streams, lakes, and wetlands be...

Figure: 1.25  
 Ad Type: Image  
 Duration: Sept 2, 2020 – Sept 8, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$1,262.28** (\$468.67 FB | \$793.61 IG)  
 Reach: **81,392** (40,592 FB | 45,136 IG)  
 Impressions: **216,036** (123,608 FB | 92,428 IG)  
 Engagements: **1,424** (526 FB | 898 IG)  
 Comments: 6  
 Shares: 7  
 Likes: 93  
 Link Clicks: 1,255 (410 FB | 845 IG)  
 CTR: **.58%** (.68% FB | .44% IG)  
 Landing Page Views: **756** (239 FB | 517 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158605563764725](https://www.facebook.com/54736059724/posts/10158605563764725)



**Vermont Fish & Wildlife** Sponsored · Paid for by Vermont Fish and Wildlife ·

Riparian zones, like the banks of the LaPlatte River, are important components of healthy waters as they moderate water temperatures through shading, stabilize streambanks and shorelines, filter pollutants, and provide aquatic habitat. Learn how we're working to improve Vermont's riparian habitats. #MakingItLast

**MAKING IT LAST**

VT FISH AND WILDLIFE

VT FISH AND WILDLIFE.COM

**LaPlatte River Reforestation Project: Riparian Restoration** Learn More

104 12 Comments 7 Shares

Like Comment Share

Figure: 1.26  
 Ad Type: Video - 15 seconds  
 Duration: Sept 2, 2020 – Sept 8, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: **\$862.72** (\$588.41 FB | \$274.31 IG)  
 Reach: **58,512** (43,856 FB | 20,480 IG)  
 Impressions: **169,309** (131,736 FB | 37,573 IG)  
 Total Video Plays: **134,633**  
 100% Video View: **3,592** (3%)  
 Engagements: **23,148** (18,405 FB | 4,743 IG)  
 Comments: 10  
 Shares: 9  
 Likes: 94  
 Link Clicks: **701** (454 FB | 247 IG)  
 CTR: **.41%** (.34% FB | .66% IG)  
 Landing Page Views: **436** (276 FB | 160 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158605137929725](https://www.facebook.com/54736059724/posts/10158605137929725)

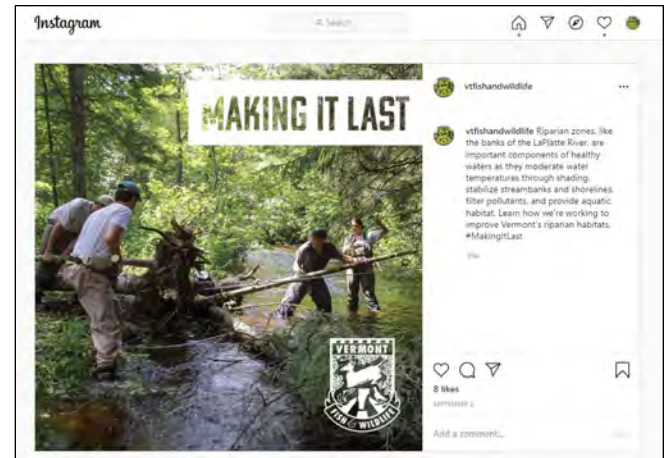
Stream Habitat Work

Instagram Video



Ad Link: [www.instagram.com/p/CEotYuzjvP/](https://www.instagram.com/p/CEotYuzjvP/) #advertiser

Instagram Image



Ad Link: [www.instagram.com/p/CEo\\_3u7Dpl4/#advertiser](https://www.instagram.com/p/CEo_3u7Dpl4/#advertiser)

Google Ad



Figure: 1.27  
 Ad Types: Image  
 Duration: Sept 2, 2020 – Sept 8, 2020 (7 days)  
 Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
 Demographics: Ages 18-54, Male/Female, VT  
 Spend: \$53.80  
 Impressions: 19,808  
 Link Clicks: 245  
 CTR: 1.24%

Landing Webpage [vtfishandwildlife.com/consERVE/fish-grow-on-trees](https://vtfishandwildlife.com/consERVE/fish-grow-on-trees)

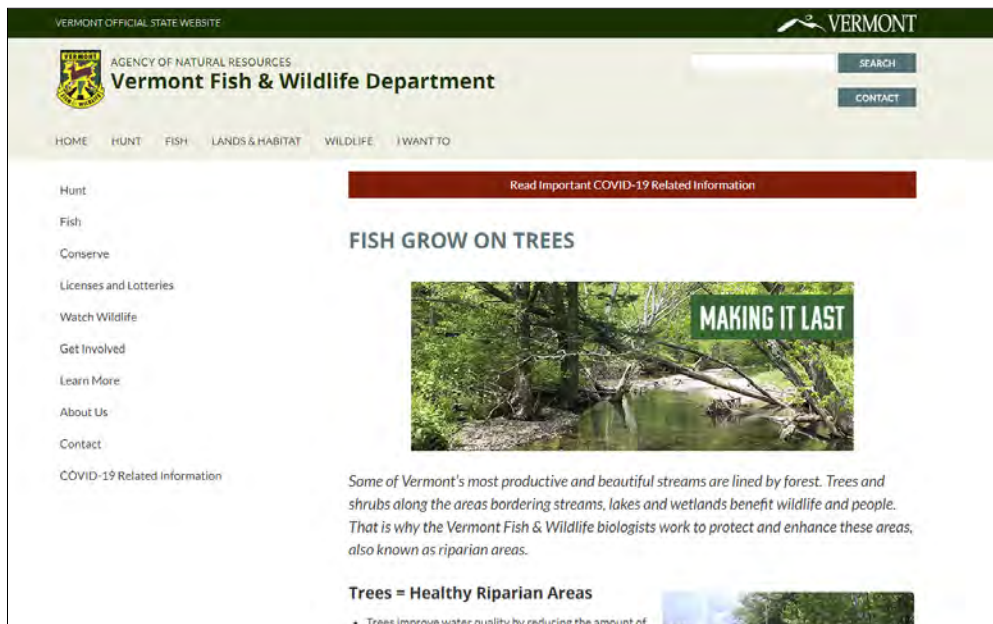
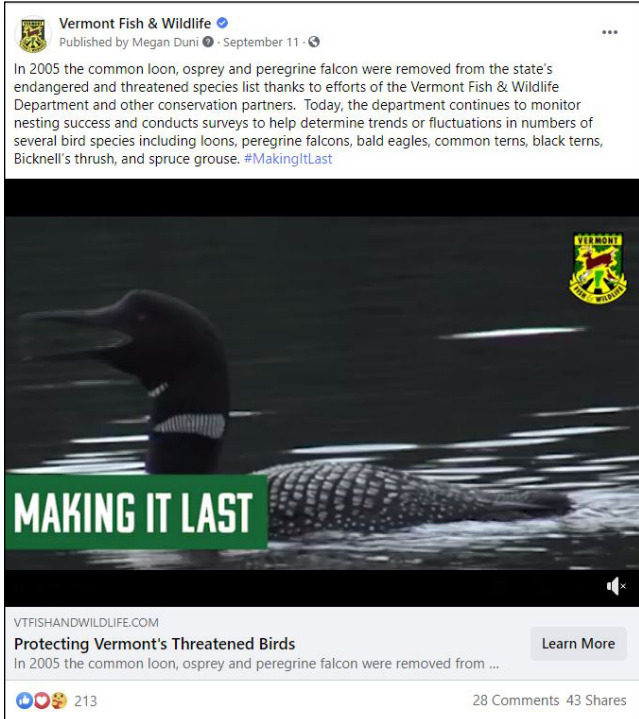


Figure: 1.28  
 Pageviews: 1,536  
 Ave. Time on Page: 00:04:54  
 Bounce Rate: 89.5%  
 Landing Page:  
 Sessions: 1,444  
 New Users: 1,081  
 Bounce Rate: 89.5%



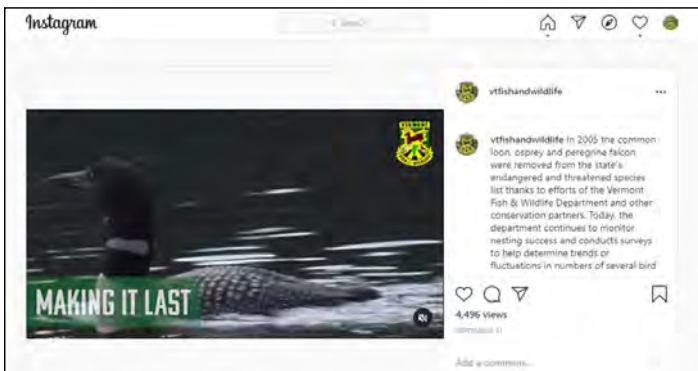
**Bird Conservation Work  
Platform: Facebook/Instagram**



Ad Link: [www.facebook.com/54736059724/posts/10158632670334725](https://www.facebook.com/54736059724/posts/10158632670334725)

**Figure: 1.29**  
**Ad Type: Video - 15 seconds**  
**Duration: Sept 9, 2020 – Sept 17, 2020 (7 days)**  
**Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors**  
**Demographics: Ages 18-54, Male/Female, VT**  
**Spend: \$2,124.97 (\$1,184.52 FB | \$940.45 IG)**  
**Reach: 88,193 (60,817 FB | 37,328 IG)**  
**Impressions: 299,015 (192,916 FB | 106,099 IG)**  
**Total Video Plays: 246,657**  
**100% Video View: 9,699 (4%)**  
**Engagements: 38,831 (33,600 FB | 5,231 IG)**  
**Comments: 12**  
**Shares: 44**  
**Likes: 194**  
**Link Clicks: 1,450 (740 FB | 710 IG)**  
**CTR: .48% (.38% FB | .67% IG)**  
**Landing Page Views: 885 (450 FB | 435 IG)**

**Instagram Video**

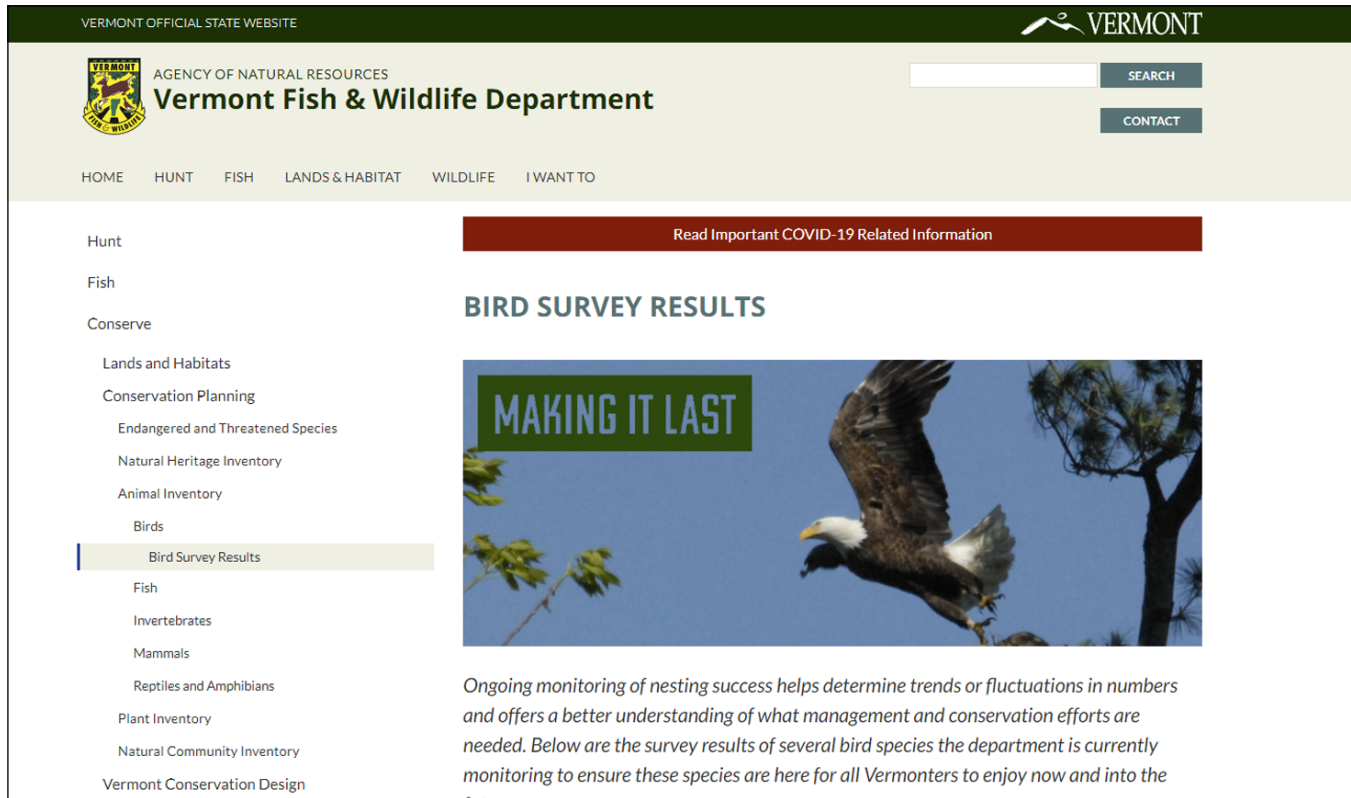


Ad Link: [www.instagram.com/p/CFAAP6hle-b/#advertiser](https://www.instagram.com/p/CFAAP6hle-b/#advertiser)



## Bird Conservation Work

Landing Webpage [vtfishandwildlife.com/conserve/bird-survey-results](http://vtfishandwildlife.com/conserve/bird-survey-results)



VERMONT OFFICIAL STATE WEBSITE

AGENCY OF NATURAL RESOURCES  
**Vermont Fish & Wildlife Department**

HOME HUNT FISH LANDS & HABITAT WILDLIFE I WANT TO

Hunt  
Fish  
Conserve  
Lands and Habitats  
Conservation Planning  
Endangered and Threatened Species  
Natural Heritage Inventory  
Animal Inventory  
Birds  
**Bird Survey Results**  
Fish  
Invertebrates  
Mammals  
Reptiles and Amphibians  
Plant Inventory  
Natural Community Inventory  
Vermont Conservation Design

Read Important COVID-19 Related Information

### BIRD SURVEY RESULTS

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*Ongoing monitoring of nesting success helps determine trends or fluctuations in numbers and offers a better understanding of what management and conservation efforts are needed. Below are the survey results of several bird species the department is currently monitoring to ensure these species are here for all Vermonters to enjoy now and into the*

Figure: 1.30  
Pageviews: 1,247  
Ave. Time on Page: 00:01:04  
Bounce Rate: 94.4%

Landing Page:  
Sessions: 1,190  
New Users: 851  
Bounce Rate: 94.4%

Wildlife and Outdoor Activities on WMAs  
Platform: Facebook/Instagram



**Vermont Fish & Wildlife** Sponsored ·  ...

From the Champlain Islands and the spruce forests of the Northeast Kingdom, to the southern regions of the state, [...See More](#)

VTFISHANDWILDLIFE.COM  
**Explore a Wildlife Management Area...** LEARN MORE

Frank Grin a... 19 Comments 12 Shares

Figure: 1.31  
Ad Type: Image-Carousel - 7 seconds  
Duration: Dec 3, 2020 – Dec 9, 2020 (7 days)  
Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
Demographics: Ages 18-54, Male/Female, VT  
Spend: **\$1,482.64** (\$1,446.87 FB | \$35.77 IG)  
Reach: **68,191** (65,199 FB | 4,768 IG)  
Impressions: **262,732** (256,646 FB | 6,086 IG)  
Total Video Plays: **172,566**  
100% Video View: **7,528** (4%)  
Engagements: **30,415** (29,671 FB | 744 IG)  
Comments: **7**  
Shares: **20**  
Likes: **241**  
Link Clicks: **1,315** (1,292 FB | 23 IG)  
CTR: **.50%** (.50% FB | .38% IG)  
Landing Page Views: **637** (617 FB | 20 IG)

Ad Link: [www.facebook.com/54736059724/posts/870166600190256](https://www.facebook.com/54736059724/posts/870166600190256)

**Vermont Fish & Wildlife** Sponsored ·  ...

From the Champlain Islands and the spruce forests of the Northeast Kingdom, to the southern regions of the state, [...See More](#)

**Vermont's Wildlife Management Areas**  
VT Fish & Wildlife manages these special places to benefit wildlife and provide public access to wildlife watching, hunting and fishing.

VTFISHANDWILDLIFE.COM  
**Explore a WMA Near You!** LEARN MORE  
The Vermont Fish & Wildlife Depa...

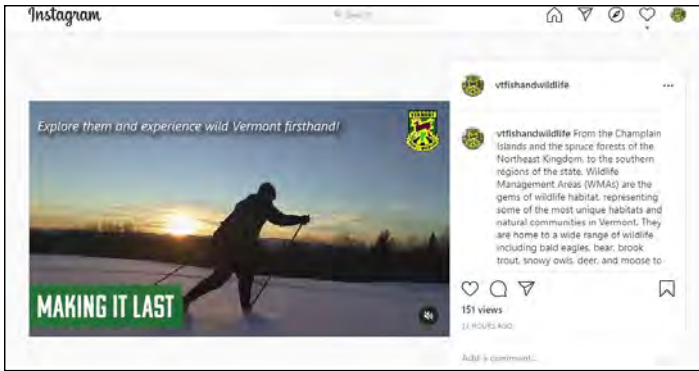
David Is... 31 Comments 12 Shares

Figure: 1.32  
Ad Type: Video - 15 seconds  
Duration: Dec 3, 2020 – Dec 9, 2020 (7 days)  
Audience: Outdoor Excitement, Outdoor Enthusiasts, Family Outdoors  
Demographics: Ages 18-54, Male/Female, VT  
Spend: **\$565.36** (\$543.23 FB | \$22.13 IG)  
Reach: **35,624** (33,561 FB | 2,944 IG)  
Impressions: **87,818** (84,268 FB | 3,550 IG)  
Total Video Plays: **68,979**  
100% Video View: **3,748** (5%)  
Engagements: **18,499** (17,920 FB | 579 IG)  
Comments: **11**  
Shares: **18**  
Likes: **194**  
Link Clicks: **519** (507 FB | 12 IG)  
CTR: **.59%** (.60% FB | .34% IG)  
Landing Page Views: **318** (308 FB | 10 IG)

Ad Link: [www.facebook.com/54736059724/posts/10158849659014725](https://www.facebook.com/54736059724/posts/10158849659014725)

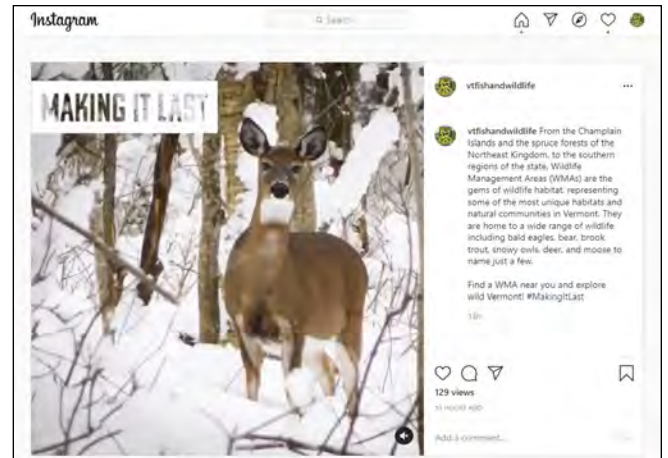
## Wildlife and Outdoor Activities on WMAs

### Instagram Video



Ad Link: [www.instagram.com/p/Clg7pvjhH7B/#advertiser](https://www.instagram.com/p/Clg7pvjhH7B/#advertiser)

### Instagram Image



Ad Link: [www.instagram.com/p/Clg7ijFBLHp/#advertiser](https://www.instagram.com/p/Clg7ijFBLHp/#advertiser)

Landing Webpage [vtfishandwildlife.com/find-a-wildlife-management-area](https://vtfishandwildlife.com/find-a-wildlife-management-area)

VERMONT OFFICIAL STATE WEBSITE

AGENCY OF NATURAL RESOURCES  
**Vermont Fish & Wildlife Department**

HOME HUNT FISH LANDS & HABITAT WILDLIFE I WANT TO

Hunt

- Hunting and Trapping Opportunities
  - White-Tailed Deer
  - Black Bear
  - Moose
  - Wild Turkey
  - Small Game
  - Upland Game Birds
  - Waterfowl
  - Furbearers and Trapping
  - Crossbow Hunting
- Hunting and Trapping Seasons
- Hunter Education
- Hunting Regulations
- Youth Hunting
- Find a Place to Hunt

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VIEW EDIT REVISIONS

### FIND A WILDLIFE MANAGEMENT AREA

**WEST MOUNTAIN WILDLIFE MANAGEMENT AREA**

**Celebrating 100 Years of Habitat Conservation**

In 1920, the Vermont Fish & Wildlife Department purchased 1,000 acres of land in Milton, creating the Sandbar Waterfowl Refuge, that ultimately became the state's first wildlife management area (WMA). Since then, the department has expanded its ownership and management of WMAs throughout Vermont to 100.

Figure: 1.33	Landing Page:
Pageviews: 359	Sessions: 146
Ave. Time on Page: 00:00:34	New Users: 66
Bounce Rate: 18.5%	Bounce Rate: 17.8%



TABLE 3. Facebook and Instagram Ads Overall Performance by Ad Type

Date	Ad Topic	Ad Type	Spend	*Reach	Impressions	Engagements	Post Comments	Post Shares	Post Reactions	Post Likes	Link Clicks	CTR (Link Click-Through Rate %)	Landing Page View	Cost Per Result	Result Rate %	Total Video Plays	% Reached end of video	# Reached end of video
7/21-7/27	Living with Bears	Video 15 sec	\$1,058.98	90,289	248,306	53,582	64	126	567	489	2,216	0.89	1,678	\$0.63	0.68	172,287	5%	8,614
		Image	\$1,066.02	125,024	263,570	4,733	75	168	2,097	1,669	2,368	0.90	1,804	\$0.59	0.68	--	--	--
7/28-8/3	Strategic Wood Additions	Video 28 sec	\$1,930.50	99,232	443,107	99,212	61	164	895	855	3,151	0.71	2,277	\$0.85	0.51	330,258	3%	11,399
		Image	\$194.50	30,464	50,342	350	7	13	101	101	227	0.45	136	\$1.43	0.27	--	--	--
8/4-8/10	Beaver Wetlands/Baffles	Video 22 sec	\$1,533.37	103,903	356,184	53,054	41	109	693	597	2,277	0.64	1,420	\$0.67	0.40	238,014	2%	4,676
		Image	\$590.80	85,168	174,404	1,194	31	26	220	212	912	0.52	510	\$0.67	0.29	--	--	--
8/11-8/17	Bats Work	Video 24 sec	\$1,438.66	97,760	307,375	70,048	95	235	851	659	1,644	0.53	1,149	\$1.25	0.37	228,332	3%	6,068
		Image	\$686.34	80,976	157,566	1,410	65	89	470	407	765	0.49	520	\$1.32	0.33	--	--	--
8/18-8/24	Bees/Pollinators	Video 15 sec	\$870.15	53,248	150,372	24,238	8	27	170	156	614	0.41	391	\$2.23	0.26	112,789	5%	6,126
		Image	\$1,254.85	122,240	252,621	1,649	24	48	381	350	1,189	0.47	566	\$2.22	0.22	--	--	--
8/26-9/1	WMAs - Birding	Video 15 sec	\$1,363.11	72,976	246,416	32,641	10	50	354	308	1,119	0.45	693	\$1.97	0.28	155,004	4%	6,128
		Image	\$762.75	69,409	164,388	858	4	12	229	209	553	0.34	327	\$2.33	0.20	--	--	--
9/2-9/8	Riparian Work	Video 15 sec	\$862.72	58,512	169,309	23,148	10	9	119	94	701	0.41	436	\$1.98	0.26	134,633	3%	3,592
		Image	\$1,262.28	81,392	216,036	1,424	6	7	110	93	1,255	0.58	756	\$1.67	0.35	--	--	--
9/9-9/17	Bird Work	Video 15 sec	\$2,124.97	88,193	299,015	38,831	12	44	232	194	1,450	0.48	885	\$2.40	0.30	246,657	4%	9,699
		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
12/3-12/10	WMAs-Winter	Video 15 sec	\$565.36	35,624	87,818	18,499	11	18	180	166	519	0.59	318	\$1.78	.36	68,979	5%	3,748
		Image Carousel	\$1,482.64	68,191	262,732	30,415	7	20	253	241	1,315	0.50	637	\$2.33	.24	172,566	4%	7,528
TOTALS			\$19,047.14	1,362,601	3,849,561	455,286	526	1,165	7,922	6,800	22,275	0.58%	14,503	\$1.31	0.38%	1,859,519	4%	67,578

\* This metric is estimated



TABLE 4. Facebook and Instagram Ads Performance by Ad Type and Platform

Date	Ad Description	Ad Type	Platform	Spend	*Reach	Impressions	Engagements	Link Clicks	CTR (Link Click-Through Rate %)	Landing Page View	Cost Per Result	Result Rate %
7/21-7/27	Living With Bears	Video - 15 sec	instagram	\$7.60	1,456	1,602	517	4	0.25	4	\$1.90	0.25
			facebook	\$1,051.38	89,361	246,704	53,065	2,212	0.90	1,674	\$0.63	0.68
		Image	instagram	\$142.02	24,768	38,664	639	255	0.66	223	\$0.64	0.58
			facebook	\$924.00	111,200	224,906	4,094	2,113	0.94	1,581	\$0.58	0.70
7/28-8/3	Strategic Wood Addition	Video - 28 sec	instagram	\$44.02	6,592	11,563	2,024	36	0.31	25	\$1.76	0.22
			facebook	\$1,886.48	95,808	431,544	97,188	3,115	0.72	2,252	\$0.84	0.52
		Image	instagram	\$23.63	3,784	4,565	30	19	0.42	12	\$1.97	0.26
			facebook	\$170.87	27,480	45,777	320	208	0.45	124	\$1.38	0.27
8/4-8/10	Beaver Wetlands/ Baffles	Video-22 sec	instagram	\$7.20	1,888	2,669	552	10	0.37	9	\$0.72	0.37
			facebook	\$1,526.17	102,879	353,515	52,502	2,267	0.64	1,411	\$0.67	0.64
		Image	instagram	\$46.56	10,224	13,250	86	55	0.42	41	\$0.85	0.42
			facebook	\$544.24	78,512	161,154	1,108	857	0.53	469	\$0.64	0.53
8/11/-8/17	Bat Work	Video - 24 sec	instagram	\$27.08	2,928	3,788	640	19	0.50	13	\$2.08	0.34
			facebook	\$1,411.58	96,208	303,587	69,408	1,625	0.54	1,136	\$1.24	0.37
		Image	instagram	\$131.17	20,016	29,977	176	102	0.34	80	\$1.64	0.27
			facebook	\$555.17	67,264	127,589	1,234	663	0.52	440	\$1.26	0.34
8/18-8/24	Bees/ Pollinators	Video - 15 sec	instagram	\$145.80	11,248	17,754	1,604	76	0.43	59	\$2.47	0.33
			facebook	\$724.35	45,872	132,618	22,634	538	0.41	332	\$2.18	0.25
		Image	instagram	\$165.13	16,256	23,778	127	83	0.35	65	\$2.54	0.27
			facebook	\$1,089.72	113,024	228,843	1,522	1,106	0.48	501	\$2.18	0.22
8/26-9/1	WMA's- Birding	Video - 15 sec	instagram	\$57.27	6,592	10,252	939	25	0.24	17	\$3.37	0.17
			facebook	\$1,304.98	69,040	236,164	31,702	1,094	0.46	676	\$1.93	0.29
		Image	instagram	\$288.92	28,177	52,058	276	167	0.32	122	\$2.37	0.23
			facebook	\$473.83	48,849	112,330	582	386	0.34	205	\$2.31	0.18
9/2--9/8	Riparian Work	Video - 15 sec	instagram	\$274.31	20,480	37,573	4,743	247	0.66	160	\$1.71	0.43
			facebook	\$588.41	43,856	131,736	18,405	454	0.34	276	\$2.13	0.21
		Image	instagram	\$793.61	45,136	123,608	898	845	0.68	517	\$1.54	0.42
			facebook	\$468.67	40,592	92,428	526	410	0.44	239	\$1.96	0.26



TABLE 4. Facebook and Instagram Ads Performance by Ad Type and Platform (continued)

Date	Ad Description	Ad Type	Platform	Spend	*Reach	Impressions	Engagements	Link Clicks	CTR (Link Click-Through Rate %)	Landing Page View	Cost Per Result	Result Rate %
9/9-9/17	Birds Work	Video - 15 sec	instagram	\$940.45	37,328	106,099	5,231	710	0.67	435	\$2.16	0.23
			facebook	\$1,184.52	60,817	192,916	33,600	740	0.38	450	\$2.63	0.41
12/3/12/10	WMAs- Winter	Video - 15 sec	instagram	\$22.13	2,944	3,550	579	12	0.34	10	\$2.21	0.28
			facebook	\$543.23	33,561	84,268	17,920	507	0.60	308	\$1.76	0.37
		Image Carousel	instagram	\$35.77	4,768	6,086	744	23	0.38	20	\$1.79	0.33
			facebook	\$1,446.87	65,199	256,646	29,671	1,292	0.50	617	\$2.35	0.24
<b>TOTAL by PLATFORM</b>			<b>instagram</b>	<b>\$3,152.67</b>	<b>244,585</b>	<b>486,836</b>	<b>19,805</b>	<b>2,688</b>	<b>0.55</b>	<b>1,812</b>	<b>\$1.74</b>	<b>0.37</b>
			<b>facebook</b>	<b>\$15,894.47</b>	<b>1,189,522</b>	<b>3,362,725</b>	<b>435,481</b>	<b>19,587</b>	<b>0.58</b>	<b>12,691</b>	<b>\$1.25</b>	<b>0.38</b>
<b>GRAND TOTAL</b>				<b>\$19,047.14</b>	<b>1,434,107*</b>	<b>3,849,561</b>	<b>455,286</b>	<b>22,275</b>	<b>0.58%</b>	<b>14,503</b>	<b>\$1.31</b>	<b>0.38%</b>

\* This metric is estimated



TABLE 5. Facebook and Instagram Engagement Details by Ad Type

Date	Ad Topic	Ad Type	Post Reaction Type	Post Reactions	Post Comments	Post Saves	Post Shares
7/21-7/27	Living With Bears	Video - 15 sec	All	567	64	18	126
			Haha	1			
			Like	489			
			Love	72			
			Sad	2			
			Wow	3			
		Image	All	2,097	75	25	168
			Angry	1			
			Like	1,669			
			Love	422			
Wow	5						
<b>Total</b>	<b>2,664</b>	<b>139</b>	<b>43</b>	<b>294</b>			
7/28-8/3	Strategic Wood Addition	Video - 28 sec	All	895	61	25	164
			Haha	3			
			Like	855			
			Love	29			
			Wow	8			
		Image	All	101	7	2	13
			Like	101			
			<b>Total</b>	<b>996</b>			
		8/4-8/10	Beaver Wetlands	Video-22 sec	All	693	41
like	597						
love	91						
haha	5						
Beaver Baffles	Image		All	220	31	5	26
			love	8			
			like	212			
			<b>Total</b>	<b>913</b>			
8/11-8/17	Bats	Video - 24 sec	All	851	95	10	235
			wow	2			
			like	659			
			love	187			
			sad	3			
		Image	All	470	65	16	89
			love	56			
			like	407			
			sad	7			
			<b>Total</b>	<b>1,321</b>			

TABLE 5. Facebook and Instagram Engagement Details by Ad Type (continued)

Date	Ad Topic	Ad Type	Post Reaction Type	Post Reactions	Post Comments	Post Saves	Post Shares		
8/18-8/24	Bees-Pollinators	Video - 15 sec	ALL	170	24	7	48		
			love	14					
			like	156					
		Image	ALL	381	8	8	27		
			like	350					
			love	31					
			<b>Total</b>	<b>551</b>				<b>32</b>	<b>15</b>
8/26-9/1	WMAs - birding	Video - 15 sec	All	354	10	4	50		
			like	308					
			love	46					
		Image	All	229	4	8	12		
			like	209					
			love	19					
			wow	1					
		<b>Total</b>	<b>583</b>	<b>14</b>	<b>12</b>	<b>62</b>			
		9/2--9/8	Riparian Work	Video - 15 sec	All	119	7	1	9
					like	115			
love	4								
Image	All			110	4	2	7		
	love			2					
	like			107					
	haha			1					
<b>Total</b>	<b>229</b>			<b>11</b>	<b>3</b>	<b>16</b>			
9/9-9/17	Bird Conservation	Video - 15 sec	All	232	12	4	44		
			like	194					
			love	38					
			<b>Total</b>	<b>232</b>				<b>12</b>	<b>4</b>
12/3-12/10	WMA- Winter Activities	Video - 15 sec	All	180	11	5	18		
			haha	2					
			like	166					
			love	12					
		Image	All	253	7	3	20		
			haha	1					
			wow	1					
			love	10					
			like	241					
			<b>Total</b>	<b>433</b>				<b>18</b>	<b>8</b>
		<b>TOTAL</b>				<b>7,922</b>	<b>526</b>	<b>162</b>	<b>1,165</b>

TABLE 6. Google Display Ads Overall Performance

Date	Ad Topic	Impressions	Clicks	CTR	Avg. CPC	Cost
7/21-7/27	Living With Bears	82,763	791	0.94%	\$0.32	\$243.14
7/28-8/3	Strategic Wood Addition	25,140	101	0.38%	\$0.48	\$46.73
8/4-8/10	Beaver Wetlands	62,657	682	1.08%	\$0.28	\$185.50
8/11-8/17	Bats Work	73,786	616	0.83%	\$0.26	\$159.96
8/18-8/24	Bees-Pollinators	62,294	693	1.10%	\$0.24	\$167.22
8/26-9/1	WMAs - Birding	27,305	230	0.84%	\$0.25	\$58.51
9/2-9/7	Riparian Work	19,844	245	1.24%	\$0.22	\$53.80
<b>TOTAL</b>		<b>353,789</b>	<b>3,358</b>	<b>0.95%</b>	<b>\$0.27</b>	<b>\$914.86</b>

TABLE 7. VFWD Facebook Video Posts Overall Performance

Post Date	Ad Topic	15 Sec View	Reach	Engagement	Share	Comments	Reactions	Likes	Love	Sad	Total Clicks	Click to Play	Link Clicks	Other Clicks
7/31	Living with Bears	777	9,600	128	24	21	83	77	5	0	384	92	21	271
8/4	Beaver Wetlands	462	7,500	81	15	3	63	60	3	0	206	25	13	168
8/12	Bat Work	426	7,300	95	16	13	66	52	12	2	173	21	4	148
8/19	Bees/Pollinators	192	6,400	59	15	2	42	39	3	0	82	18	6	58
8/27	WMAs - Birding	269	6,400	66	11	3	52	46	6	0	146	35	5	106
9/4	Riparian Work	311	5,200	45	7	1	37	37	0	0	90	19	0	70
9/9	Bird Work	263	5,800	67	13	6	48	41	7	0	111	24	3	84
9/19	WMAs-Paddling	116	4,600	27	3	2	22	15	7	0	51	14	0	36
<b>TOTAL</b>		<b>2,816</b>	<b>52,800</b>	<b>568</b>	<b>104</b>	<b>51</b>	<b>413</b>	<b>367</b>	<b>43</b>	<b>2</b>	<b>1,243</b>	<b>248</b>	<b>52</b>	<b>941</b>

TABLE 8. VFWD Instagram Video Posts Overall Performance

Post Date	Ad Topic	Views	Likes	Comments
7/28	Living with Bears	1,082	--	--
8/5	Strategic Wood Addition	1106	--	4
8/12	Bat Work	715	--	1
8/18	Bees/ Pollinators	425	--	--
8/21	Beaver Baffles - Image	--	90	--
8/26	WMAs - Birding	484	--	--
9/3	Riparian Work	876	--	--
9/10	Bird Work	588	--	1
9/16	WMAs - Paddling	465	--	--
<b>TOTAL</b>		<b>5,741</b>	<b>90</b>	<b>6</b>



Figure 2.1 Non-Paid Print Ads - Placement: 2021 Hunting and Fishing Regulation Guides



2021 Fishing Regulations  
Print Run: 90,000



2021 Hunting Regulations  
Print Run: 90,000



Figure 2.2  
 2021 Department Calendar  
 Print Run: 2,000



**MAKING IT LAST**

**2021 January**

*Vermont Fish & Wildlife's staff collect harvest and biological data to better monitor and protect the solitary and elusive bobcat. Management efforts also include identifying and conserving important bobcat habitat, especially the areas connecting their core habitat with feeding areas.*

Bobcat, Roger Irwin

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DECEMBER 2020 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JANUARY 2021 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					
3	4	5	6 LAST QUARTER	7	8	9
10 BOBCAT HUNTING CLOSURE	11	12	13 NEW MOON	14	15 CROW HUNTING CLOSURE (Friday - Monday CLOSED - CLOSED Tuesday - Thursday)	16 ICE FISHING SEASON FOR TROUT & SALMON CLOSURE ON SELECT LAKES
17	18 Martin Luther King Jr. Day VT FAW OFFICES CLOSED	19	20 FIRST QUARTER	21	22	23
24	25	26	27	28 FULL MOON	29	30
31						30 ICE FISHING SEASON FOR STATEWIDE TAKE A PAVED FISHING