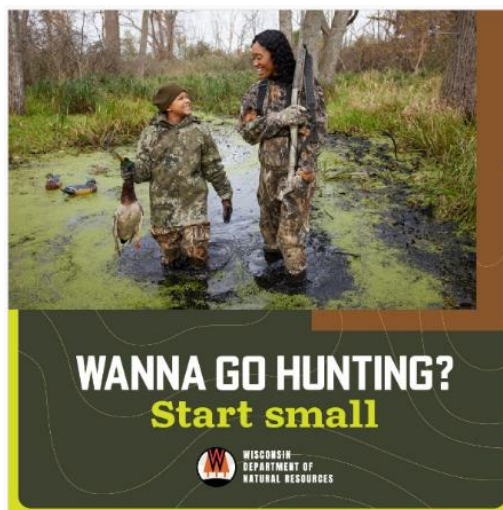


# Implementation and Evaluation of the MAFWA Regional Small Game Diversity and Inclusion Outreach Toolkit



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## Background

The *Relevancy Roadmap* identifies diversity and inclusion as critical factors to secure the future of conservation. However, agencies continue to struggle to locate diverse images to use in outreach to broader constituent bases. As part of a 2021 Multi-State Conservation Grant, the Midwest Association of Fish and Wildlife Agencies (MAFWA), Backcountry Hunters and Anglers, Pheasants Forever and Quail Forever, National Wild Turkey Federation, Council to Advance Hunting and Shooting Sports, Gud Marketing and DJ Case and Associates teamed up to research the hunting motivations and barriers Black, Hispanic, and female individuals face and how photography contributes to enhancing or alleviating those concerns.

Through Focus Groups, they found the following unique barriers (in no particular order):

### Women

1. Fear of gender-based violence or harassment
2. Gender discrimination by male hunters

### Black and Hispanic people

1. Finding hunting information in welcoming and accessible locations
2. White society suspicion of hunters of color (particularly for Black hunters)
3. Fear of law enforcement interactions
4. Anti-gun/hunting community sentiment
5. Hunting land access for urbanites
6. Lack of representation in hunting media and activities

When asked to examine various hunting photographs, a number of themes emerged. *Participants preferred the following photo characteristics (listed in no particular order):*

1. Seeing people of their own race and gender, with people of color or females garnering greater preference than stereotypical White men.
2. Adults depicted with youth (usually assumed to be family)
3. Depictions of teaching/mentoring actions
4. Depictions of camaraderie/friendship
5. Depictions of “fun” (e.g., smiling, being with others, etc.)
6. Depictions of safety gear (e.g., blaze orange, ear and eye protection)
7. Depictions of multiple people participating together (poignant for safety amongst Black male and mixed female groups)

The 2021 project team used these findings to inform a three-state photo shoot depicting women and people of color in various hunting scenarios. These photos were added to the [R3 Clearinghouse](#) for use by the entire R3 and Relevancy community and became the centerpiece of this project (funded by a 2022 Multi-State Conservation Grant), which implemented and tested the images in pilot advertising campaigns.

## Executive Summary

This pilot study (funded by a 2022 Multi-State Conservation Grant) provided 5 states with \$30,000 each to be used to create, place, and run advertisements utilizing the new photos resulting from the 2021 MSCG project. Interested states applied to the MAFWA R3 Committee. Iowa, Kentucky, Nebraska, South Dakota, and Wisconsin were chosen to participate.

Each state developed and ran a campaign using the test photos. When the five campaigns were combined, messages featuring Black, Hispanic and/or Female hunters reached **19,574,150** individuals and motivated **46,579** of those individuals to click the message to learn more about small game hunting. What follows are case studies on each of those campaigns. Although the campaigns were very different from state to state, the case studies are formatted in a parallel structure for easier comparison.

Examination of these campaigns and their results uncovered the following overall observations:

### Messages

- Both women and people of color enjoy seeing images that depict people like themselves in hunting situations.
- Hispanic people are more attracted to Spanish than English language messages.
- Women seem to be more motivated by images of women in a hunting role than family hunting images.

### Media

- Advertising on social media seems to be a more cost-effective way of generating web traffic among individuals interested in taking up hunting.
- Online display advertising (like Google Ads) seems to be the most effective way of getting a message in front of large numbers of individuals, but it generates lower click-through rates than social.
- Twitter does not seem like an effective media to promote taking up hunting.

### Negative Reactions

- Images of women hunting received almost no negative comments.
- Images of people of color hunting generated some negative feedback, but only from a very small percentage of the individuals exposed to the messages.
- Some of the negative responses to these images may have been caused by the complete shift from images featuring almost exclusively White, male hunters in agency communications to a campaign featuring people of color to the exclusion of White males. Blending images or using a mix of different ethnicity-focused images might reduce that negative reaction.

### Strategic Considerations

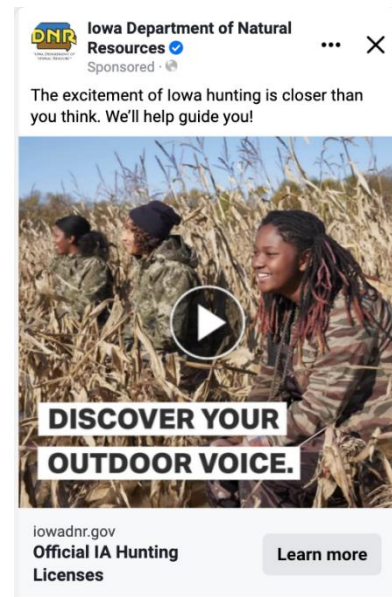
- Messages aimed at motivating people to consider becoming new hunters do not generate immediate license purchase or program enrollment.
- Individuals driven to R3 content by R3 promotional messages spend more time consuming that content than individuals who find that content organically via search or navigation.

Creating new hunters via marketing takes time and persistence. People who have never considered hunting can have a journey of months or even years before they buy a license or sign up for hunter

education. A period of a few weeks is not long enough to determine if an R3 campaign has been effective.

## Iowa Department of Natural Resources Small Game Hunting Diversity Pilot Program

<b>Objective</b>	Increase female awareness of small game hunting in Iowa
<b>Audience</b>	Females across the state (BOW, range users, hunter ed graduates, lookalikes for hunters)
<b>Media</b>	Facebook Ads Google Ad Display
<b>Call-to-Action</b>	Learn More
<b>Landing Page</b>	<a href="#">Discover Small Game, Iowa DNR</a>
<b>Results</b>	Facebook Campaign impressions led directly to 455 License purchases generating \$21,177 in revenue at a media cost of only \$10,000.  Google Ads Display impressions generated 77 license purchases for \$1920 in revenue at a cost of \$14,199.84.
A glossary for all these terms is available on <a href="#">page 33</a> .	



### Making Messages More Appealing to Female Hunters

Iowa DNR had long wanted to address the fact that females made up 49% of Iowa’s population but only 9% of hunters. They also knew, from the R3 community, that mothers have a very large influence on family activities. These factors combined made women the ideal audience for Iowa’s R3 efforts. One of their primary obstacles in being able to promote hunting to women was the lack of quality hunting images featuring women. The Small Game Hunting Diversity Toolkit addressed that issue and this Multi-State Conservation Grant added funding to the mix, resulting in the campaign featured in this case study.

Using resources from the toolkit, Iowa DNR developed messages featuring adult women and women as part of a family engaged in hunting. They ran these messages on a combination of Facebook, Instagram, and online display. They developed a small game hunting landing page as a next step for interested parties that clicked on their ads.

They successfully filled an in-person (female only) mentored pheasant hunt. They also hosted a virtual women’s hunting panel, but it was attended by only 4 women. They feel that the outreach was successful and that they successfully spotlighted a different segment of the hunting population. They

consider this effort a starting point and plan to promote fishing to the same audience in the spring of 2023 and take their female hunter recruiting to the next level in the late summer and fall.

An area they would like to investigate further is the content of their landing page, as the page received nearly 10,000 visitors who invested a respectable amount of time reading the material but only 4 chose to attend the Women's Hunting Panel. They are eager to learn what the best next step is for potential hunters who are interested enough to click on an ad but need to learn more before they are willing to commit time and effort to investigating and learning about the activity.

### Social Impacts

Iowa DNR was surprised at the public reaction to the ads. They knew right away that people were talking. Iowans were asking questions and IDNR's social team was answering. There were pockets of positive interaction, but some negative feedback as well. They were accused of being "woke" and applauded for showcasing all of Iowa's residents, sometimes in the same post. The ads had great traction based on click-through rates, page views etc., but sadly, a lot of the dialogue on Facebook was negative. Much of that negative chatter turned out to have originated with two older White men, neither of whom had purchased a hunting or fishing license in over 10 years.

The Iowa DNR Social Media team prefers to concentrate on the positive feedback. Below are two of their favorite comments, each received from female, longtime Iowa residents.

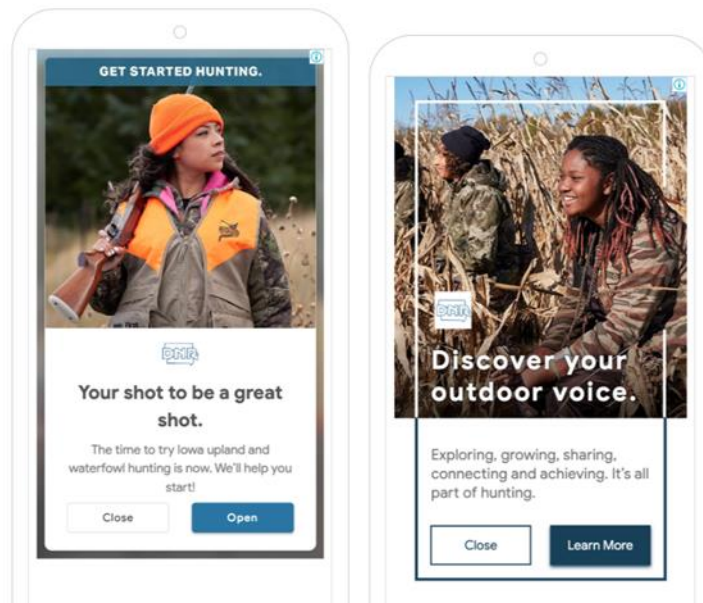
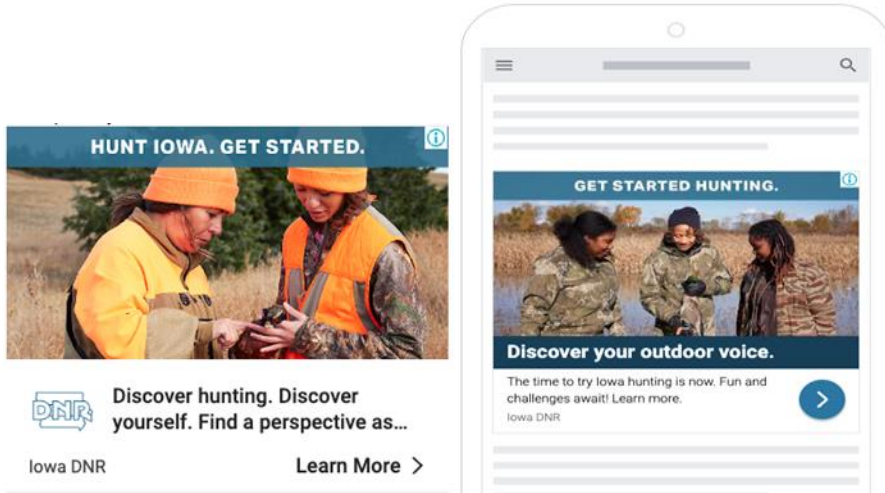
**Sheena G:** "I don't think people understand how incredibly difficult it is to be the change you want to see in the world. You will face skepticism, judgment, ridicule, and hate. As a person with brown skin and often the only female in firearms classes, it's FANTASTIC to see all shades of people being represented in outdoor and especially hunter education opportunities. Well done!"

**Dena B:** "I so Love how you are showing. Yes, women hunt also. As one of these women that does hunt, Thank you."

Dena is an annual deer hunter who clearly saw herself in the ads. Sheena is an inconsistent hunter who also saw herself in the ads. That's what the whole campaign was about—connecting with customers and those who IDNR hopes will become customers in the future.



# Messaging



**DNR** Iowa Department of Natural Resources  
Sponsored · 🌱

The excitement of Iowa hunting is closer than you think. We'll help guide you!

**YOUR SHOT AT BEING A GREAT SHOT.**

iowadnr.gov  
**Official IA Hunting Licenses**

[Learn more](#)

**DNR** Iowa Department of Natural Resources  
Sponsored · 🌱

The excitement of Iowa hunting is closer than you think. We'll help guide you!

**DISCOVER YOUR OUTDOOR VOICE.**

iowadnr.gov  
**Official IA Hunting Licenses**

[Learn more](#)

**DNR** Iowa Department of Natural Resources  
Sponsored · 🌱

Experience the fun and challenge of hunting the great outdoors in Iowa. Beginning is easy!

**Embrace Your Wild(life) Side | Hunt Iowa Today**

iowadnr.gov  
**Embrace Your Wild(life) Side | Hunt Iowa Today**

[Learn more](#)

**DNR** Iowa Department of Natural Resources  
Sponsored · 🌱

The time to try Iowa upland and waterfowl hunting is now. Get started hunting!

**DISCOVER YOUR OUTDOOR VOICE.**

iowadnr.gov  
**Official IA Hunting Licenses**

[Learn more](#)

**DNR** Iowa Department of Natural Resources  
Sponsored · 🌱

The time to try Iowa upland and waterfowl hunting is now. Get started hunting!

**YOUR SHOT AT BEING A GREAT SHOT.**

iowadnr.gov  
**Official IA Hunting Licenses**

[Learn more](#)

**DNR** Iowa Department of Natural Resources  
Sponsored · 🌱

Experience the excitement of upland and waterfowl hunting. Beginning is easy!

**Embrace Your Wild(life) Side | Hunt Iowa Today**

iowadnr.gov  
**Embrace Your Wild(life) Side | Hunt Iowa Today**

[Learn more](#)

## Overall Campaign Statistics

	Display	Social Ads	Total Campaign
<b>Exposures:</b>	6,954,281	929,658	7,883,939
<b>Cost-per-Thousand</b>	\$2.04	\$10.76	\$3.07
<b>Engagement:</b>	N/A	N/A	N/A
<b>Click-thru:</b>	5,790 (.08%)	3970 (.42%)	9760 (.08%)
<b>Cost:</b>	\$14,199.84	\$10,000	\$24,199.84
<b>Cost-per-Click:</b>	\$2.45	\$2.52	\$2.48
<b>Conversions:</b>	77	455	532
<b>Cost per Conversion</b>	\$184.41	\$21.98	\$45.48
<b>Total Revenue</b>	\$1,920.00	\$21,777.46	\$23,697
A glossary for all these terms is available on <a href="#">page 33</a> .			

## Facebook Campaign Breakdown

	Female Lapsed	Hunter Ed w/o License	BOW Participants	Total Campaign
<b>Exposures:</b>	887,167	28,893	13,598	929,658
<b>Cost-per-Thousand</b>	\$10.70	\$8.91	\$18.31	\$10.76
<b>Engagement:</b>	N/A	N/A	N/A	N/A
<b>Click-thru:</b>	3,513 (.39%)	140 (.157%)	59 (.43%)	3970 (.42%)
<b>Cost:</b>	\$9,493.63	\$257.38	\$248.99	\$10,000
<b>Cost-per-Click:</b>	\$2.70	\$1.84	\$4.22	\$2.52
<b>Conversions:</b>	437	14	4	455
<b>Cost per Conversion</b>	\$21.72	\$18.38	\$62.24	\$21.98
<b>Total Revenue</b>	\$20,830.96	\$800.50	146.00	\$21,777.46
A glossary for all these terms is available on <a href="#">page 33</a> .				



## Google Ads Display Campaign Breakdown

	Female Image Hunt Iowa	Female Image Get Started	Total Campaign
<b>Exposures:</b>	3,563,171	3,391,110	6,954,281
<b>Cost-per-Thousand</b>	\$1.73	\$2.36	\$2.04
<b>Engagement:</b>	N/A	N/A	N/A
<b>Click-thru:</b>	1,668 (.05%)	4,122 (.12%)	5,790 (.08%)
<b>Cost:</b>	\$6178.16	\$8021.69	\$14,199.84
<b>Cost-per-Click:</b>	\$3.70	\$1.94	\$2.45
<b>Conversions:</b>	48	29	77
<b>Cost per Conversion</b>	\$128.71	\$276.61	\$184.41
<b>Total Revenue</b>	\$1,191.00	\$729.00	\$1,920.00
A glossary for all these terms is available on <a href="#">page 33</a> .			

## Observations

- Using Facebook to target unique individuals (by email address) who already had a relationship with the IDNR generated revenue of over twice media costs.
- Social ads had a much higher click-thru rate but at a similar cost-per-click.
- Display advertising had a much lower cost-per-thousand and a similar cost-per-click.
- Women seemed very pleased to see hunting images depicting women.
- The appreciation of the female focus of the ads and nearly 10,000 click-throughs on those ads did not add significantly to female attendance at the women's hunting panel.
- There was no backlash from men after seeing the ads depicting female hunters. There was VERY limited negative feedback for the ads featuring women of color.

## Kentucky Department of Fish and Wildlife Small Game Hunting Diversity Pilot Program

<b>Objective</b>	Entice diverse audiences (Black adults/families) to consider hunting.
<b>Audience</b>	Black families, Black adults 25-54. Located in Louisville, Kentucky
<b>Media</b>	<b>FACEBOOK</b> - 7-second interest-targeted ads. <b>TWITTER</b> - 7-second interest-targeted ads. <b>DIGITAL AUDIO</b> - :30 second ad placed in podcasts likely to have an African American adult audience.
<b>Call-to-Action</b>	Give it a Try, Get Started
<b>Landing Page</b>	<a href="http://fw.ky.gov">Education tab on fw.ky.gov</a>
<b>Results</b>	2,204,091 Impressions: 170,476 Engagements (social only) 4,852 Website Visits (paid social only)
A glossary for all these terms is available on <a href="#">page 33</a> .	



### Persuading Black Kentuckians to Consider Hunting

The Kentucky Department of Fish and Wildlife teamed up with their agency, Gud Marketing, to entice diverse audiences to consider hunting. This audience is not predisposed to hunting but new (or fairly new) to interest in the activity. The ultimate goal of the program was to increase Black community enrollment in learn-to-hunt programs, buying licenses, etc.

The marketing campaign focused on squirrel hunting with a targeted audience of Black families in Louisville, Kentucky, and surrounding areas. According to the United States Census Bureau for 2021, Black communities represent 24% of Jefferson County (which covers most of the Louisville metro area).

The campaign was run on social media and radio and showcased squirrel hunting with family and friends. It also promoted the Department's urban *Field to Fork: Learn to Squirrel Hunt* workshop held in a convenient location for the audience (Louisville). The Department used pictures from the toolkit to update the *Learn to Hunt* page on their website. Instructors of the urban *Field to Fork: Learn to Squirrel Hunt* workshop were diverse.

### Results

- 14 attendees participated in the *Field to Fork: Learn to Squirrel Hunt* workshop. The average attendee was 38 years old and 71% of the workshop attendees were female. Attendees represented Hispanic, Multiracial, and White heritage.
- Paid social campaigns drove new users to the website. Between July 20 and Sept. 11, 2022, the social campaigns sent 4,818 new users to the website, showing that the ads resonated with an audience who had not visited the site before.
- The Twitter campaign generated above-average click-through traffic and engagement.

While there is no question the social media campaign was successful regarding reach, impressions, and engagements, the demographics for the Field to Fork workshop did not reflect the desired outcome. The team feels this was due to the difficulty of navigating to the *Field to Fork: Learn to Squirrel Hunt* workshop sign-up from the campaign landing page.

Based on the engagement, it might have been beneficial to have the landing page be the *Field to Fork: Learn to Squirrel Hunt* workshop. This would have provided a way for both parties to evaluate success in reaching targeted demographics. Specifically, for Kentucky Department of Fish and Wildlife Resources, there is still an unanswered question: Can a campaign marketed to a diverse audience fill up a course with diverse participants?

## Social Impacts

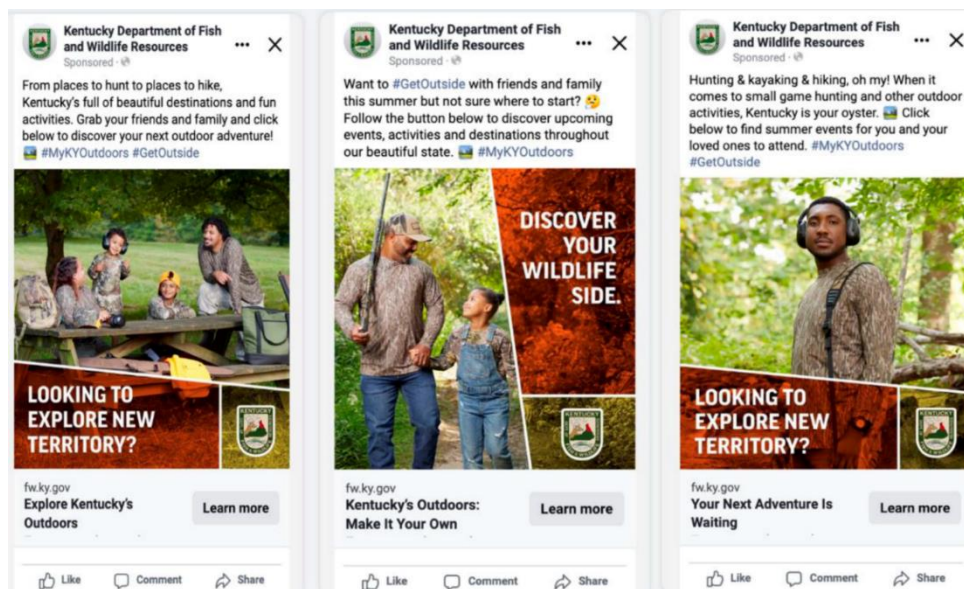
Paid social campaigns generated positive sentiment. Users overwhelmingly expressed their support for this initiative with comments like:

- “Love it family.”
- “Great website! Thank you!”
- “Hunting is a wonderful experience between parent(s) and children. It’s amazing what nature provides, and it is not simply killing an animal.”
- “A senior KY fishing and hunting license is a good \$12.00 investment. Covers fishing and hunting small game. So, get out there, there are many public lands for hunting and lots of lakes, rivers and streams in our state.”

The agency received no negative feedback on the campaign.

## Messaging

### Facebook



## Twitter



## Overall Campaign Statistics

	Facebook	Twitter	Digital Audio	Full Campaign
<b>Exposures:</b>	1,310,762	600,299	293,030	2,204,091
<b>Cost-per-Thousand</b>	\$7.40	\$12.36	\$23.29	\$10.89
<b>Engagement:</b>	162,541 (12.4%)	7,935 (1.32%)		170,476 (7.73%)
<b>Click-thru:</b>	9,201 (.7%)	1,649 (.27%)		10,850 (.49%)
<b>Cost:</b>	\$9,750.00	\$7,425.00	\$6,825.00	\$24,000
<b>Cost-per-Click:</b>	\$.90	\$3.82	N/A	\$2.21

A glossary for all these terms is available on [page 33](#).

## Observations

- Facebook outperformed Twitter in every measure.
- Because there is limited ability to click-thru, digital audio offers few measures of effectiveness.
- In this campaign, digital audio had a very high cost-per-thousand.

## Nebraska Game & Parks Commission Small Game Hunting Diversity Pilot Program

<b>Objective</b>	1) To expose Hispanic Nebraskans to hunting. 2) To learn if Hispanic Nebraskans are more likely to respond to Spanish language messages.
<b>Audience</b>	Women and families in Nebraska communities with higher Hispanic population. (Gothenburg, North Platte, Lexington, Cozad, Grand Island)
<b>Media</b>	Facebook & Instagram Ads & Paid Posts.
<b>Call-to-Action</b>	Let's go hunting Plan your next hunt
<b>Landing Page</b>	<a href="http://es.outdoornebraska.gov/letsgehunting">http://es.outdoornebraska.gov/letsgehunting</a>
<b>Results</b>	Significant traffic on "Let's Go Hunting" landing page with the majority of visitors landing on the Spanish translation of the page.
A glossary for all these terms is available on <a href="#">page 33</a> .	



### Hispanic Nebraskans Prefer Spanish Language Messages

Nebraska Game and Parks Commission (NGPC) wanted to reach out to the state’s growing Hispanic population with messages about hunting. Last year’s MAFWA Multi-State Conservation Grant project provided the images they needed to develop a campaign and this year’s MAFWA MSCG project offered funding to help run the ads. The only issue left was language. NGPC wondered if Hispanic communities would respond more favorably to English or Spanish messages. When they were selected for the MAFWA Pilot Media grant, they decided to find out.

With the help of their ad agency, Swanson Russel, Nebraska developed English and Spanish language ads featuring the same series of family and female messages. These ads were placed on Facebook and Instagram. Individuals that clicked on an ad were taken to a landing page that automatically translated itself into the same language. During the period of the campaign, 8/1-10/31, the landing page had 20,339 page views (5,971 unique). During the same time period in 2021 the page had 551 page views & (160 unique).

### Social Impacts

This campaign shows early support for NGPC’s hypothesis that the Hispanic audience would be drawn to ads that are presented in Spanish and that feature Hispanic people in the imagery . And there was no apparent push-back from the public. After running the largest Hispanic-focused hunting campaign in agency history, no Nebraskans objected to or questioned the campaign through social media or by contacting NGPC directly.



# Messaging

## Facebook

 <b>Nebraska Game and Parks Commission</b> Sponsored · 🌐	... X	 <b>Nebraska Game and Parks Commission</b> Sponsored · 🌐	... X
Whether you're looking to start a new outdoor hobby or continue a proud family tradition: it's time to go hunting.		Ya sea que quieras empezar un nuevo pasatiempo al aire libre o continuar una tradición familiar: es hora de ir de caza.	
			
<b>PLAN YOUR NEXT NEBRASKA HUNT</b>		<b>PLANEA CAZAR EN NEBRASKA</b>	
outdoornebraska.gov <b>Plan Your Nebraska Hunt</b> We'll help get you started.		outdoornebraska.gov <b>Planea cazar en Nebraska</b> Te ayudamos a comenzar.	
<a href="#">Learn more</a>		<a href="#">Learn more</a>	

 <b>Nebraska Game and Parks Commission</b> Sponsored · 🌐	... X	 <b>Nebraska Game and Parks Commission</b> Sponsored · 🌐	... X
Let's gather with family and friends. Let's unplug and reconnect. Let's get outside and do some hunting — Nebraska style		Vamos a reunirnos con familiares y amigos, a desconectarnos y reconectarnos. Salgamos a cazar al estilo de Nebraska.	
<b>LET'S GO HUNTING</b>		<b>VAMOS A CAZAR</b>	
			
outdoornebraska.gov <b>Let's Go Hunting</b> We'll help get you started.		outdoornebraska.gov <b>Vamos a cazar</b> Te ayudamos a comenzar.	
<a href="#">Learn more</a>		<a href="#">Learn more</a>	

# Instagram

<p>Instagram</p> <p>negameandparks Sponsored</p> <p>NEBRASKA - EARLY PARKS -</p>  <p>PLAN YOUR NEXT NEBRASKA - HUNT -</p> <p>Learn more &gt;</p> <p>♥ ◻ ▾ ◻</p> <p>negameandparks Whether you're looking to start a new outdoor hobby or continue a proud family tradition: it's time to go hunting.</p>	<p>Instagram</p> <p>negameandparks Sponsored</p> <p>NEBRASKA - EARLY PARKS -</p>  <p>PLANEA CAZAR EN - NEBRASKA -</p> <p>Learn more &gt;</p> <p>♥ ◻ ▾ ◻</p> <p>negameandparks Ya sea que quieras empezar un nuevo pasatiempo al aire libre o continuar una tradición familiar: es hora de ir de caza.</p>
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<p>Instagram</p> <p>negameandparks Sponsored</p> <p>VAMOS - A CAZAR -</p>  <p>NEBRASKA - EARLY PARKS -</p> <p>Learn more &gt;</p> <p>♥ ◻ ▾ ◻</p> <p>negameandparks Vamos a reunirnos con familiares y amigos, a desconectarnos y reconectarnos. Salgamos a cazar al estilo de Nebraska.</p>	<p>Instagram</p> <p>negameandparks Sponsored</p> <p>LET'S GO - HUNTING -</p>  <p>NEBRASKA - EARLY PARKS -</p> <p>Learn more &gt;</p> <p>♥ ◻ ▾ ◻</p> <p>negameandparks Let's gather with family and friends. Let's unplug and reconnect. Let's get outside and do some hunting — Nebraska style</p>
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Social Ads

NEBRASKA - GAME PARKS -		NEBRASKA - GAME PARKS -	
			
PLAN YOUR NEXT NEBRASKA - HUNT -	PLANEA CAZAR EN - NEBRASKA -		

LET'S GO - HUNTING -	VAMOS - A CAZAR -
	
NEBRASKA - GAME PARKS -	NEBRASKA - GAME PARKS -

## Overall Campaign Statistics

### Comparing Family & Female Messages

	Family	Women	Campaign Total
<b>Exposures:</b>	416,727	1,437,519	1,854,246
<b>Cost-per-Thousand</b>	\$16.30	\$9.10	\$10.72
<b>Engagement:</b>	N/A	N/A	N/A
<b>Click-thru:</b>	2567 (.62%)	6690 (.47%)	9257 (.5%)
<b>Cost:</b>	\$6,794.13	\$13,089.76	\$19,883.89
<b>Cost-per-Click:</b>	\$2.65	\$1.96	\$2.15

A glossary for all these terms is available on [page 33](#).

### Comparing Spanish and English Messages

	Spanish	English	Campaign Total
<b>Exposures:</b>	1,006,241	848,005	1,854,246
<b>Cost-per-Thousand</b>	\$10.85	\$10.57	\$10.72
<b>Engagement:</b>	N/A	N/A	N/A
<b>Click-thru:</b>	6096 (.61%)	3161 (.37%)	9257 (.5%)
<b>Cost:</b>	\$10,919.69	\$8,964.20	\$19,883.89
<b>Cost-per-Click:</b>	\$1.79	\$2.84	\$2.15

A glossary for all these terms is available on [page 33](#).

## Observations

- When targeting Hispanic people on Facebook and Instagram, messages featuring images of adult women have a higher click-through-rate than messages featuring families.
- When targeting Hispanic people on Facebook and Instagram, Spanish language messages have a higher click-through-rate than English Languages messages.
- The campaign undoubtedly drove many more visitors to the landing page than had visited it during the same time period the year before.



## South Dakota Department of Game, Fish & Parks Small Game Hunting Diversity Pilot Program

<b>Objective</b>	Expose pheasant hunting to new and diverse populations within South Dakota with a focus on Families & Women Hunters.
<b>Audience</b>	Females 25-44
<b>Media</b>	Online Display Instagram Facebook
<b>Call-to-Action</b>	Get Started
<b>Landing Page</b>	<a href="https://www.travelsouthdakota.com/recreation/hunting/beginner-resources">https://www.travelsouthdakota.com/recreation/hunting/beginner-resources</a> <a href="https://www.travelsouthdakota.com/recreation/hunting/sportswomen-welcome">https://www.travelsouthdakota.com/recreation/hunting/sportswomen-welcome</a>
<b>Results</b>	Impressions: 4,909,298 Engagements: 3,681 Clicks: 10,580
A glossary for all these terms is available on <a href="#">page 33</a> .	



### Providing Pheasant Hunting Resources to Emerging Audiences

Working with their agency, Lawrence & Schiller, and in partnership with South Dakota Department of Tourism, South Dakota Department of Game, Fish and Parks ran a campaign designed to expose growing and emerging audiences to pheasant hunting opportunities within South Dakota. The campaign was built off the work of their existing “Hunt the Greatest” Campaign, with a focus on in-state populations.

This campaign used digital and social media to highlight the accessibility of hunting to new hunters, as well as direct them towards resources for more information such as [HuntTheGreatestSD.com](http://HuntTheGreatestSD.com). The audiences targeted with this campaign were female hunters 35-44 and families.

Social media ads with messages featuring female hunters generated 75% of all conversions throughout the campaign. The family-related social messages were next, generating 15% of all conversions. Display ads generated 10% of the conversions; however, the display ad effort was more focused on awareness than conversions. Of the two target audiences (women 35-44 and families), women 35-44 engaged the most with test ads. This audience segment alone generated 42% of all engagements and clicks throughout this campaign.

Overall, those visiting the Sportswomen and Beginner Resources pages had a higher average time on page and viewed more pages per session than South Dakota’s average website visitor. Those who visited these pages after clicking on social or display ads from the campaign produced 533 goal completions, including video views, articles read, email signups, guide requests, and displaying interest in hunting



content. Visitors coming from display ads to the Beginner Resources page resulted in 74% of overall new users to the page.

While South Dakota is unable to tie it directly to this campaign, they saw a 28% increase in resident small game license sales over 2021. Likewise, resident youth small game licenses were up 26% over 2021.

### Social Impacts

The response to the campaign was overwhelmingly positive. On social posts, the women hunter messages had 98% positive engagements and the family-oriented message had over 94% positive engagements.

The female hunter social posts had two notable comments from females asking if other women would like to go shoot with them. One chain had 7 replies and the other had 9. All 16 replies were positive. Several posts with the family messages saw individuals tagging others.

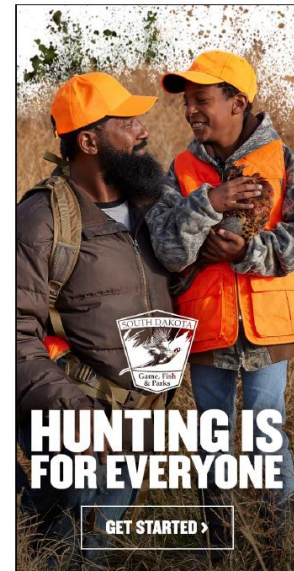
Of the 40 total comments, six were negative and/or neutral. One neutral was “Not for me, thanks.” The other was an individual seeking information on youth hunting programs. The only negative comment was about the government’s historical negative treatment of Indigenous peoples. This individual posted a similar comment on two posts in this campaign.

# creative: families

**FAMILIES**  
AGES:  
25-44

**BEHAVIORS & INTERESTS:**  
hunting, family hunting, parents, pheasant hunting

**MEDIA TACTICS:**  
display;  
dynamic, newsfeed, and promoted social posts



## Images

IMAGE A:



IMAGE B:



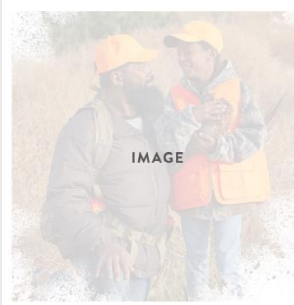
IMAGE C:



IMAGE D:



BODY COPY (125)



HEADLINE (40)

DESCRIPTION (30): Find mentors & classes.

BUTTON: Learn More

URL: <https://www.travelsouthdakota.com/recreation/hunting/beginner-resources>

## body copy (125)

**COPY A:**  
Start your outdoor story. Find beginner resources and mentors with the South Dakota Department of Game, Fish & Parks.

**COPY B:**  
Everyone starts somewhere. Learn more about local programs that make getting outside easy.

**COPY C:**  
Start your family's outdoor story. Learn about hunter education classes and more ways to get in the game.

**COPY D:**  
Interested in the great outdoors but don't know where to begin? Get started with hunter education classes and more beginner courses.

## headline (40)

**HEADLINE A:**  
Hunting is for Everyone

**HEADLINE B:**  
The Outdoors Are for Everyone

# creative: female hunters

**FEMALE HUNTERS**

**AGES:**  
25-44

**BEHAVIORS & INTERESTS:**  
hunting, pheasant hunting, outdoor recreation

**MEDIA TACTICS:**  
display;  
dynamic, newsfeed,  
and promoted social posts



## images

IMAGE A:



IMAGE B:



IMAGE C:



IMAGE D:



BODY COPY (125)



HEADLINE (40)

DESCRIPTION (30): Find mentors & classes.

BUTTON: Learn More

URL: <https://www.travelsouthdakota.com/recreation/hunting/sportswomen-welcome>

## body copy (125)

**COPY A:**  
Start your outdoor story. Find beginner resources and mentors with the South Dakota Department of Game, Fish & Parks.

**COPY B:**  
Everyone starts somewhere. Learn more about local programs that make getting outside easy.

**COPY C:**  
Start your outdoor story. Learn about hunter education classes and more ways to get in the field.

**COPY D:**  
Start your outdoor story with hunter education classes and more beginner courses.

## headline (40)

**HEADLINE A:**  
Hunting is for Everyone

**HEADLINE B:**  
The Outdoors Are for Everyone

## Overall Campaign Statistics

	Display Family	Display Women	Social Families	Social Women	Campaign Total
<b>Exposures:</b>	2,665,369	1,212,093	397,035	634,801	4,909,298
<b>Cost-per-Thousand</b>	\$2.19	\$4.95	\$12.28	\$9.09	\$4.58
<b>Engagement:</b>	N/A	N/A	1,154 (.29%)	2,527 (.40%)	3,681 (.07%)
<b>Click-thru:</b>	1,575 (.06%)	1,786 (.15%)	2,013 (.51%)	5,206 (.82%)	10,580 (.22%)
<b>Cost:</b>	\$ 5,839.50	\$ 6,000.35	\$ 4,878.60	\$ 5,775.39	\$ 22,493.84
<b>Cost-per-Click:</b>	\$3.71	\$3.36	\$2.42	\$1.11	\$2.13

A glossary for all these terms is available on [page 33](#).

## Observations

- The campaign was received very positively.
- Traffic generated by the campaign spent more time on the website and converted more frequently than organic web traffic.
- Paid social ads featuring women had a markedly higher click-through-rate than any other medium.
- Across social and display, ads featuring women had higher click-through-rate than ads featuring families.
- Display had a much lower cost-per-thousand than social advertising.
- Paid social (regardless of creative) had a lower cost-per-click than online display.

## Wisconsin Department of Natural Resources Small Game Hunting Diversity Pilot Program

<b>Objectives</b>	<p><b>1:</b> Increase license sales among traditionally underrepresented groups.</p> <p><b>2:</b> Increase attendance at Learn-To-Hunt classes, especially among targeted groups.</p> <p><b>3:</b> Increase outreach and engagement on social media hunting posts.</p> <p><b>4:</b> Anecdotal evidence of the toolkit increasing hunting involvement.</p>
<b>Audience</b>	<p>Black, Hispanic, and Asian individuals with an interest in hunting.</p> <p>Women with an interest in hunting.</p> <p>Differently abled Wisconsinites with an interest in hunting.</p> <p>Current hunters interested in mentoring a new hunter.</p>
<b>Media</b>	<p>Facebook</p> <p>Instagram</p> <p>Twitter</p>
<b>Call-to-Action</b>	<p>Wanna go Hunting?</p>
<b>Landing Page</b>	<p><a href="https://dnr.wisconsin.gov/topic/hunt/smggame.html">https://dnr.wisconsin.gov/topic/hunt/smggame.html</a></p>
<b>Results</b>	<p>2,690,00 impressions</p> <p>11,000 engagements</p> <p>5,600 clicks</p>
<p>A glossary for all these terms is available on <a href="#">page 33</a>.</p>	



### Increasing interest in Hunting Among Underserved Populations

Hunting is open to everyone in Wisconsin. No matter their background or ability, if people are interested, they can try it. The Wisconsin DNR is there to help. Their goal was to increase all levels of interest in hunting--from engagement with a post all the way up to license purchase--for populations that are underrepresented among Wisconsin's current hunters.

To reach these individuals, DNR placed ads featuring images from the Small Game Diversity Tool Kit on Facebook, Instagram, and Twitter. The effort successfully delivered small game hunting messages to potential new hunters across Wisconsin. Tactics delivered 48% more impressions than they had originally projected due to better cost efficiency in every platform.

Communities of Color audiences were most engaged, with Spanish-speaking, Hispanic audiences particularly showing interest. Engagement with ads tended to increase with age.

The campaign did not seem to affect small game license sales. From March – Nov. 4, 2021, the Wisconsin DNR sold 96,692 small game licenses. During that same period in 2022, only 95,822 were



sold. The Wisconsin DNR's Office of Communications is further analyzing sales trends, census data and COVID impacts to better judge campaign success regarding license sales. They also recognize that awareness doesn't always convert to immediate results. This campaign may work more effectively as a long-term strategy after those the campaign makes interested in hunting have time to research the activity, take classes and eventually buy a license.

## Social Impacts

While they only received 75 comments after over 2.5 million impressions, half of those comments were negative. Those negative comments varied largely by media.

There were no negative comments about the messages featuring women but there were negative (often racist) comments made on Instagram:

- Nah I don't play white people sports
- Blacks don't hunt.
- Wondering the ethnicity of these people in the pic. I mean they're modeling so yes get that bag, but are Black and brown ppl in WI really out there hunting?
- Great job on pushing the stereotype about black fathers being absent in their kids life with that photo. You should be absolutely fired from your job for incompetence.
- Really cool photo opportunity to push diversity. Any chance admin went to UW Madison and doesn't know the difference between a radish and rooster pheasant?
- Most staged photo of all time?
- The rarest of all sights while hunting: black people. You guys pinky swear this picture wasn't bought from an ad agency you searched "black hunting family" on? Because this seems like the white erasure everyone is into these days...

On Twitter, that negativity was much more focused around how distasteful and inappropriate it is for the Wisconsin DNR to be encouraging hunting/violence with children:

- Did anyone else immediately think the small game was the child???
- nah I'd rather not kill innocent animals :)
- ...come to Wisconsin where the guns are plentiful and the beer never stops flowing
- This post is repulsive; take photos, not trophies.
- How terrible! To kill animals and more if is just for fun. And teach kids more terrible ever instead to teach them not to kill animals or people.
- Sickening. Oh yeah dad let's go kill some cute furry animal.
- Nice way to bring up a child. Go kill innocent animals. Ih the thrill if taking a life.
- Wow really what a dept of natural resources . I think you better change your name and rewrite your mission statement. Protecting the animals like always and preserving nature.

There was also some feedback about the Spanish language ads. While it was in no way racist, it was critical:

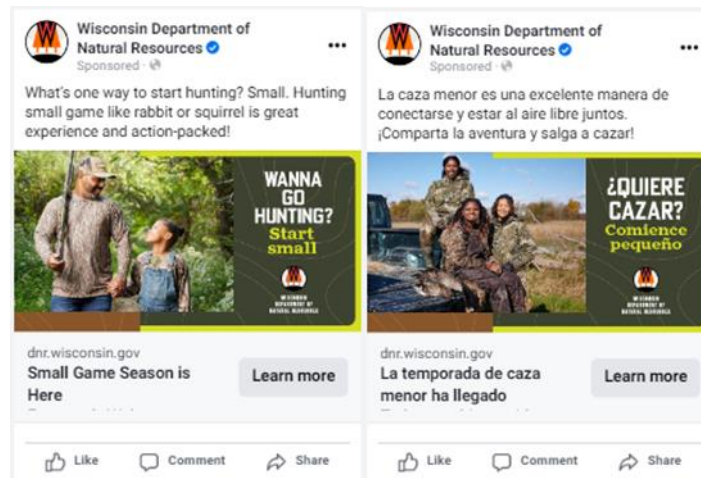
- ...This does not make any sense in Spanish. What is the message that you are trying to send?
- This is one of the worst translations I have seen, I would happily help you if you want ....

The Wisconsin team believes this contrast is due to the different user bases in the two media. Instagram has a more conservative, traditional hook & bullet audience while Twitter has a younger, more liberal audience.

While negative comments are always disheartening, WI DNR chooses to learn from its critics. They realize now that they have more work to do with the public regarding the acceptance of hunting in general and diversity among the traditional hunting audience. They also learned the importance of a good Spanish translation.

## Messaging & Media

### Facebook



Facebook worked well to engage potential hunter audiences, along with increasing awareness of small game hunting.

- 61.3% more impressions were served than planned due to better cost-efficiency than expected.
- Those aged 35-44 were most likely to engage overall.
- Hispanic audiences (reached with ads in Spanish) were most likely to engage (0.60% engagement rate), followed by Communities of Color (0.33%) and women (0.26%).
- Although women engaged the least, they did account for the highest number of clicks.
- In English ads, Three Girls and Mother Son resulted in the highest engagement rate.
- In Spanish ads, Three Girls had the highest engagement rate.

## Instagram



Instagram has shown to be an effective tool for the Wisconsin DNR for reaching new hunter audiences, with engagement continuing to exceed benchmarks and an over-delivery on impressions.

- 9.1% more impressions were served than planned due to better cost-efficiency than expected.
- Those aged 35-44 were most likely to engage overall.
- Hispanic audiences engaged at the highest rate (0.49%).
- Three Girls continued to be the image with the highest engagement rate across both English and Spanish ads.

## Twitter



- 75% more impressions were served than planned due to better cost-efficiency than expected.
- Opposite of the other platforms, the women audience was the most engaged.
- Mother and Son was the most effective imagery on Twitter

### Note:

*This campaign overlapped with the finalization of Elon Musk's purchase of Twitter. In the week leading up to the finalization and since, the Wisconsin DNR's engagement has increased, and the makeup of our followers has shifted. The tone of engagement on these ads also seemed to shift during that changeover from being quite negative to more positive.*

## Overall Campaign Statistics

### Comparing Media - Statewide

	Facebook	Instagram	Twitter	Email	Campaign Total
<b>Exposures:</b>	142,310	49,189	354,673	34,121	580,293
<b>Cost-per-Thousand</b>	\$4.21	\$10.16	\$5.68	\$0	\$5.34
<b>Engagement:</b>	121 (.08%)	100(.02%)	2129 (.60%)	15837 (.46%) (Opens)	18,187
<b>Click-thru:</b>	739 (.52%)	143 (.29%)	607 (.17%)	500 (1.47%)	1989 (.34)
<b>Cost:</b>	\$600.00	\$500.00	\$2,000.00	\$0	\$3,100.00
<b>Cost-per-Click:</b>	\$0.81	\$3.50	\$3.29	\$0	\$1.56
A glossary for all these terms is available on <a href="#">page 33</a> .					

### Comparing Media – Markets with the most female hunting participation

	Facebook	Instagram	Campaign Total
<b>Exposures:</b>	637,123	356,155	993,278
<b>Cost-per-Thousand</b>	\$4.70	\$9.63	\$6.47
<b>Engagement:</b>	177 (.027%)	757 (.21%)	934 (.09%)
<b>Click-thru:</b>	1473 (.23%)	314 (.09%)	1787 .18%
<b>Cost:</b>	\$ 3,000.00	\$3,432.50	\$6,432.50
<b>Cost-per-Click:</b>	\$2.04	\$10.93	\$3.60
A glossary for all these terms is available on <a href="#">page 33</a> .			

### Comparing Media - Communities of Color

	Facebook	Instagram	Twitter	Campaign Total
<b>Exposures:</b>	430,674	234,627	483,704	1,149,005
<b>Cost-per-Thousand</b>	\$5.57	\$8.24	\$5.70	\$6.17
<b>Engagement:</b>	149 (.03%)	605 (.26%)	2661 (.55%)	3415 (.29%)
<b>Click-thru:</b>	1270 (.29%)	378 (.16%)	708 (.15%)	2356 (.21%)
<b>Cost:</b>	\$2,400.00	\$1,932.50	\$2,757.78	\$ 7,090.28
<b>Cost-per-Click:</b>	\$1.89	\$5.11	\$3.90	\$3.01
A glossary for all these terms is available on <a href="#">page 33</a> .				



## Summary

	Statewide	High Female Participation Markets	Communities of Color	Campaign Total
<b>Exposures:</b>	580,293	993,278	1,149,005	2,722,576
<b>Cost-per-Thousand</b>	\$5.34	\$6.47	\$6.17	\$6.10
<b>Engagement:</b>	2350 (.40%)	934 (.09%)	3415 (.29%)	6699 (.24%)
<b>Click-thru:</b>	1989 (.34)	1787 (.18%)	2356 (.21%)	6132 (.23%)
<b>Cost:</b>	\$3,100.00	\$6,432.50	\$7,090.28	\$16,622.78
<b>Cost-per-Click:</b>	\$1.56	\$3.60	\$3.01	\$2.71

A glossary for all these terms is available on [page 33](#).

## Statewide - English vs Spanish Messaging

	English	Spanish	Campaign Total
<b>Exposures:</b>	2,531,077	191,499	2,722,576
<b>Cost-per-thousand</b>	\$6.13	\$5.74	\$6.10
<b>Engagement:</b>	6478 (.25%)	221 (.12%)	6699 (.24%)
<b>Click-thru:</b>	5250 (.21%)	882 (.46%)	6132 (.23%)
<b>Cost:</b>	\$15,522.78	\$1,100.00	\$16,622.78
<b>Cost-per-Click:</b>	\$2.96	\$1.25	\$2.71

A glossary for all these terms is available on [page 33](#).

## Observations

- Statewide, Higher female hunting communities and communities of color - Facebook outperformed all other paid media outlets.
- Statewide – Email had a better click-thru rate than all other media.
- Statewide – Spanish language ads targeting Hispanic audiences outperformed English language ads targeting women.
- The statewide campaign outperformed both the female focused and the communities of color campaigns.
- Facebook provided a lower cost-per-thousand and a lower cost-per-click across all three audiences.

## Recommendations for R3 Diversity Campaigns

This section gathers all the lessons learned from the five case studies and combines them into a set of recommendations for anyone planning an R3 campaign targeting underserved audiences.

Our biggest recommendation is not to rush your results. Creating new hunters via marketing is a long-term game; you can't expect someone who has never hunted to see an ad, click on it and buy a license or even sign up for hunter education all at once. You need to provide them with quality content that provides easy first steps in the direction of becoming hunters. And give the campaign 12 to 18 months (with lots of impressions) before you decide if it has been effective at selling licenses or filling up a hunter education program.

### Messages

- If you are able to very effectively target a particular race, ethnicity or gender with a media buy, use images that are focused exclusively on that group. If you have a more general buy that you expect will be seen by a more general audience, consider a blend of images that depict diversity rather than focusing on any one group.
- If you are just beginning your effort to depict hunting as a diverse activity and you are concerned about a possible public backlash, start with images featuring women and introduce people of color over time.
- If you are able to target Hispanic communities exclusively, use Spanish language messages, but be sure to have them reviewed by multiple native Spanish speakers with the same heritage as your primary target audience and who are unfamiliar with hunting.
- If you are targeting women, use adult women in hunting images without children.
- If you are targeting families, use images that depict men alone with children and couples with children over images that depict women alone with children.
- The call to action in your ad should be easily understood and in line with the experience level of your target audience.

### Media

- Use social media to generate engagement and click-through to your website.
- Targeting unique individuals on Facebook based on their email address gives you an alternative to email to get messages in front of individuals who already have a relationship with your agency.
- Use display advertising to generate reach/awareness over large numbers of people without necessarily generating a lot of web traffic.
- Twitter does not seem like an effective media to promote taking up hunting.

### Strategic Considerations

- The fact that individuals driven to your website by R3 promotional messages spend more time consuming your content than individuals who found that content organically proves that they are interested and willing to invest time and effort. You need to provide an inviting, informative landing page with features like:
  - Landing page should feel like a continuation of the message that sent the reader there. The design, wording and images should all be similar.
  - The same mix of age, gender and race in the images on your landing page that you did in your messages.

- The landing page should plainly feature the logical next step for the individual you were targeting with the ad. Don't offer every possible piece of content or next action. The variety will cause the visitor to select nothing at all. Instead, offer one or two low-hurdle options that are on target for someone with little or no hunting experience.
- Don't try to persuade someone who just started to consider hunting to purchase a license. Try to sign them up for an entry level class or direct them to useful piece of introductory content.

## Project Management Lessons Learned

While the previous section of this report details what we learned about marketing to diverse audiences, this section discusses what we learned about managing a marketing-pilot-type Multi-State Conservation Grant.

We started this project with the objective of testing the new Diverse Small Game Hunting Image Toolkit to verify if the images were effective and test if they were more or less effective in different situations. What we failed to consider is how many different situations there might be. Well within the rules of the subgrant they were awarded, each state chose their own target audiences, developed their own ads, and managed their own media placements. The variability in how each of the states used the images made it very difficult to compare their results and determine any overall findings.

Hindsight being 20/20, we should have created constants and baselines so that we would have been better able to measure the effect that adding a new image had on message effectiveness. Given the opportunity to start over, here's what we would do differently.

**Type of hunting:** We should have chosen one type of small game hunting (rabbit, squirrel, waterfowl, upland) and featured it in every message. Or conversely, kept all other variables the same and varied the type of hunting featured from message to message and measured if that had an effect.

**Images:** We should have chosen a small number of images featuring, women, Hispanic, and Black communities in very similar situations and run those images in very similar messages for White, Black, Hispanic and female audiences to see which images were the most effective. For an even broader baseline we could have included a set of baseline images featuring White males in the tests to verify that the diverse images were indeed outperforming traditional images.

**Messages:** The copy should have been as close to identical as possible across all states and audiences to verify that the images and not the messages were the reason one advertisement was more or less appealing than the next.

**Call-to-action:** The call-to-action should have been the same in every message across every audience in every state, to determine if the images and not the call-to-action was the cause for any variation in response rate.

**Landing Page:** It was very difficult to compare conversion across states as they had very different measures of converting a visitor. States measured everything from license sales to time on page for their individual campaigns. A constant measure for conversion offered via a very similar landing page would have enabled us to make broader comparisons.

## Glossary of Terms

**Audience** – The individuals the marketing effort is designed to reach and communicate with. The audience could be described using demographics, location, activities, beliefs, motivations, obstacles or avidity level within an activity.

**Call-to-Action** – The action the audience is encouraged to take by the message. (Click for information, buy a license, sign up for a class, etc.)

**Click-Thru (Clicks)** – The number of times people click on your message and are taken to your landing page. The percentage of exposures who click-thru your message is called the click-thru-rate or CTR.

**Click-Thru-Rate** – The percentage of exposures to a message that click through to the landing page.

**Conversion** – When an individual attracted by an ad performs the action the advertiser hoped they would perform. This action could be to buy a product, sign up for an email list, sign up for a class or consume a piece of content.

**Cost-per-Acquisition (Cost-per-conversion)** – Cost per acquisition is the total cost of a media buy divided by the number of sales it generated. Cost per acquisition is the ultimate measure of direct marketing effectiveness. If the cost per acquisition is larger than the profit on each sale, the advertiser is losing money.

**Cost-per-Click** – The total amount spent on a media outlet divided by the number of clicks generated is the cost-per-click (CPC). CPC is one of the leading measures of the effectiveness of a campaign.

**Cost-per-Thousand** – The cost to expose your message to 1,000 people. Often called CPM because M is the Roman numeral for 1,000. CPM is a standard measure of the efficiency of a media purchase.

**Direct Marketing** – Messages that encourage a customer to purchase a product or service directly from the message rather than by visiting a retailer. Clicking, calling and QR codes are common mechanisms for direct marketing purchases.

**Display (Advertising)** – Ads containing images that are placed on websites (other than social media sites). Display ads can be placed via an advertising network like Google Ads or by working directly with a website. Websites that contract their own advertising are usually part of a larger media network containing websites, magazines, tv and radio stations, etc.

**Engagement** – Engagement is a social media term for the number of actions viewers take after seeing a message. (Liking, Sharing, Etc.)

**Exposures** – The number of people who had the opportunity to see a message (every exposure does not necessarily consciously see your message). Examples would be the number of subscribers to a magazine, the number of people who drive by a billboard or the number of visitors to a webpage that includes your ad.

**Hispanic** – of or relating to the people, speech, or culture of Spain

**Landing Page** – The webpage a person lands on after they click the link in a message. This page should be a continuation of the message in the ad and often customized to a message or a campaign.

**Media** – The channels that deliver the message to the target audience. (Television, Facebook, Online Display, Email, etc.)

**Social (Advertising)** – Ads placed on social media sites. The advantage of placing an ad on a social media site is that the social media platform knows so much about its members that it is able to provide very targeted exposures based on demographics, interests and even specific email addresses.