



Hunting with Friends in Georgia

ACI Grant Marketing Plan

Campaign Goal

Minimize 2020 license holder churn risk, drive Georgia hunting participation, and increase license revenue.

Campaign Strategy

Develop a series of videos of young, diverse adults having a fun weekend in the woods. Laughing over the campfire, exploring together, and building memories. Content captured will be leveraged for a campaign overview video and short clips for social media organic posts. WRD will develop a page on its website to host the video along with supporting content on why you should make your weekend plans outdoors with friends, and what you need to know (WRD resource links).

Traffic will be driven to the WRD landing page with video content and resources in several ways:

- Direct email campaign to current license holders, ages 16-30, who purchased a license for the first time in 2020.
- Organic social media posts, with additional digital advertising funding to promote the posts.
- Youtube Pre-roll ads, targeting users, ages 16-30, who recently visited a type of location (list under Target Audience section)

Success Metrics

- Short term KPI: License system revenue and Return on Investment
- Supporting Metrics: Digital ad impressions & clicks; landing page traffic; license website referral traffic
- Long term KPI: 2021 churn rate compared to 2019 (last typical year prior to 2020 spike)

Campaign Assets

- Customer Data – WRD will query our database to receive a list of customers ages 16-30 who purchased a license for the first time in 2020. These lists will be used for direct email campaigns.
- Video production – WRD will hire a video production company to create the campaign video and associated assets.
- Website landing pages – WRD will create a landing page pointing to reasons why they should go hunting with friends in Georgia.
- Social Media posts – WRD will create a series of social media posts driving to the landing page.
- Digital Ads – WRD will promote the video through Facebook’s ad platform as well as YouTube’s new “People Who Visit Types of Places” segmentation filter.

Target Audience

People ages 16-30, in Georgia, who:

- Purchase a license for the first time in 2020 purchased a license; OR
- Have selected Facebook interests for hunting and outdoor recreation; OR
- Who qualify for our customer Facebook audience look-a-like users; OR
- Who recently visited any of the following locations (will not exclude current license holders):
 - WMAs
 - Georgia Gun Store
 - Smith Farm Supply
 - High Country Outfitters
 - The Outdoor Depot
 - Mountain Motorsports
 - Onward Reserve
 - Franklin’s Gun Shop Athens
 - Extreme Powersports
 - Academy Sports
 - REI
 - Freedom Powersports
 - Bass Pro Shops
 - Tractor Supply
 - Adventure Outdoors (Smyrna)
 - Cherokee Feed & Seed

Campaign Budget

The \$50,000 budget will be spent on video production, social influencer talent fees, and digital advertising. Georgia will contribute an additional \$10,000 for retargeting ads from GoOutdoorsGeorgia.com and social ads as part of this campaign. Brandt is donating their time to perform all strategy development, creative input, data reporting, and analysis for this effort without charge (\$10,000 in-kind support).

Budget Category	Grant Budget Requested	Matching Funds Provided Cash	Additional In-Kind Support	Category Total
Video Production	\$30,000	\$0	\$0	\$30,000
Creative Ad Development, Placement, Monitoring, & Reporting	\$20,000	\$10,000	\$10,000 Brandt Staff Time	\$40,000
Landing Page Development	\$0	\$0	\$5,000 DWR Staff Time	\$5,000
TOTAL				\$75,000

Campaign Timeline

November – December: Produce: Video production

January 1 – 15: Prep: landing page development, customer lists queries, digital ad design, and digital ads configured in platform.

January 15 – March: Ads live: regular monitoring and access to real-time data dashboard to view digital ad performance metrics, as well as website analytics.

April: Report wrap-up for ACI grant.

Cost Effectiveness: Georgia WRD has currently running digital advertising campaigns, so the tracking and revenue reporting is already in place to minimize implementation costs.

Plan to Continue: Once the assets are created, we can use them for years to come. Other states will be able to repeat this project by replicating the video series concept and landing page content.