

**Marketing Plan for ACI Grant for Marketing to Accomplish R3  
Oklahoma Department of Wildlife Conservation  
Maximizing Value Impact at Key R3 Moments**

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**Background**

With R3 efforts highly prioritized in its new agency strategic plan, appropriate marketing and R3 staffing in place, and a guiding belief that retaining and reactivating customers is key to continued recruitment of new hunters, the ODWC has developed a proposal to effectively address recruitment, retention and reactivation at key points along the customer journey.

Additionally, ODWC recently completed its first full year of successful digital ads as of October 2020. In June of 2020, the agency had to make drastic budget cuts, leading to bare minimum ad spending and what will soon be depleted funding. Without additional funding, the digital ads program, although successful, will likely suspend in early 2021 — inconveniently timed with the start of a new license year when marketing efforts could yield high returns. New funding will allow for uninterrupted momentum for a state that is already showing great promise for R3 success.

**Goal**

To generate revenue and hunting license sales among new, lapsed and existing customers at key points in the customer journey, with a secondary goal of measuring increased antlerless deer license sales and harvest in December 2020.

**Tactics**

ODWC has seen early indications that video ads are highly effective for generating spending among new and lapsed customers, as are strategic text messaging efforts for generating spending among its license customer database.

With this grant, ODWC will develop a video series and supporting marketing materials - leveraging internal videographers and specialists where possible - and will fund a digital ad and texting/push notification strategy.

In addition to strategic placement in digital ads and texts/push notifications, videos and other materials will be used on ODWC's Youtube channel, in lapsed customer emails, online via the agency's Outdoor Oklahoma Journal blog, and also leveraged on social media. Content will include calls to action that strategically target customers across the R3 spectrum. Messaging themes would include:

- "Buy your license at [GoOutdoorsOklahoma.com](http://GoOutdoorsOklahoma.com)" (before Jan 1 2021); and "It's the new license year! Don't forget to buy your license at [GoOutdoorsOklahoma.com](http://GoOutdoorsOklahoma.com)" (after Jan 1 2021)

- “Hunters in the Know ... Take a Doe” aimed at antlerless license sales and participation/harvest (December 2020)
- Prepare now for spring turkey season in Oklahoma (March 2021)
- Additional messaging may include promotion of services and upsells like auto-renew, hard card licenses, the ODWC app, and how license purchases support conservation

### **Target Audience**

Digital ads would target new and lapsed customers who have not purchased a license in the previous 12 months (the mechanisms required for this effort are already set up through the ODWC’s license vendor relationship); emails, text messaging and push notifications will target existing customers for renewal or upsells (antlerless licenses, etc).

### **Budget**

- \$5,000 for digital ads in December promoting antlerless deer harvest awareness and licensing to new and lapsed customers
  - \$10,000 for digital ads in January promoting new license year awareness for newly lapsed customers
  - \$10,000 in February digital ads for lapsed customers
  - \$15,000 in March digital ads for lapsed customers highlighting the upcoming spring turkey season
  - \$10,000 in text messaging and/or push notifications for lapsed reminders and antlerless license/harvest awareness among existing hunters
- \*If any budget becomes necessary for video production needs such as hired help for editing or stock footage rights, ad budget will be adjusted to accommodate

### **Timeline**

October 23, 2020 - Applications submitted and recipients selected

November 2020 - assets created and ad prep and texting platforms secured

December 2020 - Digital ads and texting/push notifications commence for promoting antlerless deer harvest awareness and licensing to new and lapsed customers

January - February 2020 - Digital ads and texting/push notifications commence for promoting license renewal, licensing to new and lapsed customers, and highlighting the upcoming spring turkey season

April 15-25, 2020 - Evaluation and results compilation for final report to ACI

### **Metrics**

Key metrics will include attributable revenue and hunting license sales among new, retained and reactivated hunters. Additionally, part of the effort will focus on increasing the sale of antlerless licenses specifically and tracking harvest results to better understand the campaign’s impact on participation and management goals. UTM tracking and sales data will lend insight into project success, as will closer examination of certain segments of the target audience.