

Marketing Plan

A high-level marketing plan is provided below. We were not able to develop a detailed marketing plan due to timing and the fact that TPWD's grant section requires up to two weeks to review and approve any grant application before it can be submitted. We will develop a full marketing plan and budget in consult with our ad agency.

Goals: Increase participation and license sales among new hunters.

Target Audiences: Locavores, younger and more diverse urbanites and suburbanites who have not yet hunted but have an interest in the outdoors and sustainable fresh, local and unprocessed food.

Strategies: Increase awareness of and interest in hunting as a sustainable and healthy food source.

- Hunting often still has the perception of being exclusively for older white men and for sport rather than for food. A social influencer campaign promoting hunting as an activity connected to the increasingly popular locavore movement has tremendous potential to recruit new hunters.
- We will work closely with our ad agency who will research and identify social influencers who are best qualified to reach locavores with an openness to hunting.
 - These social influencers would share at least one hunting experience and a locavore cooking experience with their followers.
 - TPWD will provide the hunting experiences to the social influencers individually or possibly as a group. One idea is to identify at least two social influencers who could hunt together and develop a relationship during the campaign as well as have a friendly cookoff competition with their harvest.
 - The social influencers will drive traffic to TPWD's "Learn to Hunt" campaign landing page and to TPWD's online license sales site.
 - Followers will watch videos or view or listen to other content created by the social influencer related to learning to hunt and learning about wild game cooking and recipes, which then drives traffic to the campaign landing page.
 - Followers will visit the campaign landing page to learn more and to buy a license (and possibly to enter a prize drawing after they buy a license)

Process:

SMG would work with TPWD to develop an influencer brief and then identify social influencers by researching, reaching out, and tapping into existing network contacts to find partners who fit defined campaign criteria and budget.

Through third-party tools and direct conversation with potential partners, SMG would verify that the partner:

- Is located in Texas and/or has a high percentage of followers located in Texas
- Maintains an active social presence, posting regularly
- Possesses followers whose demographics and interests match the target audience

SMG would score all influencers based on these evaluations and would share a consideration set with TPWD for final selection. SMG would review recent postings by the potential partner to ensure posts:

- Exhibit creativity
- Appear high-quality
- Use “safe” language and imagery
- Feature “safe” behaviors

Evaluation

- TPWD would review and score profiles and post of influencer options.
- TPWD would approve as many potential influencers as possible (to maximize negotiation and logistical opportunities), acknowledging agreement with SMG-scored priorities or indicating top priorities.
- SMG would negotiate with approved influencers to assemble the best mix within the budget parameters.

Selection

- SMG would submit a final mix of influencers to TPWD for review and approval
- Upon approval, SMG contracts with the approved final mix.

Concept Development

The social influencer brief will be distributed to selected influencers to provide background on the cause and the campaign, to inspire the influencer, to outline approved messages, to delineate do’s and don’ts, and to articulate the timeline.

- SMG distributes the brief to the approved final mix.
- SMG works with the influencers to develop on-brief concepts.
- SMG submits concepts to TPWD for review, feedback, and approval.

Production

Upon approval, SMG works with influencers to produce drafts of final content, including photo or video assets and written captions. SMG submits content drafts to TPWD for review, feedback, and approval.

Publishing

Upon approval, SMG authorizes influencers to publish content, according to any pre-approved posting timeline.

Metrics: We will use metrics as outlined in detail in answer #7, including license sales, impressions, reach, engagements, likes, comments, shares, and clicks.