



Visit Virginia to Hunt

ACI Grant Marketing Plan

Goal: Drive Virginia hunting awareness and hunting participation license revenue to nonresidents in surrounding states.

Strategy: Strategy: Develop digital ads to target new and lapsed customers in surrounding states. Ads will be targeted based on geographic location of the user, combined with matching lapsed license holder lists, behavioral preferences, and look-a-like audiences. The ads will drive to a unique landing page per state on DWR's website explaining why they should travel to Virginia to go hunting and a prominent button to purchase a license. Retargeting ads will pick up users who visited the landing pages but did not purchase, and drive them to GoOutdoorsVirginia.com to purchase a license.

Success Metrics:

- Key Performance Metric: License system revenue and Return on Investment
- Supporting Metrics: Digital ad impressions & clicks; landing page traffic; license website referral traffic

Campaign Assets:

- Customer Data – DWR will query our database to receive a list of nonresident customers who previously held a license but do not currently. These lists will be used for direct email campaigns as well as customer Facebook audiences. A separate list of current license holders will be used to exclude users who currently have a license from receiving our ads.
- Photos/videos – DWR already has a great library of hunting-related imagery on our WMAs to leverage for this campaign.
- Website landing pages – DWR will create a landing page for each state speaking to reasons why they should come to Virginia to go hunting.
- Social Media posts – DWR will create a series of social media posts about why you should come to Virginia to go hunting.
- Digital Ads – DWR will pay for the creation, placement, and management of digital ads to target new and lapsed nonresident license holders.

Target Audience: People ages 18-65 in North Carolina, DC, West Virginia, Maryland, Pennsylvania, and New Jersey who:

- Previously 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; AND
- Do not currently hold a valid hunting license in Virginia.

Budget: Funding would be used for the digital advertising placements. Virginia will contribute an additional \$10,000 for retargeting ads from GoOutdoorsVirginia.com 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
Creative Ad Development, Placement, Monitoring, & Reporting	\$50,000	\$10,000	\$10,000 Brandt Staff Time	\$70,000
Photo / Video Assets	\$0	\$0	\$0	\$0
Landing Page Development	\$0	\$0	\$5,000 DWR Staff Time	\$5,000
TOTAL				\$75,000

Timeline:

November - December: Prep: Landing page development, customer lists queries, digital ad design, and digital ads configured in platform.

January – 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: Virginia DWR has been running digital advertising campaigns focused on resident recruitment and reactivation for four years, so the digital advertising tracking and revenue reporting is already in place. This ACI grant is our opportunity to build upon our proven and successful digital advertising campaign, while allocating these funds to test out a new and potentially highly successful tactic to bring in new or lapsed nonresident hunters.

Plan to Continue: If this campaign proves successful, we will include it in our ongoing digital advertising strategy for years to come. Other states will be able to repeat this project by replicating the winning combination of advertising messages and landing pages while using their own customer data and visual assets.