

WILD TO TABLE “HUNTING SOCIAL INFLUENCER” 2021 CAMPAIGN

TEXAS PARKS AND WILDLIFE DEPARTMENT



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REPORT PREPARED BY:

Darcy Bontempo, Marketing Director

Darcy.Bontempo@tpwd.texas.gov

(512) 389-4574

Carly Montez, Marketing Programs Manager

Carly.Montez@tpwd.texas.gov

(512) 389-4794

Janis Johnson, Marketing Specialist

Janis.Johnson@tpwd.texas.gov

(512) 389-8670

CAMPAIGN OVERVIEW

Our agency depends on hunting license purchases and associated federal aid dollars for a significant amount of our overall funding. These dollars fund both hunting opportunities and conservation work, including wildlife and habitat management, game restoration and leasing lands to increase public access for hunters in a state that is 95% privately owned. Our state's population is the fastest growing in the country, but the number of hunters is not keeping pace with this growth.

This campaign aimed to reach new audiences of potential hunters and increase awareness of and interest in hunting as a sustainable and healthy food source. The media strategy utilized millennial social media influencers to create relevant content and drive traffic to TPWD's campaign landing page where potential hunters could sign up for a series of "learn to hunt" emails and be entered in a prize drawing.

CAMPAIGN GOAL

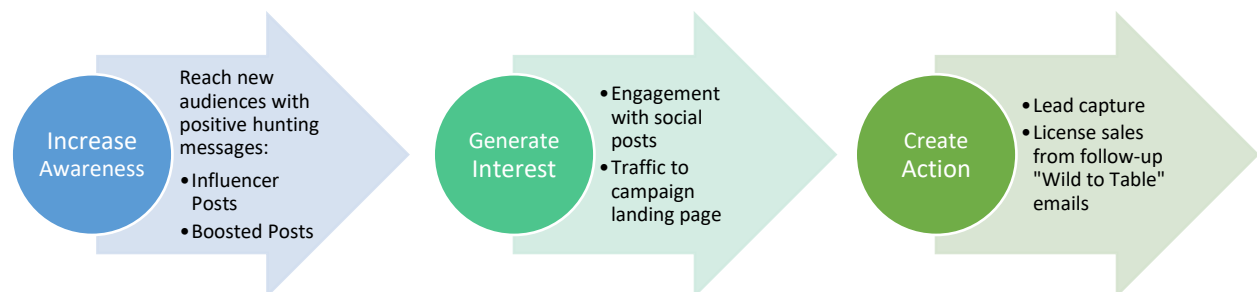
The main goal of this campaign is to increase awareness of and participation in hunting and immediate or subsequent license sales among adults, 18-38 years of age who have an interest in local, healthy and sustainable food.

The campaign aimed to encourage these young locavores to try hunting by:

- Appealing to their generation and current interests by using peer "foodie" social influencers to capture their attention.
- Feeding their desire to promote and support local, sustainable food sources and their love for the outdoors and wildlife conservation.
- Showing them that hunting is a sport that they may enjoy.
- Encouraging them to take a hunter's education course and purchase a hunting license to participate legally and safely.

METRICS

The social influencer strategy aimed to make young, diverse locavore audiences aware of and interested in hunting and lead them to try hunting, take a hunter education course and/or buying a license. However, recruitment of new hunters doesn't happen overnight; rather, it requires a process that takes prospective hunters from awareness to interest and finally to action. Metrics associated with each phase of this process were captured, analyzed and optimized to.



Awareness Metrics

This campaign first utilized the inspirational content developed by the influencers to create awareness among a large audience. The campaign budget included a media budget of \$30,250 that was spent on

paid organic posts and boosted posts. These posts generated more than 4 million impressions at a \$7.04 cost per thousand (CPM).



\$30,250
Total Spend



4,297,852
Impressions



\$7.04
CPM

Interest Metrics

The audience with interest in hunting expressed it through engagement with the content and clicks to the campaign landing page. Engagement with the influencer's posts, both organic and boosted, demonstrate an interest in hunting and the content provided by the influencers.



1,745
Clicks



0.04%
Click Rate



\$17.34
CPC



213,281
Active Engagements



4.96%
Engagement Rate



\$0.14
CPAE



385,109
Completed Views



8.96%
View Rate



\$0.08
CPCV



599,263
Involvements



13.94%
Involvement Rate



\$50.48
CPI (000)*

Google Analytics tracking showed 11,573 users visited the campaign landing page and drawing entry form during the campaign timeframe of 4/29/21 – 5/31/21. Of those users, 79% were defined by Google Analytics as new users. Users spent an average of 2:09 on the site. The largest source of traffic was TPWD's owned social media content, followed by the email blasts sent by TPWD, and the paid Instagram influencer posts delivered the fourth most users.

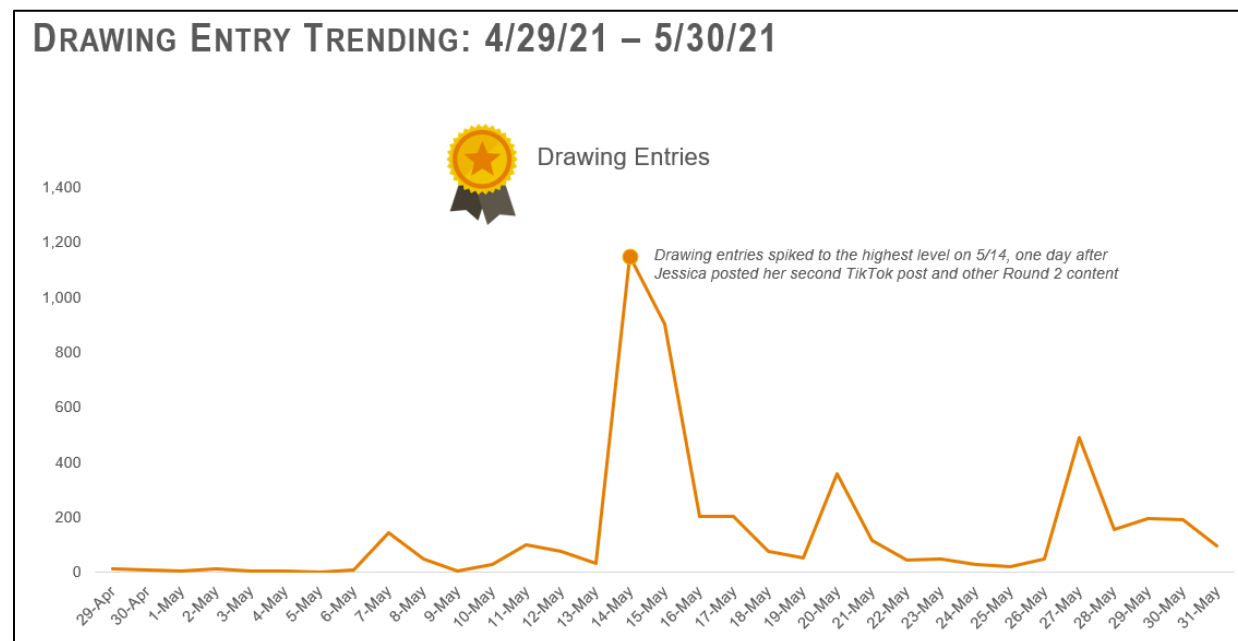
Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Wild to Table	11,573 % of Total: 0.49% (2,376,224)	9,149 % of Total: 0.43% (2,104,979)	13,146 % of Total: 0.36% (3,656,397)	44.49% Avg for View: 51.51% (-13.63%)	2.74 Avg for View: 5.02 (-45.49%)	00:02:09 Avg for View: 00:03:40 (-41.05%)
1. tpwd-owned / influencer-promo	3,964 (33.89%)	3,121 (34.11%)	4,585 (34.88%)	43.56%	2.01	00:01:09
2. 2021-22seasondates / email	3,069 (26.24%)	2,285 (24.98%)	3,461 (26.33%)	38.25%	2.65	00:02:27
3. wildtotable / email	1,316 (11.25%)	984 (10.76%)	1,390 (10.57%)	34.60%	2.69	00:01:20
4. instagram / paid-influencer	1,131 (9.67%)	1,117 (12.21%)	1,139 (8.66%)	87.62%	1.14	00:00:13

People who visited the campaign landing page also interacted with our license sales pages, resulting in 701 pageviews to those web pages.

Action Metrics

After arriving at the campaign landing page, those most likely to try hunting in the future took action by signing up for TPWD's *Wild to Table: How to Get Started Hunting* email list and entering to win a mentored hunting experience. Through continued nurturing, TPWD hopes to convert many of these leads to take a hunter education course, buy a license and try hunting during the 2021-22 hunting season which begins September 1, 2021.

Of the people that visited the campaign landing page, 4,902 completed the email sign up and prize drawing entry form, indicating an interest in learning more about hunting.



Google Analytics data shows that during the campaign timeframe, users who visited the campaign landing page completed 77 online license transactions and generated \$915 for TPWD. The average order value was \$53.82.

Transactions		Product Category (Enhanced Ecommerce)		Product Revenue	% Product Revenue
Transactions Wild to Table 17	Avg. Order Value Wild to Table \$53.82	1. Hunting		\$678.00	74.10%
		2. Combo		\$128.00	13.99%
		3. Fishing		\$104.00	11.37%
		4. Rec. Miscellaneous		\$5.00	0.55%

Tracking is not available for retail license sales completed by users reached by the campaign. Nearly 80% of Texas hunting license transactions typically occur at retail.

As we continue sending the *Wild to Table: How to Get Started Hunting* email series to the leads generated through this campaign, we fully expect to see more license sales result as we enter the new hunting season in September 2021.

CALL TO ACTION

Both paid and owned content included the campaign call to action: “Sign up to learn more about how to get started hunting – and get a chance to win a guided hunting weekend for 2, a \$300 GameGuard gift card, a \$50 Cabela’s gift card, and a 1-year subscription to *Texas Parks & Wildlife* magazine.”

The call to action included a trackable link that took potential hunters to a new “Hunting for Beginners” landing page featuring the email sign up and prize drawing entry form alongside a photo of Jessica Serna and her husband, Ismail. Also promoted on the page was information on hunter education courses, buying a hunting license, wild game recipes, finding a place to hunt, and the role hunting plays in conservation. While the campaign was the impetus for revamping this web landing page, it will also be leveraged for future hunter recruitment initiatives. The photo and video content created by the influencers will also be repurposed on this page to showcase the mentored hunting experience for other new potential hunters.

1 - CAMPAIGN LANDING PAGE AND ENTRY FORM

The image shows a screenshot of the 'Hunting for Beginners' landing page and an entry form. The landing page has a navigation bar with links: Parks, Hunting, Fishing, Boating, Game Warden, Activities, Wildlife, Land, Water, Media, Calendar, Regulations, Education, Volunteer, and More. The main heading is 'Hunting for Beginners' with sub-links: Get Started, Cook Your Wild Game, Knowledge & Skills, Find a Place to Hunt, and Conservation of Wildlife & Habitat. A featured image shows a man and a woman sitting on a boat. Below this is a section titled 'Get Started' with a sub-heading 'Whether you're looking for a new outdoor adventure, interested in a contribute to wildlife conservation or just looking for a way to spend you covered.' There are two numbered sections: '1 Take Hunter Education' and '2 Buy a Hunting License'. The entry form is titled 'OFFICIAL ENTRY FORM TO WIN A TEXAS HOG HUNT' and features a large image of the same man and woman on the boat. The form includes a sign-up section for the 'Beginner Hunter Email Series' and a section for the 'Texas Hog Hunt' entry form. The entry form includes a deadline of 'Enter by May 31' and a description of the prize: a guided Texas Hog Hunt for two, a \$300 GameGuard gift card, a \$50 Cabela's gift card, and a 1-year subscription to Texas Parks & Wildlife magazine.

Hunting for Beginners

Get Started | Cook Your Wild Game | Knowledge & Skills | Find a Place to Hunt | Conservation of Wildlife & Habitat

Enter to win a free, guided Texas Hog Hunt.

Sign up to receive the free "Wild to Table" email series on how to get started hunting, and you'll be entered in a drawing for a Guided Hog Hunt, a \$300 GameGuard gift card and more.

Get Started

Whether you're looking for a new outdoor adventure, interested in a contribute to wildlife conservation or just looking for a way to spend you covered.

1 Take Hunter Education

Play it smart – with a Hunter Education course (required if born after Sept. 1, 1971), available online or in a class. The optional "Hunting 101" workshops will boost your knowledge/skills even more.

2 Buy a Hunting License

Hunting requires a license. 100% of license fees go to fund wildlife management, research and restoration projects and the future of hunting.

OFFICIAL ENTRY FORM TO WIN A TEXAS HOG HUNT

Sign Up for Beginner Hunter Email Series and Be Entered to Win!

The winner will receive a guided Texas Hog Hunt for two and enjoy the experience of a lifetime, even if they've never hunted before. Your professional guides will fully prep you and teach you everything you need to be safe and participate in a hunt. You'll enjoy this guided hunt for fresh organic pork and perhaps hosting a "wild game dinner party" when you get home. Hunt includes lodging and meals for two for one weekend on a private ranch in Texas and is produced by the Texas Wildlife Association in partnership with Texas Parks and Wildlife Department.

Winner also Receives \$350 in Gift Cards and a Texas Parks & Wildlife Magazine Subscription

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.

For paid media, the target audience was defined as followers of Jessica Serna + “Locavores” in Texas, interested in sustainable, local, free range, organic foods.

PAID PLACEMENTS

The campaign budget funded both organic posts and paid advertising, including sponsored organic posts and boosted posts, to increase the reach of Jessica’s Instagram and TikTok posts.

Influencer Deliverables

Our ad agency, Sherry Matthews Group (SMG), and sub-contractor, Markerly, created a [brochure](#) to recruit influencers, and six potential influencer partners were provided for review and selection. After review, a single social influencer was selected for the Campaign, Jessica Serna / @mycurlyadventures. Jessica is a Dallas-based Latina Texas travel blogger with a large following on multiple platforms. TPWD and Texas Wildlife Association (TWA) hosted Jessica and her husband, Zambian-born food blogger, @myculinaryadventures_, on a mentored hunting trip for wild hog where they captured content for the campaign. Jessica offered a content package for the cost of \$17,500, lower than originally estimated for influencer deliverables, allowing additional funds to be allocated to paid boosted posts.

The paid influencer deliverables included:

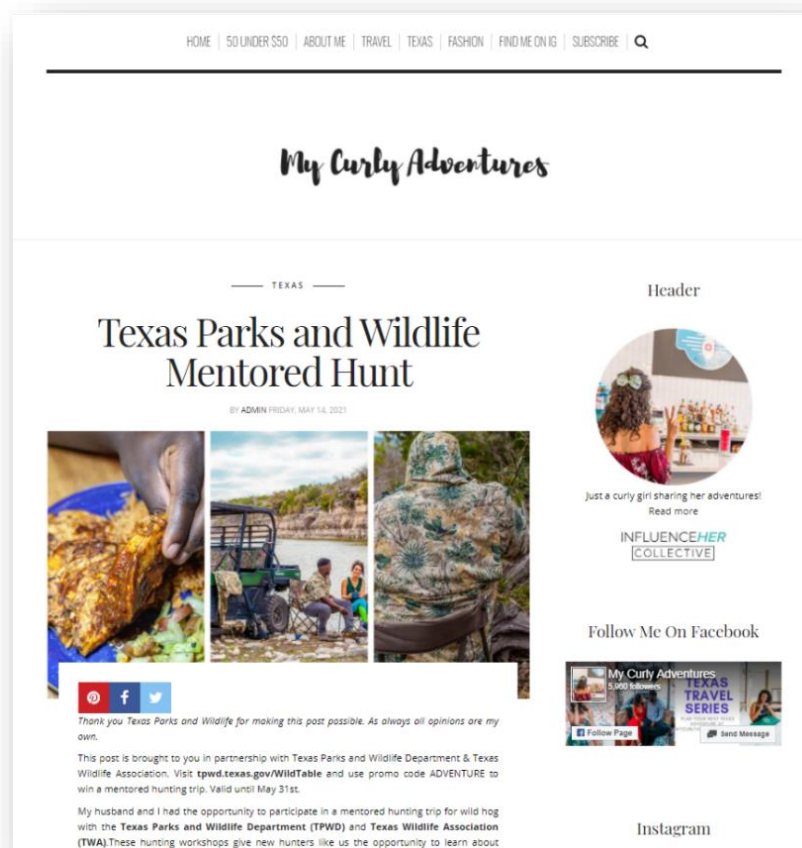
	Package	Platform
Jessica Serna	1 Blog post with images, plus Pinterest promotion	https://mycurlyadventures.com/ ; https://www.pinterest.com/mycurlyadventures/
	2 Instagram post videos (part 1 and 2)	https://www.instagram.com/mycurlyadventures /
	3 Instagram stories	https://www.instagram.com/mycurlyadventures /
	2 TikTok posts	https://www.tiktok.com/@mycurlyadventures
	1 Facebook post	https://www.facebook.com/MyCurlyAdventures
	1 YouTube video	https://www.youtube.com/c/MyCurlyAdventures
	2 posts and 2 stories on husband's Instagram (Ismail)	https://www.instagram.com/myculinaryadventures/

Sponsored Organic Posts & Paid Boosted Posts

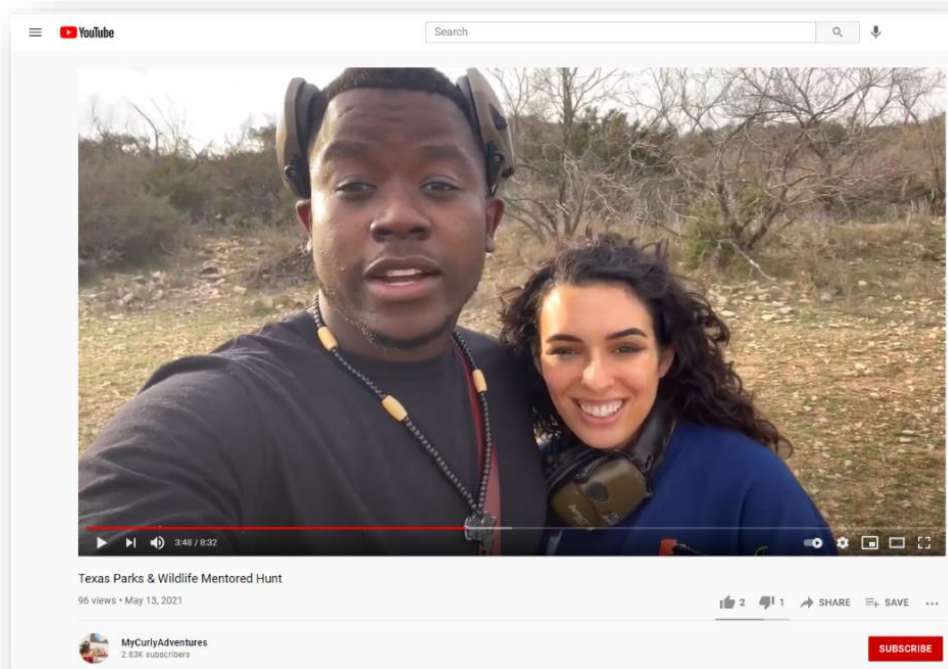
- **Digital Media Objective:** Awareness, as measured by “Involvements”
- **Measure of Success:** Involvements = 100% Active Engagements + 100% Completed Views + 50% Clicks
 - Active Engagements are a custom metric that removes standard, platform-reported metrics that indicate less engagement (i.e., three-second video views) or display in reporting elsewhere (i.e., clicks). They are defined as: Post Reactions + Post Comments + Post Shares + Post Saves.
- **Target Audience:** Followers of Jessica Serna + “Locavores” in Texas, interested in sustainable, local, free range, organic foods
- **Campaign Flight Dates:** 4/29/21 – 5/30/21
- **Geography:** Texas
- **Total Media Budget (Net):** \$30,250

IMAGE AND GRAPHIC TREATMENT

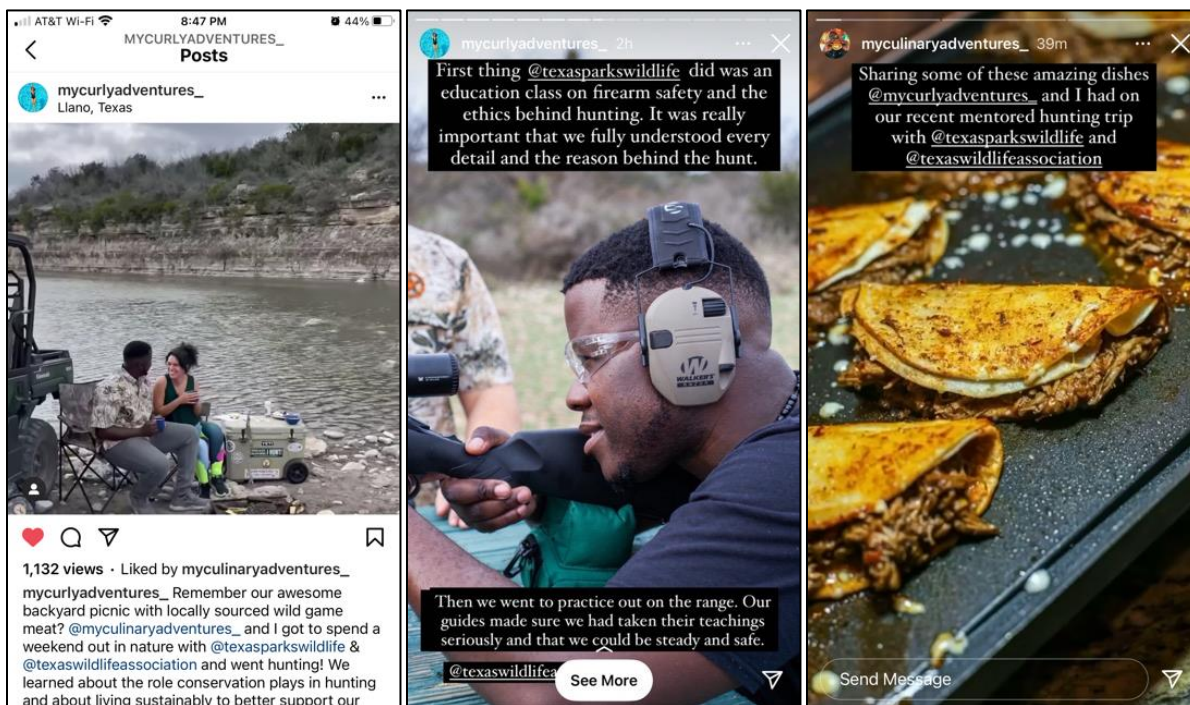
2 - BLOG POST



3 - YOUTUBE VIDEO




4 - INSTAGRAM POSTS AND STORIES



5 - WILD TO TABLE: HOW TO GET STARTED HUNTING EMAILS

Having trouble viewing this email? [View it as a Web page.](#)



Wild to Table
Your guide to getting started hunting

Thank you for expressing your interest in hunting...


You have just joined a diverse group of people who are curious about hunting and open to possibly experiencing a hunt for wild game.

As promised, we'll send you a series of emails full of information and resources like videos, hunting classes, free webinars, mentored hunting workshops for first-timers, and more. Then you can decide if you would like to answer the "call of the wild" and experience a hunt for wild game yourself.


Why is there an elevated interest in hunting?

Wild Game Meat is Healthy

Fresh, local wild game is super healthy — low in fat, high in protein, and void of artificial preservatives. Knowing where your food comes from is possible when you responsibly harvest the animal yourself.



Having trouble viewing this email? [View it as a Web page.](#)



Wild to Table
Your guide to getting started hunting

Congratulations to the *Wild to Table* Winner!

Life is good for John Alcalar who was on vacation with his family when he was notified that he'd won the *Wild to Table* prize drawing. He and his 17-year-old son, J.D., will be going on the guided hunt prize, courtesy of [Texas Wildlife Association](#), and will take home \$350 in gift cards, and a subscription to *Texas Parks & Wildlife* magazine.


So, congratulations John and J.D., and thank you to all who entered. As promised, we'll be sending all entrants the free Wild to Table email series to jump start your hunting knowledge and help you decide if you would like to experience a wild game hunt for yourself.

Let's Get Started

Step 1: Take a Hunter Education Course

Expert hunters agree that the single best thing you can do to get started is take a hunter education course. The good news is they're not expensive and they don't take a lot of time.

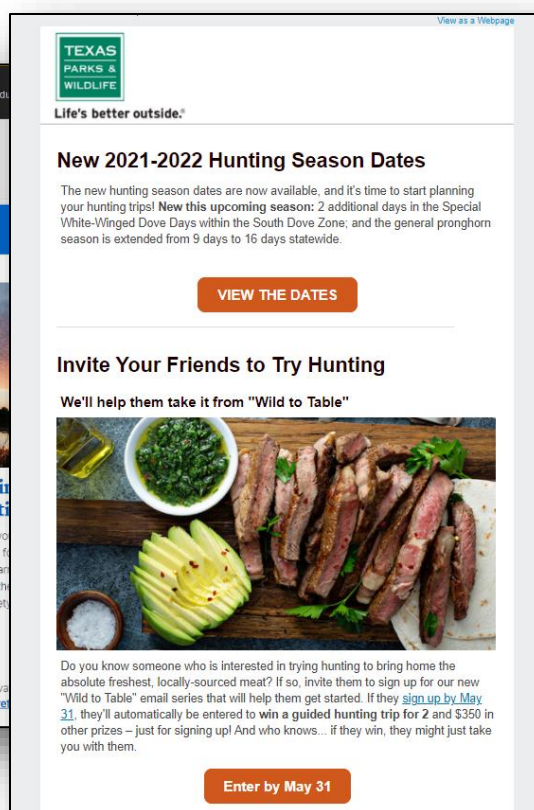
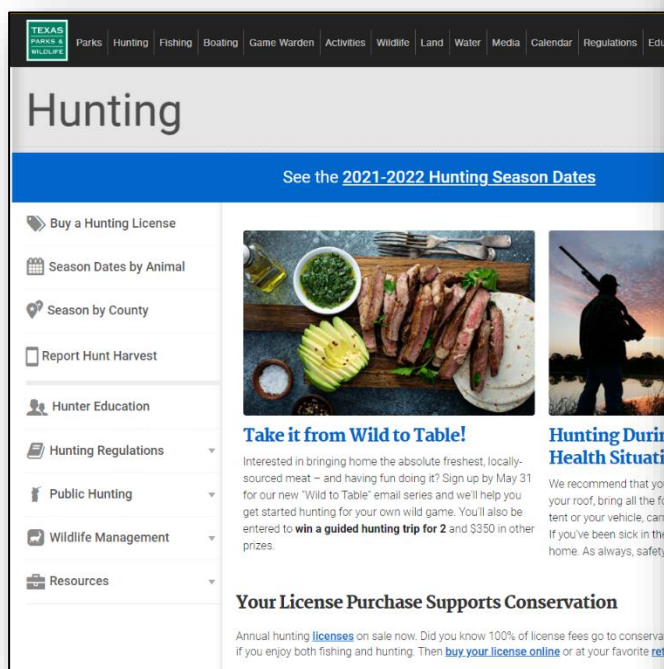
With an online course and/or training "in the field," you will

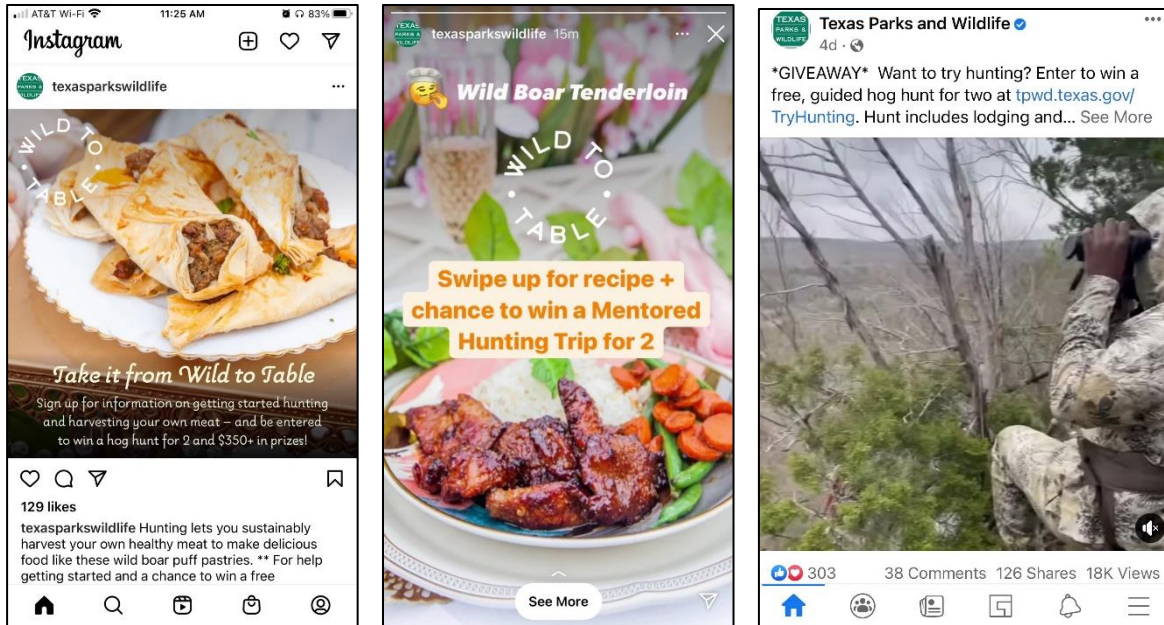


OWNED MEDIA

TPWD leveraged its owned media platforms to amplify and boost the reach of the influencer's content and to share companion creative created for use in owned media. This included:

- An article in the May 2021 issue of *Texas Parks & Wildlife* magazine.
- Newsfeed posts and stories on the TPWD Facebook and Instagram accounts.
- [Statewide news release](#) distributed 5/19/21.
- Feature in [Hunting Season Dates Announced](#) email blast sent on 5/15/21 to 706,855 subscribers of the Hunting Updates email list.
- [Get more hunting buddies – share this offer with friends who might like hunting!](#) email sent on 5/27/21 to 142,581 subscribers of the Hunting Offers & Promotions email list.
- Content features on the home page and main hunting landing page of the TPWD website.





Campaign partners, Texas Parks and Wildlife Foundation (TPWF) and Texas Wildlife Association (TWA), also shared the influencer’s content on their social media channels.

FUTURE EFFORTS

TPWD will continue to nurture the new potential hunters reached by this campaign by sending a series of *Wild to Table: How to Get Started Hunting* emails to these leads throughout the summer and fall of 2021. The email will walk them through the steps they need to take to begin hunting in Texas and will aim to convert them to purchase a license this coming hunting season.

Many outputs from this campaign will also be useful for ongoing future hunting recruitment efforts, including:

- The [new “Hunting for Beginners” web page](#) that was created for the campaign.
- Improvements made to the [Mentored Hunting web page](#) to feature partner organizations and capture email addresses of people interested in mentored hunting opportunities.
- Photo and video content created by Jessica and Ismail that TPWD has the rights to re-purpose in owned media.

Finally, this campaign provided TPWD with new and invaluable experience working with social media influencers for hunting recruitment. This experience opens the door to future campaigns and similar initiatives and provided both our Wildlife and Marketing teams with learning that can be built upon to make future efforts even more effective.

LESSONS LEARNED

Social influencer marketing is a new and growing tool that will be important for state agencies to embrace and utilized to be successful in R3. The [2019 Edelman Trust Barometer Special Report](#) showed

that 60% of 18-to-34-year-olds trust what influencers say about brands much more than what brands say about themselves in their advertising.

While it is clear that influencers can help state agencies break through to new constituencies, influencer marketing is a different beast than other forms of digital advertising. Working with an influencer partner is less controlled and involves more risk than other types of digital advertising. Campaign timing and messaging is impacted by the content schedule and voice of the influencer partner.

TPWD also found that it's important not to rely solely on the organic influencer content. Paid organic posts, paid boosted posts and owned content drove significantly more web traffic to the campaign landing page than the organic influencer content and was critical to the success of this campaign. Of the paid advertising content, boosted posts on TikTok performed the best.

Additionally, it was important to have an incentive or "hook" to help generate engagement and capture leads. TPWD was able to offer a simple prize drawing with prizes donated by partners: Texas Wildlife Association (TWA), GameGuard Outdoors and Cabela's.

Receiving a grant with funding to execute a paid marketing campaign provided momentum for owned media efforts to support the recruitment of new hunters. In support of this R3 campaign, a new "Hunting for Beginners" web page was created, improvements were made to our mentored hunting landing page, and new email and social media content was developed to promote hunting to locavore audiences. Without the paid campaign, these efforts would not have been made a priority and we would have missed out on reaching young and diverse locavores/"foodies" who may try hunting..

Specific media recommendations for future influencer initiatives include:

- Increase share of budget allocated to Boosted Posts
 - Could be accomplished by contracting for fewer Sponsored Organic Posts or with a lower-reach partner
- Prioritize budget allocation to and production focus on TikTok
 - Exclusively leveraging TikTok would likely yield the most optimal performance
- Show the entire story in short form (<00:15) with on-screen captions
 - Episodic teasers and videos without captions tended to under-perform

SUMMARY

Social influencer strategies and partnerships can be useful for hunter recruitment because they allow state agencies to reach beyond current user groups and generate more positive perceptions of hunting among younger and more diverse audiences. This campaign was successful in reaching many millions of users who had likely had very little previous exposure to hunting. Jessica and Ismail's content gave these new audiences a more authentic view of hunting as shared through their own unique perspectives and voices. Their content provided a presence for hunting on TikTok, a platform that is widely used by younger and more diverse audiences, but which TPWD is not active on. Making hunting more mainstream and showcasing inspirational hunting content that appeals to less traditional hunting audiences is critical to "growing the pie" and recruiting new hunters. Content produced by and featuring social influencers who are trusted by this young, diverse audience of locavores/"foodies" was key to the success of this campaign. TPWD owned media effectively utilized the social influencers' content to appeal to its own followers, email subscribers and their friends.

However, it is unrealistic to expect these new audiences to convert to license purchase immediately. They must be exposed to hunting as a new potential activity and then be nurtured and shown both the social support and technical steps needed to try hunting. With many barriers including affordable access, regulations, hunter education, and cost of equipment, trying hunting can seem overwhelming to a new potential hunter. To attempt to overcome these barriers, significantly more communication is needed than can be provided in a social media post or ad. Through capturing the email addresses of interested audiences, TPWD was able to create a new channel for ongoing communication at the key times of the year and will continue to move these new audiences from interest to trial and hopefully to a new lifelong hunter. The lifetime value of new hunters gained through this effort is potentially very high.

The funding provided by this grant was critical in putting this new R3 effort on the ground in Texas and helped increase the TPWD Marketing Team's experience and expertise in social influencer marketing.