

# Multi-State CWD Media Plan





## **MEDIA OVERVIEW**

**OBJECTIVE:** Increase awareness and education of CWD, among primary audiences and locations.

**AUDIENCE:** Adults 21-65 with associated hunting or outdoor interests.

**GEOGRAPHY:** AR, AL, GA, LA, MS, SC, TN, VA

**CHANNELS:** Facebook, Instagram, YouTube, Google Search

**FLIGHT:** 10/23/21 - 12/19/21

**MEDIA BUDGET:** \$200,000



# TARGET OVERVIEW



**Male (77%)**

**25-64 (73%)  
Median: 44.3**

**Highest Education: High School (34%)**

**Median Household Income: \$79,866**

**Married (61%)**

**White (86%)**

2021 MRI-Simmons used to identify target reach of **in-market hunting audiences**. Group includes anyone that used a rifle to hunt in the past 12-months, 1-3x a month, or 1-3 a week and lived in the census South region.



# MEDIA OVERVIEW (DIGITAL ONLY)



**97%: Any internet usage, past 30-days**

Skew: Smartphone

**Time Spent Yesterday, Internet (exclude email): 2-5 Hours**

## Top-5 past 30-days (Reach)

1. Google (90%)
2. Facebook (69%)
3. Amazon (65%)
4. YouTube (56%)
5. Weather.com (48%)

## Top-5 past 30-days (Index)

1. NASCAR (349)
2. Weather UG (174)
3. ESPN (144)
4. WAZE (143)
5. Fox Business (141)



# **MEDIA STRATEGY**

- 1. Use digital media to reach all target audiences in the selected designated market areas. Prioritize Facebook and Instagram, followed by YouTube and Google Search.**
- 2. Evenly distribute marketing dollars by state and by channel to adhere to grant proposal and fairness of opportunity reach.**
- 3. To increase relevance and results, use each states social channel to serve marketing messages to the target audience.**
- 4. Use a combination of tactics to drive both upper funnel awareness and lower funnel action where audiences can learn more about CWD (website clicks).**
- 5. To track performance across all regions, create a custom report that pulls all performance into a unified dashboard.**







# MEDIA PLAN (FACEBOOK/IG)

Arkansas Game and Fish Commission  
Published by Stone Ward · September 22 at 4:32 PM · 🌐

Before you take the stand, take the class. Anyone born after 1968 is required to take a Hunter Ed class to hunt in Arkansas.



**20% discount**  
on an online hunter  
education course  
Code: **ARHunterEd2021**  
The discount is valid Sept 20-Sept 26

HUNTER-ED.COM  
Take the Online Course Now  
Get the card. Get in the hunt. [Sign Up](#)


You and 268 others · 198 Comments 351 Shares

Like Comment Share


Sponsored Static

Natural Gear Camouflage  
Published by Stone Ward · September 7 at 9:33 AM · 🌐

The Science of Camouflage is always evolving. Get the latest and greatest camo on the market, only from Natural Gear.



**Shop Our Newest Camo Technology**  
Natural Gear [Shop Now](#)



**Hibernate Fleece Hoodie**  
Natural Gear [Shop Now](#)

Full Image [View Image](#)

53 · 3 Comments 1 Share

Sponsored Carousel





# MEDIA PLAN (YOUTUBE)

## YouTube

Creative: :15 or longer Video Unit (Skippable) w/ Companion Banner

Media Goal: Awareness (Optimize View Rate and CPM)

Tactics: General, Website RT, Website Lookalikes, Affinity Audiences

Arkansas																						\$ 8,750.00	972,222	681	\$ 9.00
Alabama																						\$ 8,750.00	972,222	681	\$ 9.00
Georgia																						\$ 8,750.00	972,222	681	\$ 9.00
Louisiana																						\$ 8,750.00	972,222	681	\$ 9.00
Mississippi																						\$ 8,750.00	972,222	681	\$ 9.00
South Carolina																						\$ 8,750.00	972,222	681	\$ 9.00
Tennessee																						\$ 8,750.00	972,222	681	\$ 9.00
Virginia																						\$ 8,750.00	972,222	681	\$ 9.00

Creative: :15+ Videos (Skippable) with matching companion banner

Media Goal: Awareness (Optimize View Rate and CPM)

Tactics: General, Website RT, Website Lookalikes, Affinity Audiences



# MEDIA PLAN (YOUTUBE)

A screenshot of a YouTube video player. The video is titled "Hunting Tradition" and features a large text overlay that reads "RENEW THE TRADITION". The video player includes a search bar at the top, a play button, and a progress bar showing 0:02 / 0:10. To the right of the video player is a list of recommended videos, including "Peppa Pig Official Channel | Peppa Pig Runs an Ice Cream...", "Time To Go + More Nursery Rhymes &amp; Kids Songs -...", "Blippi Goes Kayaking and Makes Sandcastles at the...", "Blippi Learns Colors With Colorful Balls and Toys! [...]", and "I Attempted Impossible Mario". An arrow points from the text "Companion Banner" to the "RENEW" button in the top right corner of the video player.

Companion Banner

Video Unit (All Devices)



# MEDIA PLAN (GOOGLE SEARCH)

Google Search

Creative: Standard Text Ads (SEM)

Media Goal: Clicks to State Websites (Optimize CTR)

Tactics: General SEM: Expanded and Dynamic

- Arkansas
- Alabama
- Georgia
- Louisiana
- Mississippi
- South Carolina
- Tennessee
- Virginia

EXCLUDE									

\$	-	0	0	\$ -
\$	450.00	3,913	196	\$ 115.00
\$	450.00	3,913	196	\$ 115.00
\$	450.00	3,913	196	\$ 115.00
\$	450.00	3,913	196	\$ 115.00
\$	450.00	3,913	196	\$ 115.00
\$	450.00	3,913	196	\$ 115.00

Creative: Traditional SEM Search  
 Media Goal: Clicks (Optimize CTR and CPC)  
 Tactics: General CWD, Driving to specific landing pages



# MEDIA PLAN (GOOGLE SEARCH)

cwd


All News Images Videos Shopping More Tools

About 13,700,000 results (0.76 seconds)

Ad · <https://www.agfc.com/cwd>

**Arkansas Game and Fish - Free CWD Testing**

24/7 Drop-off locations in every county. Find one near you. Bag it. Check it. Test it. Help us continue the research.



**Chronic Wasting Disease (CWD)** is an always fatal, contagious, neurological disease affecting deer species (including reindeer), elk, and moose. It causes a characteristic spongy degeneration of the brains of infected animals resulting in emaciation, abnormal behavior, loss of bodily functions and death.

<http://cwd-info.org> · [faq](#)

**Chronic Wasting Disease FAQ – CWD-INFO.ORG**

About featured snippets · Feedback

People also ask

- Is CWD caused by a virus?
- What does CWD cause?

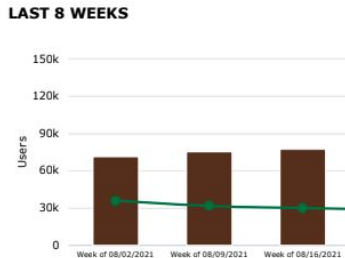
Traditional Search (SEM)



# MEDIA TRACKING REPORT (EXAMPLE)

**Website Performance** 08/30/2021 - 09/26/2021

License Purchases	Users	Conversion Rate	New Users	Avg. Session Duration
120,684	434,094	8.04%	404,942	6:50



**TOP 5 HUNTING LICENSE PURCHASES License Combination**

- RS
- CS
- RS,WMP
- NBG
- HIP,RS

**All Media Hunter Overview** 08/30/2021 - 09/26/2021

**MEDIA OVERVIEW (LAST 4-WEEKS)**

Data Source	Cost	Impressions	CPM	Clicks	CTR	License Purchases	License Purchase Rate	ROI
YouTube	\$13,100.26 ▲ 1,104.86%	320,423	\$40.88	847 ▲ 932.93%	0.26% ▼ -7.07%	448 ▲ 1,416.13%	52.90%	2.62%
Facebook	\$6,636.13 ▲ 43.85%	1,294,607	\$5.13	4,216 ▲ 136.72%	0.33% ▲ 29.76%	2,183 ▲ 552.42%	51.79%	887.00%
Paid Search	\$3,580.16 ▲ 124.89%	16,506	\$216.90	4,410 ▲ 609.00%	26.72% ▲ 50.73%	1,293 ▲ 1,708.00%	29.32%	983.31%
Bing Ads	\$607.68 ▲ 145.57%	5,446	\$111.58	384 ▲ 104.26%	7.05% ▼ -6.99%	97 ▲ 466.67%	25.32%	380.09%
<b>Total</b>	<b>\$23,924.23</b> ▲ 217.30%	<b>1,636,982</b>	<b>\$14.61</b>	<b>9,857</b> ▲ 268.76%	<b>0.60%</b> ▲ 67.62%	<b>4,021</b> ▲ 788.00%	<b>40.80%</b>	<b>404.27%</b>

**LAST 8-WEEKS**

Week	Cost	License Purchases
Week of 08/02/2021	\$0.00	0
Week of 08/09/2021	\$0.00	0
Week of 08/16/2021	~2,500.00	~400
Week of 08/23/2021	~5,000.00	~800
Week of 08/30/2021	~5,000.00	~1,200
Week of 09/06/2021	~5,000.00	~600
Week of 09/13/2021	~6,500.00	~1,600
Week of 09/20/2021	~7,000.00	~2,200

Centralized Reporting

Custom Tracking Solutions

Automated Reporting for Key Stakeholders



## MEDIA ALLOCATION

State	Dollars	Media %
Arkansas	\$21,850	11%
Alabama	\$25,450	13%
Georgia	\$25,450	13%
Louisiana	\$25,450	13%
Mississippi	\$25,450	13%
South Carolina	\$25,450	13%
Tennessee	\$25,450	13%
Virginia	\$25,450	13%
<b>Grand Total</b>	<b>\$200,000</b>	<b>100%</b>

**\$200K | 32m Impressions | 104K Website Clicks | \$6.22 CPM**



# SOCIAL MEDIA ACCESS STEPS

- **Facebook/IG**

- A request to your Facebook page will come from Stone Ward.
- What we need: Your Facebook Page name or URL.
  - Using Arkansas Game and Fish as an example, we either need "Arkansas Game and Fish Commission" or "<https://www.facebook.com/ARGameandFish/>"
- After this, we will send the request for access to the Page admin or the Business Manager admin that owns the Page. Once the admin approves Stone Ward's request, we will be good to go.

- **Youtube/Google Ads (SEM)**

- To make billing easier, Stone Ward will use our own Google Ads account to run all ads for your agency. Ads can be directed to each individual website if needed.

Thank You.

