



Hunting Mentor Communication Strategy

8 Pilot State Implementation



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Executive Summary

LearnHunting.org is a website designed for new adult hunters interested in finding experienced hunters who can offer one-on-one guidance and social support. According to previous research ([The Missing Link in R3: Making Mentorship Work](#), August 2020; Wildlife Management Institute with Southwick Associates and DJ Case & Associates), new hunters and mentors alike trust state fish and wildlife agencies to help broker this type of relationship. The LearnHunting website's roster of mentors was prepopulated in pilot states with state-certified hunter education instructors who were willing to provide guidance and support through this non-traditional medium. The goal of this project was to pilot test methods for recruiting new and potential adult hunters to utilize the platform.

The International Hunter Education Association-USA (IHEA-USA), eight pilot state agencies, and DJ Case & Associates (DJ Case) provided support for this project by focusing on creating and testing marketing campaigns in the eight pilot states. These campaigns directed new and potential hunters to the LearnHunting.org website and encouraged them to select a hunting mentor through the platform. Parallel campaigns sought to engage additional mentors to further populate the roster of instructors.

Iowa, Maine, Nebraska, North Carolina, Pennsylvania, Kentucky, Texas, and Washington participated in this pilot state marketing effort. Unique digital ads were created for each state, linking to state-specific landing pages where a new adult hunter could select a mentor who met their needs, including hunting location and other criteria (e.g., gender of their mentor, etc.). Media where ads were tested included Google, YouTube, Facebook, Instagram, and Twitter. The media-buying firm was hired to assist in the development of a communication strategy that could be utilized by all states.

Pilot state testing revealed very useful results. In general, social media can provide a higher number of impressions than paid search ads, but often at a higher cost. Paid search ads generate fewer impressions but at a much lower cost per conversion and with a higher conversion rate. Simply stated, social media ads get agencies in front of the largest volume of people, while paid search ads get agencies in front of the right people at the right time in their hunting journey. Some key recommendations from this testing include using state logos in ads, performing social media burst campaigns that run prior to and overlap with an upcoming hunting season, and funding ongoing paid search campaigns to connect with new adult hunters during the right time in their hunting journey.

If interested in parallel work, DJ Case & Associates offers:

[Engaging New Adult Hunters with YouTube Advertising](#), 2024, DJ Case & Associates and the Association for Conservation Information

[Effectively Targeting New Adult Hunters](#), 2024, Wildlife Management Institute with Southwick Associates and DJ Case & Associates

Need

State agencies have limited funding and must make prudent decisions regarding the R3 marketing efforts they undertake. Recruiting and retaining new adult hunters can generate long-term income for a state conservation agency, but finding these new hunters can be difficult. Agencies need guidance, based on real-world testing where possible, on how and where to best allocate limited funding in the effort to recruit new hunters.

LearnHunting.org will directly benefit the new hunters who utilize the site. As the website's name suggests, it was developed with learners in mind and will provide new hunters with a novel avenue for increasing their skills and knowledge.

LearnHunting.org will also benefit mentors. Prior to COVID-19, hunter education had already begun to shift toward online formats; in the wake of the pandemic, many states further reduced the number of traditional, in-person teaching and learning experiences available. Mentors who enjoy and miss those kinds of opportunities can utilize this more personalized model to continue helping new hunters learn to hunt responsibly and ethically.

Purpose

The purpose of this project was to study different ways of marketing the LearnHunting.org platform by developing, implementing, and testing ads unique to each state. This pilot test helped determine advertising methods and media that are likely to be effective for, and meet the needs of, individual agencies.

Methodology

DJ Case designed the creative ads tested during this project and hired a media-buying firm to assist with media procurement and analysis. Ads were designed to test different images, messages, sizes, and applications. Throughout the testing period, DJ Case and the media-buying firm representatives met to discuss weekly outcomes and make adjustments based on successful results. Marketing began with a flight of ads that started in September 2023, in the lead-up to state deer seasons, and concluded in December; five of the eight states ran ads during these months. The next flights of ads began in January 2024, in the lead-up to spring turkey seasons, and concluded in June; all of the eight states ran ads during a portion of this time period, though not all at the same time.

It should be noted that this was a trial-and-error process designed to discover the best approaches. We recommend not repeating this process, rather utilize the media mix derived from the process. This project did yield recommendations and suggestions for creating successful campaigns across the mediums.

Glossary

[“Engaging New Adult Hunters with YouTube Advertising”](#) (2024, DJ Case & Associates and the Association for Conservation Information) covers a variety of media for advertising to new hunters. That report discusses terminology extensively and can be used as an external reference. For use in reading this report, readers can find a brief glossary of terms below.

- **Awareness** – viewers’ familiarity with a product or service
- **Campaign** – an overarching time period during which a marketing theme is advertised
- **Engagement** – viewers’ active involvement in the brand experience (e.g., clicking, liking, commenting, sharing)
- **Flight** – a time period in which the campaign is run with a specific objective; goals and methods may be adjusted between flights
- Types of ads
 - **Display ads** – images, videos, or gifs that are shown to viewers on websites or apps
 - **Paid search ads** – utilizing search engines to present advertisements for high traffic or targeted relevant search engine results
 - **Social media ads** – specialized marketing that utilizes social networks to deliver advertisements to targeted groups of users
 - **Video ads** – a short video clip displayed to advertise content
- Metrics
 - **Impression** – a viewing of the advertisement; can also be stated as views
 - **Cost per impression** – $\text{TOTAL FLIGHT COST} / \text{NUMBER OF IMPRESSIONS}$
 - **Clicks** – engagement type when a viewer interacts with an advertisement
 - **Click-through rate** – when a viewer interacts or clicks on an advertisement; rate is determined by the formula $\text{CLICKS} / \text{IMPRESSIONS} \times 100$; can also be stated as click rate; expressed as a percentage
 - **Cost per click** – $\text{TOTAL FLIGHT COST} / \text{NUMBER OF AD CLICKS}$
 - **Conversion** – process by which a viewer responds to a marketing message by taking a desired action; new hunters – after Flight 1, this was measured by the number of viewers that purchased a LearnHunting.org subscription
 - **Conversion rate** – $\text{NUMBER OF CONVERSIONS} / \text{IMPRESSIONS} \times 100$; expressed as a percentage
 - **Cost per conversion** – $\text{TOTAL FLIGHT COST} / \text{NUMBER OF CONVERSIONS}$
 - **Acquisition** – a measurement of attracting and gaining a new customer; for the sake of this report, acquisition and conversion are the same: this means a user signing up at LearnHunting.org

- **Cost per acquisition** – $\text{TOTAL FLIGHT COST} / \text{NUMBER OF INTENDED OBJECTIVES OBTAINED}$ (e.g., number of new customers gained)
- **Retargeting** – a strategy in which a viewer who has already engaged with the content is resent advertisements utilizing the same or a new specialized message

Recommendations for Marketing Teams

Social Media

We ran social media ads on Facebook and Instagram. Social media ads are effective at reaching the largest number of viewers for the lowest cost. Social media ads yielded the highest number of conversions with the lowest cost per conversion. If an agency is planning a brief ad campaign with a limited budget, social media may be the best option. Consider conducting social media burst campaigns – short time-period, but highly relevant ads overlapping with desired target market timeframe such as a specific hunting season. This approach could produce beneficial results by reaching large audiences who are preparing for that season. Social media ad results can be optimized by focusing on conversion rates (rather than impressions and general awareness), linking from ads directly to registration pages, and including agency logos. Social media ads also have the potential to reach the right audiences, given the vast amount of demographic and behavior information that social media companies can capture (data mine) about their users.

Paid Search

We ran paid search ads on Google Search. Paid search ads yielded the highest levels of engagement (likes, clicks, shares) and ranked second in conversion rates. While social media ads can be targeted to reach specific demographics, paid search ads can be targeted to reach a specific target audience determined by the audience members' own actions (e.g., ads can be sent to users who conducted online searches like “how to learn to hunt”). Especially over longer campaign periods, paid search ads focused on relevant keywords can yield higher conversions by reaching new and potential hunters at the right moments in their journeys (based on what THEY are looking for).

Paid search terminology was selected by the media buying firm and updated weekly based on performance. The terminology adjustments that the media buyer made to paid search throughout the campaign revealed that the most effective search terms were those related to hunting licenses and hunter education/safety courses (see Figure 1 below – bold text indicates the search term identified). While these terms do not describe precisely what LearnHunting.org offers, they trended well for engagement and conversion rates. We recommend that states use phrases such as “learn to hunt,” “learning to hunt,” and “how to hunt,” which will work well to reach individuals who want to learn to hunt.



Figure 1. Search terms that were used during the project and yielded the best results.

Display – Retargeting

Display ads were run on websites whose theme was relevant to the subject matter and the target audience, or content that was relevant to the subject matter and target audience regardless of the site it appeared on. Display ads yielded the fewest conversions and proved to be the most expensive as measured by cost per conversion. If display ads are employed at all, we recommend using them for retargeting, with specific retargeting messages. This is a strategy commonly used in web-based shopping sites, (e.g., “You left something in your cart, return and get free shipping!”). A retargeting ad message for LearnHunting.org might use messages like “Don’t miss out on your next hunting experience,” “Don’t miss out on your chance to hunt,” or “Find a mentor to help you try hunting today!”

Audience Insights

Online advertising attempts to maximize results by assessing the individuals who respond to an ad and modifying each subsequent ad placement to reach people who are more likely to be motivated by the ad's offer. By analyzing the data collected about those who respond to the ads, insights can be gleaned about the ideal target audience.

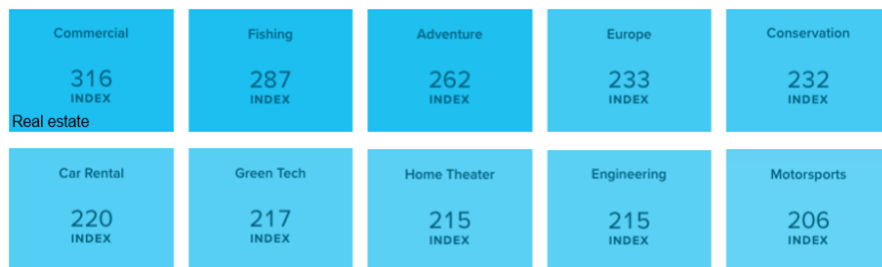
The project's original target audience was defined as people who:

- Are 25-50 years old
- Did not hunt as children
- Participate in outdoor activities

Analytics of audience demographics were collected to help determine the types of audiences engaging with the campaign. Indices were utilized to help understand characteristics of the audience. One key set of indices focused on “browsing interest”—the topics that appeared to interest users based on their online behavior. A second key set of indices focused on data related to users' offline behavior, as monitored and collected by retailers that offered shopper reward cards, among other partner organizations that collect data.

Once fully analyzed, these indices are expressed on a numeric scale where 100 is the baseline. An index above 100 means that a specific audience is more likely than average to exhibit a given characteristic; an index below 100 means that the audience is less likely than average to exhibit that characteristic. Unusually high or low indices can provide insight into target audience behaviors. For example, in “[Engaging New Adult Hunters with YouTube Advertising](#)” (2024, DJ Case & Associates and the Association for Conservation Information), it was found that a person who drives a full-sized pickup truck is 193% more likely than average—nearly twice as likely—to be a new hunter.

The indices on the following page indicate the audience characteristics that LearnHunting.org attracted (Figures 2 and 3).



LearnHunting.org audiences that engaged with ads were **more** likely than average internet users to visit websites in the categories of:

- Commercial Real Estate (3.16x more likely)
- Fishing (2.87x more likely)
- Adventure (2.62x more likely)
- Europe (2.33x more likely)
- Conservation (2.32x more likely)
- Car Rentals (2.20x more likely)
- Green Tech (2.17x more likely)
- Home Theater (2.15x more likely)
- Engineering (2.15x more likely)
- Motorsports (2.06x more likely)



LearnHunting.org audiences that engaged with ads were **less** likely than average internet users to visit websites in the categories of:

- Vehicle/Mini Vans (0.40x more likely)
- Winter (0.48x more likely)
- Africa & Middle East (0.50x more likely)
- Investing/Forex (0.51x more likely)
- Mathematics (0.54x more likely)
- Insurance (0.58x more likely)
- Vehicles/EV/Luxury Electric SUVs (0.62x more likely)
- Credit, Debt & Loans/Home (0.69x more likely)
- Tennis (0.72x more likely)
- World Soccer (0.73x more likely)

By the end of the campaign, the primary audience engaging with the campaign consisted of people who:

- Were 55-69 years old on average
- Had a household income of \$50,000-99,000
- Had \$25,000-\$42,999 discretionary spending per year
- Were heavy social media users
- Owned a 6-to-10-year-old vehicle with 120,000-130,000 miles
- Often spent money in home furnishing stores and low-priced apparel stores
- Had hobbies including car culture, winter sports, bicycling, fishing, swimming, canoeing/kayaking, gambling, playing golf, and team sports

Our original assumption was that our target audience would be 25-50 years old. As the campaign progressed, and older audience proved more likely to be interested in the offering and willing to sign up. As the algorithms and media buyers made adjustments, the appropriate audience turned out to be an older demographic than what was originally targeted.

Ad Testing: Schedule and Results

This section is broken down by the flights – or time periods—in which media mixes were tested. Included in the flight will be the states participating, links to the creatives, the goals of the flight, a summarized version of the results, combined data (and link to other data tables) and the reflections that guided the decisions of the next flight.

Flight 1 – September through December 2023

Iowa, Maine, Nebraska, North Carolina, and Pennsylvania participated in this flight, with a focus on fall deer hunting seasons. Creatives are in [Appendix A](#) and the tables showing Flight 1 data are in [Appendix B](#). This flight’s goal was to generate awareness through impressions.

Display

Display generated a reasonable number of clicks but with a high cost per click.

Video

In this initial flight, video ads ran on YouTube and TV Everywhere (a collection of sites offering video content). The video ads did not perform well, with lower click-through rates and higher costs per click than display ads. As a result, video content was abandoned for the next flight and replaced with social media and paid search.

While this project cannot recommend video ads hosted on YouTube and other online video programming due to the high cost per impression rates, DJ Case & Associates recognizes that video ads are evolving and can add to a marketing campaign. With YouTube identified as a go-to location for new learners, including new hunters ([Effectively Targeting New Adult Hunters Volume 3 of 3: New Hunter Journey Map Background and Support Materials](#), 2024, Wildlife Management Institute with Southwick Associates and DJ Case & Associates), more research is being done to understand how to harness and utilize video advertising.

	Impressions	Cost	Cost/Impression	Clicks	Click thru Rate	Cost/Click	Conversion	Conversion Rate	Cost/Conversion
Display Combined	20,482,139	\$35,415.05	\$0.002	9,242	0.05%	\$3.83	0	0	0
Video Combined	16,881,984	\$35,357.26	\$0.002	3,819	0.02%	\$9.26	0	0	0

Strategy Adaptations

Video advertising was abandoned moving forward due to its high associated costs. Instead, the budget was allocated to social media and paid search based on findings from previous research “[Engaging New Adult Hunters with YouTube Advertising](#)” (2024, DJ Case & Associates and the Association for Conservation Information).

- Refinements
 - No refinements, this was the first flight
 - Audience - 25-50 years olds who participate in outdoor activities
 - Objective – Drive traffic to landing page
 - Landing page: LearnHunting.org
- Results
 - Generated traffic
 - High cost per click
 - No conversions
- Observations
 - 12,000 clicks with no conversions indicates an issue with the audience or the landing page

Flight 2 – January 1 through March 10, 2024 (70 days)

Kentucky, Texas, and Washington participated in Flight 2, with a focus on preparing for spring turkey hunting seasons. Creatives are in [Appendix C](#) and the tables showing Flight 2 data are in [Appendix D](#). The goal of this flight was still focused on awareness through impressions.

Display

Display yielded no conversions, remaining low in effectiveness.

Social Media

Social media ads were developed and run for new adult hunters (Learn ads) to encourage them to utilize the platform, and also for mentors (Teach ads) to continue to populate the website with experienced mentors. Social media generated high numbers of impressions and engagements but did not produce conversions. However, the cost per click and cost per impression were very low.

Paid Search

Paid search generated the only conversion for this flight but had a high cost per conversion.

	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Display Combined</i>	2,222,975	\$11,335.35	\$0.005	4,064	0.18%	\$2.79	0	0.00%	
<i>Paid Social Combined</i>	2,493,365	\$10,070.10	\$0.004	10,637	0.43%	\$0.95	0	0.00%	
<i>Paid Search Combined</i>	8,032	\$2,890.86	\$0.36	665	8.28%	\$4.35	1	0.15%	\$2,890.86

Strategy Adaptations

In order to generate a larger percentage of sign-ups from generated traffic, the automated objective of the ad placement algorithm was changed maximize conversions for the remaining flights.

Refinements

- Video stopped. Replaced with social media and paid search
- Results
 - Cost per click lower than Flight 1 overall
 - Still low conversions
- Observations
 - A move in the right direction but not there yet

Flight 3 – March 11 through April 6, 2024 (26 days)

Kentucky, Texas, and Washington participated in Flight 3, with a continued focus on spring turkey hunting seasons. Creatives are in [Appendix C](#) and the tables showing Flight 3 data are in [Appendix E](#). The goal of this flight was changed to be the number of conversions, as indicated by the number of new hunters that signed up for a paid subscription to LearnHunting.org.

Display

Display yielded a single conversion during this flight, but with a high cost per conversion.

Social Media

Both the Learn ads and the Teach ads continued to run on social media. This flight yielded more conversions than Flight 1 and 2. Click-through rates were slightly higher than Flight 2.

Paid Search

Paid search ads were updated to include the IHEA-USA logo, and links were updated to take users directly to the registration page (LearnHunting.org/learn-to-hunt), rather than to the homepage (LearnHunting.org). Cost per click was higher and conversions increased. Cost per conversion dropped but remained high.

<i>Display</i>	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Display Combined</i>	5,349,649	\$9,438.58	\$0.002	3,964	0.07%	\$2.38	1	0.00%	\$9,438.58
<i>Paid Social Combined</i>	1,056,510	\$13,446.94	\$0.013	5,456	0.52%	\$2.46	30	0.00%	\$448.23
<i>Paid Search Combined</i>	23,454	\$10,858.80	\$0.46	1,893	8.07%	\$5.74	23	1.22%	\$472.12

Strategy Adaptations

Changed method to retargeting efforts to reengage viewers who had previously interacted with the content.

- Refinements
 - Objective changed from awareness/clicks to conversions
 - Added the IHEA-USA logo to paid social ads
 - Updated to link directly to a registration page instead of the homepage
- Results
 - Click-through rates and conversions began to pick up
- Observations
 - Moving even more in the right direction

Flight 4 – April 7 through April 30, 2024 (23 days)

Kentucky, Texas, and Washington participated in Flight 4, with a continued focus on spring turkey hunting season. Creatives are in [Appendix C](#) and the tables showing Flight 4 data are in [Appendix F](#). In this flight, ads were used for retargeting, meaning that the ads were shown to viewers who had previously engaged with the ad content.

Display

Even when used for retargeting, display ads yielded no conversions. But they were inexpensive per impression and continued to generate clicks, indicating that users who had engaged with the site earlier remained interested in its offer.

Social Media

In this flight, both the Learn and the Teach social media ads continued to run. When used for retargeting, social media continued to generate the highest number of conversions with the lowest cost per conversion of the three media tested.

Paid Search

Paid search ads continued to showcase the IHEA-USA logo and link to the registration page. While paid search yielded fewer conversions in this flight compared to other media, it had higher click-through rates when compared to other media, indicating engagement potential with the right target audiences.

<i>Display</i>	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Display Combined</i>	54,332	\$320.60	\$0.006	302	0.65%	\$0.87	0	0.00%	
<i>Paid Social Combined</i>	271,573	\$13,590.46	\$0.05	1,744	0.64%	\$7.79	33	0.01%	\$411.83
<i>Paid Search Combined</i>	32,707	\$10,694.04	\$0.33	1,411	4.31%	\$7.58	7	0.50%	\$1,527.72

Strategy Adaptations

Because of display media's ineffectiveness and low retargeting pool, the budget for display was reallocated to social media for the next flight. Flight 4 identified a successful media mix potential, so the DJ Case & Associates marketing team requested the original states of Iowa, Maine, Nebraska, North Carolina, and Pennsylvania receive the same mix to test if the successful nature could be replicated in other states.

- Refinements
 - Reduced display and limited display to retargeting efforts only
- Results
 - Click-through rates were increasing over past flights
 - Cost per conversion still high, but considerably lower than previous flights
 - Display continued to produce no conversions
- Observations
 - Finding the right audience
 - Paid search – looking for hunting information
 - Paid social – Knows enough about them to find the right people

Flight 5 – May 1 through June 7, 2024 (37 days)

Iowa, Maine, Nebraska, North Carolina, and Pennsylvania participated in Flight 5, to test Flight 4’s engagement success in the original test states. This would determine if the experimentally designed media strategy could be utilized in other states. Creatives are in [Appendix C](#) and the tables showing Flight 5 data are in [Appendix G](#).

Display

Because display ads generated only one acquisition in previous flights, much of the display budget was reallocated to social media. In this flight, display ads continued to yield no acquisitions.

Social Media

During this flight, social media had its second highest click-through rate for the entire campaign. Despite this high click-through rate, when compared to the other best performances, this flight was half the cost of conversion for other flights, indicating an increase in engagement. In this flight, it took an average of only 1 day to generate an acquisition, down from the 24-day average in other flights.

Paid Search

In this flight, despite the low number of impressions, clicks and conversions compared to other flights, paid search had the lowest cost per conversion, beating even social media (and all other flight conversion costs). This continued to indicate an increased engagement at relatively low expense.

	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
Display Combined	54,988	\$543.28	\$0.01	315	0.57%	\$1.72	0	0.00%	
Paid Social Combined	51,694	\$2,070.98	\$0.04	281	0.54%	\$7.37	10	0.02%	\$207.10
Paid Search Combined	2,831	\$128.78	\$0.05	66	2.33%	\$1.95	2	0.07%	\$64.39

Strategy Adaptations

As this was the last flight, the findings indicated that the successful media mix created through the trial flights was indeed successful and could be successful over multiple states.

- Refinements
 - None from last flight
- Results
 - Good click thru rate by comparison
 - Lowest cost per conversion to date
 - Second highest click-through rate over full campaign
 - Conversion started in 1 day (vs 24 days in initial flights)
- Observations
 - This indicates finding a small but correct audience (the people who search about hunting)
 - This indicated that the media mix can be successful across the states

A/B Testing: Price

Kentucky, Texas, and Washington participated in this flight, using two ad versions: one showing an annual price of \$19.99 listed for new hunters (mentors received the service for free because of their volunteer efforts), and the other without a price. An example of each option is provided below; all of the creatives can be found in [Appendix H](#).



Figure 2. A/B Testing without price - Kentucky example.
[View animated GIFs here](#)

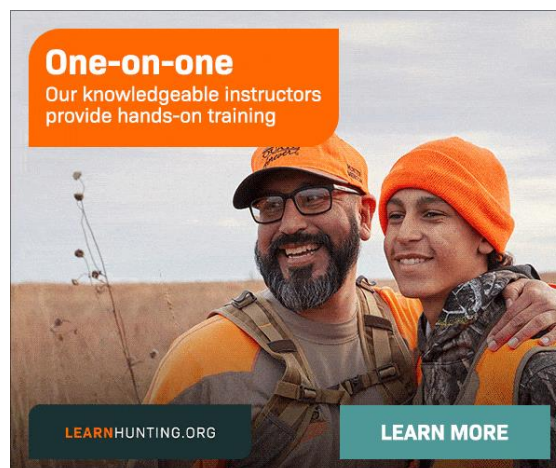


Figure 3. A/B Testing with price - Kentucky example.
[View animated GIFs here](#)

This A/B testing was run at the request of the media firm buyer who believed that the absence of a price was influencing poor engagement rates.

Results

The test result showed a 76% confidence rate that the non-priced creative performed the best with the target audience. This signifies that if the test were to be rerun, there is a 76% chance that the creative without the cost would outperform the alternative creative (one with the pricing listed) again. The project team decided to move forward without including the price in ads for the remaining flights.

A/B Testing: Logo

Kentucky, Texas, and Washington participated in this flight, using two ad versions: one showing the state agency logo, the other with only the LearnHunting.org link listed. An example of each option is provided below; all of the creatives can be found in [Appendix I](#).



Figure 4. A/B Testing without logo.

[View animated GIFs here](#)

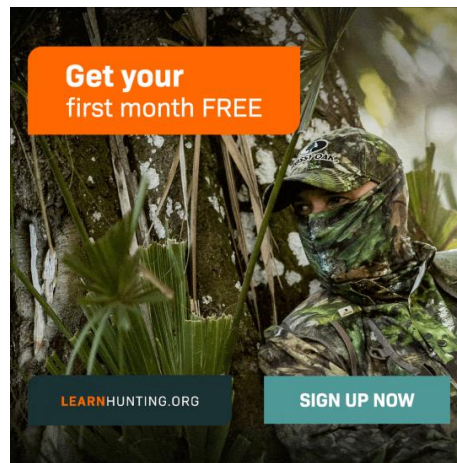


Figure 5. A/B Testing with logo - Texas example.

[View animated GIFs here](#)

This A/B testing was run to test previous research findings, indicating that mentors and new hunters trust state agencies to provide information and to “broker” relationships ([The Missing Link in R3: Making Mentorship Work](#), August 2020; Wildlife Management Institute with Southwick Associates and DJ Case & Associates).

Results

A/B testing confirmed the previous research. The test result showed a 71% confidence rate that the creative with the state logo performed better with the target audience. This signifies that if the test were to be rerun, there is a 71% chance that the creative with the state logo would outperform the alternative creative (one without a state logo) again. The project team decided to move forward with including logos on ads for the remaining flights.

Concluding Recommendations

State agencies have limited funding and must make prudent decisions regarding the R3 marketing efforts they undertake. Recruiting and retaining new adult hunters can generate long-term income for a state conservation agency, but finding these new hunters can be difficult. The purpose of this project was to study the different ways marketing the LearnHunting.org platform could be utilized to build a guide for state agencies in effective methods and media.

This study altered over the course of the campaign to best optimize results favorable to a purchase of the annual fee to LearnHunting (as a new hunter) or a sign up for a mentor status (free to volunteers). A mixed media was put forth as the recommendation to help achieve the goals state agencies have in recruiting new hunters and conservation funding.

The media mix that this study produced that was the most effective for achieving a conversion included social media over a specific hunting window, paid search run long term, and display advertisement with retargeting efforts.

Social media can reach the largest number of audiences at a low cost, but does not always produce the desired audience, or one ready that is ready to act on purchasing a membership or license. A limited run time is suggested by this report to help with low cost expenses; by selecting a period slightly before and running through a hunting season, those who are viewing the campaign would be the target audience most interested in the hunting message.

Paid search, through optimized keyword filters like “learn to hunt” and “how to hunt”, are suggested to be run over long periods of time (such as annually), are at a low cost to budget, and capture the target audience (new hunters) when they are most motivated to act.

Display marketing on relevant websites – such as license pages, hunting articles, hunting destinations, etc – was more expensive, but again produced communication to the hard-to-find new hunter when and where they were searching for information.

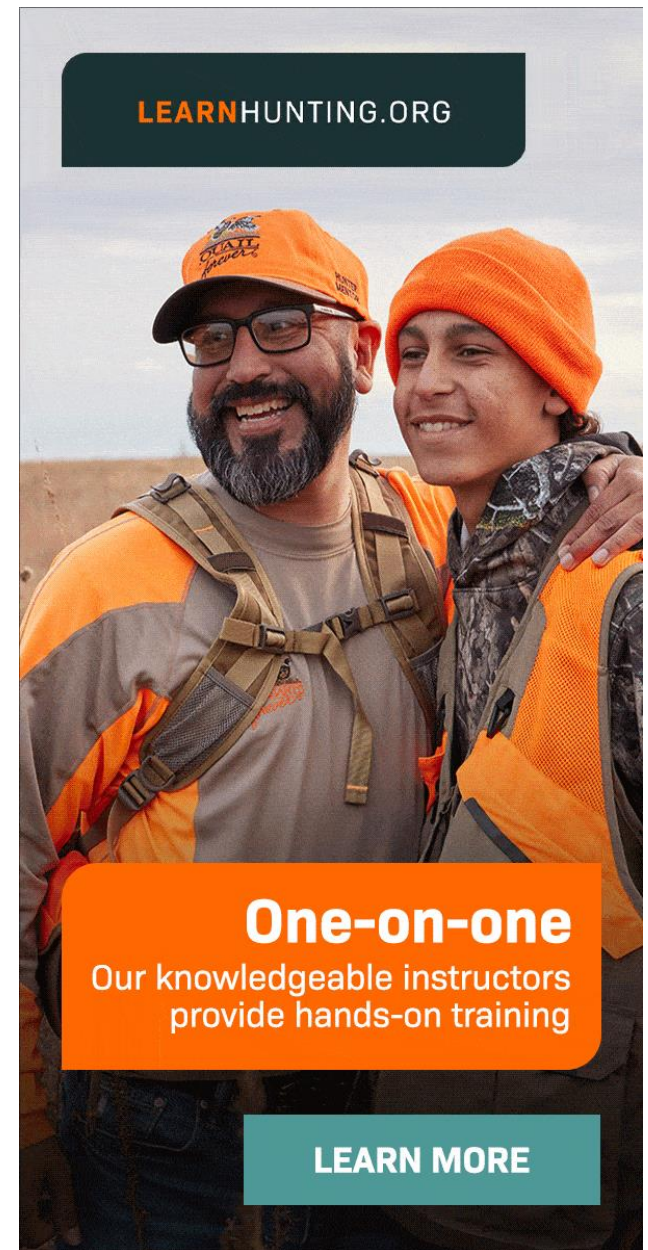
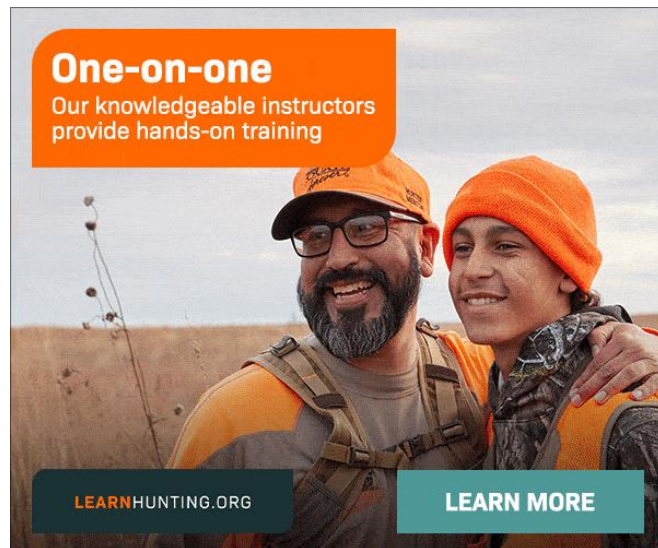
Retargeting, for example “Your cart misses you” messaging, when it is utilized, have the potential to increase conversions. This can be paired with more relevant messages to hunting and license sales such as “Find your hunting mentor today” or “Don’t miss out on your next hunting experience” and would keep the membership or license sale in front of that target audience (new hunters) to potentially yield a conversion to purchase.

Appendix A – Flight 1 Creative

Iowa Department of Natural Resources

[View animated GIFs here](#)

[Digital Video YouTube Ad for web](#)



One-on-one training

LEARNHUNTING.ORG

LEARN MORE

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One-on-one training

LEARNHUNTING.ORG

LEARN MORE

One-on-one

Our knowledgeable instructors provide hands-on training

LEARNHUNTING.ORG

LEARN MORE

One-on-one

Our knowledgeable instructors provide hands-on training

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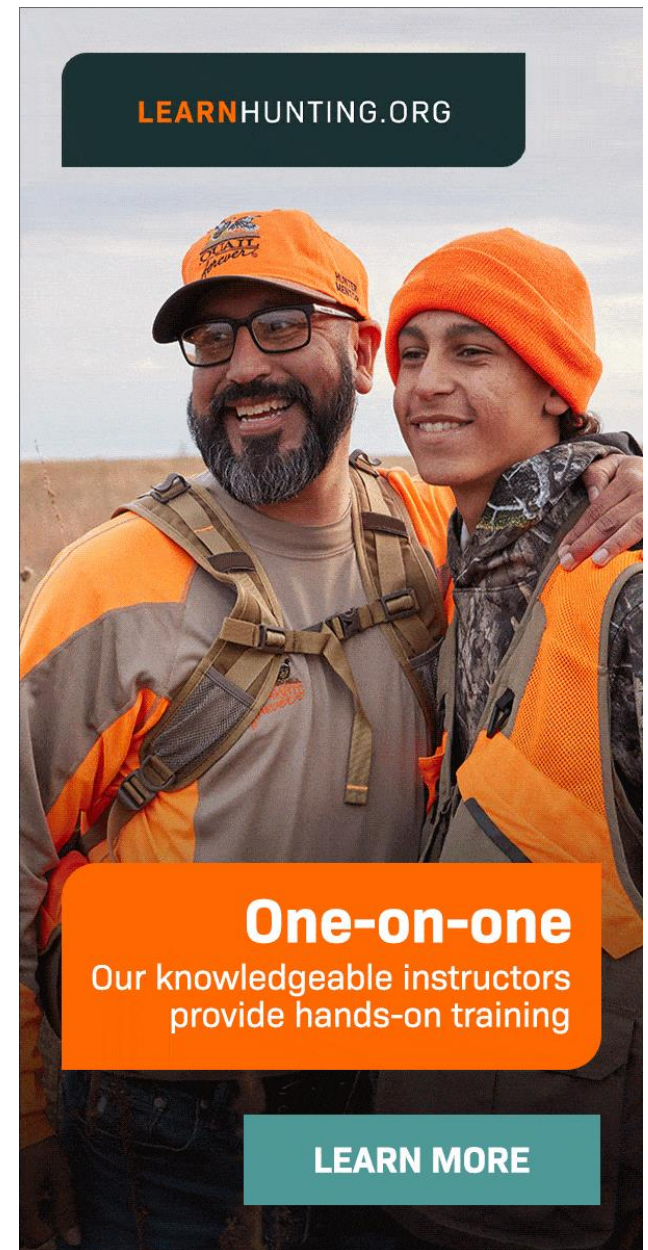
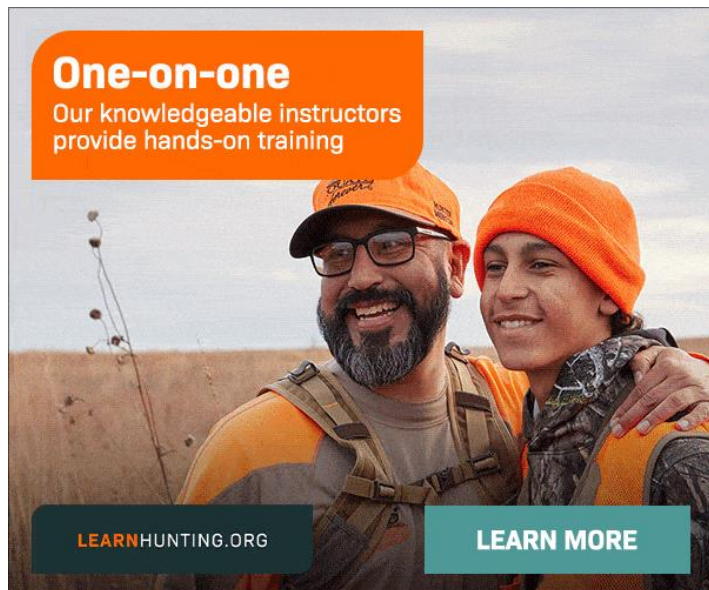
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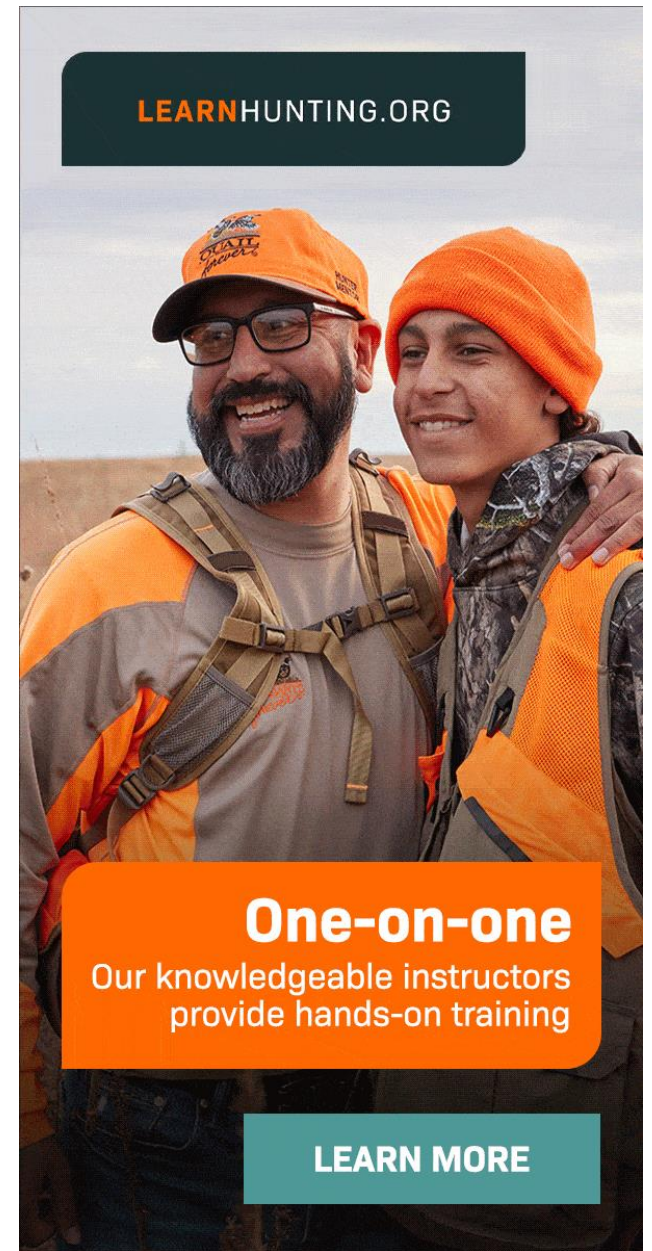
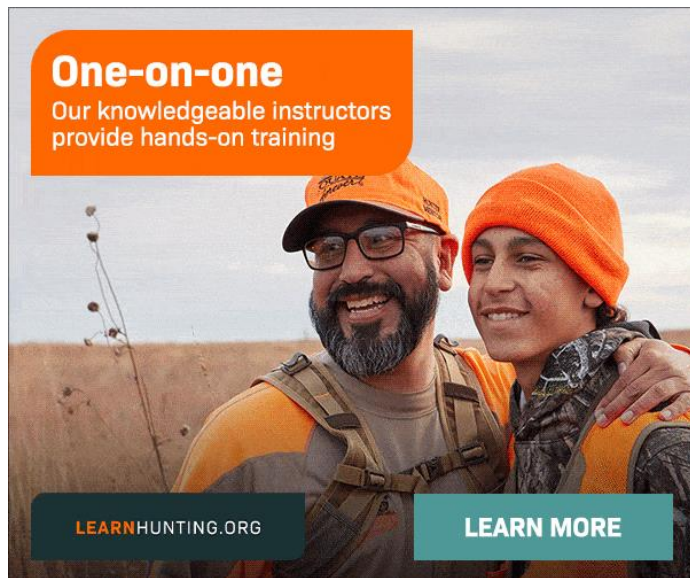
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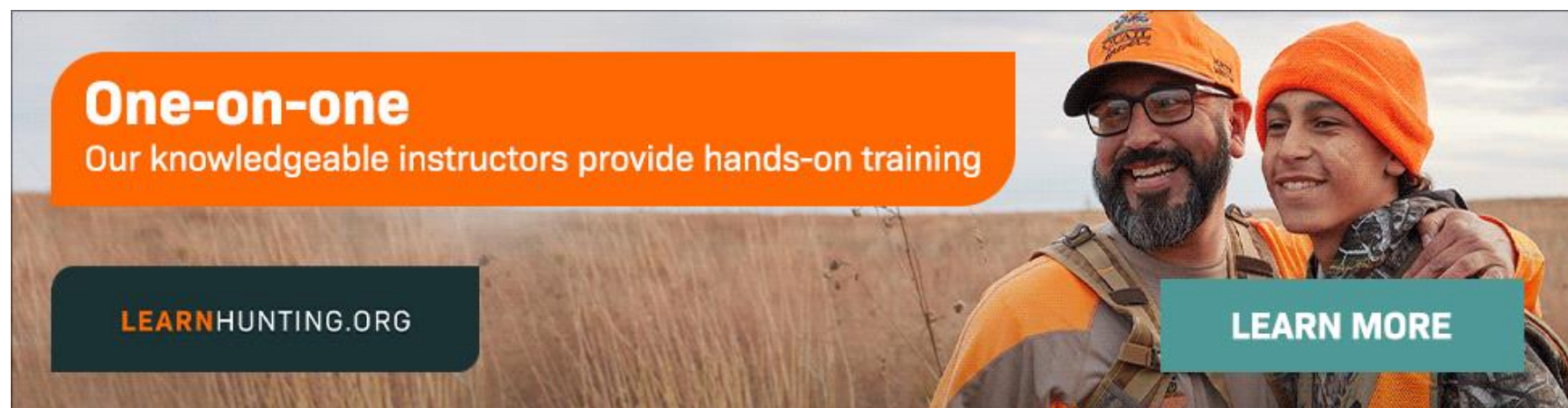
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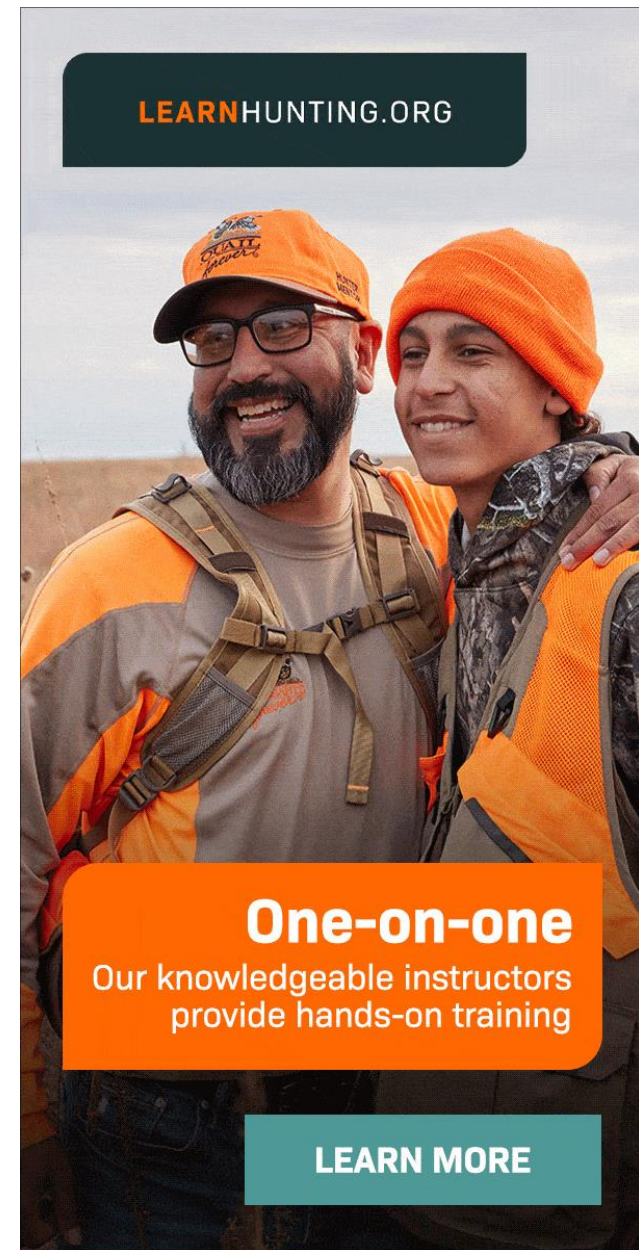
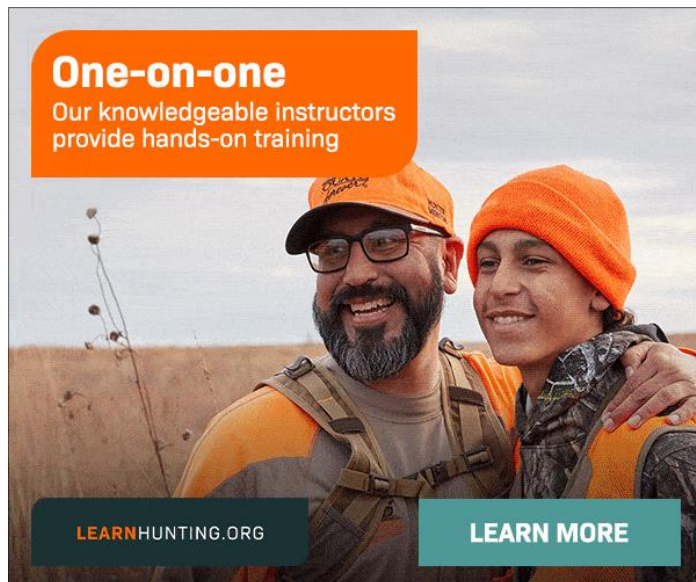
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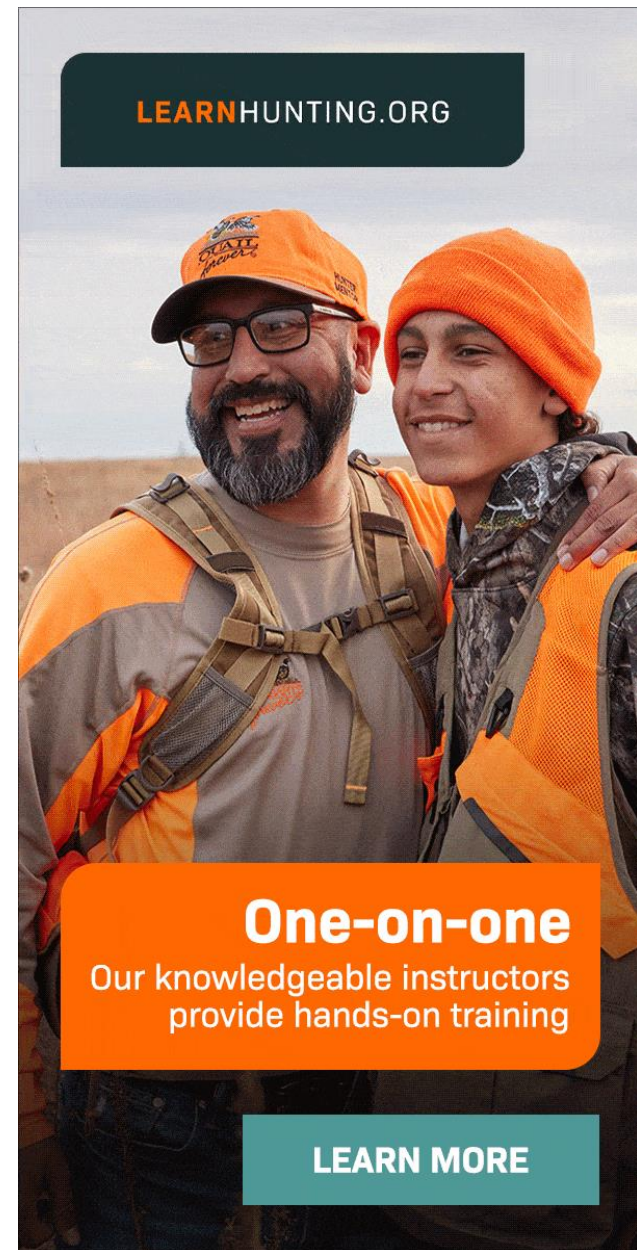
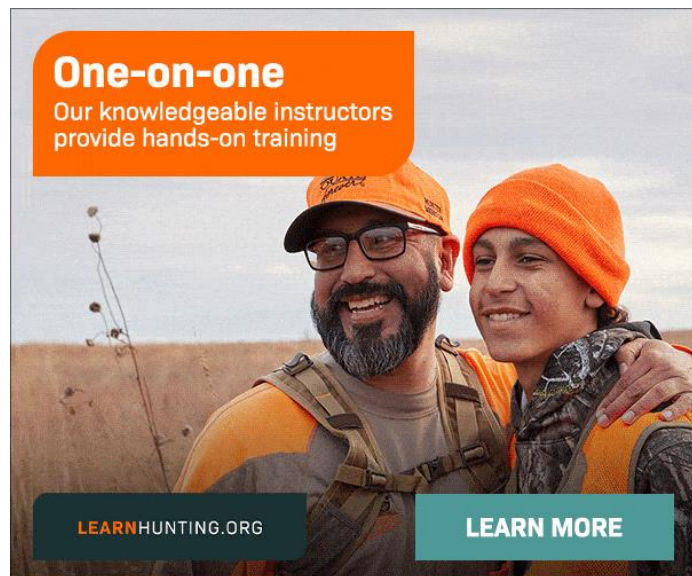
Appendix B – Flight 1 Data Tables

Display	Impressions	Cost	Cost/Impression	Clicks	Click thru Rate	Cost/Click	Conversion	Conversion Rate	Cost/Conversion
<i>Iowa</i>	3,331,296	\$6,794.45	\$0.002	1,528	0.05%	\$4.45	0	0	0
<i>Maine</i>	3,013,892	\$7,153.21	\$0.002	1,910	0.06%	\$3.75	0	0	0
<i>Nebraska</i>	3,395,583	\$7,154.07	\$0.002	1,912	0.06%	\$3.74	0	0	0
<i>North Carolina</i>	5,287,272	\$7,156.80	\$0.001	2,188	0.04%	\$3.27	0	0	0
<i>Pennsylvania</i>	5,454,096	\$7,156.53	\$0.001	1,704	0.03%	\$4.20	0	0	0
Combined	20,482,139	\$35,415.05	\$0.002	9,242	0.05%	\$3.83	0	0	0
Videos									
<i>Iowa</i>	3,676,619	\$6,790.80	\$0.002	746	0.02%	\$9.10	0	0	0
<i>Maine</i>	3,000,676	\$7,158.44	\$0.002	821	0.03%	\$8.72	0	0	0
<i>Nebraska</i>	3,389,638	\$7,156.69	\$0.002	806	0.02%	\$8.88	0	0	0
<i>North Carolina</i>	3,410,376	\$7,122.80	\$0.002	752	0.02%	\$9.47	0	0	0
<i>Pennsylvania</i>	3,404,675	\$7,128.53	\$0.002	694	0.02%	\$10.27	0	0	0
Combined	16,881,984	\$35,357.26	\$0.002	3,819	0.02%	\$9.26	0	0	0

Appendix C – Flight 2 Creative

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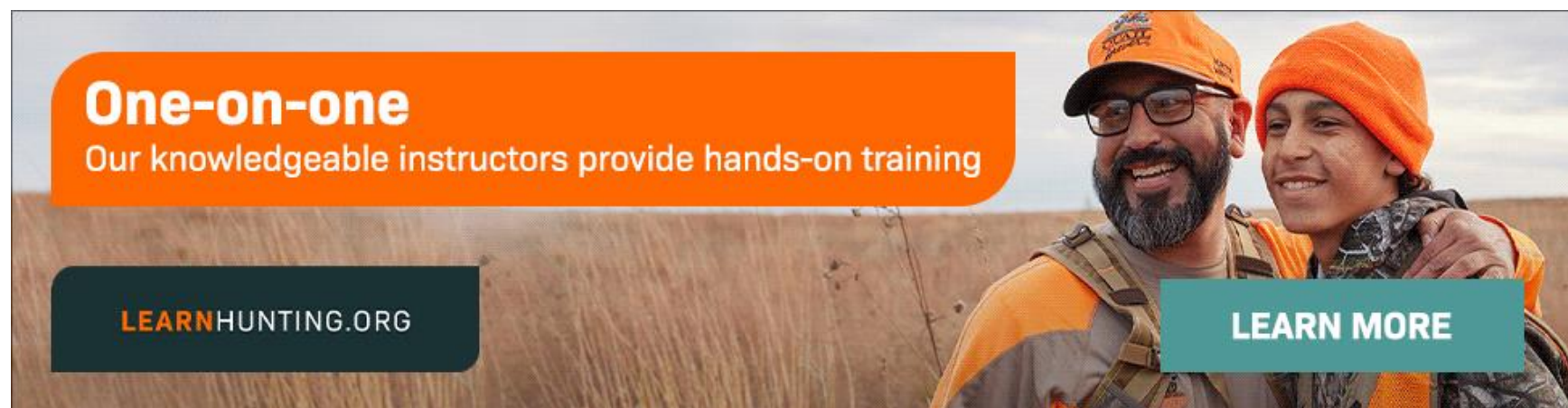
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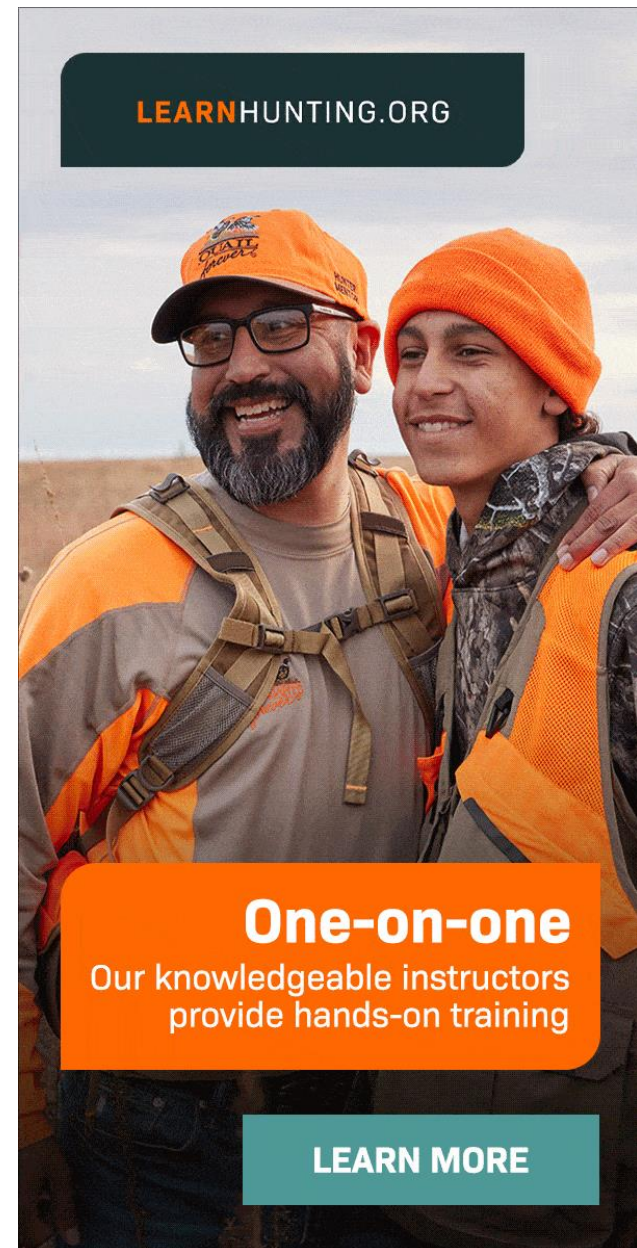
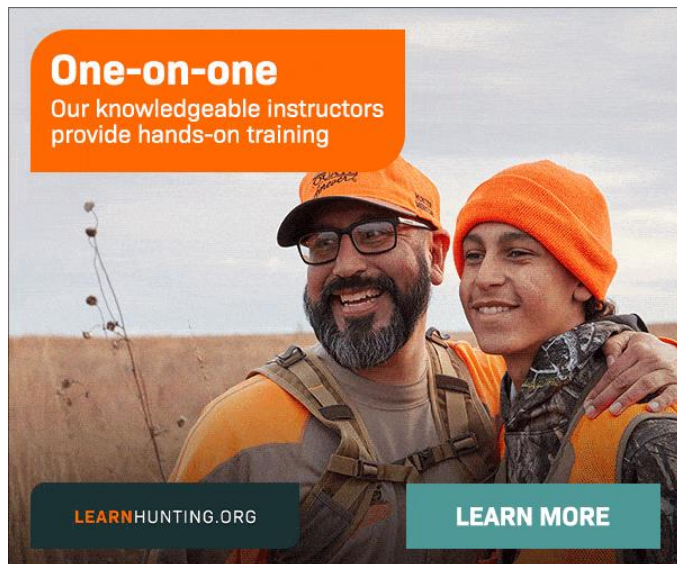
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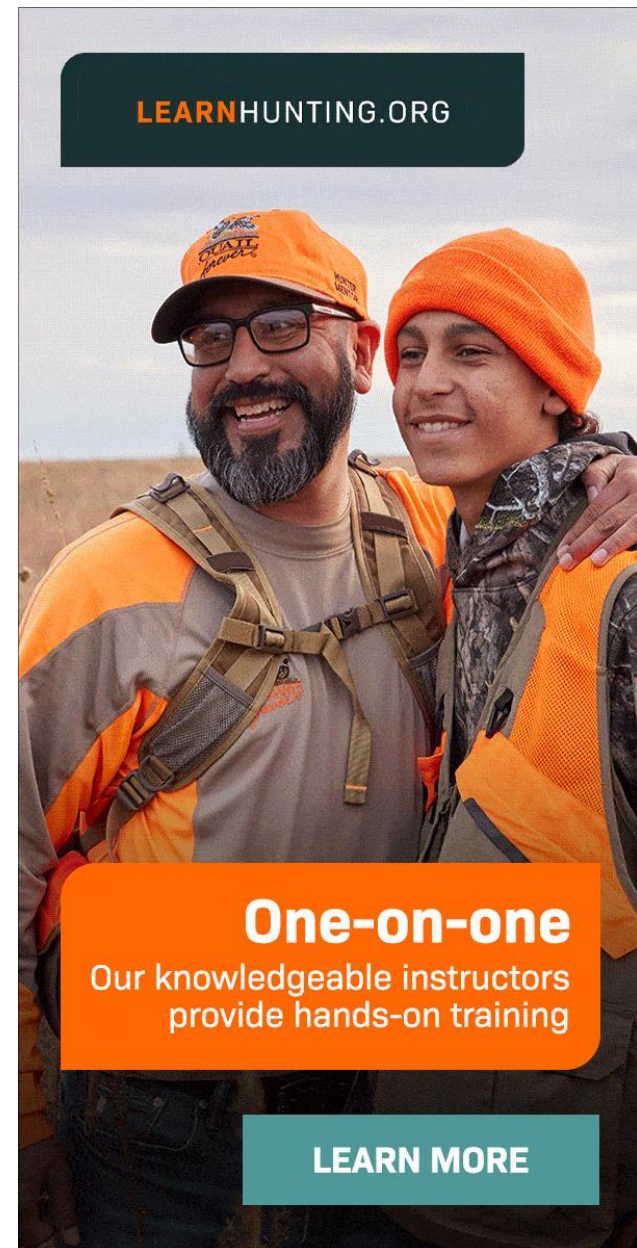
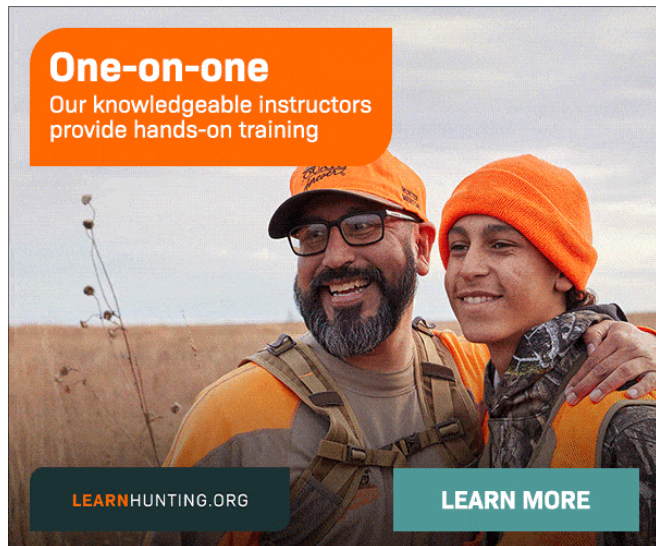
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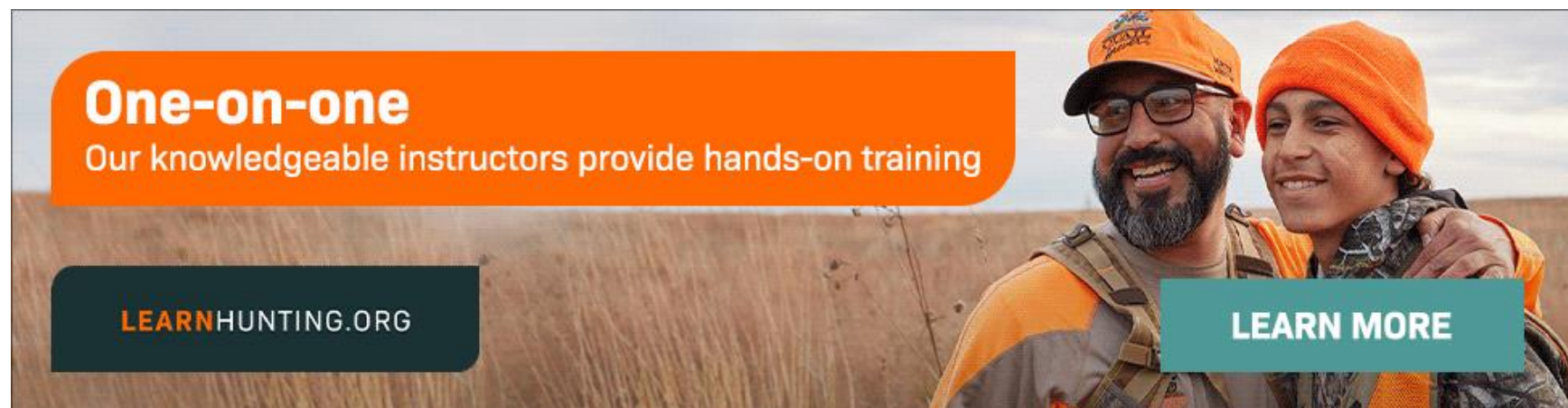
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Appendix D – Flight 2 Data Tables

Display	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Kentucky</i>	736,951	\$3,784.56	\$0.005	1,666	0.23%	\$2.27	0	0.00%	
<i>Texas</i>	740,087	\$3,778.00	\$0.005	1,350	0.18%	\$2.80	0	0.00%	
<i>Washington</i>	745,937	\$3,772.79	\$0.005	1,048	0.14%	\$3.60	0	0.00%	
Combined	2,222,975	\$11,335.35	\$0.005	4,064	0.18%	\$2.79	0	0.00%	
Social Media									
<i>Learn - Kentucky</i>	559,322	\$2,484.64	\$0.004	2,570	0.46%	\$0.97	0	0.00%	
<i>Learn - Texas</i>	660,385	\$2,560.22	\$0.004	2,796	0.42%	\$0.92	0	0.00%	
<i>Learn - Washington</i>	570,320	\$2,507.32	\$0.004	2,526	0.44%	\$0.99	0	0.00%	
<i>Teach - Kentucky</i>	218,444	\$825.04	\$0.004	889	0.41%	\$0.93	0	0.00%	
<i>Teach - Texas</i>	260,952	\$853.78	\$0.003	964	0.37%	\$0.89	0	0.00%	
<i>Teach - Washington</i>	223,942	\$839.10	\$0.004	892	0.40%	\$0.94	0	0.00%	
Paid Social Combined	2,493,365	\$10,070.10	\$0.004	10,637	0.43%	\$0.95	0	0.00%	
Paid Search									
<i>Kentucky</i>	1,407	\$955.25	\$0.68	139	9.88%	\$6.87	1	0.72%	\$955.25
<i>Texas</i>	4,542	\$1,015.15	\$0.22	362	7.97%	\$2.80	0	0.00%	
<i>Washington</i>	2,083	\$920.46	\$0.44	164	7.87%	\$5.61	0	0.00%	
Paid Search Combined	8,032	\$2,890.86	\$0.36	665	8.28%	\$4.35	1	0.15%	\$2,890.86

Appendix E – Flight 3 Data Tables

Display	Impressions	Cost	Cost/Impression	Clicks	Click Thru	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Kentucky</i>	1,587,438	\$3,151.35	\$0.002	1,533	0.10%	\$2.06	0	0.00%	
<i>Texas</i>	1,910,573	\$3,142.69	\$0.002	1,274	0.07%	\$2.47	0	0.00%	
<i>Washington</i>	1,851,638	\$3,144.54	\$0.002	1,157	0.06%	\$2.72	1	0.00%	\$3,144.54
Display Combined	5,349,649	\$9,438.58	\$0.002	3,964	0.07%	\$2.38	1	0.00%	\$9,438.58
Social Media									
<i>Learn - Kentucky</i>	263,322	\$3,294.00	\$0.013	1,307	0.50%	\$2.52	4	0.00%	\$823.50
<i>Teach - Kentucky</i>	103,292	\$1,175.82	\$0.011	422	0.41%	\$2.79	3	0.00%	\$391.94
<i>Learn - Texas</i>	237,087	\$3,328.24	\$0.014	1,453	0.61%	\$2.29	9	0.00%	\$369.80
<i>Teach - Texas</i>	107,490	\$1,184.58	\$0.011	487	0.45%	\$2.43	4	0.00%	\$296.14
<i>Learn - Washington</i>	241,131	\$3,284.00	\$0.014	1,319	0.55%	\$2.49	2	0.00%	\$1,642.00
<i>Teach - Washington</i>	104,188	\$1,180.30	\$0.011	468	0.45%	\$2.52	8	0.01%	\$147.54
Paid Social Combined	1,056,510	\$13,446.94	\$0.013	5,456	0.52%	\$2.46	30	0.00%	\$448.23
Paid Search									
<i>Kentucky</i>	5,290	\$3,420.96	\$0.65	537	10.15%	\$6.37	6	1.12%	\$570.16
<i>Texas</i>	11,921	\$3,716.36	\$0.31	718	6.02%	\$5.18	6	0.84%	\$619.39
<i>Washington</i>	6,243	\$3,721.48	\$0.60	638	10.22%	\$5.83	11	1.72%	\$338.32
Paid Search Combined	23,454	\$10,858.80	\$0.46	1,893	8.07%	\$5.74	23	1.22%	\$472.12

Appendix F – Flight 4 Data Tables

Display	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Kentucky</i>	11,685	\$76.73	\$0.007	98	0.84%	\$0.78	0	0.00%	
<i>Texas</i>	24,795	\$134.38	\$0.005	124	0.50%	\$1.08	0	0.00%	
<i>Washington</i>	17,852	\$109.49	\$0.006	80	0.45%	\$1.37	0	0.00%	
Display Combined	54,332	\$320.60	\$0.006	302	0.65%	\$0.87	0	0.00%	
Social Media									
<i>Learn - Kentucky</i>	51,501	\$2,451.26	\$0.05	307	0.60%	\$7.98	3	0.01%	\$817.09
<i>Teach - Kentucky</i>	50,551	\$2,456.08	\$0.05	319	0.63%	\$7.70	6	0.01%	\$409.35
<i>Learn - Texas</i>	26,068	\$1,460.34	\$0.06	184	0.71%	\$7.94	2	0.01%	\$730.17
<i>Teach - Texas</i>	44,323	\$2,362.62	\$0.05	304	0.69%	\$7.77	12	0.03%	\$196.88
<i>Learn - Washington</i>	45,756	\$2,348.78	\$0.05	288	0.63%	\$8.16	2	0.00%	\$1,174.39
<i>Teach - Washington</i>	53,374	\$2,511.38	\$0.05	342	0.64%	\$7.34	8	0.01%	\$313.92
Paid Social Combined	271,573	\$13,590.46	\$0.05	1,744	0.64%	\$7.79	33	0.01%	\$411.83
Paid Search									
<i>Kentucky</i>	6,914	\$3,776.91	\$0.55	457	6.61%	\$8.26	4	0.88%	\$944.23
<i>Texas</i>	16,053	\$3,339.68	\$0.21	481	3.00%	\$6.94	1	0.21%	\$3,339.68
<i>Washington</i>	9,740	\$3,577.45	\$0.37	473	4.86%	\$7.56	2	0.42%	\$1,788.73
Paid Seach Combined	32,707	\$10,694.04	\$0.33	1,411	4.31%	\$7.58	7	0.50%	\$1,527.72

Appendix G – Flight 5 Data Tables

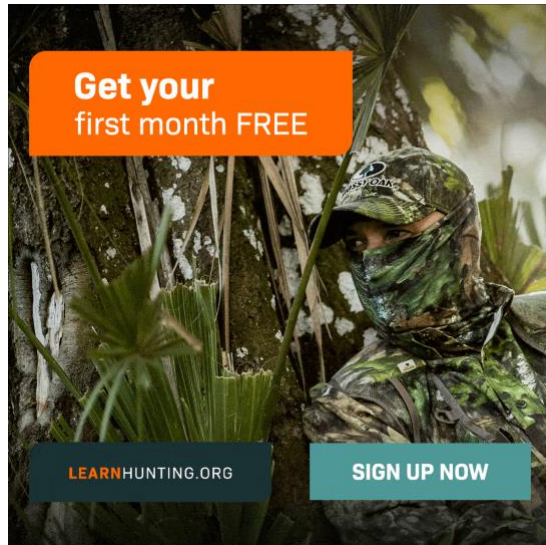
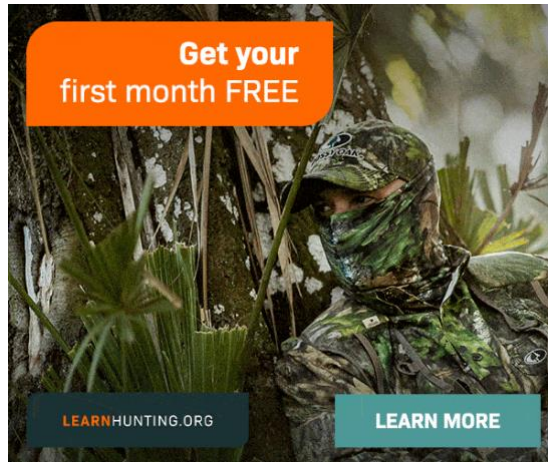
Display	Impressions	Cost	Cost/Impression	Clicks	Click Thru Rate	Cost/Click	Conversions	Conv. Rate	Cost/Conversion
<i>Iowa</i>	2,646	\$19.31	\$0.01	12	0.45%	\$1.61	0	0.00%	
<i>Maine</i>	8,658	\$83.55	\$0.01	58	0.67%	\$1.44	0	0.00%	
<i>Nebraska</i>	12,061	\$110.16	\$0.01	77	0.64%	\$1.43	0	0.00%	
<i>North Carolina</i>	17,076	\$188.39	\$0.01	90	0.53%	\$2.09	0	0.00%	
<i>Pennsylvania</i>	14,547	\$141.87	\$0.01	78	0.54%	\$1.82	0	0.00%	
Display Combined	54,988	\$543.28	\$0.01	315	0.57%	\$1.72	0	0.00%	
Social Media									
<i>Teach - Iowa</i>	17,726	\$659.66	\$0.04	80	0.45%	\$8.25	3	0.02%	\$219.89
<i>Teach - Maine</i>	11,187	\$470.44	\$0.04	52	0.46%	\$9.05	0	0.00%	\$0.00
<i>Teach - Nebraska</i>	11,812	\$412.84	\$0.03	53	0.45%	\$7.79	1	0.01%	\$412.84
<i>Teach - North Carolina</i>	5,448	\$265.68	\$0.05	54	0.99%	\$4.92	4	0.07%	\$66.42
<i>Teach - Pennsylvania</i>	5,521	\$262.36	\$0.05	42	0.76%	\$6.25	2	0.04%	\$131.18
Paid Social Combined	51,694	\$2,070.98	\$0.04	281	0.54%	\$7.37	10	0.02%	\$207.10
Paid Search									
<i>Iowa</i>	866	\$25.38	\$0.03	13	1.50%	\$1.95	1	7.69%	\$25.38
<i>Maine</i>	538	\$26.11	\$0.05	11	2.04%	\$2.37	0	0.00%	
<i>Nebraska</i>	243	\$26.11	\$0.11	8	3.29%	\$3.26	0	0.00%	
<i>North Carolina</i>	683	\$25.89	\$0.04	17	2.49%	\$1.52	0	0.00%	
<i>Pennsylvania</i>	501	\$25.29	\$0.05	17	3.39%	\$1.49	1	5.88%	\$25.29
Paid Search Combined	2,831	\$128.78	\$0.05	66	2.33%	\$1.95	2	0.07%	\$64.39

Appendix H – A/B Testing: Price - Creative



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Appendix I – A/B Testing: Logo - Creative



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