**Small Game Diversity &
Inclusion Marketing Toolkit**
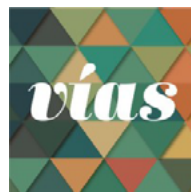
Special thank-you to:

John Motoviloff

Trey Curtiss

Colby Kerber

Photos and toolkit prepared by:

TABLE OF CONTENTS

BACKGROUND

Introduction

Ninety percent of hunters 16 years and older in the U.S. are male and 97% are white (according to the 2016 U.S. Fish and Wildlife Service's National Survey of Fishing, Hunting, and Wildlife-Associated Recreation). There are many reasons why this lack of diversity exists in the sport, one being a dramatic lack of representation and inclusion of women and people of color (POC) in marketing and communications materials about hunting.

In order to ensure the future of the sport and conservation itself, it is imperative to challenge this exclusion and find ways to support and grow a fully inclusive hunting community across the Midwest. Inclusion will strengthen the sport, ensure its longevity,

create a stronger voice in voting booths and bring more ideas and minds to the table to advocate for conservation issues.

State wildlife/conservation organizations, R3 groups and other related agencies play an important role in ensuring the hunting community is welcoming and inclusive and that hunting is a sport where people of color and women of all ethnicities feel safe, welcome and represented.

Plain and simple: Diversity and inclusion are critical in securing the future of conservation. However, state agencies, R3 organizations and outdoor groups of all kinds struggle to advance meaningful and impactful relationships with women and people of color, particularly with Black and Hispanic communities and individuals. The job of building this rapport is no small task and is made even more difficult without visual representation of these audiences in outreach communications, program materials or marketing efforts.

Through multistate conservation grant funding, MAFWA has brought together resources to develop a diversity and inclusion toolkit and assets for widespread usage among state wildlife/ conservation organizations, R3 groups and other related agencies. Specifically, this toolkit focuses on giving partners the tools to raise awareness and participation of women and POC in small game hunting, with the ultimate goal of engaging individuals in the broader conservation efforts through participation and social support.

What to Expect From the Toolkit

The toolkit should be looked at as a resource or road map for conservation/outdoor, R3 and state agencies to follow in outreach to a broader, more inclusive and more diverse audience. At the core development of the toolkit, MAFWA has accrued a vast library of images for multitactical marketing and outreach efforts. Additionally, this document is intended to outline the best practices and usage of the image library, including considerations for tactical uses of the photo library.

PROJECT GOALS

Develop tools and assets that allow outdoor conservation organizations to engage a broader and more diverse audience, and increase the relevancy of small game hunting among them.

1. Promote inclusion through representative messaging and imagery

2. Assist in the development of relationships between state agencies/ conservation partners and new, diverse populations

3. Improve the sense of comfort and safety in hunting activities for these audiences of focus

RESEARCH INSIGHTS & FINDINGS

Overview

To guide the creation of this toolkit, a series of virtual focus groups was conducted by DJ Case & Associates. These 10 groups were set up to understand the motivations and barriers to taking up hunting by Black, Latinx and female individuals. Additionally, the conversations provided insight on messages, communication channels and imagery preferences to attract key audiences' interest.

KEY FINDINGS

1 **Motivations or interest in trying hunting are similar for all races/ethnicities, genders and ages.** They include a desire to spend time outdoors to relax or recharge, to spend time with family and/or friends, learn new skills and for food.

2 **Barriers to starting to hunt as an adult are numerous** and often amplified for Black, Latinx and female potential hunters:

» **Understanding regulations, licensing and seasons** can be daunting for first-time hunters. Additionally, Black and Latinx individuals are concerned about disproportionate enforcement of the rules and the potential for dangerous interactions with law enforcement in remote hunting locations.

» **Finding a trusted mentor** to learn from is often difficult. Women and many people of color would prefer to learn from trusted friends or family rather than a stranger due to personal safety concerns and increased level of comfort to ask questions. Women in the focus groups often expressed a preference to learn to hunt from another woman.

3 **Additionally, many do not feel welcome at hunter education events** and therefore lack opportunities to learn crucial skills such as building comfort with firearms or archery equipment, placing an ethical shot, processing and storing a harvest, and general hunting techniques.

» **Locating and accessing hunting land** is a particular challenge, with more barriers for many Black, Latinx and women hunters. Women desired a hunting location that was not too remote or isolated in order to ensure they have cell service in case of an emergency or threat to their safety while out hunting. Several Black and Latinx participants said they would not hunt on public land due to the potential for poor interactions with others, particularly other armed hunters.

» **Lack of support from family and friends** can prevent someone interested in trying hunting from pursuing that interest. Concerns shared by family and friends related to the safety of hunting can put a potential hunter off from trying it. Additionally, many people of color would like to hunt with another person, preferably another person of their own race/ethnicity, but don't know other people of color who hunt to invite.

» **Gear can be a barrier to trying hunting** due to both its cost and differing relationships with firearms. Borrowing gear to try hunting may not be possible due to not knowing other hunters or knowing only male hunters for women seeking female-specific gear.

4 **Imagery of hunting that features individuals of different races or ethnicities, such as a Black and white male hunter in the field together, often registers as "inauthentic," "staged" or "marketing" to people of color.**

Please note that the photo library does include a limited amount of mixed-race and/or ethnicity images. These images are of "real folks" (families, couples, friend groups, etc.) who were recruited by state orgs to participate in the photo shoot. As with any "rule," there are always exceptions!

5 **Imagery of families hunting together is generally received well.** The age of the child or children as well as the presence of weapons or dead game can significantly impact an audience's positive reaction to a family hunting image. However, those reactions are not consistent enough to provide overarching guidance on when to use or not use these images.

Additional Considerations

REPRESENTATION MATTERS.

Agencies should incorporate the diverse imagery in this toolkit in everyday hunting communication materials, not just for diverse hunting recruitment efforts. Highlighting hunters of color and female hunters on webpages, social media, emails and publications is an important signal to these communities that they are welcome in the hunting community of their state.

MULTILINGUAL MATERIALS ARE A MUST.

Key hunting reference materials, such as rules and regulations, should be available in Spanish and potentially other languages depending on the state population. The Latinx population in the U.S. is growing rapidly — in seven Midwest states, the Latinx population accounts for more than 5% of all residents (IN, IL, KS, MI, MN, NE and WI). Offering key materials in several languages signals a commitment to inclusiveness by the agency.

PARTNER WITH MINORITY OUTDOOR GROUPS.

Building education opportunities with minority outdoor groups, rather than simply inviting them to existing programming, will result in more meaningful programs and participation. Engaging directly with groups built for and run by people of color, such as **Outdoor Afro** and **Latino Outdoors**, will provide insights

unique to a state and metro area. These partnerships also help show a long-term commitment to promoting diversity and inclusion in the hunting world. People of color are already seeking out these organizations and via social media individual outdoorspeople to learn from them, seek mentorship and validate their desire to take on an activity that is not common within their peer network.

MAKE CONTENT EASY TO FIND AND INCLUSIVE.

Most potential hunters start by "Googling" hunting to learn more — ensuring the content discovered is easy to understand and inviting and addresses the concerns and barriers of potential hunters of all backgrounds is important to a prospect's continuing to learn more about hunting.

TELL STORIES ABOUT NONTRADITIONAL HUNTERS.

Showcasing the journey and motivation of a variety of hunters — women, people of color, adult learners, multigenerational hunting families, etc. — helps to create a new narrative around who hunts and who is welcome in the hunting community. Within the focus groups, Black participants were pleased to see an older Black hunter as a representation that hunting is or can be a legacy in their families.

SMALL GAME HUNTING
PHOTO LIBRARY

Direction and Rationale

This library of photography and graphic assets can be utilized for any and all promotional materials — from purchased media, like billboards, digital ads and paid social media ads and campaigns; to earned media coverage, like media/press releases and press conferences; and for owned media opportunities, like usage on websites, in organic social media posts and profiles and for promotional materials like banners and brochures.

A more diverse outdoor space means a stronger future for hunting and fishing. Development of inclusive small game hunting communications tools and tactics to include inclusive imagery and authentic messaging will help to expand the sport and extend the life of the tradition.

Overview

Fantastic photography can make any advertising or marketing materials come alive and resonate with viewers. In particular, imagery that is inclusive of people of color and women can begin to break down barriers and perceptions to participation — both on behalf of those populations whose love for small game hunting we hope to increase, and on behalf of the primarily white male audience that currently dominates the field.

Diversity in imagery plays out in a number of ways: **race, ethnicity, gender, body type/size, skin tone, ability, age and more**. This library aims to be as inclusive as possible. Imagery from this library runs the gamut from aspirational, awe-inspiring and grand to personal and intimate. In all instances, the photography showcases quintessential small game hunting moments — from unloading the gear to bringing in the harvest. We connect with nature together, through shared experience. Reflecting diversity through imagery encourages both participation and acceptance.

Imagery in the library includes memorable hunting moments between individuals, pairs, families and groups. Additionally, a wide variety of habitats and landscapes is also included — hardwood forests, flooded crop fields, wetland, prairies and more.

Best Practices

Focus groups uncovered some key findings that informed this library of photography. Please keep these findings in mind as you choose imagery.

1 Prioritize photographs of people of the same race/ethnicity background before mixed race/ethnicity or inclusion of white participants or mentors. Same gender and mixed gender are OK, children/adolescents are OK.

> » Participants noted a preference for hunting with someone of the same race, followed by another person of color (e.g., Black and Latinx individuals hunting together) and then with a white person whom the new hunter has known for a long time.

2 A photo of a white person with a person of color was often interpreted as a fake image generated by a well-meaning wildlife agency — use these images in moderation.

3 Imagery that is inclusive of diversity of race, ethnicity or gender was seen by white female respondents as a sign that the hunting community is welcoming and less intimidating (not the "old boys' club").

4 A mix of "teaching moments" with both women and men as instructors is helpful.

» Women preferred images of women teaching other women to hunt vs. being taught by men. However, most mentor programs will be led by men so some imagery is necessary.


5 Beginning apparel like jeans or active wear should be primarily depicted, though more aspirational, nicer gear is acceptable.

» Female participants noted the idea of the "cute outfit" or looking the part was part of the thinking.

6 Images of people actively aiming a gun at unknown things off frame can be unsettling, particularly with just one person in frame. However, aiming a gun is a key factor in creating hunting imagery that is authentic and believable — use these images judiciously, and when possible, along with imagery that does not include aiming a gun.
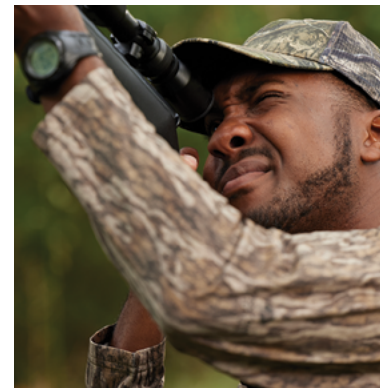
7 Showing weapons — guns, bows, etc. — is OK.

8 Showing dead game, even a hunter posed with dead game, is OK.

9 Depictions of hunting in locations that are not remote or isolated is welcomed for these populations.

» **Rationale:** New hunters of color and women of all races/ethnicities have some level of worry about being in an isolated or remote area with armed white men.

10 A range of body types among the women featured is preferred.

11 Photos of older hunters who are Black, Latinx or women are welcomed.

» **Rationale:** helps showcase "people like me have been doing this for a long time, just less visibly."

USAGE NOTE: Do not stretch or squash the images. You may manipulate them in other ways (crop them, apply graphic and typographic overlays, etc.) to suit the needs of your campaign and/ or marketing assets.

GRAPHIC ASSETS LIBRARY

Overview

This toolkit includes graphic assets (layout examples) for:

- Social media posts
- Digital display ads
- Print & outdoor ads
- Email templates

AN EFFECTIVE AND IMPLEMENTABLE CREATIVE APPROACH

The graphic examples and outlined sample recommendations in this toolkit highlight a flexible approach that can be implemented by folks with varying skill levels (from on-staff folks without professional training to agencies with high skill levels).

Social Media Advertising

Social media is an effective and affordable platform for reaching many people — be that through broad-reach posts or posts intended for audiences of focus.

Organic social media includes your organization's social media accounts — posts here are free and reach your existing followers. The benefit is that followers may repost your content and expand reach beyond existing listeners. Keep that in mind when creating content! The more interesting and/or thought-provoking it is, the more likely it will be shared.

Paid social media must be specifically negotiated but can be tailored to reach specific and/or specialty audiences through your media buy. Paid social posts cost money but can/will reach folks who aren't already listening to your organization.

STRATEGIES

1 **Utilize custom creative assets** to draw followers' attention. A diverse feed of unique creative assets can include photos, infographics, videos, GIFs and shared content (partnership posts, articles, etc.). This allows for the development of a visual and linguistic brand to be used across all platforms, making feeds eye-catching, recognizable, deliberate and consistent.

2 **Leverage organic and paid** tactics on Facebook to current and new audiences. For example, a paid Facebook likes campaign (targeted toward like-minded users) will increase the number of Facebook followers.

3 **Encourage people to visit your website** by promoting long-form content and current program activities; a call to action.

4 **Showcase successes** of the program in order to build brand affinity. This can include testimonies, success stories and other similar content by those who have used the program.

5 **Connecting through partnerships** will help to establish a unique and engaging social presence by sharing helpful and relevant information from outside sources to target audiences. Similarly, content posted from credible, well-known institutions (such as news and research) can be engaging and informative when relevant to target audiences. Identify up-and-coming trending topics among your audience that will keep potential anglers and hunters engaged and up to date. This also helps to maintain relevance.

6 **Showcase different sides of your organization** through social accounts on different platforms. Consider different audiences are on multiple social sites; meet them where they already are. Play with different formulas for different audiences of focus — Facebook might be a great platform to highlight a program or class, whereas Instagram could be a way to show your story through photography.

THE IMPORTANCE OF SOCIAL PARTNERSHIPS

Connecting with new audiences beyond your current following is an essential way to expand your content. One way to do this is through social partnerships. Connecting with other organizations that have similar audiences will increase your engagement and generate new audiences along the way. Sharing partner content, events and resources is a great way to connect and show value beyond your organization's objectives. Tag social partners when sharing this content to increase your reach and use relevant hashtags to show up in social searches. Example partnerships: shooting ranges, archery courses, wildlife centers, local bait shops, sporting goods stores.

ORGANIC SOCIAL CONTENT

■ 50% Informational

   » Storytelling

   » Testimonials

   » Existing information from the website

   » Infographics (e.g., tips, how-tos)

   » FAQ

■ 40% Related Resources

   » Conservation articles

   » Content from partnerships

   » Engaging content (e.g., graphics, polls, conversation starters)

   » Shared posts from relevant organizations

■ 10% Promotional

   » Strong call to action (e.g., "visit our webpage to learn more")

   » Posts that lead directly to your website

   » Similar to social media ads
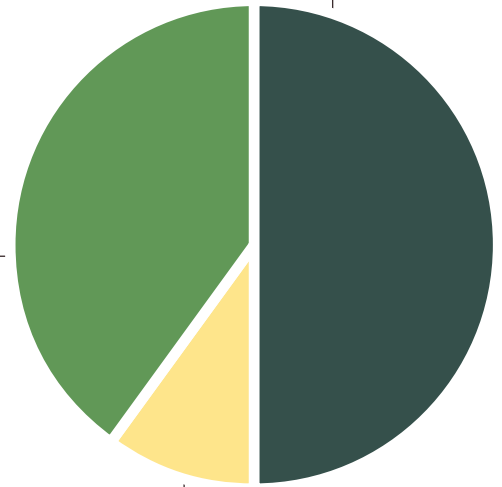
POSTING CONSIDERATIONS

- **Post videos and pictures:** Video content is the most popular form of content on Facebook and typically receives the best results for engagement.

- **Know your mission/goals:** Before you post something, ask yourself if it aligns with your organization's brand and values. How do we live the value that this communicates? You can communicate these values with your audiences explicitly, bringing content full circle. Identifying your organization's mission and values is key to creating relevant and branded content.

- **Show humanity:** Share content that speaks to your audience and develop copy that gives your followers a sense of connection.

Regularly monitor comments and messages and reply with empathy, kindness and respect. Identifying FAQ on social media and creating a document with drafted responses to use if needed is a very useful tool to streamline responses and to allow multiple people to monitor the account.

CREATIVE EXAMPLES: SOCIAL

HEADLINE
compelling headline
relates to image

STATE BRANDING
follows established
look and feel to build
recognition more quickly

STATE LOGO
white outline added
for contrast
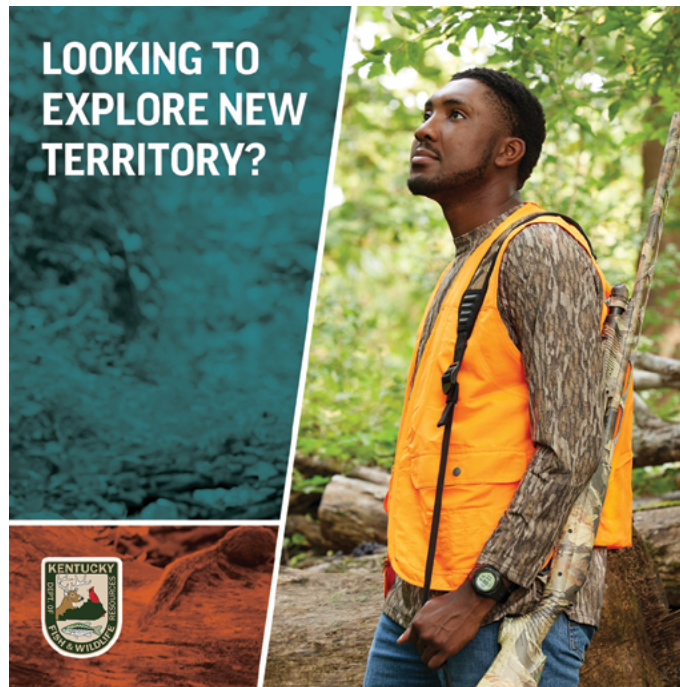
STATE-SPECIFIC IMAGE
well-composed, high
resolution; colors pair
well with state brand;
image composition
works well with headline
and logo placement

Digital Display Advertising

STRATEGIES

- **Utilize multiple custom-sized assets** and different platforms to consistently be in front of audiences. A diverse presence on intentional/strategic media placements with a curated libra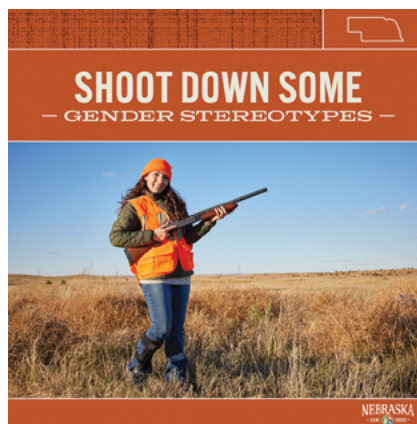ry of unique creative assets will break through to audiences where they're already spending time. Outside of the multiple sizes of display ads, you can also utilize animations, GIFs and sound to portray your messaging.

- **Encourage people to visit your website** by promoting available programming or classes; embedded links will click to wherever you want audiences to land. Also, work a call to action (CTA) in the design itself.

- **Consider the "main" message** and hyperfocus on it. Display ads have limited characters and time that eyeballs are exposed to the ad itself. Be unique and eye-catching with whatever is designed on the display ad. If interesting enough, people will clock to learn more.

- **Be accurate** with file sizes, layout, file type, etc. Use professional help if available in both placements of the media and layout of the advertisement(s).

THE IMPORTANCE OF MEDIA BUYING

Especially in display advertising, there are multiple factors to consider with every media vendor. Having firsthand knowledge of all associated media needs can be an overwhelming practice; consider connecting with a professional media buyer to help navigate the placement and coordination of media. Connecting with new audiences beyond your current following is an essential way to expand your content.

CREATIVE EXAMPLES: DIGITAL DISPLAY

HEADLINE
compelling headline relates to image

STATE-SPECIFIC IMAGE
well-composed, high resolution; colors pair well with state brand; image composition works well with headline and logo placement

STATE BRANDING
follows established look and feel to build recognition more quickly

STATE LOGO
white outline added for contrast

CREATIVE EXAMPLES: DIGITAL DISPLAY (CONT.)

STATE LOGO
white outline added
for contrast

STATE-SPECIFIC IMAGE
well-composed, high
resolution; colors pair
well with state brand;
image composition
works well with headline
and logo placement

HEADLINE
compelling headline
relates to image

STATE BRANDING
follows established
look and feel to build
recognition more quickly

Print Advertising and Outdoor Advertising/Billboards

STRATEGIES

- **Consider high-traffic areas and the calendar** when it comes to print advertising. Being mindful of the time of year is key when spending resources on print; it can tend to be expensive, but it's also effective. If you're catching people at the right time, they'll be hearing about hunting season from colleagues, family, friends and otherwise — seeing a well-placed ad in the paper, a magazine or on their route to work on a billboard will move the needle and make them take action.

- **Be concise; leave them interested** in learning more. Especially in outdoor advertising, keep it simple; five to seven words, a logo and a website is more than enough. In print ads, follow the same practice, but note there is a little more room for descriptions as needed.

- **Let the photo tell the story** and the content be a complement to the image. Connect whatever visual you're using with the subject matter; don't talk about duck hunting then show a photo of someone hunting squirrels.

- **Be relevant** to the end user or intended audience. Put together something that appeals to the intended audience of focus; be more focused on the overarching sentiment of garnering interest from the individual rather than the nuts and bolts of what program you're promoting.

- **Use a mix of print** tactics but ensure every piece complements each other. Billboards will garner interest with striking and simple messages (don't forget digital outdoor boards), print ads will give a little more information, postcards or mailers can prompt action. Use every tool in an intentional manner.

CREATIVE EXAMPLES: PRINT
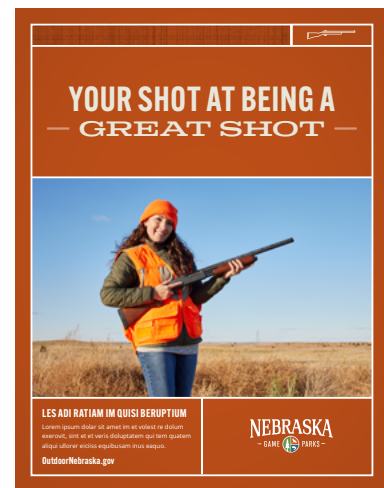
HEADLINE
compelling headline relates to image

BODY COPY
keep it clear and concise and end with a call to action

STATE LOGO
white outline added for contrast

DISCOVER NEW STORIES TO TELL.

Lorem ipsum dolar sit amet amendigendunt labo. Umquis eum qui to con rescidus ullat adi nullam, volum quam se voluptae exped quam.

Learn more at fw.ky.org/hunt

Kentucky Department of Fish & Wildlife Resources

STATE-SPECIFIC IMAGE
well-composed, high resolution; colors pair well with state brand; image composition works well with headline and logo placement

STATE BRANDING
follows established look and feel to build recognition more quickly

DISCOVER YOUR OUTDOOR VOICE.

Lorem ipsum dolar sit amet amendigendunt labo. Umquis eum qui to con rescidus ullat adi nullam, volum quam se voluptae exped quam.

Learn more at fw.ky.org/hunt

Kentucky Department of Fish & Wildlife Resources

TURN YOUR SCREEN TIME INTO — SCENE TIME —

LES ADI RATIAM IM QUISI BERUPTIUM
Lorem ipsum dolar sit amet im et volest re dolum exerovit, sint et et veris doluptatem qui tem quatem aliqui ullorer eiciiss equibusam inus eaquo.

OutdoorNebraska.gov

NEBRASKA GAME PARKS

YOUR SHOT AT BEING A — GREAT SHOT —

LES ADI RATIAM IM QUISI BERUPTIUM
Lorem ipsum dolar sit amet im et volest re dolum exerovit, sint et et veris doluptatem qui tem quatem aliqui ullorer eiciiss equibusam inus eaquo.

OutdoorNebraska.gov

NEBRASKA GAME PARKS

CREATIVE EXAMPLES: OUTDOOR

HEADLINE
compelling headline
relates to image

STATE BRANDING
follows established
look and feel to build
recognition more quickly

DISCOVER YOUR WILDLIFE SIDE.

fw.ky.gov/hunt

STATE LOGO
white outline added
for contrast

STATE-SPECIFIC IMAGE
well-composed, high
resolution; colors pair well
with state brand; image
composition works well with
headline and logo placement

LOOKING TO EXPLORE NEW TERRITORY?

fw.ky.gov/hunt

TAKE IN THE — SIGHTS —

OutdoorNebraska.gov/Hunt

NEBRASKA GAME PARKS

SHOOT DOWN SOME — GENDER STEREOTYPES —

OutdoorNebraska.gov/Hunt

NEBRASKA GAME PARKS

Email Marketing

STRATEGIES

Links

- Use meaningful link text that informs users what they are clicking on. For example: "Click here to meet our staff members" instead of "Click here" or just including a URL.

Subject Lines

- The recommended subject line is no more than nine words and 60 characters, including spaces.

- Limit punctuations. Research shows that it's best to use no more than three punctuation marks. Too many punctuation marks can make the email appear as spam, especially when using special characters.

Body Copy

- Personalization is the best way to increase readership.

- A block of email content should be **below 200 words**.

- Copy should be clear, concise and compelling.

Timing

- Based on a study by HubSpot that observed the response rates of 20 million emails, Tuesday or Thursday at 11 a.m. EST is the best time to send a marketing email — but it can depend on the client or audience.

Spam

- Spam filters are different for every platform and internet provider so it's difficult to tell what exactly sends an email to spam. But here are some main points:

» **Campaign metadata:** Spam filters are more likely to flag your email if it's addressed to just the email address and not the individual's name. This can be prevented by making sure all emails imported into the contact list have names associated with them.

» **IP address:** Spam filters will flag emails if anyone with the same IP address has sent spam before.

» **Content and format:** Email content should be clear, clean and balanced for the best deliverability. Private domain and some internet service providers have more aggressive spam filters that flag emails based on specific content or images.

CREATIVE EXAMPLES: EMAIL TEMPLATE

SUBJECT LINE
limit to nine words
and 60 characters

STATE LOGO
in the header

STATE BRANDING
follows established
look and feel to build
recognition more quickly

BODY COPY
keep it clear and concise
and under 200 words

TIMING
Tuesday or Thursday at
11 a.m. EST is the
best time to send a
marketing email

STATE-SPECIFIC IMAGE
well-composed, high
resolution; colors pair
well with state brand;
image composition
works well with headline
and logo placement

BUTTON TEXT
informs users what
they are clicking on

CREATIVE EXAMPLES: EMAIL TEMPLATE (CONT.)

SUBJECT LINE
limit to nine words and 60 characters

STATE LOGO
in the header

STATE BRANDING
follows established look and feel to build recognition more quickly

BODY COPY
keep it clear and concise and under 200 words

TIMING
Tuesday or Thursday at 11 a.m. EST is the best time to send a marketing email

STATE-SPECIFIC IMAGE
well-composed, high resolution; colors pair well with state brand; image composition works well with headline and logo placement

BUTTON TEXT
informs users what they are clicking on

MESSAGING CONSIDERATIONS

Right Person, Right Place, Right Rime, Right Message

Understanding who your customers are — their interests, demographics and channel preferences — is key to creating personalized experiences that get results. Audience segmentation lets you focus every campaign by using integrated customer profiles and customized segments. The following audience profiles provide critical information that will guide your team as it begins developing impactful messaging, media plans and creative to reach specific target audiences. As you do, concentrate on the meaningful connections that each audience group has or can make with relevant topics and explore opportunities to connect with them on their terms.

- Attract attention

- Appeal to the audience

- Be identified with the state fish and wildlife agency

- Communicate the agency's purpose and achievements

- Be informative to the audience

- Be relevant to the audience

- Be important to the audience

UTILIZING BILINGUAL ASSETS

Transcreation vs. Translation

Successful marketing communications for the English-speaking market may not have the same level of success by simply translating materials into Spanish (the same is true for creating assets in any other language). Marketing messages, media content and brand relevance need to be adapted in a culturally appropriate way to connect with Latinos.

For great Latino marketing and communications, transcreation combines the following perspectives:

- **Cultural perspectives** are insights we bring as members of the Latino community, including beliefs, values and attitudes.

- **Emotional impact** is delivered by creativity
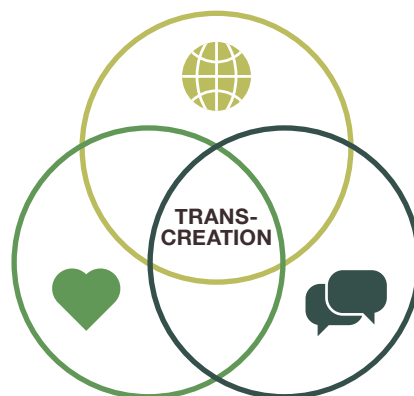
and innovation. It is defined by how Latinos' hearts and minds are influenced.

- **Language** is a deliberate process giving consideration to the various dialects and idiosyncrasies of diverse audiences.

For marketing, a transcreation strategy is more effective than translation:

TRANSLATION	TRANSCREATION
Exact meaning of the source material	Customized to be relevant to the Latino perspective
Literal	Understandable
General	Customized

Although translation may seem more practical for your bottom line in the short term, it is not practical for the end user.

TRANSCREATION EXAMPLES: SOCIAL

TRANSCREATION EXAMPLES: DIGITAL DISPLAY

TRANSCREATION EXAMPLES: PRINT

TRANSCREATION EXAMPLES: OUTDOOR

TRANSCREATION EXAMPLES: EMAIL

EVALUATING CAMPAIGN PERFORMANCE

Establishing a Campaign

Before getting to evaluation, a media campaign needs to be meticulously planned out. In putting together a media campaign, it is truly important to consider audience, placement(s), spend and tracking measures or key performance indicators (KPIs) before placing anything.

In making a plan, be sure to consider the end user (or audience of focus) first and foremost; use available research and market insights to create a strategic paid plan. Data will inform how to reach the right people at the right time with the right message in the right way. Consider engaging a full-service marketing agency for paid media recommendations and placement. The cost of paid media can be

significant. Compensation for paid media services for most full-service marketing agencies is based on commission that they negotiate with each media vendor. Therefore, your cost is likely the same whether placing directly with a TV or radio station or placing through an agency, but with the added benefit of an unbiased media professional to create a multitactic, strategic media plan custom to your unique needs.

In absence of resources for primary research, secondary online research tools can help you identify which key audience segment presents the best opportunity. Tools include:

- U.S. Census Data Tools (census.gov)

- SuburbanStats.org

- City-Data.com

- AreaVibes.com

- Polidata.us

- WorldPopulationReview.com

For integrated campaigns, consider everything outside of paid media too. Think of outward communications in three aspects:

| Paid Media	Earned Media	Owned Media
Any media that has been **paid for placement** (e.g., TV, radio, billboards, paid social ads, digital display, paid print ads, etc.)	Any media coverage from **outside sources** citing your organization or program(s); public relations efforts	Any media that is produced, managed/maintained and monitored **by your internal team** (e.g., social media pages, website, videos, speaking engagements, events, etc.)

Media Strategy Implementation Recommendations

CONSISTENT	ADAPTIVE	ALIGNED	INTERACTIVE	EFFICIENT
Integrated branding	Reusable content	Mission and values	Media rich	Scalable
Quality content	Multitactic	Goals	Engaging	Leverage common media consumption habits
Maximize every touch point	Customizable	Assessment	Authentic	Unbiased investments
Ongoing content curation	Budget flexible	Outcomes	Collaborative	

MEDIA STRATEGY

Build Awareness

Strengthen Credibility

Engage Advocates
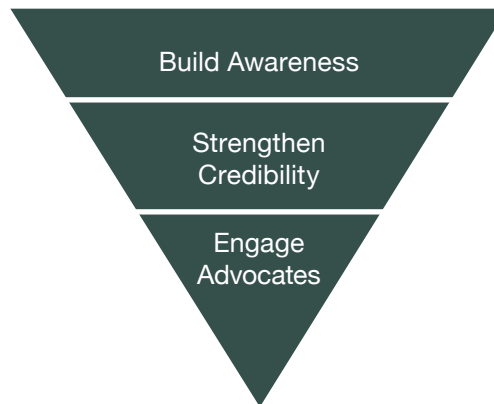
Build Awareness

Utilize paid media to quickly grow your audience and jump-start engagement. Reaches the broadest number of people on a frequent basis to elevate awareness over time. Where you will invest the majority of your marketing budget.

BENEFITS:
Immediacy, scale, control

CHALLENGES:
Clutter, cost, lower credibility

Strengthen Credibility

Employ a robust earned media strategy to align with trusted community influencers to extend campaign messaging and increase credibility.

BENEFITS:
Transparent, lives on, allows for deeper content

CHALLENGES:
No control, difficult to scale, hard to measure

Engage Advocates

Implement consistent messaging across all owned media channels to maximize every touch point and create a resource for supporters.

BENEFITS:
Control, cost-efficiency, longevity, versatility

CHALLENGES:
Takes time to scale, less trusted than third-party communication, no guarantees

ESTABLISHING KPIs

Setting key performance indicators (KPIs) for each effort is crucial in an integrated campaign.

STRATEGY	MEASUREMENT
Paid	• Total campaign impressions • Reach • Frequency • Gross rating points • Target rating points • Click-through rate • Video completion rate • Share of voice • Value added; bonus placements
Earned	• Media placements • Media mentions • Link clicks • Referral traffic • Social shares
Owned	• Total website visitors • Total website sessions • Session duration • Website bounce rate • Social media followers • Organic (unpaid) social media impressions • Organic (unpaid) social media engagements

Evaluating Return on Investment (ROI)

ESTABLISHING EFFECTIVE PAID MEDIA BUDGETS

Paid media is a significant investment. It is important to understand that this is an investment in an *audience*, not a program or tactic. Valuation, therefore, is all about *whom* you will reach.

Many media sales professionals are accustomed to selling a number of TV spots or number of days on a billboard. But we know that not all ads are created equal because not all ads reach the same number of people. A TV ad that airs in the middle of the night is not as valuable as an ad that airs during prime-time TV.

One of the most common ways to valuate and compare the cost-effectiveness of different media tactics is to look at the CPM (cost per thousand). CPM is a marketing term used to denote the price of 1,000 advertising impressions. When you are comparing different media proposals, be sure to request the CPM to best understand the audience you will reach with each tactic.

CPM is also a helpful way to estimate the paid media investment needed to make an impact in your unique market. Many factors and variables come into play. It is advisable to work with a media professional for media buying services when possible. The following equation is a very basic tool to help your marketing team estimate the paid media investment needed to actually make a difference in your market. Spreading funds too thin is a common pitfall that this equation may help you avoid.

Ideally, your campaign would reach 85% of your intended audience five times during a four-week period to be effective. In media marketing terms, this would be expressed as follows:

Reach: 85%

Frequency: 5 times

GRPs: 425
(gross rating points = reach x frequency)

Equation to Determine Paid Media Budget

1   Total Audience Population

x Reach

x Frequency

Total Impressions

2   Total Impressions

x CPM

÷ 1,000

Total Cost
(recommended paid media budget)

Example: The target audience is adults 18+ in Des Moines, Iowa. Using census data, we've identified that 94,434 adults 18+ reside in Des Moines. Using media analytics tools, we've identified the average CPM for a multitactic paid media campaign in this market is $22.

  94,434

x 0.85

x 5

401,344.5 Total Impressions
(per 4-week period)

  401,344.5

x $22

÷ 1,000

$8,829.58 Total Cost

Summary: The recommended paid media investment to effectively reach adults 18+ in Des Moines, Iowa, is $8,829.58 per four-week period.

PLANNING AND NEGOTIATION TIPS

Reminder: Media valuation should be determined by whom your ad reaches versus the number of ads you place. Not all ad placements are created equal — different ad placements reach more people and therefore are more valuable (e.g., Super Bowl TV ad versus local news TV ad).
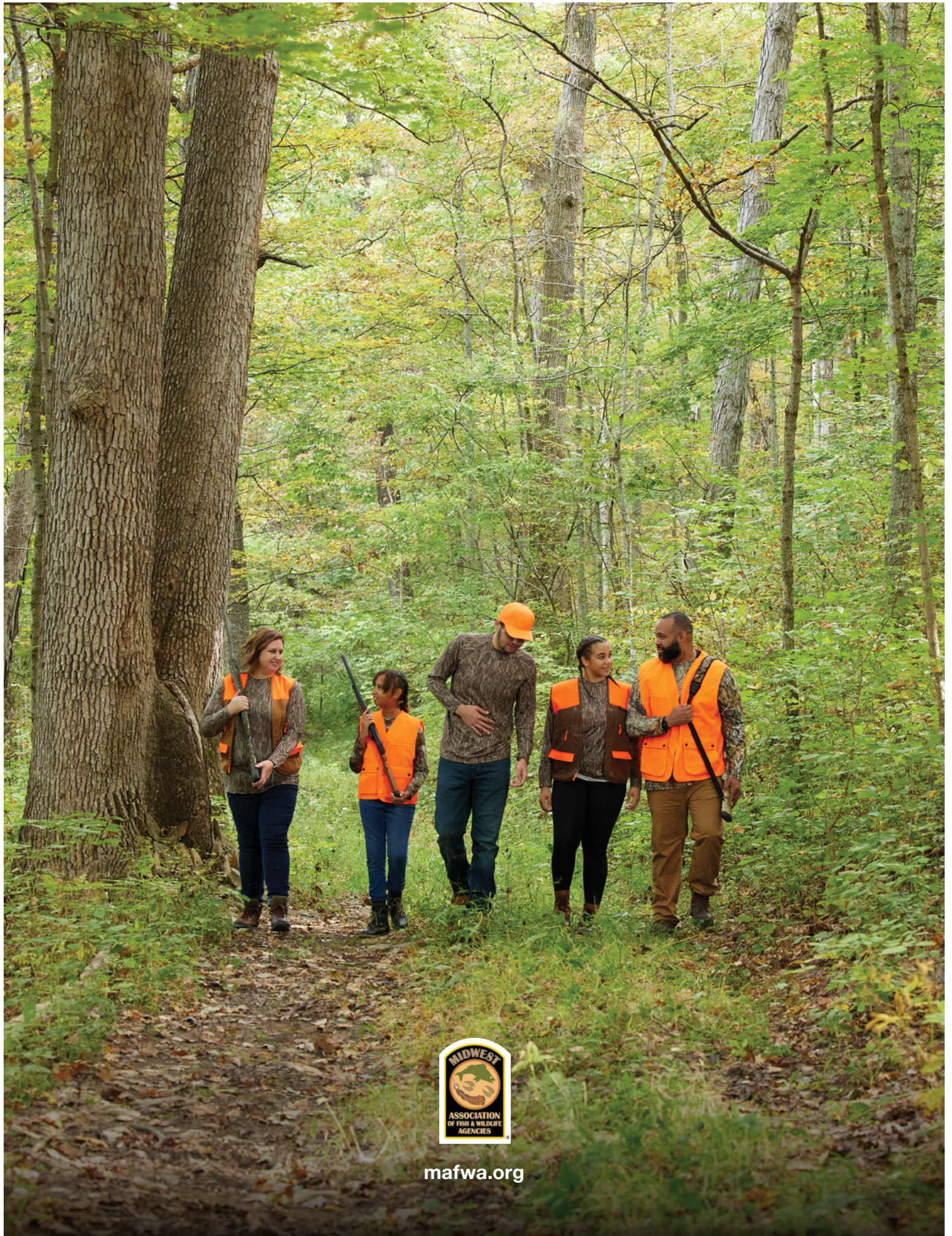
Request and compare audience analytics for each advertising contract. This will enable you to make an educated decision about the most cost-effective tactics for your custom program. Common audience analytic factors include:

- **Impressions:** Number of times your ad is served (not necessarily viewed)

- **Unique Impressions:** Number of unique individuals your ads are served to

- **Cost Per Thousand (CPM):** Cost per thousand impressions

- **Reach:** Total number of different people or households exposed, at least once, to a medium during a given period. Typically expressed as a percentage of the total population.

- **Frequency:** Repeat exposure; number of times an individual is exposed to an advertising message during a specific period (generally four weeks). Typically expressed as a number or fraction of a number (e.g., 5.7 times).

- **Gross Rating Points (GRPs):**

$$\frac{\text{Reach} \times \text{Frequency}}{\text{GRPs}}$$

Example: Reach 85% of target audience 5.5 times in a four-week period = 467.5 GRPs.

Most commonly used in traditional media (broadcast TV and radio).

mafwa.org