



**Connecticut Department of Energy and Environmental Protection**

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## **Making It Last: 2020 Digital Marketing Campaign Plan**

*Partnering with Gúd Marketing (<http://www.gudmarketing.com/>)*

### **Campaign Goal:**

The primary communication goals of this campaign are to engage Connecticut residents, based on their values and day-to-day activities, to build an understanding of the value and importance of the fish, wildlife, and outdoor resources Connecticut has to offer and to increase public awareness of the Connecticut Wildlife Division's role in preserving our state's natural resources.

Approximately 10 different images will be used to create digital ads with roughly half of the images showcasing DEEP Wildlife Division staff working in the field (i.e. peregrine falcon release and bat hibernaculum survey) or Connecticut residents taking part in wildlife-based recreation. The other five images will highlight Connecticut's native fauna (i.e. piping plover, osprey, and eastern box turtle).

In regards to timing, the campaign will use digital geofencing at select Connecticut state parks, state forests, select wildlife management areas (WMAs), and several local zoos, aquariums, and nature centers. Individuals within the target audience that visit these geofenced locations will be served digital ads via Facebook and Instagram for up to 7-10 days following their visit to these designated locations. The campaign is scheduled to run from June 1, 2020 - September 7, 2020.

### **Metrics:**

The primary means of measuring activity as it relates to our goal is to track engagements, impressions, and the number of individuals who visit our website coming directly from a digital ad via Facebook or Instagram. It is important to note that individuals viewing these digital ads are not likely following the Wildlife Division through our current social media outlets. The campaign is estimated to generate 1,700,000 impressions (effectively reaching 425,000 people 4x each). In addition to these promoted digital ads, similar organic ads/posts will be featured concurrently on the Wildlife Division's social media outlets and featured in *Connecticut Wildlife* magazine, ensuring our current followers receive the same messages from the promoted ads.

### **Call to Action:**

Once target audience members come in contact with our ads, the ad will include a link that will send viewers to a newly-created Wildlife Division webpage that provides an overview of our purpose as well as the services and information we provide and will prompt visitors to follow us on social media, subscribe to *Connecticut Wildlife* magazine and our electronic newsletters, provide information on our state Wildlife Action Plan, and promote the Recovering America's Wildlife Act.

## Digital Target Audiences:

Outdoor Excitement: Adults ages 25-54; 50% female, 50% male. Behavioral targeting: participate in outdoor activities; motivated by adventure, thrills, scenery, simply enjoying outdoors; confident, optimistic, enjoy a challenge.

## Toolkit Primary Audience Segmentation:

Our campaign will primarily target individuals that fall in the Outdoor Excitement category.

## Paid Media Platforms Proposed:

Facebook and Instagram ads that will be viewed by target audience visiting designated geofenced locations (Connecticut state parks, state forests, and select wildlife management areas).

## Images and Graphic Treatment:

Approximately 10 different images will be used as part of this campaign with roughly half of the images showcasing DEEP Wildlife Division staff working in the field (i.e. peregrine falcon release and bat hibernaculum survey) or Connecticut residents taking part in wildlife-based recreation. The other five images will highlight Connecticut's native fauna (i.e. piping plover, osprey, and eastern box turtle).

## Proposed Ad Buys, Grant Allocation, and Expected Outcomes:

Facebook/Instagram (Dollar Amount: TBD)

Example: Engage target audience (Outdoor Excitement) and beyond with opportunities offered through our website/outreach materials and efforts.

Total Investment: \$20,000

Total Estimated Impressions: 1,700,000 impressions (effectively reaching 425,000 people 4x each).

## Sample Ads:

Connecticut Fish and Wildlife  
Sponsored

The osprey is one of Connecticut's greatest wildlife success stories! Our state's conservation efforts have helped spark a dramatic recovery in the majestic bird's population after it suffered a tragic decline. Learn more about Connecticut's wildlife management efforts below. #MakingItLast

Restored species - soaring to new heights.

CONNECTICUT FISH AND WILDLIFE  
MAKING IT LAST

PORTAL.CT.GOV  
Connecticut wildlife success stories  
Wildlife restoration at work! [Learn More](#)

Connecticut Fish and Wildlife  
Sponsored

From monitoring nesting sites to restoring habitats and managing public lands - a lot of work goes into ensuring our wildlife, like the peregrine falcon, and natural resources are here to enjoy for generations to come. Learn more about Connecticut's various conservation efforts below. #MakingItLast

For future generations - theirs and ours.

CONNECTICUT FISH AND WILDLIFE  
MAKING IT LAST

PORTAL.CT.GOV  
Wildlife conservation in action!  
Preserving wildlife for generations. [Learn More](#)

Connecticut Fish and Wildlife  
Sponsored

There are 12 turtle species in Connecticut, and nine of them are listed as endangered or threatened. Learn more about how we are working to protect Connecticut's wildlife and natural resources below. #MakingItLast

In a rush to protect those that take their own sweet time.

CONNECTICUT FISH AND WILDLIFE  
MAKING IT LAST

PORTAL.CT.GOV  
Wildlife conservation in action!  
Protecting Connecticut's wildlife for generations to come. [Learn More](#)