

Making it Last Outreach Campaign for South Carolina

Campaign Purpose

Making It Last is an opportunity for natural resources agencies to significantly increase awareness of their role in protecting and conserving wildlife among target audiences. South Carolina's Making it Last Campaign has a purpose of increasing awareness amongst South Carolinians beyond hunters and anglers about the natural resources and outdoor recreation that South Carolina has to offer. Whether an individual has vast or little experience in the outdoors, SCDNR hopes to build understanding of the importance to our state and the roles our employees have in conserving it.

Campaign Goal

South Carolina would like to increase awareness and create long-term investment among individuals that are not hunters and anglers by increasing the number of followers SCDNR has on Facebook and Instagram. Our measurable goals are to:

1. Increase our Facebook followers by 1,200 over an eight week period.
2. Increase our Instagram followers by 750 over an eight week period.

Digital Target Audiences and Audience Segmentation

Whether an outdoor enthusiast or a dabbler, South Carolina has something to offer anyone willing and wanting to take part in South Carolina's outdoors. South Carolina chose the following target segmentations based on local populations and the success of phase one of the Making it Last campaign:

- **Outdoor Enthusiasts:** This audience includes our fringe segmentation, individuals who have a stake in South Carolina's natural resources, but are non-consumptive users. Individuals that make up these groups are those that enjoy hiking, backpacking, camping, canoeing and kayaking, but also bird watchers and even South Carolina farmers. We would like to focus on 50 percent female and 50 percent male individuals, aged 18-54.
- **Outdoor Dabblers:** These individuals are those that have interests and hobbies that align with the work SCDNR does, but they may not relate the two together. This audience also includes the fringe segmentation, but more focused on those that enjoy hiking, camping, backpacking, canoeing and kayaking. This segmentation will have a 50/50 focus for both female and male, ages 18-54.
- **Family Outdoors:** With two-parent and single-parent households making up more than 1.2 million of South Carolina's overall 5 million households, we would like to focus on families that enjoy taking their children outdoors to share experiences and pass knowledge onto the next generation. Their key interests are things that can be done in groups like fishing, camping and boating. We would like to focus on 70 percent female and 30 percent male, ages 24-45, as South Carolina's population leans towards this ratio for this particular segmentation.

Proposed Platforms and Ad Buys

S.C Department of Natural Resources would like to make use of the allocated funds by leveraging the following platforms:

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- **Facebook:** Engage all identified audiences to engage SCDNR through the platform. We plan to use carousel ads, image ads both with descriptive text and without, animated images and video ads, and post boosting. This platform will allow us to identify interests and niches to help us maximize our demographics.
 - **Estimated Impressions: 2,100,000**
 - **Proposed Allocations: \$11,500**
- **Instagram:** SCDNR would like to engage all identified audiences through Instagram promotions. By boosting our Making it Last posts and creating carousel ads on Instagram we will be able to drive users to follow our profile.
 - **Estimated Impressions: 913,000**
 - **Proposed Allocations: \$5,000**
- **Hispanic Marketing Firm:** SCDNR will use Unicomm Media Group to reach our three target segmentations within the Hispanic populations in South Carolina. This marketing agency will drive a specific Facebook campaign on the agency's Diversity Outreach Facebook page, a page separate from the agency's official page.
 - **Estimated Impressions: 488,320**
 - **Proposed Allocations: \$3,500**

Unpaid/Owned Media:

- **South Carolina Wildlife Magazine:** Engage SCDNR's Outdoor Enthusiasts that have held onto traditional media and encourage them to follow us on our social media platforms if they don't already.
 - **Estimated Impressions: 30,000**
- **Natural and Coastal Resources Blog:** With topics ranging from wildlife to conservation, the blogs are an easy platform to include the Making it Last campaign. Already in a digital space, SCDNR can link our social to the blogs.
 - **Estimated Impressions: 16,000**
- **Emails:** SCDNR plans to include the Making it Last campaign in emails with relevant topics. This method will be able to directly point the user to our social to stay up to date.
 - **Estimated Impressions: 261,024**

Total Allocated: \$20,000

Total Estimated Impressions: 3,573,422

Call to Action

The S.C. Department of Natural Resources will be directing their engagement to their social platforms, Facebook and Instagram specifically.

Measuring Success

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We will determine the success of the overall campaign by the increase in followers in both Facebook and Instagram. Throughout the campaign, we can use the engagement analytics of these platforms to strategically react to what posts are working and those that are not.

Images and Graphic Treatment Examples

50 percent staff working; 25 percent outdoor recreation and 25 percent wildlife



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Data

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| State Data | |
| Population: 5,084,127 Female: 48.6 percent Male: 51.4 percent | |
| 0-19: 24.8 20-34: 19.4 35-54: 24.8 55+: 31.2 | |
| Family Led Households | 1,216,415 |
| Husband-wife | 849,959 |
| Male, no female | 85,354 |
| Female, no male | 281,102 |

https://www.fishwildlife.org/application/files/4215/5240/8086/Making_It_Last_Toolkit-lowres.pdf