Advertising HAHWG Events

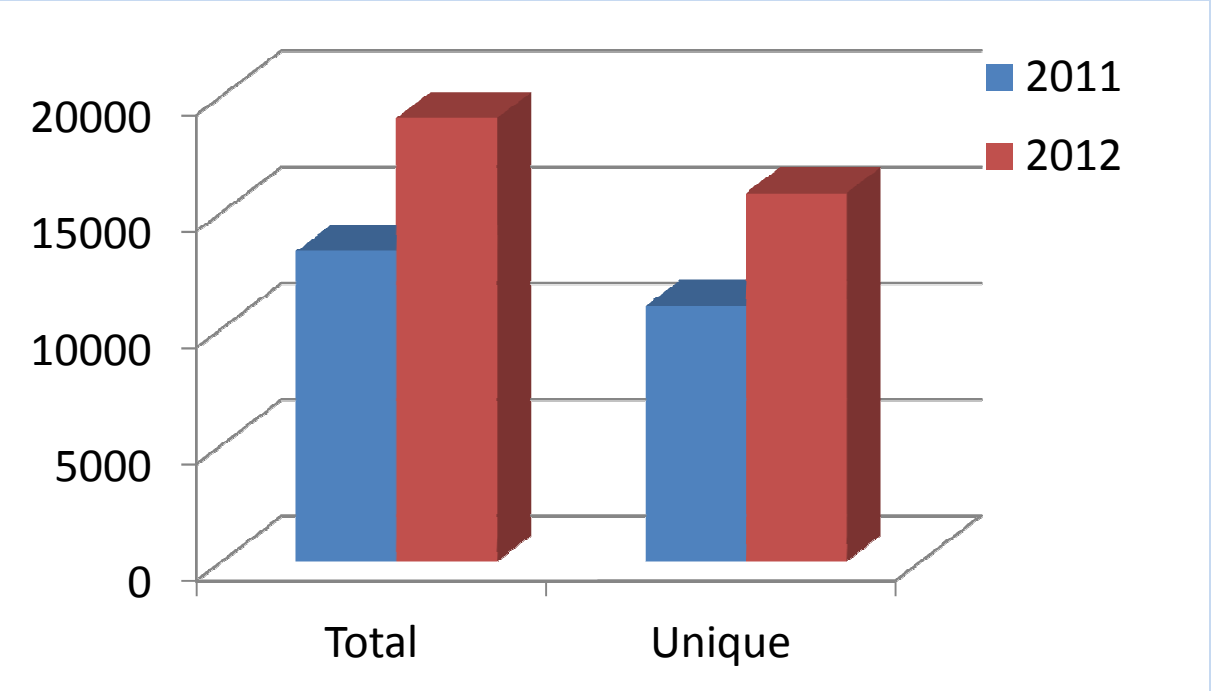
Presented by Doug Burt, AZGFD
Winter 2013 HAWHG Meeting

Growth – We're Reaching Them

- 43% increase of views to our event listings

Total Views
19,041 vs.
13,310
Up 43%

Unique Views
15,819 vs.
10,965
Up 44%



www.azgfd.gov/OutdoorSkills

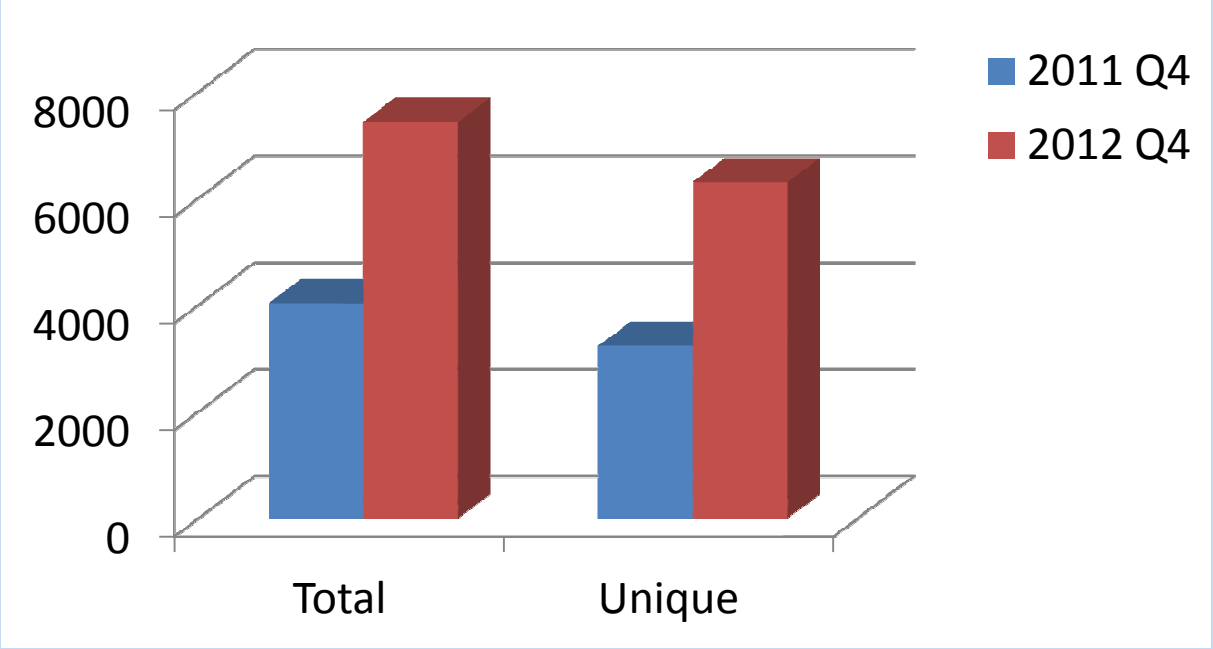
2011 vs. 2012 of *Total Traffic* and *Unique Visitors*

Advertising Paying Off

- 84% increase in Q4 during advertising campaign using Magazine and Facebook ads

Total Views
7,429 vs.
4,030
84%

Unique Views
6,294 vs.
3,228
95%



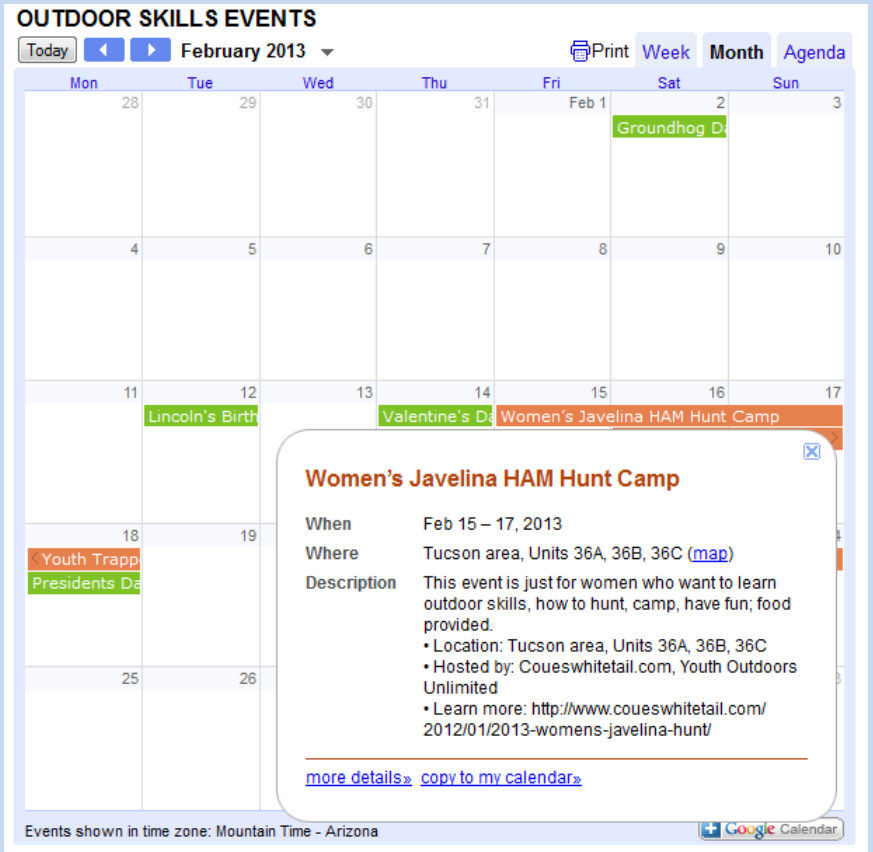
$6,000 advertisement funded by Shikar Safari Club International Foundation grant to host and promote game camps.

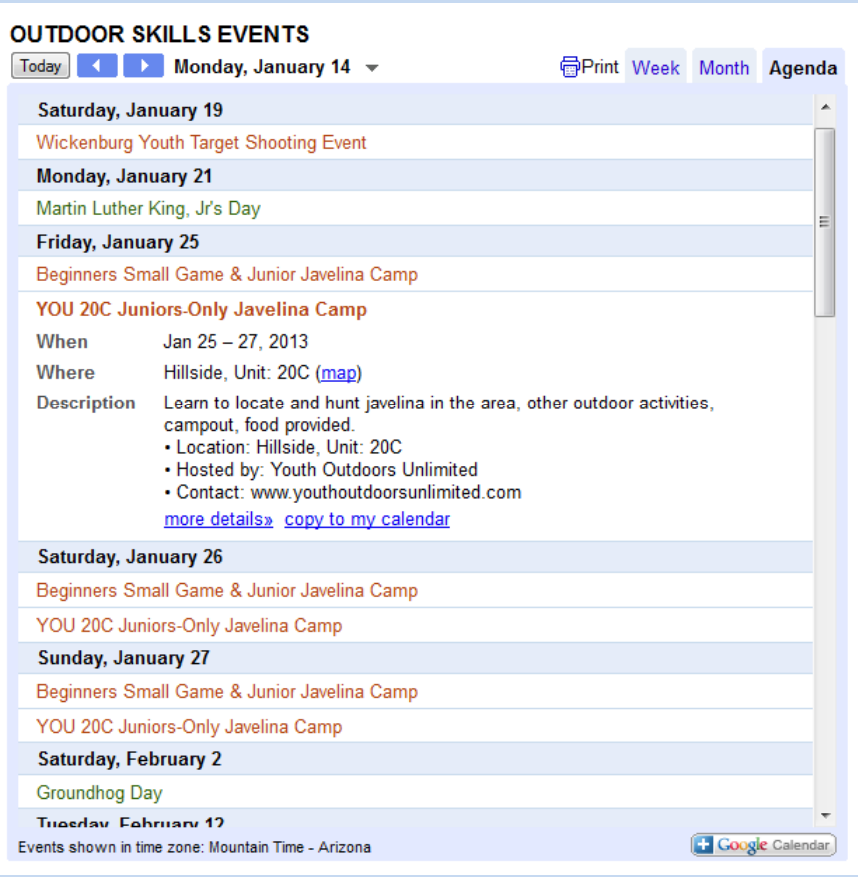
Sending them to You

- Comprehensive, User-friendly Google Calendar lists all HAHWG events

- Advertising drives new participants to Outdoor Skills event listings.
- Events have direct contact information and connects participants with HAHWG partners.

Sending them to You





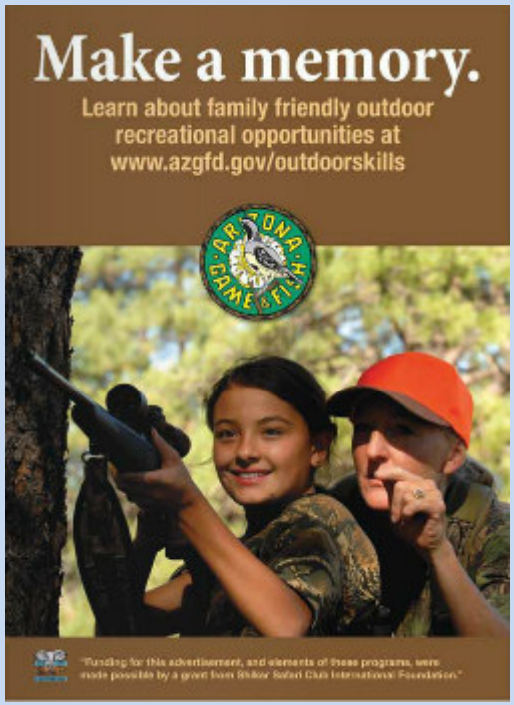
- Multiple viewing styles, sharable, embedded into other blogs and websites: Coueswhitetail.com, YOU, AES, others.

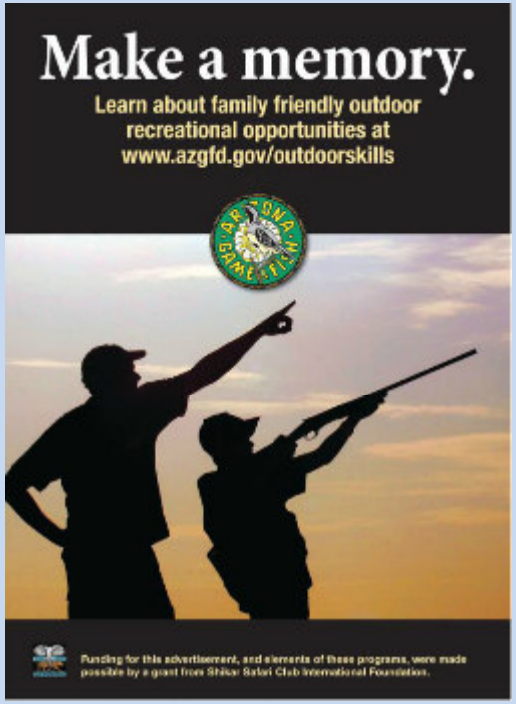
Advertising Tools – Paid Mag Ad

$6,000 advertisement funded by Shikar Safari Club International Foundation grant to host and promote game camps.

- Parenting Magazine Ads - $6,000
  - Raising Arizona Kids 120,000 readership
  - Arizona Parenting, 150,000 readership
  - ¼ page ad, October - December

Magazine Ads



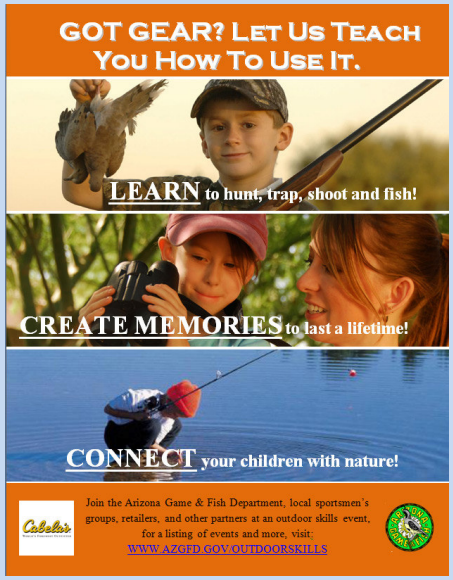


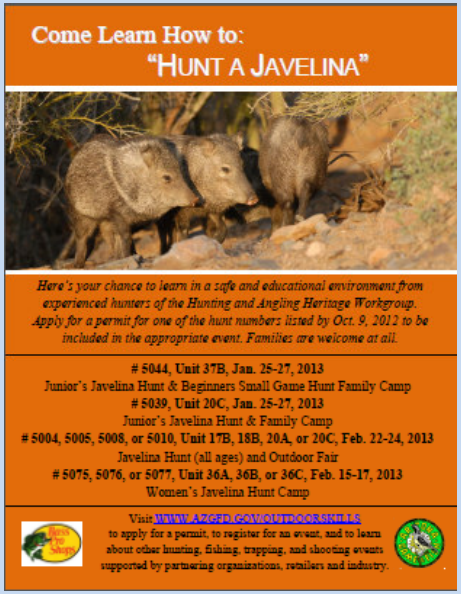
- Ads featured a mentored situation with a bow, shotgun and rifle. The ad used keywords that research shows to resonate with families. Each ad had a call-to-action to send new families to the Outdoor Skills webpage.

Advertising – Facebook Ad

- Facebook Ads - $4,000
  - clicked 4,500x (Oct-Dec)
  - directly linked to www.azgfd.gov/OutdoorSkills
  - image themed on "Hunter Games" archery craze
  - targeted similar parallel outdoor interests
  - ad targeted 437,820 users

Advertising – Direct Communication





- Retailer Flyers
  - Got Gear? flyers helped retail sales reps when a new customer with interest but doesn't know what to do after purchase
  - Draw flyers had hunt numbers for game camps to help those new to hunting and the draw

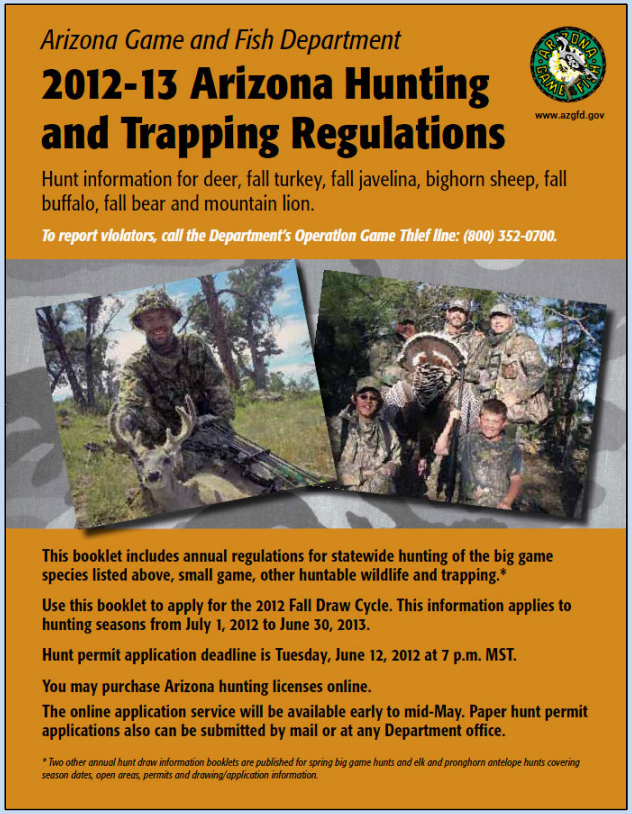
 # 5044, Unit 37B, Jan. 25-27, 2013
Junior's Javelina Hunt & Beginners Small Game Hunt Family Camp
 # 5039, Unit 20C, Jan. 25-27, 2013
Junior's Javelina Hunt & Family Camp
 # 5004, 5005, 5008, or 5010, Unit 17B, 18B, 20A, or 20C, Feb. 22-24, 2013
Javelina Hunt (all ages) and Outdoor Fair
 # 5075, 5076, or 5077, Unit 36A, 36B, or 36C, Feb. 15-17, 2013
Women's Javelina Hunt Camp

Flyer Feedback

"We *get two or three people every day at my store. …this without a doubt is the biggest recruiting tool department has ever developed"*

~ Arizona outdoor retailer

Continuing our strengths - REGS



- Fall Hunt Regulations "New to Hunting?" section
  - 37+ events, increased to 3 pages this year, largest ever

Other Regulation Promotions

- Pronghorn Antelope and Elk Regulations
- Spring Regulations (javelina, turkey, bear & buffalo)
- Dove & Band-tailed Pigeon Regulations
- Waterfowl and Snipe Regulations

In each of these regulations, there is a listing of the HAHWG events related to that regulation, or those events that correspond at the time of publishing.

Other Promotions

- RBFF Lapsed Angler direct mailing
  - Continuing in 2013
  - Third year running
- Outdoor Expo
  - Largest department outreach event, drawing 38,000 in 2012

Arizona Game & Fish Department
OUTDOOR EXPO
2013

Questions?