

## **Alberta Conservation Association 2017/18 Project Summary Report**

**Project Name:** Online Advertising

**Information, Education, and Communications Program Manager:** Don Myhre

**Project Leader:** Budd Erickson

**Primary ACA staff on this project:** Budd Erickson and Rhianna Wrubleski

**Partnerships:** N/A

### **Key Findings**

- We ran six campaigns through Google Adwords, resulting in 787,040 Impressions and 30,019 clicks.
- We ran 24 promotions through Facebook Advertising resulting in 630 additional followers, 2,325 clicks, and 1,076 comments.

### **Introduction**

We use online advertising to increase public awareness of Alberta Conservation Association (ACA) and our initiatives. By developing advertising campaigns, often based on seasonal initiatives, we can greatly increase our exposure to the public.

Online search advertising enables the public to easily find ACA's website and specific web pages by typing keywords into the Google search engine. Traditionally, websites reach the first page of Google search results for specific keywords through a variety of metrics that determine the website's quality and relevance. With online advertising, we can force our web pages to the top, so the top one to three results for specific keywords will be our web pages.

### **Methods**

The two primary methods of online advertising is Google's advertising platform, AdWords and Facebook's advertising platform. These platforms allow us to create multiple campaigns targeting hundreds of keywords, interests such as hunting or fishing and can be geo-targeted to specific locations. The idea behind search advertising is to attract users who are already searching for something similar on Google. Instead of spending money advertising to people who may not be interested, every dollar spent on online advertising is carefully targeted—through the use of interests, keywords, gender, location, past behaviours, and other metrics—at users who are much more likely to engage with ACA content.

As opposed to traditional, analog-style advertising, such as billboards and magazines, online advertising allows us to track a variety of audience and performance metrics for post-analysis and optimization. Not only does online advertising allow us to attract visitors and educate the

public, we are able to learn more about the public's preferences, responsiveness, and opinions in regard to specific issues, art styles, and content personality.

Another new method being developed is the use of audiences. Both through Google and Facebook, audiences allow us to create lists of users who actioned some type of trigger. For example, users who visited our Learn to Ice Fish webpage are now being put into an audience. In the future, we can increase advertising efficiency by targeting these users with specific content.

## **Results**

### **Google Adwords Results (April 2017 – March 2018)**

- 6 Campaigns Run (Peregrine Cameras, Spring Goose Hunt, Pheasant Release Sites, Stocked Lakes, Learn to Hunt, Learn to Fish)
- 787,040 Impression (times the ad was seen)
- 30,019 Clicks (Visitors to the website)
- \$38,587.73 USD spent (Forgiven due to Google's Grant for non-profits)

### **Facebook Advertising Results (April 2017 – March 2018)**

- 24 Promotions Run
- 630 Followers gained
- 2,325 Clicks (Visitors to website)
- 1,076 comments generated
- \$4,423.11 spent
- ~\$9,600.00 in donations generated (Porter campaign)

## **Conclusions**

Connecting with our audience through social media is a must-have media stream for increasing our public profile and circulating current information on conservation, hunting, angling, and trapping in Alberta.

## **Communications**

- Facebook
- Google