

**Alberta Conservation Association
2018/19 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 five campaigns through Google Adwords, resulting in 53,276 impressions and 6,310 clicks.
- We ran 89 promotions through Facebook Advertising resulting in 490 additional followers, 5,722 clicks, and 662 comments.

Introduction

We use online advertising to increase public awareness of 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 2018 – March 2019)

- 5 Campaigns Run (Stocked lakes, Learn to hunt, Pheasant release sites, Peregrine cameras, Waterfowl Warmup)
- 53,276 impressions (times the ad was seen)
- 6,310 clicks (visitors to the website)

- \$3,168.60 USD spent (Forgiven due to Google's Grant for non-profits)

Facebook Advertising Results (April 2018 – March 2019)

- 89 promotions run
- 490 followers gained
- 5,722 clicks (visitors to website)
- 662 comments generated
- \$3,850.63 spent

Conclusions

Connecting with our audience through online advertising 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 Advertising Platform
- Google Ads