

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

Funding Opportunity Number

WSFR2023017812

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

MSCG 2024: Attracting New Customers with a Social Media Video Marketing Campaign

Project Abstract

This proposal builds on previous efforts to use visually and emotionally appealing recruitment materials created and tested under two prior MSCG (F19AP00100, F22AP00531). The aim is to attract potential customers aged 18 to 34 to visit agency "how-to-hunt/how to shoot" web pages. By employing cutting-edge marketing strategies, we will distribute these materials and monitor conversion rates in the Southeast region. These products are specifically designed to raise awareness about the vital role of hunting and shooting in conservation, with the goal of fostering emotional connections and engagement with our broader conservation system among the target audience. Our objectives are to significantly increase conversion rates among these generations and drive the sale of equipment and licenses, resulting in funding for state agencies. We will collaborate with four southeastern states to implement a regional marketing program in designated test markets, partnering with established marketing firms that have a proven track record with state wildlife agencies. The distribution of marketing materials will be evenly spread across the test states, enabling us to track their impact effectively. Anticipated outcomes include measurable increases in license sales and retention within the test markets, as well as an upsurge in product sales generating WSFR funding for states. These outcomes will yield tangible conservation impacts through increased funding from license and permit sales, as well as equipment purchases.