

WBFI BIG

Q4 2021 MARKETING CAMPAIGN





OVERALL GOALS

Construct original consumer-based content (based on market research)

- Attracting Birds to Your Yard
- Why bird Feeding is Important
- Holiday Gift Guide

Content would help increase website SEO
by users access other resources on WBFi.org

Build an overall consumer following on social platforms

Collect follower content to use for future marketing





STEPS IN OUR PROCESS

BLOG POST CREATION

- ATTRACTING BIRDS TO YOUR YARD
- WHY BIRD FEEDING IS IMPORTANT?
- HOLIDAY GIFT GUIDE

PROMOTE ON FEATHR

- 1ST ROUND OF TARGETED ADS
- RETARGETING ADS FOR THOSE THAT CLICKED ON RD 1

SOCIAL MEDIA CAMPAIGN

- RAN CONCURRENTLY W/ FEATHR ADS
- GRAPHIC CONTENT
- CROWD-SOURCING FOR CONTENT



ORIGINAL BLOG WEB CONTENT

ORIGINAL CONTENT HELPS BUILD WEBSITE SEO TO EARN US HIGHER RANKINGS IN INTERNET SEARCHES. OUR ADVERTISEMENTS CAN RE-DIRECT THEM TO PAGES AND GUIDE THEM TO THE FEED SMART PAGE. BLOG POSTS WITH TOPICS ADDRESSING MARKET SURVEY FOR INFORMATION THAT IS HELPFUL AND WILL BE SENT DIRECTLY TO INBOXES AND SENT OUT VIA SOCIAL MEDIA. TYING INTO RESOURCES LIKE RELEVANT STUDIES, 6 STEPS GUIDE, VIDEOS OWNED BY WBF, HELPS USERS NAVIGATE AND ENGAGE MORE WITH THE WEBSITE. BLOG POST DETAILS WITH MAIN POINTS:

- ATTRACTING BIRDS TO YOUR YARD
- WHY BIRD FEEDING IS IMPORTANT?
- HOLIDAY GIFT GUIDE



KEYWORD SEARCH CAMPAIGN

A KEYWORD CAMPAIGN ALLOWS US TO CONNECT WITH AND GROW A RE-TARGETABLE AUDIENCE. ANYONE WHO SEARCHES FOR WORDS AND PHRASES RELEVANT TO THE PROGRAM WILL ENTER OUR TARGETED AUDIENCE AND BEGIN TO SEE OUR ADS.

MOST SUCCESSFUL

- HOLIDAY GIFT GUIDE
- WHY BIRD FEEDING IS IMPORTANT?
- ATTRACTING BIRDS TO YOUR YARD



BLOG: ATTRACTING BIRDS TO YOUR YARD

Reach [?]	Views	Unique Clicks [?]	Clicks
18,384	24,360 1 views per user	110	114 0.47% CTR
Spend	CPM [?]	CPC [?]	
\$250.02 \$250.00 Budget	\$10.26	\$2.19	

**BUILD A
Bird
Friendly
BACKYARD**

[LEARN HOW](#)



BLOG: WHY BIRD FEEDING IS IMPORTANT

Reach ?	Views	Unique Clicks ?	Clicks
20,580	23,838 1 views per user	170	222 0.93% CTR
Spend	CPM ?	CPC ?	
\$250.00 \$250.00 Budget	\$10.49	\$1.13	

**Birds
Calm
LIFE'S
CHAOS**

[LEARN HOW](#)



BLOG: HOLIDAY GIFT GUIDE

Reach ?	Views	Unique Clicks ?	Clicks
18,001	24,782 1 views per user	188	267 1.08% CTR
Spend	CPM ?	CPC ?	
\$250.01 \$250.00 Budget	\$10.09	\$0.94	

**THE ULTIMATE
Birding
Gift
Guide**

[READ MORE](#)



RETARGETING CAMPAIGN

BASED ON THEIR ACTIVITY, WEB USERS THAT CLICKED ON THE FIRST ROUND OF WBFİ FEATHR ADS WERE TARGETED FOR ADDITIONAL DIGITAL ADS THAT WOULD HELP RETARGET THEM TO VISIT THE WBFİ WEBSITE.

RETARGETING CAMPAIGN

Report

Reach ? 18,036 33.61% of Target	Views 60,966 3 views per user	Unique Clicks ? 124	Clicks 139 0.23% CTR
Spend \$500.00 \$500.00 Budget	CPM ? \$8.20	CPC ? \$3.60	



FEATHR CAMPAIGN OVERVIEW

Reach [?]
55,502

Views
134,013
2 views per user

Unique Clicks [?]
600

Clicks
971
0.72% CTR

Net New Audience [?]
53,342

Spend
\$1,250.00
\$1,250.00 Budget

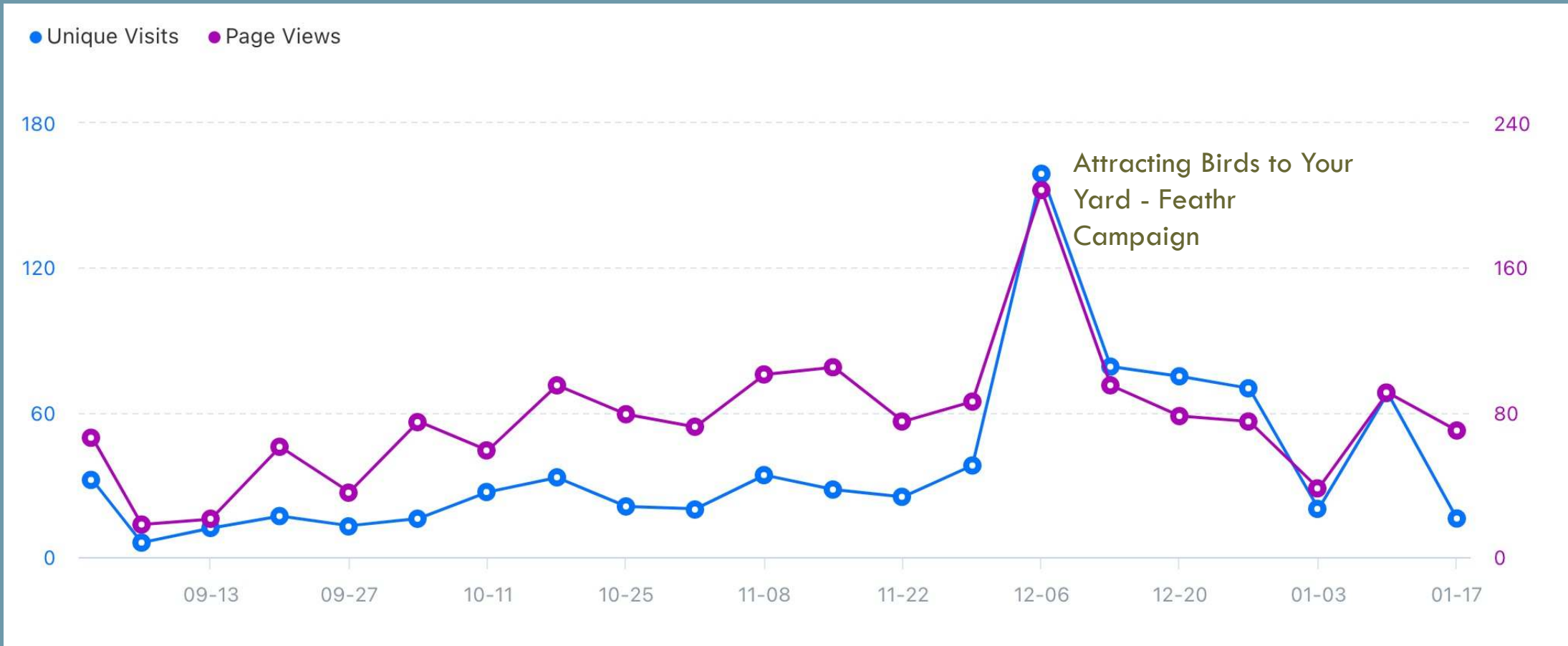
CPM [?]
\$9.33

CPC [?]
\$1.29

CPA [?]
\$0.00



WEBSITE TRAFFIC SEPTEMBER — JANUARY





WEBSITE TRAFFIC

SEPTEMBER — JANUARY

Page Views

10,943

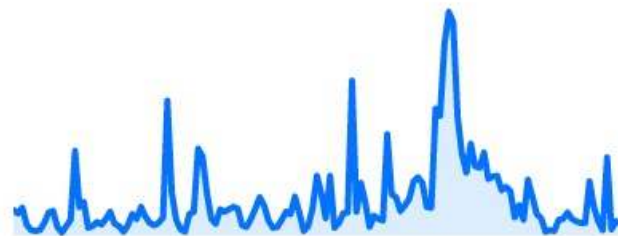
+18% from last 139 days



Unique Visits

6,172

+34% from last 139 days



Avg. Pages Per Unique Visit

2.1791

+1% from last 139 days



CROWD SOURCING CAMPAIGN

Create incentive to obtain high quality amateur content that we can post onto WBFI social channels.

Not only do we get content in an affordable way, helps us engage active members and new followers that can be brought into the WBFI fold through Facebook and Instagram.



Donations:

- *Prince Corp*
Case Suet Cakes
- *Wild Bird Habitat Stores*
5 birdfeeders
- *Classic Brands*
Birdfeeder
- *Aspen Song*
100lbs birdfeed

CROWD SOURCING CAMPAIGN

Reach – 23,167

Link clicks – 130

Entries – 10

Top Platform Performed: Instagram



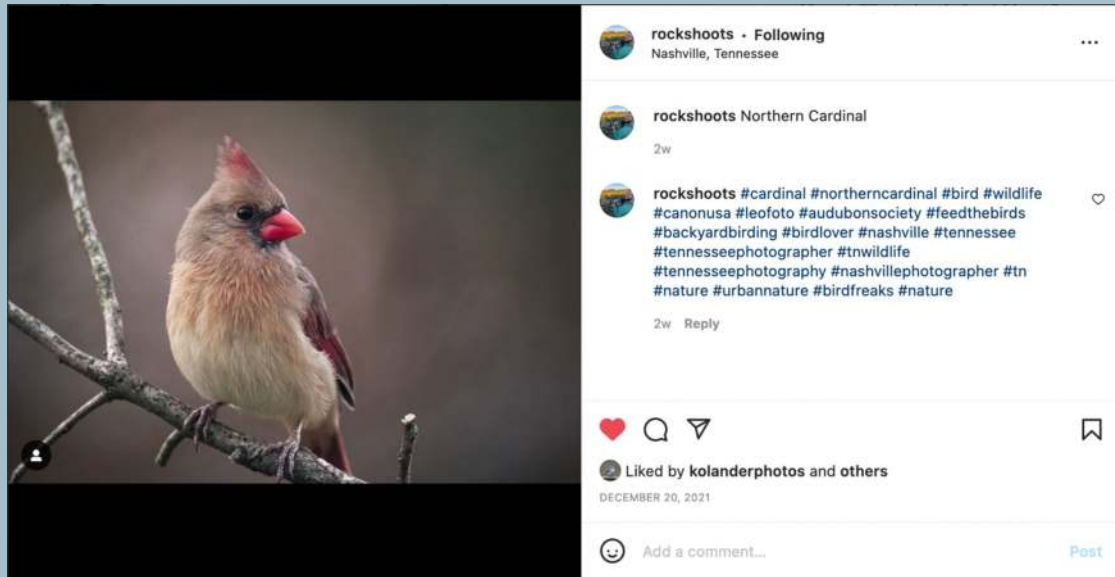
SHOW OFF YOUR
Feathered Friends

Show off your feathered friends! Use hashtag #FeedTheBirds and tag us in your video or photo of birds in your backyard.

The best content will be re-shared. The most liked content by the end of 2021 will be eligible for a Wild Bird Feeding Kit and a spotlight on the Wild Bird Feeding Institute page!

WILD BIRD FEEDING
INSTITUTE

CROWD SOURCING CAMPAIGN





SOCIAL MEDIA INSIGHTS

FACEBOOK

INSTAGRAM

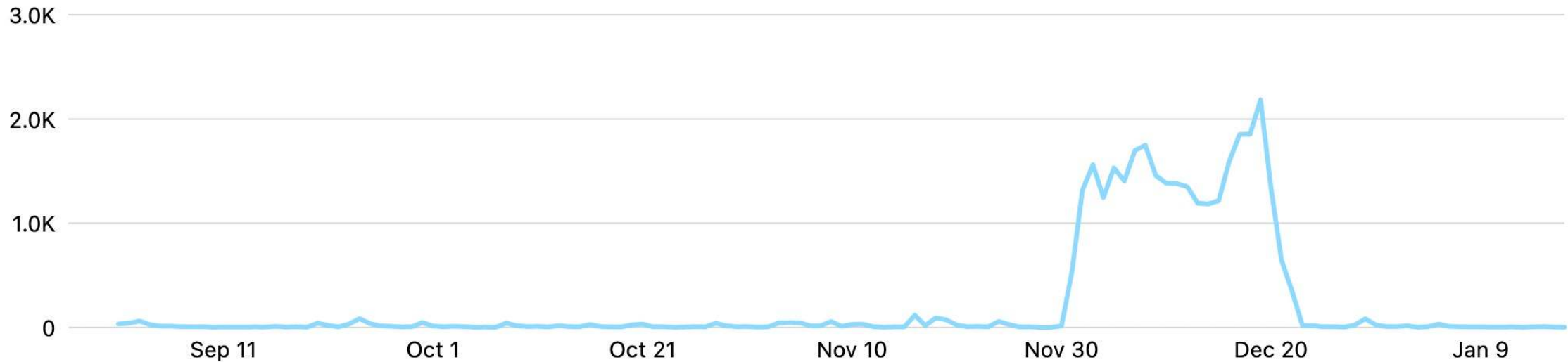
LINKEDIN



FACEBOOK TRAFFIC SEPTEMBER — JANUARY

Facebook Page Reach ⓘ

25,486 ↑ [470.3%](#)

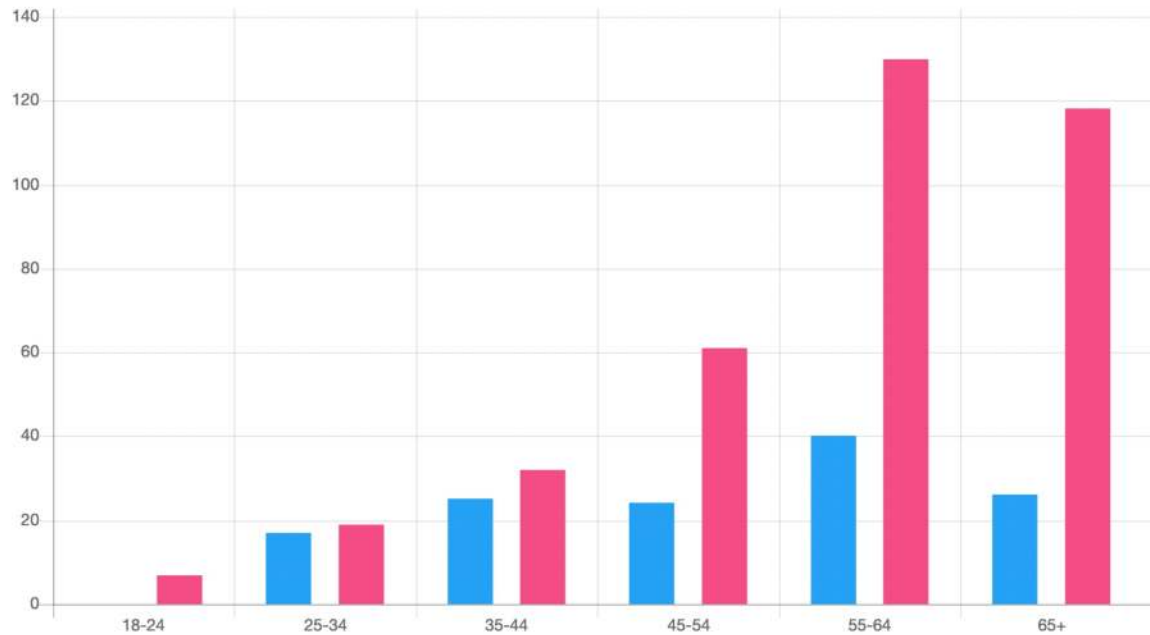




FACEBOOK TRAFFIC

Audience Demographic

Demography breaks down the composition of your fans and audience



Your Fans

People Reached

Audience Location

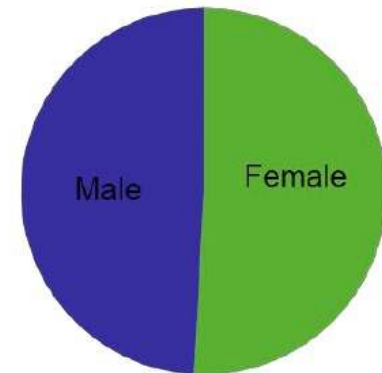
Since Previous Period

United States	348
Canada	144
India	7
Estonia	1
Puerto Rico	1
Nepal	1
South Africa	1
Iran, Islamic Republic Of	1

74%
Female Fans

26%
Male Fans

Gender



Right: Facebook Analytics

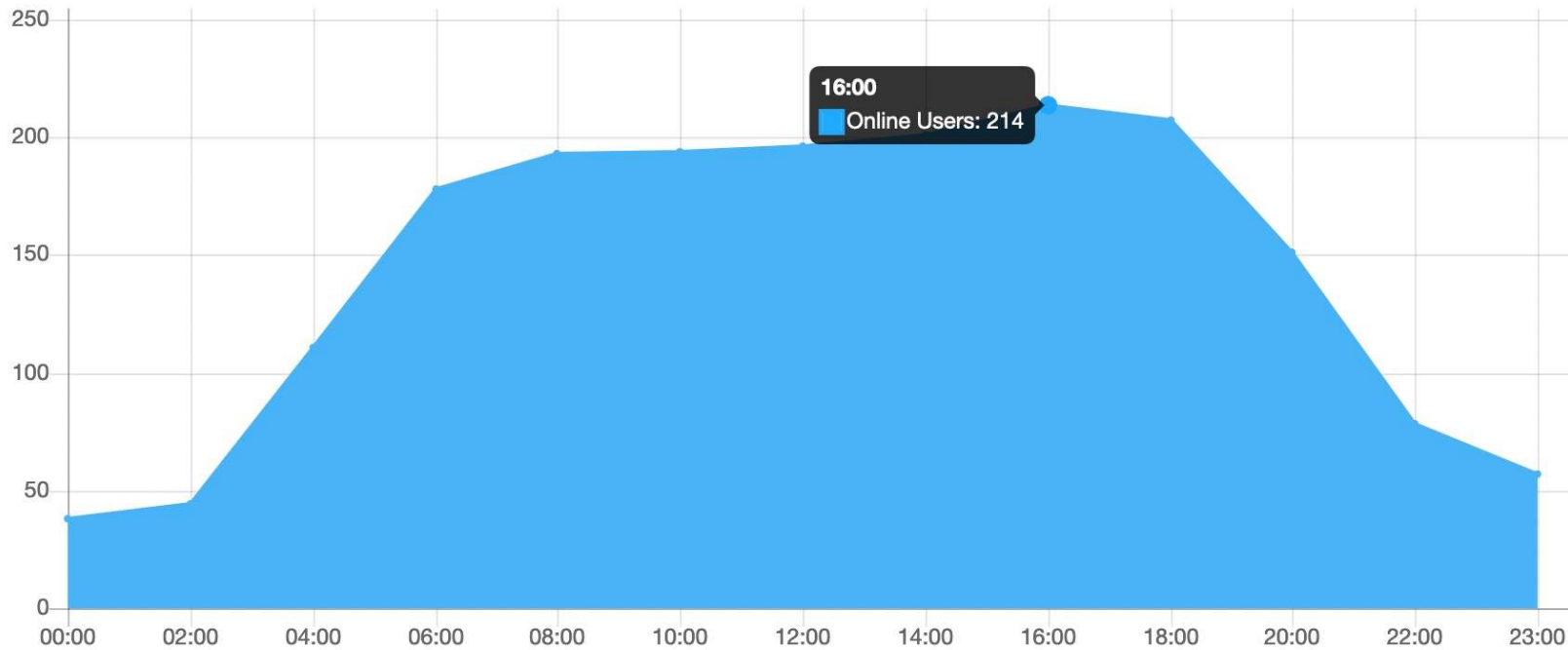
Left: Market Research 2021



FACEBOOK TRAFFIC

Active Fans

Number of fans active on Facebook at each hour of the day



Fans Online

Sunday	433
Monday	437
Tuesday	445
Wednesday	439
Thursday	438
Friday	427
Saturday	440



INSTAGRAM TRAFFIC DECEMBER 1 – JANUARY 1

Insights Overview

You reached **+2,883%** more accounts compared to Oct 30 - Nov 30

Accounts reached **3,968** **+2,883%** >

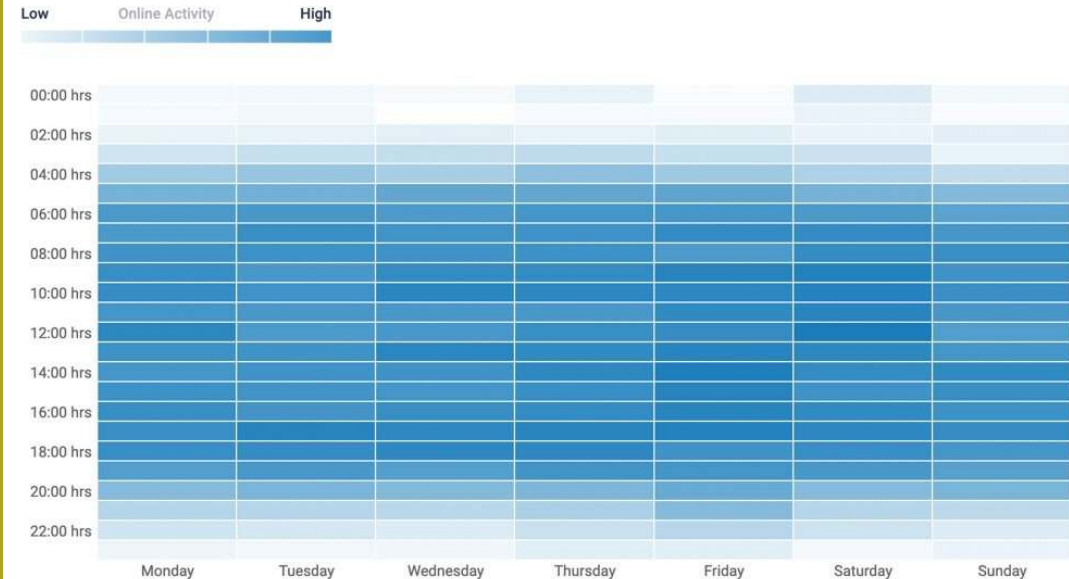
Accounts engaged **96** **+433%** >

Total followers **473** -- >

37 new followers since 12-1

Followers Online Activity

Glance at your followers activity to determine when your audience is most likely to engage with your content.



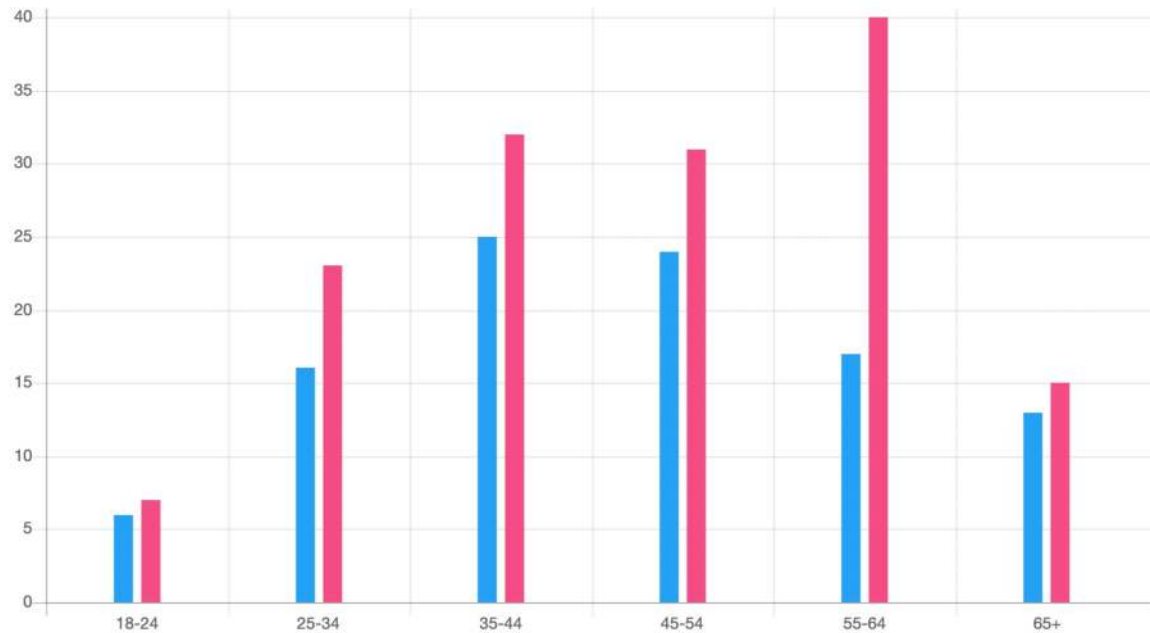


INSTAGRAM TRAFFIC

Audience Demographic

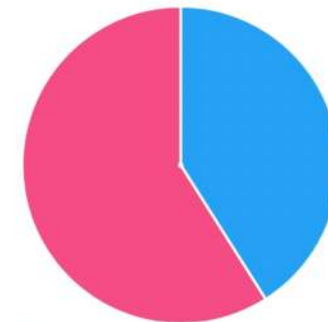
Audience by Age & Gender

Understand your audience demographics based on gender and age.



Gender Insights

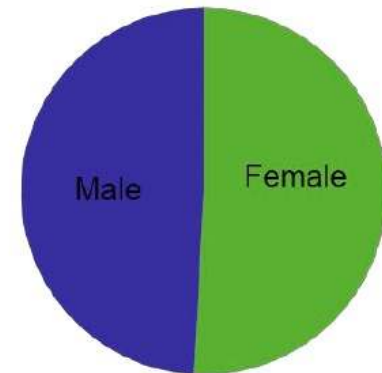
Since Previous Period



41% Men

59% Women

Gender



Right: Facebook Analytics

Left: Market Research 2021



LINKEDIN TRAFFIC

Organic impressions: 1,326 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

1,326 Impressions	30 Reactions	3.09% Click-through rate
20 Comments	1 Share	41 Clicks
6.94% Engagement rate		

 **Laura Barr** (She/Her) · 1st
Innovative, Compassionate, and Inspiring College Consultant ★ Cr... 3w ...

I love your posts! Do you have recommendations on the very best feeders? We need squirrel proof!

Like | Reply · 1 Reply

 **The Wild Bird Feeding Institute (WBFI)** Author 3w ...
205 followers

Thank you! Yes, those buggers seem to be a huge issue! On this page there is a link to different feeders and also a map of locations to purchase feeders. Our members have some great squirrel-proof feeders. We recommend feeders that can easily be cleaned to keep you and our feathered friends happy and healthy!!

Like | Reply

 **The Wild Bird Feeding Institute (WBFI)**
205 followers
3w · 🌐

Raise your hand if you have a bird feeder!! 🙋

So why is it important to have a bird feeder in your yard? Putting up a bird feeder is a beautiful way to connect with the earth and see the delicacy of nature from the comfort of your home, but did you know the many other benefits as well?

By simply putting up a feeder by your home, you can help with local sustainability efforts, improve bird health and populations, better your mental health, and help support local businesses. Read more about the benefits - link in comments!

[#birdfeeding](#) [#birdphotography](#) [#backyardbirding](#) [#birdingbenefits](#)



Why Bird Feeding is Important

www.WBFI.org



WHAT WORKED BEST

- Instagram and Facebook are where most of our consumers engage
- Adding more consumer-based information could widen WBFI's reach to hobbyists and connect them with our members
- Followers enjoyed and engaged best tips and recommendations for better bird feeding
- We ran social media analytic reports on best times to post

WHAT'S NEXT

Additional \$20k for BIG to spend through June 30th & Campaign 4 - \$1,000 spend ideas

- Bird-feed kits to send out to active followers / influencers
- Additional educational information content for consumers and hobbyist
- Social media spend for specific topics WBFI BIG committee would like to promote
- Webinars / Sponsoring birding events