



Final Report - Facebook Ad Campaign NW Straits Foundation Derelict Crab Pot Project

August 2016

Introduction

Following research on the barriers and benefits that surround best crabbing practices in Puget Sound, the Northwest Straits Foundation and C+C launched a Facebook ad campaign to communicate best practices to crabbers in the region. The Northwest Straits Foundation produced four videos around common crabbing behaviors that can help to prevent crab pots from becoming lost. C+C used these videos as the basis of the Facebook advertising campaign.

Overview

The derelict crabbing gear Facebook campaign ran for a total of 6 weeks, from June 27, 2016 to August 8, 2016. It consisted of both video ads and boosted posts. There were eight total ads and four boosted posts, all featuring the #catchmorecrab campaign videos.

The ads were targeted to reach 18-64 year olds who showed interest in fishing, crabbing, Dungeness crab, boating, crab, fishing and crabbing, recreational fishing or recreational boat fishing. Geographically, the ads went out to people within 25 mile radii around Bellingham, Bremerton, Everett, Friday Harbor, Olympia, Port Angeles, Port Townsend, Seattle, Sedro-Woolley, and Tacoma.

The ads were broken into two sets, one that focused on the opening of crabbing season and another that asked whether people were ready for crabbing season. Each set had an ad on adding weight, using longer line, checking tides and currents, and setting the pot. These ads corresponded with the videos (see Appendix 2 for full ads).

Set 1

- Ad 1:* Crabbing season is open! Keep your pots and [#catchmorecrab](#). Step #1: Add weight. See more how-to videos at bit.ly/catchmorecrab.
- Ad 2:* Crabbing season is open! Keep your pots and [#catchmorecrab](#). Step #2: Use longer line. See more how-to videos at bit.ly/catchmorecrab.
- Ad 3:* Crabbing season is open! Keep your pots and [#catchmorecrab](#). Step #3: Check tides and currents. See more how-to videos at bit.ly/catchmorecrab

Ad 4: Crabbing season is open! Keep your pots and [#catchmorecrab](#). Step #4: Set your pot so it won't get lost. See more how-to videos at bit.ly/catchmorecrab

Set 2:

Ad 1: Are you ready for crabbing season? Learn how to avoid losing your pot and [#catchmorecrab](#)

Ad 2: Are you ready for crabbing season? Learn how to avoid losing your pot and [#catchmorecrab](#). See more how-to videos at bit.ly/catchmorecrab

Ad 3: Are you ready for crabbing season? Learn how to avoid losing your pot and [#catchmorecrab](#) See more how-to videos at bit.ly/catchmorecrab

Ad 4: Are you ready for crabbing season? Learn how to avoid losing your pot and [#catchmorecrab](#)

The goal of the ads was to drive “video views,” which would indicate that people were receiving the intended messages about best practices. But, in addition to video views, the ads also drove new followers to the Northwest Straits Initiative Derelict Fishing Gear Removal Project page, increasing followers by 153 people in 6 weeks (13%).

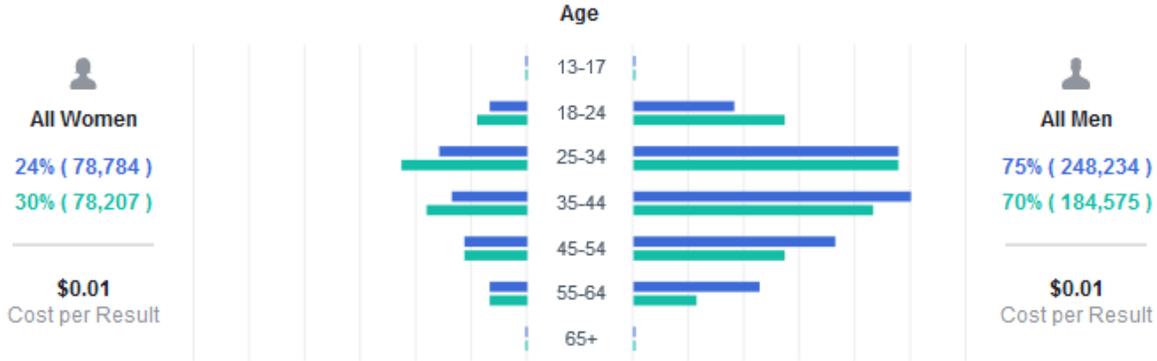
Highlights

The campaign performed well overall, receiving more than 350,000 video views and reaching up to 309,000 individuals (Facebook records individuals who view boosted posts and ads separately, so this combined total may include overlap where individuals who viewed both an ad and a boosted post were counted twice).

The video ads were also very cost-effective, with an overall CPM (cost per 1,000 impressions) of \$3 (U.S. average is around \$8).¹

¹ U.S. averages and video view statistics drawn from: <https://www.salesforce.com/blog/2016/02/facebook-video-ads-global.html>

329,059 Results: Video Views ▾ 264,510 Reach ▾



The video ads had nearly 21,000 views through at least 95% of the video, which is strong engagement for videos over a minute long. In the U.S., most Facebook users (54%) watch less than 25% of a video. The average video view length for the NW Straits crabbing ads was much higher at 35% (and reached as high as 48% on one video).

Video ads are a great way to increase awareness. Research shows that watching just three seconds of a video, which is how Facebook defines a “video view”, increases ad recall by 47% and brand awareness by 32%. Viewing 10 second of a video increases ad recall by 74% and brand awareness by 65%. So, even for viewers who did not view the crabbing videos fully, there are benefits that may be seen in future outreach.

Ad Set Name	Avg. % of Video Viewed	Views to 25%	Views to 50%	Views to 75%	Views to 95%	Views to 100%
Crab Video Ad - Step #2 - Longer Line/Rig Line	35.96%	13,619	9,026	7,552	2,791	1,715
Crab Video Ad -Step #1 - Weight Pots	43.94%	20,855	15,705	12,584	3,897	2,075
Crab Video Ad -Step #3 - Check Tides and Currents	24.61%	12,203	6,209	3,224	1,143	840
Crab Video Ad -Step #4 - Set Your Crab Pot	26.91%	9,169	4,410	2,778	1,438	1,175
Crab Video Ad - Step 1 - Ad 2	47.67%	29,295	22,585	18,089	5,082	2,378
Crab Video Ad - Step 2 - Ad 2	40.43%	14,843	10,993	9,594	3,382	1,872
Crab Video Ad - Step 3 - Ad 2	28.81%	14,079	8,511	4,472	1,532	972
Crab Video Ad - Step 4 - Ad 2	27.97%	9,298	4,131	2,691	1,697	1,494
	Average:	Total:	Total:	Total:	Total:	Total:
	34.54%	123,361	81,570	60,984	20,962	12,521

The highest completion rates for both sets of copy were the “weight pots” ads. This may be because they provided the most how-to knowledge, showing the different methods for attaching weight. Videos with a how-to format tend to perform well on Facebook and YouTube.

Facebook users also interacted with the campaign in high numbers. The ads and boosted posts combined had more than 1,000 likes/loves, 118 comments, and 374 shares. People were interested in the message and spread the word to their networks.

The boosted posts reached 44,993 people and garnered 21,366 video views.

Recommendations

- The videos saw a great deal of engagement where Facebook users tagged friends in the comments, effectively sharing the videos with specific people. This reinforces the understanding that crabbing practices are largely shared through word-of-mouth, as sharing like this acts as a sort of stand-in for in-person recommendations. Going forward, the NW Straits Foundation may want to leverage this type of sharing, suggesting followers tag a friend who would be interested in the topic.
- While the videos had fairly long view durations, engagement did drop off over the course of each video. This suggests that shorter videos or videos with the key message near the beginning may be most effective for Facebook promotion in the future.
- The campaign also demonstrated the value of boosting Facebook posts for the NW Straits Foundation. The four boosted posts in this campaign spent about \$155 and reached nearly 45,000 people. Boosting posts increases their reach, even among existing followers (not every post shows on every newsfeed), so taking posts that have been popular with their organic reach and boosting them might help the NW Straits Foundation's best content go even further.
- Overall, continuing to produce and post interesting, relevant, and timely content is also going to keep followers engaged and interested in the NW Straits Foundation's messages. Facebook is a great way to increase awareness, but combining it with other marketing and one-to-one outreach tactics can help encourage behavior change.
- Facebook budgeting is very flexible. NW Straits can run a campaign in the future for crabbing season that can be adjusted to fit any budget. If less funding is available, the campaign could be made shorter, or more geographically targeted. The tighter the geographic target, the more opportunity for the ads to be seen by individuals more than once (higher frequency).

Appendix 1: Performance Details

Ad Campaign

Two sets:	Set 1: 6-27 to 7-25 Set 2: 7-1 to 8-8
Total video views:	329,059
People reached:	264,510
Likes/loves:	797
Comments:	102
Shares:	292
Video views to 95%:	20,962
Budget spent:	\$2,939.99

Boosted Posts

Four posts:	7/8/2016 7/14/2016 7/21/2016 7/29/2016
Video views:	21,366
People reached:	44,993
Likes/loves:	232
Shares:	82
Comments:	16
Budget spent:	\$154.99

Combined (Ads & Boosted Posts)

Total video views:	350,425
People reached:	309,503
Likes/loves:	1029
Comments:	118
Shares:	374
Budget spent:	\$3,094.98
Page likes at start:	1,174
Page likes at end:	1,327
New page likes:	153

Appendix 2: Ads

Set 1: Ad 1



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 27 · 🌐

Crabbing season is open! Keep your pots and #catchmorecrab. Step #1: Add weight. See more how-to videos at bit.ly/catchmorecrab.



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Learn More](#)

98,039 people reached



46K Views

Like Comment Share

Rusty Crawford, Chantel Baker and 98 others

Chronological

40 shares

25 Comments



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 27 · 🌐

Crabbing season is open! Keep your pots and #catchmorecrab. Step #2: Use longer line. See more how-to videos at bit.ly/catchmorecrab.



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Learn More](#)

81,205 people reached



38K Views

Like Comment Share

Christine Burdine, Jerry Masters and 88 others

Chronological ▾

36 shares

7 Comments



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 27 · 🌐

Crabbing season is open! Keep your pots and #catchmorecrab. Step #3: Check tides and currents. See more how-to videos at bit.ly/catchmorecrab



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Learn More](#)

82,417 people reached



47K Views

👍 Like

💬 Comment

➦ Share



👍👍 Jake Geoghegan, James Trotter and 93 others

Chronological ▾

26 shares

7 Comments



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 28 · 🌐

Crabbing season is open! Keep your pots and #catchmorecrab. Step #4: Set your pot so it won't get lost. See more how-to videos at bit.ly/catchmorecrab



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Learn More](#)

58,855 people reached



35K Views

👍 Like 💬 Comment ➦ Share



👤 Steven Best, RJ Sammons and 53 others

Chronological ▾

33 shares

5 Comments

Set 2: Ad 1



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 27 · 🌐

Are you ready for crabbing season? Learn how to avoid losing your pot and #catchmorecrab



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Watch More](#)

103,420 people reached



58K Views

Like

Comment

Share



Dalton Dingler, Justin Roberts and 163 others

Chronological ▾

91 shares

40 Comments



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?]- June 27 · 🌐

Are you ready for crabbing season? Learn how to avoid losing your pot and #catchmorecrab. See more how-to videos at bit.ly/catchmorecrab

AND GET CAUGHT
IN THE PROPELLER OF A PASSING BOAT

Catch More Crab
12,000 crab pots are lost each year in Puget Sound.

[Learn More](#)

73,066 people reached



36K Views

👍 Like 💬 Comment ➦ Share



👍❤️ Doug Gentry, Ramiro Jiménez Ulises Mendoza and 85 others

Chronological ▾

36 shares

7 Comments



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 27 · 🌐

Are you ready for crabbing season? Learn how to avoid losing your pot and #catchmorecrab See more how-to videos at bit.ly/catchmorecrab



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Learn More](#)

86,713 people reached



43K Views

👍 Like

💬 Comment

➦ Share



👍❤️ Matt Graffagnino, PaulSherene Leanderson and 118 others

Chronological ▾

44 shares

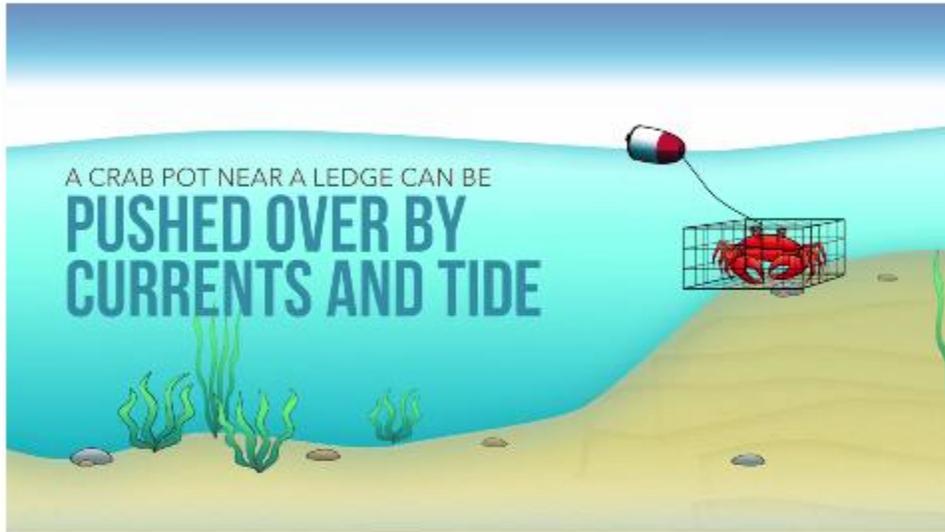
6 Comments



Northwest Straits Initiative Derelict Fishing Gear Removal Project

Written by Amanda Godwin [?] · June 27 · 🌐

Are you ready for crabbing season? Learn how to avoid losing your pot and #catchmorecrab



Catch More Crab

12,000 crab pots are lost each year in Puget Sound.

[Watch More](#)

54,930 people reached



33K Views

Like

Comment

Share



13

19 shares