

Doubled rate of reporting to benefit conservation agencies across all 50 states



INDUSTRY

Marketing

SPECIALTIES

Conservation-focused communications, marketing strategy, and web development.

CHALLENGES

- Acquiring state-specific data to strengthen marketing efforts of conservation agencies in each of the 50 states.
- Optimizing processes to maintain a monthly schedule of analysis, dashboarding, and report distribution with limited time and staff resources.

SOLUTIONS

- Infegy Canvas
- Infegy Atlas

RESULTS

- Doubled rate of reporting from monthly to bi-weekly.
- Supplied conservation agencies across all 50 states with customized consumer intelligence reports.
- Acquired elusive data for conservation marketing: year-on-year consumer demographics and outdoor recreation since the onset of the COVID-19 pandemic.



Ecology meets creative communications and strategic planning at DJ Case & Associates. Since 1986, this Indiana-based agency has exclusively engaged in PR and marketing efforts that support natural resources conservation and outdoor recreation activities across the United States. While they have a broad client base, a portion of their work is purely fueled by a passion for the environment, and a goal to leave a better world for society. They do this by helping conservation agencies in their efforts to get more people outdoors and participating in conservation action.

Sharing vital conversations

In 2021, Matt Harlow, Engagement Strategist for DJ Case and Associates, identified a significant PR hurdle. "Social media data is vital for conservation agencies, but for most of them, it's a luxury. Most of them don't have the funds or the time to dig into social listening enough to make it useful for marketing and communications," explains Harlow.

The team set out to provide agencies with a social media report packed with data and consumer insights that would inform and improve their programs, and boost their social engagement strategies. In order for these reports to be truly effective, the team knew that they had to be 1) specific to each state and their parks and wildlife areas 2) delivered monthly at the very least. They had used Infegy Atlas - Consumer Intelligence in the past and knew that the social listening platform would get them straight to the conversations they needed to hear, in **quantifiable and actionable metrics that agencies could use: trends, demographics, geographic data, and top topics**. The only major hiccup left was for the small team to accomplish the gargantuan, time-costly task of preparing 50 iterations of the report, sending each report out to multiple agencies per state, and then repeating this on a monthly basis.



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"We could not have listened to this conversation without Infegy. And there was no other way we could have shared it the way we did without the combination of Atlas and Canvas."

Matt Harlow, Engagement Strategist

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Making the impossible possible – and fun – with Infegy Canvas

Harlow's team was able to make their ambitious reporting plan a reality with Infegy Canvas. They used the dashboard builder to create customized reports for each state, and generated shareable links that allowed recipients to navigate straight to the most updated version of the dashboard.

Infegy Canvas' integration with Infegy Atlas allowed them to quickly pull and place widgets for the selected data visualizations directly from the results of queries they had pre-built for each state. Then they used its Editor and Theme palettes to lay out, label, and brand the dashboards as they chose. Members of the DJ Case team explained how easy it was to create visually interesting, digestible reports: "It was really fun putting these together based on what each state was wanting to know. I love the visual aspect of it. It's so much easier [for staff at agencies] to take a quick look and quickly see trends over time, or a word cloud of top topics [...] and I love the fact that they're interactive – you can scroll through the posts and click straight to the story!"

Most importantly, once the Engagement Strategy Team had laid out the dashboards for each state, they were **able to generate and distribute the reports to every agency in every state on a monthly cadence.**

As positive feedback and requests flowed in, they eventually doubled their rate of reporting and began sending the reports out every two weeks.

Doubling the impact with Infegy's Atlas-Canvas Duo

When asked about the success of this particular project, Harlow says the social listening project actually delivered a two-pronged win.

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First, response from the states' agencies were resoundingly positive, and it validated that the project had succeeded in its intended goal. Report recipients delivered feedback that demonstrated that they **used the quantitative social listening reports for data-backed consumer insights, program development, brand management, messaging, and response-management.**

Second, the social listening project led the team to valuable data that allowed them to construct a year-on-year comparison of the conversation (around state fish and wildlife agencies) over the years since the pandemic. This 31-page report will supply state agencies with typically elusive data on the consumer demographics (age, gender, income, and sentiment) of hunters, anglers, and other outdoor recreationists.

Harlow shared at length how research on Infegy Atlas gave them the flexibility and depth of research needed to generate data for the end report, but when asked about Canvas, he paused.

And then very simply and urgently said, "Canvas was ... a blessing. We couldn't have shared all that data, to all 50 states – every two weeks – without it."

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"We discovered Canvas and it changed our entire methodology. We could report to all 50 States at the click of a button. It helped us spend more time on actual analysis and responding to agencies on an individual level."

Matt Harlow,
Engagement Strategist

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