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presentation!

Maximizing Reach And Engagement: Video Storytelling And Distribution Tactics



Northern Waters
LAND TRUST



Your Trail Guides



Erika Gilsdorf

Video Producer
lbvideo.pro
egilsdorf@Leighton.media



Sarah Sullivan

Communications &
Marketing Manager
mnland.org
ssullivan@mnland.org



Elizabeth Mboutchom

Development & Education Director
NorthernWatersLandTrust.org
elizabethm@nwlt-mn.org



Holly Lee

Digital Marketing Strategist
LeightonEngage.com
hlee@leightonengage.com

Objectives: Our Journey Insights



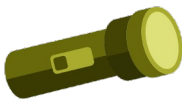
Learn visual storytelling with a purpose



Learn from our 2024 outreach campaign



Understand video distribution opportunities



Learn how you can replicate





CREATING OUR CAMPFIRE STORY

Visual Storytelling with a Purpose



Why We
Trusted



Pancake Lake—Jane Noll West & Polly West

STEP 1: WHO?

- Your audience
- Your storyteller



WHO is at your campfire, or do you want to be at your campfire?

This will determine:

- Approach
- Style/Tone
- Length



Our Campfire:

- Landowners
- Outdoor enthusiasts

Who should tell your story?

This will determine:

- Relatability
- Authenticity
- Influence



Our Campfire:

- Landowners
- Land Trust Staff



OUR CREW



TIP 1

Remember your audience

STEP 3: WHERE?

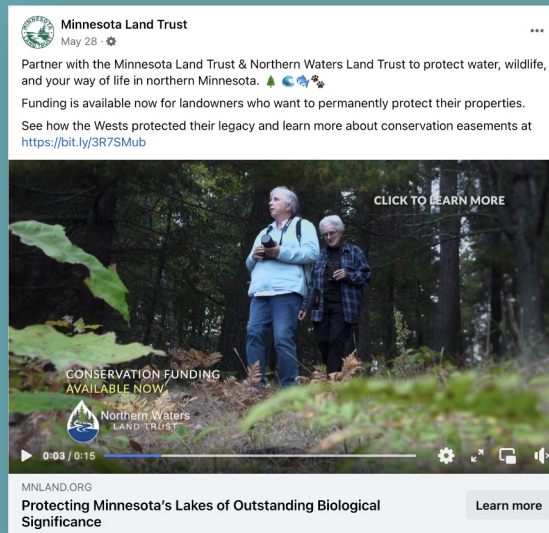
- Video distribution

WHERE are the people you want to tell your story?

Our Campfire can be found at:



- Events and fundraisers
- Social networks
- Our website
- Print and digital mail
- Television
- Websites and apps



The Wests Help Ensure Safety for Wildlife in Northern Minnesota



TIP 2

Multi-purpose content
for various platforms

STEP 2: WHAT?

- Your message
- Your story

[Our **VALUES**
shape our decisions.]



Storytelling with a Purpose

WHAT do you want your campfire circle to



- **FEEL** - Engagement
- **KNOW** - Your message
- **DO** - Their action

STEP 2: WHAT?

- Your message
- Your story

[Our **VALUES**
shape our decisions.]



Storytelling with a Purpose

TIP: How to Simplify Complex Messaging

- Know your audience
 - Who and where are they
 - Avoid 'preaching to the choir'
- Zero in on main message of video
 - Keep it simple
 - Don't 'cram it all in'
- Entertain
 - Align with audience values
 - Limit 'talking heads'
 - Show. Don't tell.



TIP 3

Shorter is better

Let's Practice



Topics for Pancake Lake Sisters Story

1. History of land and farm
2. Experiences growing up
3. Memory- Watching birds
4. Fishing
5. Jane's career from youth
6. Polly's career from youth
7. Inheritance of land
8. Encroaching development
9. Grandparent's legacy
10. Pollinator area
11. Importance of landowner stewardship
12. Protecting cold water lakes
13. Conservation easement
14. Enjoying their land and cabin
15. Feelings from land protection
16. Protect your land
17. Contact us

Let's Practice



Topics for Pancake Lake Sisters Story

- ~~1. History of land and farm~~
- ~~2. Experiences growing up~~
3. Memory- Watching birds << FEEL
- ~~4. Fishing~~
5. Jane's career from youth << FEEL
- ~~6. Polly's career from youth~~
- ~~7. Inheritance of land~~
8. Encroaching development <<FEEL
9. Grandparents' legacy <<FEEL
- ~~10. Pollinator area~~
11. Importance of landowner stewardship << KNOW
12. Protecting cold water lakes <<KNOW
13. Conservation easement << KNOW
14. Enjoying their land and cabin << FEEL
15. Feelings from land protection << FEEL
16. Protect your land << DO
17. Contact us << DO

Tips!



It's all IMPORTANT!

1. Use voice over to say it quicker
2. Prep interviews for short statements where needed
3. Separate topics into different videos

VO: *For Jane and Polly, they worked with the Minnesota Land Trust to put their grandparents' land into a conservation easement.*

Short Statement: *The delight of knowing that it's now protected, it makes you tingle all over because it's safety for everything around us.*

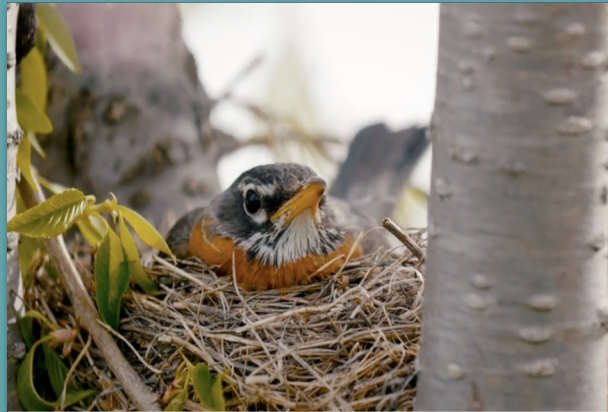
BONUS TIP

- Invoking emotions

From The Center for Public Interest and Communications at The University of Florida:

Try invoking these emotions when able:

- Humor
- Awe
- Pride
- Hope



Invoke these emotions sparingly:

- Sadness
- Anger
- Fear

STEP 4: HOW?

- Production
- Editing



ON SITE

WHO, WHERE, WHAT...determines **HOW**

How are you going to:

- Engage and entertain
- Teach
- Empower and inspire to act



Our Campfire Story:

- How'd we tell our story?
 - Planning:
 - Bite, snack, meal size content
 - Video, photos, stock
 - Scripting
 - Shooting
 - Coaching
 - Scouting
 - Staging
 - Editing
 - Reaching



TIP 4

Know **WHO, WHAT, WHERE,**
and **HOW** before filming.

Key Takeaways



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Keep It Simple

- Start with what you have
- Experiment
- Have fun

Prepare

- Determine the **WHO, WHAT, WHERE, and HOW**

Connect Through Storytelling

- **FEEL** - Engagement
- **KNOW** - Your message
- **DO** - Their action



OUR JOURNEY

From Idea to Reality



Minnesota Land Trust and Northern Waters Land Trust

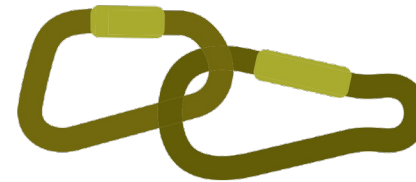


Who We Are



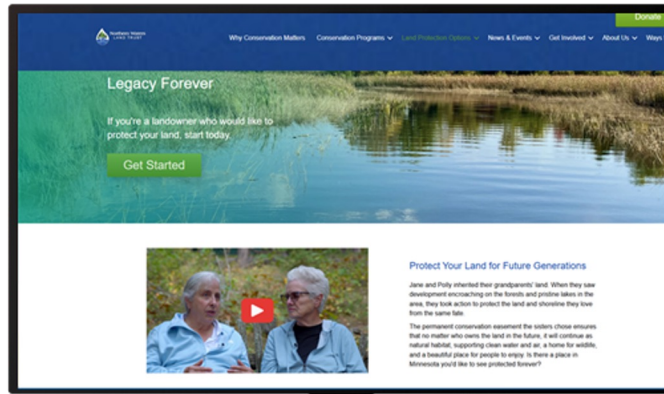
- **Minnesota Land Trust**
 - Conservation Easements
- **Northern Waters Land Trust**
 - Acquisitions

Our Partnership



- Have collaborated on outreach for past 10 years
- Working together to protect healthy watersheds in northern Minnesota

What we did



Landing page



Video

Landing pages with video increase conversion rates by up to

86%



Direct mail



Display

Why did we do this?



ADDING
VIDEO
IN 2024



- More **impactful storytelling**
- **Increase** message repetition & diversify channels
- **Cohesive** branding, audience targeting, clear call to action

SIGHT
SOUND
MOTION



HIGHER
BRAND
RECALL

91%

of internet users in the U.S.
watch online videos weekly.

Campaign goals and objectives



Campaign Goals



- Increase brand **visibility & recognition**
- **Increase awareness** about land protection options and available funding

Campaign Objectives



- Build project queue by **20+ prospects**
- **Increase** campaign message **frequency** by 7x
- Acquire emails to **grow email list**

How we did it



Set **goals** and **chart** the path to achieve them



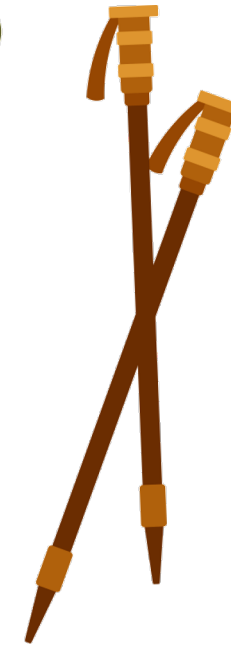
Understand **costs** and **secure funding**



Assess **capacity** and **partners** → gain organizational **buy-in**



Execute, iterate, refine



Message Testing



TIP

People in images
increase engagement

15%
HIGHER CTR

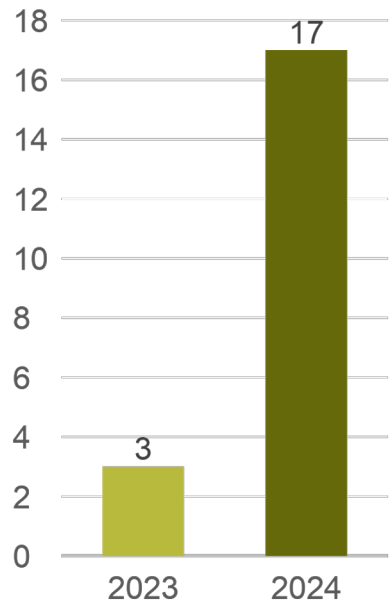
Compared to
landscape images

12.8%
HIGHER CTR

Compared to
wildlife images

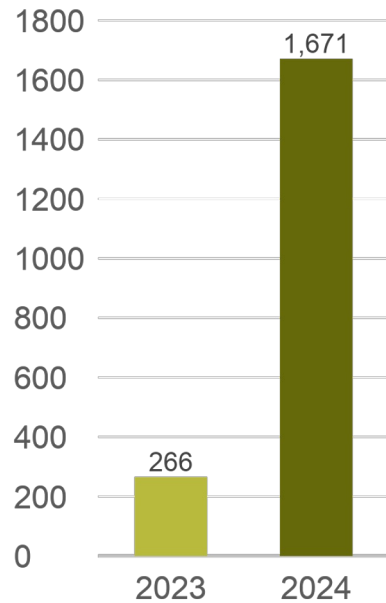
Arriving at Our Destination:

1. Build a Healthy Project Queue



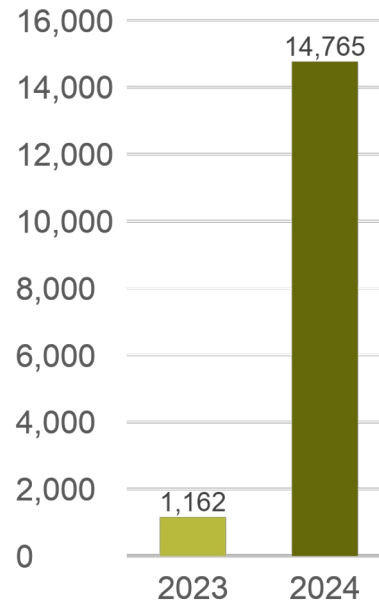
Potential Projects

466%
INCREASE YOY



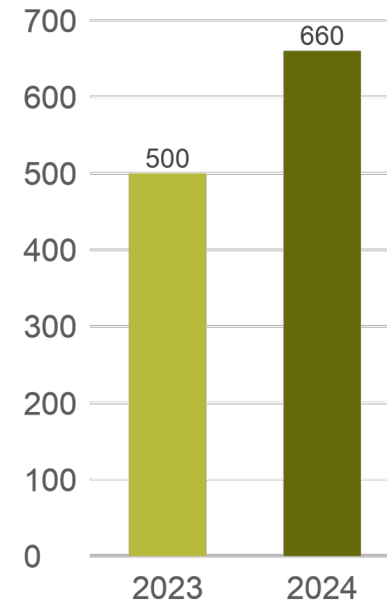
Acres

528%
INCREASE YOY



Shoreline Feet

1,170%
INCREASE YOY



Avg. Project Quality

32%
INCREASE YOY

2. Increase Brand Visibility, Message Frequency



2x

as many **people saw** our digital content compared with the direct outreach mailer

 **99.4%**
INCREASE
WEBSITE VISITORS YoY

 **466%**
INCREASE
EMAIL SIGN UPS YoY



3. Create Value: Transferable Skills & Evergreen Content



Evergreen Content



- Timeless content that can continue to be used
- Increase YouTube visibility

New Skill Set



- Repeatable process

\$16 PER ACRE
CAMPAIGN INVESTMENT

Watch out for: Trail washouts, backtracking



**Video
Production &
Promotion**

- Process
- Terminology
- Seasonality

Capacity

- Budget
- Bandwidth

Technology

Asset sharing:

- Resources
- Project documentation

Legacy/out of date systems:

- Google Analytics
- Tag Manager



TIP

Be prepared to pivot

KEY TAKEAWAYS

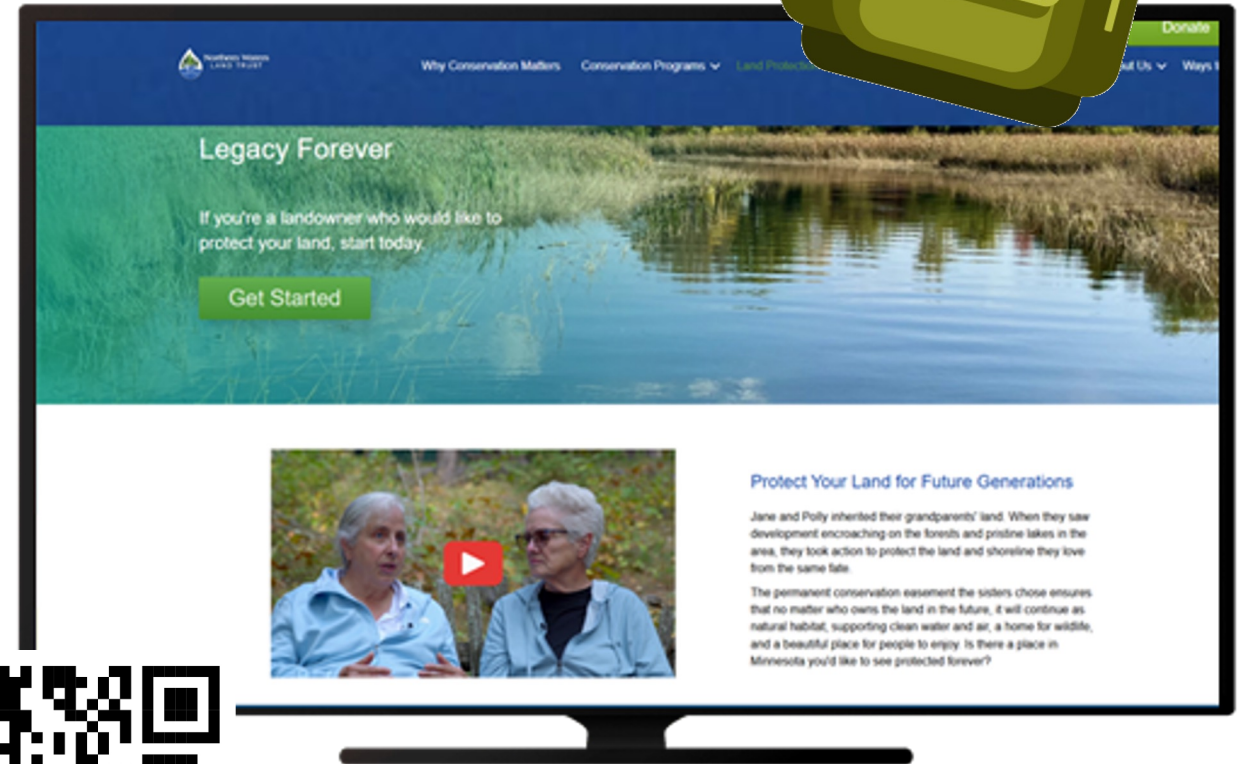


Investment

- Time Commitment
- Well-Defined Scope, Channels, Deliverables
- Partnerships yield dividends

Strategy

- Create a user-friendly landing page
- Still images & video = cohesive campaign
- Experiment, learn, and optimize
- Focus on a targeted audience



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FINDING OTHERS TO JOIN OUR CAMPFIRE

Maximize your video investment and reach with various distribution tactics, and audience targeting



Maximize your video investment and reach



Utilize Your Video On Various Channels



DO IT YOURSELF

Organic Social Media
Paid Social
E-Newsletters
Website

STRATEGIC PARTNER

Pre-Roll Video
Streaming TV
Paid Social

Cut Video To Various Lengths



Social Media Reels: 8 – 10 seconds

Pre-Roll: 15 seconds

Streaming TV: 30 seconds

Website and YouTube: 2-4 minutes



TIP
Take still
photos

Where did we utilize video in Our Story



Do It Yourself



Northern Waters
LAND TRUST

Website

E-Newsletter

Direct Mail QR Code

Instagram

Facebook

LinkedIn

YouTube

Strategic Partner



Pre-Roll Video

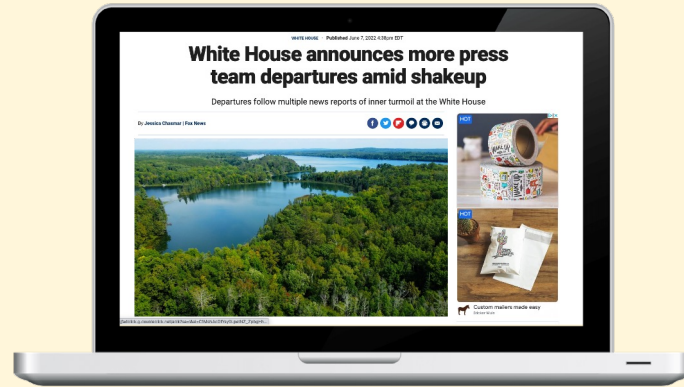
Streaming TV

*Display

What is Pre-Roll Video Distribution?



Pre-roll video is a commercial that plays for 15, 30, or 60 seconds prior to the start of a selected video on a mobile device, tablet, or desktop computer.



INCREASES
Brand recall and favorability

:15 = 371%
above industry average CTR



**ADVANCED
TARGETING**



Drives intent to
PURCHASE»»

Maximize your video investment and reach



15-SECOND VIDEO

What is Streaming TV Video Distribution?



Streaming TV is viewing live or on-demand content through Smart TV, Puck, Stick, Dongle, Gaming Consoles, Laptops, Tablets, and other mobile devices connected directly to programming or streaming sites.



**USUALLY
NON-SKIPPABLE**

Boost brand recall by

34%

by adding streaming tv to a
traditional tv campaign



**ADVANCED
TARGETING**

**FEWER AD
SPOTS PER
BREAK**



**HIGHER
BRAND
RECALL**

Maximize your video investment and reach



30-SECOND VIDEO

What are Display Ads?



A graphic advertisement on various screens across the internet. Display ads reach a targeted audience, at anytime, on any device.



**NURTURE
LEADS**



down the sales funnel with multiple targeting tactics



What is Audience Targeting?



Based on the content that people are consuming online, what they are clicking on, sites they are visiting, their basic demographics, spending history, and more. We are able to identify and target individuals who are more relevant to our campaign.



LAND TRUST TARGETING

Ages 45+

Hunting and Fishing Enthusiasts

Environment & Wildlife Donors

Environmental & Wildlife Conservationists

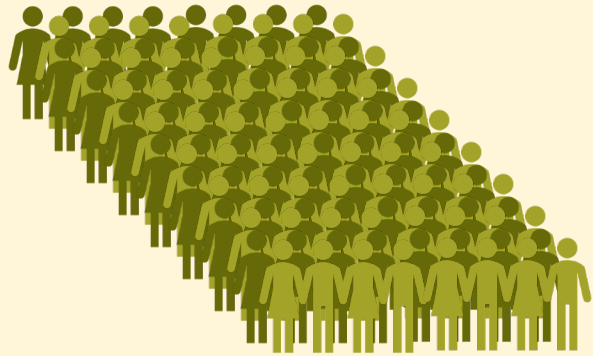
Farmers

Charitable Givers

Outdoor Enthusiasts

Device ID Address Match

Getting enough frequency for your spend



1,000 people



1X



100 people



10X

KEY TAKEAWAYS



**Utilize video
to its full extent**



**Plan video
utilization**



Be scrappy

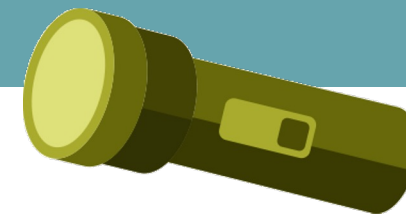


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OUR JOURNEY INSIGHTS

What we learned



Today's Journey Review



Learn to tell stories using video



Learn from our 2024 outreach campaign



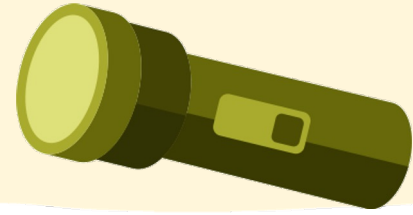
Understand video distribution opportunities



Learn how you can replicate



What's Next?



Today

Visit the Leighton booth #14 Floor 5



This week

- Check out our presentation page at mnland.org/campfire
- Complete the survey (QR code below)



Back Home

- Start to make your plan
- Reach out for support