



**FINAL REPORT** | **DECEMBER 2024**

Report prepared by Karrah Kwasnik  
Digital Content Manager, USDA Northeast Climate Hub

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Promotional efforts would not be possible without funding from USDA's Office of the Chief Economist and Northeast Climate Hub, and collaborative partnership with University of Delaware Cooperative Extension. Dr. Jennifer Volk, Associate Director of Cooperative Extension and Environmental Quality Extension Specialist at University of Delaware Cooperative Extension acted as Promotion Coordinator. Volk was instrumental in film outreach and networking across Delaware and Maryland. Katie Young, Digital Content Specialist at University of Delaware Cooperative Extension led all social media campaigns for national and regional advertising efforts, as well as for localized film screening events. Young was the backbone to the film's advertising campaigns. Both agreed to extend project efforts well past the anticipated project end of Fall 2023 to Summer 2024.

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### Clicks

This metric counts multiple types of clicks, taps, or swipes on your ad. This includes link clicks, post reactions, comments, shares, click to expand media, and clicks to take action (ie. liking your Page). [from Meta]

### Impressions

Impressions measures how often your ad was on screen for your target audience, and may include multiple views of your ad(s) by the same accounts. A video ad is not required to start playing for the impression to be counted. [from Meta]

### Reach

The number of accounts that saw your ad at least once. Reach gives a measure of how many accounts were exposed to your ad during the campaign. The metric is calculated using sampled data. [from Meta]

### View

A view occurs when a person watches your video. [from Google]

### Sessions

A session is a period of time during which a user interacts with your website or app. It initiates when a user either opens your app or views your page/screen and no session is active.

[from Google Analytics]

### Cost Per Click (CPC)

CPC shows how much, on average, each click costs. It is a metric used for benchmarking ad efficiency and performance. The metric is calculated as amount spent divided by link clicks. [from Meta]

### Click Through Rate (CTR)

CTR indicates how many link clicks your ad received compared to the number of impressions it received. It is a common metric used to understand how ads drive traffic to websites. The metric is calculated as link clicks divided by impressions. [from Meta]

### Unique Click Through Rate (UCTR)

This metric is calculated by link clicks divided by reach, and represented as a percentage. The metric helps show the value of a link click out of those who actually viewed advertised content. [from Meta]

### Audience Retention

A metric that measures how long viewers are watching your video. It shows the percentage of your video that viewers are watching before they drop off or stop watching altogether.

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In alignment with ‘Building Climate Awareness’ under the USDA Climate Hub’s FY2020-2025 Strategic Plan, funding was provided by the USDA Office of the Chief Economist and Northeast Climate Hub for film dissemination efforts.

Through this funding, the University of Delaware Cooperative Extension worked alongside the USDA Northeast Climate Hub to help coordinate advertising efforts and facilitate film screening events targeted towards agricultural and conservation audiences. More specifically, planned project outputs, included the creation of a **Marketing Plan**, 8-12 film screening events, and an online advertising campaign. Anticipated outcomes through these planned outputs were aimed to 1) increase awareness around how climate change is impacting agriculture, 2) generate interest in climate-smart practices, 3) inspire hope concerning the climate crisis through the transfer of knowledge around solution-based practices available at the farm-level, and 4) increase brand awareness for the USDA Climate Hubs.

University of Delaware Cooperative Extension and USDA Northeast Climate Hub sought out organizations actively involved with agricultural and/or conservation communities to be film screening partners.

As outlined in the Marketing Plan, an **Event Partnership Toolkit** was created. The document was sent to potential partners to facilitate conversation and provide a step-by-step hosting resource. Between January 2023 and July 2024, nine in-person film screening events were held. Seven of these featured either panels with local agricultural and/or soil health experts, or facilitated audience discussions after the film. Collectively, screening events attracted 264 attendees; 40 organizations and farms were engaged as either host, sponsor, and/or panelist. And in order to measure viewer sentiment after watching the film, an **Audience Feedback Form** was made available.

From those who provided feedback, nine out of ten said they would recommend the film to others, or 88%.

Over half (54%) said the film left them feeling more hopeful about climate change. And while only 40% indicated that the film increased their level of awareness regarding how climate change impacts agriculture, 77% said that the film left them feeling more interested in soil health. Furthermore, 79-83% indicated that as a result of watching the film, their knowledge increased on the five conservation practices featured (cover cropping, no-till, planting green, rotational grazing, and subsurface drip irrigation). This feedback solidifies that watching *Delmarva and the Ground for Change* prompts interest in soil health and in climate smart farming practices, and increases viewer understanding of how agriculture is being impacted by a changing climate.

Six of the nine in-person film screening events utilized online advertising via Meta. Events located on the Delmarva saw greater engagement, but ad budget and run-time were variable. Altogether, these localized online ads reached 31,302 users, and generated 1,802 link clicks using less than \$500. The average Cost Per Click or CPC was \$00.28. While online advertising for these events helped to increase awareness, they did not appear to impact attendee turnout.

Online film promotion efforts included two advertising campaigns segmented by audience and geography across social platforms.

With the goal to grow online viewership by 50% (from end of FY22) and increase online audience retention (from 14% to 20%) on YouTube, the campaigns utilized ad testing with small budgets to determine effective video and audience selections. Results were used to inform larger campaign efforts to ensure spending was strategic. All **video ads** directed to the film via the USDA Climate Hub website (Campaign #1) or USDA YouTube Channel (Campaign #2), and were published by University of Delaware Cooperative Extension.

Including ad testing results, the two campaigns racked up 553,606 impressions which reached 300,265 accounts and generated 17,438 clicks.

More specifically, **Campaign #1** received 99,787 impressions, reached 48,396 user accounts, and generated 3,999 link clicks - for a 4% Click Through Rate (CTR) and \$00.14 Cost Per Click (CPC) (Meta only, testing data excluded). Ad impressions were almost exclusive to Facebook (mobile) both nationally and regionally, and the ad drove users to the film embedded on the USDA Climate Hub’s website. While overall CTR can be considered good from campaign perspective, Google Analytics showed that webpage engagement was low despite high session numbers.

**Campaign #2** received 248,887 impressions, reached 135,401 user accounts, and generated 8,685 clicks - for a 3.49% CTR and \$00.17 CPC (testing data excluded). This time, the click-through link delivered users directly to the film on USDA’s YouTube Channel. Facebook (mobile) was the leading platform; 68% of impressions responsible for 72% of clicks. The remaining 32% of impressions via Instagram generated the other 28% of campaign clicks.

Diving down into individual ad efforts, **3A** performed best in Campaign #1 - with national audiences. It received the highest CTR (4.12%) and lowest CPC (\$00.14). However, during Campaign #2 this same ad saw a significant increase in impressions from Instagram audiences (83%). And while **2B** was almost exclusive to Facebook (mobile) display, it performed better than 3A with regional audiences.

By project end in FY24, viewership numbers saw 100% increase (with over 5k views), however the audience retention rate remained stuck.

In fact, audience retention actually moved down from 14.2% (Nov 2023) to 13.7% (Nov 2024). While the retention rate is disappointing, it’s not surprising. Most of the content on USDA’s YouTube Channel is not 89 minutes. The average view duration of content (as of 11/5/24) on USDA’s channel is just over one minute (**Figure 13**). In comparison, the first twelve

minutes of *Delmarva and the Ground for Change* are watched, on average. The length of the film has been both its greatest asset and weakness. While the length allows a viewer to experience three farm stories more fully, the time commitment needed to do so has proved to be a deterrent with both on and offline audiences.

The remaining funds were used to support University of Maryland Extension’s Workforce Development Extension Internship in July 2024. Through this USDA NIFA-AFRI supported program, the film was integrated to kick-start group discussions and **individual reflections**; providing valuable perspectives from future agricultural professionals.

All in all, film dissemination efforts through in-person film screening events and online video advertising were successful with regard to planned project outcomes. However, online audience retention and engagement were hard to shift.

The audience evaluations collected (mostly via in-person film screening events) helped to establish that after watching the film, viewers are likely to feel hopeful about the climate crisis (outcome #3). These insights also indicated that a majority of viewers are likely to feel more interested in soil health and climate smart farming practices (outcome #2), but only some will feel that their knowledge has grown on how climate change is impacting agriculture (outcome #1). While these qualitative shifts are hard to measure online, CTR data demonstrates that online advertising helped to increase brand awareness for the USDA Climate Hubs (outcome #4). Film screening events helped increase brand awareness on the ground; specifically with the 264 attendees and 40 farms and organizations engaged as either host, sponsor, and/or panelist (outcome #4).

Funding provided through USDA’s Office of the Chief Economist and Northeast Climate Hub for film dissemination efforts - in alignment with the USDA Climate Hub Strategic Plan’s goal of ‘Building Climate Awareness’ - amounted to \$28,000.

In late 2022, funding was moved to University of Delaware Cooperative Extension through an agreement to partner with the Northeast Climate Hub to facilitate and accelerate audience reach and engagement for the documentary film, *Delmarva and the Ground for Change* through targeted online promotion and on-the-ground film screening events.

By June 2024, 87% of funding (\$24,274) was spent out or allocated (Figure 1). Of this, 71% (\$17,158) was used for salary (plus fringe) and travel for project support, 14% (\$3,368) was used for digital advertising campaigns, and 15% (\$3,749) supported in-person film screening event needs. The remaining funding was used to support the Workforce Development Extension Internship at the University of Maryland Extension (Table 1, ‘Educational Programs’) in July 2024.

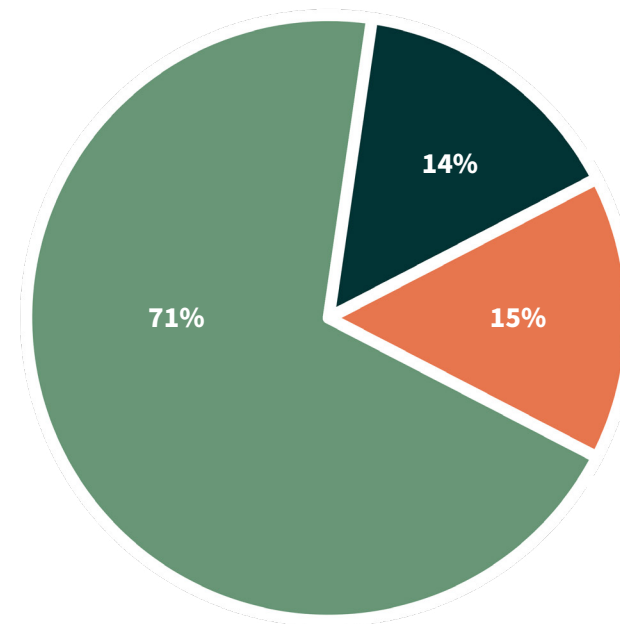
**Table 1**

Project Budget	Allocated	Spent
Event: Rentals	\$5,000	\$1,965
Event: Marketing	\$2,000	\$1,784
Digital Ad Campaigns	\$4,000	\$3,368
Travel	\$3,000	\$480
Salary/Fringe	\$14,000	\$16,678
Educational Programs	---	\$3,500
<b>Total</b>	<b>\$28,000</b>	<b>\$27,774</b>

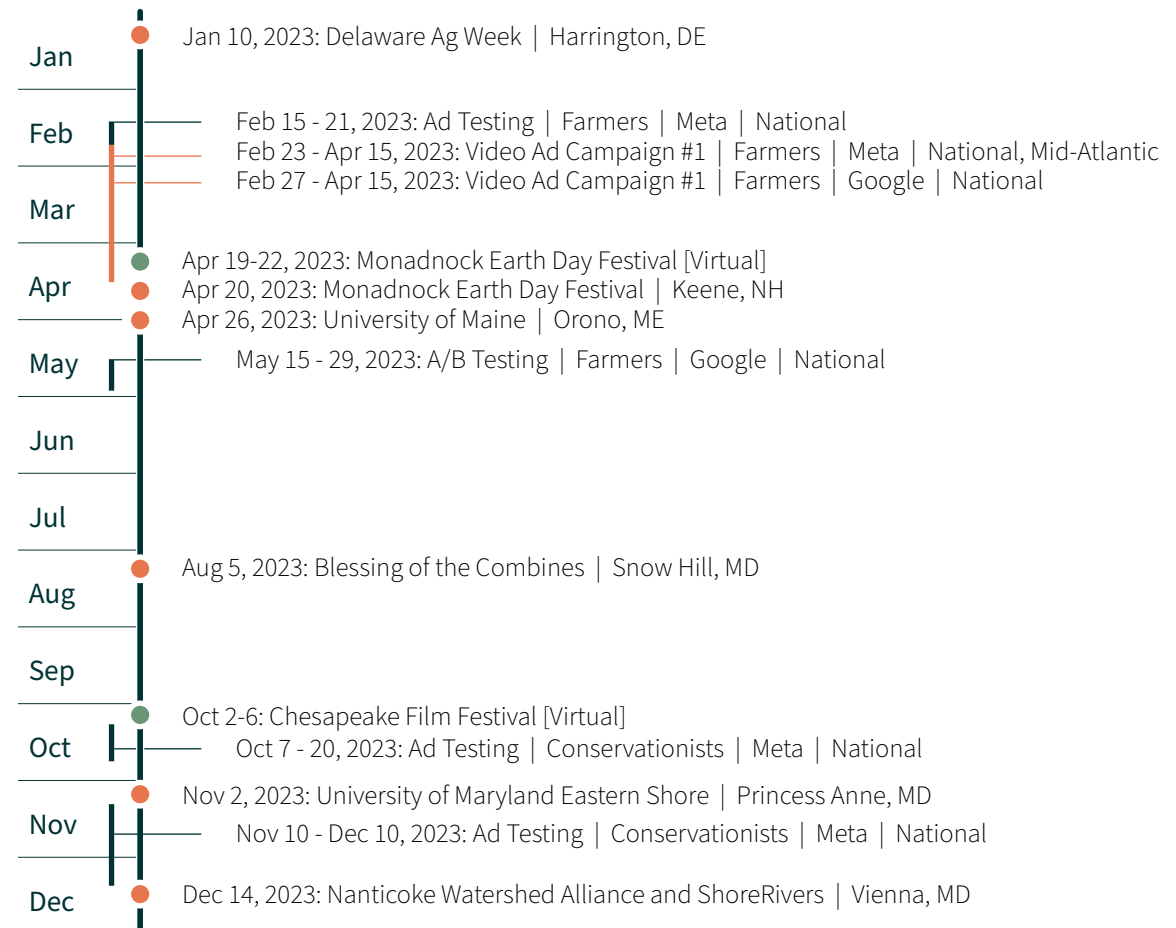
**Figure 1: Project Spending**

Graphic based on 87% spending allocations as of June 2024.

● Salary + Travel ● Digital Advertising ● Screening Events

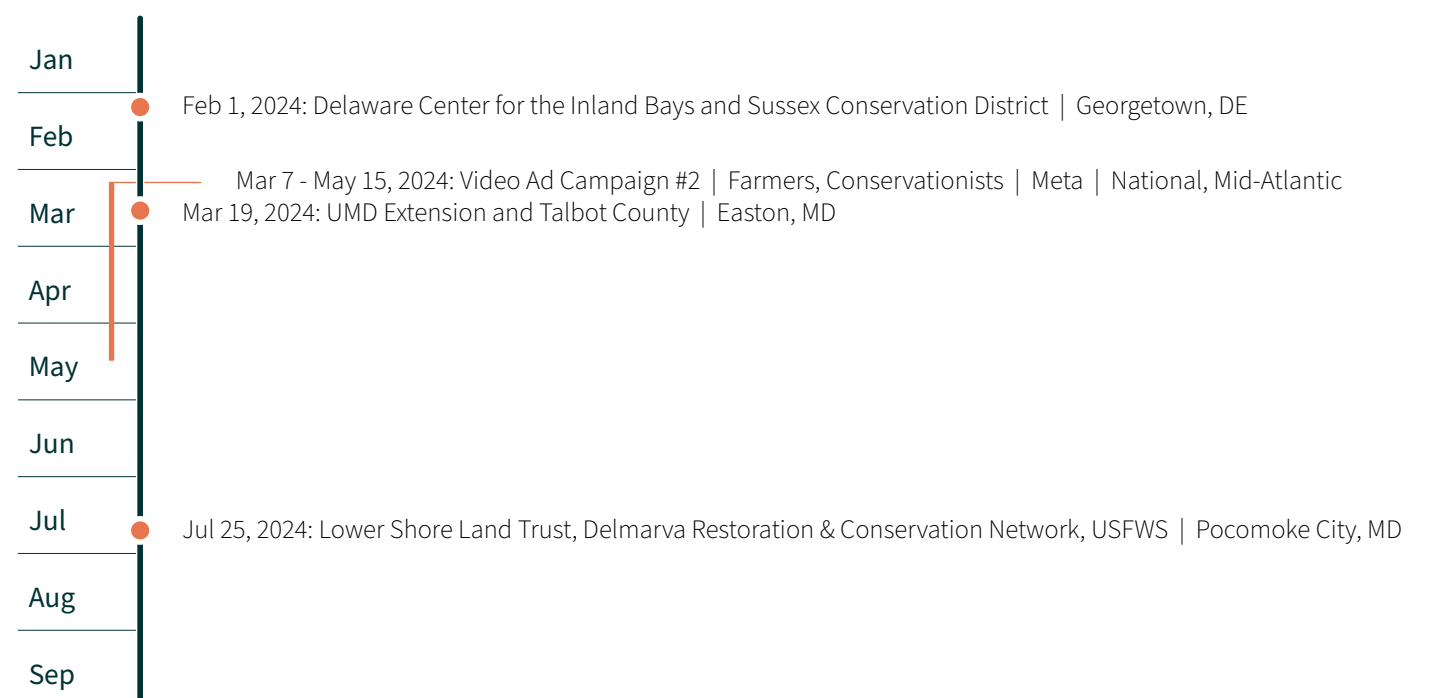


## 2023



- Virtual Event
- In-person Event
- ▬ Ad Testing
- ▬ Ad Campaign

## 2024



“ ”

The film was a very good start to showing the impact of the practices that all farmers can do to improve the environment and climate.

- Audience member from UMES Extension film screening, 2023

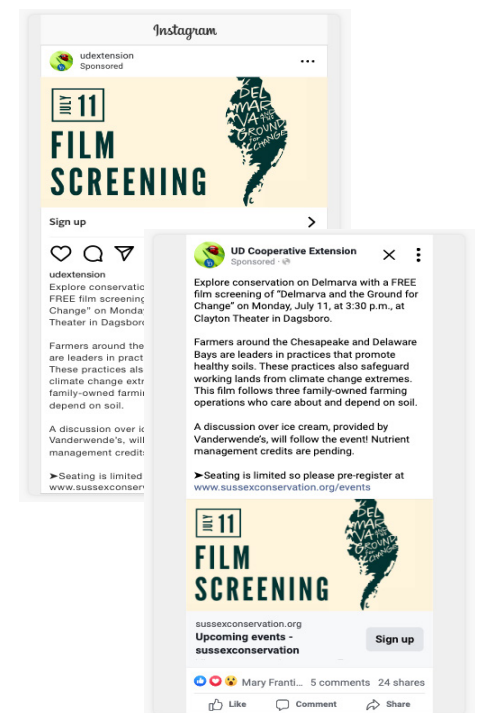
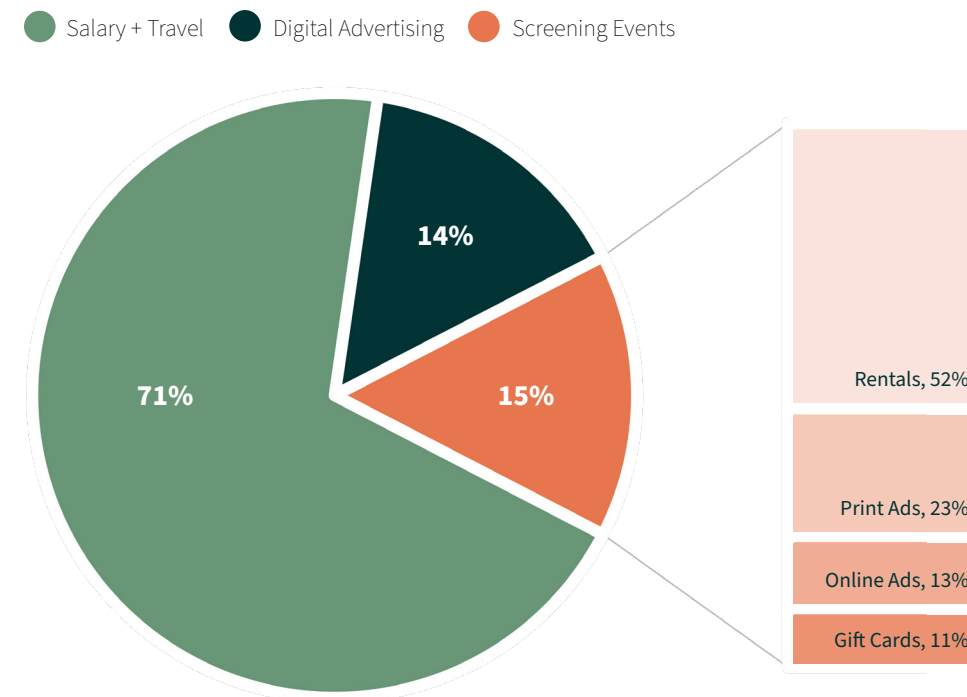
Since 2023, nine in-person film screening events have been held. While each event was unique, all were free to the public and required working with partner organizations to coordinate and secure a venue, date, time, panelists, and promotional needs to help reach their constituents.

Collectively, in-person film screening event efforts engaged 40 different organizations and farms. This ranged from local conservation districts and land trusts to university extension and federal agencies. Of these, 26 organizations helped to host and/or sponsor events. In addition, 16 organizations and farms were represented through post-screening panel discussions. Seven of the nine film screening events featured either panel discussions with local agricultural or soil health experts or facilitated audience discussions after the film. In total, 264 people attended these events.

In-person film screening event costs made up 15% (\$3,749) of June 2024 allocated project funds (Figure 2). This not only includes rental fees for equipment and venues, but also print materials, marketing, and farmer compensation (via gift cards) for participation in panel discussions. The cost per event varied wildly; ranging from as low as \$25 to upwards over \$1,000. Five of the nine events cost less than \$200 each (1/10/23, 4/20/23, 4/26/23, 11/2/23, and 2/1/24). Of these, costs were low because there was minimal or no venue rental fees. The four remaining events were considerably more expensive. Events occurring on 12/14/23, 3/19/24, and 7/25/24 all had high venue rental fees and other event specific costs.

Figure 2: In-Person Screening Event Spending

Graphic based on 87% spending allocations as of June 2024.



Still from online ad for film screening event, July 2022

Seven of the nine in-person film screening events that were hosted in 2023 and 2024 through USDA funding took place on the Delmarva.

With the inclusion of the two film screening events that happened in 2022 (before funding), the map shows well balanced geographic coverage over the peninsula. Of all events that took place on the Delmarva, four occurred in Delaware, and five occurred in Maryland. Outside the area, one film screening was hosted in Orono, Maine and one film screening was hosted in Keene, New Hampshire in 2023 (with two additional screenings in New Hampshire through the Monadnock International Film Festival and New Hampshire Film Festival in 2022).

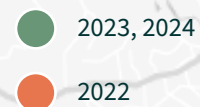
### Delmarva screening locations (2022-2024):

1. Newark, DE - May 12, 2022 \*
2. Dagsboro, DE - July 11, 2022 \*
3. Harrington, DE - January 10, 2023
4. Snow Hill, MD - August 5, 2023
5. Princess Anne, MD - November 2, 2023
6. Vienna, MD - December 14, 2023
7. Georgetown, DE - February 1, 2024
8. Easton, MD - March 19, 2024
9. Pocomoke City, MD - July 25, 2024

### Other screening locations (2022-2024):

10. Keene, NH - September 25, 2022 \*
11. Portsmouth, NH - October 6, 2022 \*
12. Keene, NH - April 20, 2023
13. Orono, ME - April 26, 2023

\* Not funded by USDA



Delaware Ag Week, 2023

JAN  
10

**Delaware Ag Week 'Dinner and a Movie'**  
Harrington, Delaware

APR  
20

**Monadnock Earth Day Festival**  
Keene, New Hampshire

Hosted by Delaware Department of Agriculture, University of Delaware Cooperative Extension, and Delaware State University Cooperative Extension

Hosted by Monadnock International Film Festival (MONIFF), Monadnock Farm & Community Coalition, and Monadnock Food Co-op

**Registrations:** 71 people  
**Attendees:** 45 people  
**Feedback:** 12 forms  
**Venue Cost:** \$0  
**Print Cost:** \$0  
**Advertising:** \$25 [Meta]  
**Impressions:** 8,153  
**Reach:** 1,695  
**Clicks:** 87  
**Cost per Click:** \$0.287  
**Dates:** 1/2-1/8, 7 days

**Registrations:** n/a  
**Attendees:** 30 people  
**Feedback:** 8 forms  
**Venue Cost:** \$0  
**Print Cost:** \$0  
**Advertising:** \$75 [Meta]  
**Impressions:** 12,457  
**Reach:** 6,406  
**Clicks:** 145  
**Cost per Click:** \$0.516  
**Dates:** 4/13-4/19, 7 days

**Panel:** Trey Hill, Farmer/Owner, Harborview Farms; Jayme Arthurs, USDA NRCS State Resource Conservationist; Mark VanGessel, Professor and Extension Specialist of Weed Science and Crop Management, University of Delaware

**Panel:** Karrah Kwasnik, Filmmaker, USDA Northeast Climate Hub; Jack Rixey, Farmer/Owner, Dog Days Farm; Sam Temple, Owner, Fire Dog Breads; Julie Davenson, Director, Northeast Organic Farmers Association of New Hampshire; and Jen Risley, Director of Operations, American Independent Business Alliance

**Dinner Sponsor(s):** Delaware Association of Conservation Districts, Maryland Association of Soil Conservation Districts, Mountaire Farms, Horizon Farm Credit, and the Delaware Farm Bureau

**Credit(s):** 1.5 Delaware Nutrient Management



Katie Young, University of Delaware Cooperative Extension, helps advertise film to attendees at Blessing of the Combines event, 2023



Layton's Chance Vineyard & Winery, 2023

**APR 26**

**University of Maine**  
Orono, Maine

Hosted by University of Maine School of Food & Agriculture, Climate Change Institute, Agroecology Lab, Maine Climate Science Information Exchange, Mitchell Center for Sustainability Solutions

**Registrations:** n/a  
**Attendees:** 20 people  
**Feedback:** 8 forms  
**Venue Cost:** \$0  
**Print Cost:** \$29.54

**Advertising:** \$98.5 [Meta]  
**Impressions:** 11,641  
**Reach:** 4,820  
**Clicks:** 129  
**Cost per Click:** \$00.763  
**Dates:** 4/19-4/25, 7 days

**Panel:** Karrah Kwasnik, Filmmaker, USDA Northeast Climate Hub; Caleb Goossen, Organic Crop and Conservation Specialist, Maine Organic Farmers and Gardeners Association

**AUG 05**

**Blessing of the Combines**  
Snow Hill, Maryland

Hosted by University of Delaware Cooperative Extension

**Registrations:** n/a  
**Attendees:** 40 people  
**Feedback:** 0 forms  
**Venue Cost:** \$0  
**Print Cost:** \$350

**Advertising:** \$500 [print]

**Notes:** Blessing of the Combines is a celebration of local agriculture and a day to honor farm families in Snow Hill, MD. The film looped throughout the day (with screenings starting at 10am, 11:30am, and 1pm) at the Worcester County Tourism and Economic Development Building. Because the film played on loop in a cooling station throughout the day and attendees could come and go, a final head count was unclear. But it is estimated that 40 visitors watched some portion of the film. Print materials were available to help folks to easily locate the full film online, and a full page ad was purchased for the event's program brochure.

**NOV 02**

**University of Maryland Eastern Shore Extension**  
Princess Anne, Maryland

Hosted by University of Maryland Eastern Shore Extension in conjunction with Small Farm Conference at the University of Maryland Eastern Shore

**Registrations:** n/a  
**Attendees:** 15 people  
**Feedback:** 11 forms  
**Venue Cost:** \$0  
**Print Cost:** \$0

**Notes:** Post-screening discussion with audience held. High level **notes** from group discussion available.

**DEC 14**

**Nanticoke Watershed Alliance and ShoreRivers**  
Vienna, Maryland

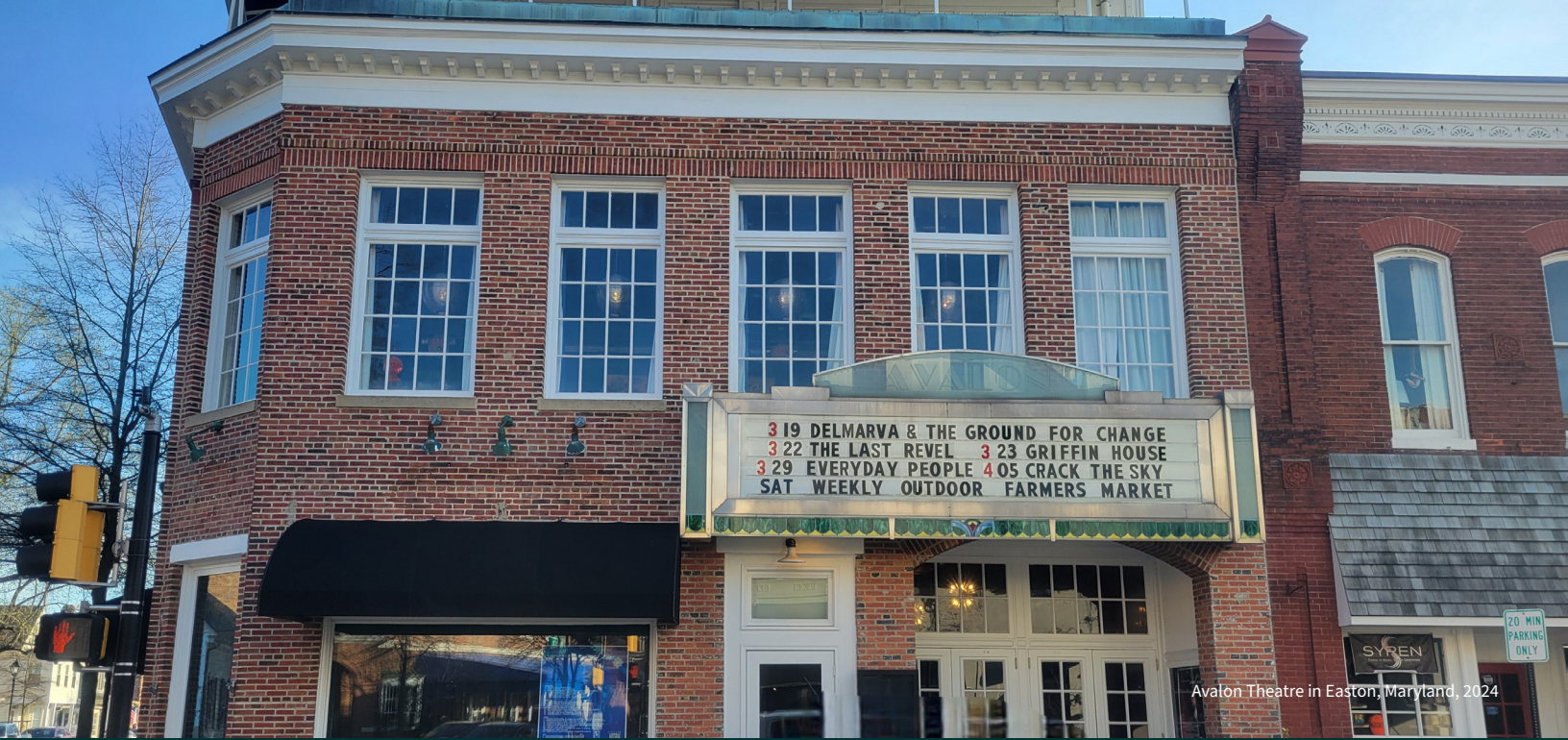
Hosted by Nanticoke Watershed Alliance and ShoreRivers at Layton's Chance Vineyard & Winery

**Registrations:** 53 people  
**Attendees:** 36 people  
**Feedback:** 8 forms  
**Venue Cost:** \$300  
**Print Cost:** \$0  
**A/V Cost:** \$579

**Advertising:** \$150 [Meta]  
**Impressions:** 7,826  
**Reach:** 3,595  
**Clicks:** 605  
**Cost per Click:** \$00.248  
**Dates:** 11/10-12/12, 33 days

**Panel:** Tim Rosen, Director of Ag & Restoration, ShoreRivers; William Layton, Winemaker and Farm Manager, Layton's Chance Vineyard & Winery; and Jen Nelson, Executive Director, Maryland Association of Soil Conservation Districts





Avalon Theatre in Easton, Maryland, 2024



Film Still from *Delmarva and the Ground for Change*

**FEB 01**  
**Delaware Center for the Inland Bays and Sussex Conservation District**  
 Georgetown, Delaware

**MAR 19**  
**University of Maryland Extension and Talbot County**  
 Easton, Maryland

**JUL 25**  
**Delmarva Restoration and Conservation Network, Lower Shore Land Trust, and USFWS**  
 Pocomoke City, Maryland

Hosted by the Delaware Center for the Inland Bays and Sussex Conservation District at the Georgetown Public Library

Hosted by University of Maryland Extension and Talbot County Economic Development and Tourism at the Avalon Theatre

Hosted at the Mar-Va Theatre by the Lower Shore Land Trust, Delmarva Restoration and Conservation Network, and U.S. Fish and Wildlife Service.

**Registrations:** 24 people  
**Attendees:** 12 people  
**Feedback:** 7 forms  
**Venue Cost:** \$86  
**Print Cost:** \$0  
**Advertising:** \$100 [Meta]  
**Impressions:** 20,741  
**Reach:** 8,782  
**Clicks:** 600  
**Cost per Click:** \$00.165  
**Dates:** 1/16-1/28, 13 days

**Registrations:** n/a  
**Attendees:** 28 people  
**Feedback:** 13 forms  
**Venue Cost:** \$650  
**Print Cost:** \$0

**Notes:** Post-screening discussion with audience held.

**Registrations:** n/a  
**Attendees:** 38 people  
**Venue Cost:** \$350  
**Print Cost:** \$0  
**Gift Cards:** \$405  
**Advertising:** \$50 [Meta]  
**Impressions:** n/a  
**Reach:** 6,004  
**Clicks:** 236  
**Cost per Click:** \$00.21  
**Dates:** 7/15-7/23, 9 days

**Notes:** Post-screening farmer panel discussion held.

Six in-person film screening events used Meta to target advertising to their local communities.

Attendee numbers did not appear to be impacted by online advertising (Figure 4). However, as advertising budget went up, click rates followed. Based on cost-per-click (CPC), the most successful event-based advertising efforts were events held on the Delmarva. The two events that occurred outside the region had a higher CPC and lower CTR (Figure 3, Figure 4). Geographic location of the event may have played a role in ad engagement. Of those who saw the advertisement, the likelihood that someone would engage with the content was higher (and less costly) when it was a Delmarva-based event. Another factor to consider is that Facebook is likely better able to target audience parameters when the advertisement run-time is longer and the budget is higher.

Figure 3: In-Person Screening Event Ad Reach and Clicks

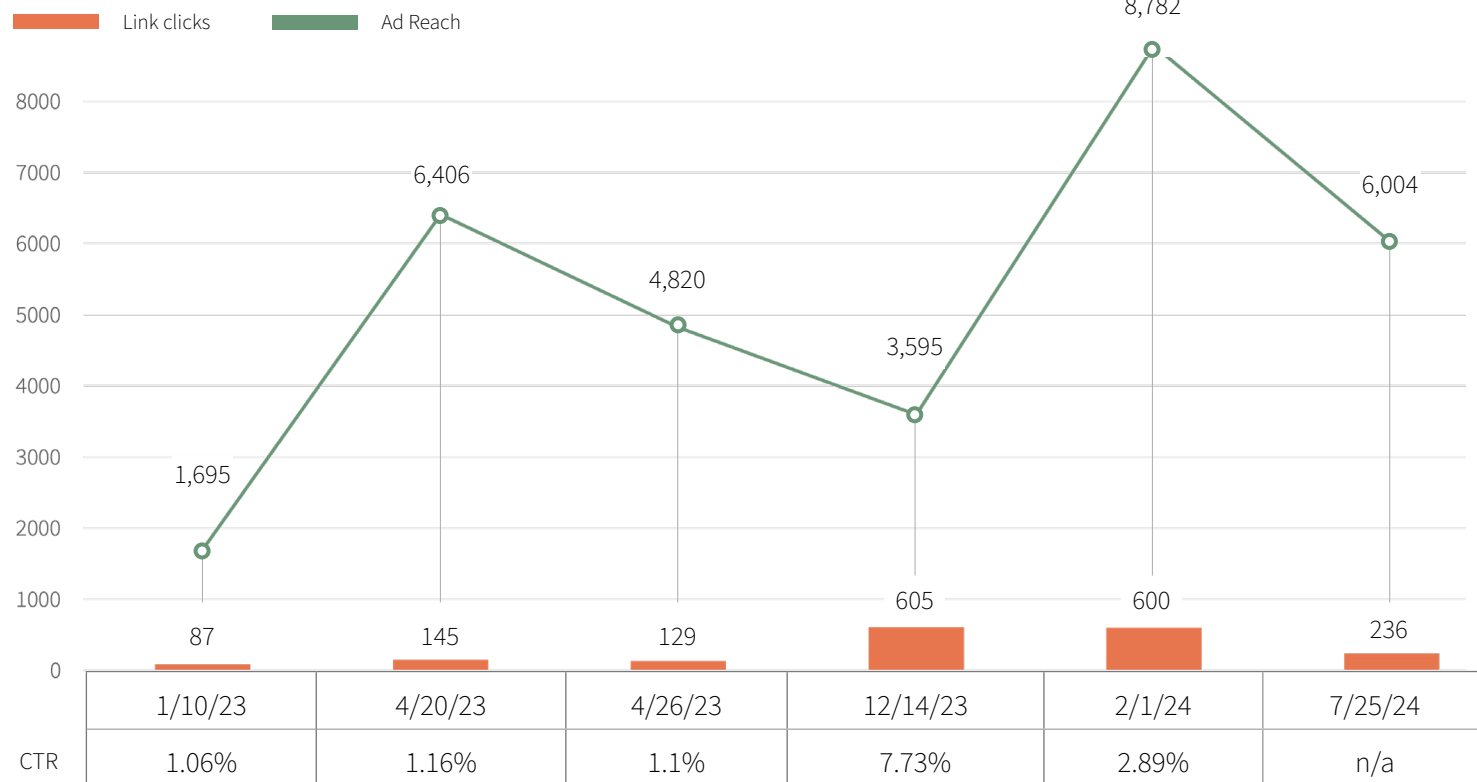
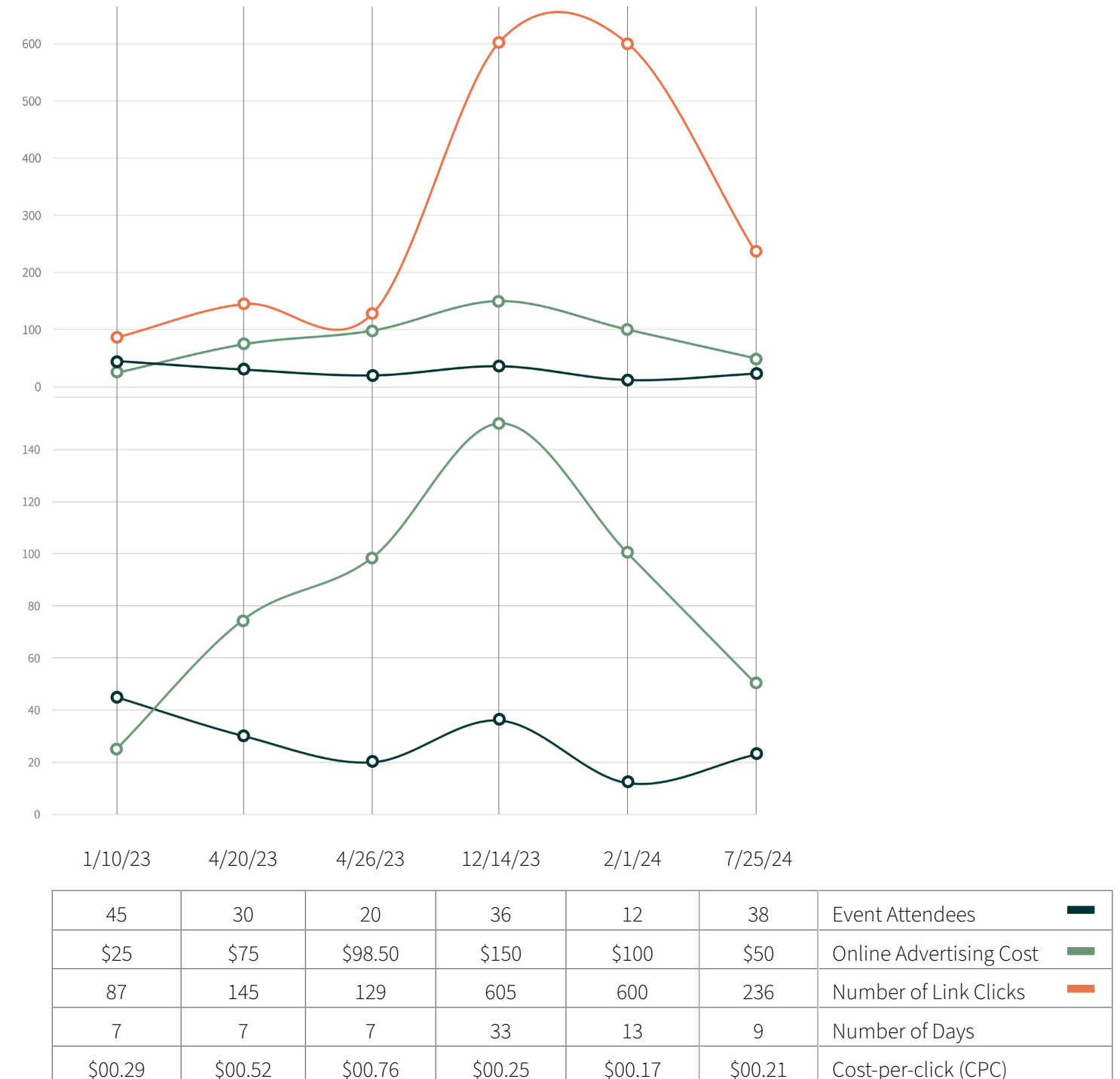


Figure 4: In-person Screening Event Ad Costs and Clicks with Attendee Numbers



**HOSTS AND SPONSORS** | DELAWARE ASSOCIATION OF CONSERVATION DISTRICTS, DELAWARE CENTER FOR THE INLAND BAYS, DELAWARE DEPARTMENT OF AGRICULTURE, DELAWARE FARM BUREAU, DELAWARE STATE UNIVERSITY COOPERATIVE EXTENSION, DELMARVA RESTORATION AND CONSERVATION NETWORK, HORIZON FARM CREDIT, LOWER SHORE LAND TRUST, MARYLAND ASSOCIATION OF SOIL CONSERVATION DISTRICTS, MONADNOCK FARM & COMMUNITY COALITION, MONADNOCK FOOD CO-OP, MONADNOCK INTERNATIONAL FILM FESTIVAL (MONIFF), MOUNTAIRE FARMS, NANTICOKE WATERSHED ALLIANCE, SHORERIVERS, SUSSEX CONSERVATION DISTRICT, TALBOT COUNTY ECONOMIC DEVELOPMENT AND TOURISM, UNIVERSITY OF DELAWARE COOPERATIVE EXTENSION, UNIVERSITY OF MAINE [ AGROECOLOGY LAB, CLIMATE CHANGE INSTITUTE, MAINE CLIMATE SCIENCE INFORMATION EXCHANGE, SCHOOL OF FOOD AND AGRICULTURE, SENATOR GEORGE J. MITCHELL CENTER FOR SUSTAINABILITY SOLUTIONS ], UNIVERSITY OF MARYLAND EASTERN SHORE EXTENSION, UNIVERSITY OF MARYLAND EXTENSION, U.S. FISH AND WILDLIFE SERVICE | **PANELISTS** | JAYME ARTHURS (USDA NATURAL RESOURCES CONSERVATION SERVICE, STATE RESOURCE CONSERVATIONIST), BYRON BEAUCHAMP (FARMER), BROOKS CLAYVILLE (FARMER), JULIE DAVENSON (DIRECTOR, NORTHEAST ORGANIC FARMERS ASSOCIATION OF NEW HAMPSHIRE), CALEB GOOSSEN (ORGANIC CROP AND CONSERVATION SPECIALIST, MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION), TREY HILL (FARMER AND OWNER, HARBORVIEW FARMS), WILLIAM LAYTON (WINEMAKER AND FARM MANAGER, LAYTON'S CHANCE VINEYARD AND WINERY), CHRISTIAN MARTIN (FARMER), JEN NELSON (EXECUTIVE DIRECTOR, MARYLAND ASSOCIATION OF SOIL CONSERVATION DISTRICTS), JEN RISLEY (DIRECTOR OF OPERATIONS, AMERICAN INDEPENDENT BUSINESS), JACK RIXEY (FARMER AND OWNER, DOG DAYS FARM), TIM ROSEN (DIRECTOR OF AGRICULTURE & RESTORATION, SHORERIVERS), SAM TEMPLE (OWNER, FIRE DOG BREADS), MARK VANGESSEL (PROFESSOR AND EXTENSION SPECIALIST OF WEED SCIENCE AND CROP MANAGEMENT, UNIVERSITY OF DELAWARE)

A **feedback form** was created to gather input from viewers about the film and featured conservation practices. The form was provided after in-person film screening events (and also accessible via QR code and online).

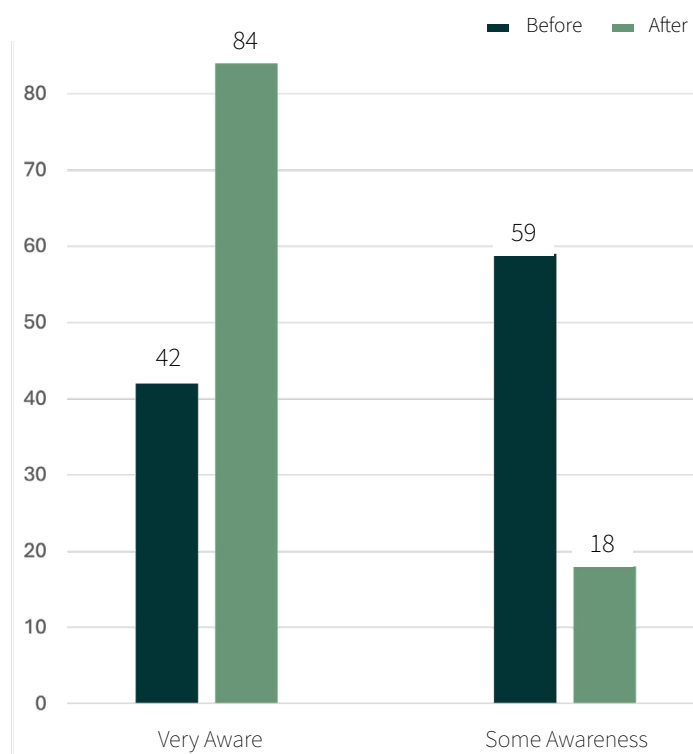
In total, 104 individuals provided feedback after watching the film. Nine out of ten people said they would recommend the film to others, or 87.5%. Fifty-four percent (54%) said the film left them feeling more hopeful about climate change (Figure 6) while 40% indicated that the film increased their level of awareness regarding how climate change impacts agriculture (Figure 5). Seventy-seven percent (77%) said that the film left them feeling more interested in soil health. And as a result of watching the film, 79-83% indicated that their knowledge

increased on the five conservation practices featured (cover cropping, conservation tillage, planting green, rotational grazing, and subsurface drip irrigation). This feedback solidifies that watching *Delmarva and the Ground for Change* prompts interest in soil health and in climate smart farming practices and increases understanding of how agriculture is being impacted by a changing climate.

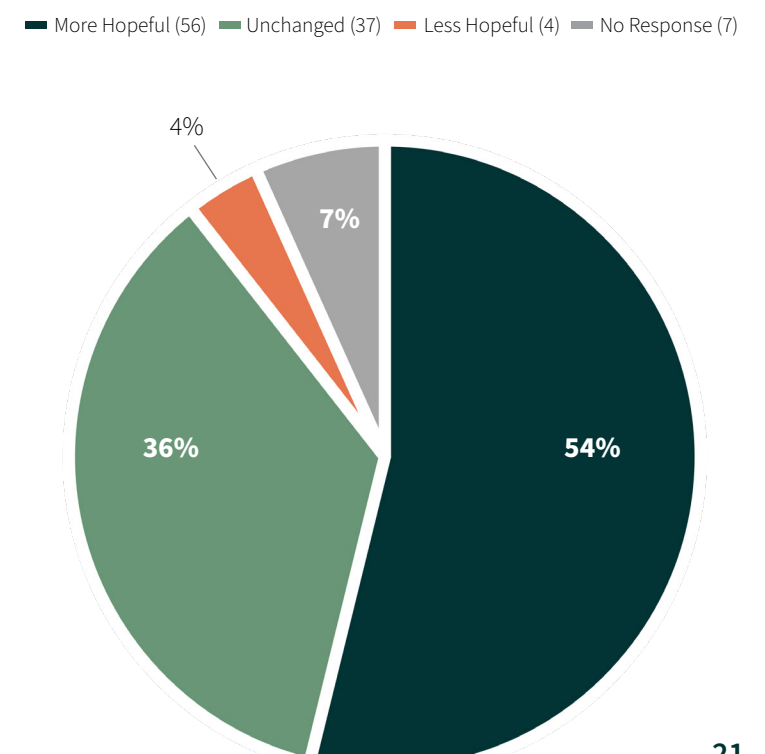
It is worth noting that 25% of respondents characterized themselves as farmers. Of these 26 individuals, 62% indicated that they currently use cover crops and conservation tillage in their operations. Reasons cited for not using the practices include lack of knowledge, experience, and funding, or that the practices were not applicable to their operation.

**Figure 5: Change in Level of Awareness Regarding How Climate Change Impacts Agriculture**

*Two people indicated 'no awareness' and one person left 'blank' before watching the film. Two people left 'blank' after watching the film.*



**Figure 6: Level of Hopefulness Concerning Climate Change after Watching the Film**



“ ”

So glad this was produced. I hope it can be seen across the country to show what good we are doing on the Delmarva.

- audience member from Delaware Ag Week film screening, 2023

Film promotion efforts included two online advertising campaigns; each segmented toward national and regional audiences across social media platforms.

Campaign goals were to grow online viewership by 50% from end of FY22 numbers (2.5k views) and increase audience retention from 14% to 20% on YouTube.

The campaigns utilized ad testing with small budgets to determine the most effective video, copy, and/or audience selections. This included variable testing targeted toward different demographics based on location, age, gender identity, and interests (ie. conservation, farming). Test results were used to inform the larger campaign efforts on Meta and Google to make sure advertising money was spent out strategically. Ad testing accounted for 22% (\$750) of online advertising costs. Campaign #1 used 23% (\$789), Campaign #2 used 45% (\$1,500), and the remaining 9% of funds under this category of spending were used towards A/B testing for film start time. Unfortunately, this was not correctly trialed.

All published ads directed to the film by way of either the USDA Climate Hub website (Campaign #1) or USDA YouTube Channel (Campaign #2). All online ads were published through University of Delaware Cooperative Extension.



Table 2: Spending per Campaign

Campaign #1 (with Ad Testing)	\$
Ad Test 1A Male	\$50
Ad Test 1A Female	\$50
Ad Test 2A Male	\$50
Ad Test 2A Female	\$50
Ad Test 3A Male	\$50
Ad Test 3A Female	\$50
Campaign 1 Ad (3A)	\$578
Google Ad *	\$711
Sub Total	\$1,589
Campaign #2 (with Ad Testing)	
Ad Testing 1B	\$150
Ad Testing 2B	\$150
Ad Testing 3A	\$150
Campaign 2 Ad (2B)	\$750
Campaign 2 Ad (3A)	\$750
Sub Total	\$1,950

\* Includes \$500 promotional credit from Google

**FEB  
15**

**7-Day Ad Testing**

Active: 2/15/23 to 2/21/23  
 Impressions: 41,776  
 Reach: 22,290  
 Clicks: 1,537

**FEB  
23**

**Social Media Ad Campaign #1**

Active: 2/23/23 [Facebook] and 2/27/24 [Google] to 4/15/23  
 Impressions: 99,787 [Facebook], 77,000 [Google]  
 Reach: 48,396 [Facebook], 52,133 [Google]  
 Clicks: 3,999 [Facebook], 98 [Google]

Before the first digital advertising campaign was launched, ad testing on Meta was used to discover which ad would elicit the most clicks.

To do so, **three different 20-second ad segments were tested**; male character lead (1A), female character lead (2A), and mixed character lead (3A). Selectors used during the 7-day (2/15/23-2/21/23) national-level trial filtered for those who listed their employment as ‘Farmer’, were 35+ years, and held interests and/or job titles for the following: Cattle Rancher, Rancher, Organic Farmer, Dairy Farmer, Farm Manager, and Farm Owner Operator. It should be noted that interest topics and job titles are presets and limited on Meta. For instance, ‘Farm Manager’ was not available under the female audience options as in male options.

Results from testing showed that the mixed character lead option (3A) was the preferred overall ad between both male and female audiences (Figure 7). However, based on the Click Through Rate (CTR), male audiences showed preference for ad 2A (female). It was also observed that the Cost Per Click (CPC) for the female audience was higher compared to males across all three ad segments. In other words, male audiences were less expensive because they were more likely to click.

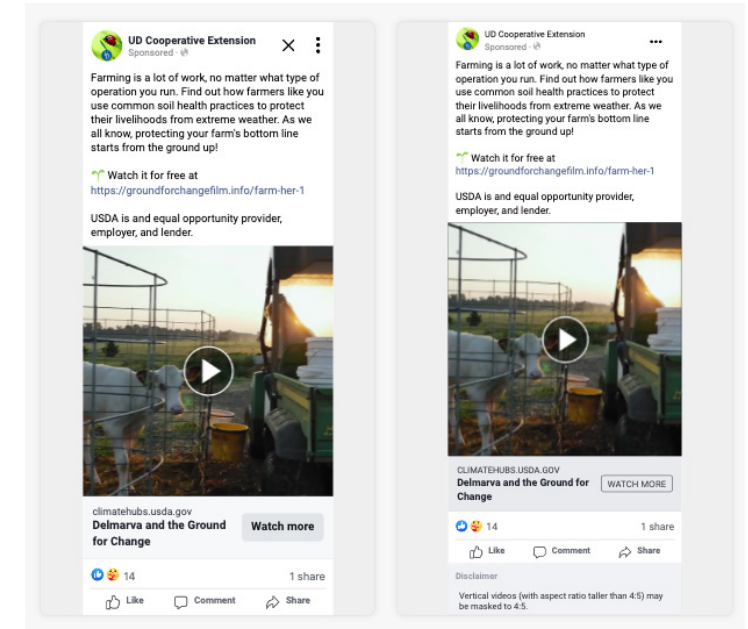
Launched on Meta and Google, the ‘winning’ video ad was positioned to increase online film viewership amongst National and Mid-Atlantic farmers in late February 2023.

After 7 weeks, the campaign ended on 4/15/23. Both platforms reported a balanced male to female ratio and a skew towards older users (ie. 55+). By the end of Campaign #1, over 80% of the online viewership goal had been reached on YouTube, however, the audience retention rate remained unchanged.

On Meta, the ad was segmented geographically to national and regional audiences. Nationally it received 84,439 impressions, reached 41,352 users, and generated 3,482 link clicks - for a 4.12% CTR. Simultaneously targeted to Mid-Atlantic audiences, the ad received 15,348 impressions, reached 7,044 users and generated 517 link clicks - for a 3.36% CTR. The ad impressions were almost exclusive to Facebook’s mobile app (both nationally and regionally). It is unclear as to why the ad was only here. Geographic location segments combined, the CPC on Meta was \$00.14.

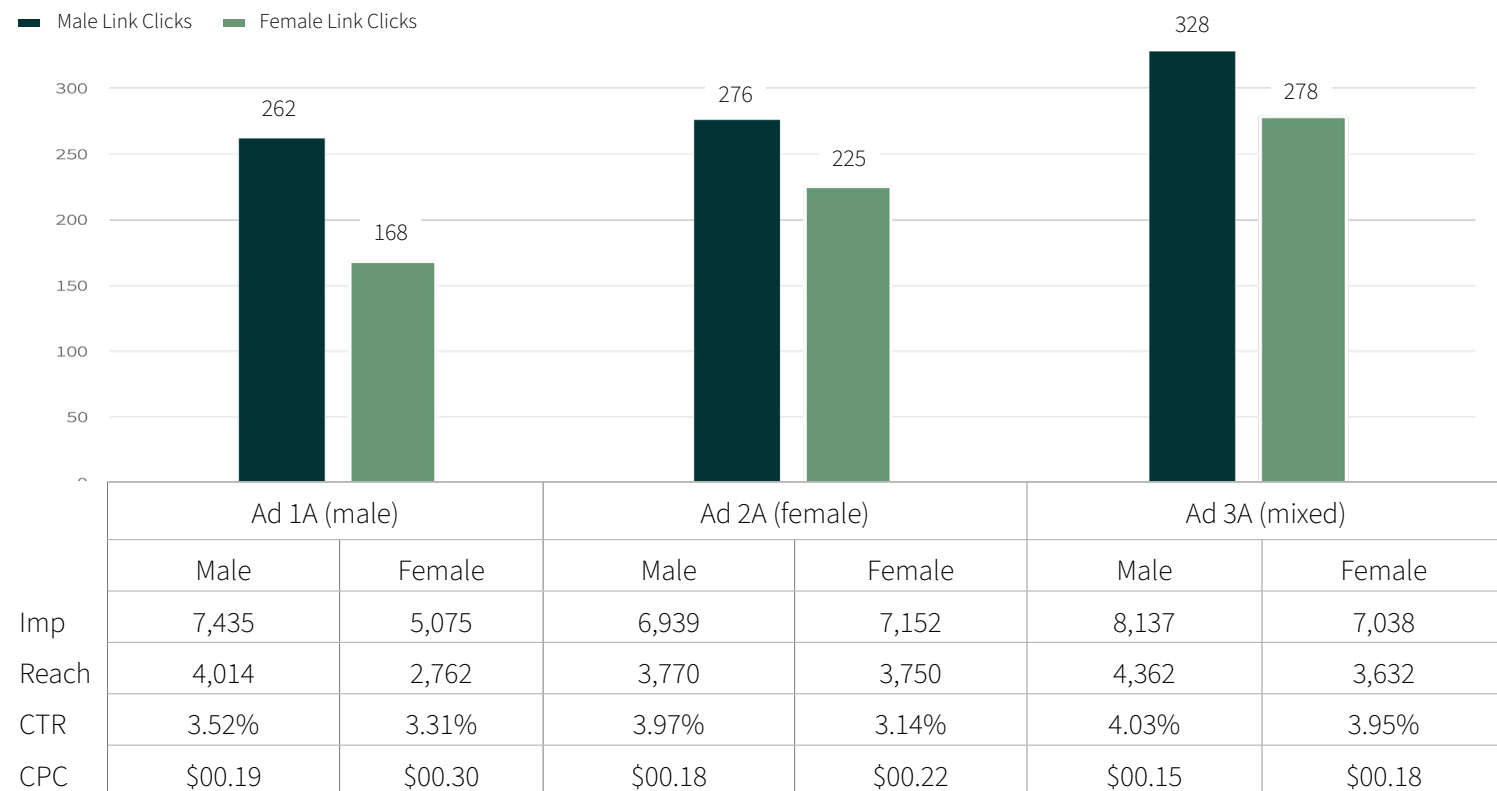
On Google Ads, the ad was only run at national scale, and its analytics reported over 77,000 impressions, 52,133 views, but only 98 website visits (or clicks). This equates to a very low CTR of .12%. Additionally, Google Ads CPC was extremely high at \$7.25. The platform reports that around 30% of ad impressions came via YouTube and the other 70% of ad impressions were via ‘Google Video Partners’. Due to low CTR and high CPC, Google Ads was not used in Campaign #2. Campaign #1 generated 176,787 impressions, which reached 100,529 user accounts, and generated 4,097 clicks. Meta and Google Ads metrics combined, Campaign #1 saw an overall 2.31% CTR and \$00.31 CPC.

Paid social traffic from Meta to the film’s landing page on the USDA Climate Hub website held one of the lowest engagement rates (6.62%) despite having the highest number of recorded sessions (3,261) (Figure 11). In contrast, web traffic from Google Ads had few sessions but high engagement (‘google / cpc’ at 18.57%, and ‘youtube / paid\_social’ at 66.67%).



Screenshots from Ad 3A, Campaign 1, February-April 2023

**Figure 7: Campaign #1 Ad Testing Results**



**What is a good CTR?**

Many sources agree that a good CTR for Facebook Ads is between 2% and 5%. CTRs above 2.5% are considered healthy, and above average. However, this can vary by industry and campaign objective.

**What is a good CPC?**

The average CPC on Facebook Ads ranges from source to source; some report \$00.97 while others report a range (ie. \$00.26 - \$00.30). According to Databox.com, the median CPC in March 2023 (across all industries) was \$00.40. Ad targeting is a strategy to lower CPC.

**NOV  
10**

**30-Day Ad Testing**

Active: 11/10/23-12/10/23  
 Impressions: 86,166  
 Reach: 42,045  
 Clicks: 3,119

**MAR  
07**

**Social Media Ad Campaign #2**

Active: 3/7/24 to 5/15/24  
 Impressions: 248,887  
 Reach: 135,401  
 Clicks: 8,685

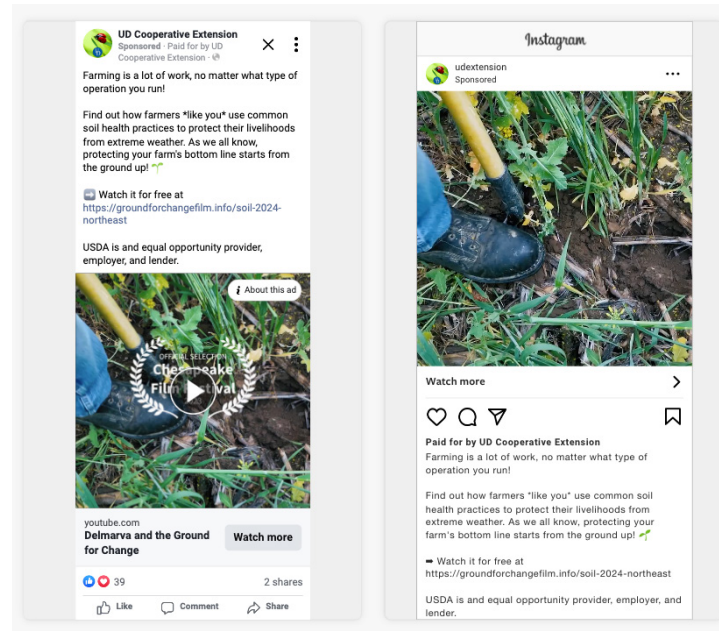
After success in partnering with conservation groups for in-person film screening events, this audience group was tested online.

Ad testing was again performed on Meta to discover what imagery resonated best with audiences interested in conservation. Three different 20-second ad segments were tested over a 30-day period running from 11/10/23 to 12/10/23.

One of the three ads tested with this new audience interest group was the ‘winning’ ad from the first campaign (3A). The other two ads are referred to as 1B and 2B. Visually, ad 1B focused the viewer on a shovel digging in soil with living cover crops. Ad 2B was more similar to 3A, but had a reduced number of shots and more environmental imagery (i.e. fields, cover crops, soil) with a more upbeat background music. Ad selectors filtered for those with higher education degrees, training and/or jobs in environmental conservation and/or organizations; along with parameters for people who matched with interests in topics like wildlife conservation, environmental science, conservation biology, environmental remediation, etc.

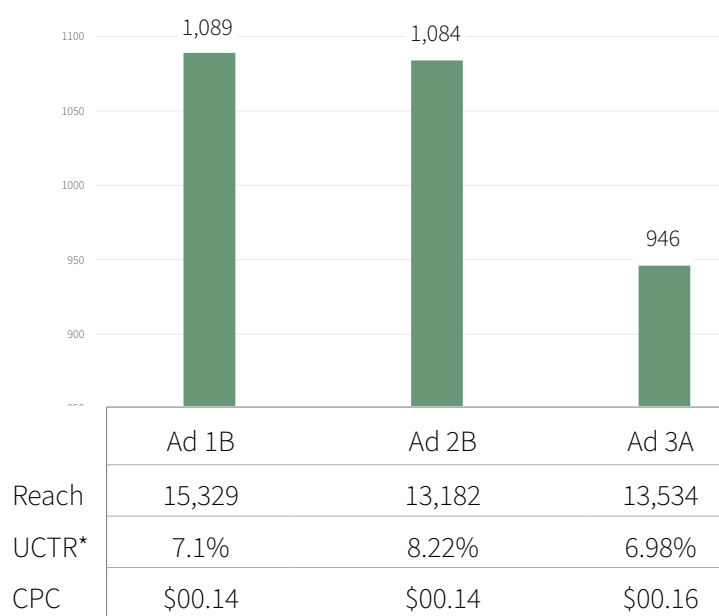
Results from ad testing showed that the two ads created for audiences interested in conservation performed best in link clicks and CPC. However, ad 2B had the highest Unique Click Through Rate\* (UCTR) (Figure 8). Interestingly, most of the ad impressions came from Instagram in this window of testing. Likely due to the high visibility on Instagram, 93% of impressions from the platform came from users who were under 35 years of age (60% 18-24 years, 33% 25-34 years).

\* UCTR used as Impressions metric (to calculate CTR) was not provided



Screenshots from Ad 1B, Ad Testing, November-December, 2023

**Figure 8: Campaign #2 Ad Testing Results** — Link Clicks



Launched in March 2024, Campaign #2 aimed to connect the film with two audiences.

To do so, the ‘winning’ ad from each ad testing event was used. Each was aimed at its corresponding target audience and segmented out at national and regional scale. 3A was delivered to user accounts interested in agriculture, and 2B was delivered to user accounts interested in conservation. This campaign was only run on Meta. The click-through link delivered users to the film on USDA's YouTube Channel (Figure 9). After ten weeks, the campaign concluded on 5/15/24.

The CTR between 3A and 2B was close; 3A was slightly higher than 2B nationally, but 2B performed better regionally (Figure 10). Nationally, ad 3A saw 57% of impressions from Facebook's mobile app, and 42% from Instagram. Regionally, ad 3A received a high percentage of impressions from Instagram (83%). In contrast, most all impressions for ad 2B were made on Facebook's mobile app. Altogether, Campaign #2 generated 248,887 impressions, which reached 135,401 users and generated 8,685 clicks. It received a 3.49% CTR and \$00.17 CPC. Facebook (mobile) was the leading social platform; 68% of ad impressions captured 72% of clicks. The 32% of impressions coming from Instagram generated 28% of clicks.

**Figure 9: Film Activity on USDA YouTube Channel February 2024 to May 2024**



By project end, viewership numbers exceeded the 50% growth goal (Figure 12), but retention remained stuck.

In fact, film retention rates actually moved down from 14.2% (November 2023) to 13.7% (November 2024). While the film retention rate is disappointing, it's not surprising. Most of the content on USDA's YouTube Channel is not 89 minutes. The average view duration of content (as of 11/5/24) on USDA's channel is just over one minute (Figure 13). In comparison, the first twelve minutes of *Delmarva and the Ground for Change* are watched, on average. The length of the film has proved to be both its greatest asset and weakness. While the length allows a viewer to experience three farm stories more fully, the time commitment needed to do so is a deterrent both on and offline (noted by potential film screening hosts).

Altogether, Campaign #1 and Campaign #2 generated 348,674 impressions which reached 183,797 accounts and lead to 12,684 clicks\*.

Seventy-two percent (\$2,077.50) of Campaign #1 and #2 spending went towards reaching a national audience for the film. This spending accounted for 72% of ad impressions and drove 74.5% of campaign clicks, which suggests that national advertising was more cost-effective than regional ad efforts (Figure 10).

Diving down into individual ad efforts, 3A performed best in Campaign #1 with national audiences. It received the highest recorded CTR (4.12%) and lowest CPC (\$00.14). However, it is during Campaign #2 that this same ad - despite lower CTRs and higher CPCs - saw a significant increase in impressions from Instagram audiences (83%). And while 2B was almost exclusive to Facebook (mobile) display, it performed better than ad 3A amongst regional audiences in Campaign #2.

“ ”

Great to learn about what a few Delmarva farmers are doing. We need more conversations about options like this!!

- Online viewer, 2023

\* Meta only, excluding ad testing numbers

Figure 10: Campaign #1 v. Campaign #2 Results

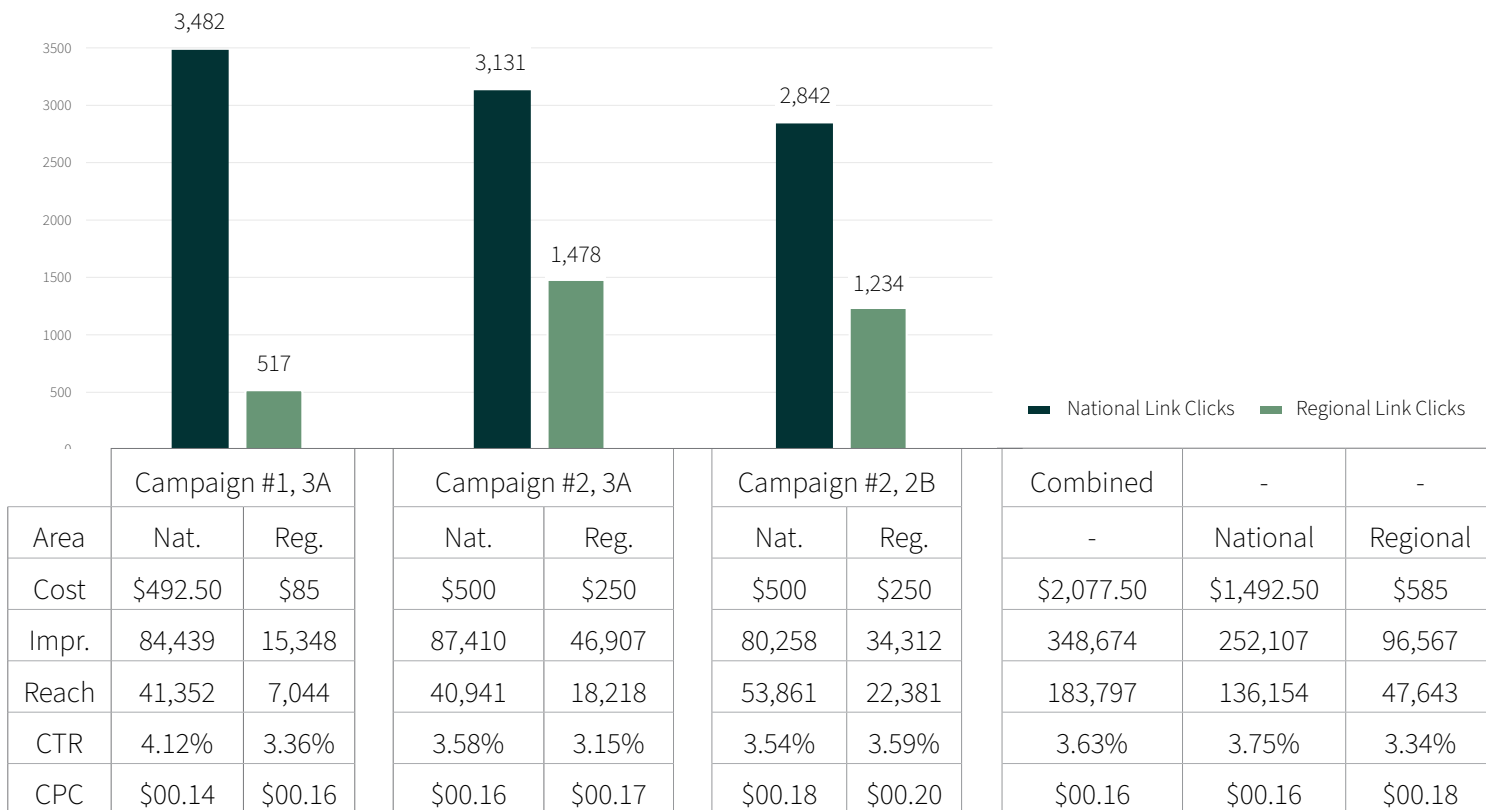


Figure 11: Web Traffic to Film Landing Page February 2023 to April 2023

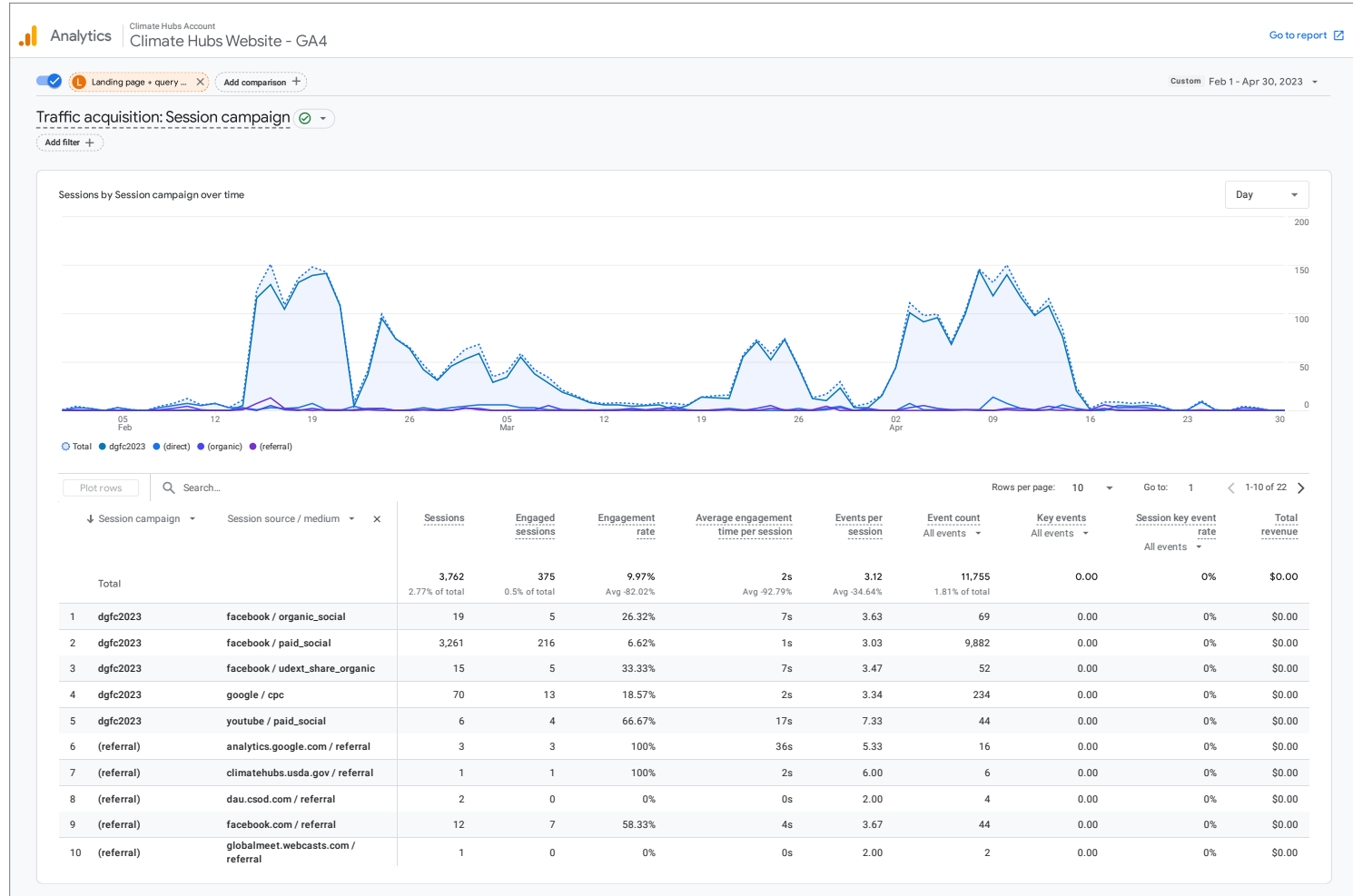


Figure 12: YouTube Views by Date

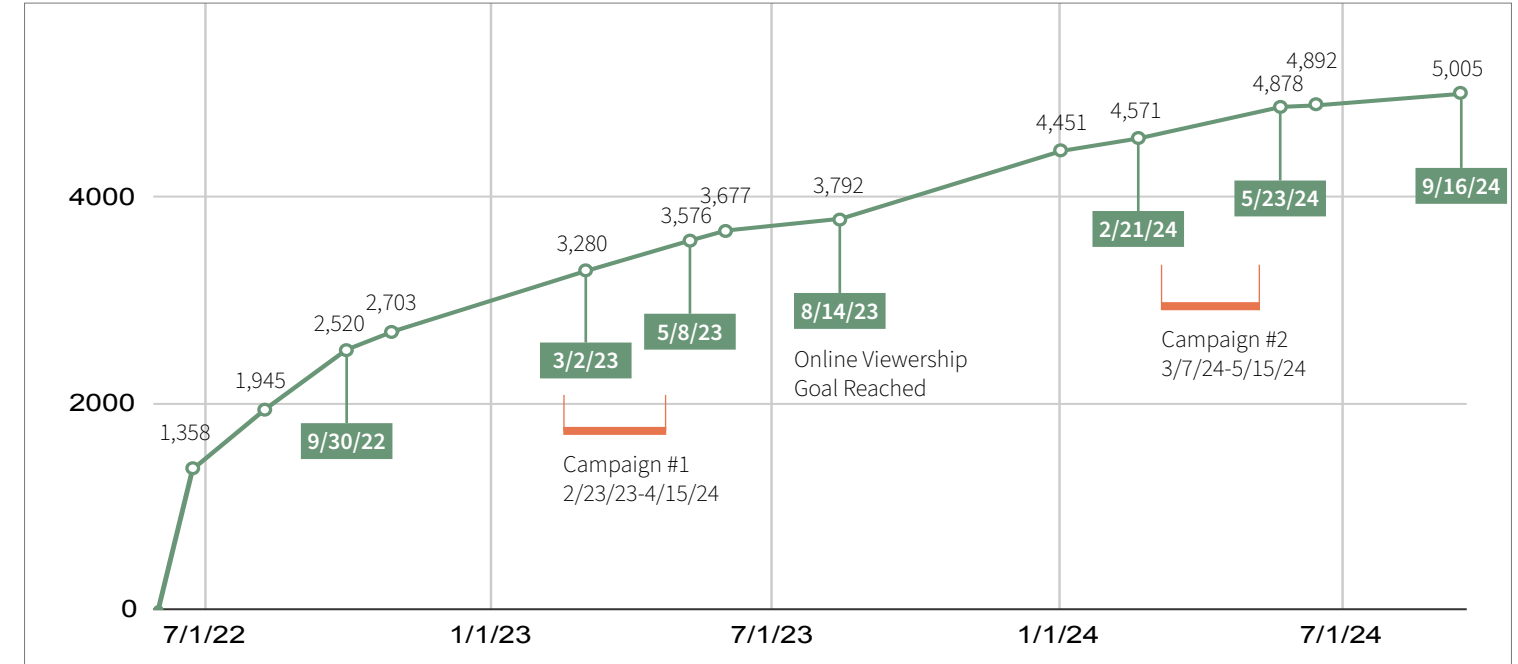
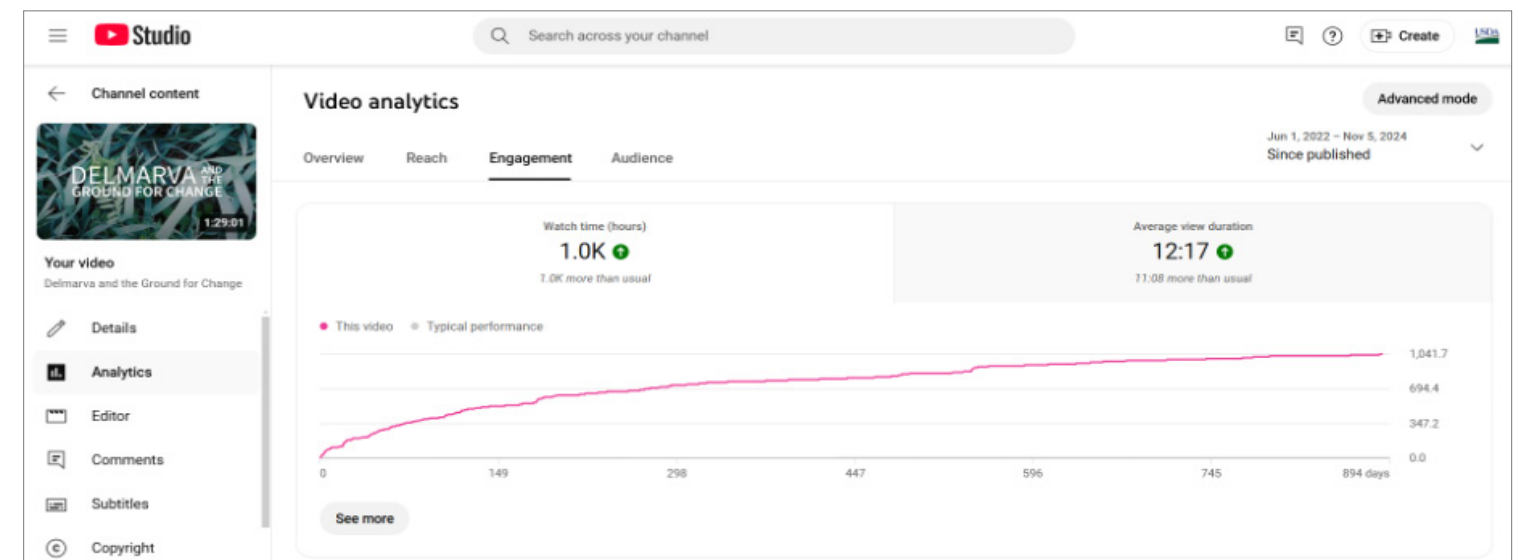


Figure 13: Film Watch Time and Average View Duration on USDA YouTube Channel [November 5, 2024]







## FY23 Marketing Plan

A marketing plan for film dissemination outlines everything from basic goals and objectives to comprehensive competitor and SWOT analyses.

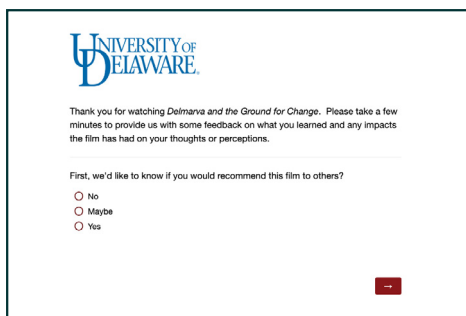
MARKETING PLAN



## Event Partnership Toolkit

Document sent to potential film screening partners. The 'toolkit' outlines steps towards hosting a film screening event through the aid of University of Delaware Cooperative Extension and USDA Northeast Climate Hub.

EVENT TOOLKIT



## Audience Feedback

A single-page, double-sided feedback form developed and distributed through the University of Delaware Cooperative Extension to gather input from viewers about the film and the conservation practices featured within it.

DIGITAL FORM

PRINT PDF

AUDIENCE FEEDBACK

UMES NOTES



## Digital Campaigns

Compiled data results and video creatives from online advertising campaigns.

CAMPAIGN DATA

CAMPAIGN CREATIVES