Dakota County Water Conservation Marketing Campaign

Final Campaign Report

Feb 1, 2025 - August 31, 2025

PRESENTED BY TUNHEIM

Eagan - Inver Grove Heights Watershed Management Organization

Landscaping for Clean Water
Dakota County Soil and Water Conservation District

BLACK DOG Watershed Management Organization

Dakota County

Vermillion River watershed reflectinglife

LMR WMO
Lower Mississippi River Watershed Management Organization

Dakota County Soil & Water Conservation District

Context

Tunheim was tasked with raising awareness about Dakota County's Landscaping for Clean Water and Watering Wisdom programs among county homeowners. Because social media algorithms often limit reach without paid promotion, targeted marketing campaigns are an important strategy for achieveing great results.

Increasingly, city, state, and federal governments are turning to paid marketing campaigns as an effective way to connect with their target audiences. Dakota County's decision to invest in this approach is innovative and positions Dakota County as a leader in using digital tools to boost engagement and build public awareness.

CONTENTS

- Page 3 - Project Timeline
- Page 4 - Campaign Overview
- Page 5 - Audience Personas
- Page 8 - Key Messaging
- Page 12 - Video Production
- Page 13 - Success Measures
- Page 14 - Supporting Tactics
- Page 16 - Summary Metrics
- Page 17 - Landscaping for Clean Water
- Page 25 - Lawn Watering Wisdom
- Page 36 - Campaign Recommendations
- Page 37 - Summary of Ads

TIMELINE

- **June 2024**
  - Immersion meeting
- **July 2024**
  - Video production begins
  - Audience personas & key messaging development
- **August 2024**
  - Develop supporting materials
- **September 2024**
  - Develop marketing plan
- **October 2024**
  - Develop toolkit and other supporting materials
- **November - December 2024**
  - Finalize website landing pages
- **January 2025**
  - Landscaping for Clean Water video complete
  - Finalize ad details
- **February 2025**
  - Campaign launches for landscaping for clean water program
- **March 2025**
  - Water conservation program video complete
- **May 2025**
  - Campaign ends for landscaping for clean water program
  - Campaign launches for water conservation program
- **August 2025**
  - Campaign ends for water conservation program
- **September 2025**
  - Final campaign report

CAMPAIGN OVERVIEW

- **Budget:** $10,000
- **Timing:**
  - Landscaping for Clean Water Program
    - February 2025 - May 2025
  - Water Conservation Program
    - May - June 2025
    - July-August 2025
- **Target Audience**
  - Dakota County Homeowners
- **Two Programs**
  - Water Conservation Program
  - Landscaping for Clean Water Program
- **Tactics**
  - YouTube
  - Meta
  - Toolkit (social + FAQ + checklist)
  - Newsletters (Apple Valley,Burnsville, Eagan, Inver Grove Heights, Lakeville, Mendota Heights, Rosemount, Dakota County Parks, VRWJPO (Vermillion River JPO), LMRWMO (Lower Mississippi River Watershed Management Organization)

AUDIENCE PERSONAS



Young Families/Couples



Retirees/Empty Nesters



SARAH & JOHN

YOUNG FAMILY / COUPLE

DEMOGRAPHICS

- 33 and 38 years old
- Location: Urban / Suburban neighborhood in Dakota County
- $125,000 dual-household income
- Married with two children (ages 2 and 5)
- Occupation: Sarah is a teacher, John is a healthcare technician
- Both hold bachelor's degrees
- Purchased home 5 years ago

INTERESTS

- Gardening
- Environment
- Home projects
- Outdoor activities like hiking, biking and visting parks
- Spending time on the lake

VALUES

- Passionate about sustainability
- Protecting the environment
- Support community well-being
- Minnesota's great outdoors
- Safe and healthy environment for their family
- Improving their home
- Believe they can make a difference

LANDSCAPE PROGRAM CONSIDERATIONS

- Looking for a refresh to their yard
- Disposable income to support projects
- Unfamiliar with native plants
- Improving environment for pollinators
- Alternatives to mowing

WATER PROGRAM CONSIDERATIONS

- Environmental benefits
- Protect future generations
- Keep Minnesota beautiful
- Protect recreation
- Protect plentiful water resources
- Unfamiliar with new tips and tech

GOALS

- To reduce water use
- To sign water conservation pledge
- To register for landscaping program
- Empower homeowners

MEDIA CONSUMPTION

- Active on social media
- Listens to climate podcasts
- Subscribes to community newsletters

MARKETING TACTICS

- META Ads
- YouTube Ads
- Newsletter Outreach



ELLEN & ED

RETIREES / EMPTY NESTERS

DEMOGRAPHICS

- 65 and 72 years old
- Location: Urban / Suburban neighborhood in Dakota County
- Married for 40 years with two children but now empty nesters
- Three grandchildren
- Retired nurse and engineer
- Comfortable retirement fund
- Long-time homeowners

INTERESTS

- Gardening
- Environment
- Outdoor activities like walking and bird watching
- Volunteering
- Community events
- Projects around the house
- New hobbies

VALUES

- Preserving the environment for future generations
- Community involvement
- Staying healthy and active in the outdoors
- Supporting local initiatives
- Beautification and well-being of local community
- Simplicity in retirement
- Time and space to prioritize things

LANDSCAPE PROGRAM CONSIDERATIONS

- Ease of management
- Don't want to mow their lawn
- Cost savings
- Unfamiliar with native plants
- Need support and resources

WATER PROGRAM CONSIDERATIONS

- Environmental benefits
- Cost savings
- Protect future generations
- Unfamiliar with new tips and tech

GOALS

- To reduce water use
- To sign water conservation pledge
- To register for landscaping program
- Empower homeowners

MEDIA CONSUMPTION

- Active on social media to stay connected with family
- Local newspapers
- Local radio and TV

MARKETING TACTICS

- META Ads
- YouTube Ads
- Newsletter outreach

KEY MESSAGING

Landscaping for Clean Water Program - Young Family/Couple

- The Landscaping for Clean Water program empowers homeowners to learn about landscape practices that conserve water by converting thirsty Kentucky Bluegrass to native species that are drought tolerant. By taking advantage of this program, you can enhance your property's beauty while playing a vital role in protecting local drinking water supplies and promoting a healthier ecosystem for wildlife and pollinators.
- The Landscaping for Clean Water program offers homeowners a hands-on design class to create stunning, eco-friendly landscapes with native plants, without the confusion. With this support, you can transform your outdoor space into a beautiful, sustainable environment that benefits your home, the environment, and your community.
- Native plants offer an aesthetic alternative to traditional lawns while requiring significantly less maintenance and irrigation. These resilient plants thrive in local conditions, creating a sustainable, low-maintenance yard that benefits both your garden and the environment.

KEY MESSAGING

Landscaping for Clean Water Program - Retirees/Empty Nesters

- The Landscaping for Clean Water program provides valuable resources for designing beautiful landscapes that save homeowners water (that would otherwise be used irrigating thirsty Kentucky Bluegrass) and money on their utility bill. By incorporating features like rain gardens and native plants into your landscaping, you can enjoy a vibrant yard while protecting drinking water supplies for future generations.
- The Landscaping for Clean Water program provides homeowners with a practical design class, guiding you step-by-step to create attractive, eco-friendly landscapes using native plants—without any hassle. With this support, you can enhance your outdoor space, making it both beautiful and sustainable, while benefiting your home, the environment, and your community.
- Transform your outdoor space into a low-maintenance, sustainable garden that protects local drinking water supplies, looks beautiful and is friendlier to your wallet. Native plants provide a beautiful, resilient alternative to traditional lawns, requiring less watering, mowing, and chemicals for an environmentally friendly, picturesque landscape.

KEY MESSAGING

Water Conservation Program - Young Family/Couple

- Water conservation is essential for maintaining drinking water supplies and protecting the environment. Over 90% of Dakota County residents rely on groundwater for drinking water, but this resource is not unlimited, with some groundwater aquifers taking thousands of years to be replenished. By reducing water use you can prevent groundwater depletion and protect water resources for future generations.
- Landscape irrigation practices play a big role in preserving Minnesotans' access to clean drinking water by preventing groundwater depletion. If you have an irrigation system, ensuring your system is working properly and does not have breakages can save thousands of gallons of water a week. Small steps can have a big impact on our environment.
- Understanding that lawns do not need to be watered every day can make a huge difference. Kentucky bluegrass only needs 1 inch of water per week, including rain. Watering grass deeply for thirty minutes, 2 times a week promotes deeper root systems and healthier grass that is more drought-resistant. By taking action now, you'll ensure that your family maintains access to clean drinking water.

KEY MESSAGING

Water Conservation Program - Retirees/Empty Nesters

- Conserving water is crucial for safeguarding drinking water supplies and protecting the environment. In Dakota County, more than 90% of residents depend on groundwater for their drinking water, but this resource is limited, with some aquifers taking millennia to replenish. By using less water, you can help prevent the depletion of groundwater and preserve this vital resource for future generations.
- Proper landscape irrigation is vital in helping Minnesotans maintain access to clean drinking water by preventing the depletion of groundwater. If you have an irrigation system, making sure it is functioning well and free of leaks can conserve thousands of gallons of water each week. Taking small actions like this can make a significant difference for our environment.
- Recognizing that lawns don’t need daily watering can have a significant impact. Kentucky bluegrass, for instance, requires only one inch of water per week, including rainfall. Watering deeply for about thirty minutes twice a week encourages deeper root growth and healthier, more drought-resistant grass. Taking steps like this now will help ensure your family continues to have access to clean drinking water.

Video Production

BLUEKEYMEDIA





SUCCESS METRICS

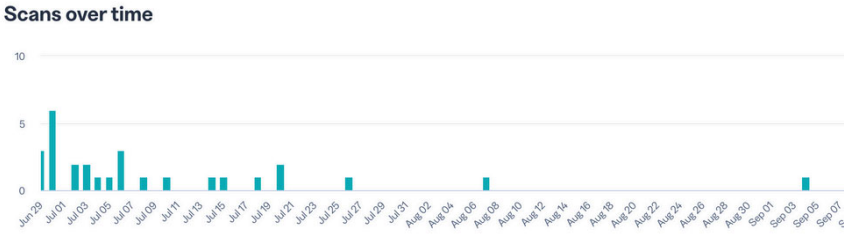
- **Reach -** number of Dakota County residents who see the ads
- **Registrations -** amount of registrations for landscaping program
- **Link clicks -** traffic to landing page
- **Video views**
- **Pledge signers** - supporting the water conservation program

Supporting Tactics

- Brita and Lindsey designed beautiful posters for the Dakota County Fair.
- The posters and supporting materials led to a high volume of QR code scans:
  - 600 scans for the LCW program
  - 201 scans for the LWW program
- Organic social media plan for both programs.

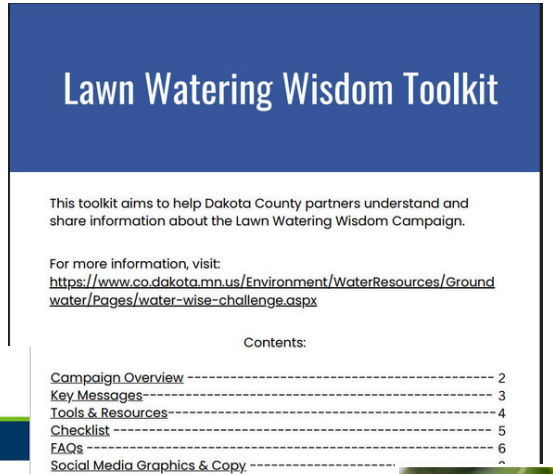


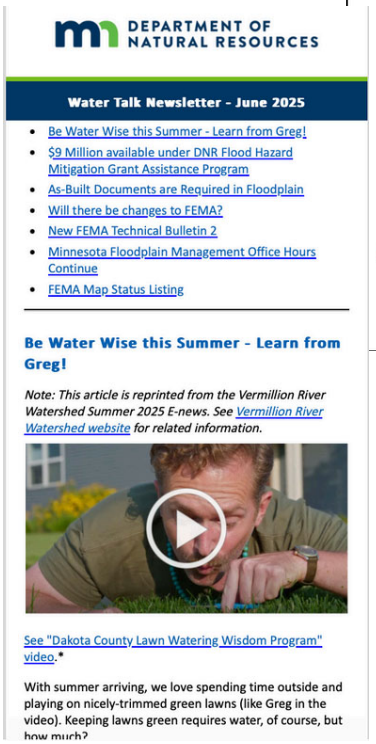




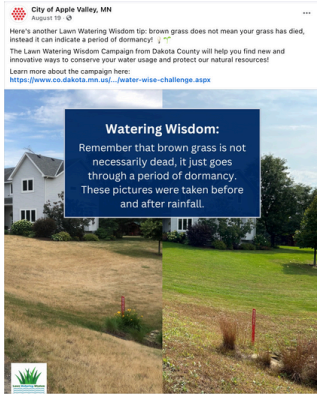
Supporting Tactics

- A comprehensive toolkit was developed for the Lawn Watering Wisdom program, including key messages, resources, checklist, FAQs, graphics and social media copy. The toolkit was shared with all partners to further support the program.
- Lakeville, Rosemount, Farmington and Apple Valley utilized the social toolkit and shared content that drove great engagement.
  - Reach - 7,802
  - Views - 14,609
  - Clicks - 37
  - * not all cities provided data
- The Lawn Watering Wisdom program was amplified in the Water Talk Newsletter in June 2025.









Summary Metrics Both Campaigns

*Dakota County's population is an estimated 447,440
**At least 15 seconds viewed on Meta and 30 seconds viewed on YouTube
Metrics from organic social posts are included in this summary

Reach:
301,547
People who saw our ads*

1,024
Link clicks
(1,825 including QR code scans to website)

801
QR Code Scans

Impressions:
1,280,098
times ads were seen

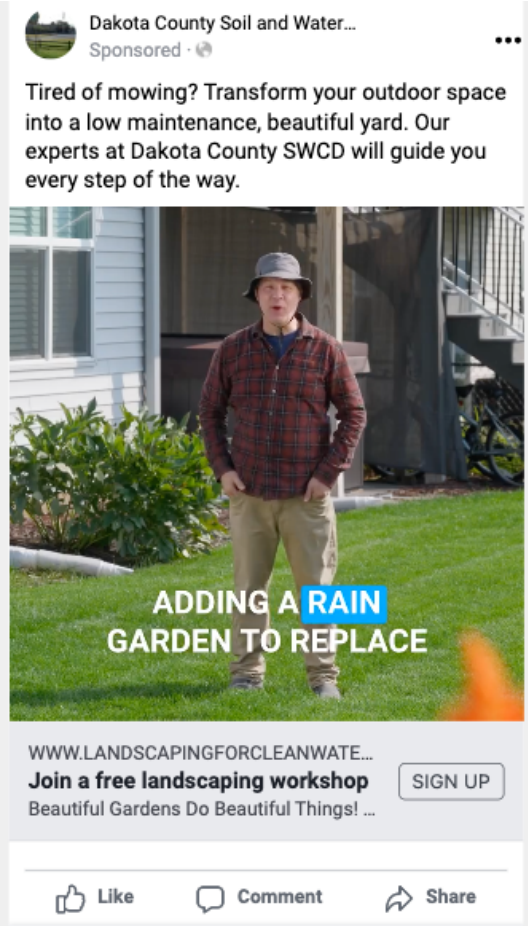
807,817
video views**

$10,000
Spent

Landscaping for Clean Water

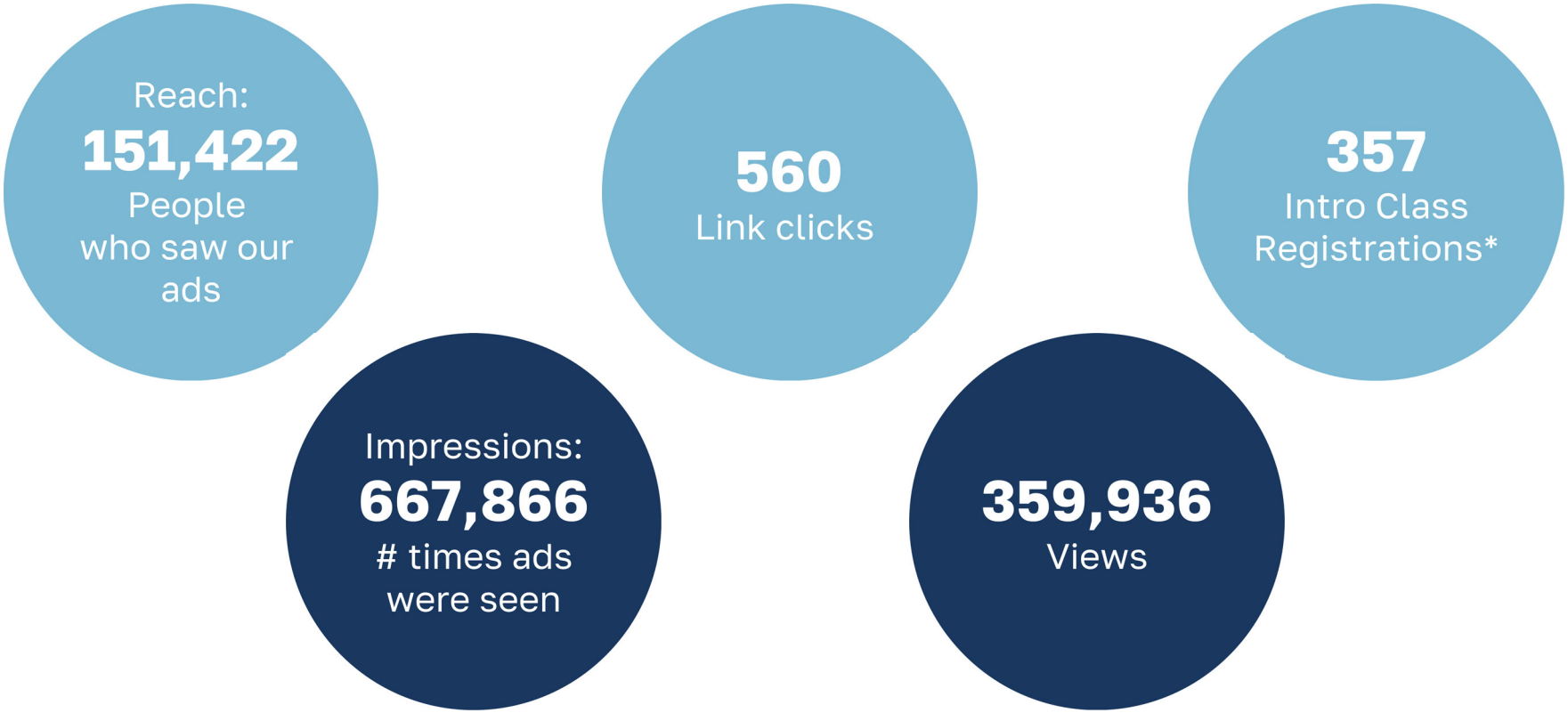
Campaign Overview

- **Campaign Objective:** Video Views
- **Timing:** February 2025 - May 2025
- **Budget:** $5,000
  - Meta: $3,000
  - YouTube: $2,000
- **Audience:**
  - Zip codes within Dakota County
  - Age: 28 – 65+
  - Interests Meta:
    - Gardening
    - Environment
    - DIY
    - Home Improvement
    - Outdoor recreation
    - Lawn
  - Interests YouTube:
    - Home improvement
    - Home renovation
    - Homeowners
    - Lawn care
    - Lawn and garden maintenance
    - Home & Garden
    - Outdoor activities
- **Tactics**
  - Meta
  - YouTube



Topline Metrics

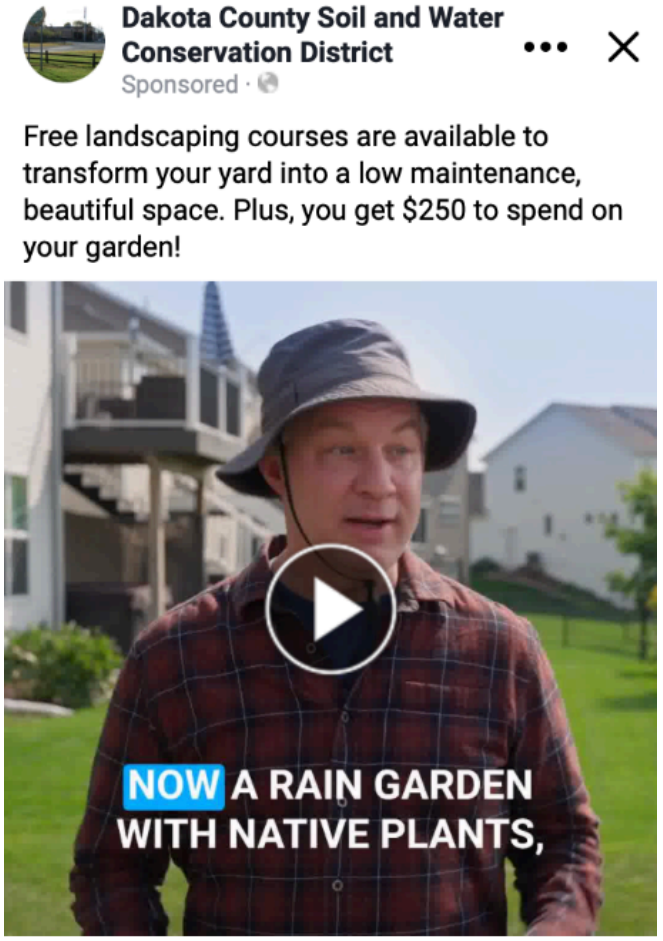
*Compared to 277 in 2024 for the intro course (+80).



Meta Overview

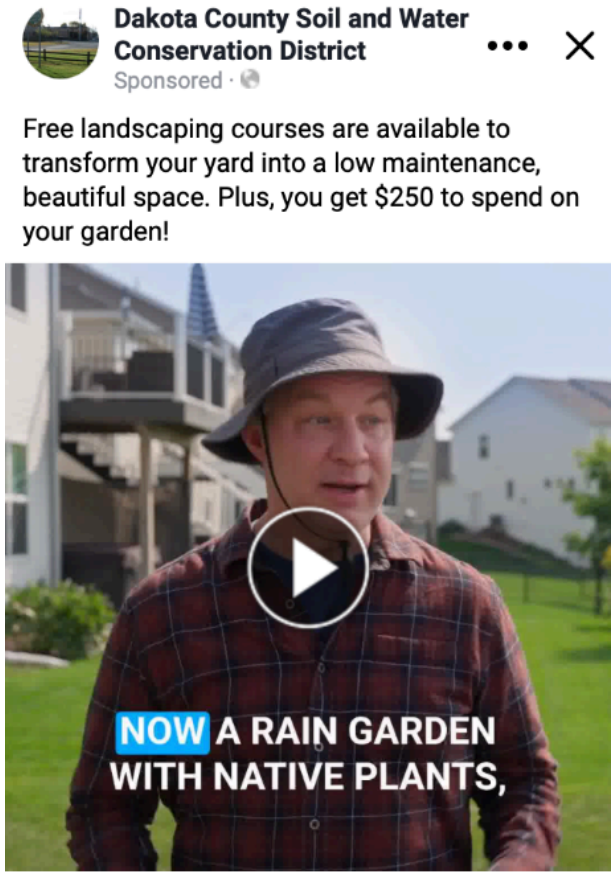
We ran 6 ads about the Landscaping for Clean Water program. 3 themes with a 40 second and 15 second version of the ad.

- **Campaign Objective:** Video Views
- **Timing:** February 2025 - May 2025
- **Budget:** $3,000
- **Ad Themes**
  - Ease of Management
  - Cost Savings
  - Environment/Gardening
- **Impressions (# of times ads seen):** 261,381
- **Reach (# of people reached):** 23,602
- **Views (# of times played at least 15 sec):** 246,032
- **People who viewed ads 100%:** 106,011
- **Link Clicks:** 465
- **Cost per view:** $0.01
- **Average watch time:** 31 seconds



Meta Top Performing Ad

- Ease of Management 40 second video was the top performing ad
  - **Views:** 131,852
  - **Reach**: 14,176
- **Top headline:** "Sign up for a free class"
- **Top copy:** "Looking for something easier to manage without sacrificing beauty? The Landscaping for Clean Water program provides hands-on assistance in creating an aesthetic alternative to traditional lawns. Register now!"



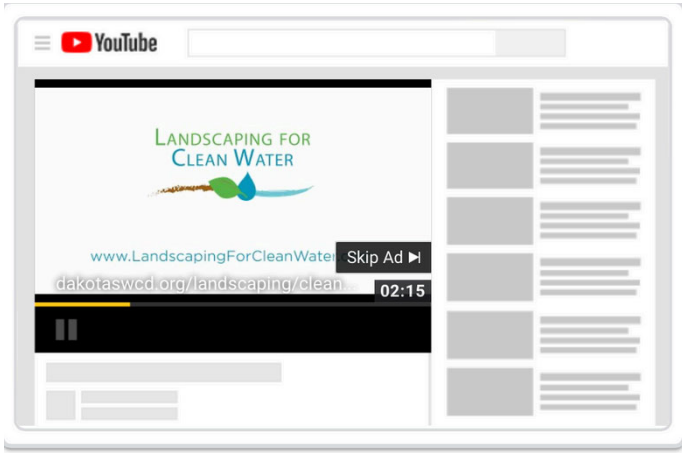
Meta Insights

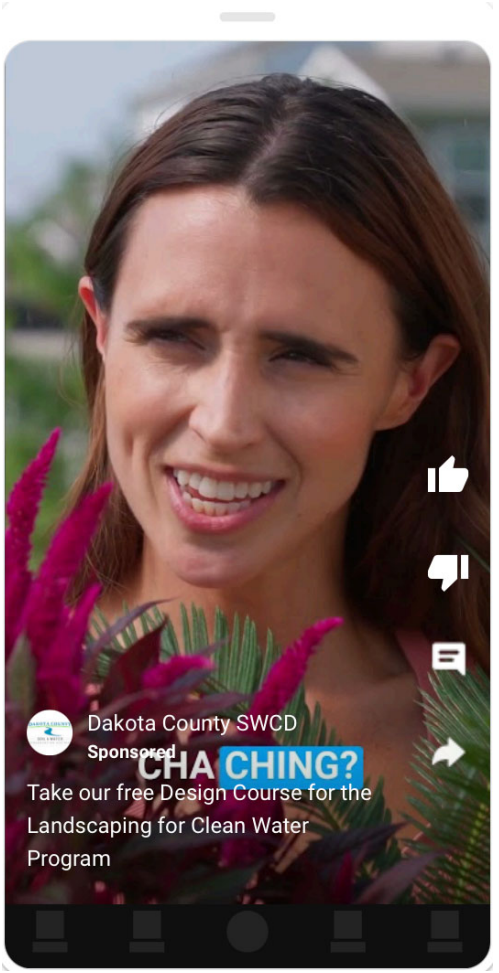
- **Frequency of 11** on Meta Ads is AMAZING! Even with a smaller budget, since we are geotargeting, our campaign was able to get in front of our audience in an effective way.
- **High performing** campaign according to Meta.
- Cost per result **$0.01**, extremely good result. Meaning a very efficient and effective ad !
- **40 second ads** performing better than 15 second ads. Meta prefers shorter content (15 seconds or less) so our longer content outperforming the shorter content means it is high quality and resonating with the community!
- Viewers are **watching 75%** of the ad without dropping off which is excellent!
- On average watching **:31 seconds** of the video.
- **Ease of management** is the theme performing best with environment/gardening a close second.
- The ad was delivered evenly across age groups.
- The ad reached **more women**, and more women clicked the link than men.
- More activity on **Facebook** than Instagram.
- We were not optimizing for link clicks so 560 link clicks is an excellent result!

YouTube Overview

We ran the full 2:15 minute video for the Landscaping for Clean Water program as a YouTube ad targeted to Dakota County. Plays on YouTube videos and shorts.

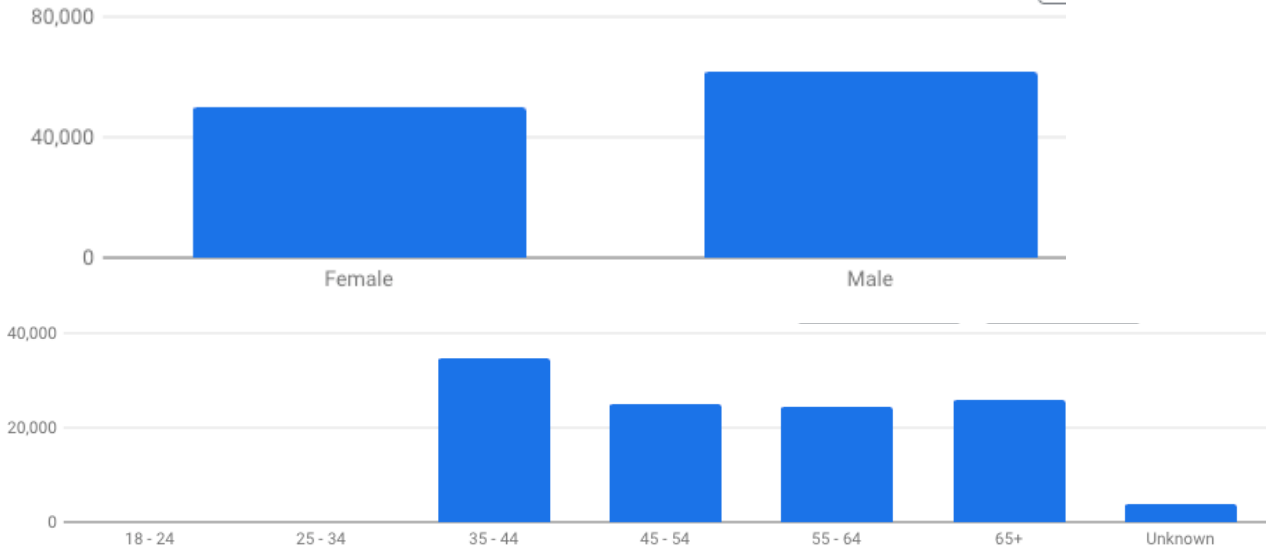
- **Campaign Objective:** Video Views
- **Timing:** February 2025 - May 2025
- **Budget:** $2,000
- **Impressions(# of times ad was seen):** 406,485
- **Reach:** 127,820
- **Views(# of 30 sec views):** 113,904
- **Link Clicks:** 95
- **Average Watch Time:** 43.1 seconds
- **CPV:** $.02

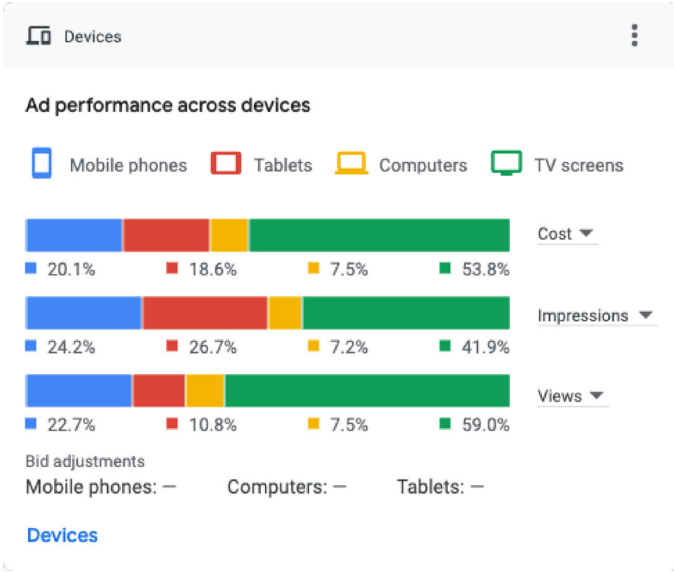




YouTube Insights

- While the vertical version on YouTube had a lower average watch time, the horizontal video had an average of **84.7 second watch time** and a **47.73% completion rate.** This is excellent, considering they can skip after 5 seconds, and the video is over 2 minutes long.
- The group that saw the ads the most were: **Male 35-44**
- Cost per view $.02, meaning a very efficient and effective ad !

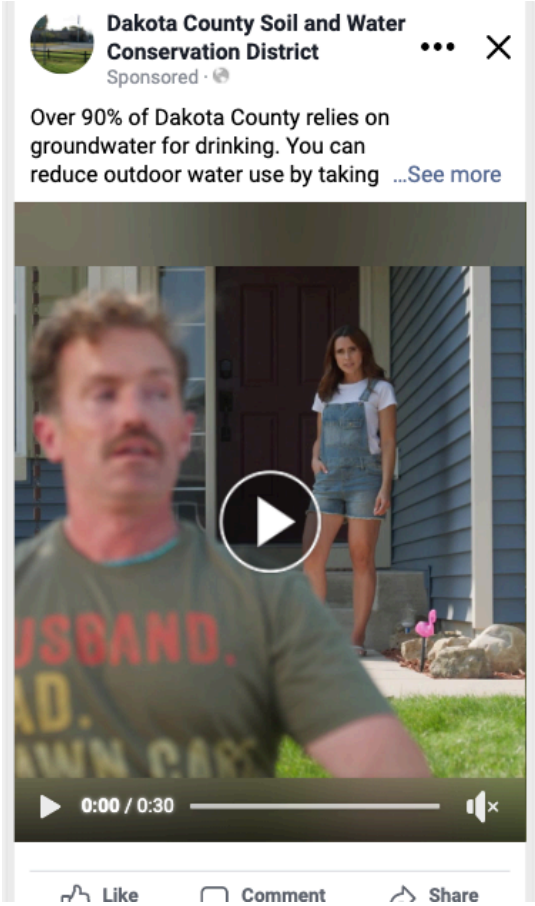




Lawn Watering Wisdom

Campaign Overview

- **Campaign Objective:** Video Views
- **Timing:**
  - Phase 1: May – June, 2025
  - Phase 2: July – August, 2025
- **Budget:** $5,000
- **Audience:**
  - Certain zip codes within Dakota County
  - Age: 28 – 65+
  - Interests:
    - Gardening
    - Environment
    - DIY
    - Home Improvement
    - Outdoor recreation
    - Lawn
    - Irrigation
    - Home renovation
    - Homeowners
    - lawn care
    - lawn and garden maintenance
    - watering lawn
    - Home & Garden
    - Outdoor activities
- **Tactics**
  - Meta
  - YouTube



Topline Metrics

Reach:
142,323
People who saw our ads

427
Link clicks

12
Pledge signers

Impressions:
612,232
times ads were seen

433,272
15 second views

Meta Metrics

Reach:
12,603
People who saw our ads

286
Link clicks

269,519
Views

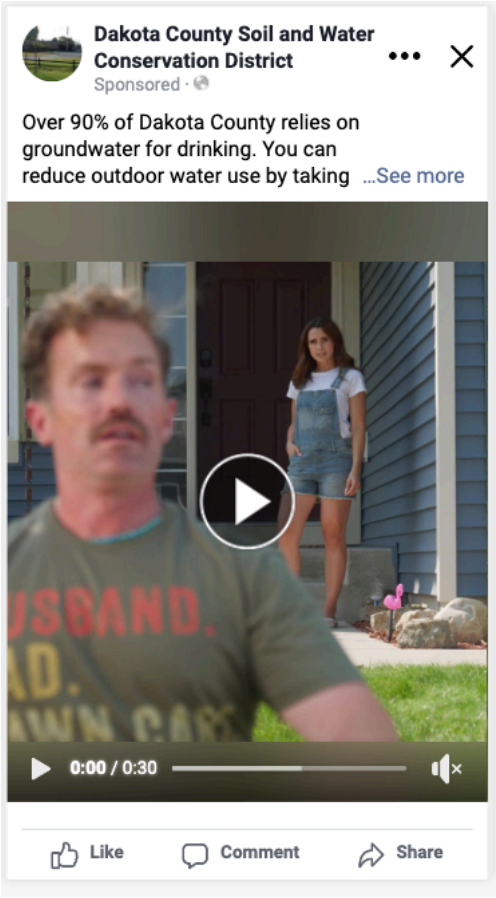
Impressions:
273,860
times ads were seen

27.35
Frequency

Phase One - Meta

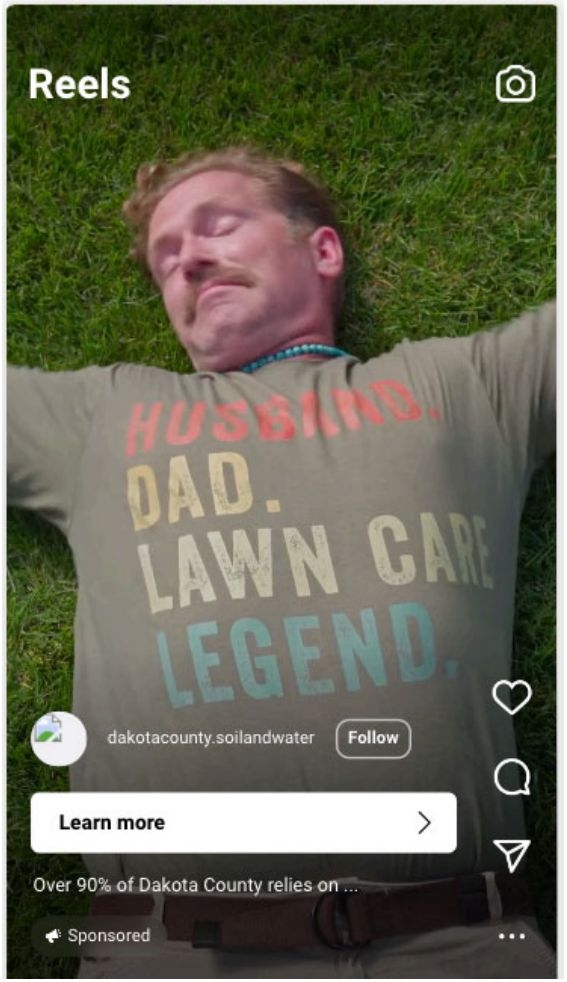
We ran 3 ads about the Lawn Watering Wisdom program featuring the 15, 30 and 45 second video in 1x1, 9x16 and 16x9 dimensions. The first phase aimed to raise awareness about the program and educate the public.

- **Campaign Objective:** Video Views
- **Timing:** May – June, 2025
- **Budget:** $1,250
- **Impressions (# of times ads seen):** 113,297
- **Reach (# of people reached):** 6,047
- **Views (# of times played at least 15 sec):** 112,573
- **Frequency:** 18.7
- **People who viewed ads 100%:** 78,165
- **Link Clicks:** 165
- **Cost per view:** $0.01
- **Average watch time:** 32 seconds



Phase One - Top Performing Ad

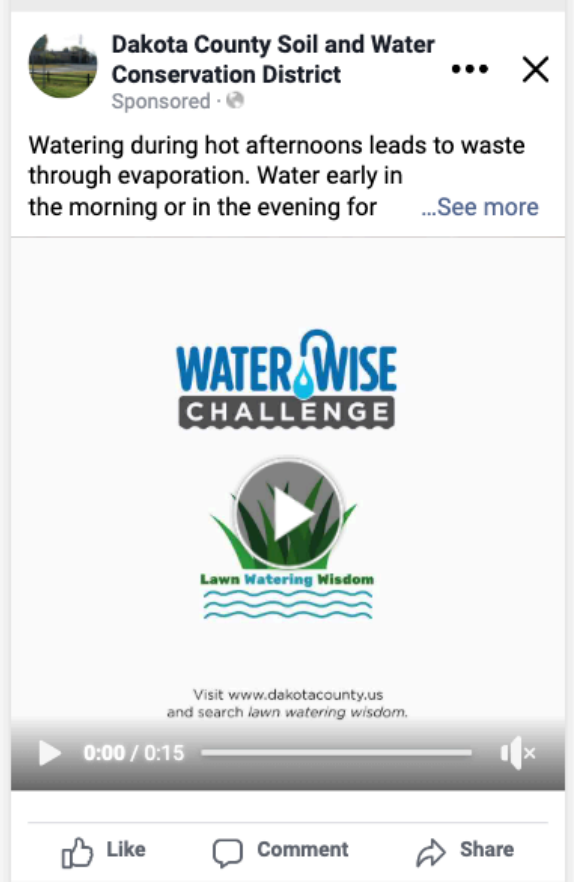
- The 30 second video was the top performing ad during phase one. The 45 second video was a close second, but the 15 second clip barely hit 1,416 views. Our longer videos had a more engaging story.
  - **Views:** 69,025
  - **Reach**: 4,758
- **Top headline:** "Learn ways you can save water in your yard"
- **Top copy:** Are your sprinklers watering the sidewalk? Do you water every other day, not accounting for rain? Technology like a weather-based irrigation controller can help and save you money on your water bill.



Phase Two - Meta

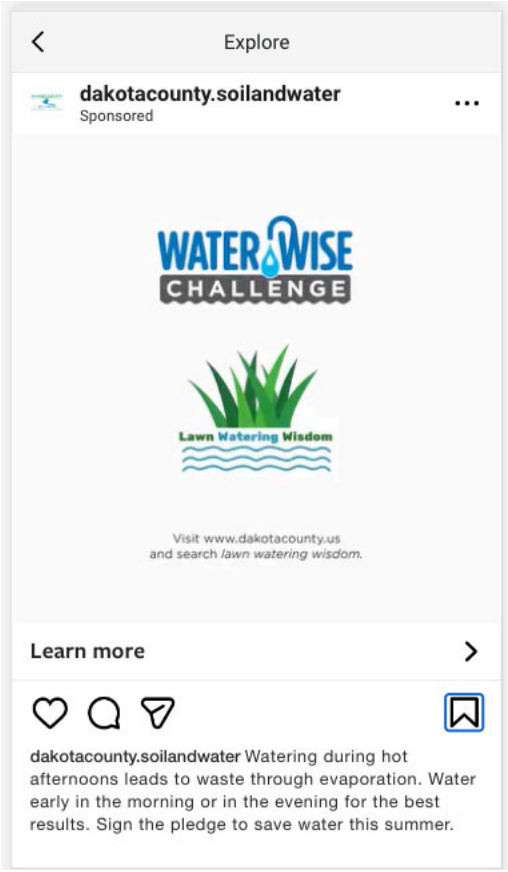
We ran 3 ads about the Lawn Watering Wisdom program featuring the 15, 30 and 45 second video in 1x1, 9x16 and 16x9 dimensions. The purpose of phase two was to share tips and encourage people to sign the pledge.

- **Campaign Objective:** Video Views
- **Timing:** July – August, 2025
- **Budget:** $1,750
- **Impressions (# of times ads seen):** 160,563
- **Reach (# of people reached):** 6,556
- **Views (# of times played at least 15 sec):** 159,946
- **Frequency:** 24.49
- **People who viewed ads 100%:** 157,124
- **Link Clicks:** 121
- **Cost per view:** $0.01
- **Average watch time:** 14 seconds



Phase Two - Top Performing Ad

- The 45 second video was the top performing ad during phase two. In this phase, all three were close in views, but the longest won.
  - **Views:** 57,659
  - **Reach**: 4,068
- **Top headline:** "Make your lawn drought resistant"
- **Top copy:** Watering during hot afternoons leads to waste through evaporation. Water early in the morning or in the evening for the best results. Sign the pledge to save water this summer.



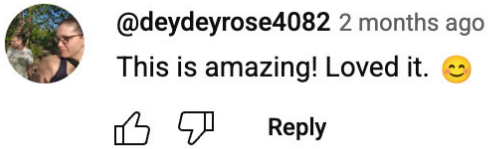
Meta Insights

- Cost per result **$0.01**, extremely good result. Meaning a very efficient and effective ad !
- **35 and 40 second ads** performing better than 15 second ads. Meta prefers shorter content (15 seconds or less) so our longer content outperforming the shorter content means it is high quality, engaging storytelling!
- During phase two, only a few thousand views dropped off at 75%, with most of our videos being **played to 100% of its length**. This is wonderful!
- The **9x16 size video** (horizontal traditional size) outperformed other dimensions. Great to see that the video's intended viewing format turned out to be the top performer!
- **"Healthy lawns with less water"** and **"Save water & money this summer"** were other top performing headlines.
- Ads performed best on **Facebook with the 45+ audience**.
- The ad reached **more women**, and more women clicked the link than men.
- We were not optimizing for link clicks, instead video views, so 427 link clicks is a great result!
- People were watching the ads to 100% multiple times! That is wonderful!

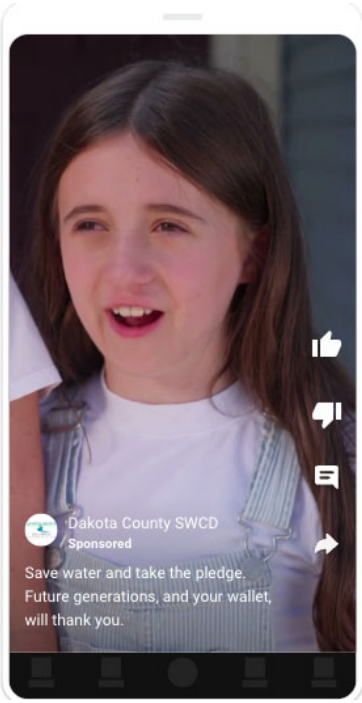
YouTube Overview

We ran the full 2:15 minute video for the Lawn Watering Wisdom program as a YouTube ad targeted to Dakota County. Plays on YouTube videos and shorts.

- **Campaign Objective:** Video Views
- **Timing:** May - August 2025
- **Budget:** $2,000
- **Impressions(# of times ad was seen):** 338,372
- **Reach:** 129,720
- **Views(# of 30 sec views):** 163,753
- **Link Clicks:** 141
- **Average Watch Time:** 88.1 seconds
- **CPV:** $.01
- **Likes:** 12
- **Comment:** 1

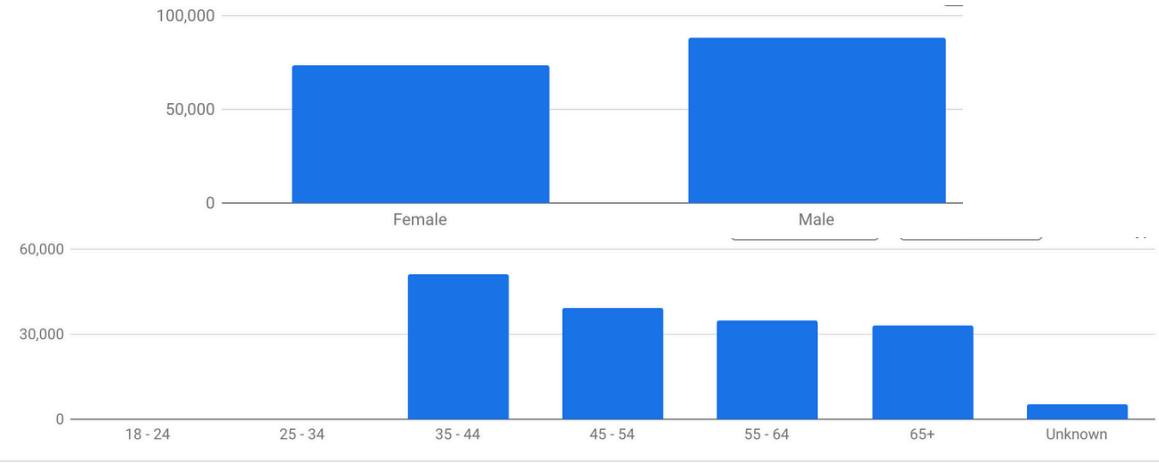


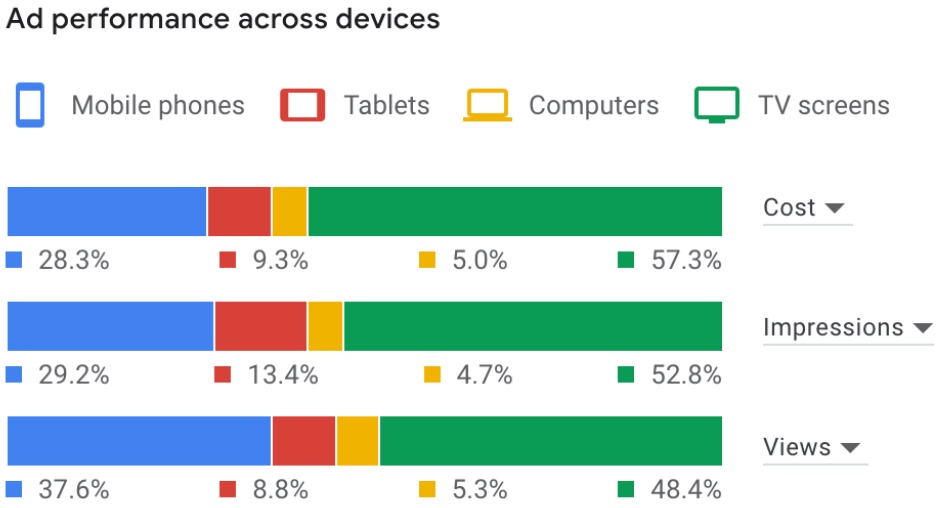




YouTube Insights

- The video had an average of **88.1 second watch time** and a **48.39% completion rate.** This is excellent, considering they can skip after 5 seconds, and the video is over 2 minutes long.
- Most views on TV screens followed by mobile phones.
- The group that saw the ads the most were: **Male 35-44**
- **Cost per view $.01**, meaning a very efficient and effective ad ! Better than Landscaping for Clean Water at $.02





CAMPAIGN RECOMMENDATIONS

- Consider alternative KPI for water conservation program to account for years where we get plenty of precipitation. This impacted the amount of pledge signers we got this year.
- Consider reworking the pledge form. Just have an agree button for all considerations instead of clicking each element of the pledge promises.
- Consider two separate ad sets one optimizing for link clicks or lead generation and one optimizing for video views when trying to promote the pledge.
- Consider opening the targeting to all of Dakota County to reach people who may not fall under our specialized interest areas we targeted for.
- Keep centering the messaging around how the homeowner can benefit either saving money, better lawn, etc. These were the top performing copy themes.
- Consider new deployment tactics like ConnectedTV, TikTok or other culturally focused TV programming (Telemundo, Somali TV) to further expand reach. You can increase ad budget, by not having to remake video content.
- Consider expanding age demographic for the LCW program due to ads being well received by all age groups. LWW seemed to resonate more with an older demographic.
- Recommend partners and cities keep sharing the video content organically.
- These metrics can be used as benchmark metrics for future campaigns.
- Consider proactively address data center concerns around water usage, especially since many cities stopped posting campaign information due to data center pushback.

Summary of ads

Lawn Watering Wisdom Ads

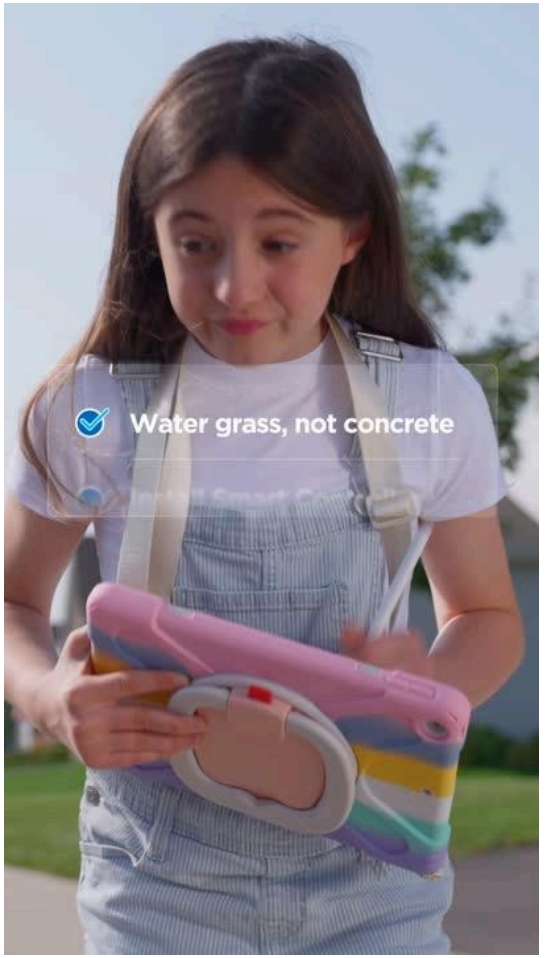
YouTube Ad

- We ran the full 2:15 minute video for the Lawn Watering Wisdom program as a YouTube ad targeted to Dakota County.
- This ad ran for the full time - May through August 2025.
- **Headline:**
  - Save water and take the Water Wise Pledge. Future generations, and your wallet, will thank you.
- **Call to action:**
  - Sign the pledge



Phase 1, Ad 1

- **Video:** 15 second video in 1x1, 9x16 and 16x9 dimensions
- **Headlines Variations:**
  - Learn ways you can save water in your yard
  - Protect drinking water, water wisely
  - If it rains, don’t water – practice smart lawn care
  - Healthy lawns with less water
  - Save money, check your sprinklers for leaks
- **Copy:**
  - Over 90% of Dakota County relies on groundwater for drinking. You can reduce outdoor water use by taking small steps, such as checking your sprinklers for leaks, or using a weather-based irrigation controller. Take the Water Wise Pledge and commit to saving water this summer.
- **Link:** pledge form
  - https://dakotacounty.sjc1.qualtrics.com/jfe/form/SV_3w7sNhGsE7dylpQ



Phase 1, Ad 2

- **Video:** 30 second video in 1x1, 9x16 and 16x9 dimensions
- **Headlines Variations:**
  - Learn ways you can save water in your yard
  - Protect drinking water, water wisely
  - If it rains, don’t water – practice smart lawn care
  - Healthy lawns with less water
  - Save money, check your sprinklers for leaks
- **Copy:**
  - Are your sprinklers watering the sidewalk? Do you water every other day, not accounting for rain? Technology like a weather-based irrigation controller can help and save you money on your water bill.
- **Link:** landing page
  - https://dakotacounty.sjc1.qualtrics.com/jfe/form/SV_3w7sNhGsE7dylpQ



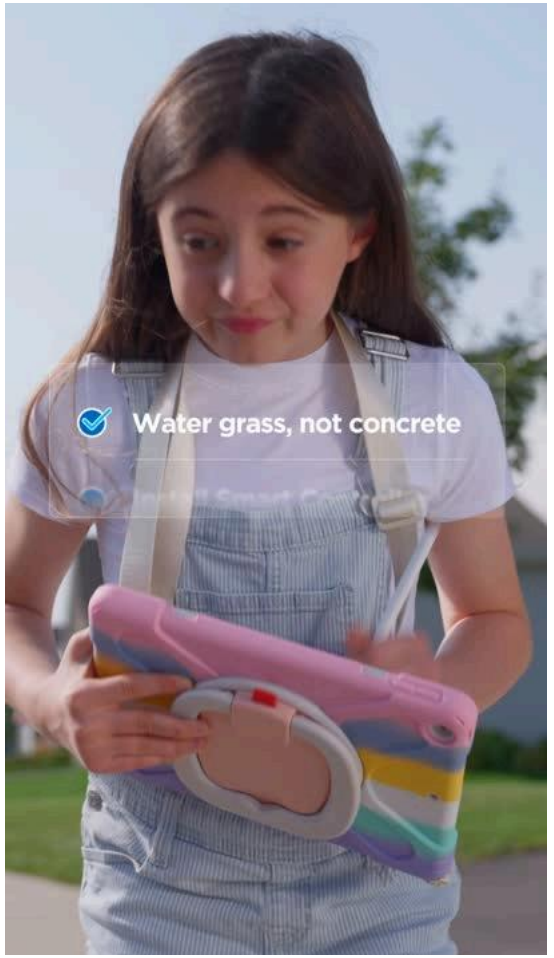
Phase 1, Ad 3

- **Video:** 45 second video in 1x1, 9x16 and 16x9 dimensions
- **Headlines Variations:**
  - Learn ways you can save water in your yard
  - Protect drinking water, water wisely
  - If it rains, don't water – practice smart lawn care
  - Healthy lawns with less water
  - Save money, check your sprinklers for leaks
- **Copy:**
  - The Lawn Watering Wisdom Campaign will help you find simple ways to reduce your water usage while still maintaining a beautiful yard. Go through the Checklist and find ways to save water this summer.
- **Link:** landing page
  - https://dakotacounty.sjc1.qualtrics.com/jfe/form/SV_3w7sNhGsE7dylpQ



Phase 2, Ad 1

- **Video:** 15 second video in 1x1, 9x16 and 16x9 dimensions
- **Headlines Variations:**
  - Make your lawn drought resistant
  - Are you watering efficiently?
  - Don’t water during peak heat
  - Sign the pledge to save water
  - Save water & money this summer
- **Copy:**
  - Join Dakota County residents in pledging to use water wisely this summer. Are you watering during peak heat? Do you still water when it rains? There are simple ways and helpful technology to protect our drinking water and reduce water usage.
- **Link:** pledge form
  - https://dakotacounty.sjc1.qualtrics.com/jfe/form/SV_3w7sNhGsE7dylpQ



Phase 2, Ad 2

- **Video:** 30 second video in 1x1, 9x16 and 16x9 dimensions
- **Headlines Variations:**
  - Make your lawn drought resistant
  - Are you watering efficiently?
  - Don’t water during peak heat
  - Sign the pledge to save water
  - Save water & money this summer
- **Copy:**
  - Small changes, like fixing leaks or adjusting sprinkler heads, can save thousands of gallons. Take the Water Wise Pledge - future generations, and your wallet will thank you.
- **Link:** pledge form
  - https://dakotacounty.sjc1.qualtrics.com/jfe/form/SV_3w7sNhGsE7dylpQ



Phase 2, Ad 3

- **Video:** 45 second video in 1x1, 9x16 and 16x9 dimensions
- **Headlines Variations:**
  - Make your lawn drought resistant
  - Are you watering efficiently?
  - Don’t water during peak heat
  - Sign the pledge to save water
  - Save water & money this summer
- **Copy:**
  - Watering during hot afternoons leads to waste through evaporation. Water early in the morning or in the evening for the best results. Sign the pledge to save water this summer.
- **Link:** pledge form
  - https://dakotacounty.sjc1.qualtrics.com/jfe/form/SV_3w7sNhGsE7dylpQ



Landscaping for Clean Water Ads

YouTube ad

- We ran the full 2:15 minute video for the Landscaping for Clean Water program as a YouTube ad targeted to Dakota County.
- **Headlines Variations:**
  - Sign up for a free landscaping class
- **Call to action:**
  - Sign up



Ease of management ads

We are running two Meta ads about ease of management. We are using the same headline and copy variations, but different lengths of the video: 40 second and 15 second version.

- **Headlines Variations:**
  - Sign up for a free class
  - Get $250 towards planting a garden
  - Free landscaping class
  - Learn landscaping for free
- **Copy Variations:**
  - Looking for something easier to manage without sacrificing beauty? The Landscaping for Clean Water program provides hands-on assistance in creating an aesthetic alternative to traditional lawns. Register now!
  - Tired of mowing? Transform your outdoor space into a low maintenance, beautiful yard. Our experts at Dakota County SWCD will guide you every step of the way.
  - Free landscaping courses are available to transform your yard into a low maintenance, beautiful space. Plus, you get $250 to spend on your garden!



Cost savings ads

We are running two Meta ads about cost savings. We are using the same headline and copy variations, but different lengths of the video: 40 second and 15 second version.

- **Headlines Variations:**
  - Sign up for a free class
  - Get $250 towards planting a garden
  - Free landscaping class
  - Learn landscaping for free
- **Copy Variations:**
  - Looking to cut your watering bill while beautifying your yard? Free classes are available to learn how to create stunning outdoor spaces that save money. Plus, you get $250 to spend on your garden! Reserve your spot today.
  - Learn how to create a stunning outdoor space that saves you money on your watering bill! Our experts at Dakota County SWCD will guide you every step of the way and give you $250 to spend on your garden. Sign up for our free course.
  - Maintaining traditional lawns costs a lot of money. Sign up for the free Landscaping for Clean Water class and learn about landscaping practices that save water and money.



Environment/gardening ads

We are running two Meta ads about the environment/gardening. We are using the same headline and copy variations, but different lengths of the video: 40 second and 15 second version.

- **Headlines Variations:**
  - Sign up for a free class
  - Get $250 towards planting a garden
  - Free landscaping class
  - Learn landscaping for free
- **Copy Variations:**
  - Create a beautiful garden that is good for the environment too! We will show you how. We will also give you $250 to spend on your garden! Sign up for our free class.
  - The Landscaping for Clean Water program teaches residents how to beautify their yard while also protecting local water quality and providing habitat for pollinators. Reserve your free spot today!
  - Want to turn your garden into a haven for nature? Dakota County SWCD will teach you how and give you $250 to spend on your garden. Sign up for our free course today.



Thank you



TUNHEIM