

# **Kansas Department of Wildlife, Parks & Tourism**



# Message

- Nature based – consumptive
  - Fishing and hunting
- Nature based – non-consumptive
  - Hiking, biking, camping, birdwatching, etc.

# Media

- Magazines
- Trade shows
- E-blasts
- Search engine marketing
- Online display & video advertising
- Social media



# Magazines

Camping Life

Field & Stream

Outdoor Life

Pheasants Forever

Trailer Life

Audubon

travelks.com  
**KANSAS**

## exceptional KANSAS HUNTING

With world-class hunting opportunities and a variety of game, Kansas is a hunter's paradise. Hunt more than 300,000 acres of public land and over 1,000,000 acres of walk-in private land leased for public access with diverse habitats and varied landscapes.

**Higher-Bag Limits:** Kansas bag limit is four roosters per day with possession of four daily bag limits. Kansas bag limits are higher than most other states.

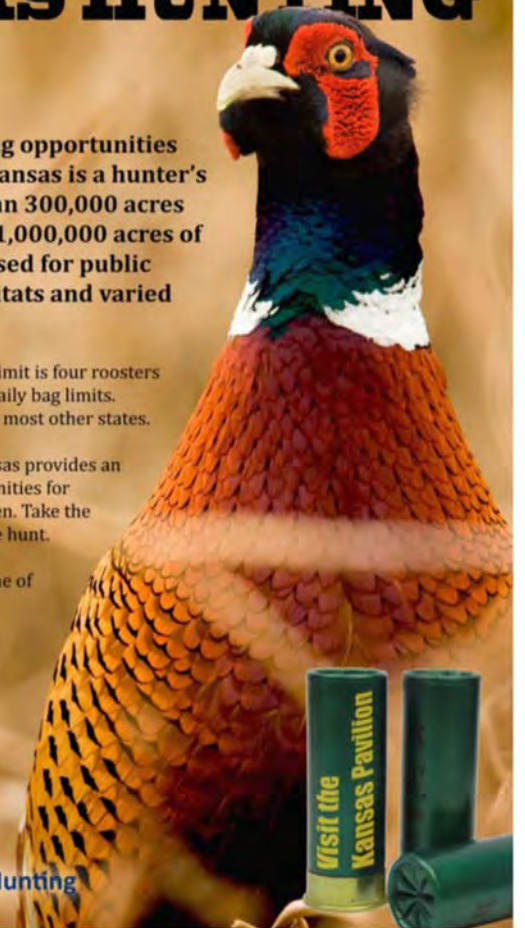
**Mixed Bag of Opportunity:** Kansas provides an abundance of mixed bag opportunities for pheasant, quail and prairie chicken. Take the limit of each bird during the same hunt.

**Top Ranking:** Kansas ranks as one of the best states in the nation for pheasant hunting.



**Kansas**  
Department of Wildlife, Parks  
and Tourism

[TravelKS.com/Hunting](http://TravelKS.com/Hunting)



## Magazine ad with QR code



A magazine advertisement for Kansas. The main image shows a person in a red jacket kayaking on a blue river, with a rocky, reddish-brown bank on the left. The text "There's no place like Kansas" is prominently displayed in the center-right. Below this, the website "TravelKS.com" and phone number "800.2Kansas, ext. TL" are listed. Further down, a short paragraph describes activities: "Bike ruggedly rocky terrain. Hike native Kansas prairie. Or boat one of 24 State Parks." The location "Wilson Lake" is noted in the bottom right corner. On the left side of the ad, there is a QR code with a red 'X' over it, and a yellow tag with the text "TravelKS.com Kansas".

There's no place like  
**Kansas**

TravelKS.com · 800.2Kansas, ext. TL

Bike ruggedly rocky terrain. Hike native Kansas prairie.  
Or boat one of 24 State Parks.

Wilson Lake

TravelKS.com  
**Kansas**

travelks.com  
**KANSAS**



# Trade Shows



trave  
KANSAS



# Search Engine Marketing

bing

Search Images Mail Documents Calendar Sites Maps News Mobile More

Google

pheasant hunting kansas

Search About 188,000 results (0.22 seconds)

Web  
Images  
Maps  
Videos  
News  
Shopping  
More

Wichita, KS  
Change location

Show search tools

Ads related to pheasant hunting kansas Why these ads?

**Hunt North Central Kansas | pheasantcreeklodge.com**  
[www.pheasantcreeklodge.com/](http://www.pheasantcreeklodge.com/)  
Kansas Lodge offering both wild and game preserve pheasant hunting

**Kansas Pheasant Hunting | tallgrasslodge.com**  
[www.tallgrasslodge.com/](http://www.tallgrasslodge.com/)  
Tallgrass Lodge, Affordable Guided Kansas Pheasant hunts!

**Dakota Ringneck Lodge - Premier Pheasant Hunting Lodge.**  
[www.dakringneck.com/](http://www.dakringneck.com/)  
Book Your Hunt For As Low As \$400.

**Kansas Pheasant Hunting - Ringneck Ranch, Tipton Kansas ...**  
[www.ringneckranch.net/](http://www.ringneckranch.net/)  
Ringneck Ranch in North Central Kansas offers quality upland game bird hunts with excellent on-site accommodations and homemade country gourmet meals.  
Contact Us - Our Hunts - Directions - The Ranch

**Upland Bird Regional Forecast / Upland Birds / Hunting / KDWPT ...**  
[kdwpt.state.ks.us/Hunting/...Birds/Upland-Bird-Regional-Forecast](http://kdwpt.state.ks.us/Hunting/...Birds/Upland-Bird-Regional-Forecast)  
Sep 27, 2011 - Small game regions for Kansas; grayed counties were open to emergency haying or grazing of Conservation Reserve Program (CRP).

**Pheasant Hunting Kansas, pheasanthuntingkansas, www ...**  
[www.pheasanthuntingkansas.com/](http://www.pheasanthuntingkansas.com/)  
Pheasant Hunting Kansas pheasanthuntingkansas

Ads - Why these ads?

**S Dakota Pheasant Hunting**  
[www.americanwingshootinglodge.com/](http://www.americanwingshootinglodge.com/)  
All Inclusive Pheasant Hunting  
One of South Dakota's Finest Lodges

**Best Pheasant Hunt Ever**  
[www.birdsbucksberries.com/](http://www.birdsbucksberries.com/)  
Premier Hunting Lodge in Eastern SD  
30 Minutes From Sioux Falls

**Kansas Pheasant Hunting**  
[www.travelks.com/Hunting](http://www.travelks.com/Hunting)  
Whitetail Deer, Quail, & Pheasant.  
Order a Free Kansas Outdoors Guide!

**Pheasant Hunting & Golf**  
[www.huntsignaturelodge.com/](http://www.huntsignaturelodge.com/)  
Cheyenne Ridge Signature Lodge  
Family owned S Dakota hunting lodge

**Kansas Trophy Whitetail**  
[www.huntflyingw.com/](http://www.huntflyingw.com/)  
New 2012 bowhunting rates  
Top private ranches & property - KS

**Legacy Ranch**  
[www.huntinglegacy.com/](http://www.huntinglegacy.com/)

# Online Display Advertising

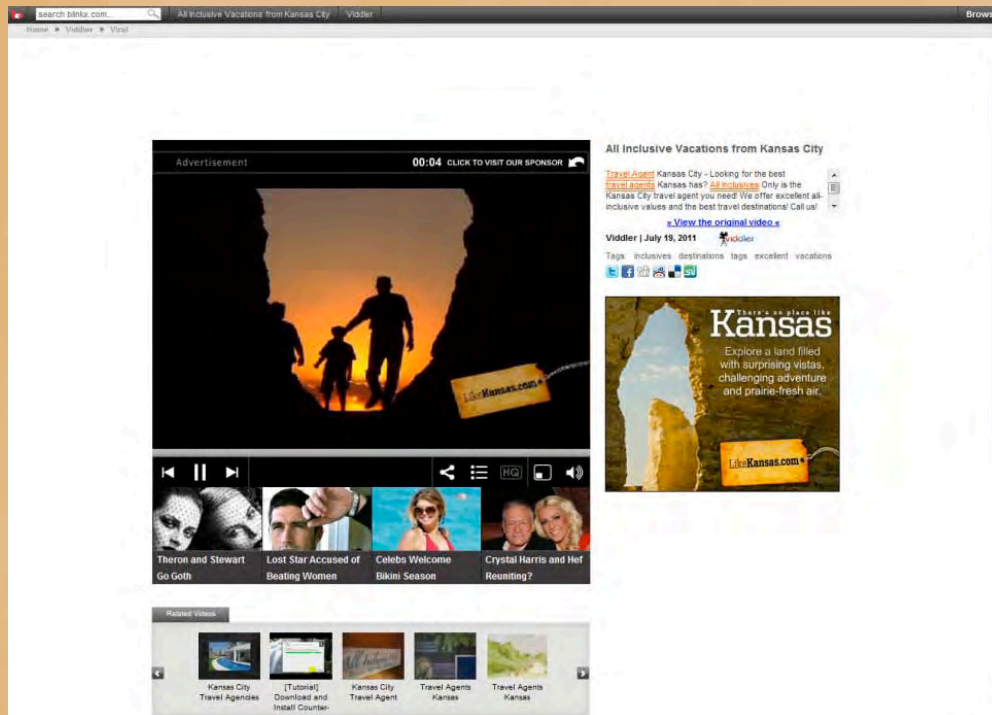
The screenshot shows the Fox News website with a navigation bar at the top. Below the navigation bar, there is a search bar and a section for "ON AIR NOW" featuring Fox Reporters and Anchors. The main content area displays a "St. Louis Vacation Guide" advertisement. The ad features a large image of the St. Louis skyline with the Gateway Arch and a weather forecast for St. Louis: "Spotlight On ST. LOUIS", "Currently 69°", "Hi 77°", "Lo 54°". Below the main image, there is a section titled "LAY OF THE LAND" with a brief description of St. Louis. To the right of this section, there is a "ST. LOUIS VIDEO" section with two video thumbnails: "Major League Baseball Helps Raise Funds for Joplin" and "Twister Rips Roof Off St. Louis Airport". The advertisement also includes a "Like Kansas.com" tag and a "FOLLOW FOX NEWS TRAVEL" link.

The advertisement for Kansas features a large, torn paper effect revealing a landscape. The text "There's no place like Kansas" is prominently displayed at the top. Below this, the text reads: "Explore a land filled with surprising vistas, challenging adventure and prairie-fresh air." A small tag with the text "LikeKansas.com" is attached to the torn paper. The background is a warm, golden-brown color with a subtle pattern of stars.

travelks.com  
KANSAS



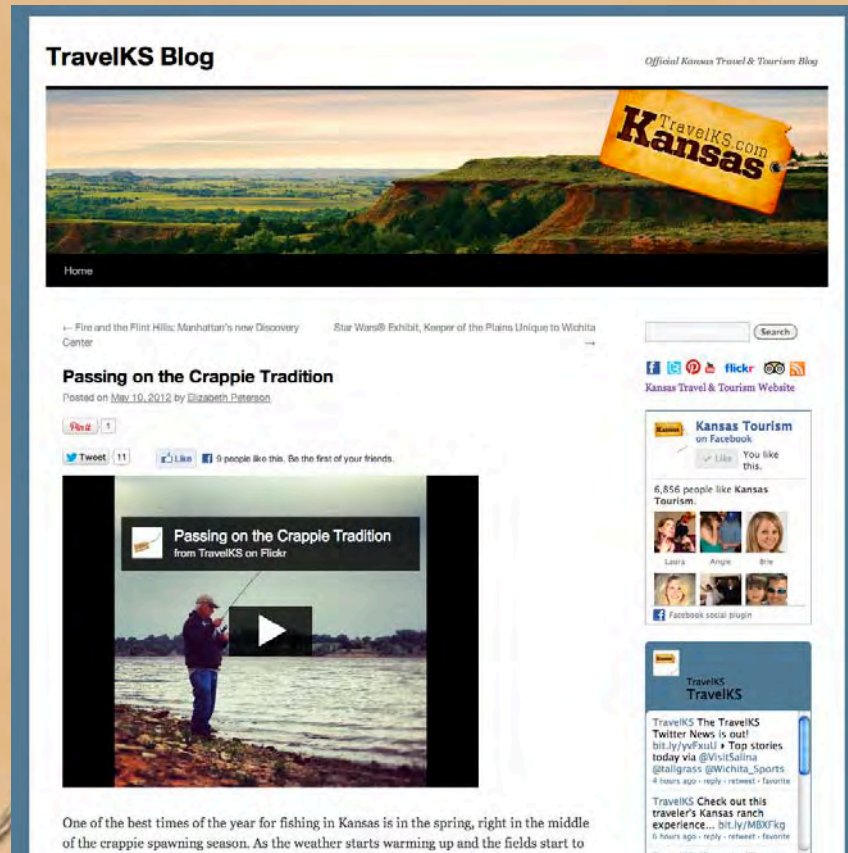
# Online Video Advertising



travelks.com  
KANSAS

# Social Media

- Blog
- Facebook
- Twitter
- YouTube
- Flickr
- Pinterest





# Why Social Media?

- Popular with all demographics
- Users spend a lot of time
- Large networks of friends
- Instant communication
- Follows people everywhere

# Facebook

- More than 900 million active users
- U.S. users spending more than 6.5 hours a month on the site; 7.3 on the mobile site



# Facebook

- Brand Page
  - Profile not needed to view
  - Indexed in search engines
  - No limits to number of fans
  - Easy to remember URL
  - Analytics for performance

# Facebook

facebook Search for people, places and things Alissa Sheley Home

Create A Page

Now  
June  
May  
2012  
2011  
2010  
2009  
2008  
Born

**Kansas Tourism**  
6,858 likes · 221 talking about this · 6 were here

Government Agency · Tourist Information  
Welcome to the Official Kansas Tourism Facebook Page. Become a Fan & Follow us on Twitter: <http://www.twitter.com/TravelKS> and Pinterest: <http://www.pinterest.com/TravelKS>

About Photos Videos Events KS Mobile App

Highlights

Status Photo / Video Event, Milestone +  
Write something...

**Kansas Tourism**  
14 hours ago via Buffer

Top 10 Favorite Things at Salina's Smoky Hill River Festival <http://bit.ly/Mx7xvL>. Can you add to the list?

**Top 10 Favorite Things at Salina's Smoky Hill River Festival**  
[blog.travelks.com](http://blog.travelks.com)  
Tapping my toes and nodding my head to the sounds of salsa, jazz, rock and Latin music, I spent a good part of this June afternoon sipping sweet tea under

Share - via Buffer  
Like Comment

**85 Friends**  
Like Kansas Tourism +76

Recent Posts by Others on Kansas Tourism See All

**Road Trips for Families**  
@ We've only had time to do a fraction of all the road...  
Friday at 8:20am

**Regional Wine Taster**  
@ <http://regionalwinetaster.com/2012/06/20/midw...>  
June 20 at 10:59pm

More Posts

Recommendations See All  
Write a recommendation...

Put Your Ad Here  
**Kansas Tourism**  
Welcome to the Official Kansas Tourism Facebook Page. Become a Fan & Follow us on Twitter: <http://www...>  
e° Like · Alissa Sheley likes this.  
**Get More Likes**

travelks.com  
**KANSAS**




# Facebook

facebook 90 Search for people, places and things Q Alissa Shelley Home ▼






**Admin Panel** Edit Page Build Audience Help Hide + Create A Page

**Notifications** See All **Messages** See All

**Notifications**



-  Mrituanjay Sharma likes Kansas Tourism's photo. 15 minutes ago
-  Miguel Gonzalez likes Kansas Tourism's photo. on Friday

**Messages**

-  Laura Parthun Helweg Thanks again.. my daughter recieved ...
-  Dawn McCready Pilcher Thanks for the reply. It just seems lik...
-  Sharon Coulter Yoder Hi Sharon, The best place to star...
-  Hiroyuki Tsuji Good afternoon (^\_^)/immigration do...
-  Stephanie Baker Thank you!!! 😊


**New Likes** See All **Insights** See All **Page Tips** Next

**New Likes**

-  Cheryl Boyer 14 hours ago
-  Becca M 16 hours ago
-  Amy Belden on Saturday
-  Zach Moeller on Friday


**Insights**


Talking About This Reach




**Page Tips**

**Get Free Cards**  
Promote your Facebook Page with a free pack of cards from Moo.com, while supplies last.



 **Kansas Tourism**  
6,858 likes · 221 talking about this · 6 were here

Like Share


**Put Your Ad Here**  
**Kansas Tourism**  
  
Welcome to the Official Kansas Tourism Facebook Page. Become a Fan & Follow us on Twitter: <http://www...>  
Like · Alissa Shelley likes this.  
Get More Likes

travelks.com  
KANSAS

# Facebook

**Kansas Tourism**  
June 3 via Buffer

All Roads Lead to Kansas (and coffee)

**All Roads Lead to Kansas (and coffee)**  
bit.ly  
It's human nature to be curious about what your fellow travelers do on the Kansas roads. Fortunately, curiosity is less dangerous for humans than cats, and

Share · via Buffer

Like · Comment


4 people like this.

Write a comment...

796 people reached · 11%

**Kansas Tourism**  
June 3

**Cycling Across Kansas: "Incredibly Fun!"**  
Joe, North Dakota, makes his way from Washington D.C. to San Francisco and enjoys Kansas destinations along the way. — at Good Ol' Days.



Unlike · Comment · Share


Kansas Tourism and 6 others like this.

Write a comment...

732 people reached · 10%


**Kansas Tourism**  
June 3

This is what playtime looks like when you spend the summer traveling to historical forts in Kansas.  
— Jess



Unlike · Comment · Share

Kansas Tourism and 43 others like this.


 **Jay Hawkes** Watching Out for Missouri Border Bushwackers. !!!  
June 3 at 1:27pm · Like · 1

Write a comment...

1,467 people reached · 18%

**Kansas Tourism**  
June 3 via Buffer

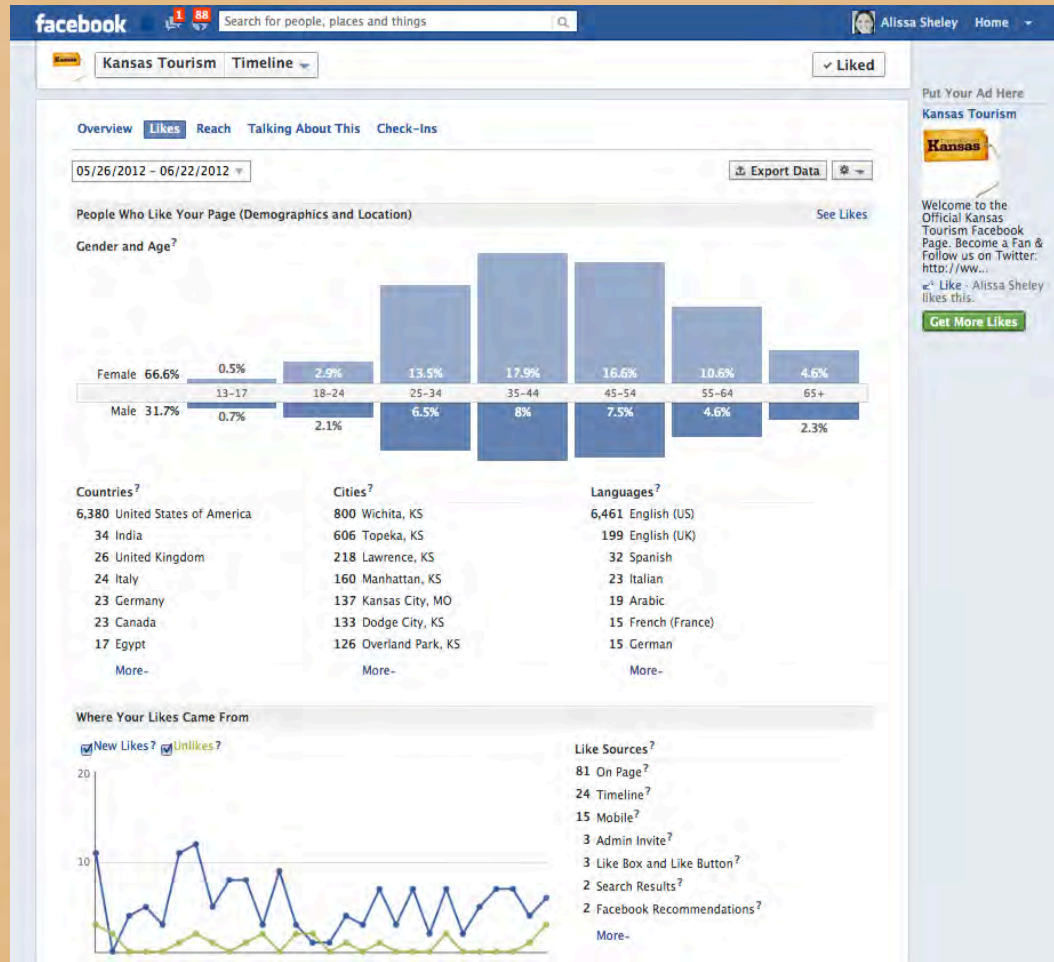
Thomas the Tank Engine pulling into Baldwin City station / LJWorld.com



Thomas the Tank Engine pulling into Baldwin



# Facebook





# Facebook

facebook

188

Search for people, places and things

Alissa Sheley Home

Your Settings

Manage Permissions

Basic Information

Profile Picture

Featured

Resources

Admin Roles

Apps

Mobile

Insights

Help

Deals

Kansas Tourism

View Page

Page Visibility: ☐ Unpublish page (only admins can see this page)  
What is this?

Country Restrictions:  Type a country... What is this?  
☒ Only show this page to viewers in these countries  
☐ Hide this page from viewers in these countries

Age Restrictions:  Anyone (13+) What is this?

Posting Ability: ☒ Everyone can post to Kansas Tourism's timeline  
☒ Everyone can add photos and videos to Kansas Tourism's timeline

Post Visibility: ☒ Show the box for "Recent Posts by Others" on the top of Kansas Tourism  
Default visibility of posts by others on Kansas Tourism's timeline:  Allowed on Page

Tagging Ability: ☒ People can tag photos posted by Kansas Tourism

Messages: ☒ Show "Message" button on Kansas Tourism

Moderation Blocklist:  Comma separated list of terms to block...

Profanity Blocklist:  Strong

Delete Page: [Delete Kansas Tourism](#)

Save Changes

Cancel

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# Facebook

facebook

186

Search for people, places and things

Alissa Sheley Home

Your Settings

Manage Permissions

Basic Information

Profile Picture

Featured

Resources

Admin Roles

Apps

Mobile

Insights

Help

Deals

Kansas Tourism

View Page

Category: Companies & Organizations Travel/Leisure

Official Page: Pick a topic

Place Sub-categories: Government Agency Tourist Information

Username: You can now direct people to [www.facebook.com/TravelKS](http://www.facebook.com/TravelKS). Learn more.

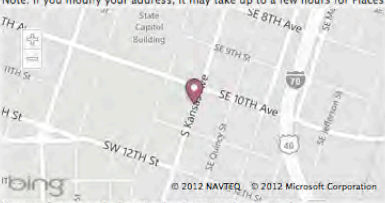
Address: 1020 S. Kansas Avenue, Suite 200

City/Town: Topeka, KS

ZIP Code: 66612

Note: If you modify your address, it may take up to a few hours for Places users to see this change.

Map Location:



You can fine-tune the location by dragging the pin on the map.  
[Show this map on the page.](#)

Name: Kansas Tourism - Request Change

Start Date: 1861 January 29

Start Type: Born

About: Welcome to the Official Kansas Tourism Facebook Page. Become a Fan & F

Company Overview: If you're looking for new and exciting vacation adventures, then Kansas is the place you want to be. History buffs can explore the state's legendary cowboy towns or visit Kansas' countless museums, which celebrate the state's pioneer, aviation, farming and Native American legacies. Outdoor enthusiasts will be happy to know that Kansas is still home on the range.

Description:

Mission:

Founded:

# Facebook

The screenshot shows the Facebook Admin Roles interface for the page 'jones huyett Partners'. The top navigation bar includes the Facebook logo, a search bar, and the user profile 'Alissa Sheley'. The left sidebar lists various settings, with 'Admin Roles' highlighted. The main content area shows a list of current admins: Alissa Sheley (Manager), Brie Engelken (Content Creator), and Tracey Spencer Stratton (Content Creator). Each entry includes a profile picture, name, role, and a brief description of their permissions. Below the list is a section to 'Add Another Admin' with a text input field and a 'Save' button. The footer contains copyright information and links to various Facebook pages.

facebook Search for people, places and things Alissa Sheley Home

jones huyett Partners View Page

All Page admins can have a different role assigned to them, depending on what they need to work on.  
[Learn more](#) about different kinds of admin roles.

**Alissa Sheley**  
Manager  
Alissa can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Brie Engelken**  
Content Creator -  
Brie can edit the Page, send messages and create posts as the Page, create ads, and view insights.

**Tracey Spencer Stratton**  
Content Creator -  
Tracey can edit the Page, send messages and create posts as the Page, create ads, and view insights.

Type a name or email...  
Manager -  
Can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

Add Another Admin

Save Cancel


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


# Twitter








- 15% of online adults use Twitter
  - 8% use it daily
- Largest growing demographic 18 - 24





# Twitter

**TravelKS**  
@TravelKS FOLLOWS YOU  
*If you're looking for new and exciting vacation adventures, then Kansas is the place you want to be.*  
Kansas · <http://www.TravelKS.com>








[Following](#)   
4,149 TWEETS  
1,117 FOLLOWING  
2,799 FOLLOWERS

**Tweet to TravelKS**

**Tweets**   
[Following](#)   
[Followers](#)   
[Favorites](#)   
[Lists](#)   
[Recent images](#)   



**Similar to TravelKS**   
 **McPherson CVB** @McPhersonCVB  
[Follow](#)  
 **Wyoming Tourism** @wyomingtourism  
[Follow](#)  
 **Ryan Allison** @ILoveSGFMo  
[Follow](#)

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Blog Status Apps Resources Jobs

**Tweets**  
 **TravelKS** @TravelKS 2h  
The TravelKS Twitter News is out! [bit.ly/yvFxuU](http://bit.ly/yvFxuU) ▶ Top stories today via [@greensburg\\_ks](#)  
[Expand](#)  
 **TravelKS** @TravelKS 23 Jun  
The TravelKS Twitter News is out! [bit.ly/yvFxuU](http://bit.ly/yvFxuU) ▶ Top stories today via [@TCivicTheatre](#) [@WichitaOrpheum](#) [@ChateauAvalon](#)  
[Expand](#)  
 **TravelKS** @TravelKS 22 Jun  
The TravelKS Twitter News is out! [bit.ly/yvFxuU](http://bit.ly/yvFxuU) ▶ Top stories today via [@VisitSalina](#) [@talgrass](#) [@Wichita\\_Sports](#)  
[Expand](#)  
 **TravelKS** @TravelKS 22 Jun  
Check out this traveler's Kansas ranch experience... [bit.ly/MBXFkg](http://bit.ly/MBXFkg)  
[Expand](#)  
 **TravelKS** @TravelKS 21 Jun  
[#FacesandPlaces](#) Roadie Blog - Summer Festivals in Kansas: Big city excitement, time-honored traditions [bit.ly/MxK65u](http://bit.ly/MxK65u)  
[Expand](#)  
 **TravelKS** @TravelKS 21 Jun  
Top 10 Favorite Things at Salina's Smoky Hill River Festival [bit.ly/Mx7xvL](http://bit.ly/Mx7xvL). Can you add to the list?  
[Expand](#)  
 **Lynn Phillips Brown** @Heffer\_1 21 Jun



# Twitter


 **TravelKS**  
View my profile page

[Account](#)  
[Password](#)  
[Mobile](#)  
[Notifications](#)  
**[Profile](#)**  
[Design](#)  
[Apps](#)

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[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)

**Profile**  
This information appears on your public profile, search results, and beyond.

Picture

 **Choose file** No file selected  
Maximum size of 700k. JPG, GIF, PNG.  
Need help uploading a profile image? [Learn more.](#)  
[Delete this image](#)

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Website



Have a homepage or a blog? Put the address here.  
[You can also add Twitter to your site here.](#)

Bio

About yourself in fewer than 160 characters.

Facebook

Your account is connected to Facebook. [\(Disconnect\)](#)

 @TravelKS  **Andrea Johnson**

Allow Twitter to post to the wall of:  
☒ my Facebook profile  
Tweets that are @replies and direct messages will never be posted.

Having trouble? [Learn more.](#)

**Save changes**

travelks.com  
KANSAS



# Twitter

The screenshot displays the Twitter web interface. At the top, navigation links for Home, Connect, and Discover are visible, along with a search bar and user profile icons. The main content area is divided into two columns. The left column, titled 'Interactions', features a 'Mentions' section and a 'Who to follow' section. The 'Who to follow' section lists 'Blue Jeans Network' (promoted), 'Jim Richardson', and 'Dept. of Agriculture'. The right column, also titled 'Interactions', shows a list of recent interactions: 'Pyle for Senate' and 7 others followed you; 'Hope' retweeted you; 'Kansas Magazine' retweeted a post about 'TravelKS'; 'Vergie Heidt' and 6 others followed you; 'Lynn Phillips Brown' retweeted a post about 'TravelKS'; 'Alissa Sheley' retweeted a post about 'TravelKS'; and 'Kansas Magazine, Angela and City of Lenexa' retweeted you. Each interaction entry includes a profile picture, the user's name, and the time of the interaction.

Home Connect Discover

Enter an @name or full name

Interactions

Mentions

Who to follow · Refresh · View all

Blue Jeans Network @BlueJeans... Promoted · Follow

Jim Richardson @JimRichardson... Followed by Lindsborg Midsumme... Follow

USDA Dept. of Agriculture @USDA Followed by Tiya Tonn-Oppold an... Follow

Browse categories · Find friends

© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers

Interactions

Pyle for Senate and 7 others followed you 14m

Hope retweeted you 23 Jun  
23 Jun: The TravelKS Twitter News is out! bit.ly/yvFxuJ ▶ Top stories to...

KANSAS 38 Kansas Magazine @KANSASMag 22 Jun  
RT @TravelKS: Kids' activities, live entertainment and most importantly AWESOME #BBQ at the Great Lenexa BBQ Battle this weekend. http://bu... Expand

Vergie Heidt and 6 others followed you 22 Jun

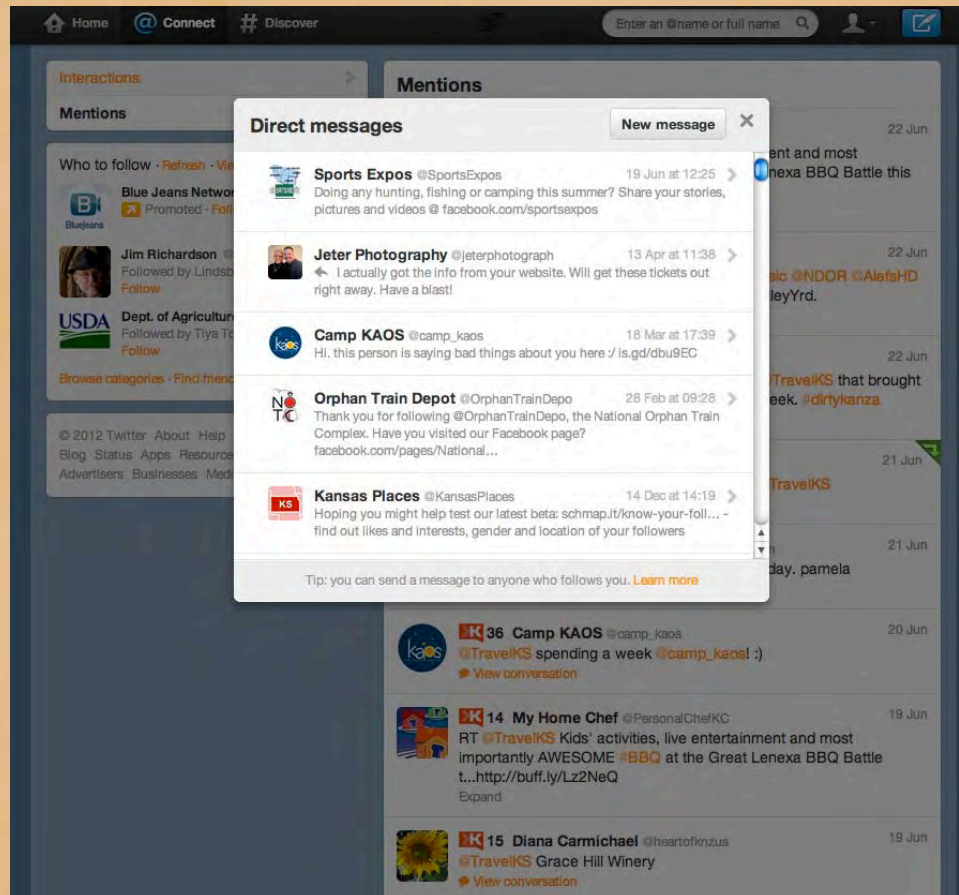
43 Lynn Phillips Brown @Heiffer\_1 22 Jun  
#FF @TravelKS @UnionPacific @TobyKeithMusic @NDOR @AletstHD Rode to NPlatte on the Harley to see TK & BaileyYrd. Expand

53 Alissa Sheley @alissasheley 22 Jun  
Just read an upcoming post from one of the @TravelKS that brought tears to my eyes. Can't wait to share it next week. #dirtykanza Expand

Kansas Magazine, Angela and City of Lenexa retweeted you 22 Jun  
19 Jun: Kids' activities, live entertainment and most importantly AWES... Expand

Marv Ayers, Apartmani Mandić and unseenhideaways followed you 21 Jun

# Twitter



travelks.com  
KANSAS

Questions?

travelks.com  
**KANSAS**