



WOLVES AMONG US

STRATEGIC MARKETING PLAN

EXECUTIVE SUMMARY

CAMPAIGN TITLE

- Wolves Among Us
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PROJECT SCOPE

- An awareness campaign giving voice to the rural families and ranchers most affected by ongoing Mexican wolf management policies.
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CAMPAIGN WEBSITE

- WolvesAmongUs.org
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PREPARED BY

- SkyWest Media, Tucson Arizona

PURPOSE

To elevate the voices of rural New Mexicans and others living with the consequences of federal wolf management, shifting public awareness and driving more balanced policy conversations across state and national audiences.



PRIMARY CAMPAIGN GOALS

- Humanize the rural experience with emotionally compelling video storytelling
 - Reach urban and suburban audiences who often lack context on the issue
 - Drive traffic to a website hub that educates, engages, and activates viewers
 - Build long-term momentum toward balanced wildlife policy
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KEY TACTICS

- Urgent launch of WolvesAmongUs.org
 - 1 high-impact cinematic narrative video (2:00–2:30)
 - 5–7 short-form stories (:30–:60 each) shared across social channels
 - B-roll, interviews, and rural visual storytelling
 - Cross-platform digital campaigns (Facebook, YouTube, TikTok, OTT, Google)
 - A/B testing and audience targeting
 - Shareable social content to extend reach
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AUDIENCES WE NEED TO REACH

- Urban/suburban residents in New Mexico and Arizona
 - Policymakers, legislators, and federal conservation agencies
 - The broader public who support wildlife initiatives but lack knowledge of the human cost
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KEY MESSAGE THEMES

- “We live with the consequences every single day.”
 - “This isn’t working—for wolves or for people.”
 - “We support conservation, but the system is broken.”
 - “There’s a better, balanced way forward.”
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BACKGROUND & OBJECTIVES

The reintroduction of the Mexican wolf began in 1998 as a federal conservation effort. Over time, however, the program has expanded beyond its original scope, now placing severe burdens and safety concerns on rural residents and communities, ranching families, livestock operations, hunters, hikers, and outdoor enthusiasts.

While wolf populations continue to grow, the policy mechanisms to manage them remain ineffective, fragmented, and largely unresponsive to local concerns. Urban-based environmental messaging dominates the conversation, often overlooking those who live with the day-to-day consequences.

“Wolves Among Us” will rebalance the narrative by telling the stories of impacted families through professional video storytelling and pushing that content across high-impact digital platforms.



STRATEGIC OBJECTIVES

- **Shift the narrative:** Shift from one-sided wolf advocacy to a more complete, human-centered view.
 - **Visibility:** Build broad awareness of the rural reality in affected areas.
 - **Empathy:** Engage hearts and minds using emotionally resonant storytelling.
 - **Credibility:** Support visuals with data, facts, and real-time reporting.
 - **Engagement:** Create opportunities for the public to take action or get informed.
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CAMPAIGN & BUDGET BREAKDOWN*

COMPONENT	DESCRIPTION	BUDGET RANGE
WEBSITE DEVELOPMENT	Launch WolvesAmongUs.org with embedded videos, SEO, and storytelling layout	\$5,000 – \$10,000
VIDEO PRODUCTION	1 long-form video (2:00–2:30) + 5–7 short story videos (:30–:60), B-roll capture	\$20,000 – \$35,000
SOCIAL MEDIA ADVERTISING	Facebook, Instagram, YouTube, TikTok, audience segmentation	\$10,000 – \$25,000
OTT STREAMING ADS	Geo-targeted streaming on platforms like Hulu, Roku, Amazon	\$5,000 – \$10,000
GOOGLE PAID SEARCH	Keyword-triggered campaigns linked to landing pages and site content	\$2,500 – \$5,000
SHAREABLE CONTENT CREATION	Quote cards, reels, carousels, memes, data visuals optimized for social	\$3,000 – \$7,500
CAMPAIGN MANAGEMENT	A/B testing, audience refinement, analytics, reallocation of spend	\$4,000 – \$7,500

TOTAL ESTIMATED BUDGET: \$50,000 - \$100,000

*Funding will be dynamically prioritized based on campaign performance and urgency. These are generic proposed. This is not a formal agreement. Specific details to be determined in contract.

EXECUTION TIMELINE & CAMPAIGN PHASES

PHASE | TIMELINE | KEY ACTIVITIES



RUN
DOWN

RAPID LAUNCH

WEEK 1

- Shoot video content (starting the weekend of 4/11/25); finalize 2-4 stories + main video

SITE GO-LIVE

4/18/25 ESTIMATED

- Launch WolvesAmongUs.org with video hub, intro content, core advocacy messaging

WAVE 1 MEDIA

WEEK 2 - 3

- Begin paid social ads + OTT + search with 3-5 creative versions (A/B tested)

WAVE 2 MEDIA

WEEK 4 - 6

- Shoot and release additional short videos; expand content; optimize ad spend

WAVE 3 SCALING

WEEK 6 - 10

- Push broader reach campaigns; earned media pitching; influencer/ally engagement
- Continue to build content

MEASUREMENT & STRATEGIC IMPACT

SUCCESS METRICS

- **Video Views:** 250,000+ geotargeted total impressions across Facebook, YouTube, OTT
- **Website Traffic:** 15,000+ unique visitors; high time-on-page engagement
- **Policy Engagement:** Video used in testimony, committee hearings, or public comment
- **Email Signups or Petition:** Advocacy opt-ins for future action or updates

LONG-TERM VISION | FUTURE PHASES

- Expand video library and share additional testimonies
- Incorporate interactive features like wolf pack mapping, timeline of attacks, or Q&A hub
- Partner with wildlife policy advocates and land-use groups
- Use the Wolves Among Us platform as a sustained voice for rural areas dealing with wolves
- Merchandising (bumper stickers, branded swag)
- Assistance with establishing Google Non-Profit status

SCALABILITY & LEGACY

This campaign is designed to evolve. With additional funding, the campaign can:

- Add more stories and locations
- Partner with legislative advocacy groups
- Incorporate real-time mapping of wolf pack sightings or depredation reports
- Launch live town hall streams or rural-led discussion panels
- Donate to cause link and campaign
- Google ads for Non-Profits

“WOLVES AMONG US”

Is more than a media project — it's a movement to restore balance to a complex conversation, led by those who've lived it.

- Humanize the issue by spotlighting families, community members, the vulnerable, and ranchers living in daily fear and loss
 - Shift the focus from wolf recovery to rural harm, safety, and failed policy consequences
 - Build empathy and credibility using calm, authentic storytelling that highlights respect for the land and wildlife, while drawing attention to imbalance
 - Position Catron County as the epicenter of this crisis — making the local impact feel urgent and specific
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