



CASE STUDY

Missouri State Parks

*Missouri State Parks Develops
New Social Presence With SJC
Marketing*

Building a Welcoming Awareness

Sometimes, what people need most never crosses their social feed.

People need a break from online noise, a moment to catch their breath at the peak of a mountain trail or time to watch water slip by on a riverfront.

Missouri State Parks offers access to what people often need most: an encounter with nature. Yet, as people spend more time engaged with screens, this unmatched resource for health, wellbeing and peace is at risk of being underutilized.

With 93 state parks and historic sites, the Missouri State Parks system has a lot to offer: award-winning trails, comfortable cabins and plenty of adventure on land and water. Missouri's varied terrain, scenic views and rich vegetation make it a perfect place to have fun with friends or relax in solitude.



Good Connections

Missouri State Parks provides what no business could: access to expansive natural experiences. Unlike many state park systems across the country, entry to Missouri State Parks is always free, and gives visitors ample opportunity to explore and enjoy natural beauty at a price that fits every budget.

The parks system faced the same challenge every entity, public or private, has to contend with today: finding a way to stand out in the relentless noise of social media.

How could Missouri State Parks connect with potential visitors most likely to visit the parks? Social platform feeds are full of ads for self-care products, exciting entertainment and overseas travel packages. It might seem that state parks could not possibly break through that noise.



Missouri State Parks Finds the Right Partner

Missouri State Parks partnered with SJC Marketing to develop two Facebook ad campaigns designed to raise awareness of the parks system, increase online engagement and showcase a newly launched program. The goal was to encourage people throughout Missouri and surrounding states to plan their next visit while keeping Missouri State Parks top of mind.

As a full-service marketing agency, SJC provided the layered social media marketing expertise Missouri State Parks needed. Drawing on decades of experience working with nonprofit organizations, government agencies and businesses alike, the team understood how to create campaigns that could break through the noise of today's crowded social media landscape while maximizing the return on the state's advertising investment.

Two-Tiered Approach

SJC developed two distinct Facebook campaigns, each serving a unique purpose.

The first, #YouAreAlwaysWelcome, featured engaging imagery from Missouri State Parks paired with compelling messaging that encouraged audiences to plan their next adventure and discover everything the parks system has to offer.

The second campaign promoted Missouri State Parks' new Passport Program. These ads invited users to request a passport map, allowing visitors to track every Missouri State Park and historic site they visit. Creative assets showcased the passport map alongside persuasive messaging designed to generate interest and encourage participation.

To maximize campaign performance, SJC utilized a strategic mix of audience segments across the two campaigns. The #YouAreAlwaysWelcome campaign focused on broad, interest and lookalike audiences, while the Passport Program campaign utilized interest, lookalike and retargeting audiences.

This layered targeting strategy allowed the campaigns to reach both the general public and highly relevant audiences most likely to engage with Missouri State Parks.

Throughout both campaigns, SJC continuously monitored performance and optimized delivery by reallocating budget toward the highest-performing ads, refining audience targeting and evaluating placements to maximize engagement and overall campaign effectiveness.



Millions of Views

The two Facebook campaigns yielded impressive results, generating nearly 10 million combined views, more than 5,000 social engagements and over 40,000 website visits. The campaigns also generated significant interest in the new Missouri State Parks Passport Program, helping introduce visitors to a new way to experience all 93 state parks and historic sites.

The results demonstrated both the effectiveness of SJC Marketing's strategic approach and the unique appeal of Missouri State Parks. With such an extraordinary collection of natural and historic destinations, the parks system simply needed the right marketing partner to break through the noise, raise awareness and inspire more people to explore Missouri's outdoors.



About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

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