

# Develop your Digital Marketing

- Set your budget. Ideally:
  - not less than \$5000 for a consistent two month timeframe, one target market, one digital tactic (i.e. paid search)
- Identify what your objective/ call to action will be – See next slide. Will the effort focus on recruitment so you will enhance discovery, reactivate so you will engage and promote purchasing, or retention so you will meet the needs to support their transaction?
- Identify your target audience (age, gender)
  - Use your existing ELS data or identify cross-over markets to target new audiences
  - If cross-over also look at RBFF market segments
- How will you measure success of your goals? What are the Key Performance Indicators (KPI)
  - Awareness? How will you measure? | Participation numbers at an event | License Sales increase, retention, lapsed?
- Set your timeline for your campaign (leading to opener, promote during spring/summer holidays, etc.)
  - Start planning at minimum 3-4 months out
  - Plan about a 1-2 month campaign
  - What assets do you have/need for a landing page
- Gather and select photos/images that speak to your target audience or partner with someone like Take Me Fishing for assets
- Following your agency procedures
  - Reach out to 3 local vendors to talk about a scope of work and get a feel for them and what they provide
  - Ask for 'goodwill' or 'added value' they can provide
  - If you need help, ask if they can create the digital assets (or you will need to plan for that in-house)
  - For cross-over markets, can they obtain/rent demographic email lists? Find out the click/open rates for the lists.
- Identify, based on budget, what digital spaces you will be in
  - Google search (SEO), Google display (identify or ask RBFF about key words)
  - Social media (paid)
  - Outside email lists
- Select a vendor and set timelines and tactics in place
  - Check in on campaign progress, engagement throughout the campaign, adjust as needed if some tactics are doing better than others during the campaign (increase successful tactics, reassign \$ from low engagement tactics to high engagement tactics)
  - Have vendor create outcome report and discuss



Visibility

Enhance  
Discovery

- Awareness
- Interest



Leverage

Engage &  
Educate

- Consideration
- Purchase



Profit

Transact &  
Support

- Retention
- Advocacy

Input Points in Outdoor Recreation Adoption Model