

Utilizing Digital Marketing Tactics to Increase License Sales



RBFF Virtual Workshop
February 25, 2021



Digital Marketing Campaigns Funding Per State

\$40,000

AFWA Multi-State
Conservation Grant

\$15,000

RBFF Funding

\$10,000

State Agency Match

\$65,000 per state

Digital Marketing Campaigns Highlights



Resident fishing licenses up 13%



During the campaign, web traffic saw:

- 982% increase in users
- 979% increase in new users



Spent \$19,318.60 on Search Engine Marketing which resulted in revenue of \$98,071.19



Campaign delayed until Spring 2021 due to COVID concerns

Digital Marketing Campaigns Highlights



MASSWILDLIFE

Google and social media ads resulted in \$1,222,533 in direct license sales.



Stay tuned!



Earned \$260,525.28 in revenue from geofencing Facebook ads.



Earned \$146,226 in lift revenue!

Digital Marketing Campaigns

Sharing Resources




Toolkit of Info



Case Studies

KS Department of Wildlife, Parks & Tourism

AFWA Multi-State Conservation Grant

Overview
 Kansas Department of Wildlife, Parks & Tourism (KDWP) implemented a digital marketing campaign, from July to November 2020, focused on utilizing retention and reactivation efforts to increase angler participation.

Their audiences included:

1. Beginner anglers- targeted minority communities, women, and families to learn about fishing and make it a hobby.
2. Fishing enthusiasts- targeted advanced anglers to be ambassadors for the fishing tradition.
3. Reactivating anglers- targeted anglers who fished as children to pick it back up again with their families and calling people who are retired but used to fish to pick it up again.

To reach these target audience, they used Search Engine Marketing (SEM) with Google and Bing, display ads, social media ads and YouTube ads. SEM ads led consumers directly to KDWP's fishing license page while the other ads pushed consumers to a "Beyond Fishing Microsite."

Results
 The campaign resulted in \$99,917.73 overall! Google and Bing Search Ads proved to have the highest return on investment. They spent \$19,318.60 on SEM which resulted in revenue of \$98,071.19.

KDWP used display, social and YouTube ads to direct consumers to their "Beyond Fishing Microsite." They spent \$18,864.93 on these tactics and saw a revenue of \$1,846.54. They believe they lost people during the multi-step process to go from the ad, to the micro-site, and finally to the license page.

KDWP had planned to launch a video at the start of the campaign but, due to COVID, the video did not launch until October. It was well received; however, it was not as timely as KDWP would have liked when considering the scope of the campaign, and the traditional fishing season in Kansas. This delay also affected their work with YouTube pre-roll ads.


KDWP had wanted to compare the effectiveness of SEM and social media marketing. However, in an oversight, all social ad referrals went to the microsite, rather than only a portion, so they were unable to compare the effectiveness of social media for promoting direct license sales.

Partners

- Recreational Boating & Fishing Foundation
- Association for Fish & Wildlife Agencies
- Bajillion Agency

Support

"The RBF grant, made possible through AFWA and Multistate Conservation Grants, allowed the Kansas Department of Wildlife, Parks, and Tourism to implement focused digital marketing strategies designed to increase angler participation through our "Beyond Fishing" campaign. Utilizing SEM, Display Ads, YouTube Pre-roll ads, and Facebook/Instagram Ads, the campaign returned \$100,000 in revenue, while providing educational content vital to retaining COVID-era anglers, and demonstrating the value of digital marketing tactics in our daily business and R3 efforts." – Mike Miller, Assistant Secretary of Wildlife, Fisheries and Boating, KDWP



Ad Targeting New Anglers- Recruitment

Creative Assets



Through this grant, we were able to advance our digital marketing efforts in 2020 by focusing on R3-related campaigns, strategically transitioning our investments to the campaigns with the greatest returns on investment and expanding our digital marketing from brand awareness and education to license sales and conservation initiatives.

– Tim Schaeffer, Executive Director, PFBC

Amber Nabors
Director of Outreach,
Education and Marketing



pennsylvania
FISH & BOAT COMMISSION



Utilizing Digital Marketing Tactics to Increase License Sales

Amber Nabors

PA Fish and Boat Commission
Director; Bureau of Outreach,
Education, and Marketing

2020 Marketing Goals

- More robust campaigns
- Use analytics to optimize our results
- Develop and implement customer tracking through the Outdoor Shop (former licensing website)
 - Our new licensing website, [HuntFish.pa.gov](https://www.huntnfish.pa.gov), launched in January
- Positive influence on Outdoor Shop sales, especially during slower summer months



2020 Digital Marketing

First Quarter			Second Quarter			Third Quarter			Fourth Quarter		
January	February	March	April	May	June	July	August	September	October	November	December
Fishing License Renewal					Paddle Sports						Holiday
		Trout Season				Family Fun					

PFBC
Funded

Grant
Funded



Digital Marketing

- Search ads
- Display ads
- Social media ads
 - Facebook and Instagram
- Targeted:
 - Geographically
 - Demographically
- Measurable results

Elements:

- Visual (except search ad)
- Brief call to action
- Link to Outdoor Shop
- Embedded tracking codes



Customer Tracking

As Designed:

1. Google code embedded in ad
2. Follows customer from click
3. Customer moves through Outdoor Shop for purchase
4. Completed license purchase counted by Google
5. Purchase details (items, total value) also recorded by Google



Actual:

1. *Google code embedded in ad*
2. *Follows customer from click*
3. *Customer moves through Outdoor Shop for purchase*
4. *Completed license purchase counted by Google*
5. Purchase details NOT recorded
6. Value based on PALS records
7. Confirm purchase via Google Analytics



Google Search Ads

- Used from March - August, 2020
- 12,000 words, word combinations



Google Search

I'm Feeling Lucky



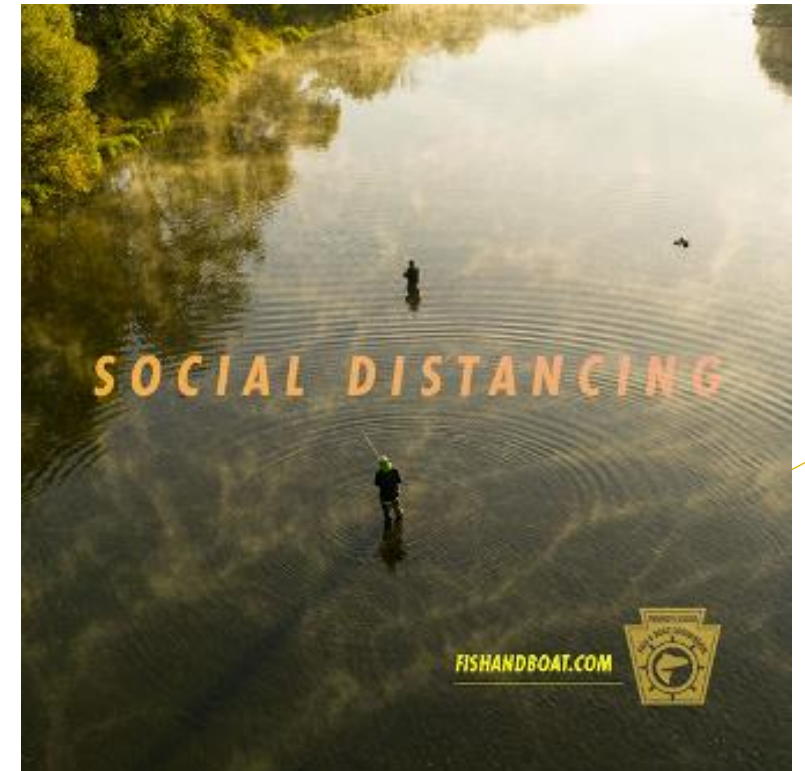
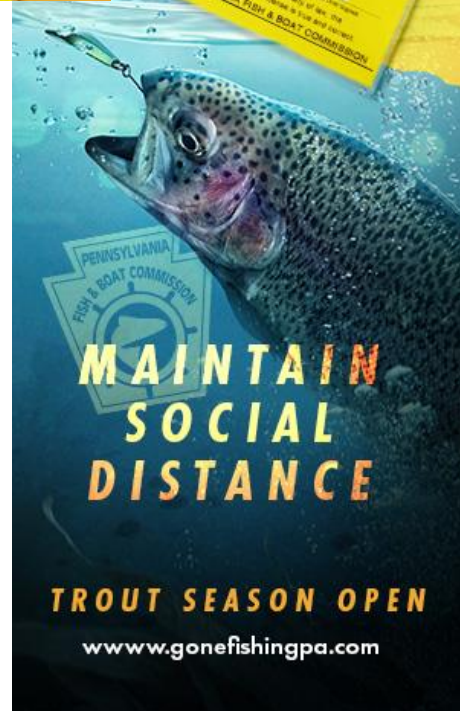
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Find license details, best fishing waters and more. All you need to get on the water here. Find places near you to fish, learn the basics, and purchase your license online.



Trout Season Campaign Imagery



Trout Season Campaign Results

Campaign	Tactic	Segments Targeted	Media Spend	Begin	End	Impressions	Clicks	CTR
Trout Season	SEM	Leisure-time Enjoyers, Avid Adventurists, Lukewarm Occasionalists	\$8,166.15	1-Mar	31-May	152,049	46,451	30.55%
Trout Season	Social Media	Audiences interested in trout fishing, fly fishing, angler-related activities	\$7,322.70	6-Apr	31-May	2,759,247	17,543	0.64%
Trout Season	Display Ads	Audiences in market for fishing gear, fishing tips, and related	\$1,533.60	16-Apr	31-May	1,853,352	7,789	0.42%



Trout Season Campaign Conversion to Purchase

Campaign	Tactic	Transactions	Conversion Rate	Cost/Conversion	Mean* Transaction Value	Estimated Revenue	Net Revenue	ROI
Trout Season	SEM	37,506	81%	\$0.22	\$34.25	\$1,284,581	\$1,276,414.35	\$156.31
Trout Season	Social Media	7,259	41%	\$1.01	\$34.25	\$248,621	\$241,298.05	\$32.95
Trout Season	Display Ads	662	8%	\$2.32	\$34.25	\$22,674	\$21,139.90	\$13.78



Family Fun Campaign

- Search Ads
- Social Media
 - Instagram
 - Facebook

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Find license details, best fishing waters and more. All you need to get on the water here. Find places near you to fish, learn the basics, and purchase your license online.



It's fun and easy to explore nature through fishing. Visit [gonefishingpa.com](https://www.gonefishingpa.com) to get started. You'll be cultivating a lifetime of ...See More



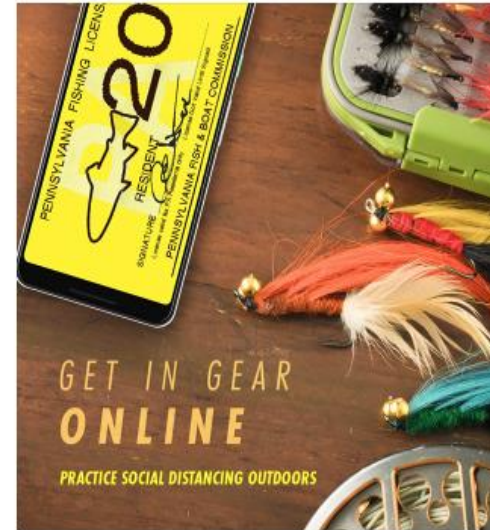
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Kevin Gerhar... 2 Comments 18 Shares

Like Comment Share



Discover places near you to fish, learn the basics, purchase your license online, and be sure to follow social distancing ...See More



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Dennis ... 57 Comments 39 Shares

Like Comment Share



Family Fun Campaign Results

Campaign	Tactic	Segments Targeted	Media Spend	Begin	End	Impressions	Clicks	CTR
Family Fun	SEM	Active Social Families, Family-Focused, Relaxers	\$7,712.50	1-Jul	30-Aug	367,570	23,905	6.50%
Family Fun	Social Media	Active Social Families, Family-Focused, Relaxers	\$2,765.05	1-Jul	30-Aug	639,932	1,126	0.18%

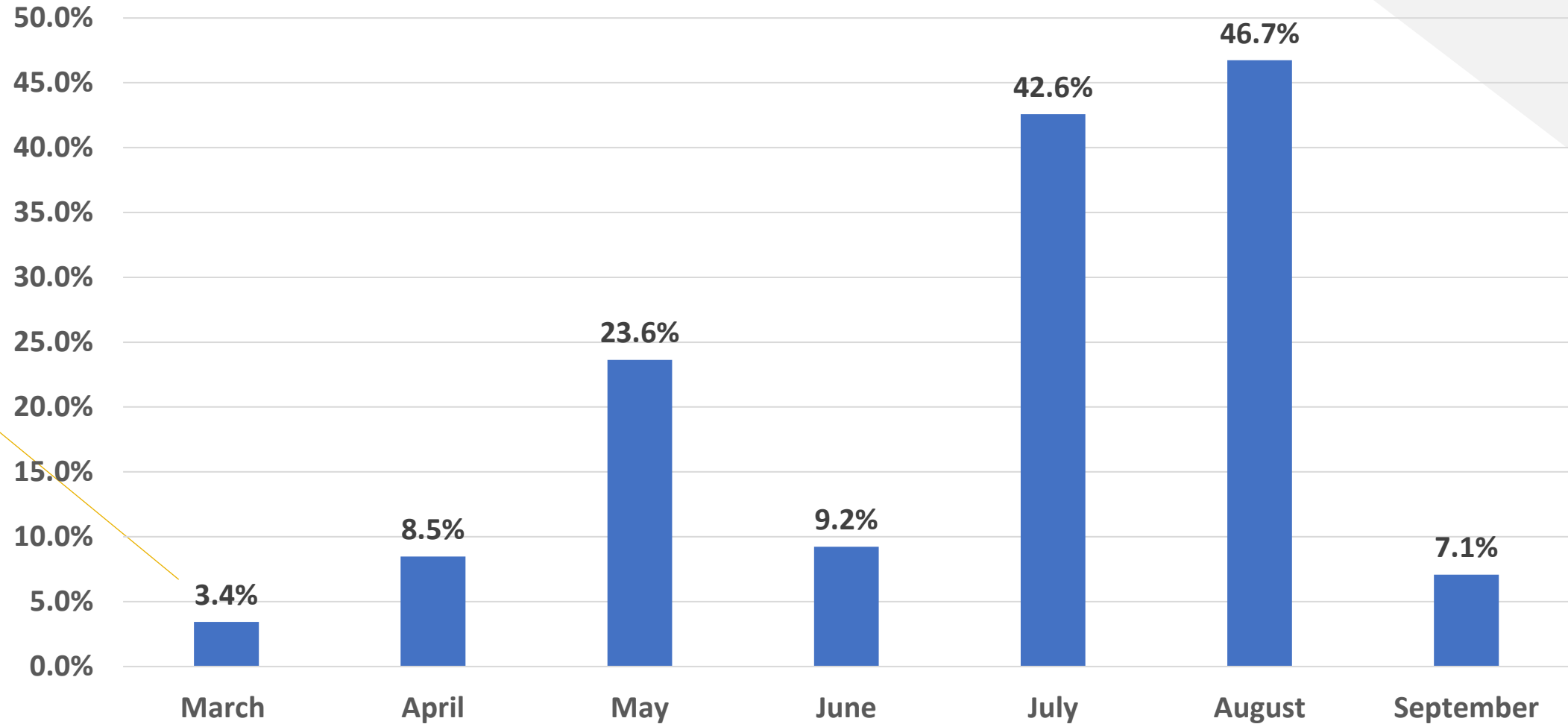


Family Fun Campaign Conversion to Purchase

Campaign	Tactic	Transactions	Conversion Rate	Cost/Conversion	Mean* Transaction Value	Estimated Revenue	Net Revenue	ROI
Family Fun	SEM	10,492	44%	\$0.74	\$32.00	\$335,744	\$328,031.50	\$42.53
Family Fun	Social Media	1,480	131%	\$1.87	\$32.00	\$47,360	\$44,594.95	\$16.13



Digital Contribution to Outdoor Shop License Sales, 2020



Grand Totals for Digital Marketing Grant Campaigns

Campaign	Sum of Media Spend	Sum of Impressions	Sum of Clicks	Average of CTR	Sum of Transactions	Average of Cost/Conversion	Sum of Net Revenue	Average of ROI
Family Fun	\$10,477.55	1,007,502	25,031	3%	11972	\$1.30	\$372,626.45	\$29.33
Trout Prime-time	\$17,022.45	4,764,648	71,783	11%	45427	\$1.18	\$1,538,852.30	\$67.68
Grand Total	\$27,500.00	5,772,150	96,814	8%	57399	\$1.23	\$1,911,478.75	\$52.34

Summary:

- Thanks to the RBFF/AFWA grant, the PFBC invested \$10,000 and generated \$1,938,978 in license revenue.
- We were successful in tracking customers; unsuccessful in getting details on their transactions (HuntFishPA site should allow for increased tracking ability).
- Nearly 50% of July and August Outdoor Shop sales were linked to a PFBC digital marketing campaign.
- Build on results from 2020 (Inform allocations, timing).



Holiday Campaign Imagery



Holiday Campaign Results

Campaign	Tactic	Segments Targeted	Media Spend	Begin	End	Impressions	Clicks	CTR
Holiday	Social Media	Avid Anglers, Active Families, Relaxers (Reactivation, Renewal campaign)	\$ 6,724.46	1-Dec	31-Dec	1,395,511	5,944	0.4%

Transactions	Conversion Rate	Cost/Conversion	Mean* Transaction Value	Estimated Revenue	Net Revenue	ROI
1,890	32%	\$3.56	\$32.00	\$60,480	\$53,755.54	\$7.99





RBFF State Marketing
Workshop

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