



Continuous Improvement

Successful Digital Marketing Efforts and Results: A Minnesota Marketing Journey

Jenifer Wical | Minnesota DNR Fish and Wildlife Marketing
Coordinator



Pay for Your Campaign with your Return on Investment (ROI) and Adaptive Management



Visibility

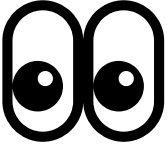



Leverage

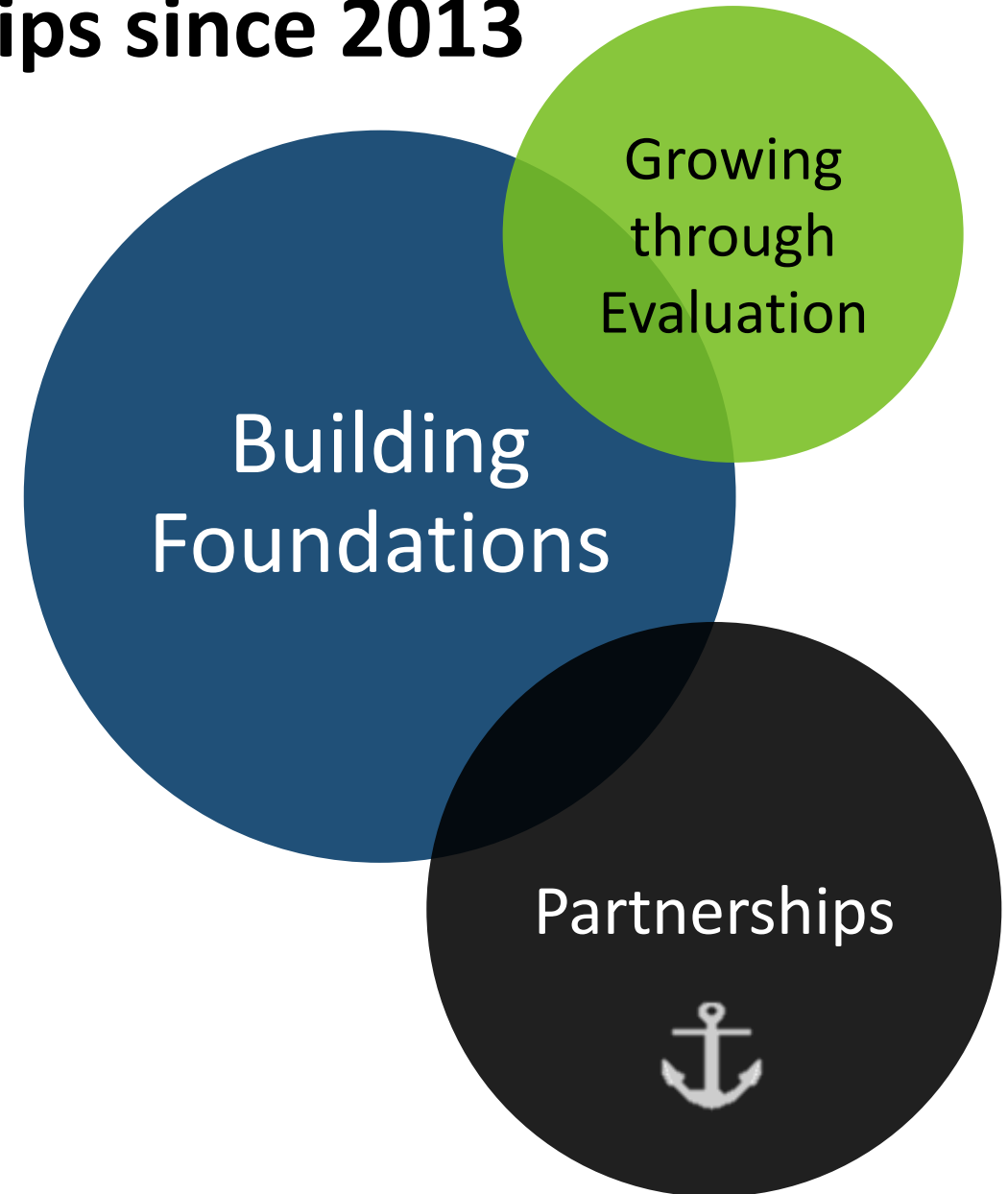


Profit

Managing Profitable \$ Relationships since 2013

Elevate the **visibility**  of a fishing culture & establish service **relationships** with our customers

Implement marketing activities **leverage**  trend, evaluation & HD data | **increase** partnerships & customer opportunities



2013-2018



Tactics & Adaptive Management | Sustainable Efforts



Email

Benefit

1.5% lift



Google Search

Benefit

22.64% CTR



Email

Benefit

ROI >\$11K



Digital Pixel

Benefit

ROI >\$321K +



Take Me Fishing & MNDNR unite! Making Waves with a co-branded campaign



3/3/2020





Minnesota 3/30/2018
Jenifer.Wical@state.mn.us

Fishing – Existing Audiences

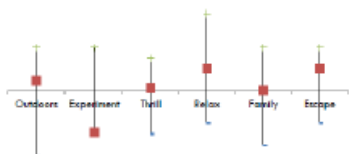
Outdoor Enthusiasts **RETENTION**

QUICK FACTS

- Like To Have Fun
- Participate Alone or Maybe with Friends
- Conserve Resources for Future Generations
- Enthusiastic
- Not Likely to Try New Things

PROMOTE

- Show Fun with Relaxation
- Scenery & Outdoors
- Relaxed & Carefree Vibe
- Invite Back to Participate



- Low ■ Outdoor Enthusiasts ■ High

*An index is simply a way to look at how much above or below average a segment falls on a given question. An index of 100 means that they are average. An index of 125 means that they are 25% above average and an index of 75 means they are 25% below average.

Recreational Boating & Fishing Foundation 2/18/2011
Market Segmentation Profile Executive Summary

Participation	Current %	Index *	Lapsed	Interested
Fresh water fishing	23%	153	31%	9%

Demographics	Mean	Index*
Married	59%	114
Age	50	104
Income	\$54,824	109
College plus	39%	104
Caucasian	86%	105
Any kids at home	37%	93
Activity Partners	%	Index
Alone	46%	110
Spouse	31%	91
Child	6%	33
Grandchild	3%	42
Other family	19%	79
Friends	33%	103
Key Activities	%	Index
Motor boating	23%	281
Jet skiing or using a wave runner	9%	252
Water skiing/water sports	10%	248
Canoeing or kayaking	15%	231
Sailing	6%	221
Fresh water fishing	33%	215
Fly Fishing	5%	176
Snow sports	9%	156
Wildlife viewing or bird watching	28%	156

ACTIVE SOCIAL FAMILIES



19%

Enjoy the outdoors and being active with friends and family. Get a variety of benefits from outdoor activities from fun/excitement to family bonding and relaxation. An important benefit of any outdoor activity is to post it as part of building their personal 'brand'.

ACTIVE SOCIAL FAMILIES



19%

Young (18-34)

\$79,300

59%

Male

60%

52%

Defining our Market

Outdoor Enthusiasts/Active Social

QUICK FACTS

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Not Likely to Try New Things

PROMOTE

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Scenery & Outdoors
Relaxed & Carefree Vibe
Invite Back to Participate

Co-branded assets and efforts



 **Minnesota Fishing**
Sponsored · 

A day spent fishing is a day well spent.




DNR.STATE.MN.US
Buy a Minnesota Fishing License - Minnesota DNR

LEARN MORE




Minnesota Fishing License | Buy Fishing License Online | Official MN Online Licensing ⓘ


 dnr.state.mn.us


Before You Go Fishing, You Will Need a Fishing License. Learn About Available Types. Buy Your Minnesota State Fishing License Online and Get Started Fishing Today.

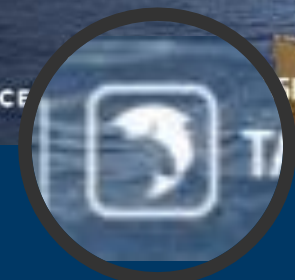
ADVENTURES DON'T HAPPEN IN THE KIDDIE POOL.

[Fish Minnesota >](#)

 DEPARTMENT OF NATURAL RESOURCES



 [FISHING.org](https://twitter.com/FISHING.org)



**Minnesota Fishing**

Sponsored · 

Make the most of this weekend, and get out your rod and reel!



[DNR.STATE.MN.US](#)
Buy a Minnesota Fishing License - Minnesota DNR

LEARN MORE

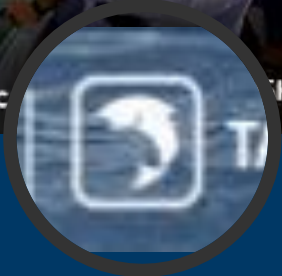


CAST OFF LABELS AND MAKE WAVES.


Get your Minnesota fishing license today >



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IT'S TIME TO MAKE SOME WAVES.


WHEN THE FISH ARE BITING, WHERE WILL YOU BE?


This season, forge paths, blaze trails, get out and make some waves. With 4,500 managed fishing lakes and 16,000 miles of fishable rivers and streams to explore, all you have to do is get started.


[FIND A LAKE](#)




GET YOUR FISH ON.

[BUY A LICENSE](#)

[EXPLORE LAKES](#)

[VIEW REGULATIONS](#)

m DEPARTMENT OF NATURAL RESOURCES in partnership with the national campaign for  [TAKEMEFISHING.org](#)

One Digital Tactic Paid \$ for our Campaign

Spent
\$60K

=

Made
\$321K +



and
\$1.6M

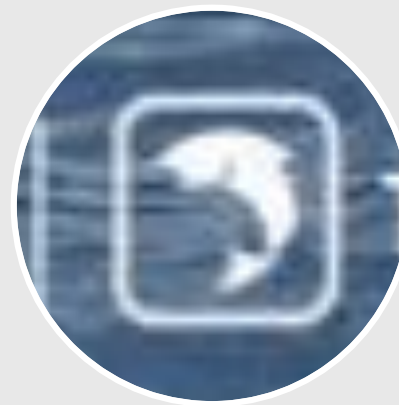


Total Tactic Outcomes



**6M impressions &
65K clicks** to DNR
website

\$60,000 investment*



Display Ads created **6,992
license sales** (estimated
revenue **\$115K**)

\$10,000 investment



Paid Search

\$321,361 in revenue

\$10,000 investment



Paid social (Facebook)
9,666 people engaged
\$23,500 investment



\$6,500 investment



Summary

	MAY 2019				JUNE 2019					TOTAL
WEEK OF	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	
SEARCH PPC										\$10,000
DISPLAY BANNERS										\$10,000
SOCIAL										\$23,500
EMAIL										\$6,500
TOTAL:										\$50,000

*Search PPC started 5/1/19 and ended 6/30/19.
*Display Banners started 5/6/19 and ended 6/30/19.



Minnesota Fishing License | Buy Fishing License Online | Official MN Online Licensing

Ad dnr.state.mn.us

Before You Go Fishing, You Will Need a Fishing License. Learn About Available Types. Buy Your Minnesota State Fishing License Online and Get Started Fishing Today.

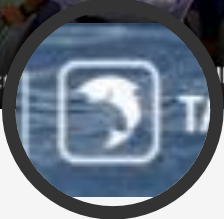
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CAST OFF LABELS AND MAKE WAVES.

Get your Minnesota fishing license today

m DEPARTMENT OF NATURAL RESOURCES

FISHING.org



6,992 license sales

Minnesota Fishing Sponsored

Make the most of this weekend, and get out your rod and reel!

DNR.STATE.MN.US

Buy a Minnesota Fishing License - Minn

LEARN MORE



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*Display Banners started 5/6/19 and ended 6/30/19.

Paid list 325,000 delivered
Almost 53K opens (16.3%)
CTR 2.22%



Summary Cont.




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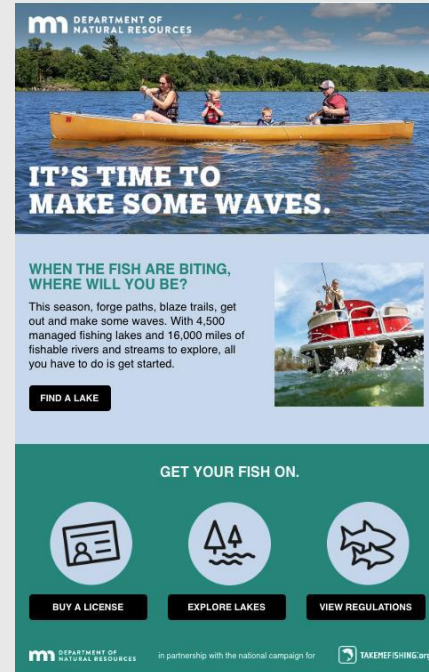


[VIEW REGULATIONS](#)

 in partnership with the national campaign for 



increase online sales by 49% and revenue by \$1.6M during campaign timeframe



13.5% increase in returning (lapsed) customer



increase online sales for individual resident license purchases by 85.5%

PIXEL obstacles



Involves internal and external support



Layers needed for tracking ROI, electronic license vendor, media vendors, DNR IT and partnership lead



Did increase sales during campaign timeframe, may have softened a decline. Did have a very positive ROI.

*Year-end sales still down overall



Third Party Cookie Use

Through its advertising partners, DNR also uses pixel tracking on limited pages on the DNR website at various times during the year. Pixel tracking is a persistent cookie that remains after your internet browsing session. This type of tracking does not collect personal information about you but is used to customize and personalize information to you for the purpose of recruitment, retention, and reactivation of the audience for recreational hunting and fishing in Minnesota. For example, you may see subsequent advertising from the DNR as you visit other websites based on your visit to our website and in an effort to encourage users to revisit the DNR website for an opportunity to purchase a fishing or hunting license. Pixel tracking is only triggered by visiting a limited number of pages on the DNR website that are related to recreational hunting and fishing.



Enhance
Discovery

- Awareness
- Interest



Engage &
Educate

- Consideration
- Purchase



Transact &
Support

- Retention
- Advocacy

Input Points in Outdoor Recreation Adoption Model

Pay for Your Campaign with your Return on Investment (ROI) and Adaptive Management



Visibility



Leverage



Profit



Thank you!

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mndnr.gov

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