

Tips for Strengthening Marketing Programs and Campaigns

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How to identify marketing opportunities in your agency

4 steps:

1.

- **Identify issues within your agency**
 - Lack of marketing expertise in our agency

2.

- **Gain support from Directors and others in the agency**

3.

- **Determine whether you have financial support**

4.

- **Prioritize what needs to get done first**

Retention efforts

Zone in on your target market

Sent 782 postcards to folks who held a 3-year fishing license in 2015 and not yet in 2018

Cost of campaign : \$590



160 repurchased a license shortly after receiving a postcard

Total customer spend: \$9,680

ROI: 1537%

FETCH YOUR FISHING GEAR!

Make time to fish.

Being outside is good for you:

- Having fun with friends and family
- Sharing life's lessons with your kids
- Finding solitude in nature
- Slowing down and relaxing
- Frying up the fish you just caught



For more information please visit idfg.idaho.gov or call 208-334-3700



Recruitment efforts

Get plugged in to your community



Retention efforts

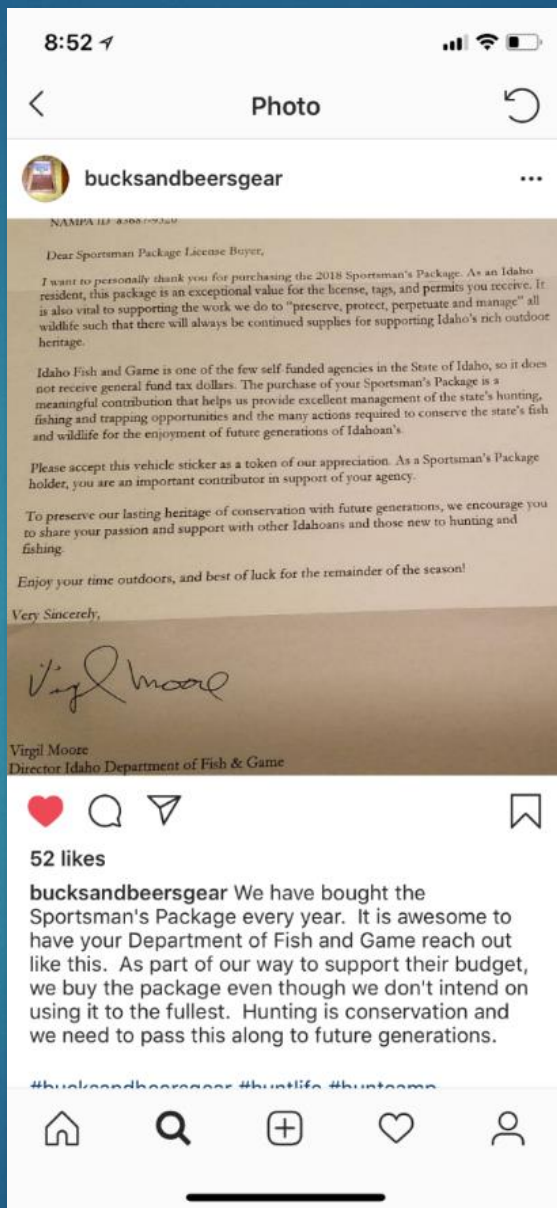
Remember to thank your loyal customers

I Hunt & Fish



Sportsman's Package 2018

We sent a sticker and appreciation letter to all 22,000 of our Sportsman's Pack Holders

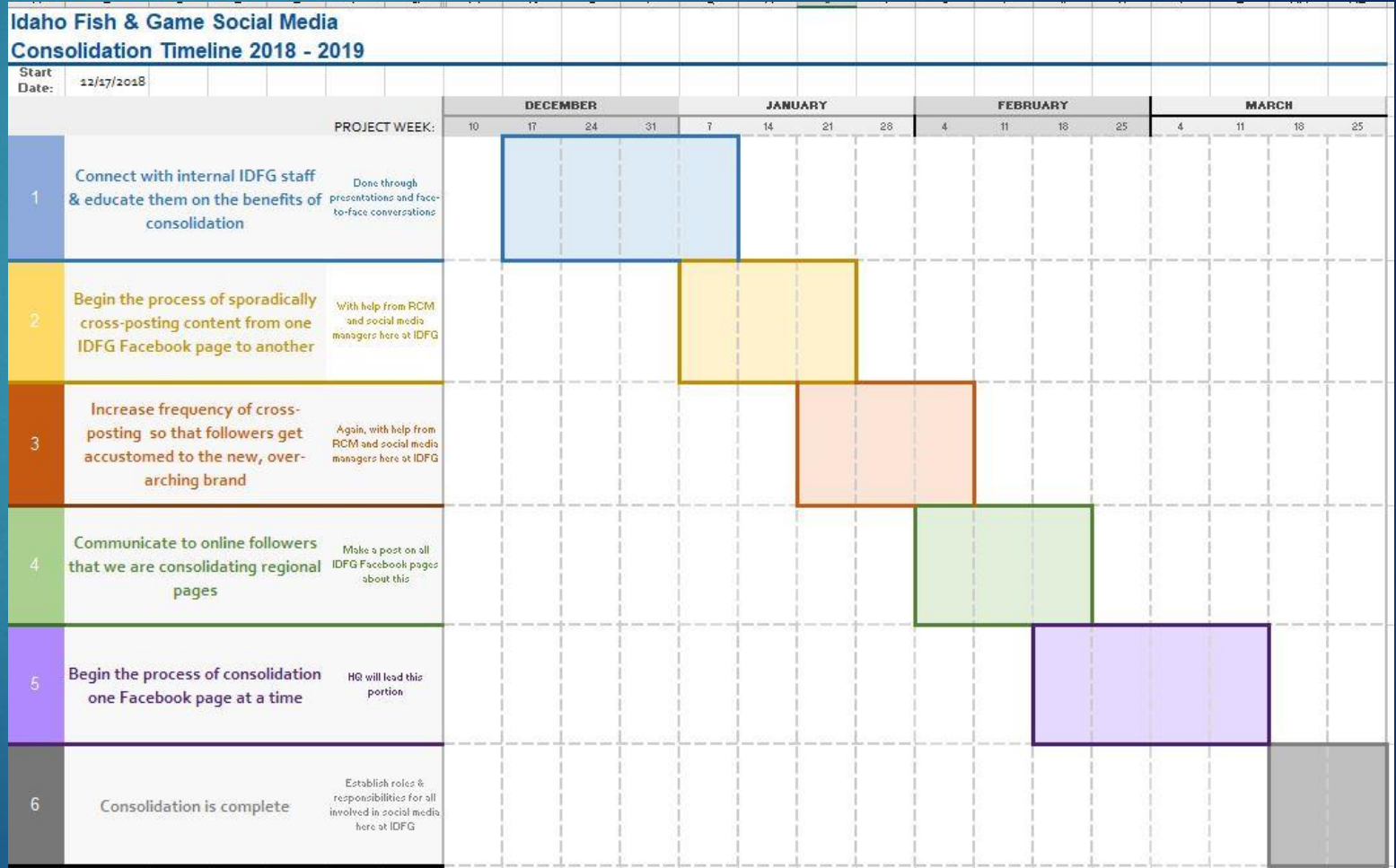


Social media optimization

- Focus on social platforms that add value
- Post engaging & interesting content
- Create a content calendar and stick to it
- Engage instead of ignore
- Track, improve and market your efforts



How have we streamlined social media at IDFG



Hunter Reports Social Media Campaign

Cost: \$50

Reach: 59,887

Idaho Fish and Game (IDFG)
Published by Taylor Reeves [?] · November 30 at 11:12 AM · 🌐

We'd like Hunter Reports submitted by Dec. 31! Who needs to fill out a Hunter Report? Anyone who bought a deer, elk, or pronghorn tag in Idaho needs to complete theirs. Click the link to find out how: bit.ly/2OyE3Fz 🦌

IT'S TIME TO SUBMIT YOUR Hunter Report!

Idaho Fish and Game @idfg · Nov 19

It's time to fill out your Hunter Report! Hunter Reports provide Fish and Game with the information needed to set future hunting seasons. Click the link to fill yours out: bit.ly/2OyE3Fz

Idaho Fish and Game (IDFG)
Published by Taylor Reeves [?] · November 27 at 10:36 AM · 🌐

👉 Have you filled out your hunter report yet? 👉

Please do, your results matter! 🦌

Click the link to learn how to submit your Hunter Report: bit.ly/2OyE3Fz

Thank you!

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