# Tips for Strengthening Marketing Programs and Campaigns

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# How to identify marketing opportunities in your agency

## 4 steps:

2.

3.

4.

- Identify issues within your agency
  - Lack of marketing expertise in our agency
  - Gain support from Directors and others in the agency

• Determine whether you have financial support

• 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



8:52 -7 ... < Photo ♡
</td>

bucksandbeersgear
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#### Dear Sportsman Package License Boyer,

I want to personally thank you for purchasing the 2018 Sportsman's Package. As an Idaho resident, this package is an exceptional value for the license, tags, and permits you receive. It is also viral to supporting the work we do to "preserve, protect, perpetuate and manage" all wildlife such that there will always be continued supplies for supporting Idaho's nch outdoor heritige.

Idaho Fish and Game is one of the few self-funded agencies in the State of Idaho, so it does not receive general fund tax dollars. The purchase of your Sportsman's Package is a meaningful contribution that helps us provide excellent management of the state's hunting, fishing and trapping opportunities and the many actions required to conserve the state's fish and wildlife for the enjoyment of future generations of Idahoau's.

Please accept this vehicle sticker as a token of our appreciation. As a Sportsman's Package holder, you are an important contributor in support of your agency.

To preserve our lasting heritage of conservation with future generations, we encourage you to share your passion and support with other Idahoans and those new to hunting and fishing.

Enjoy your time outdoors, and best of luck for the remainder of the season!

#### Very Sincerely,

## it get moore

#### Virgil Moore Director Idaho Department of Fish & Game



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#### 52 likes

**bucksandbeersgear** We have bought the Sportsman's Package every year. It is awesome to have your Department of Fish and Game reach out like this. As part of our way to support their budget, we buy the package even though we don't intend on using it to the fullest. Hunting is conservation and we need to pass this along to future generations.

### #huskaandhaaragaar #huntlifa #huntaama

### 



# Social media optimization

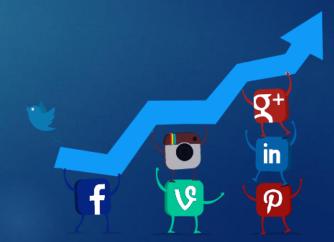
Focus on social platforms that add value

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



Start Date:	12/17/2018																	
			DECEMBER				JANUARY				FEBRUARY				MARCH			
		PROJECT WEEK:	10	17	24	31	7	14	21	28	4	11	18	25	4		18	25
	Connect with internal IDFG staff & educate them on the benefits of consolidation	Done through presentations and face- to-face conversations																
Ż	Begin the process of sporadically cross-posting content from one IDFG Facebook page to another	With help from RCM and social media managers here at IDFG																
3	Increase frequency of cross- posting so that followers get accustomed to the new, over- arching brand	Again, with help from RCM and social media managers here at IDFG																
4	Communicate to online followers that we are consolidating regional pages	Make a post on all IDFG Facebook pages about this																
	Begin the process of consolidation one Facebook page at a time	HQ will lead this portion																
6	Consolidation is complete	Establish roles & responsibilities for all involved in social media here at IDFG																

# Hunter Reports Social Media Campaign Cost: \$50

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

Reach: 59,887

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/20yE3Fz



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! Emily.palmer@idfg.ldaho.gov

