

RBFF STATE INNOVATIVE R3 PROGRAM GRANTS GEORGIA DEPARTMENT OF NATURAL RESOURCES DIGITAL MARKETING CAMPAIGN

PARTNERS

- Recreational Boating & Fishing Foundation
- Brandt Information Systems

OVERVIEW

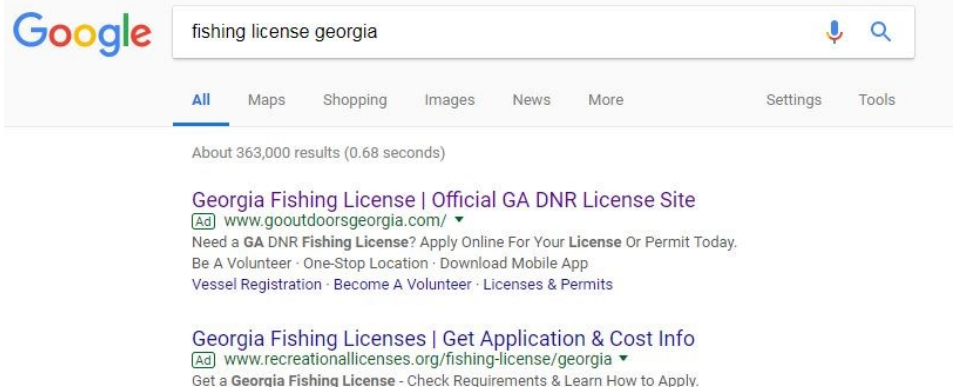
Studies show it is easier to reactivate and retain anglers rather than recruit and Georgia would like people to keep fishing once they start! Through a digital ad campaign, specific audiences were targeted through demographic profiling and similarity to the Georgia DNR's current customer database. Digital ads were then put in front of the target group of people interested in fishing and boating but don't currently have a license.

METHODOLOGY

Targeted ads were placed targeting an audience of lookalikes based on previous successful campaigns. In addition, audiences with similar interests were targeted such as those with an interest in NASCAR, sports, the outdoors, etc. Ads also were placed on Amazon to reach consumers shopping for outdoor equipment and they followed users from device to device, or cross device targeting. A seasonal Search Engine Marketing (SEM) strategy was used and developed to be competitive with recreationalllicenses.com, a 3rd party site.

BENEFITS

The Georgia DNR sales system was able to tie each ad's ROI through their system's data analysis and tracking capabilities. From there, they could see which customers were new or lapsed and see the true effectiveness of the ads. Because Georgia already has so much data on their customers, this ad placement was very effective.



SUPPORT

“As a result of this ad campaign our agency is now committed to investing in digital marketing. It is an effective tool for recruitment, retention, and reactivation.”

Rusty Garrison, Director Wildlife Resources Division

RESULTS

This campaign has generated incredible results! As of August 30, 2017, the campaign has spent \$172,128.09. It generated **\$1,286,784.75** in revenue, giving the overall campaign a ROI of **7.48:1!**

Lapsed Customers Reactivated Between June 2017 – August 2017

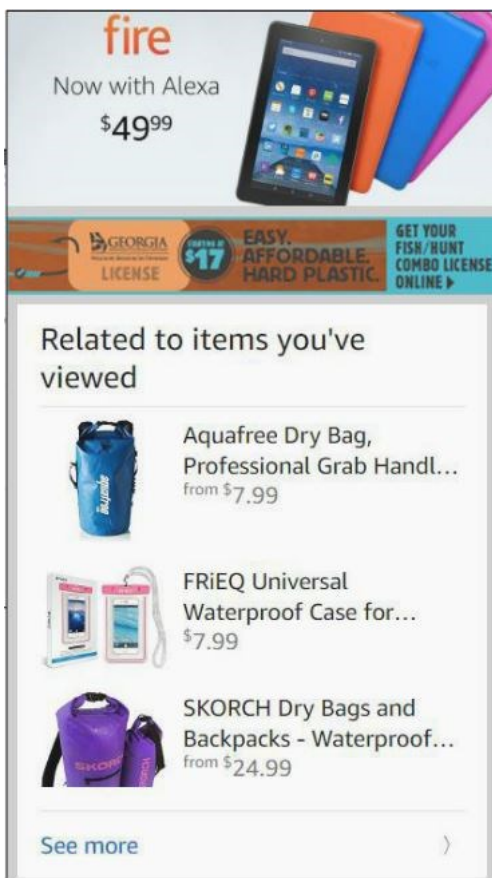
Customer Description	# of Customers	Revenue Generated
Customers Lapsed Over 12 Months Clicked Through Ad and Completed Purchase	4,590	\$94,063.50
Customers Lapsed Over 12 Months Came Back for Subsequent Purchase	N/A	\$9,515.00
Total Lapsed Customer from Digital Ad Conversion*	4,590	\$103,578.50

Total Revenue Generated From Ads Clicked Between June 2017 – August 2017

Customer Description	License Revenue Generated	Sportfish Restoration Funding (estimated \$10/angler)	Wildlife Restoration Funding (estimated \$20/hunter)	Total Revenue
Clicked through ad and made purchase	\$645,810	\$135,970	\$90,420	\$872,200
Additional Purchases from same customers after August 2017	\$110,235	\$9,860	\$18,340	\$138,045
Total from Digital Ad Conversion*	\$756,045.00	\$145,830	\$108,760	\$1,010,245

New Customers Created Between June 2017 – August 2017

Customer Description	# of Customers	Revenue Generated	Sport Fish Restoration (estimated \$10/angler)	Wildlife Restoration Funding (estimated \$20/hunter)	Total Revenue
New Customer Clicked Through Ad, Made Account, and Completed Purchase	3,569	\$114,242.50	\$30,710	\$11,780	\$156,732
New Customer Came Back for Subsequent Purchase	N/A	\$3,804	I did not do this math. It's about \$500	I did not do this math. It's about \$500	\$4,834
Total New Customer from Digital Ad Conversion*	3,569	\$118,046.50	\$31,300	\$12,220	\$161,566



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GEORGIA LICENSE \$17 EASY. AFFORDABLE. HARD PLASTIC. GET YOUR FISH/HUNT COMBO LICENSE ONLINE

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LESSONS LEARNED/FUTURE PLANS

Because this campaign was so successful it will be extended, and additionally Georgia will be investing \$1 of every \$5 hard card sold into digital marketing. \$250,000 was invested in digital marketing for this fiscal year and the campaign continues to be successful. In the future, the Georgia DNR hopes to increase hard card sales so the program pays for itself and is self sufficient.