

HOW TO “REEL IN” MILLENNIALS AND GET THEM “HOOKED” ON FISHING

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IDAHO FISH AND GAME



Why Market to Millennials?



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Marketing Tactics Used to Reach Millennials

- Working with a marketing agency
- Hosting an event
- Creating a microsite
- Running social and mobile ads
- Using Instagram influencers

Tactic #1

Working with a Marketing Agency

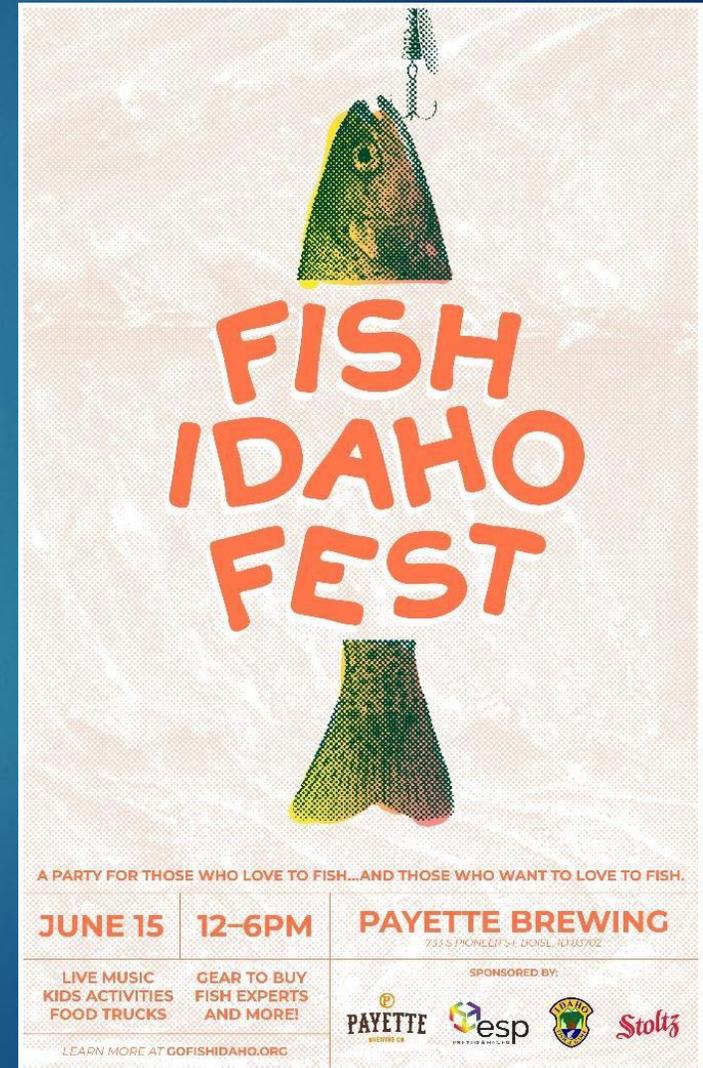


Tactic #2

Hosting an Event

Idaho Fish Fest

- ▶ Held at popular brewery in downtown Boise
- ▶ **3** local fly shops provided casting demonstrations
- ▶ **3** conservation organizations assisted with questions
- ▶ Sold **37** licenses at the event
 - ▶ **50%** of which were to new anglers!

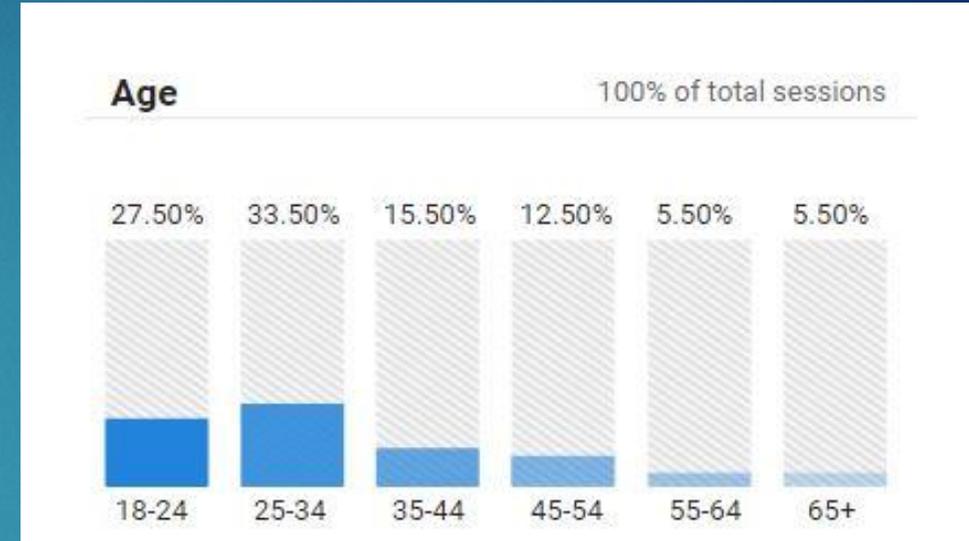


Tactic #3

Creating a Microsite And Gear Contest

April – August:

- ▶ **7,296** sessions
- ▶ **8,041** page views
- ▶ **76.5%** of sessions are from folks ages 18-44
- ▶ Average Session Duration: **10 seconds**
- ▶ **927** entries into gear contest



Tactic #4

Running Social and Mobile Ads

Social Media Ads:

- ▶ Impressions: **4,493,562**
- ▶ Reach: **414,872**
- ▶ Click-through-rate: **0.34%**
- ▶ Link clicks to microsite: **5,478**



Mobile Display Ads:

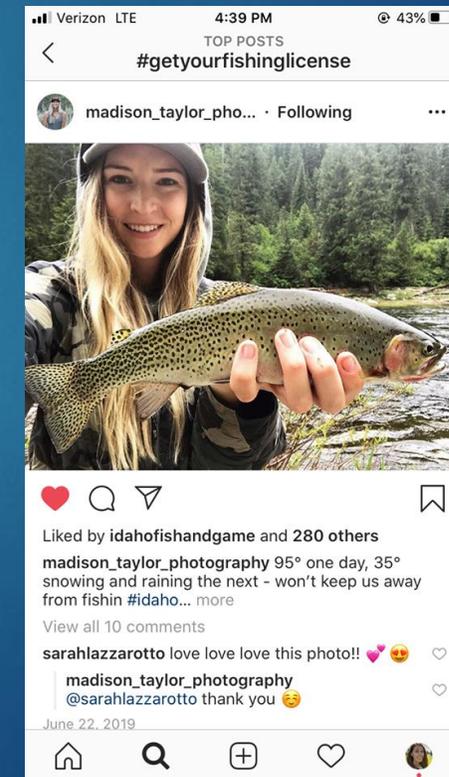
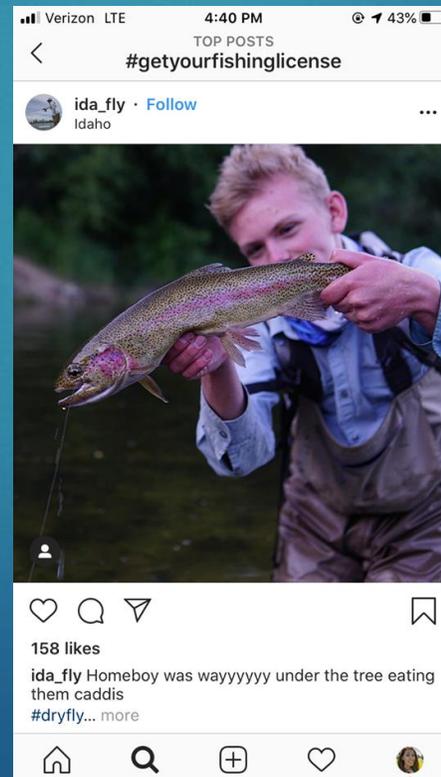
- ▶ Impressions: **1,975,997**
- ▶ Click-through-rate: **0.16%**
- ▶ Link clicks to microsite: **3,171**



Tactic #5

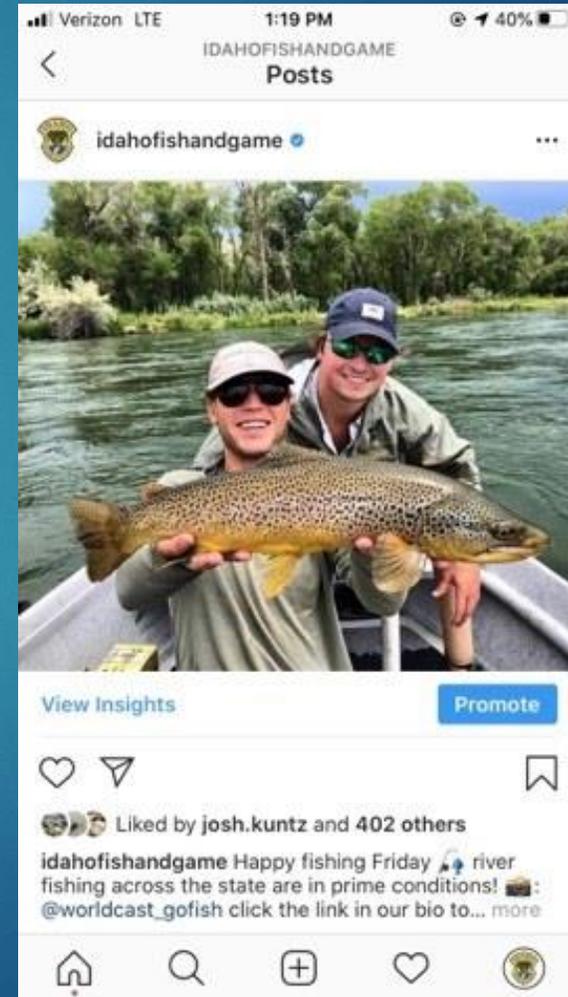
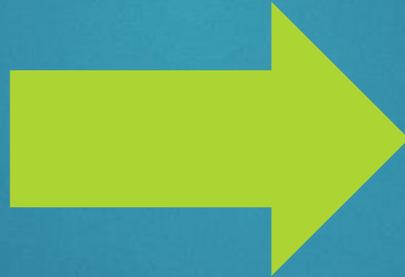
Using Instagram Influencers

- ▶ **259** influencers made **204** posts throughout the campaign
- ▶ **8,250** video plays from influencer posts
- ▶ **37,634** likes from influencer posts

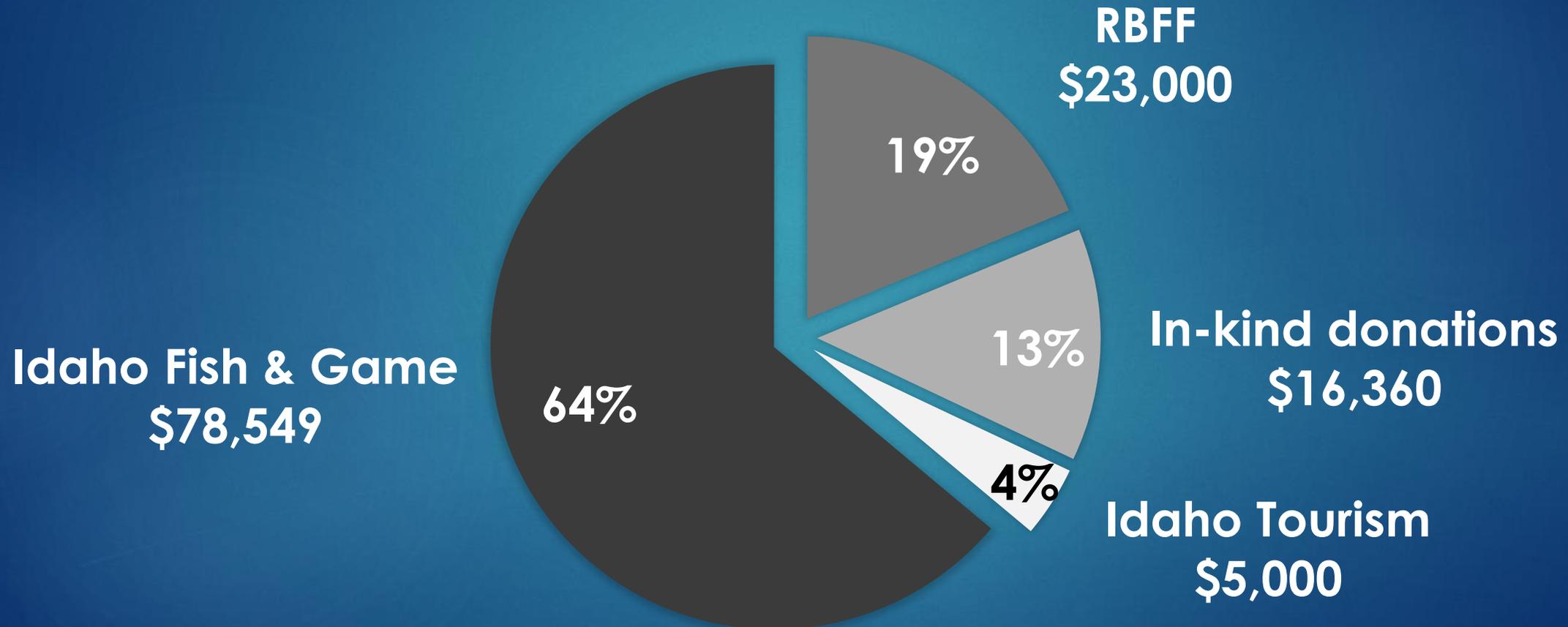


Generating Social Proof for Millennials

- ▶ 40% of millennials want to participate in the co-creation of products and brands. This is called user generated content



Developing Partnerships Can Help With Campaign Budgets



Impact on License Sales for 2019

Increased # of millennial anglers by 2%

- Increased by 1,265 licenses

Increased fishing license holders by 5%

- Increased by 6,945 licenses

Increased retention of millennial anglers by 2%

Recruited 19,134 new millennial anglers

What we Have Planned for 2020

Preparing for a second year of a fishing campaign

- ▶ Expanding our target market to more than just millennials
 - ▶ Focused more in our metro / urban areas
 - ▶ Reaching those who are new to the State of Idaho
- ▶ Forgoing a microsite
- ▶ Adding more fishing events statewide
- ▶ Expanding our influencer network with paid incentives

Thank you!

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