Measuring Marketing

Nicole McSweeney, Outreach & Marketing Coordinator
Outline

1. Background
2. 2018 Approach
3. Target Audience
4. Ads
5. Tracking Enhancements
6. Results
7. Lessons Learned
Background

2016

• License customer analysis by Southwick Associates

2017

• Developed Outreach and Communications Plan
• Awarded RBFF R3 Grant for spring 2017 campaign
2017 Campaign

Get Started with Fishing - Div. of Fisheries and Wildlife

Ad  www.mass.gov

Buying a Fishing License is the First Stop for Any Angler. Learn More Online.

Massachusetts Fishing License - Div. of Fisheries and Wildlife

Ad  www.mass.gov

Buy Your MA State Fishing License Online and Get Started Fishing Today.

IT'S TIME TO RENEW YOUR FISHING LICENSE!

Invest in a favorite pastime while helping to conserve Massachusetts’ waterways.

Thank you for your past support of our natural resources. Your license renewal does more than grant you the freedom to fish the many beautiful lakes, rivers, and streams in Massachusetts. The revenue generated from your fishing license goes toward conserving healthy fish populations and ensuring public access to fishing opportunities.

Renew your license:

- Online at Mass.gov/MassFishHunt
- Or in person at a license vendor. Find one near you at Mass.gov/dfg/LicenseVendor

Who we are:
The Massachusetts Division of Fisheries & Wildlife (MassWildlife) is responsible for the conservation, management, and restoration of fish and wildlife in the Commonwealth for the benefit and enjoyment of the public.

Connect with us:
Questions? Call us 508-389-6300 or email us
Visit us at Mass.gov/MassWildlife
Find a MassWildlife office near you

IT'S TIME TO RENEW YOUR FISHING LICENSE

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Massachusetts’ finest lakes, rivers, and streams are out there just waiting to be experienced again. Check-full of open space and peaceful sounds, our many waterways are the perfect backdrop for pondering life’s biggest questions, or ignoring them completely, all while reeling in a few keepers.

Renew your license:

- Online at Mass.gov/MassFishHunt
- Or in person at a license vendor. Find one near you at Mass.gov/dfg/LicenseVendor

Questions? Call (508) 389-6300
## 2017 Campaign

### Retention and Reactivation

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email and Postcard</td>
<td>Cost effective, many purchases, significant lift</td>
</tr>
</tbody>
</table>

### Recruitment

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Display &amp; Video</td>
<td>High cost, many impressions, few purchases</td>
</tr>
<tr>
<td>Facebook</td>
<td>Cost effective, many impressions, few purchases</td>
</tr>
<tr>
<td>Google Search</td>
<td>Cost effective, many purchases</td>
</tr>
</tbody>
</table>

**Total:** 11.8M impressions; 3,083 transactions
Who were they?

What did they buy?
Heading into 2018

• Improve user tracking and quantify sales
• Improve ability to target specific audiences
• Craft meaningful messages to each audience
Heading into 2018

- Google Analytics training (Bounteous)
- Awarded RBFF R3 Grant to improve tracking
- Hired local marketing firm
- Developed 2018 strategy
  - Evaluation of 2017 campaign, recommendations
  - New HD Coordinator provided customer trends
2018 Approach

**Direct Retention and Reactivation**

<table>
<thead>
<tr>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Postcard</td>
</tr>
<tr>
<td><strong>$642K in revenue; $55K in lift revenue</strong></td>
</tr>
</tbody>
</table>

**Digital Marketing (Recruitment, Retention, Reactivation)**

<table>
<thead>
<tr>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook and Instagram</td>
</tr>
<tr>
<td>Paid Google Search</td>
</tr>
</tbody>
</table>
AGENCY
- License sales analysis
- Website analytics
- Replying to comments
- Customer trends
- Fishing expertise

MARKETING
- Creative direction
- Messaging
- Strategy
- Analytics
- Ad strategy
- Ad targeting and buying
- Ad monitoring and adjustments
- Weekly reporting
- Marketing expertise
# Digital Marketing

## Digital Marketing (Recruitment, Retention, Reactivation)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook and Instagram</td>
<td>$18,950</td>
<td>10 weeks</td>
</tr>
<tr>
<td>Google Search</td>
<td>$11,250</td>
<td>10 weeks</td>
</tr>
</tbody>
</table>
Who do we want to reach?

What do we want them to do?
Outdoor Recreation Adoption Model

**Recruitment**
- Awareness
- Interest
- Trial

**Retention**
- Decision to Continue
- Continuation w/ support
- Continuation w/o support

**Reactivation**
- Lapse
- Reactivate

Social support

**Activities**
- Reach
  - Impressions
  - Video views
- Clicks
- Website behavior
- Video completion rate
- Attending event
- Event registration
- Other trials

- License purchase, renewal
- Participation
- Website behavior
Target Audience

Recruitment (Goal: Awareness, interest, trial)
- Massachusetts residents with outdoor interests
- Location radius for events (20 mi)
- Lookalikes

Retention and Reactivation (Goal: License purchase)
- Customers in MassFishHunt database
One barrier: Current licensing site
Target Audience: New Anglers

- Google
- Social Media
- Mass.gov campaign page
- MassFishHunt licensing site
- Engagement
- Purchase
New Anglers

- Sent to Mass.gov campaign pages
- Beginner in mind
- Strong call to action to buy

Get started fishing

With a few pointers and some simple equipment, you can be ready to go fishing!

Buy your Official Massachusetts Fishing License HERE

Get your fishing license today and start your adventure at one of the dozens of incredible Massachusetts fishing destinations!

Buy your fishing license now

FISHING BASICS
You need a license to fish in freshwater if you are 15 or older. Buy your fishing license now.

- License type and fees
- Fishing regulations

WHERE TO FISH
Find the perfect place for your next fishing adventure.

- Boat ramps and fishing piers
- Trout stocked waters
- Pond maps
- Handicapped accessible fishing

SHARPEN YOUR SKILLS

- Find a fishing class near you
- Learn to fish tips and videos

License fees

<table>
<thead>
<tr>
<th>License type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident freshwater fishing</td>
<td>$27.50</td>
</tr>
<tr>
<td>Resident minor freshwater fishing (age 15-17)</td>
<td>Free</td>
</tr>
</tbody>
</table>
Target Audience: Returning Anglers

Google

Social Media

MassFishHunt licensing site

Purchase
Ads
Social Media Ads

• 10 video, 2 photo ads
• Leverage RBFF content
• A/B test 2 versions of messages with each ad
The warm weather is here – and it’s time to enjoy it! So, get your family, your fishing license, and head outdoors for fun that can’t be beat! Start catching the good times by clicking here.

What can a fishing license do for you? It’s a ticket to getting your family together, making memories, and visiting the many beautiful lakes and ponds Massachusetts has to offer! Click to learn more.

Get Hooked On Fishing—It’s As Easy As Getting a License

This Summer, Get On The Water!
Social Media Ads

- Fun, family, memories
- Free Fishing Weekend
- Learn to Fish events
- Fishing rod giveaway
- Renew license
Incorporating Feedback

• Value of fishing license
• Where funds go
Google Search Ads
Google Search

• Keywords, pay per click
• Higher on page, message control
• Misleading competitors
• Coordinate with RBFF
Google Ads

• Higher quality ads $\rightarrow$ lower costs, better ad positions
  – Keywords, ad copy
  – Quality, relevant user experience

• Selecting keywords
  – Research
  – Monitor and adjust
Selecting Keywords: Google Keyword Planner
### Fishing License Keyword Ideas

**Locations:** Massachusetts, United States

**Search networks:** Google

**Last:** Last 12 months

**Date range:** Feb 2018 – Jan 2019

**Found:** 697 keyword ideas

#### Related terms to try:
- fish
- fishing games
- fishing kayak
- flying fish
- fishing charters
- ice fishing
- fishing rod

#### Excluded ideas:
- Exclude adult ideas
- Add filter

<table>
<thead>
<tr>
<th>Your search term</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Ad impression share</th>
<th>Top of page bid (low range)</th>
<th>Top of page bid (high range)</th>
<th>Account status</th>
</tr>
</thead>
<tbody>
<tr>
<td>fishing license</td>
<td>100 – 1K</td>
<td>Low</td>
<td>–</td>
<td>$0.50</td>
<td>$0.61</td>
<td></td>
</tr>
<tr>
<td>mass fishing license</td>
<td>1K – 10K</td>
<td>Low</td>
<td>–</td>
<td>$0.54</td>
<td>$0.60</td>
<td>In Account</td>
</tr>
<tr>
<td>saltwater fishing license</td>
<td>100 – 1K</td>
<td>Low</td>
<td>–</td>
<td>$0.09</td>
<td>$0.59</td>
<td></td>
</tr>
<tr>
<td>walmart fishing license</td>
<td>100 – 1K</td>
<td>Low</td>
<td>–</td>
<td>$0.40</td>
<td>$1.04</td>
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</tr>
<tr>
<td>fishing license near me</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>$0.52</td>
<td>$0.55</td>
<td></td>
</tr>
<tr>
<td>freshwater fishing license</td>
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<td>Medium</td>
<td>–</td>
<td>$0.60</td>
<td>$0.81</td>
<td></td>
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<tr>
<td>fishing license online</td>
<td>10 – 100</td>
<td>Medium</td>
<td>–</td>
<td>$0.19</td>
<td>$0.77</td>
<td></td>
</tr>
<tr>
<td>commercial fishing license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>$0.40</td>
<td>$0.50</td>
<td></td>
</tr>
<tr>
<td>canadian fishing license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>saltwater license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>mass saltwater license</td>
<td>100 – 1K</td>
<td>Low</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>state of maine fishing license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>$0.37</td>
<td>$0.83</td>
<td></td>
</tr>
<tr>
<td>lifetime fishing license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>mass fishing license age</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>$0.52</td>
<td>$0.52</td>
<td></td>
</tr>
<tr>
<td>lobster license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>fishing without a license</td>
<td>10 – 100</td>
<td>Low</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>
• Relevant message
• “Official”
• Renew
Ad Tracking and Evaluation
Who were they?

What did they buy?
Reporting Tools

Google, Facebook Ad Dashboards
- Ad engagement
- Total purchases

Google Analytics
- Web traffic, behavior

MassFishHunt Customer Database
- Customer info
- Product and sales info

E-commerce
Google Analytics: E-commerce Tracking

• Free tool in GA designed for commerce sites
• Aspira placed E-commerce code in license site, toggled on in GA
• Additional metrics in GA reporting
  – Revenue, transactions, products
  – Transaction ID
Tracking: UTM code

• Link extension that helps track campaigns

Regular link: www.mass.gov/go-fish
UTM link: www.mass.gov/go-fish?utm_source=google&
utm_medium=cpc&utm_campaign=conversion

• Shows where customers came from in E-commerce reports
• Digital ads, links on campaign pages
UTM codes are tracked in Google Analytics

utm_medium=CPC&\textit{utm\_campaign}=\textit{Retargeting\_Visitors}
Tracking: Transaction ID

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Transaction ID</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2666865</td>
</tr>
<tr>
<td></td>
<td>2666877</td>
</tr>
<tr>
<td></td>
<td>2666905</td>
</tr>
<tr>
<td></td>
<td>2666913</td>
</tr>
<tr>
<td></td>
<td>2666936</td>
</tr>
<tr>
<td></td>
<td>2667017</td>
</tr>
<tr>
<td></td>
<td>2667059</td>
</tr>
</tbody>
</table>

Customer ID: 1792636
Transaction #: 2639132

NICOLE MCSWEENEY
35 MAIN STREET
BOSTON, MA

MassFishHunt Receipt

Division of Marine Fisheries
Commonwealth of Massachusetts
Department of Fish & Game
Division of Fisheries and Wildlife

Customer ID: 1792636
Transaction #: 2639132

NICOLE MCSWEENEY
35 MAIN STREET
BOSTON, MA

<table>
<thead>
<tr>
<th>Agency</th>
<th>Items Purchased</th>
<th>Expires</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>DFW</td>
<td>Resident (Citizen) Fishing</td>
<td>12/31/2018</td>
<td>1</td>
<td>$22.50</td>
<td>$22.50</td>
</tr>
<tr>
<td>DFW</td>
<td>Wildlands Stamp, resident</td>
<td>12/31/2018</td>
<td>1</td>
<td>$5.00</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

Subtotal: $27.50
Agent Commission: $0.00
Admin. Handling Charge ($1.34)*: $1.34
Convenience Fee (3%)*: $0.87
Total Amount Paid: $29.71
Making the Connection

E-Commerce
Transaction ID
Campaign Source

Customer Database
Transaction ID
Unique Customer ID

Group results by campaign:
• Age, gender, location
• Customer avidity (lapsed v. new)
• Products
Tracking: Direct transactions

Ad (with UTM) --> Campaign Page (with UTM) --> License Purchase
Tracking: Direct transactions

- Clicked ad, immediately purchased in one session
- Rich transaction details
  - Customer, revenue, products recorded in GA
- Unique transaction, attributed to only one ad
Tracking: Conversion window

Ad → ? → License Purchase
Tracking: Conversion window

- Tracking pixels
  - FB: 7 days after view, 28 days after click
  - Google: 30 days after click

- Tally of purchases
  - No customer or product details in e-commerce

- FB and Google dashboards can both take credit
Results
Results: Transactions

Direct

- Google: 8,702
- Social media: 377

TOTAL: 9,079 transactions

Conversion window

- Google: 14,826
- Social media: 9,614

TOTAL: 14,826 — 24,440 transactions
Revenue

Direct
• Google: $179,096 (8,702 transactions)
• Social media: $10,165 (377 transactions)

$189,261

Conversion window
• 14,826 — 24,440 transactions

$305,119 — $564,313
Sales During Campaign Period
(May 1-July 31)

All Products
average
Upper CI
Lower CI
Fishing Products

$3,000,000
$2,500,000
$2,000,000
$1,500,000
$1,000,000
$500,000
$0

2012 2013 2014 2015 2016 2017 2018
Results: Highlights

Social Media:
• 2.54M ad views, 438K people reached
• 67K clicks to website
• ↓ cost per landing page view 74% from 2017

Google Search:
• 25K clicks to website
• 60% of clicks purchased
• ↓ cost per click 30% from 2017
Direct Transactions: Demographics

<table>
<thead>
<tr>
<th></th>
<th>Age</th>
<th>% Residents</th>
<th>% Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical MA Angler</td>
<td>46</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Google Search</td>
<td>44</td>
<td>84%</td>
<td>14%</td>
</tr>
<tr>
<td>Social Media</td>
<td>49</td>
<td>99%</td>
<td>12%</td>
</tr>
</tbody>
</table>

31% of customers who purchased from ads about learn to fish events were women.
Direct Transactions: Location
## Direct Transactions: Avidity

<table>
<thead>
<tr>
<th></th>
<th>New</th>
<th>Active</th>
<th>Lapsed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Google Search</strong></td>
<td>24%</td>
<td>57%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>13%</td>
<td>60%</td>
<td>27%</td>
</tr>
</tbody>
</table>
# Conversion Rate by Device

<table>
<thead>
<tr>
<th>Device</th>
<th>Conversion rate</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>62%</td>
<td>10,971</td>
</tr>
<tr>
<td>Tablet</td>
<td>37%</td>
<td>1,780</td>
</tr>
<tr>
<td>Mobile</td>
<td>27%</td>
<td>18,140</td>
</tr>
</tbody>
</table>
Lessons Learned

- Use customer data to target audiences
- Develop ads with audience and goal in mind
- Test, monitor, and adapt in real-time
- Dedicated staff
- Update privacy policy
- Quantify return on investment
Resources

• Bounteous training (Google Analytics, Ads, Tag Manager)
  – Google Academy
• Google Keyword Planner, Ubersuggest
• Case study and report on RBFF’s website
Thank you to our partners!
<table>
<thead>
<tr>
<th>Conversions Campaign</th>
<th>Retargeting A</th>
<th>Retargeting B</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ma fishing license]</td>
<td>fishing spots</td>
<td>fishing spots</td>
</tr>
<tr>
<td>massachusetts fishing license</td>
<td>fishing season</td>
<td>&quot;+massachusetts +fishing&quot;</td>
</tr>
<tr>
<td>fishing spots in ma</td>
<td>buy fishing license</td>
<td>license to fish</td>
</tr>
<tr>
<td>fishing in ma</td>
<td>freshwater licenses</td>
<td>fishing ma</td>
</tr>
<tr>
<td>fishing in Massachusetts</td>
<td>fishing license</td>
<td>freshwater fishing license ma</td>
</tr>
<tr>
<td>&quot;mass +fishing +license&quot;</td>
<td>ma freshwater fishing license</td>
<td>mass fishing license</td>
</tr>
<tr>
<td>&quot;+fishing +ma&quot;</td>
<td>fishing equipment</td>
<td>massachusetts fishing license</td>
</tr>
<tr>
<td>&quot;+massachusetts +fishing&quot;</td>
<td>&quot;+fish&quot;</td>
<td>ma fishing license</td>
</tr>
<tr>
<td>&quot;+freshwater +fishing +license +ma&quot;</td>
<td>massachusetts fishing license</td>
<td>freshwater licenses</td>
</tr>
<tr>
<td>ma fishing license cost</td>
<td>&quot;fishing licenses&quot;</td>
<td>ma fishing license renewal</td>
</tr>
<tr>
<td>massachusetts freshwater fishing license</td>
<td>Massachusetts fishing season</td>
<td>ma freshwater fishing license</td>
</tr>
<tr>
<td>fishing license</td>
<td>&quot;fishing&quot;</td>
<td>Massachusetts fishing season</td>
</tr>
<tr>
<td>[mass gov fishing license]</td>
<td>&quot;+freshwater +fishing +license +ma&quot;</td>
<td>&quot;+freshwater +fishing +license +ma&quot;</td>
</tr>
<tr>
<td>[massachusetts fishing license]</td>
<td>&quot;+fishing&quot;</td>
<td>buy a fishing license</td>
</tr>
<tr>
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<td>mass fishing license</td>
<td>ma fishing license cost</td>
<td>fishing season</td>
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<td>ma fishing license</td>
<td>ma fishing license renewal</td>
<td>fishing equipment</td>
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</tr>
<tr>
<td>Massachusetts fishing season</td>
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<td>fishing spots in ma</td>
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<tr>
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<td>mass fishing</td>
<td>fishing in ma</td>
</tr>
<tr>
<td>massachusetts fishing</td>
<td>freshwater fishing</td>
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</tr>
<tr>
<td>freshwater fishing</td>
<td>get a fishing license</td>
<td>freshwater fishing</td>
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<td>get a fishing license</td>
<td>Massachusetts freshwater fishing license</td>
<td>&quot;massachusetts fishing&quot;</td>
</tr>
<tr>
<td>massachusetts fishing</td>
<td>&quot;+fishing +ma&quot;</td>
<td>get a fishing license</td>
</tr>
<tr>
<td>freshwater fishing license</td>
<td>ma fishing license</td>
<td>&quot;+fishing +ma&quot;</td>
</tr>
<tr>
<td>&quot;+massachusetts +fishing&quot;</td>
<td>Massachusetts fishing</td>
<td>Fishing license</td>
</tr>
<tr>
<td>mass fishing license</td>
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<td>&quot;+mass +fishing +license&quot;</td>
</tr>
<tr>
<td>freshwater fishing license ma</td>
<td>Mass freshwater fishing</td>
<td>mass fishing</td>
</tr>
<tr>
<td>ma fishing license cost</td>
<td>&quot;+massachusetts +fishing&quot;</td>
<td>ma fishing license</td>
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<tr>
<td>buy fishing license</td>
<td>mass fishing</td>
<td>fishing</td>
</tr>
<tr>
<td>Massachusetts fishing</td>
<td>Massachusetts fishing</td>
<td></td>
</tr>
</tbody>
</table>

Source: MASSWILDLIFE
https://youtu.be/dX5HJydZ87A