

GONE FISHING



#THISIOWA

Iowa Digital Media Campaign and Tourism Partnership

Campaign Overview

December 2016

Campaign Background

- ▶ The Iowa DNR and the Iowa Tourism Office have had a growing partnership - sharing content and channels during recent years.

CONSUMER RESEARCH: IDEAL VACATION DESTINATION (TOP 3)

Something Different, Unique / Try New Things / Adventure / Off the Beaten Path

Relaxation / Peaceful / Solitude

Nature / Beauty / Outdoors

CONSUMER RESEARCH: ASSOCIATION WITH IOWA AS A DESTINATION (TOP 3)

NEGATIVE

Long Roads / Boring / Lacking Excitement

Don't Know Much About Iowa / Haven't Considered

Stormy / Bad Weather

POSITIVE

Natural Beauty / Outdoor Fun / Relaxing / Slow Pace

Friendly People / Welcoming / Family Oriented

Specific Attractions / Points of Interest

Iowa DNR and Tourism Campaign Goals

- ▶ Partner with Iowa Tourism Office to showcase fishing as the “activity of choice” for outdoor-minded Iowa families (especially females planning vacations and activities) and casual anglers to spend time together.
- ▶ Learn more about digital media buying, design, content development and metrics including coding/analytics for every social media referral to both the campaign website and DNR license page.
- ▶ Ultimately, we wanted to determine if digital marketing can convert those who enjoy DNR/Tourism content into license purchasers.

Target Audiences & Content Strategy

	What do they care about when it comes to fishing?	Tone	Key messages
<p>Outdoor Families</p> <ul style="list-style-type: none"> Female heads of household planning family activities/excursions Families with an interest in Iowa's outdoors 	<ul style="list-style-type: none"> Will my family have fun? What do I need to get started? When and where is the best place to take my kids? Most important is the social aspect - spending time w/friends & family 	<ul style="list-style-type: none"> emotional calming approachable educational easy activity to try with kids 	<ul style="list-style-type: none"> Fishing with your family at Iowa's lakes, rivers and streams offers the ideal excuse to make lasting memories with your kids. Iowa's beautiful parks and rivers are the perfect backdrop to unplug and connect with your friends and family. Visit Travellowa.com to find the best family fishing spots across the state.
<p>Casual Anglers</p> <ul style="list-style-type: none"> Intermittent purchasers 	<ul style="list-style-type: none"> I used to enjoy fishing but haven't gone in awhile I don't know where to go No one has asked me to go fishing in a long time Most important is the social aspect - spending time w/friends & family 	<ul style="list-style-type: none"> friendly helpful inspirational it's easy to get back into the hobby being outdoors adds value to your quality of life 	<ul style="list-style-type: none"> Make the Iowa DNR your go-to fishing "guide" this season and discover the hot spots, reel in new tips and learn how to make the most of your weekend outdoors. Unplug, relax and remember why fishing on Iowa's beautiful lakes, rivers and streams will always be your favorite hobby.

Campaign Content

- ▶ Multiple postings among DNR and Tourism digital channels:
 - ▶ 10 Family Fishing Tips
 - ▶ Five Family-Friendly Fishing Spots
 - ▶ How to Fish from a Kayak or a Boat
 - ▶ 14 Fishing Destinations
 - ▶ Fish for Your Food
 - ▶ 6 Tips for Catch & Release
 - ▶ Driftless Region: Trout Among the Cows and Willows (in-depth travel piece - Tourism approach to content)
 - ▶ Direct “Buy Your License” link

Campaign Components

- ▶ Campaign timeframe was May 24 - July 31, 2016
- ▶ Components included:
 - ▶ Iowa Tourism website - “Gone Fishing” web page
 - ▶ Social media advertising on Iowa Tourism and Iowa DNR Facebook and Twitter channels, including boosted posts and carousel advertisements leading both to Iowa Tourism site and Iowa DNR license buying site.
 - ▶ Native ad placement to connect fishing-related content in other digital locations.
 - ▶ Email to recently lapsed 2015 license buyers was developed in partnership with Active Network, the DNR’s license vendor.

Kick Off News Release

- ▶ DNR's statewide news release generated 160 website sessions and earned news coverage from several outlets.



"Gone fishing" campaign underway

May 25, 2016



DES MOINES, Iowa — The Iowa Department of Natural Resources (DNR) and Iowa Tourism Office are calling on families to put down the screens and make lasting memories fishing in a new joint marketing campaign launched today.

The all-digital "Gone Fishing" campaign will educate families about fishing opportunities throughout the state and promote the sale of fishing licenses. The campaign is enabled by a \$25,000 grant secured from the Recreational Boating and Fishing Foundation (RBFF), a nonprofit organization dedicated to increasing participation in recreational fishing and boating. Iowa was one of only a five states to receive funding from the organization in 2016.

"Promoting Iowa as a fishing destination is a shared mission of the DNR and the Iowa Tourism Office," said Joe Larscheid, DNR Fisheries Bureau chief. "By working together on this campaign we were able to successfully secure an outside grant. This partnership allows us to strategically allocate our marketing dollars to best reach Iowa families."

Fishing presents an opportunity for families to build closer bonds and is an excellent way to interest children in other healthy outdoor activities. More than 70 percent of fishing participants in the United States also run, bike, camp or hike, according to RBFF data. Iowa is home to some of the best

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DNR launches family fishing campaign

TOM THOMA May 28, 2016 0



North Iowa



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THE OUTDOOR WIRE
The Outdoor Industry's Daily Transactions Newsletter

SUBSCRIPTION SUBMIT RELEASES ADVERTISE ARCHIVES CONTACT

Wednesday, May 25, 2016

Iowa: Campaign to Promote Family Fishing Launches

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Iowa AgConnection
POWERED BY usagnet

MARKETS AUCTIONS REAL ESTATE AGRI-BUSINESS DIRECTORY EQUIPMENT LOCATOR

RSS NEWS TICKER

Iowa Ag News Headlines

DNR, Tourism Campaign Promotes Family Fishing in Iowa

Iowa Ag Connection - 05/25/2016

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BACK TO HOME
ABOUT US
WEBSITE DESIGN
ADVERTISING INFO
CONTACT US
EMAIL US NEWS TIPS!
BINDL Sales & Service

FARM FIRST
DAIRY COOPERATIVE

A strong and broad voice in policy-making decisions

TELL ME MORE →

Gone Fishing on Tourism Website



- ▶ Overall, 28,302 sessions to the “Gone Fishing” content page on Travellowa.com during the campaign timeframe.



DNR - Facebook Ads


▶ Carousel ad (inspiration)

- Post engagement: 1,199 reactions, 171 likes, 48 comments
- Link clicks: 13,616
- Reach: 217,728

▶ Right-side ad (buy now)

- Reach: 50,063
- Website clicks: 440

Ad




Reel in Big Memories!
traveliowa.com
The best Iowa locations to catch crappie, bluegill, bass and more.

Objective
Clicks to Website
<http://www.traveliowa.com/asp/getinspiredetail.a...>

DNR Iowa Department of Natural Resources
Written by Jessie Brown [?] · May 25 at 3:37pm


Reel in the memories!



14 Outstanding Iowa Fishing Spots [Learn More](#) **5 Family-Friendly Fishing Spots**

DNR Iowa Department of Natural Resources
Written by Jessie Brown [?] · May 25 at 3:37pm

Reel in the memories!



Learn More **Trout Fishing in Iowa's Driftless Area** [Learn More](#) **Buy Your Iowa Today!**

132,880 people reached

[Like](#) [Comment](#) [Share](#)

[Sandy Bertelsen, Denny Green and 772 others](#) [Top Comments](#)

98 shares **9** 27 comments

DNR Write a comment...

Travel Iowa - Facebook ads

- ▶ Carousel ad (inspiration)
 - Post engagement: 249 reactions, likes, 69 shares, 4 comments
 - Link clicks: 7,835
 - Reach: 232,894
- ▶ Right-side ad (buy now)
 - Reach: 71,792
 - Website clicks: 270

IA Travel Iowa
May 26 at 11:54am · 🌐

Discover affordable, outdoor fun for the whole family in Iowa!

Reel in some BIG Iowa memories!

WWW.TRAVELIOWA.COM [Learn More](#)

25 Likes 2 Comments

Like Comment Share

IA Travel Iowa
May 25 at 3:43pm · 🌐

Unplug and connect!

GONE FISHING

Five Great Fishing Lakes For Families

GONE FIS

14 Awesome Fishing Location

25 Likes 2 Comments

Like Comment Share

Twitter Ads -- DNR and Tourism

Tweet texts	impressions	link clicks
TOTAL	822,216	9,321



Easy access to shore and playgrounds nearby
- 5 great #fishing holes for #Iowa families!
bit.ly/1WnmPN6



2:44 PM - 26 May 2016



Purchase or renew your #Iowa fishing license today - only \$19 for the entire year!
bit.ly/1TZaPuX



RETWEET 1 LIKE 1

3:06 PM - 26 May 2016



(IA) Travel Iowa @Travel_Iowa 26 May 2016
Purchase or renew your #Iowa fishing license today - only \$19 for the entire year! bit.ly/1WnkJc pic.twitter.com/ZpaRaRvyjZ

(IA) Travel Iowa @Travel_Iowa 26 May 2016
It's time to reel in some memories - here are 14 locations to fish in #Iowa. cards.twitter.com/cards/9zufo/1s...



Native ads: Various headlines/images



Let's take the kids fishing! Here are five of the best fishing holes across Iowa.

Travel Iowa



Discover awesome fishing across Iowa. Here are five fishing holes to reel in wonderful family memories.

Travel Iowa



Reel in family memories this summer in Iowa.

Travel Iowa



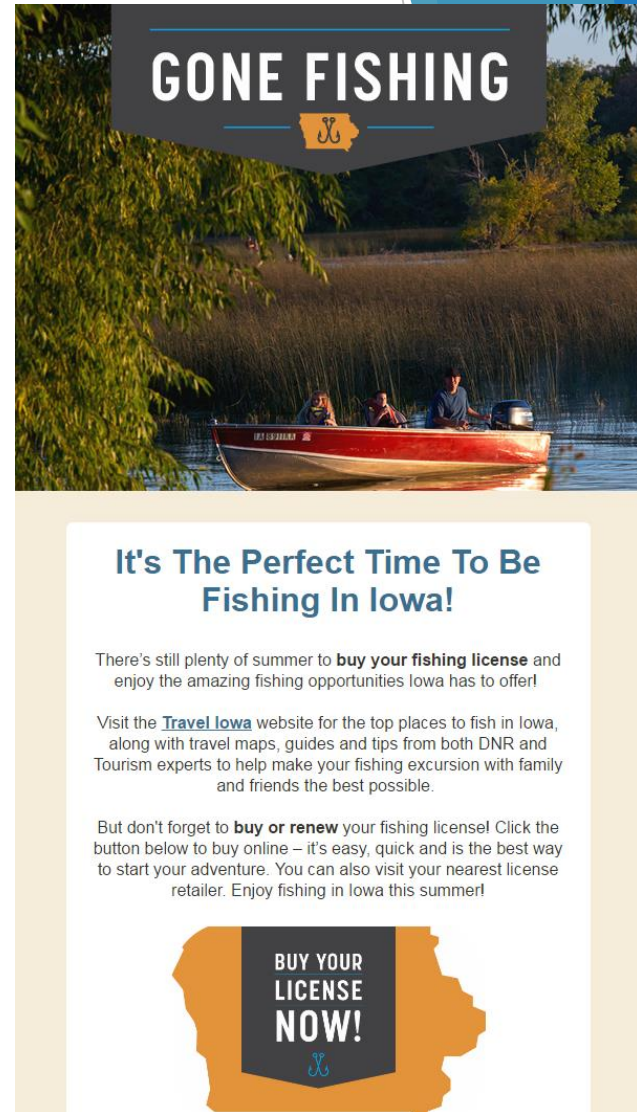
Iowa's Driftless Area is a trout angler's dream. Coldwater streams full of rainbow, brown and brook trout.

Travel Iowa

	Impressions	Clicks	CTR(%)
Total	1,867,942	4,569	0.24

Email Blast

- ▶ Sent 6/22/16
- ▶ Targeted license buyers with emails who purchased in 2015 but not yet in 2016
 - ▶ Delivered emails: **14,646**
 - ▶ Open Rate: **27.6%**
- ▶ Number of licenses sold to people receiving the email between 6/22-7/14: **1,483**
 - ▶ Response Rate: **10.1%**
 - ▶ Lift compared to control: **2.6%**



The email blast graphic features a top banner with the text "GONE FISHING" in white on a dark blue background, with a small orange fish icon below it. Below the banner is a photograph of a red boat with three people on a lake. The main body of the email is white with a light blue border. It contains the headline "It's The Perfect Time To Be Fishing In Iowa!", a paragraph about summer fishing opportunities, a paragraph about the Travel Iowa website, and a paragraph about buying or renewing a license. At the bottom is a call-to-action button with the text "BUY YOUR LICENSE NOW!" and a fish icon, set against an orange background shaped like the state of Iowa.

GONE FISHING

It's The Perfect Time To Be Fishing In Iowa!

There's still plenty of summer to **buy your fishing license** and enjoy the amazing fishing opportunities Iowa has to offer!

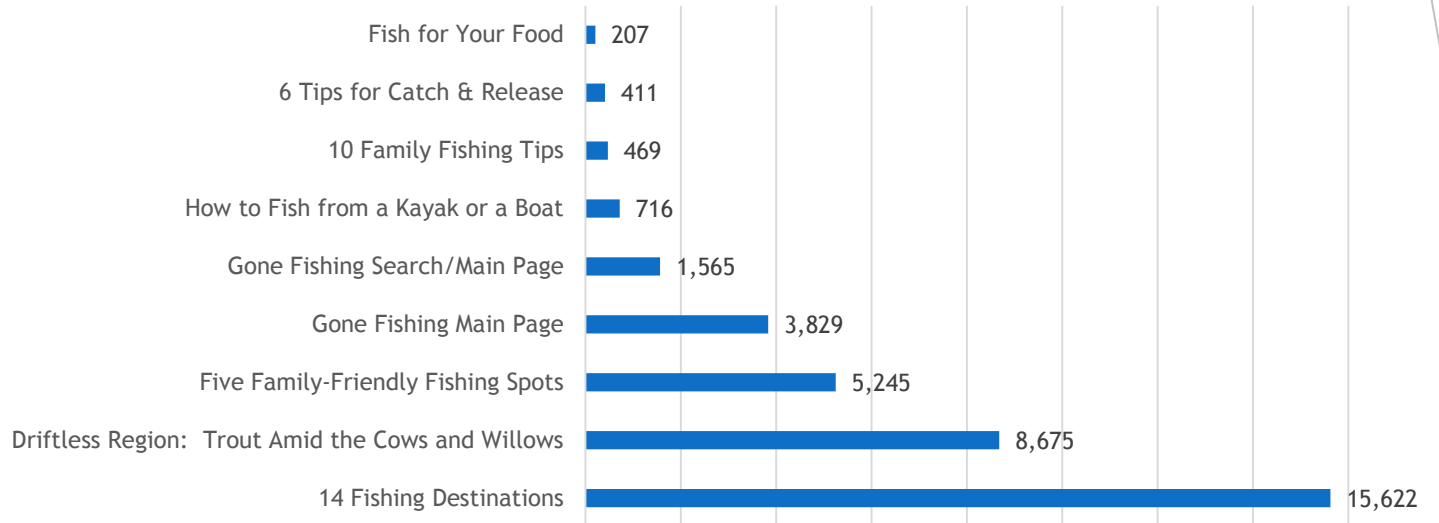
Visit the [Travel Iowa](#) website for the top places to fish in Iowa, along with travel maps, guides and tips from both DNR and Tourism experts to help make your fishing excursion with family and friends the best possible.

But don't forget to **buy or renew** your fishing license! Click the button below to buy online – it's easy, quick and is the best way to start your adventure. You can also visit your nearest license retailer. Enjoy fishing in Iowa this summer!

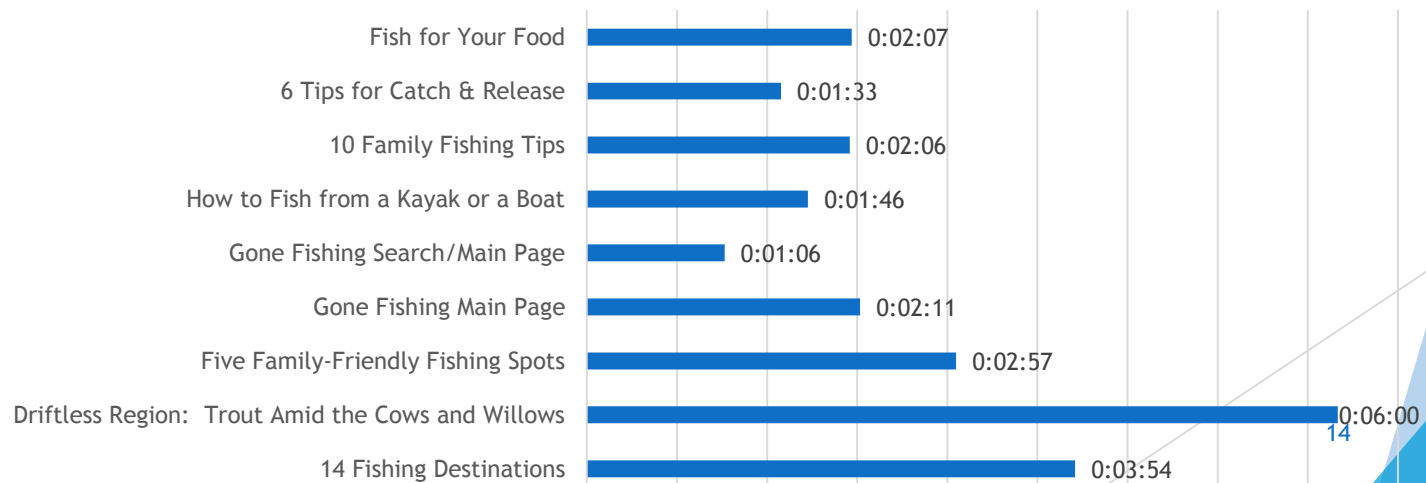
BUY YOUR LICENSE NOW!

Pageviews / Duration

Gone Fishing Pageviews



Average Duration on Page



DNR - all traffic (paid/organic)

Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
15,097 % of Total: 3.20% (471,445)	77.25% Avg for View: 73.43% (5.21%)	11,663 % of Total: 3.37% (346,159)	80.90% Avg for View: 53.96% (49.93%)	1.22 Avg for View: 3.02 (-59.62%)	00:00:38 Avg for View: 00:02:26 (-73.91%)

Travel Iowa - all traffic (paid/organic)

Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
7,624 % of Total: 1.62% (471,445)	74.82% Avg for View: 73.43% (1.89%)	5,704 % of Total: 1.65% (346,159)	86.91% Avg for View: 53.96% (61.06%)	1.19 Avg for View: 3.02 (-60.58%)	00:00:30 Avg for View: 00:02:26 (-79.14%)

DNR Licensing Buying Page Metrics (provided by Active Network)

- ▶ Website visits total during campaign timeframe: 2,544
- ▶ Referrals from Travellowa.com: 87
- ▶ Referrals from Facebook: 457
- ▶ Referrals from Twitter: 13
- ▶ While not able to track license purchase conversions, online fishing license sales overall are up 22% from 2015, and were 9% higher than 2016 license sales at retail vendor sales locations (all outlets but online).

Campaign Takeaways: Social Media

- ▶ Overall, increased social media followers for future engagement and messaging.
- ▶ Weigh the value of increasing reach to new audiences for slightly higher costs; both strategies in an integrated campaign have merit.
- ▶ Be flexible -- half-way through we adjusted which channel/posts received ongoing marketing dollars to maximize effectiveness.
- ▶ Ask for professional help for initial social media buying. Boosting posts is critical for reaching a sizable and targeted audience for promotional posts.
- ▶ Right-side Facebook ads have poor performance, put more money into news feed ads.
- ▶ Twitter ads are important for increasing impressions and engagements with content.

Overall Campaign Lessons Learned

- ▶ Partnership between Iowa DNR and Tourism -- the program leveraged strength areas for each agency.
- ▶ Shared content pulls together resources across state agencies and created consistent branding. Content marketing, whether organic or paid attracts and retains customers.
- ▶ The campaign expanded reach with new audiences.
- ▶ People are most responsive to “where-to” information.
- ▶ Email continues to be a direct route to increase sales at a low cost.
- ▶ Tracking actual conversions continues to be a challenge. This will be a goal for digital media campaigns such as this going forward - plan ahead.

Questions?

Thank You!