

AR Game & Fish Commission



AFWA Multi-State Conservation Grant



Overview

Arkansas Game & Fish Commission (AGFC) created their first fully integrated multi-channel fishing campaign the agency has had in decades. The campaign was active from April 2020 through July 5, 2020. Other goals included creating a campaign that allows for end-to-end reporting and increasing brand awareness, content engagement and educating Arkansans on the value fishing license sales provides to their hobbies and interests.

Funding for the campaign was broken down into the following:

- Recruiting new anglers- 82% of budget
- Recruiting Hispanic anglers- 5% of budget
- Retention of anglers- 10% of budget
- Reactivation of lapsed anglers- 3% of budget

Marketing tactics included: social media ads, traditional radio, Programmatic Demand Side Platform (DSP) ads, YouTube, paid search, billboards, Spotify, connected TV and Broadcast TV.

Results

AGFC successfully met their license sales goal. As of 12/8/20:

- Resident Fishing licenses are up 13%
- Resident Combo Fishing/Hunting licenses are up 16%
- Resident Trout Stamps are up 14%

AGFC had different goals per campaign. But, overall results by marketing tactic include:

Category	Impressions	Clicks	CTR	Licenses	Value
Facebook	16,162,677	129,724	0.55%	8,992	\$143,883.75
Google Ads Brand	59,123	25,345	42.87%	6,558	\$104,931.97
Google Ads Other	10,002,670	37,990	0.34%	217	\$3,468.46

For a total of \$252,284.12 in revenue!

Their email campaign saw:

- 1,557,008 emails sent
- 15.81% conversion rate
- 5,558 licenses purchased

Overall, AGFC's investments had a high return on investment. They want to build a model to predict the impact of awareness driven channels and plan to continue to tweak the attributions and methods for Google search.

Partners

- Recreational Boating & Fishing Foundation
- Association for Fish & Wildlife Agencies
- Stone Ward Advertising

Support

"Arkansas Game and Fish Commission has greatly advanced our multi-channel marketing outreach over the past several years with the help of RBFF. After almost a decade of declining fishing license sales, we are finally seeing positive gains. AGFC contributes a large part of that success to the digital marketing efforts and integrated R3 programs that they have worked in partnership with RBFF to refine, fund and deploy. Thank you RBFF for being part of the solution." - Director Pat Fitts

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John Smith and 23 others

2 Comments

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Paid Social Ad for Retention

Benefits

For the first time in AGFC's history, they were able to build an end-to-end marketing solution. The campaign delivered year over year lift in digital campaign engagement, website traffic, licensing site traffic and digital content engagement.

AGFC has launched a digital skills center at [AGFCnaturecenter.com](https://www.agfcnaturecenter.com) and is getting a high volume of engagement with skills building content both on social, YouTube and the virtual nature center.

Through implementing this campaign, AGFC has done a better job of being dynamic to their targets audiences and evolving throughout the season to keep creative timely and relevant with prevalent fishing methods, target species and weather.

The agency has also done a much better job of launching more diverse creative for different demographics. Finally, they have launched the most sophisticated campaign in AGFC's history in terms of leveraging more consumer data to target exact customers and build look-alike audiences for those they can't trace and for recruitment audiences.

Methodology

In December of 2019, AGFC and the ad agency conducted a thorough review of available customer data and recreational fishing research to better understand their audience, purchase habits, buying decisions and behavior.

AGFC established their goals, objectives, targets and overall messages in January. In February and March they developed their media plan and creative simultaneously and did a phased launch at the end of March and into April.

COVID-19 proved to be both a blessing and a curse in many ways. While it removed some barriers to participation it has made some of AGFC's methods challenging. They were not able to develop creative in the same ways as before. Their creative process came at the start of the pandemic in Arkansas so they had to get very creative on how they safely built content.

Additionally, fishing events were going to be an integral part of their campaign. They shifted to virtual courses, online content and promoting fishing as a great social distancing outdoor activity.

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Paid Social Ad for Reactivation

Future Plans/Lessons Learned

AGFC has been building towards this campaign for the past three years. A dedicated budget to this campaign finally helped to establish enough lead time to execute this very data driven and integrated campaign.

Due to positive results from their 2020 campaign, AGFC has budgeted for the same campaign for this fiscal year. They will be making tweaks to some of the placements and adding some additional digital budget.

AGFC also wants to build a model to predict the impact of awareness driven channels and continue to tweak the attributions and methods for Google search.

Finally, AGFC learned how important it is to spend the time and dollars necessary to figure out how to track end to end for digital channels. It is necessary to look at actual conversions because many states are driving clicks to license channels and seeing a high number of those clicks not convert to a license purchase.

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