

KS Department of Wildlife, Parks & Tourism

AFWA Multi-State Conservation Grant



Overview

Kansas Department of Wildlife, Parks & Tourism (KDWPT) implemented a digital marketing campaign, from July to November 2020, focused on utilizing retention and reactivation efforts to increase angler participation.

Their audiences included:

1. Beginner anglers- targeted minority communities, women, and families to learn about fishing and make it a hobby.
2. Fishing enthusiasts- targeted advanced anglers to be ambassadors for the fishing tradition.
3. Reactivating anglers- targeted anglers who fished as children to pick it back up again with their families and calling people who are retired but used to fish to pick it up again.

To reach these target audience, they used Search Engine Marketing (SEM) with Google and Bing, display ads, social media ads and YouTube ads. SEM ads led consumers directly to KDWPT's fishing license page while the other ads pushed consumers to a "Beyond Fishing Microsite."

Results

The campaign resulted in \$99,917.73 overall! Google and Bing Search Ads proved to have the highest return on investment. They spent \$19,318.60 on SEM which resulted in revenue of \$98,071.19.

KDWPT used display, social and YouTube ads to direct consumers to their "Beyond Fishing Microsite." They spent \$18,864.93 on these tactics and saw a revenue of \$1,846.54. They believe they lost people during the multi-step process to go from the ad, to the micro-site, and finally to the license page.

KDWPT had planned to launch a video at the start of the campaign but, due to COVID, the video did not launch until October. It was well received; however, it was not as timely as KDWPT would have liked when considering the scope of the campaign, and the traditional fishing season in Kansas. This delay also affected their work with YouTube pre-roll ads.

KDWPT had wanted to compare the effectiveness of SEM and social media marketing. However, in an oversight, all social ad referrals went to the microsite, rather than only a portion, so they were unable to compare the effectiveness of social media for promoting direct license sales.

Partners

- Recreational Boating & Fishing Foundation
- Association for Fish & Wildlife Agencies
- Bajillion Agency

Support

"The RBFF grant, made possible through AFWA and Multistate Conservation Grants, allowed the Kansas Department of Wildlife, Parks, and Tourism to implement focused digital marketing strategies designed to increase angler participation through our "Beyond Fishing" campaign. Utilizing SEM, Display Ads, YouTube Pre-roll ads, and Facebook/Instagram Ads, the campaign returned \$100,000 in revenue, while providing educational content vital to retaining COVID-era anglers, and demonstrating the value of digital marketing tactics in our daily business and R3 efforts." – Mike Miller, Assistant Secretary of Wildlife, Fisheries and Boating, KDWPT



Ad Targeting New Anglers- Recruitment

Benefits

KDWPT successfully met their general goals and objectives. As this was a new effort for the agency, their main goals were to experiment with social media, display ads, SEM, and YouTube which ultimately resulted in \$100,000 in revenue.

KDWPT's campaign saw many benefits in addition to a positive revenue. This campaign:

- Allowed KDWPT to target and reach new audiences.
- Demonstrated digital marketing positive ROI to agency leaders and provided additional justification for increased budget, staff and support for continued efforts.
- Introduced additional staff to the process of working with a marketing agency.
- Helped KDWPT collect photos from public in which they created a photo bank of user-submitted content for future campaigns.
- Educated public about resources including places to fish, fisheries newsletters and fishing reports, ANS species, and special programs.

A final added benefit was that this campaign helped to create brand recognition that KDWPT can carry over to future campaigns.

Methodology

KDWPT first met with their marketing agency, Bajillion, in December of 2019. Beginning conversations were spent developing the "brand" of the fisheries division.

KDWPT and Bajillion decided to experiment with SEM, display ads, social media advertising, and YouTube pre-roll ads. It was a priority to feature diversity and inclusion in their creative content, which required the collection of new video and imagery. Unfortunately, after multiple delays, it was determined to be unsafe to gather photo and video footage due to COVID. Therefore, they decided to create a microsite to collect user-submitted photo and video content to be incorporated into campaign visuals and to provide an educational hub for new and returning anglers.

The microsite went live in July with the first ad set, and ads were rotated as user generated content was gathered. Ads either directed anglers directly to a license purchase or routed them through the microsite. Ads ran from July-November, switching to a trout-fishing theme in November.



Ad Targeting Fishing Enthusiast- Reactivation

Future Plans/Lessons Learned

KDWPT was disappointed in the low number of referrals from the Beyond Fishing Microsite to the license purchase page. In the future, they will refer the customer to a more direct path to purchase.

KDWPT plans to repeat these efforts in the future, with an emphasis on search ads based on high success in these efforts.

KDWPT was inspired by Tennessee's efforts geotargeting boat ramps and will likely target state parks in the future to promote opportunities specific to the area.

Additionally, they will rework the microsite for future fishing event promotion, however as they were not successful in converting website visitors to license buyers, they will not be promoting the microsite as heavily from a sales perspective.

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