

MICHIGAN MILLENNIAL SOCIAL MEDIA MARKETING

RBFF STATE R3 PROGRAM GRANTS

OVERVIEW

This project looked to recruit and/or reactivate 5,000 female, millennial-aged licensed anglers in Michigan. MI Department of Natural Resources (MI DNR) used social media to target these women, specifically Facebook, Twitter and Instagram. They served them boosted posts/content and provided messages focused on buying fishing licenses.

Each post pointed to a MI DNR website landing page that provided content focused on what visitors might need to go fishing in Michigan.

The campaign featured two segments – summer and fall. The summer portion ran from June 10 – September 9 while the fall portion ran from September 10 – 22.

RESULTS

The summer portion of the campaign produced nearly 1.6 million impressions:

- Facebook: 581,994 impressions and reached 98,754 people
- Instagram: 742,064 impressions and reached 159,131 people
- Twitter: 269,862 impressions and reach was undetermined

Between the three platforms there were 16,034 clicks to the DNR landing page and tracked sales at \$47,160.

The fall portion of the campaign produced more than 1.5 million impressions:

- Facebook: 869,181 impressions and reached 142,303 people
- Instagram: 223,702 impressions and reached 104,671 people
- Twitter: 490,204 impressions and reach was undetermined

Between the three platforms there were 4,848 clicks to the DNR landing page and tracked sales at \$8,254.

As of September 19, 2019 there were 175,650 licensed, resident, female anglers. MI DNR also had 23,342 new millennial-aged, female anglers and reactivated 23,629 millennial-aged, female anglers.



Creative Used for Summer Campaign

SUPPORT

“We have been finding ways to target potential or previous female anglers for the past few years. We're pleased with the results of this campaign and will continue to prioritize marketing to millennial-aged females as they show a strong future for Michigan fishing license sales.”

- Jim Dexter
MI DNR Fisheries Division Chief

CONTACT INFO

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METHODOLOGY

Audience

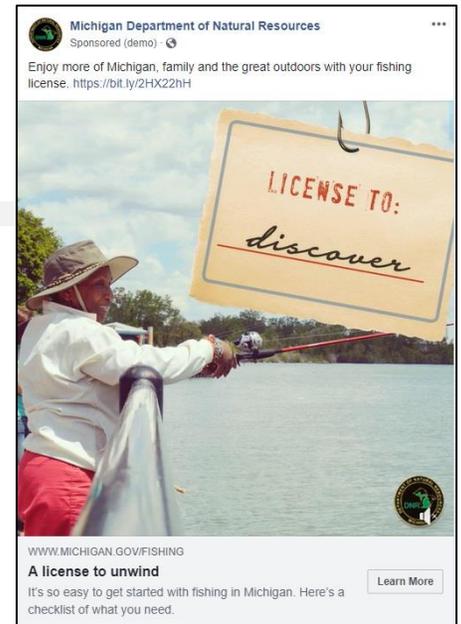
MI DNR focused on millennial-aged females (those between the ages of 22 and 37) because evidence from Southwick Associates and Michigan Tech University has shown this is one of the leading markets for the sport of fishing.

Tools

MI DNR used social media to easily reach their target audience and remain relevant to them.

Tracking

MI DNR also used tracking links on the social media posts and on the campaign landing pages so they could track behavior after-the-fact – particularly if the person proceeded to purchase a Michigan fishing license.



Creative Used for Fall Campaign

BENEFITS

MI DNR always works to reactivate previously recruited female, resident anglers and recruit new ones. Additionally, they must do their part to work towards Michigan's contribution in RBFF's "60 in 60" initiative. This campaign aims to accomplish all three of those tasks, while additionally providing revenue to the MI DNR.



Creative Used for Fall Campaign

LESSONS LEARNED/FUTURE PLANS

MI DNR considered this campaign a success, as they more than made a return on their's and RBFF's investment. They assume this campaign helped to recruit and reactivate the more than 46,000 millennial-aged, female anglers referenced in the Results section.

They will continue to try new tactics and replicate what works – including components of this campaign – in the future as they work to keep reaching millennial-aged females.

This grant program was conducted in 2019 and partially funded by the Recreational Boating & Fishing Foundation (RBFF) through a USFWS financial assistance award (#F18AC00145). For more information on RBFF's State R3 Program Grants, please visit www.takemefishing.org/r3.