

# How Iowa Successfully Targeted Urban Hispanic Women to Go Fishing

Campaign Dates:

June 1 – August 1, 2020

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# Campaign Goals

Prove success of a digital advertising campaign aimed at new and/or lapsed, Des Moines metro Hispanic women, ages 16-65, to buy a license and go fishing.

**CLOSE TO NATURE.**

**CLOSE TO HOME.**



# Campaign Goals



Expand our reach of Hispanics in Iowa.

**CLOSE TO NATURE.**

**CLOSE TO HOME.**



# Why Hispanic Women?

Growing participation in the Hispanic community is extremely important to the future of fishing in Iowa.





# Why Hispanic Women?

Latinos constitute 12.3% of the total population in the greater Des Moines area, a 130.2% increase since 2000.



*According to the study done by League of United Latin American Citizens 2017*

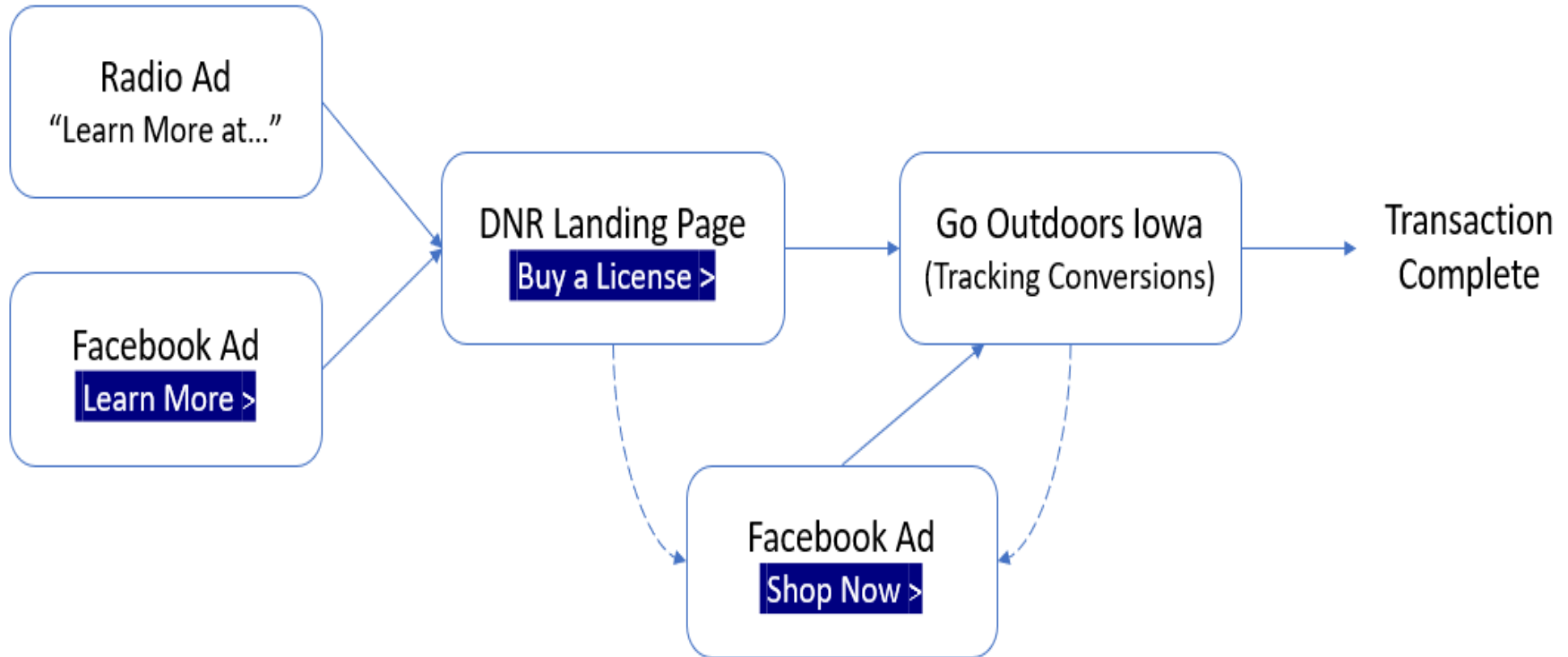
# Why Hispanic Women?

69.7% of Iowa's Hispanic families have children under 18 years of age.



*According to the study done by League of United Latin American Citizens 2017*

# Campaign Components



# Facebook Ads

Facebook's audience filters and integration with our licensing system allowed us to show ads to Hispanic women in the Greater Des Moines Metro area who did not have a current fishing license.



Iowa Department of Natural Resources



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Empieza a pescar, deja de estresar. Todo lo que necesitas es una licencia para disfrutar de un poco de relajación local.

**CERCA DE LA**

**NATURALEZA.**

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# Facebook Ads

Leveraged pixel-tracking and utm-tagging tactics to measure view-through and click-through conversions.



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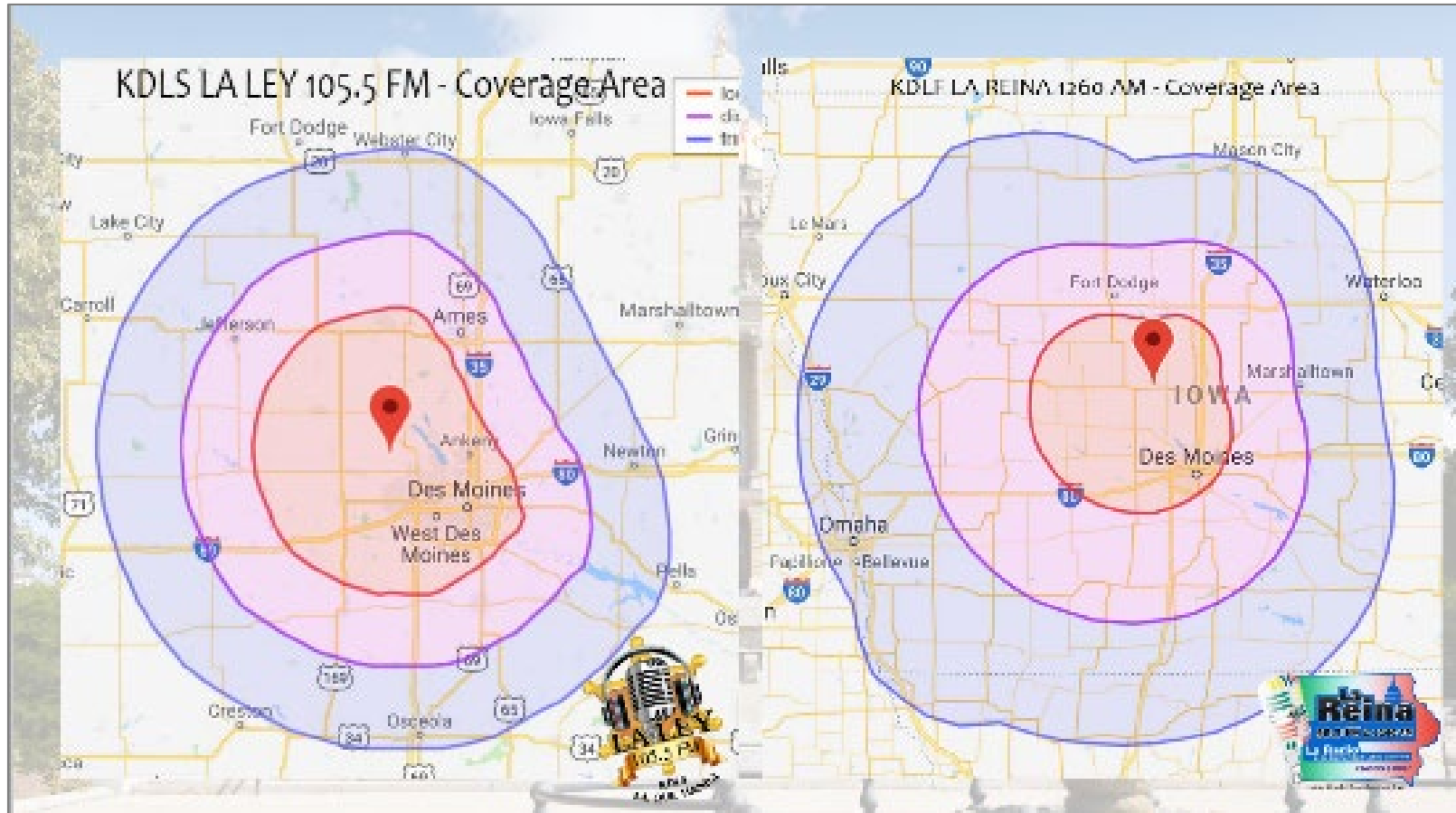
# Facebook Ads

\$85,086 licensing system revenue generated (5:1 return on digital ad spend)

Campaign Overview <small>(June 1 - August 1)</small>	Creative	Impressions	Conversions <i>(CT+VT)</i>	Conversions <i>(CT)</i>	Revenue <i>(CT+VT)</i>	Revenue <i>(CT)</i>	Ad Spend	ROAS*
Interest   Prospecting	Fishing	2,906,133	4,247	756	\$81,191	\$12,583	\$13,927	5.8
Retargeting	Fishing	204,004	109	68	\$3,895	\$2,735	\$3,824	1.0
	<b>Total</b>	<b>3,110,137</b>	<b>4,356</b>	<b>824</b>	<b>\$85,086</b>	<b>\$15,318</b>	<b>\$17,751</b>	<b>5</b>

# Local Spanish Radio Ads

262 radio spots aired on La Ley 105.5 FM and La Reina 96.5 FM



# Local Spanish Radio Ads

Based on nationwide research carried out by Nielsen/Arbitron in 2010, the average Hispanic radio audience is heavily engaged with their patron stations; average time spent listening varying from 5.15 hours to over 8 hours.





# Local Spanish Radio Ads

Messages spoke of barriers to going fishing and advertised local fishing opportunities.



# Campaign Landing Web Page

The call to action of the Facebook ads and local Spanish radio ads drove users to a campaign landing web page on the Iowa DNR website.

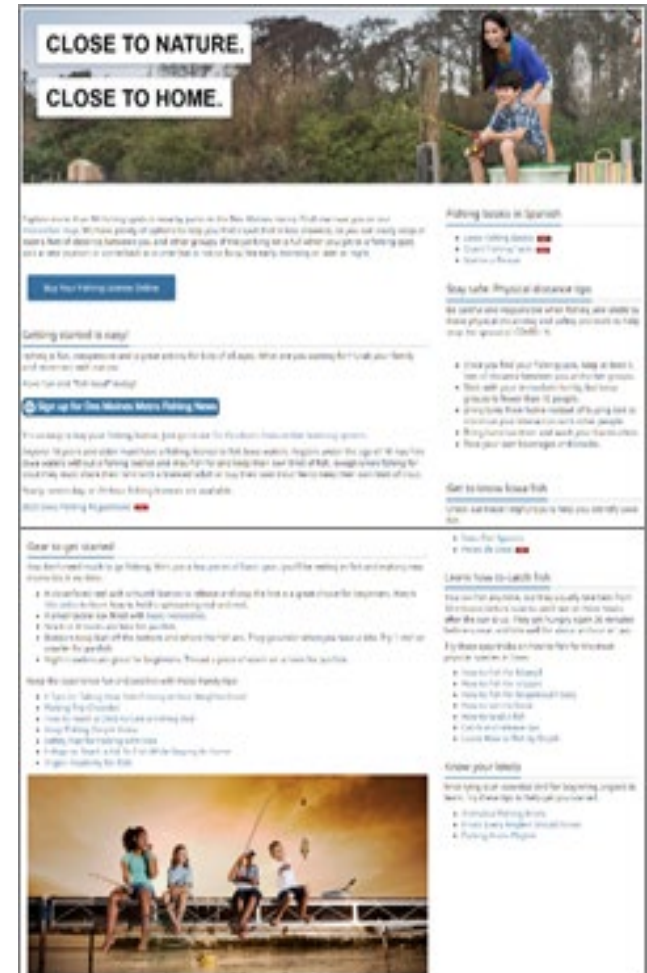
The screenshot shows a landing page titled "CLOSE TO NATURE. CLOSE TO HOME." featuring a woman fishing. The page is organized into several sections:

- Get started:** A large blue button labeled "Get started" is prominently displayed.
- Getting started is easy!** A section with text and a blue button labeled "Sign up for the Free Iowans Always Fishing News".
- Clear to get started:** A section with text and a blue button labeled "Sign up for the Free Iowans Always Fishing News".
- Learn how to catch fish:** A section with text and a blue button labeled "Sign up for the Free Iowans Always Fishing News".
- Know your limits:** A section with text and a blue button labeled "Sign up for the Free Iowans Always Fishing News".

Each section includes a list of bullet points and a blue button. The page also features a large image of a woman fishing and a smaller image of a group of people fishing.

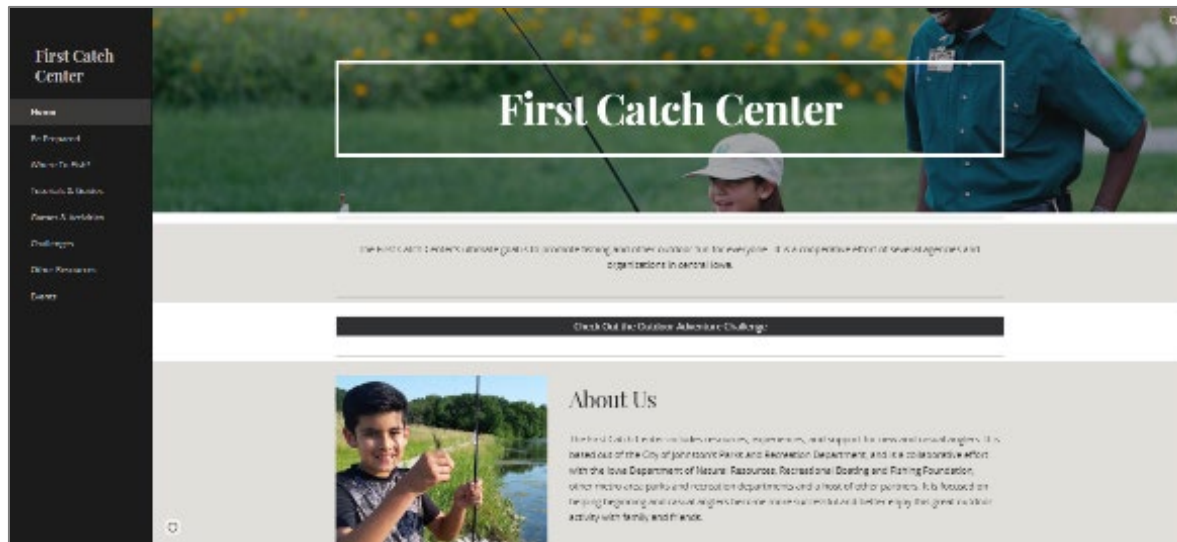
# Campaign Landing Web Page

6,398 web views between 6/1 and 7/31



# Local Fishing Events

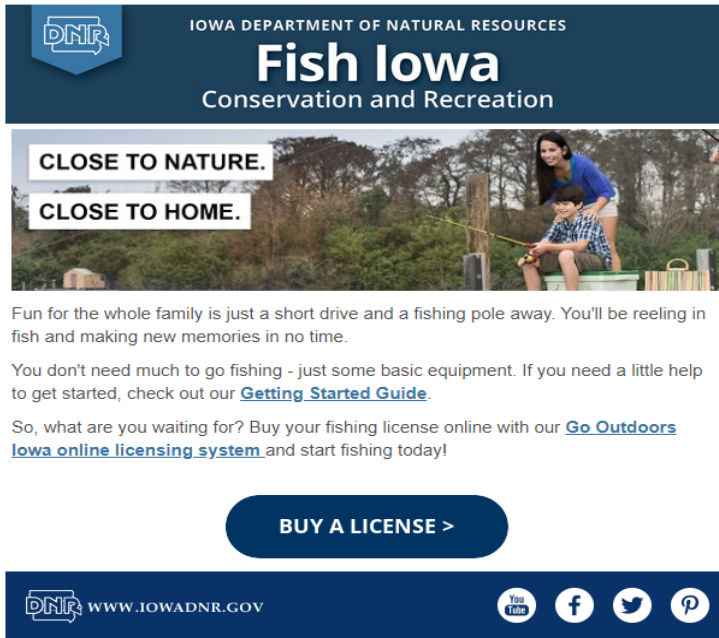
We partnered with the City of Johnston's Parks and Recreation Department and other metro area parks and recreation departments, to launch a First Catch Center web page that featured Iowa specific videos and guides along with places to go and fun family challenges.



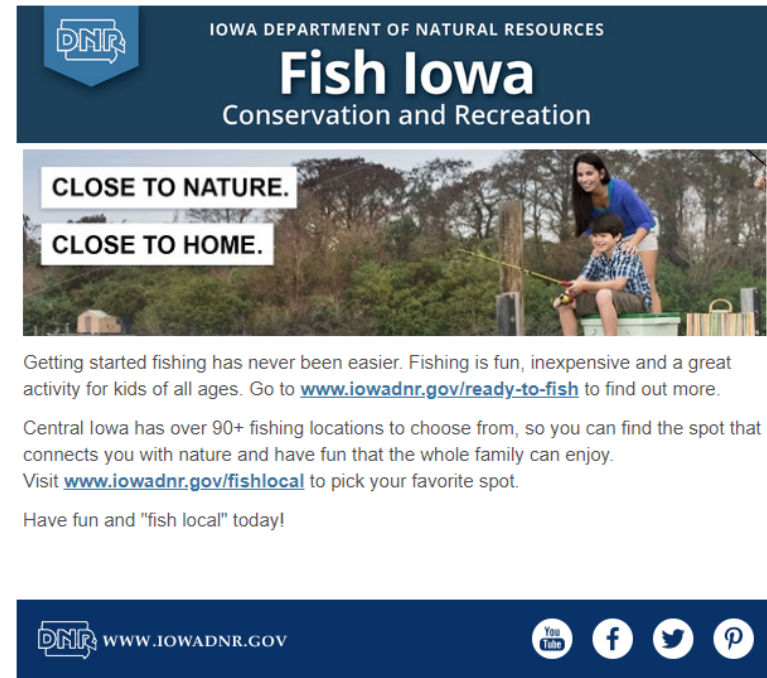


# Success

The local fishing news email sign up on the landing web page provided an easy first step to engage users.



The screenshot shows the top portion of the Fish Iowa landing page. It features a dark blue header with the DNR logo and the text "IOWA DEPARTMENT OF NATURAL RESOURCES" and "Fish Iowa Conservation and Recreation". Below the header is a photograph of a woman and a child fishing together. Two white callout boxes are overlaid on the photo, containing the text "CLOSE TO NATURE." and "CLOSE TO HOME." Below the photo, there is a paragraph of text: "Fun for the whole family is just a short drive and a fishing pole away. You'll be reeling in fish and making new memories in no time." This is followed by another paragraph: "You don't need much to go fishing - just some basic equipment. If you need a little help to get started, check out our [Getting Started Guide](#)." The next paragraph says: "So, what are you waiting for? Buy your fishing license online with our [Go Outdoors Iowa online licensing system](#) and start fishing today!" At the bottom of this section is a dark blue button with the text "BUY A LICENSE >". The footer of the page includes the DNR logo, the website URL "WWW.IOWADNR.GOV", and social media icons for YouTube, Facebook, Twitter, and Pinterest.



This banner features the DNR logo in a blue shield on the left. To its right, the text "IOWA DEPARTMENT OF NATURAL RESOURCES" is in a small font, followed by "Fish Iowa" in a large, bold font, and "Conservation and Recreation" in a smaller font below it. Below the text is a photograph of a woman and a child fishing. Two white callout boxes are overlaid on the photo, containing the text "CLOSE TO NATURE." and "CLOSE TO HOME." Below the photo, there is a paragraph of text: "Getting started fishing has never been easier. Fishing is fun, inexpensive and a great activity for kids of all ages. Go to [www.iowadnr.gov/ready-to-fish](http://www.iowadnr.gov/ready-to-fish) to find out more." This is followed by another paragraph: "Central Iowa has over 90+ fishing locations to choose from, so you can find the spot that connects you with nature and have fun that the whole family can enjoy. Visit [www.iowadnr.gov/fishlocal](http://www.iowadnr.gov/fishlocal) to pick your favorite spot." The next paragraph says: "Have fun and 'fish local' today!" At the bottom of the banner is a dark blue bar containing the DNR logo, the website URL "WWW.IOWADNR.GOV", and social media icons for YouTube, Facebook, Twitter, and Pinterest.

# Lessons Learned

Retargeting segment was paused early July and remaining funds were re-allocated into the prospecting campaign due to the strong performance and opportunity to push for more purchases.

Audience	Month	Impressions	Conversions (CT+VT)	Conversions (CT)	Revenue (CT+VT)	Revenue (CT)	Ad Spend	ROAS*
Interest   Prospecting	June 1-June 30	824,137	2,488	470	\$48,323	\$7,921	\$4,121	11.7
	July 1- August 1	2,081,996	1,760	287	\$32,868	\$4,663	\$9,806	3.4
	<b>TOTAL</b>	<b>2,906,133</b>	<b>4,247</b>	<b>756</b>	<b>\$81,191</b>	<b>\$12,583</b>	<b>\$13,927</b>	<b>6</b>
Retargeting	June 1-June 30	85,018	60	26	\$1,913	\$953	\$1,764	1.1
	July 1- August 1	118,986	49	42	\$1,982	\$1,782	\$2,060	1.0
	<b>TOTAL</b>	<b>204,004</b>	<b>109</b>	<b>68</b>	<b>\$3,895</b>	<b>\$2,735</b>	<b>\$3,824</b>	<b>1</b>

Month-over-Month	Impressions	Conversions (CT+VT)	Conversions (CT)	Revenue (CT+VT)	Revenue (CT)	Ad Spend	ROAS*
June 1- June 30	909,155	2,548	496	\$50,236	\$8,873	\$5,885	8.5
July 1-August 1	2,200,982	1,809	329	\$34,850	\$6,445	\$11,866	4.3

# Next Step?

Continue our digital advertising efforts with additional user segments, curated content, and targeted messaging strategy.



Thank you!

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