Fish Local: Iowa’s Community-Based R3 Fishing Initiative

Campaign Dates:
May 20 – July 15, 2018

Tyler Stubbs – Community Fishing Biologist
Julie Tack – Communications and Marketing Specialist
Fish Local: Community-Based Marketing Campaign

Goals:

• Improve **angling opportunities and access** in urban areas.

• Increase **license purchases** among urban residents.

• Establish **relationships** with stakeholders and city leaders.

• Connect fisheries management, education and marketing efforts in **a unified effort**.
Retention Basins

Storm Water & Fishing
Target Audience – Casual Anglers with Families in 10 Communities in Des Moines Metro
Campaign Components:

- Social media – ads, content and Facebook live sessions
- Banner ads and pre-roll video on websites
- Web page with locations and fishing atlas
- Email blasts
Campaign Components, continued:

- Postcard customized for each community
- Living Iowa magazine ads
- Ponds/lake signs with “Fish Local” brand
- Events and clinics
Social Media Paid Ads

May 25 – July 4, 2018

- 3,434 Facebook referrals to Fish Local webpage
- 41,042 people reached through ads
- 160,582 impressions from ads
- 2,864 click-thrus on ads
Facebook Live Fishing Stats

We’re having a blast doing some urban fishing with biologist Tyler Stubb and conservation officer Aron Arthur. Ask us your questions!
City Partnerships on Social Media

City of Ankeny Government
Jul 30 at 10:59am
Nick and Kelly Murrow had some luck fishing in a public pond near Prairie Ridge Aquatic Center this weekend, check out these beauties! Wondering where you can fish in Ankeny? View a map of #Ankeny Fishing Holes now at www.ankenyiowagov/fishing.

City of Johnston Government
Jul 1 at 5:00am
Today, the Iowa DNR did electrofishing at the lake near Johnston Commons and caught several goldfish. If you no longer wish to keep your goldfish as pets, please do not dump them in the city ponds. The lakes are stocked with fish, and goldfish isn’t one of those.

City of Pleasant Hill, Iowa
Jul 1 at 5:00am
Fishing time is family time. Grab your poles and enjoy fishing right here in Pleasant Hill. Learn more and buy your fishing license: www.iowadnr.gov/fishlocal

Johnston Bait and Tackle
31 mins
Looking for a new fishing spot? Check out this great list of local ponds stocked by the DNR! Complete with amenities and access, it’s your personal guide to the waters surrounding Des Moines.

Fisherpeople, rejoice!
Waukee Parks and Recreation
Aug 3 at 9:09am
The City is partnering with the Iowa Department of Natural Resources to provide access to quality fishing opportunities in the Waukee community. Three ponds in the Kettlesone development are now stocked with bluegill and largemouth bass!

Waukee Betterment Foundation
Aug 3 at 9:09am
Thanks again to NCMIC Group, Inc. for hosting the Summer Breeze Run that after all sales and tips were complete brought in $6,750 for the foundation. That money will be put toward a new Miracle League Field, play area and all-inclusive fishing pier to be located at the future Waukee Youth Sports Complex & Park! Learn more at the link below.

Waukee Parks and Recreation
Aug 17 at 1:48pm
As we head into this beautiful summer weekend, remember that Waukee now has three public ponds stocked with fish! Check them out in the Kettlestone Development.
Fish Local Website: www.iowadnr.gov/fishlocal

* Total of 10,599 web page views during the campaign.

Community Fishing Atlas

*Total of 14,613 atlas views during the campaign.
Signage

More than **100 customized signs** placed at local ponds in the Des Moines metro area.
Programs and Events

• **Summer Seasonal Position**
  – Outdoor recreation in Johnston
  – Reached out to nearby communities

• **Partner Events**
  – Free Fishing weekend events
  – Vamos A Pescar
  – Outdoor Expo
Television Network Partnership

• Email to 50,000 WHO-TV audience, 5/22:
  – Opens: 7,602 (15%)
  – Clicks to Fish Local:
    • 671 (8.8%)

• Digital Ads:
  – Banner Ads
    • 85,006 impressions
    • 0.02% click thru
  – Scrolling Text
    • 25,419 impressions
    • 0.59% click thru
Customized Postcards

- Digital printing with custom photos/fishing locations for each of the 10 communities
- Mailed to 14,247 previous license purchasers who had not purchased a 2018 license.
Targeted Emails (same audience as postcards)

- **Email 1 to targeted lapsed/inconsistent anglers 5/23:**
  - 4,955 sent
  - 2,406 opens
  - 1,552 unique opens (32%)
  - 277 unique clicks (6%)

- **Email 2 to targeted lapsed/inconsistent anglers 6/13:**
  - 4,904 sent
  - 1,870 opens
  - 1,204 unique opens (25%)
  - 110 unique clicks (2%)
## Results of Email and Postcard Mailings

<table>
<thead>
<tr>
<th>METHOD</th>
<th>Purchased</th>
<th>Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Only</td>
<td>17.8%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Postcard Only</td>
<td>12.0%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Postcard &amp; Email Combined</td>
<td>15.1%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Combined from All Treatments</td>
<td>13.2%</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Gross Revenue: $45,345; Additional Licenses Sold: 1,225

Total ROI: $24,976.16
Email Follow up Survey

• *50% took a child fishing*

• 77.2% fished a local pond in the Des Moines metro

• 10.5% said Fish Local effort influenced their license purchase

• What marketing strategy did they recall seeing? (Check all that apply)
  – 43.9% email
  – 14% postcards
  – 13% family clinics and special events
  – 11% city government communication
  – 11% website ads
  – 9% magazine ads
  – 3.5% social Media

63% recalled seeing at least 1 form of marketing
Lessons Learned

- Customized information works!
- Email and postcards combined were effective.
  - Emails provided the most lift (12.6%).
- Social Media promotes engagement.
  - Cost: $505.16.
  - More impressions (160,000) than Digital media.
- Television network partnership did not out way the costs.
  - Cost: $7,988.40.
  - Lower open rate than DNR email.
  - Web ads (110,420 impressions, only 169 clicks).
- Leveraging a growing program and partnerships is smart.
WITHOUT GOVERNMENT WHO WOULD

FISH LOCAL

OPEN FOR PUBLIC FISHING

PLEASE FOLLOW IOWA FISHING REGULATIONS

FISH SPECIES DAILY LIMIT
BLUEGILL 25
CRAPPIE 25
CRAWFISH 8
LARGE MOUTH BASS 3

NO FISHING ALLOWED

CONFUSE THE FISHERMEN?
FISH LOCAL

LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.
Email Marketing to Wisconsin’s First-Time Buyers and Lapsed Anglers

Wisconsin Dept. of Natural Resources

Fisheries Management
Is Email Marketing a Viable R3 Strategy?
1. **First-Time Buyers** - Purchased a discounted FTB fishing license in 2016

2. **Lapsed Anglers** - Purchased at least one fishing license between 2006 and 2016 – **but not in 2017**

Ages 18-65
Email Marketing Campaign

- Control and Treatment groups created from **Go Wild** licensing system (able to collect email addresses)

<table>
<thead>
<tr>
<th>Control and Treatments</th>
<th>First Time Buyers</th>
<th>Lapsed Anglers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>2,502</td>
<td>37,346</td>
</tr>
<tr>
<td>Treatments</td>
<td>15,500</td>
<td>204,500</td>
</tr>
</tbody>
</table>
Email messaging varied with audience:

- millennials
- boomers
Email Marketing Campaign

Newsletter Content
Fishing regulations
Annual fishing report
Tackle loaner information
Fishing locations
Fish ID
Fish consumption advice
Fish recipes
Email Marketing Campaign

4 email reminders – three before opener, fourth after opener.

April 5 and April 26  May 3 and May 31
## Email Marketing Campaign

<table>
<thead>
<tr>
<th>FTB Anglers</th>
<th>Purchased</th>
<th>Percent Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Control:</strong></td>
<td>20.5%</td>
<td></td>
</tr>
<tr>
<td><strong>Newsletter Boomer:</strong></td>
<td>24.0%</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Newsletter Millennial:</strong></td>
<td>25.2%</td>
<td>4.7%</td>
</tr>
<tr>
<td><strong>Reminder Boomer:</strong></td>
<td>24.6%</td>
<td>4.1%</td>
</tr>
<tr>
<td><strong>Reminder Millennial:</strong></td>
<td>24.2%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

15,500 x 0.04 = 620
# Email Marketing Campaign

<table>
<thead>
<tr>
<th>Lapsed Anglers</th>
<th>Purchased</th>
<th>Percent Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control:</td>
<td>9.7%</td>
<td></td>
</tr>
<tr>
<td>Newsletter Boomer:</td>
<td>11.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Newsletter Millennial:</td>
<td>11.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reminder Boomer:</td>
<td>11.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Reminder Millennial:</td>
<td>11.2%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

204,500 x 0.018 = 3,680
What can be done to improve results?
Recommendations and email best practices

- Content relevancy
- Appropriate subject lines
- Concise messaging that supports goals
- Evaluate audience variability - modify
- Mobile functionality and friendliness
- Consistent branding
- Impact on target audience and tracking
Repeat Performance? Improvements

Subject Lines

- **Lead without Call to Action?** Soft sell?
- **Use numbers?** 1 reason to buy your license
- **Ask a question?** More engaging?
  What’s the top fishing mistake?
  Ready for a day on the lake?
Repeat Performance? Improvements

- **Reduce the audience variability** - No significant differences in generational messages. Combine into one audience.
Repeat Performance? Improvements

• **Use link tracking parameters (UTM)** - Track performance of campaigns in Google Analytics

• **Source** – where the traffic is coming from? *GovDelivery*

• **Medium** – how is the traffic getting here? *Email*

• **Campaign** – why is the traffic coming here? *LapsedAnglerCampaign*

• **Content** – what link brought them here? *GoWild*
Repeat Performance? Improvements

GovDelivery link tracking

<table>
<thead>
<tr>
<th>Key name</th>
<th>Default value</th>
</tr>
</thead>
<tbody>
<tr>
<td>utm_source</td>
<td>govdelivery</td>
</tr>
<tr>
<td>utm_medium</td>
<td>email</td>
</tr>
<tr>
<td>utm_term</td>
<td></td>
</tr>
<tr>
<td>utm_content</td>
<td>GoWild</td>
</tr>
<tr>
<td>utm_name</td>
<td></td>
</tr>
</tbody>
</table>

You against the fish - you belong there!

Take advantage of Wisconsin's lakes, rivers and streams for the ultimate outdoor experience. Buy your fishing license again and get acquainted to the state's fantastic fish and fishing.

BUY YOUR FISHING LICENSE NOW!
Email Marketing to Wisconsin’s First-Time Buyers and Used Anglers

Results pending

WISCONSIN DEPT. OF NATURAL RESOURCES

Fisheries Management
**Fish On...Wisconsin!**

Marketing Initiative

**Engagement Technology**
- Fish Wisconsin Fishing App
- What’s Biting Network
- ArcGIS Online applications (Record fish tour, Grins and Fins angler photo sharing, fishing atlas)

**Social Media**
- Branding all fisheries posts (Facebook, Instagram, Twitter, YouTube)
- Engagement/Stories
- iFish podcast series

**Email/Text Marketing**
- Branded templates
- Gov Delivery marketing
- Go Wild system for target demographics

**Traditional Advertising**
- TV, Radio, Print Advertising
- Newspaper buys
- Wisconsin Outdoor News
- Charter, Fox Sports North

**Partnering**
- Sport fishing, Tourism, Clubs & Organizations,
- WCC, Chamber of Commerce, Hotel/Motel Industry, Fishidy, Fish Brain, etc.
2018’s “Refer-a-Friend” Campaign

Presented by:
Eddie Herndon, R3 Coordinator
Goal

To motivate and incentivize current anglers to introduce new people to fishing and participate with them.

Objectives

1. Increase new customers (license sales).
2. Increase fishing participation from June to August 2018.
3. Increase knowledge and background of all participants (current and new anglers) through follow-up surveys.
How it Works

Refer a Friend To Join You Outdoors.

1. Generate your referral code below
2. Your friend uses your code at checkout when buying their first fishing, hunting, or wildlife license.
3. You BOTH get a free gift! Perhaps a hat, coffee mug, or other surprise item.

Your Referral Code: EdwaHern59

Send Your Personalized Referral Code to Friends & Family by Entering Their Email Address Below:
Incentives

DEPARTMENT OF GAME & INLAND FISHERIES
CONSERVE. CONNECT. PROTECT.

“FIRSTNAME”,

Thank you for enrolling in DGIF’s Refer a Friend Program! Growing our community with new hunters and anglers is important to us.

Your referral code is: “[REFERRAL_CODE]”

When a friend uses your referral code while purchasing his/her first Virginia fishing or hunting license, you will both receive a gift. Share it far and wide!

Thank you for sharing your love of Virginia’s fisheries and wildlife. For more information regarding our Stewards of the Outdoors program, click here.

Thank you,
Virginia Department of Game & Inland Fisheries

10% OFF AT GREEN TOP

As a Thank You, our friends at Green Top Sporting Goods would like to offer you 10% off your next Online purchase.

At checkout, use code: DGIFRefers

This 10% off coupon is valid ONLY for customers purchasing with an online Green Top account for a maximum of $50 total savings. One time use only and cannot be combined with any other offers or coupons. Online purchases only. Offer valid through September 30, 2018.

Visit License.GoOutdoorsVA.com

Refer A Friend To Join You Outdoors

1. Generate your referral code at License.GoOutdoorsVirginia.com

2. Your friend uses your code at checkout when buying their first fishing, hunting, or wildlife license

3. We mail you BOTH a free hat!
## Promotion

**Primary Audience:** Current Licensed Anglers in Virginia  
**Secondary Audience:** Non-Anglers in Virginia

<table>
<thead>
<tr>
<th>Date</th>
<th>Promotion Description</th>
<th>Views/Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>June - August</strong></td>
<td><strong>DGIF Landing Page</strong></td>
<td><strong>208 page views</strong></td>
</tr>
<tr>
<td>June 4</td>
<td>Feature article in DGIF email newsletter: Notes from the Field</td>
<td>135k recipients / 46,554 opens</td>
</tr>
<tr>
<td>June issue</td>
<td>¼ page ad in Blue Ridge Outdoors</td>
<td></td>
</tr>
<tr>
<td>June 26</td>
<td>DGIF <a href="#">Blog Article</a></td>
<td>2,741 page views</td>
</tr>
<tr>
<td>June 28</td>
<td>Facebook and Instagram</td>
<td></td>
</tr>
<tr>
<td>July 2</td>
<td>Campaign-only email</td>
<td>31k recipients / 13,909 opens</td>
</tr>
<tr>
<td>July 18</td>
<td>Feature article in DGIF email newsletter: Notes from the Field</td>
<td>186k recipients / 83,481 opens</td>
</tr>
<tr>
<td>July issue</td>
<td>Ad in Woods and Waters magazine</td>
<td></td>
</tr>
<tr>
<td><strong>2018-2019</strong></td>
<td>Ad in DGIF Hunting Regulations Digest</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Instagram post</td>
<td>4k followers</td>
</tr>
<tr>
<td><strong>June - August</strong></td>
<td>*Email Confirmations: Referral code used, shared and after new license purchase</td>
<td></td>
</tr>
</tbody>
</table>
June to August Results

1. Total referral codes generated = 1,170

2. New orders/customers = 425

3. Order total = Net Revenue $12,913 / $7,509 from emails
1. Surveys to program participants (code referrers and code redeemers).

2. Future - Comparison between code referrers and non-participants.
Survey Results
Current Anglers – 218 responses

Q1: How important were the following when deciding to enroll in this program?

<table>
<thead>
<tr>
<th></th>
<th>NOT IMPORTANT</th>
<th>SOMETHAT IMPORTANT</th>
<th>IMPORTANT</th>
<th>VERY IMPORTANT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chance to recruit someone to go fishing with me</td>
<td>12.44% 27</td>
<td>22.58% 49</td>
<td>36.87% 80</td>
<td>28.11% 61</td>
<td>217</td>
</tr>
<tr>
<td>The chance to introduce someone to fishing</td>
<td>8.76% 19</td>
<td>20.74% 45</td>
<td>35.94% 78</td>
<td>34.56% 75</td>
<td>217</td>
</tr>
<tr>
<td>The free gifts</td>
<td>27.31% 59</td>
<td>32.87% 71</td>
<td>22.69% 49</td>
<td>17.13% 37</td>
<td>216</td>
</tr>
<tr>
<td>The coupon for Green Top Hunt and Fish</td>
<td>42.99% 92</td>
<td>25.70% 55</td>
<td>20.56% 44</td>
<td>10.75% 23</td>
<td>214</td>
</tr>
</tbody>
</table>
Q4: How appealing would the following participation rewards be to you if DGIF started another Refer-a-Friend program?

<table>
<thead>
<tr>
<th>Reward</th>
<th>Not Appealing</th>
<th>Somewhat Appealing</th>
<th>Appealing</th>
<th>Very Appealing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free t-shirts</td>
<td>2.82%</td>
<td>19.25%</td>
<td>34.27%</td>
<td>43.66%</td>
<td>213</td>
</tr>
<tr>
<td>Free hats</td>
<td>8.45%</td>
<td>23.47%</td>
<td>35.21%</td>
<td>32.86%</td>
<td>213</td>
</tr>
<tr>
<td>Free fishing tackle or bait</td>
<td>4.67%</td>
<td>11.21%</td>
<td>29.91%</td>
<td>54.21%</td>
<td>214</td>
</tr>
<tr>
<td>Discounts to sporting goods stores</td>
<td>10.33%</td>
<td>26.76%</td>
<td>29.58%</td>
<td>33.33%</td>
<td>213</td>
</tr>
<tr>
<td>Raffle tickets for prizes including large coolers or fishing rods</td>
<td>12.15%</td>
<td>20.56%</td>
<td>30.37%</td>
<td>36.92%</td>
<td>214</td>
</tr>
</tbody>
</table>
Q2: To who did you send the Refer-a-Friend code? (Check all that apply if you sent multiple codes)
Q12: Have you fished, or do you intend to fish, with the person who received the code?
Q10: Before giving or sending the code, what was the fishing experience of the person who received the code?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipient had fished in the last few years</td>
<td>49.76%</td>
</tr>
<tr>
<td>Recipient had fished but NOT in the last few years</td>
<td>32.20%</td>
</tr>
<tr>
<td>Recipient had never fished before</td>
<td>10.24%</td>
</tr>
<tr>
<td>Don’t know/ Not sure</td>
<td>7.80%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>
Post-Campaign Survey
New Anglers – 23 responses

Q1: How important were the following when deciding to enroll in this program?

<table>
<thead>
<tr>
<th></th>
<th>NOT IMPORTANT</th>
<th>SOMEWHAT IMPORTANT</th>
<th>IMPORTANT</th>
<th>VERY IMPORTANT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chance to fish with someone</td>
<td>8.70%</td>
<td>8.70%</td>
<td>30.43%</td>
<td>52.17%</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>The chance to learn about fishing</td>
<td>18.18%</td>
<td>9.09%</td>
<td>45.45%</td>
<td>27.27%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>2</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>The free stuff</td>
<td>18.18%</td>
<td>40.91%</td>
<td>31.82%</td>
<td>9.09%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>9</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>The coupon for Green Top Hunt and Fish</td>
<td>50.00%</td>
<td>18.18%</td>
<td>13.64%</td>
<td>18.18%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
Q3: Which of the following best describes your fishing experience before participating in this program?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>I had NEVER previously fished</td>
<td>8.70%</td>
</tr>
<tr>
<td>I fished when I was growing up</td>
<td>52.17%</td>
</tr>
<tr>
<td>As an adult, I previously fished in Virginia</td>
<td>26.09%</td>
</tr>
<tr>
<td>As an adult, I previously fished outside Virginia</td>
<td>13.04%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>
Q4: Have you gone fishing since receiving a code?

Yes

No, but I have plans to go...

No, and I have do NOT have...
Takeaways

1. Few true new anglers received codes, indicating that this type of program best promoted reactivation and retention.

2. Most important motivations for angler referrers were introducing anglers to the sport and recruiting anglers to go fishing with them.

3. Better incentive gifts should increase participation.

4. Over half of redeemers (new customers) were female.

5. 58% of revenue came from emails.
Future Actions

1. Further analyze participants.
2. Retention of “new” anglers.
3. Improve promotion through social media and digital ads.
4. Improve gifts
5. Refer-A-Friend Hunting
Thank You

LOCATION
7870 Villa Park Drive, Suite 400
Henrico, Virginia 23228

CONTACT
Edward.Herndon@dgif.Virginia.gov
(804) 367 - 0585