

MN DEPT OF NATURAL RESOURCES CO-BRANDED DIGITAL MARKETING

OVERVIEW

The MN Department of Natural Resources (MN DNR) has previously utilized digital marketing tactics to promote fishing. This year, they implemented a marketing campaign to leverage the Take Me Fishing™ (TMF) brand by co-branding creative and use of pixels to track their efforts. This recruitment and retention focused campaign utilized digital ads, search engine marketing, emails, and more.

Having seen the high Return on Investment (ROI) and other state successes through the use of pixels, MN DNR wanted to replicate past state endeavors and also enhance their relevancy and exposure by co-branding TMF assets for their campaign. To ensure the digital assets resonated with residents, MN state-specific photos were also used but the digital assets still kept the same branding and style as the TMF campaign imagery.

MN DNR partnered with the Recreational Boating and Fishing Foundation, who worked with their ad agency on media placement as well as planning, implementation and evaluation of the campaign..

Due to privacy statute, MN DNR license data on customers could not be shared with any party. Therefore, tactics were changed to lean more toward a recruitment campaign.

MN DNR invested a total of \$60,000 for this campaign: \$10,000 with RBFF, which was allocated for vendor creative work and services, and \$50,000 for ad placements.

The campaign ran from 5/1/19 through 6/30/19.

RESULTS

This two-month campaign delivered 5,791,357 impressions and 65,004 clicks to the MN DNR website.

- All media vehicles met or exceeded industry benchmarks!
- **Tactics helped increase online sales year over year by 49% and revenue by \$1.6M during the campaign timeframe.**
- **Paid Search alone generated \$321,361 in revenue!**
- Campaign Display Ads created 6,992 license sales from individuals clicking on ads. (Estimated value \$114,808.64).
- Online purchases of Resident Individual Licenses increased year over year by 85.5% during the campaign timeframe.
- A 13.5% increase in returning (lapsed) customers during campaign.

PARTNERS

- Recreational Boating & Fishing Foundation
- Colle McVoy
- Aspira
 - Marketing
 - Software Development
- Partners within the agency
 - IT/Web team
 - Legal team
 - License center

SUPPORT

"The marketing partnership and in-kind support from Recreational Boating and Fishing Foundation has helped Minnesota's program to grow and pilot new ways of effectively reaching our customers. These efforts help us to reach the 60 in 60 project." – Pat Rivers, Deputy Director

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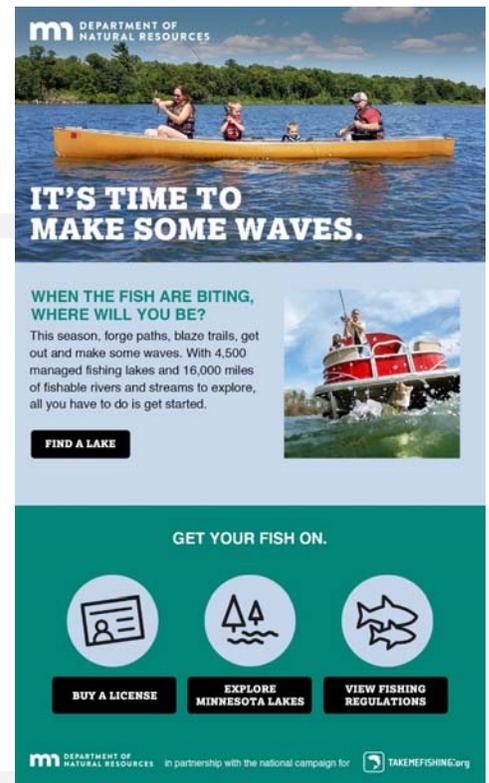
Sample display ad.

METHODOLOGY

- The national TMF campaign was leveraged with the MN DNR marketing strategy, contracting with and looping in RBFF for feedback along with their agency partner, Colle McVoy (CM).
- Data sharing and campaign objectives were discussed, along with campaign desires, abilities and implementation strategies for the campaign (what else could be done without using ELS data).
- Customer analyses were provided to RBFF for creating the strategic campaign plan with CM.
- CM provided several options for marketing tactics to be used, and one was chosen with:
 - Paid social media ads
 - Digital ads
 - Search engine marketing (SEM)
 - MN DNR emails with Aspira (direct emails through their electronic license system) as a retention/reactivation effort
 - Other emails using Take 5 as a vendor to a custom list of people based on audience/geography
- Creative was developed and co-branded with the TMF trademark –the MN logo was added to RBFF and vice versa.
- The campaign ran from 5/1/19-6/30/19.
- The MN legal team was involved to update policies to allow for use of pixels on Department website.
- MN, CM and Aspira worked together to place proper pixels enabling tracking of clicks from the various marketing tactics through to license purchase.
- The total budget for this campaign was \$60,000:
 - \$10,000 for creative and campaign management
 - \$6,500 Take 5 emails
 - \$23,500 digital display
 - \$10,000 paid search
 - \$10,000 paid social

BENEFITS

- The process was setup to track return on investment through use of pixels.
- An increase in license sales.
- An increase in revenue.
- Additional online sales were created with more data captured.
- RETENTION customers will be easier to retain next year than recruit
- LAPSED customers back in the system will be more easily retained.
- A rationale was given to increase budgets for larger and more sustainable efforts.
- More exposure and relevancy was attributed to the DNR.



MN DNR Email to Current and Lapsed Anglers

LESSONS LEARNED/ FUTURE PLANS

- Overall, much was learned about the tracking process, and as such there is a need to update and optimize this process.
- Campaigns like these involve internal and external support.
- Discussion around increased funding, or a reallocation of funding to heavy up on more successful tactics.
- There are many layers involved with tracking ROI, electronic license vendors, media vendors, DNR IT and partnership leads.
- Using non Minnesota bass species in photos created some push back.
- Using photos with belt personal protective equipment (PPE) caused some media and customer complaints – some didn't think PPEs were being used at all.