

Women's Fishing Paid Ad Campaign

Indiana Department of Natural Resources

RBFF State R3 Program Grants Case Study

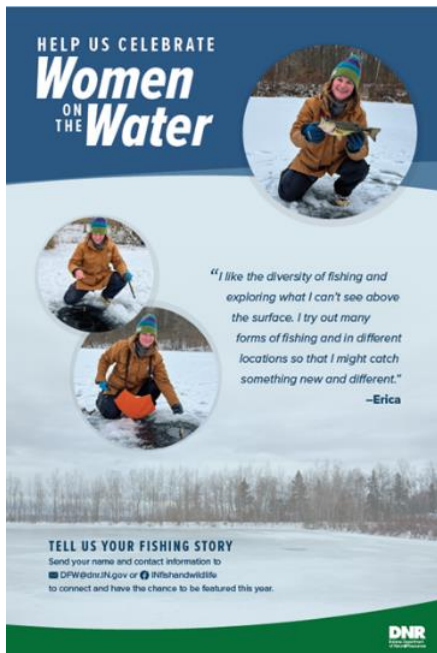


PARTNERS

- Recreational Boating & Fishing Foundation

SUPPORT

"Exploring different creative approaches when engaging with our customers is exciting. This paid digital ad campaign allowed us to reach a specific audience of Indiana women anglers on multiple platforms, reminding them to renew their passion for fishing and the outdoors. We experienced positive results due to those creative efforts". – Angela Haywood, Assistant Director, Office of Planning and Public Engagement



Photos added to the women angler landing page on our website highlighting women anglers and their stories.

OVERVIEW AND OBJECTIVES

Overview of program

- The project was a paid digital marketing campaign focusing on the retention and reactivation of Indiana resident anglers who are female and in the range of 18-34 years of age.

Goals and Objectives

- Implement a marketing plan that was effective in retaining women anglers who are Indiana residents and are between the ages of 18 and 34 years of age.
- Objective 1: Increase 18-34-year-old resident female annual fishing license holders by 13% and increase the total to over 33,000 anglers by December 2024.
- Objective 2: Reduce the 2024 churn rate of 18-34-year-old resident female annual license holders to less than 55% by December 2024
- Objective 3: Have at least 450,000 digital ad impressions, with a total campaign reach of 350,000.

RESULTS AND OUTCOMES

- For the period between April 5 and May 31, 2024 (the end of the digital marketing campaign), sales for resident annual fishing licenses to women ages 18-34 were up by 5% compared to the same timeframe in 2023.
- Sales for one-day fishing licenses were up by 8% compared to the same timeframe in 2023.
- The "Renew Your Adventurous Spirit" ad on Meta had over 1.3 million impressions.
- Indiana experienced an increase not only in the targeted age group of women anglers, but also in other age groups of women and men.
- Our newly created landing page for women anglers experienced a high visitation rate for the duration of the campaign, including more than 26,000 individual user experiences in the first 60 days of its launch.

BENEFITS

This paid digital marketing campaign taught us many things and benefited the agency in a variety of ways.

- Our team gained increased knowledge regarding how to run a paid digital ad campaign.
- Staff learned project management and planning timelines required of a large-scale marketing campaign.
- Based on metrics, we learned that women preferred ads that showed motion and energy, over visuals that appeared stationary.
- Project leads learned how to communicate across internal and external partners and gained a better understanding of marketing appropriate terminology.
- Our team discovered that our customers engaged with our ad content more on weekend days than on weekdays
- All the above benefits will help us to develop a more informed strategy for the next campaign.

METHODOLOGY

- Our contracted marketing agency, with our guidance, created five creative assets that asked the target audience to renew their fishing license.
- The word “renew” was used implying a double meaning. To renew their license, but also to renew a passion for fishing they may have once had.
- A polaroid picture theme was used for the assets with hopes it would invoke a reminiscent feeling, encouraging women to go out and make new memories on the water.
- Digital ads were marketed on Meta, YouTube, and Google Search ads, specifically targeting Indiana resident women between the ages of 18-34 years of age who have a high probability to partake in outdoor recreation based on their existing digital patterns.

LESSONS LEARNED AND FUTURE PLANS

Lessons Learned

- Creative assets that showed movement or energy performed very well. Meta proved to be optimal for our target audience, weekend days saw the best results for paid digital ads on Google Search. We will plan accordingly for the next campaign.

Future Plans

- We plan to utilize our new customer management system to initiate a drip email campaign to current women anglers to keep them engaged. We will feature women on Indiana DNR website and publications and consider partnering with Indiana centric social media content creators/influencers who produce fishing videos. We will exhibit at women’s events that are adjacent to outdoor recreation and continue women only fishing workshops.



An Indiana resident angler participating in a women’s fishing event hosted by Casting for Recovering.



Creative asset using a double meaning of the word “renew”, for not only renewing their fishing license, but also renewing their passion for fishing and the outdoors.

CONTACT INFORMATION

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