



Top 10 Tips for Working with Influencers

Working With Influencers

Getting Started

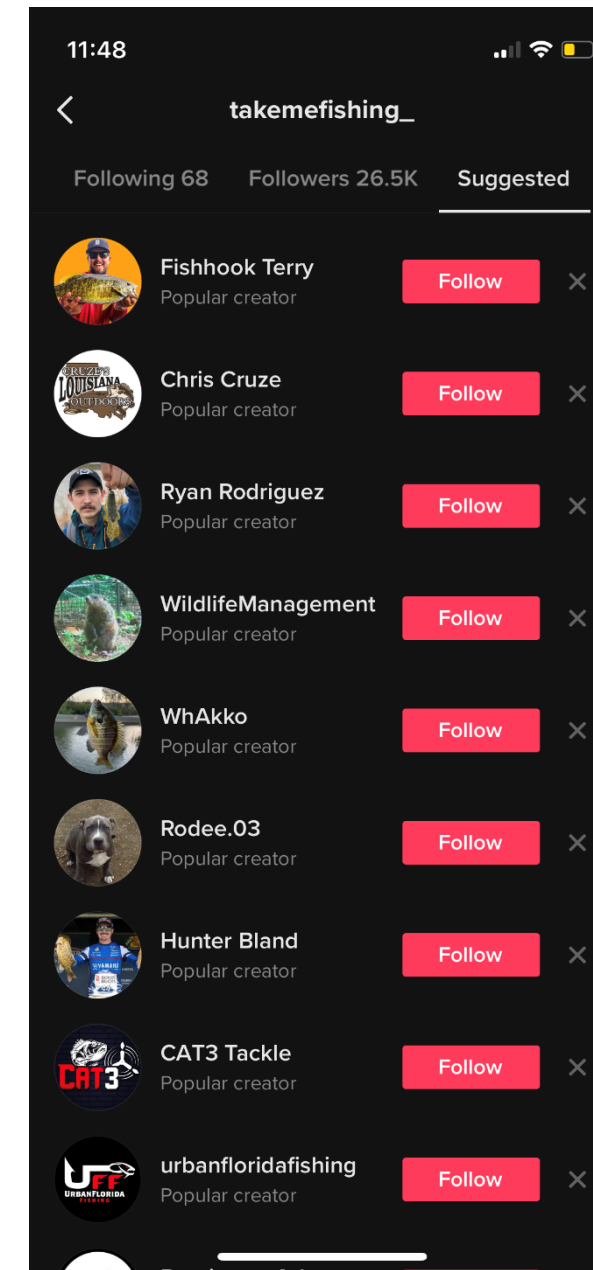
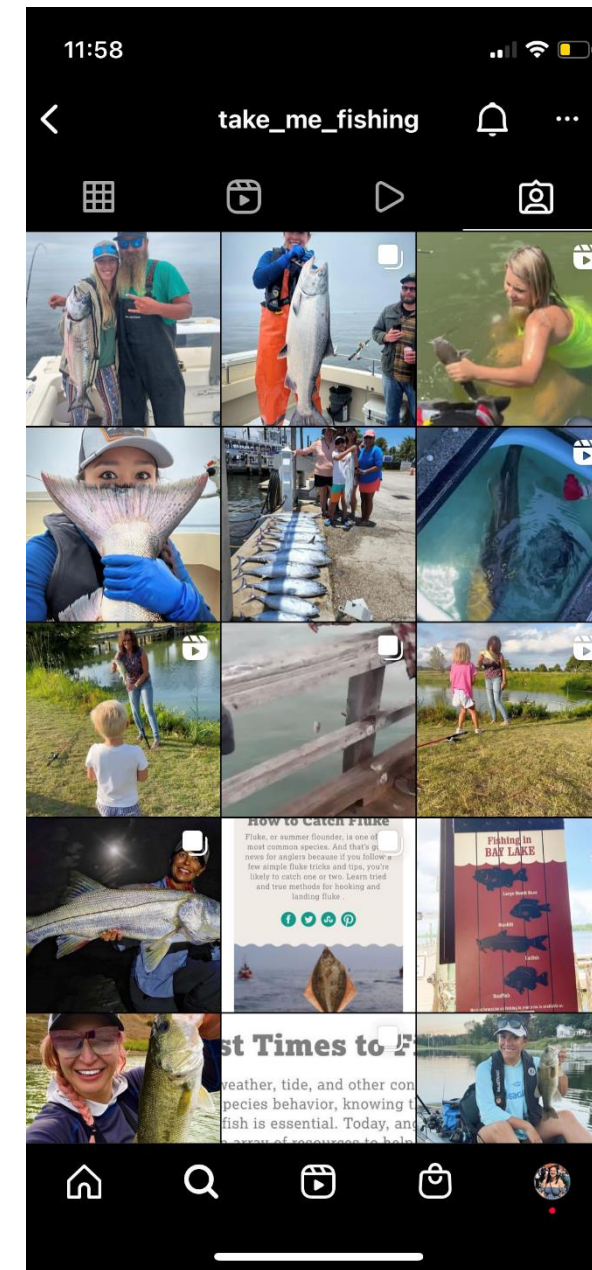
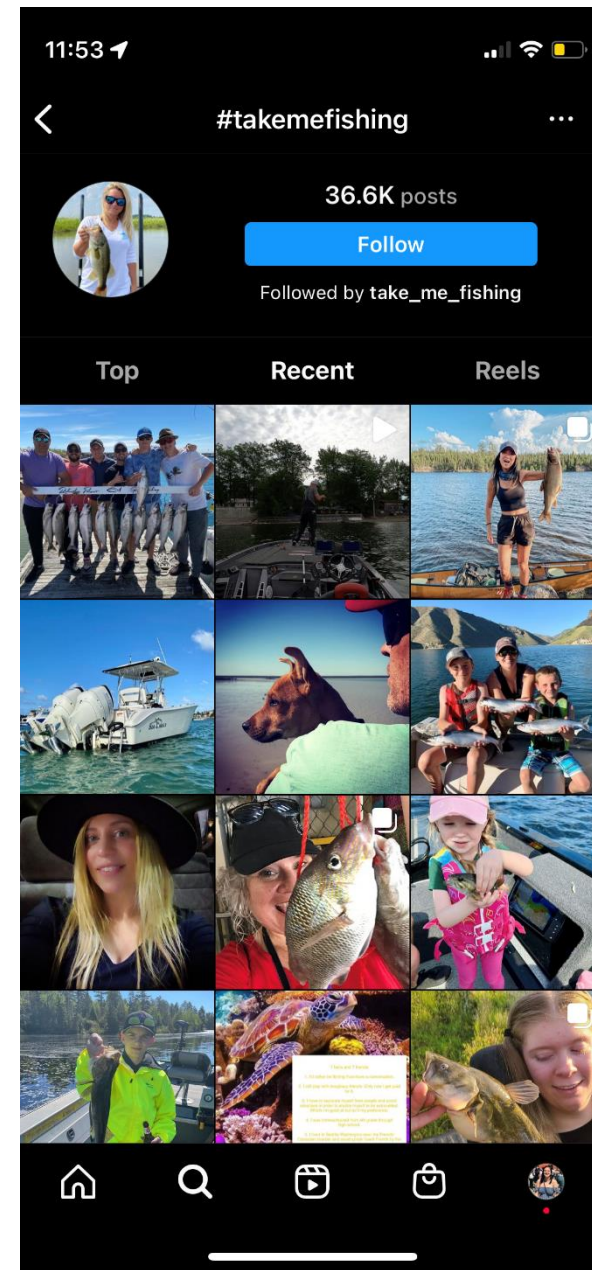
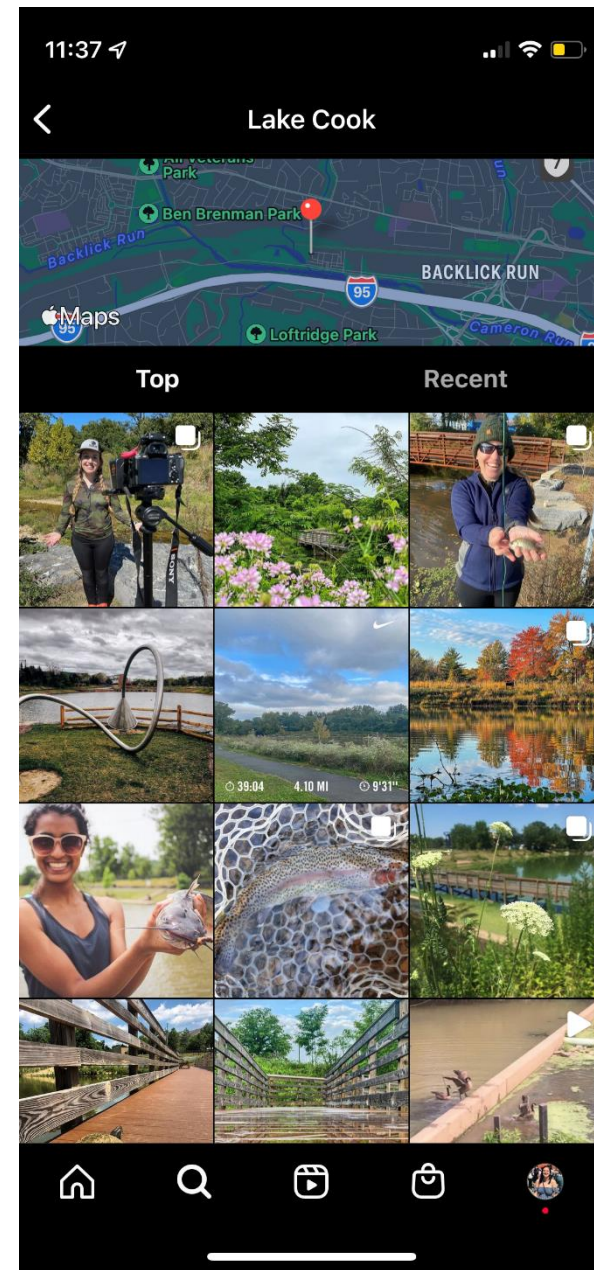
- 1** Know what type of creator you need.
- 2** Be clear with your goals.
- 3** Understand your budget and pricing.

Working with Influencers

Finding Partners

4 Look in your own backyard.

- Location tags
- Your hashtags
- Mentions & Tags
- Suggestions



Working with Influencers

Finding Partners

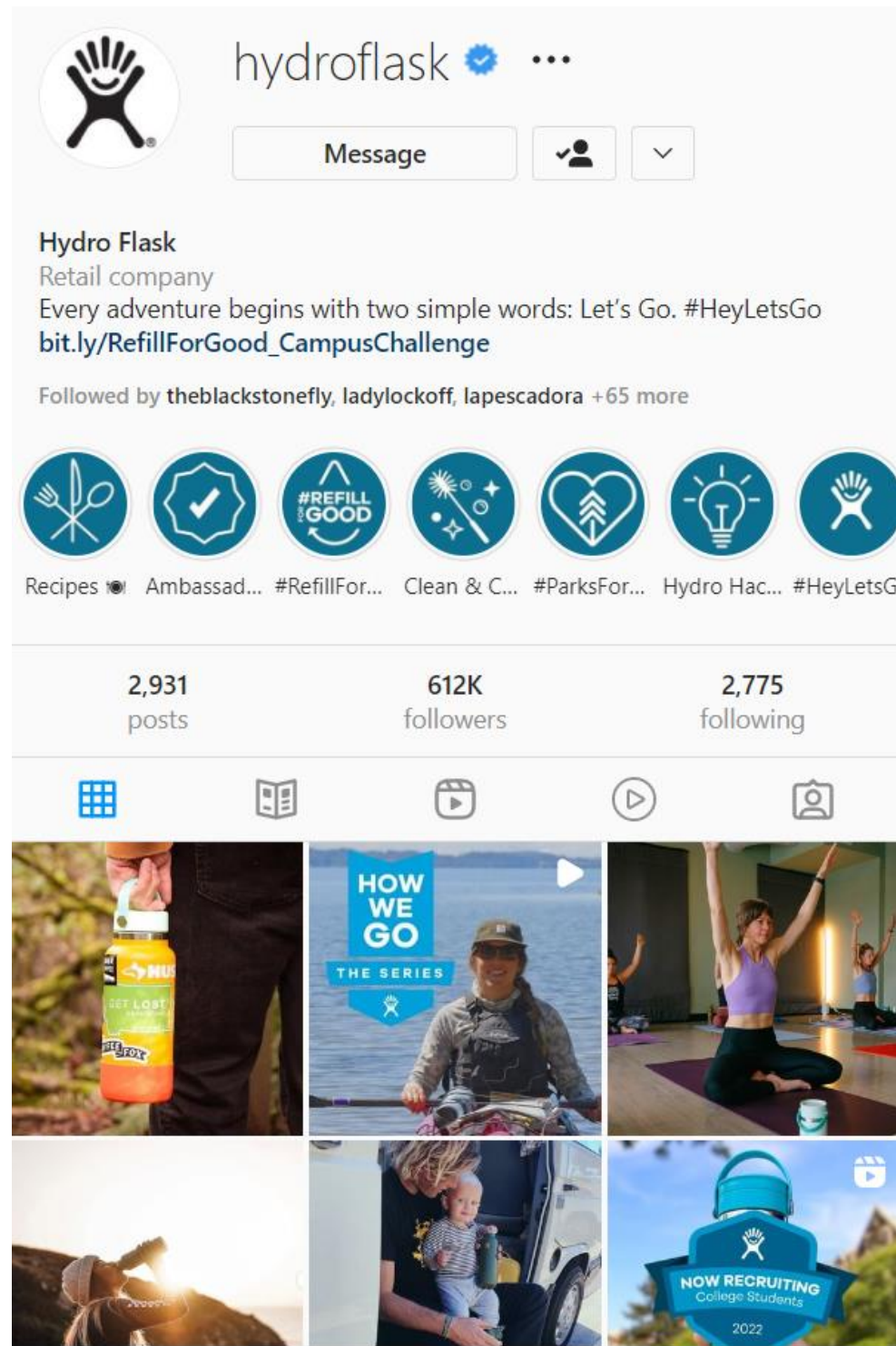
5 Don't be afraid to be a copycat.



Brown Folks Fishing
 #WeStokeJoy
 Featuring BIPOC anglers.
 Building community, reimagining conservation.
 Tag #BrownFolksFishing to be featured.
linktr.ee/brownfolksfishing

909 Posts 19.8K Followers 300 Following

Followed by [freelyapparel](#) and [take_me_fishing](#)



hydroflask Verified

Message Profile More

Hydro Flask
 Retail company
 Every adventure begins with two simple words: Let's Go. #HeyLetsGo
bit.ly/RefillForGood_CampusChallenge

Followed by [theblackstonefly](#), [ladylockoff](#), [lapescadora](#) +65 more

Recipes Ambassad... #RefillFor... Clean & C... #ParksFor... Hydro Hac... #HeyLetsG

2,931 posts 612K followers 2,775 following

Grid of images: A hand holding a Hydro Flask bottle, a person in a boat with a 'HOW WE GO THE SERIES' overlay, a person doing yoga, a person holding a baby, and a 'NOW RECRUITING College Students 2022' badge.



maria.shelton • Follow
 ContiMusic • Guitar Dreams (Inspiring Royalty Free Music)

Kids are out of school and it's time to make lifelong memories! 🏡 We find so much joy disconnecting from the world to spend quality time with our children. Remember, we only get summer breaks with our children... so we have to make it count.

There's just something so magical about being out in nature... even more so on the water! Did you know there's a scientific connection between water & happiness? Just the sight & sound of water reduces stress levels and increases serotonin ("happy" hormones) Now, we don't own a boat yet but @discoverboating makes it easy for us to get out on the water. Whether you like to go fishing, swimming, or doing water sports, Discover Boating has you covered! Spend some time on the water this summer... visit the link in my bio. 🚤 #DiscoverBoating #SeeYouOutHere #ad

3w

greyson_land • We absolutely love being out on the boat during the summer! We always have the best time!!
 3w 1 like Reply

discoverboating Beautiful family! Looks like a fun day on the water! 🌞🚤

Liked by [discoverboating](#) and 690 others

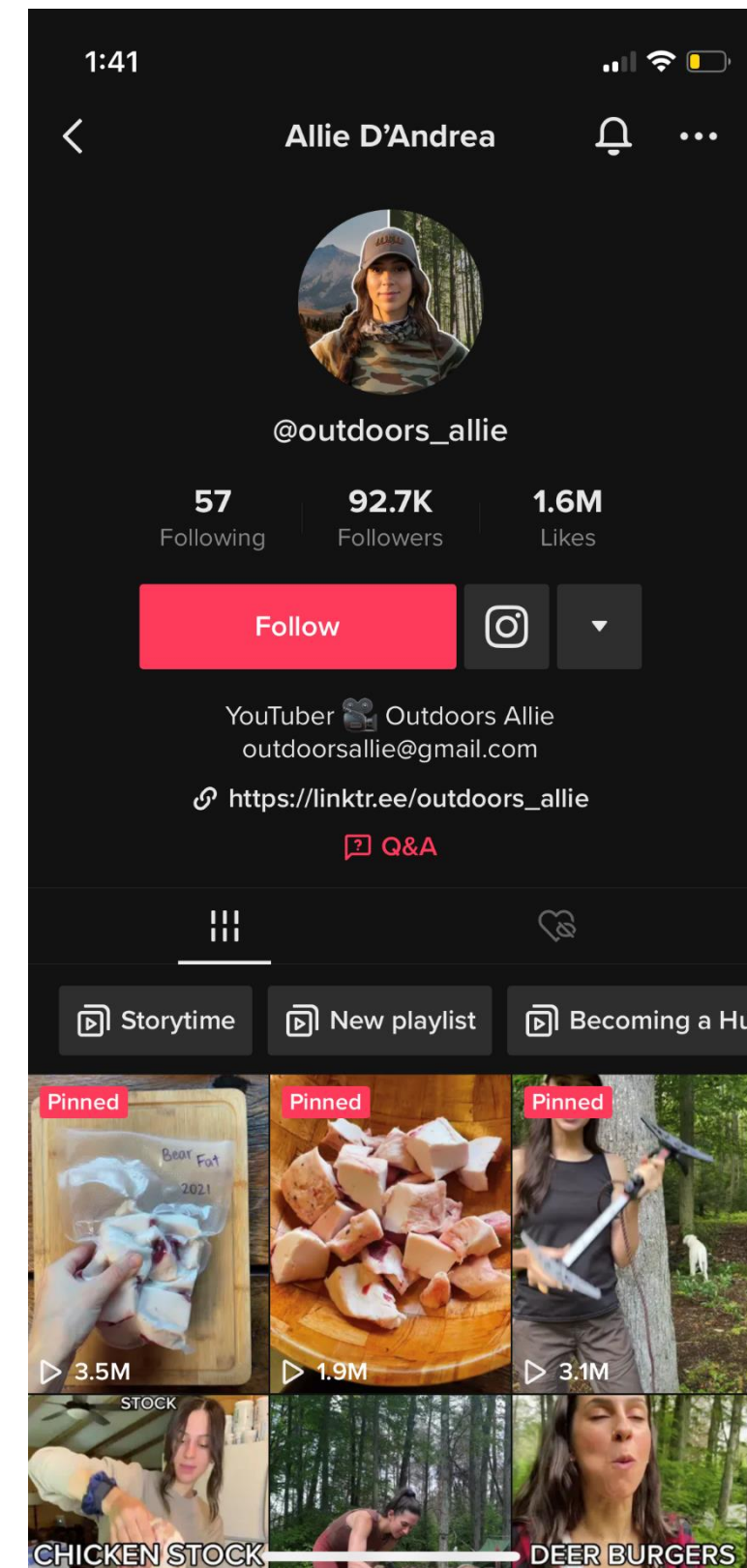
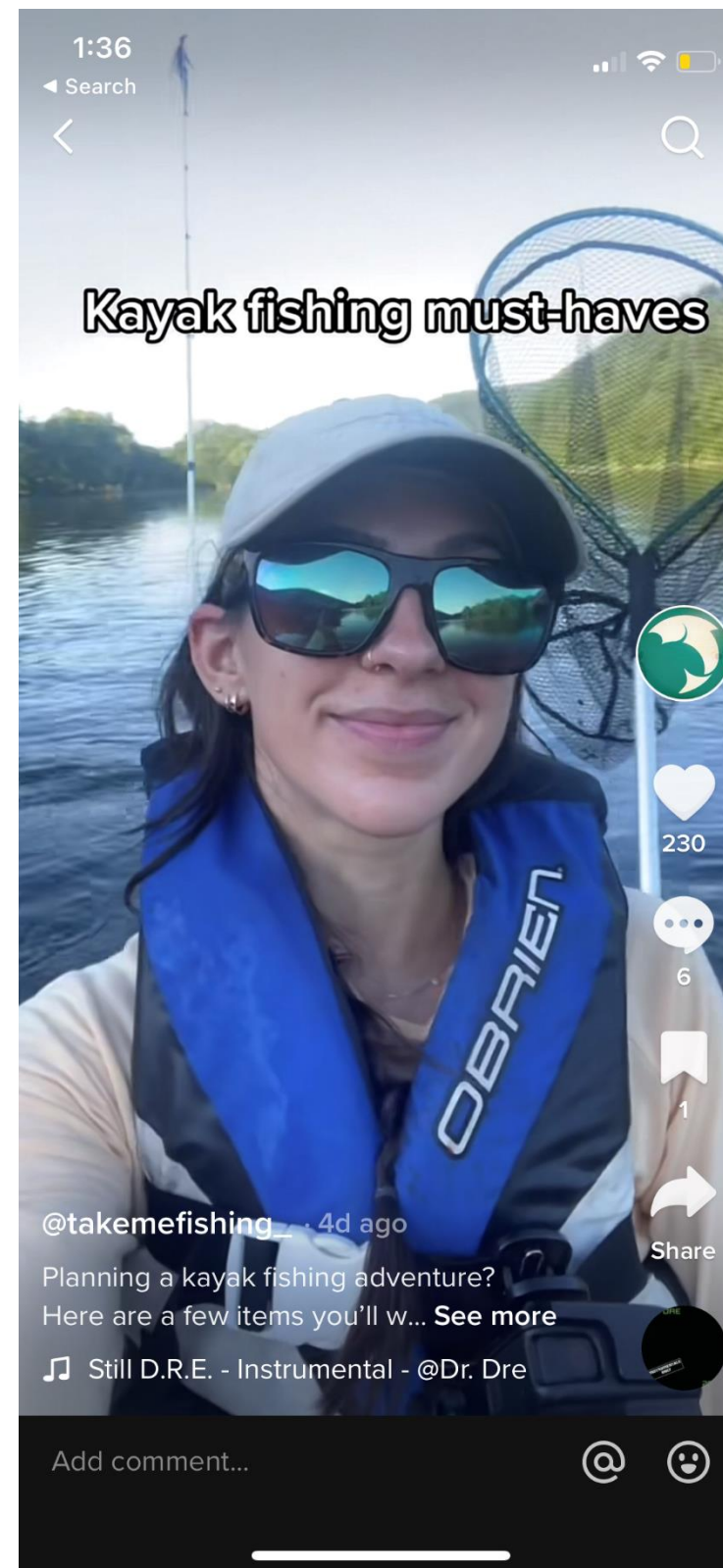
MAY 31

Add a comment... Post

Working with Influencers Ensuring the Right Fit

6 Build relationships
before deals.

7 Understand their
personal brand and
voice.



Working with Influencers

Making the deal

8

Write a clear brief.

9

Get a contract signed.

Who	About your agency and why you're a good fit to partner with them.
What	What is the campaign and what are its goals. Are you providing the content, or do they have to create it? Be clear with guidelines. Provide the key campaign message, call to action, links, and hashtags.
Where	Which platforms are they posting on? Which content format? Their personal channels or yours?
When	Be specific about when they need to post. During a specific week? A certain time of day?
How	Compensation type, method, date, and any/all terms and conditions.

10

Measure success.

Track, screenshot and save every post and link for your records.

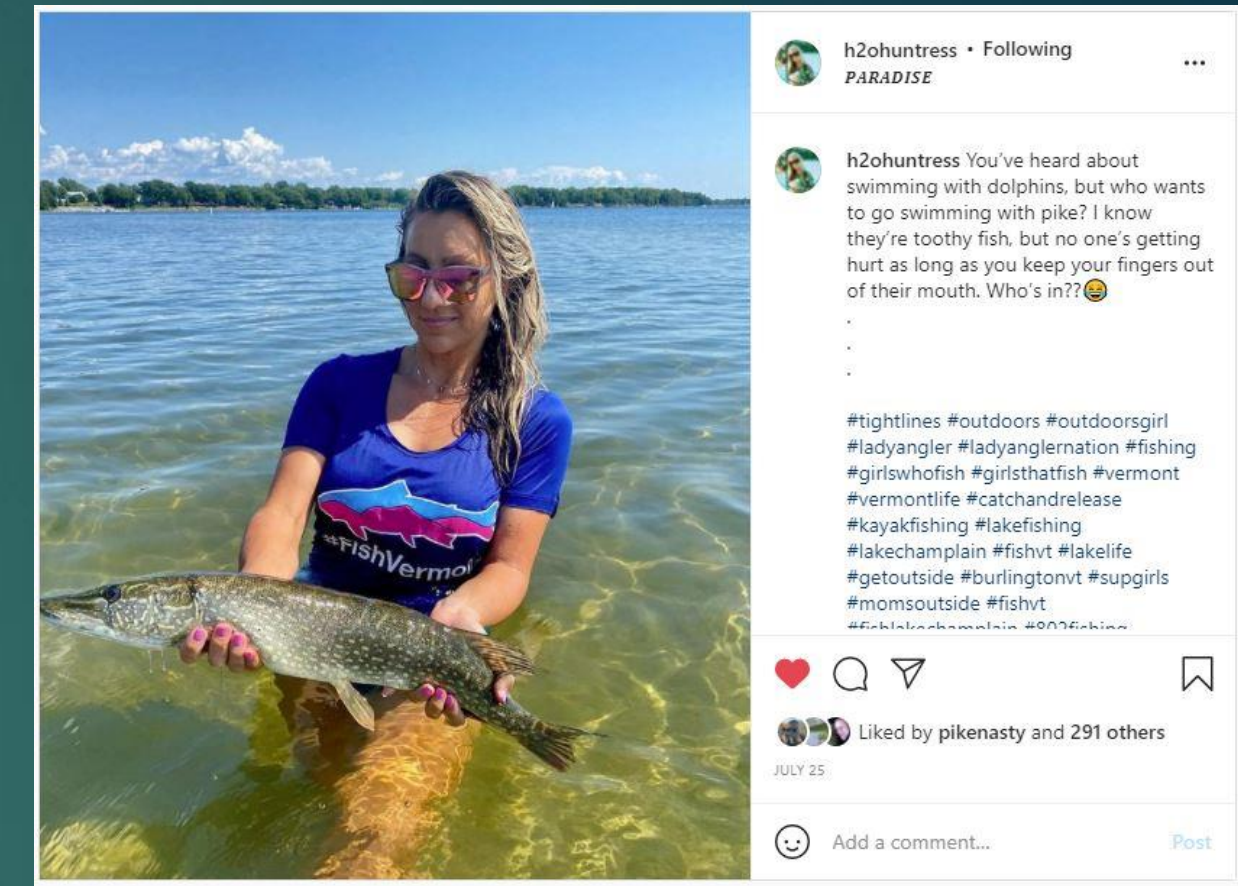
Use trackable links and influencer promo codes to attribute traffic.

Be sure to have clear expectations about what private engagement information the influencer will share with you about a post.

Top Ten Tips for Working with Influencers

1. Know what type of creator you need.
2. Be clear with your goals.
3. Understand your budget and pricing.
4. Look in your own backyard.
5. Don't be afraid to be a copycat.
6. Build relationships before deals.
7. Understand their personal brand.
8. Write a clear brief.
9. Get a contract signed.
10. Measure success.

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers



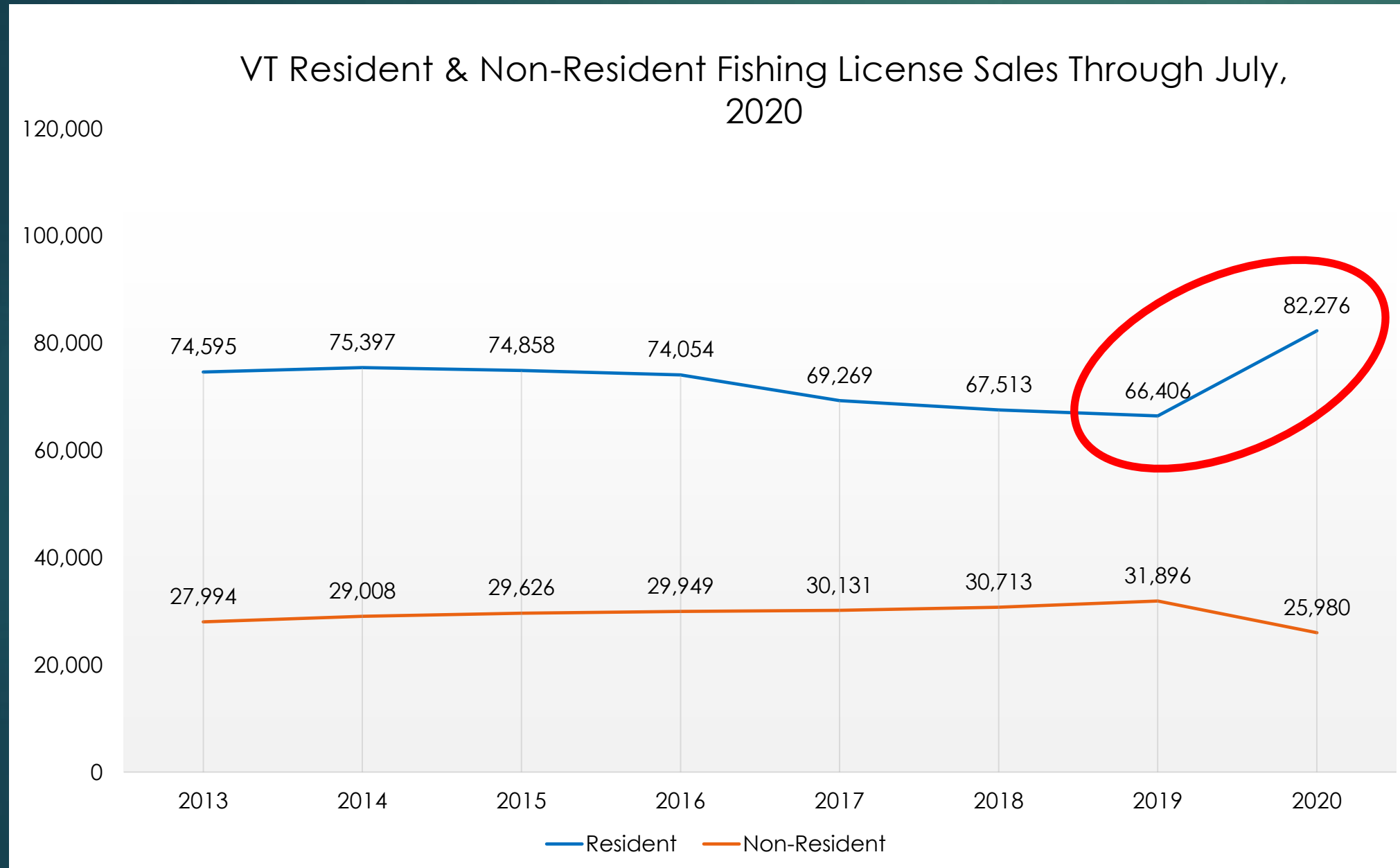
RECREATIONAL
BOATING & FISHING
FOUNDATION

Shawn Good
Fisheries Biologist
Vermont Fish & Wildlife Dept.



Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Why Try This?



Covid-19 Pandemic

- (temporarily) eliminated many barriers non-anglers cite for not trying fishing
- Increase in resident fishing license sales exceeding any single year since 1992
- Adult fishing licenses up 26.7% year-over-year
- Youth (15-17) fishing licenses up 34.3%, highest since 2002.

How do we RETAIN them?

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Why Try This?

“A lot of Angler R3 is just stealing other people’s ideas and seeing if it works for you.”

- NCTC Angler R3 Workshop, June 2019

“Seeing relatable images and videos of other anglers on social media was a primary driver for new anglers to try fishing, and encourages repetition and continued engagement.”

- Casting a Wide Net: Identifying New Anglers & Boaters and Determining Tactics for Retention RBFF Report, Nov. 2020



ODFW Presentation, RBFF State Marketing Workshop

- February 2020

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

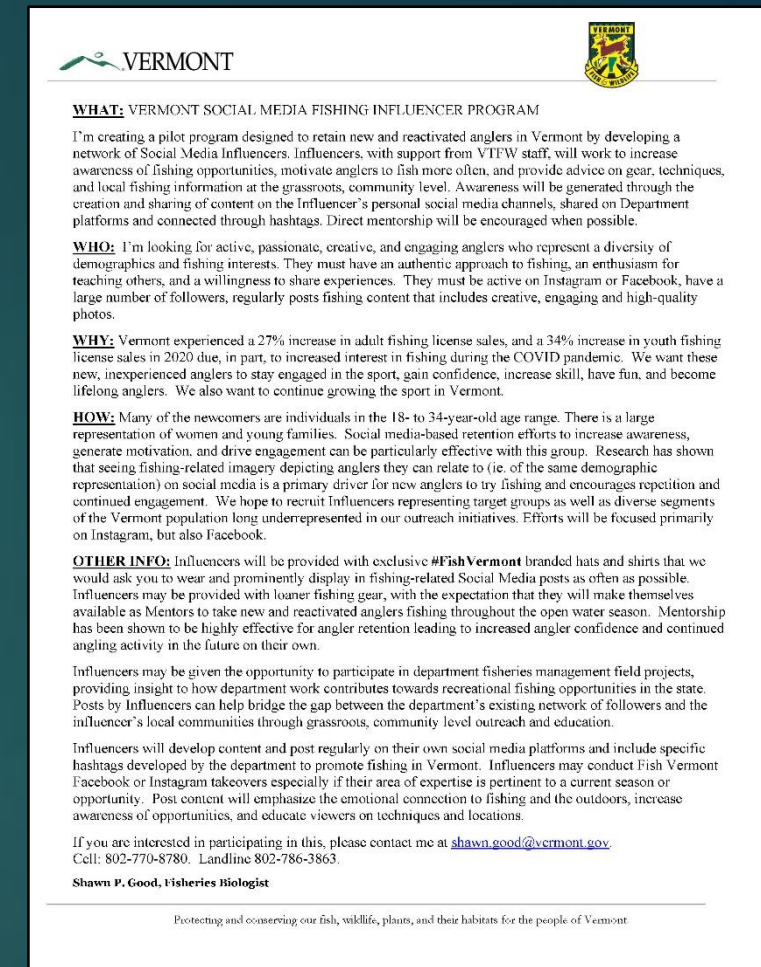
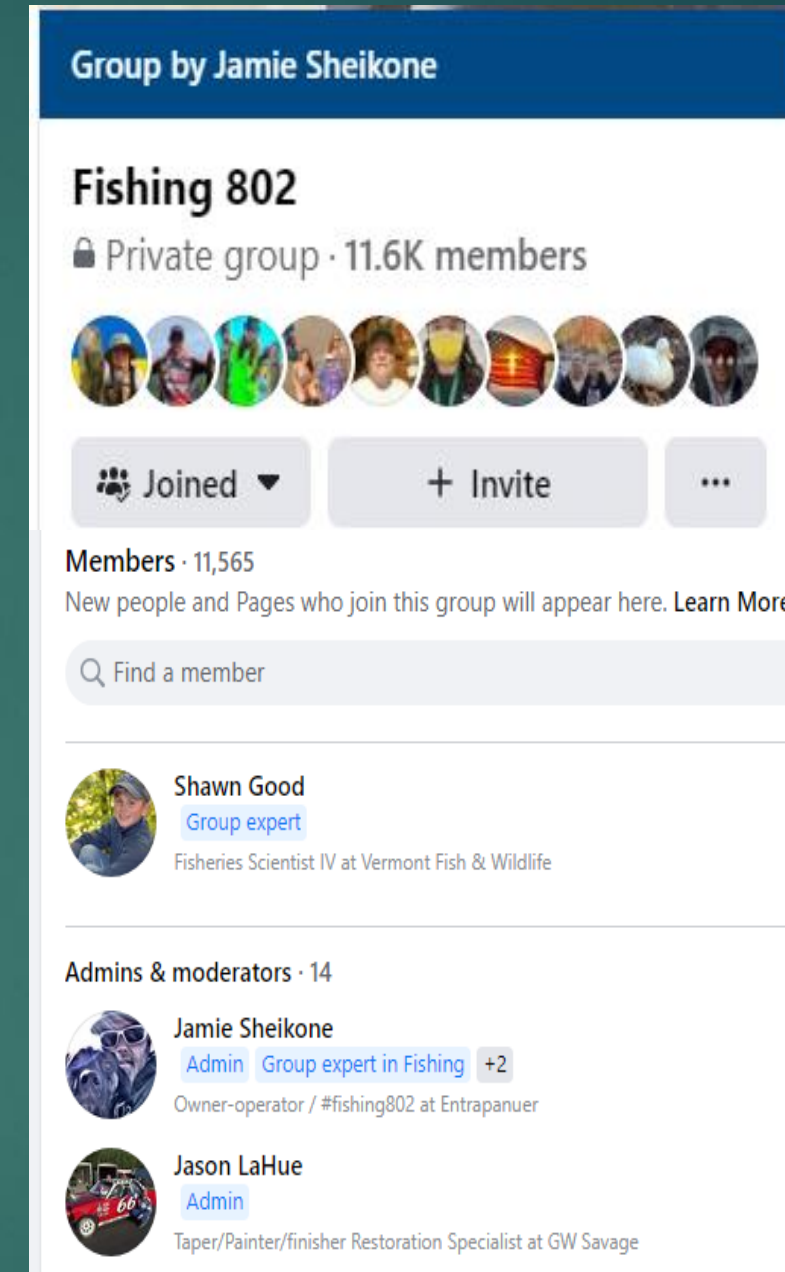
Ambassador Search



- Watched popular VT-based Facebook Groups, conducted Instagram hashtag searches, asked for FW staff suggestions
- DMs sent to potential Ambassadors with a short introduction and a request for an email address if interested
- More detailed letter sent by email, following by phone calls
- On-Boarding very informal – no contracts, MOUs etc.

Selection:

- Anglers who were passionate, creative, engaging
- Diverse demographics
- Diverse angling interests (species, techniques)
- Demonstrates clear excitement and willingness to share and promote Vermont Fishing



Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Who Were They?



Chandra Anderson

@chandra81_vt

- Environmental Lawyer
- Fly Fishing Guide
- Owner of VT Fly Fishing School



Greg Brown

@waterwolf_802

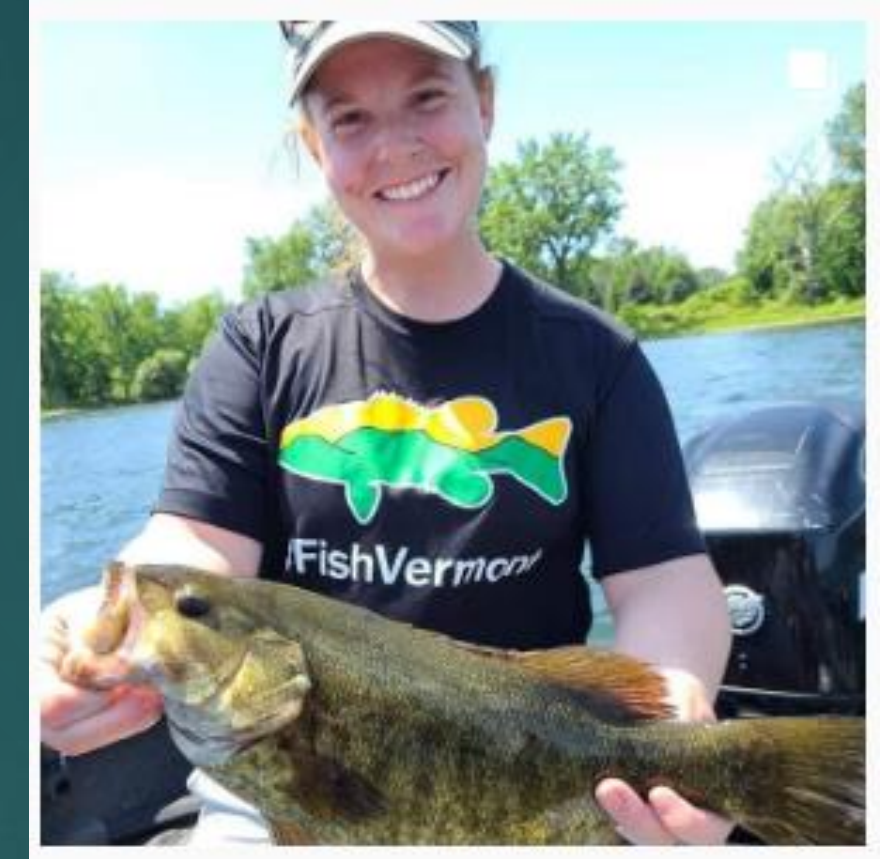
- Master Subaru Technician
- Hobby Farmer
- Avid Fly Angler



Tyler Brown

@vttroutslayer

- Wildlife Technician
- Wild Forager, Beekeeper
- Multi-species angler



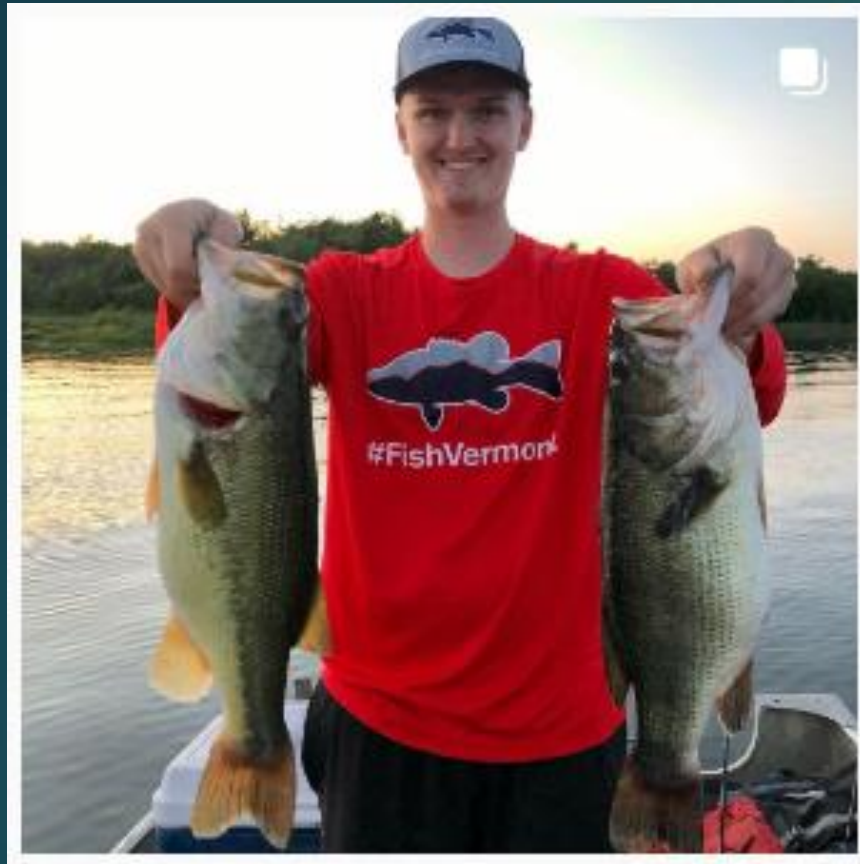
Olivia Baroffio

@Olivia.b.Fishing

- Administrative Assistant
- Tournament Bass Angler

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Who Were They?



Brandon Carrier

@brandoncarrier3

- Business Admin student
- Varsity Basketball coach
- Multiple species angler

David Dias

@david.dias.121

- First Responder PTSD Counsellor
- Tournament Bass Angler
- Ice Angler

Curtis Green

@FFAIVT

- Car Dealership Manager
- Late-onset multi-species angler
- "Fishing For Anything VT"

Hannah Lawrence

@hannahh_lawrencee

- Hospital Medical Assistant
- Outdoorsy mom who loves to camp & fish with family

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Who Were They?



Danielle McEnany

@h2ohuntress

- Homeschool mom
- Adult-onset angler
- Paddleboard fishing



Zach McNaughton

@vermontmasteranglers

- Media Arts teacher
- Let's Go Fishing Instructor
- Fishing YouTube Channel



Drew Price

@masterclassangling

- High School Intervention teacher
- Multi-species fly fishing guide



Kevin Ramirez

@pikenasty

- State Highway Crew
- Multi-species, multi technique angler

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Who Were They?



Chelsea Rapin

@fishyourpark

- Physical therapist
- International women's hockey referee
- Adult-onset angler



Dylan Verner

@vtrout_and_field

- Restaurant cook
- Knife-maker
- Multi-species fly angler



SLOGAN
LOGO
CUSTOMER
CORPORATE
IDENTITY
PRODUCTS
RECOGNITION
ADVERTISING
AWARENESS
DEVELOPMENT
DESIGN
TRADEMARK

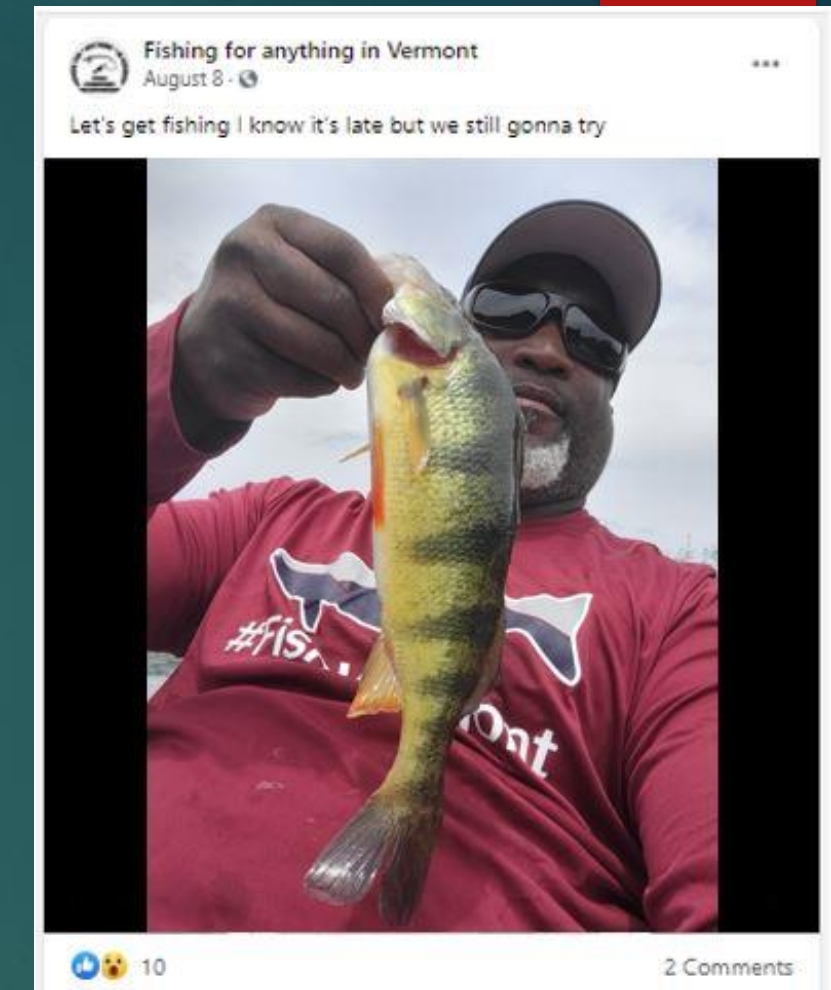
BRANDING



Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Results

- 17 Influencers recruited (14 active) 9 males, 5 females representing Caucasian, Hispanic, Indigenous American, and African American demographics
- Creation and distribution of #FishVermont branded hats and shirts
- Over 100 organic, community-based social media posts
- Generation of photo and video Media Assets for department Fishing Media Library featuring Influencers, captured by department outreach photographer
 - Over 500 VT-specific fishing images featuring diversity in fishing imagery (demographics, species, locations, techniques)
 - Over 30 hours of video footage shot
 - 8 “How To Fish” YouTube videos
- 48 hours of volunteer fisheries field assistance from Influencers
- 160 volunteer hours generated as In-Kind Match
- Unable to get most fishing gear as planned -> Mentoring was difficult



Creating Awareness, Motivation, Driving Engagement and Repetition



Creating Awareness, Motivation, Driving Engagement and Repetition

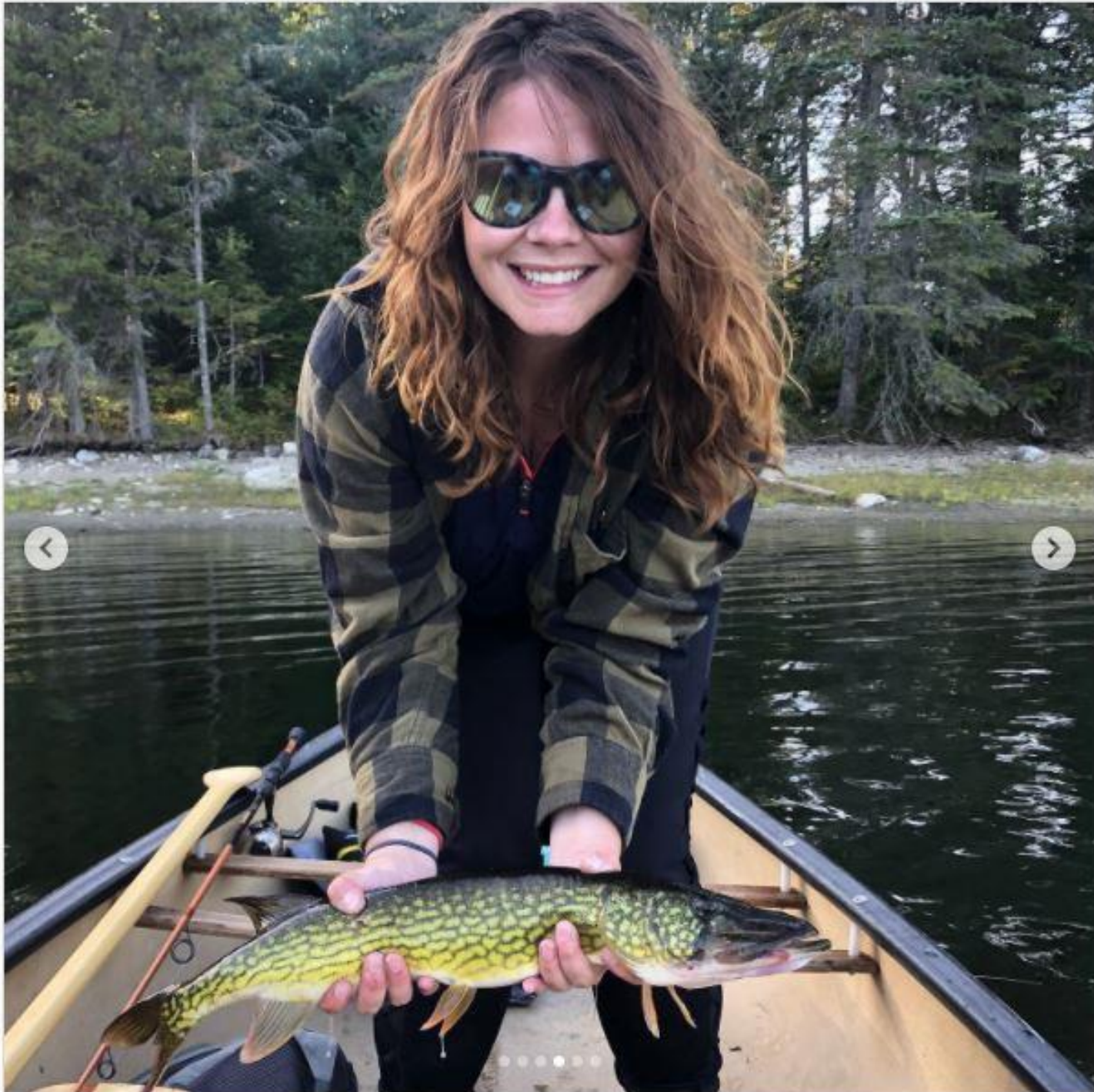
 Fishing for anything in Vermont
August 29 · 🌐


Quick trip up the river this evening and thanks to my buddy Nate thanks you man.




  38


4 Shares




 pikenasty · Following





 pikenasty Tomorrow is free fishing day in Vermont!! Time to dust off those old rods you've got in the garage and get out side! Check out @vtfishandwildlife for more information and instructional if you're a first time angler!
@fishvermont
#fishvermont#vermontfishandwildlife
#freefishingday #pike #bass #trout
#lakechamplain


16w

 sondingg @zachsrbid the hog hunter!


16w 1 like Reply

 bennie_be Excellent Large Mouth!

 Liked by kfav and 195 others

JUNE 11

 Add a comment... Post

Creating Awareness, Motivation, Driving Engagement and Repetition



vtroutslayer • Following



vtroutslayer Exploring small mountain streams can lead you to some beautiful locations.

6w



bekeyes Wow this is magical



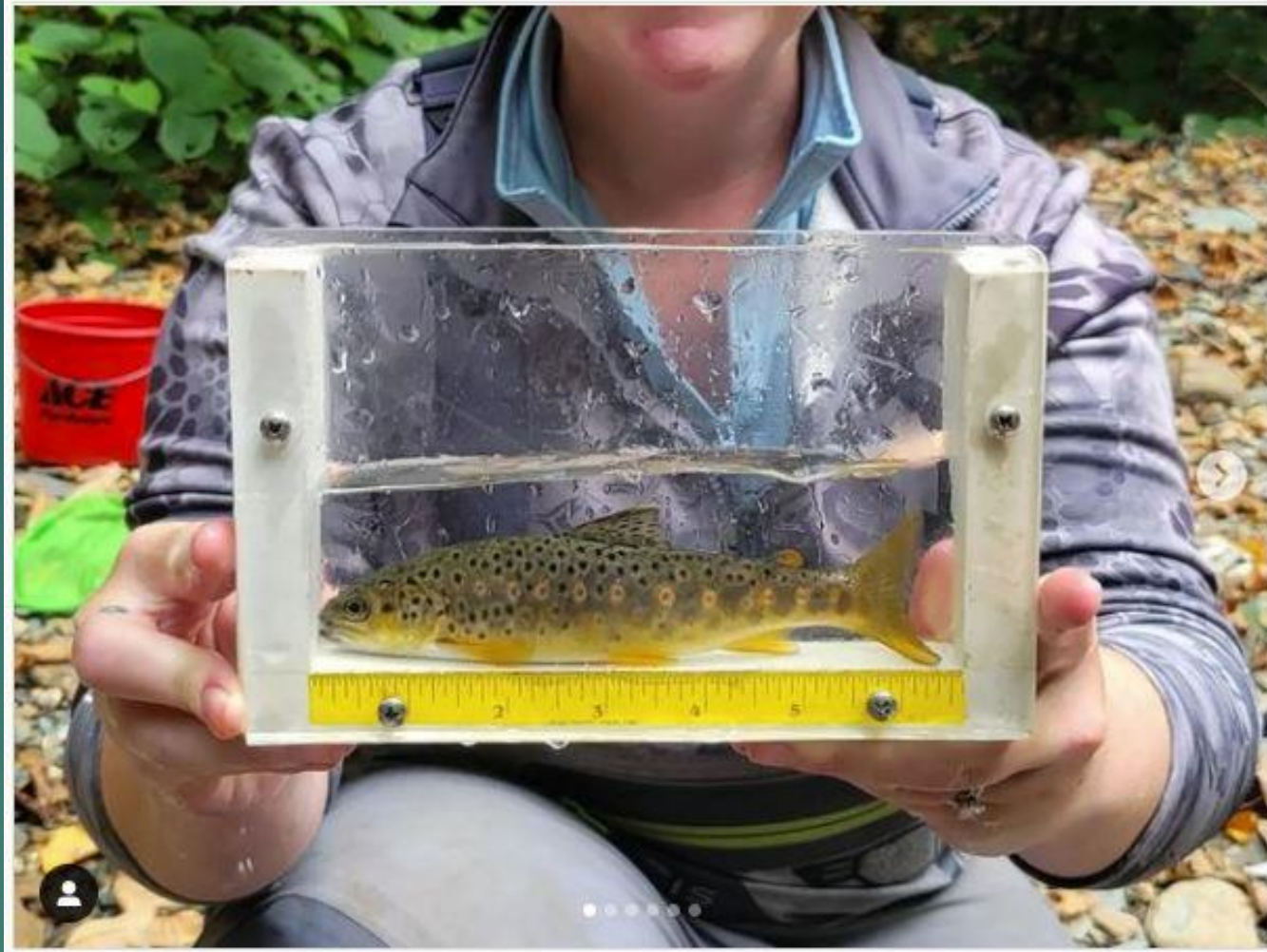
6w 1 like Reply



Liked by waterwolf_802 and 32 others

AUGUST 24

Follow vtroutslayer to like or comment.



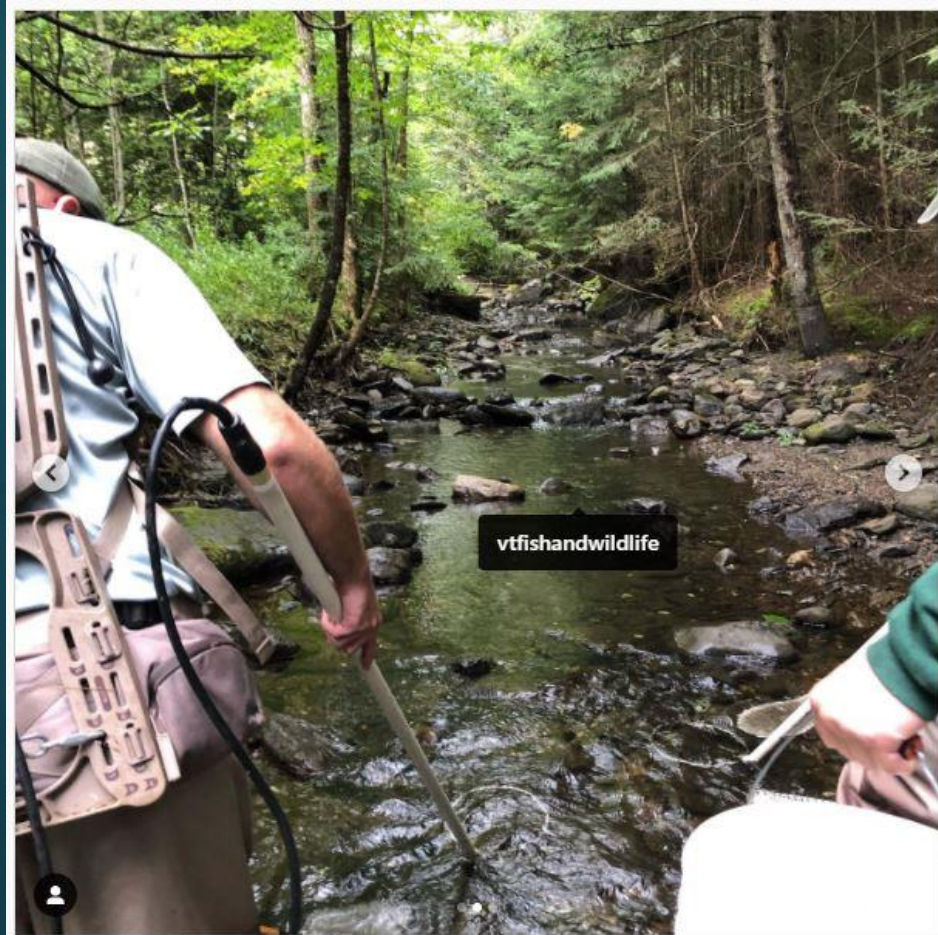
olivia.b.fishing • Following
Northfield, Vermont

olivia.b.fishing Had an incredible day shocking a small stream in my hometown with @vtfishandwildlife . The folks from the Roxbury fish lab were very welcoming and took time to help educate me on baitfish! We managed to net the following species: brook trout, brown trout, dace, sculpin, suckers and a single baby bluegill who was very lost. As we waded up the river, I took notice

Liked by wildfisherwoman and 140 others

SEPTEMBER 23

Add a comment... Post



fishyourpark • Following
Eden, Vermont

fishyourpark Day 6: Safe to say I caught the most Brook trout I've ever caught in a day... only problem is it was a different kind of fishing. Thanks @vtfishandwildlife for allowing me to tag along today surveying different waters. Such a great opportunity to learn all about our fisheries.

#vtfishandwildlife #fishvermont #brooktrout #20sepdays #orvisflyfishing

3w

Liked by vtrout_and_field and 14 others

SEPTEMBER 10

Add a comment... Post



brandoncarrier3 • Following

brandoncarrier3 This past week I got to go out electrofishing for Vermont Fish and Wildlife. It was a great experience to see and understand how Vermont uses electrofishing to monitor our waterways. We got to handle and sample some nice native brook trout in a mountain stream and then I headed to Lake Champlain to catch some big lake trout! Vermont has it all from native brookies to monster lake trout! #FishVermont #Champlain #Brooktrout #Laketroutrout #FishVT #vermontfishandwildlife

Edited · 45w

egn0817 Congrats!! Awesome opportunity!

45w Reply

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Residual Benefits



WCAAX 3

Weather Campaign 2022 COVID-19 Coverage 3 News Now Who's Hiring Livestream

Wildlife Watch: Ike goes fishing with a master angler

Published: Jun. 7, 2022 at 6:56 PM EDT

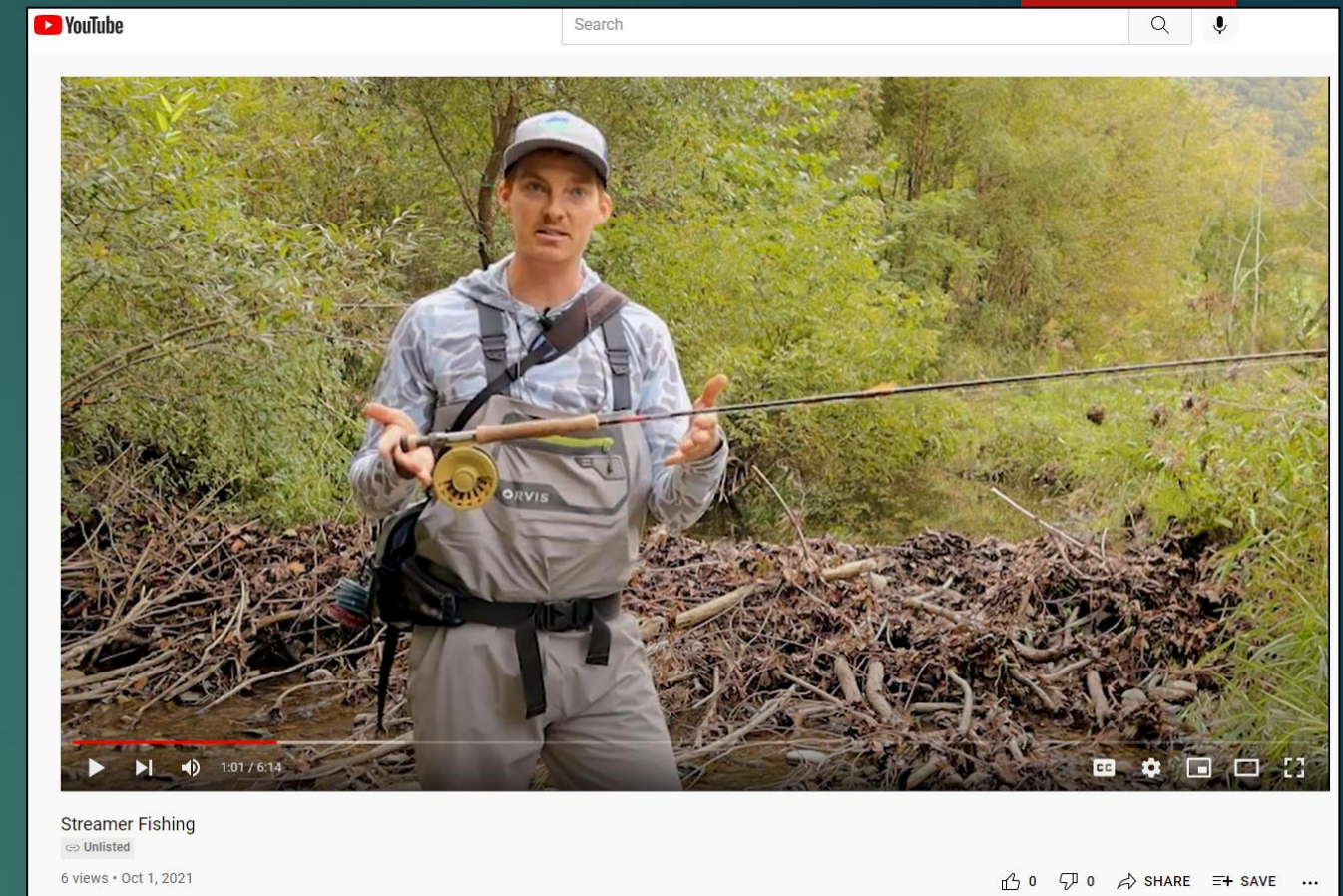
f m t p in




VERMONT'S FIRST WOMAN MASTER ANGLER
PROGRAM CHALLENGES ANGLERS TO CATCH VARIETY OF FISH

75°
6:49

Fishing is a popular pastime in our area and there are many different techniques and species for anglers.

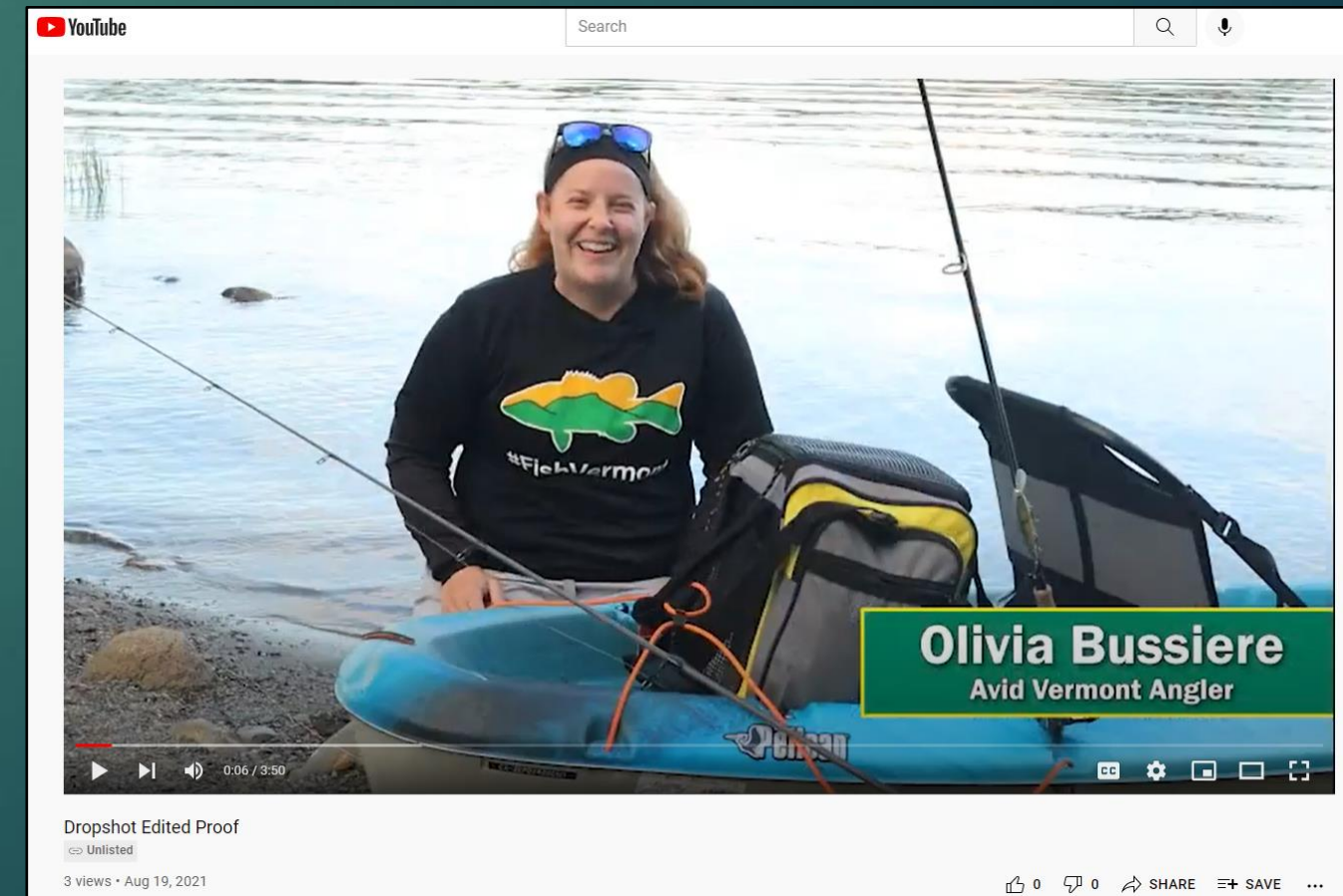


YouTube Search




Streamer Fishing
Unlisted
6 views • Oct 1, 2021

0 0 SHARE SAVE ...



YouTube Search



Olivia Bussiere
Avid Vermont Angler

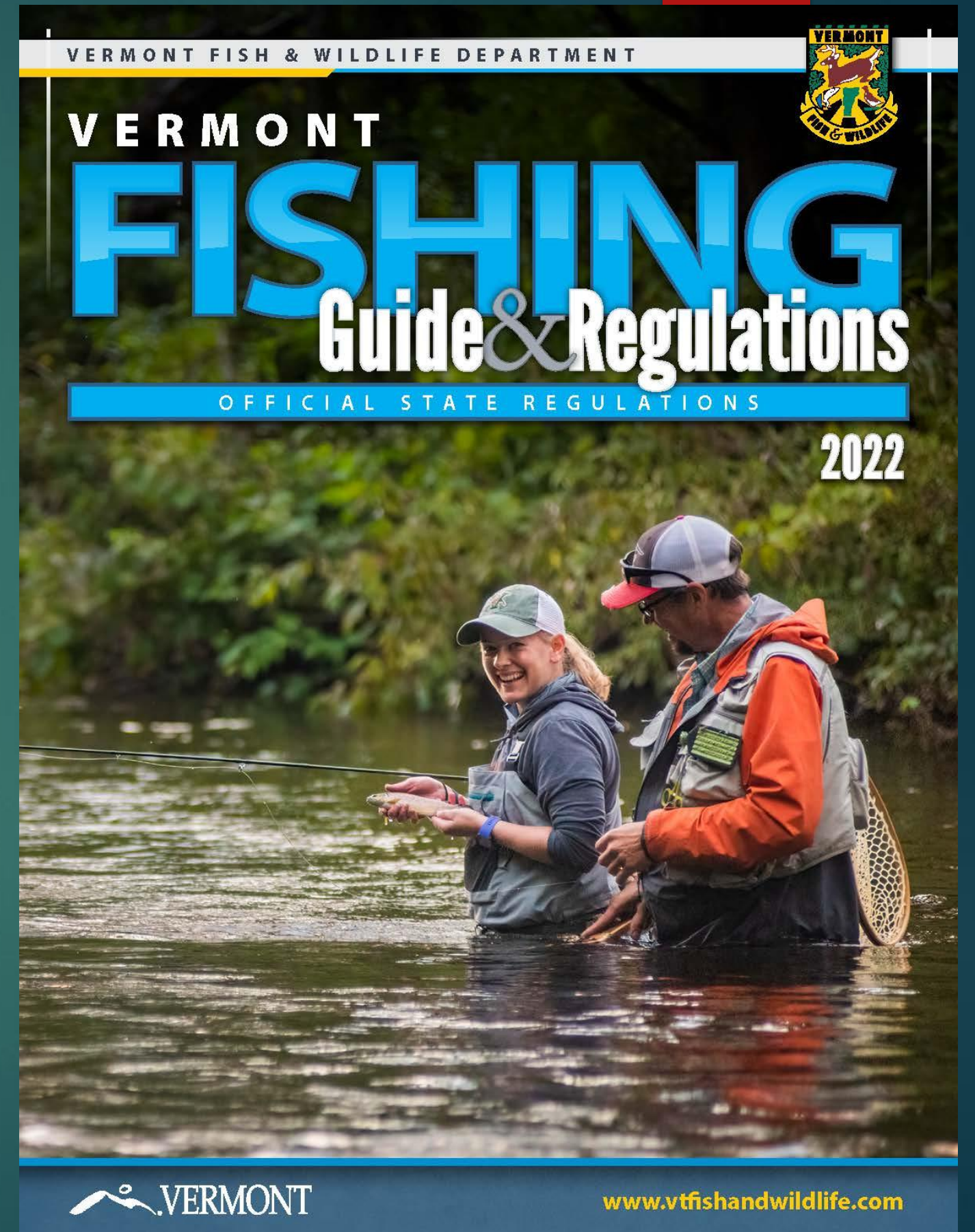
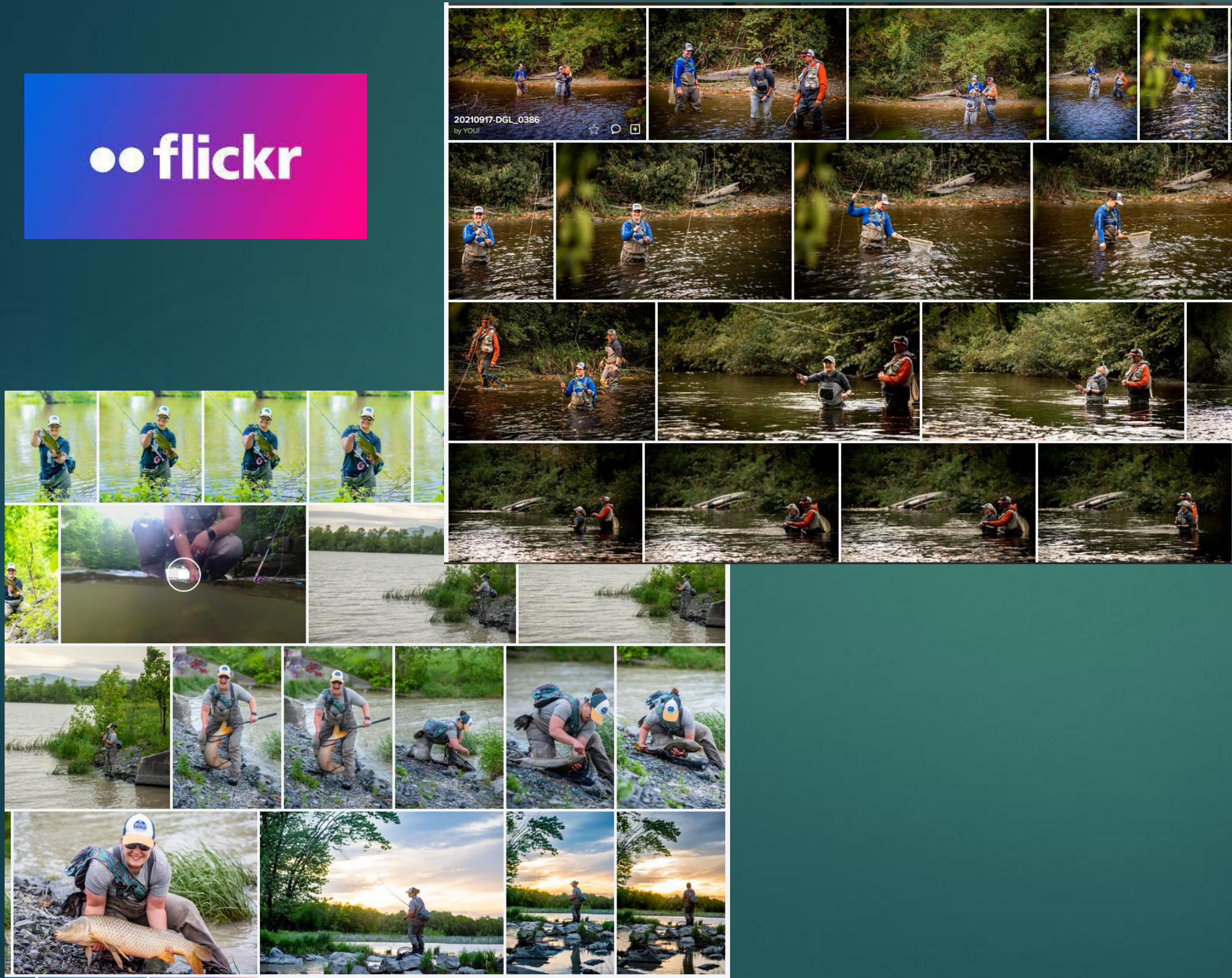
Dropshot Edited Proof
Unlisted
3 views • Aug 19, 2021

0 0 SHARE SAVE ...

Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Residual Benefits

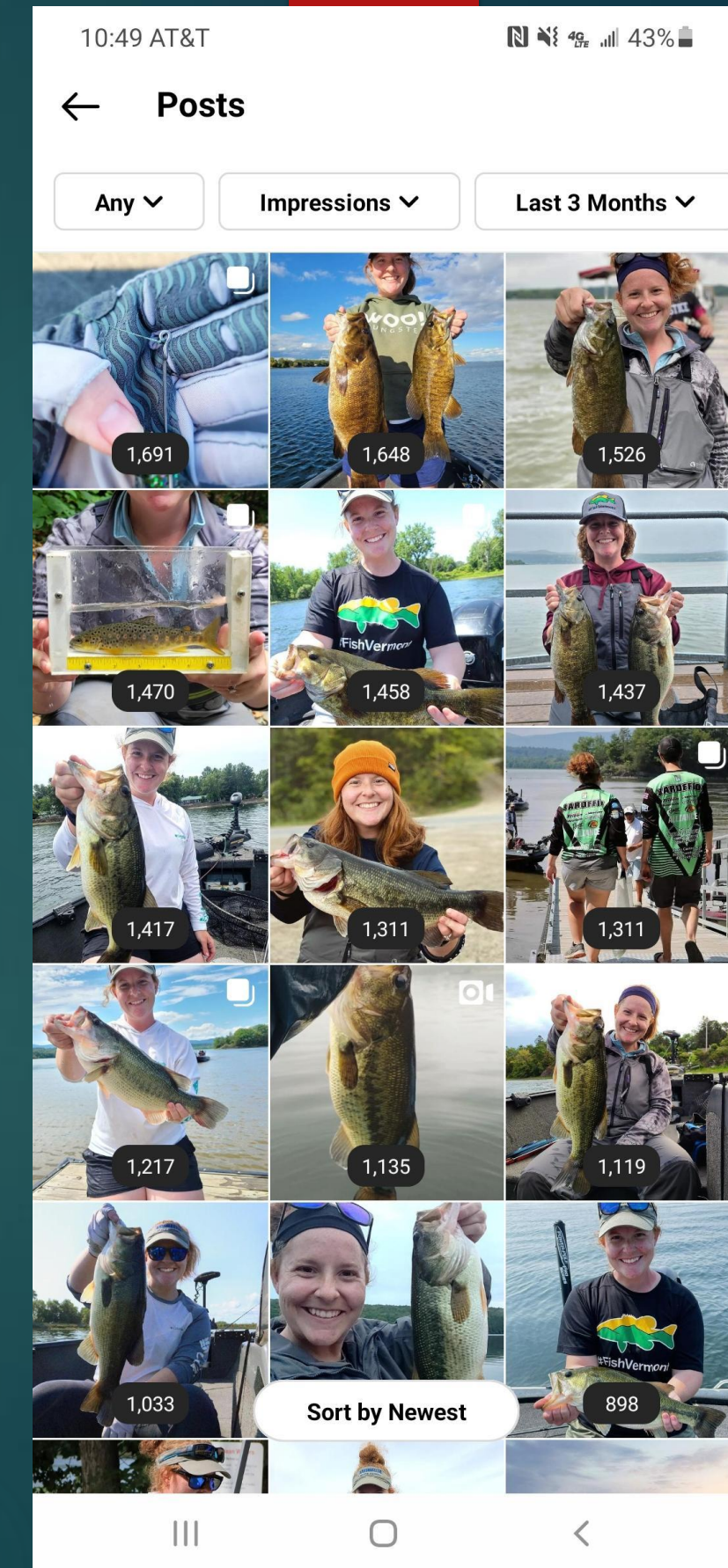
●● flickr



Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Lessons Learned

- “Fishing Ambassador” instead of “Influencer”. Some viewed the term Influencer negatively
- Stay engaged with Ambassadors. Balanced with freedom to create organic, authentic content
- Make sure they understand the expectations up front. Some “fizzled out” or disappeared
- More effort is needed to find active Vermont anglers from traditionally underrepresented groups and ethnicities with a strong social media presence
- Need better ways of measuring post reach and impressions and overall impact program had on fishing participation
- Olivia Baroffio, over 3-month period she was active as an Ambassador:
 - Impressions increased 49%
 - Account Reach increased 94%
 - Instagram Insights – 2/3 of the profiles reached were not existing Followers when using the #FishVermont hashtag
 - Olivia’s Vermont-based fishing content, the #FishVermont hashtag, and the #FishVermont Ambassador clothing she wore were frequently featured on the Instagram Explore page and shared with a large number of viewers outside of her existing network



Retaining Newly Recruited and Reactivated VT Anglers with Social Media Influencers

Future Plans

Would like to try utilizing new and inexperienced anglers as Ambassadors.

- Target active outdoors people with a large social media following that mountain bike, hike, camp, paddle etc., but don't fish
- Their social media followers may be more open to and interested in fishing if they were made aware of the activity and its qualities
- Document their experience and progress learning how to fish on their social media channels





Iowa Community-based Fishing Social Media Influencers

Campaign Dates:

May 1 – July 30, 2021

Shannon Hafner – Fisheries & R3 Communications



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING™.org

BRANDT



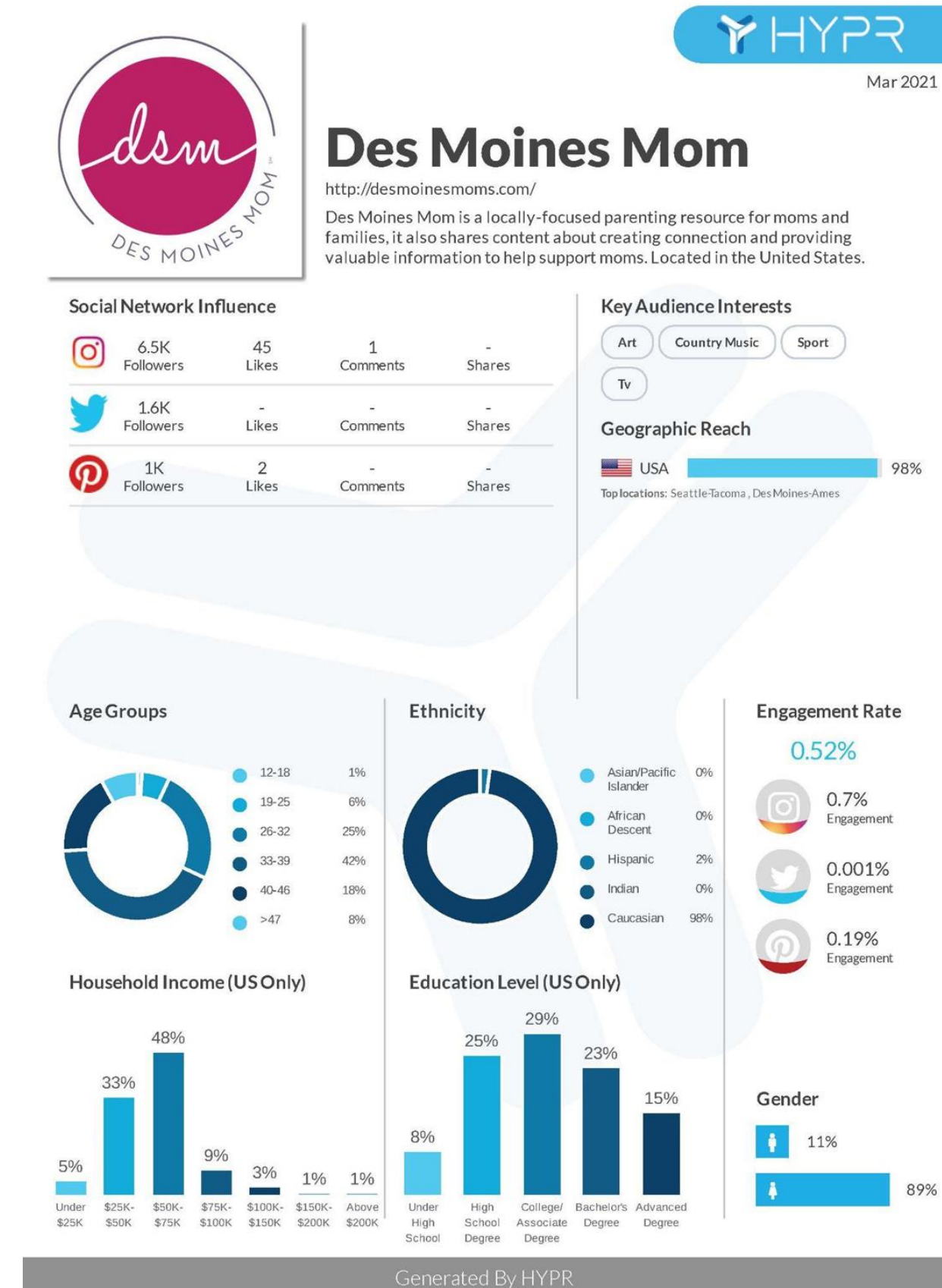
Finding Social Media Influencers

- Outdoor recreation enthusiasts
- Local social media personalities



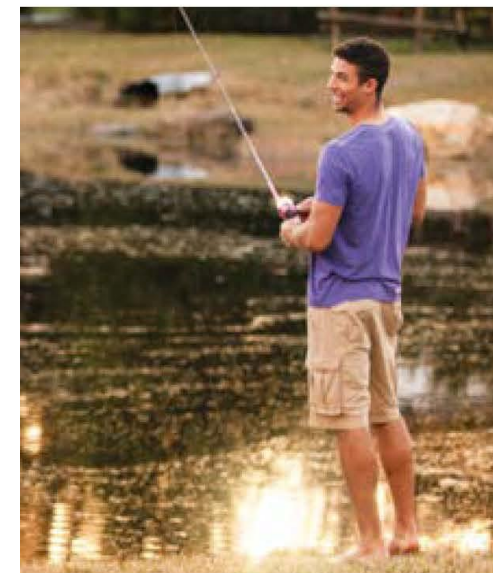
Prioritizing Profiles

- Followership within the State of Iowa
- Key audience interests
- Engagement rates



Reaching Potential Influencers

- Email
- Direct Messaging
- Post Comments



FREE FISHING DAYS
June 3, 4 & 5
Iowa Residents Only

This is a SUMMARY of rules and regulations you need to fish in Iowa. It is not a complete list of all fishing regulations. For more information, visit www.iowadnr.gov or contact the DNR Central Office in Des Moines at 515-725-8200.

Tracy Lawrence

\$10,000

Filmed a video while on tour in Iowa. Posted to his social media channel.



Dew Tour \$7,500

Video of two pro skateboarders (Alana Smith and TJ Rogers) fishing for the day.



Dew Tour · [Follow](#) ...
May 22 · 🌐

Clean-up day at Grey's Lake with TJ Rogers and Alana Smith

52 2 Comments 4 Shares 3.2K Views

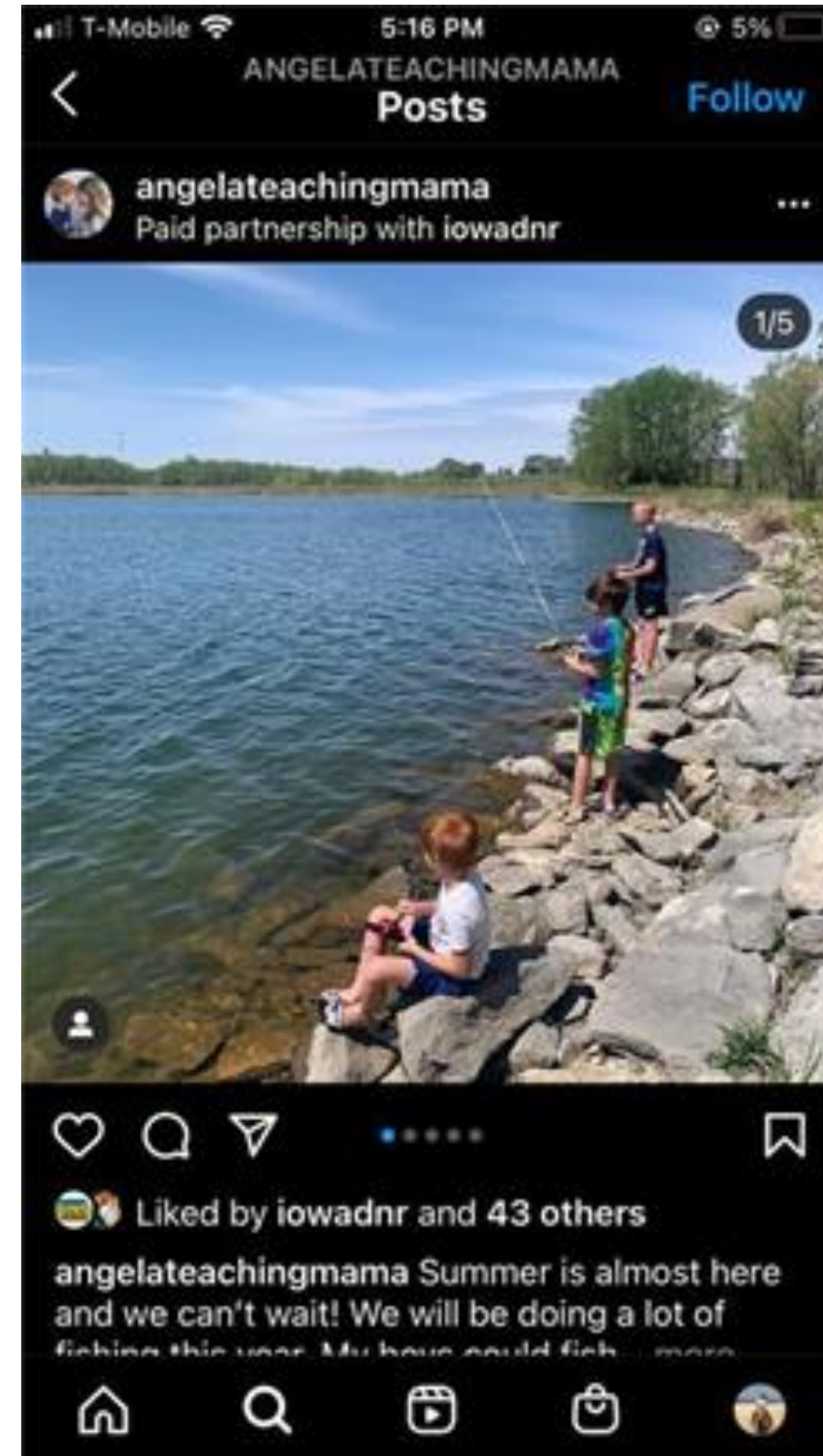
Like Comment Share

The image shows a Facebook post from the Dew Tour page. The post is dated May 22 and is public. The text of the post reads "Clean-up day at Grey's Lake with TJ Rogers and Alana Smith". Below the text is a video thumbnail showing a close-up of hands holding a fishing lure. The video has 52 reactions, 2 comments, 4 shares, and 3.2K views. At the bottom of the post are icons for Like, Comment, and Share.

Angela Thayer

\$250

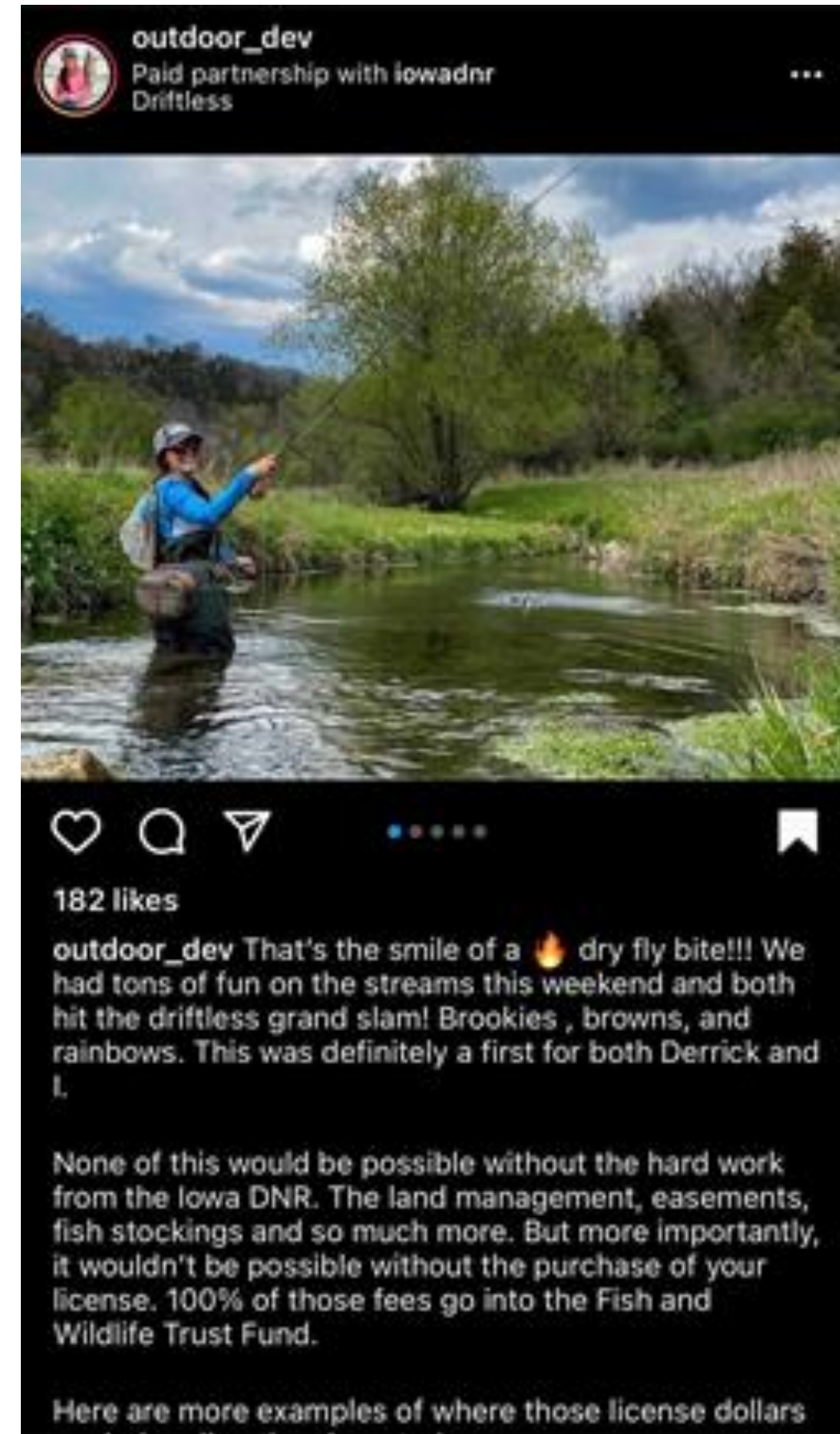
Mom blogger promoting fishing as an activity to do with young children in the summer.



Devon Mullenbach

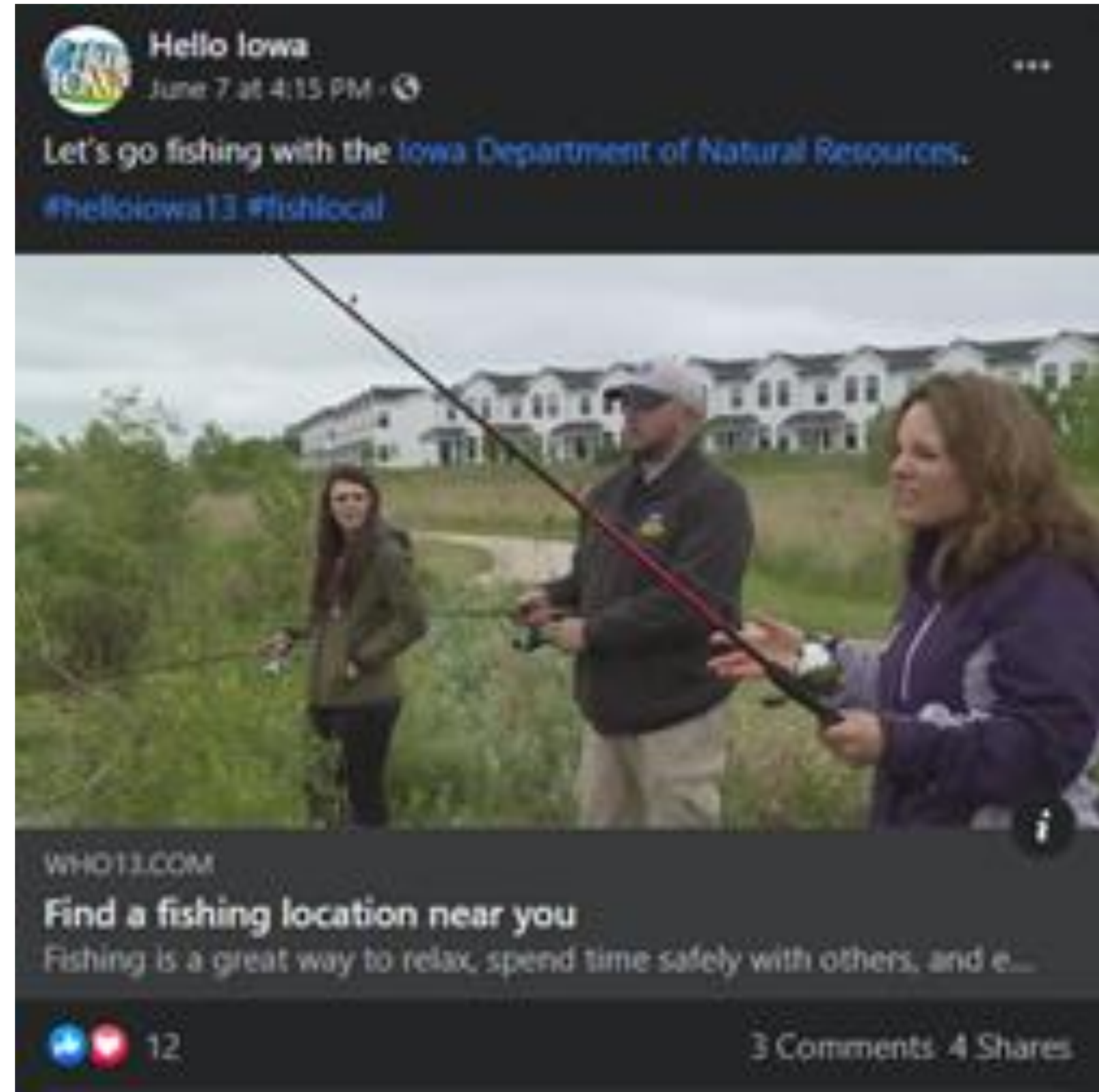
\$250

Posted two Instagram stories and one feed post, plus video content of her fishing outing to use in digital advertising.



Hello Iowa Segment \$1,250

Fish Local biologist and one of our social media influencers took local lifestyle television host fishing.



The Hunting Public

\$1,100

Filmed video content to use in digital advertisements.



Des Moines Mom \$500

Article promoting
family fishing in Des
Moines

Articles **Go Around Des Moines**

Family Fishing Fun in Des Moines

By **Des Moines Mom** - June 5, 2021

Facebook Twitter Pinterest Reddit Email

This article is sponsored by the Iowa DNR



Iowa's largest cities continue to thrive and build new neighborhoods. Many city parks and residential areas have public ponds for family fishing fun. Neighborhood ponds are great places for residents to spend time together outdoors. Partnerships with city officials, community, and neighborhood groups help boost community pride while providing a safe, convenient place for families to fish.

Des Moines Hummingbirds \$3,675


Coordinated 12 individuals posting on their social media about fishing in Iowa, in exchange for a Bass Pro gift card and license reimbursement.



Brian Gibbs

\$250

Video content to use in digital advertisements



DNR Iowa Department of Natural Resources ✓
Sponsored · 

 Fish alone, or with a friend, but never without a license. Get your Iowa fishing license today!



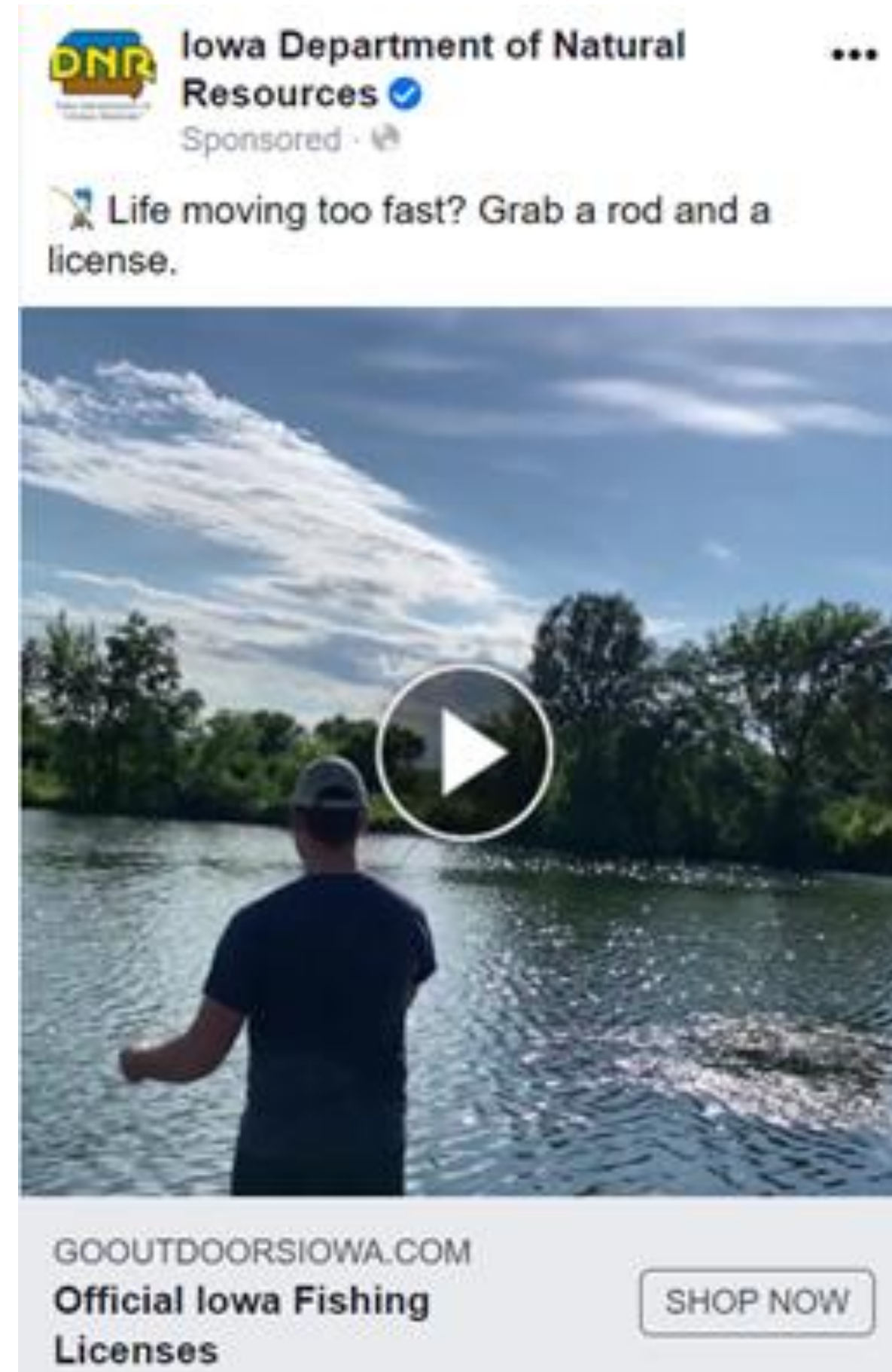
GOOUTDOORSIOWA.COM
Official Iowa Fishing Licenses

SHOP NOW

Alex Jacobson

\$250

Video content to use in digital advertisements



The image shows a Facebook advertisement for the Iowa Department of Natural Resources. At the top left is the DNR logo. To its right is the text "Iowa Department of Natural Resources" with a verified account icon and a "Sponsored" label. Below this is the headline "Life moving too fast? Grab a rod and a license." The main content is a video thumbnail showing a person from behind, wearing a cap and a dark shirt, standing on a boat or pier and fishing in a lake. A large play button icon is centered over the video. At the bottom left of the ad, it says "GOOUTDOORSIOWA.COM" and "Official Iowa Fishing Licenses". At the bottom right is a "SHOP NOW" button.

Brandy Marquez \$250

Video content to use in
digital advertisements



The image shows a Facebook post from the Iowa Department of Natural Resources. At the top left is the DNR logo. The text reads: "Some friendly advice if you're thinking about going fishing. Grab a rod and a license." Below the text is a video thumbnail featuring a woman with long blonde hair, Brandy Marquez, smiling. A play button icon is overlaid on the video. At the bottom of the post, there is a link to "GOOUTDOORSIOWA.COM", the text "Official Iowa Fishing Licenses", and a "SHOP NOW" button.

Results

More than 90 pieces of video and photo content were created and submitted by content creators.

Content Creators	Engagement	Reach	Video Views	Impressions	Amount Spent	Revenue	ROAS
Brandy Marquez	Reactions: 329 Comments: 30 Shares: 16 Rate: 1.54%	42,647	11,048	34,364 146,470	\$141.59 \$436.74	\$1,783 \$3,443	12.59 7.88
Alex Jacobson	Reactions: 58 Comments: 1 Shares: 3 Rate: 0.51%	7,614	336	18,303	\$59.49	\$357	6
Brian Gibbs	Reactions: 87 Comments: 4 Shares: 3 Rate: 1.43%	8,868	1,048	23,221	\$53.94	\$300	5.56

Revenue Generated

Digital Prospecting Ad	Impressions	Amount Spent	Revenue	ROAS
Brandy Marquez	34,364	\$141.59	\$1,783	12.59
Brandy Marquez	146,470	\$436.74	\$3,443	7.88
Alex Jacobson	18,303	\$59.49	\$357	6
Brian Gibbs	23,221	\$53.94	\$300	5.56

Lessons Learned

Partnering with news media influencers requires a slightly different approach than the partnership plan with "everyday" lowans.



Mar 2021

Megan Reuther

Megan Reuther is a TV presenter and lifestyle influencer who shares content about food, family, friends, nature, and leisure on social media. She is based in the United States.

Social Network Influence

	4.7K Followers	3 Likes	- Comments	- Shares
	2.3K Followers	70 Likes	5 Comments	- Shares

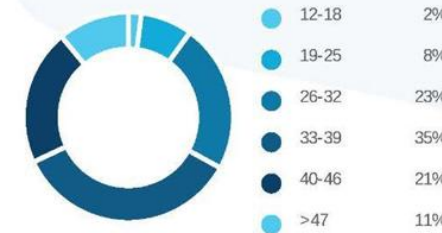
Key Audience Interests

- Tv
- Art
- Country Music
- Beer

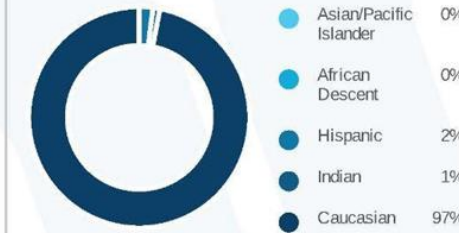
Geographic Reach



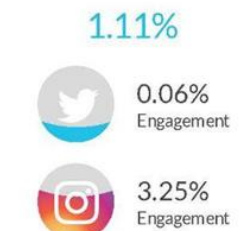
Age Groups



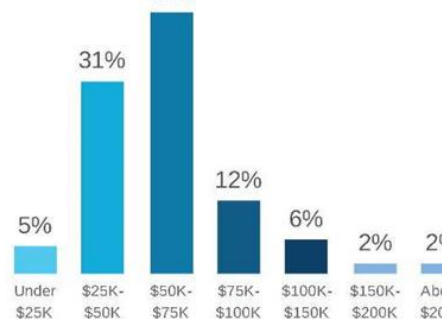
Ethnicity



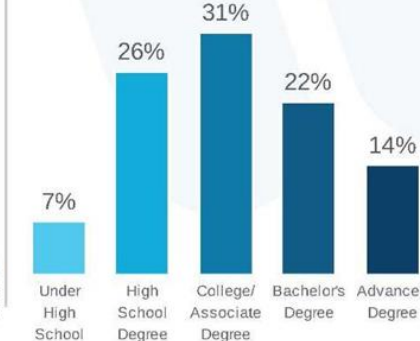
Engagement Rate



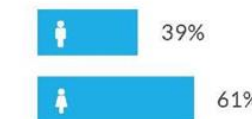
Household Income (US Only)



Education Level (US Only)



Gender

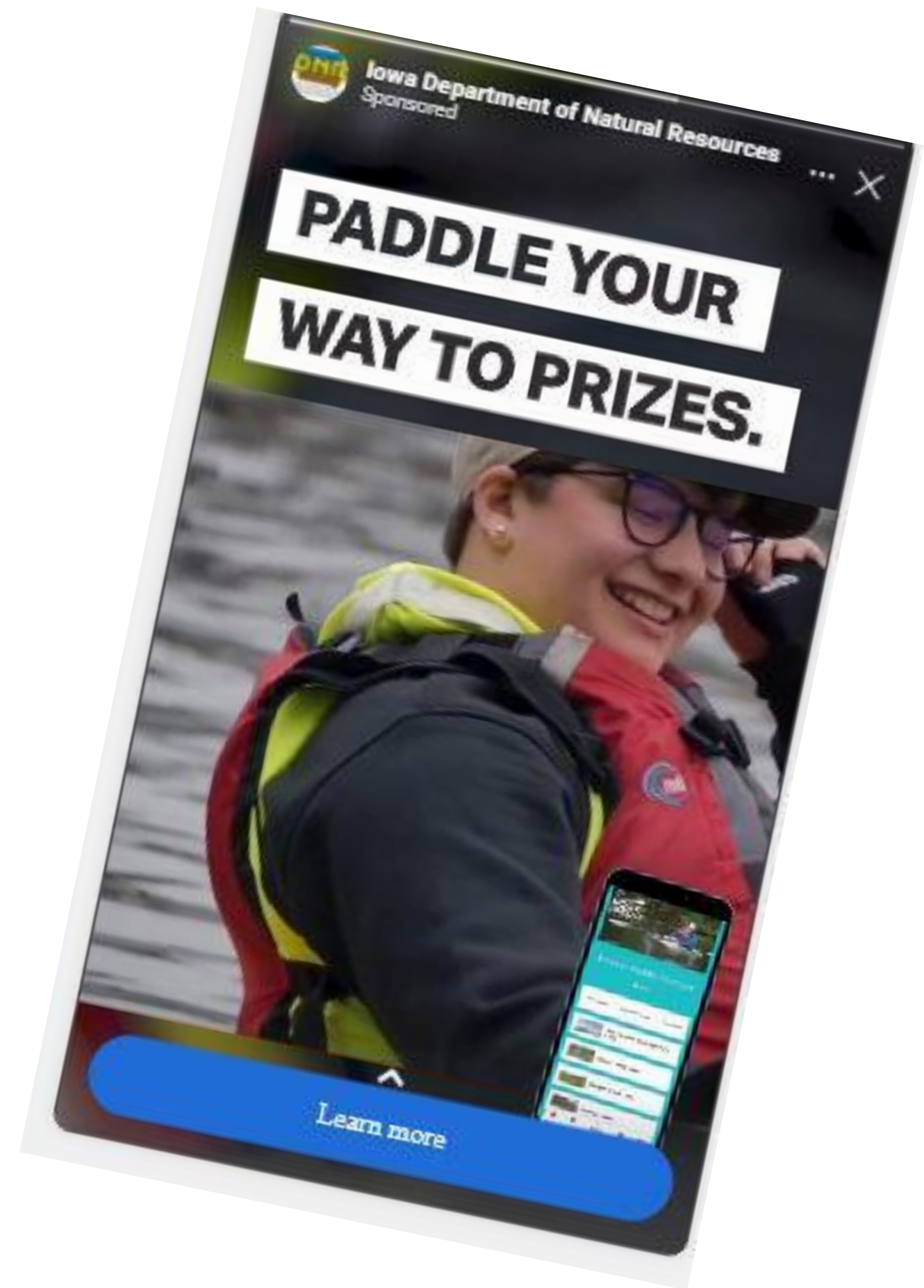


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Next Steps

- Use videos created last summer for this year's digital ads
- Work with select social media influencers identified through this campaign





Thank you!

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