Iowa Digital Media Campaign and Tourism Partnership

Campaign Overview

December 2016
The Iowa DNR and the Iowa Tourism Office have had a growing partnership - sharing content and channels during recent years.
Iowa DNR and Tourism Campaign Goals

- Partner with Iowa Tourism Office to showcase fishing as the “activity of choice” for outdoor-minded Iowa families (especially females planning vacations and activities) and casual anglers to spend time together.

- Learn more about digital media buying, design, content development and metrics including coding/analytics for every social media referral to both the campaign website and DNR license page.

- Ultimately, we wanted to determine if digital marketing can convert those who enjoy DNR/Tourism content into license purchasers.
# Target Audiences & Content Strategy

<table>
<thead>
<tr>
<th>Outdoor Families</th>
<th>Casual Anglers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What do they care about when it comes to fishing?</strong></td>
<td><strong>What do they care about when it comes to fishing?</strong></td>
</tr>
<tr>
<td>• Female heads of household planning family activities/excursions</td>
<td>• I used to enjoy fishing but haven't gone in awhile</td>
</tr>
<tr>
<td>• Families with an interest in Iowa’s outdoors</td>
<td>• I don’t know where to go</td>
</tr>
<tr>
<td>• Will my family have fun?</td>
<td>• No one has asked me to go fishing in a long time</td>
</tr>
<tr>
<td>• What do I need to get started?</td>
<td>• Most important is the social aspect - spending time w/friends &amp; family</td>
</tr>
<tr>
<td>• When and where is the best place to take my kids?</td>
<td>• Make the Iowa DNR your go-to fishing “guide” this season and discover the hot spots, reel in new tips and learn how to make the most of your weekend outdoors.</td>
</tr>
<tr>
<td>• <strong>Most important is the social aspect - spending time w/friends &amp; family</strong></td>
<td>• Unplug, relax and remember why fishing on Iowa’s beautiful lakes, rivers and streams will always be your favorite hobby.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Tone</strong></th>
<th><strong>Key messages</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• emotional</td>
<td>• Fishing with your family at Iowa’s lakes, rivers and streams offers the ideal excuse to make lasting memories with your kids.</td>
</tr>
<tr>
<td>• calming</td>
<td>• Iowa’s beautiful parks and rivers are the perfect backdrop to unplug and connect with your friends and family.</td>
</tr>
<tr>
<td>• approachable</td>
<td>• Visit Travellowa.com to find the best family fishing spots across the state.</td>
</tr>
<tr>
<td>• educational</td>
<td>• Make the Iowa DNR your go-to fishing “guide” this season and discover the hot spots, reel in new tips and learn how to make the most of your weekend outdoors.</td>
</tr>
<tr>
<td>• easy activity to try with kids</td>
<td></td>
</tr>
</tbody>
</table>
Multiple postings among DNR and Tourism digital channels:

- 10 Family Fishing Tips
- Five Family-Friendly Fishing Spots
- How to Fish from a Kayak or a Boat
- 14 Fishing Destinations
- Fish for Your Food
- 6 Tips for Catch & Release
- Driftless Region: Trout Among the Cows and Willows (in-depth travel piece - Tourism approach to content)
- Direct “Buy Your License” link
Campaign Components

- Campaign timeframe was May 24 – July 31, 2016
- Components included:
  - Iowa Tourism website - “Gone Fishing” web page
  - Social media advertising on Iowa Tourism and Iowa DNR Facebook and Twitter channels, including boosted posts and carousel advertisements leading both to Iowa Tourism site and Iowa DNR license buying site.
  - Native ad placement to connect fishing-related content in other digital locations.
  - Email to recently lapsed 2015 license buyers was developed in partnership with Active Network, the DNR’s license vendor.
Kick Off News Release

- DNR’s statewide news release generated 160 website sessions and earned news coverage from several outlets.
Overall, 28,302 sessions to the “Gone Fishing” content page on Travellowa.com during the campaign timeframe.
DNR - Facebook Ads

- Carousel ad (inspiration)
  - Post engagement: 1,199 reactions, 171 likes, 48 comments
  - Link clicks: 13,616
  - Reach: 217,728

- Right-side ad (buy now)
  - Reach: 50,063
  - Website clicks: 440
Travel Iowa - Facebook ads

- Carousel ad (inspiration)
  - Post engagement: 249 reactions, likes, 69 shares, 4 comments
  - Link clicks: 7,835
  - Reach: 232,894

- Right-side ad (buy now)
  - Reach: 71,792
  - Website clicks: 270
Twitter Ads -- DNR and Tourism

<table>
<thead>
<tr>
<th>Tweet texts</th>
<th>impressions</th>
<th>link clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>822,216</td>
<td>9,321</td>
</tr>
</tbody>
</table>

Easy access to shore and playgrounds nearby - 5 great #fishing holes for #Iowa families!
bit.ly/1WnmPN6

Purchase or renew your #Iowa fishing license today - only $19 for the entire year!
bit.ly/1TZaPuX

Purchase or renew your #Iowa fishing license today - only $19 for the entire year!
bit.ly/1WnkJt
pic.twitter.com/ZpaRaRvijZ

Travel Iowa @Travel_Iowa
20 May 2015
Purchase or renew your #Iowa fishing license today - only $19 for the entire year!
bit.ly/1WnkJt pic.twitter.com/ZpaRaRvijZ

Travel Iowa @Travel_Iowa
25 May 2015
It's time to reel in some memories - here are 14 locations to fish in #Iowa. cards.twitter.com/cards/0zufo/16...
Native ads: Various headlines/images

<table>
<thead>
<tr>
<th>Headline</th>
<th>Travel Iowa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let's take the kids fishing! Here are five of the best fishing holes across Iowa.</td>
<td>Travelling Iowa</td>
</tr>
<tr>
<td>Discover awesome fishing across Iowa. Here are five fishing holes to reel in wonderful family memories.</td>
<td>Travelling Iowa</td>
</tr>
<tr>
<td>Reel in family memories this summer in Iowa.</td>
<td>Travelling Iowa</td>
</tr>
<tr>
<td>Iowa's Driftless Area is a trout angler's dream. Coldwater streams full of rainbow, brown and brook trout.</td>
<td>Travelling Iowa</td>
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<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR(%)</th>
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<tbody>
<tr>
<td>Total</td>
<td>1,867,942</td>
<td>4,569</td>
<td>0.24</td>
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Email Blast

- Sent 6/22/16
- Targeted license buyers with emails who purchased in 2015 but not yet in 2016
  - Delivered emails: 14,646
  - Open Rate: 27.6%

- Number of licenses sold to people receiving the email between 6/22-7/14: 1,483
  - Response Rate: 10.1%
  - Lift compared to control: 2.6%
Driftless Region: Trout Amid the Cows and Willows

14 Fishing Destinations

Average Duration on Page

Fish for Your Food: 0:02:07
6 Tips for Catch & Release: 0:01:33
10 Family Fishing Tips: 0:02:06
How to Fish from a Kayak or a Boat: 0:01:46
Gone Fishing Search/Main Page: 0:01:06
Gone Fishing Main Page: 0:02:11
Five Family-Friendly Fishing Spots: 0:02:57
Driftless Region: Trout Amid the Cows and Willows: 0:06:00
14 Fishing Destinations: 0:03:54
### DNR - all traffic (paid/organic)

<table>
<thead>
<tr>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
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<tr>
<td><strong>15,097</strong></td>
<td><strong>77.25%</strong></td>
<td><strong>11,663</strong></td>
<td><strong>80.90%</strong></td>
<td><strong>1.22</strong></td>
<td><strong>00:00:38</strong></td>
</tr>
<tr>
<td>% of Total: 3.20% (471,445)</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Avg for View: 73.43% (5.21%)</td>
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### Travel Iowa - all traffic (paid/organic)

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<td><strong>7,624</strong></td>
<td><strong>74.82%</strong></td>
<td><strong>5,704</strong></td>
<td><strong>86.91%</strong></td>
<td><strong>1.19</strong></td>
<td><strong>00:00:30</strong></td>
</tr>
<tr>
<td>% of Total: 1.62% (471,445)</td>
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DNR Licensing Buying Page Metrics (provided by Active Network)

- Website visits total during campaign timeframe: 2,544
- Referrals from Travellowa.com: 87
- Referrals from Facebook: 457
- Referrals from Twitter: 13
- While not able to track license purchase conversions, online fishing license sales overall are up 22% from 2015, and were 9% higher than 2016 license sales at retail vendor sales locations (all outlets but online).
Campaign Takeaways: Social Media

- Overall, increased social media followers for future engagement and messaging.
- Weigh the value of increasing reach to new audiences for slightly higher costs; both strategies in an integrated campaign have merit.
- Be flexible -- half-way through we adjusted which channel/posts received ongoing marketing dollars to maximize effectiveness.
- Ask for professional help for initial social media buying. Boosting posts is critical for reaching a sizable and targeted audience for promotional posts.
- Right-side Facebook ads have poor performance, put more money into news feed ads.
- Twitter ads are important for increasing impressions and engagements with content.
Overall Campaign Lessons Learned

- Partnership between Iowa DNR and Tourism -- the program leveraged strength areas for each agency.
- Shared content pulls together resources across state agencies and created consistent branding. Content marketing, whether organic or paid attracts and retains customers.
- The campaign expanded reach with new audiences.
- People are most responsive to “where-to” information.
- Email continues to be a direct route to increase sales at a low cost.
- Tracking actual conversions continues to be a challenge. This will be a goal for digital media campaigns such as this going forward - plan ahead.
Questions?

Thank You!