Tips for Strengthening Marketing Programs and Campaigns

EMILY PALMER, MARKETING ANALYST
IDAHO FISH AND GAME
How to identify marketing opportunities in your agency

4 steps:

1. **Identify issues within your agency**
   - Lack of marketing expertise in our agency

2. **Gain support from Directors and others in the agency**

3. **Determine whether you have financial support**

4. **Prioritize what needs to get done first**
Sent 782 postcards to folks who held a 3-year fishing license in 2015 and not yet in 2018

Cost of campaign: $590

160 repurchased a license shortly after receiving a postcard

Total customer spend: $9,680

ROI: 1537%
Recruitment efforts
Get plugged in to your community
Retention efforts
Remember to thank your loyal customers

I Hunt & Fish

Sportsman’s Package 2018

We sent a sticker and appreciation letter to all 22,000 of our Sportsman’s Pack Holders
Dear Sportsman Package License Recipient,

I want to personally thank you for your support of the 2019 Sportsman’s Package. As a result, the proceeds from this package will allow us to further strengthen the future of our “premier, present, preserve and promote” all wildlife species in this state. We want to convey our sincerest appreciation for your support.

Fishing and Gun Club is one of the long-standing organizations in the state, and we do not receive annual funds from the state. The proceeds from the Sportsman Package are a main source of income for the club. It helps us provide excellent management of the club’s hunting and fishing resources and ensures the future of outdoor activities for the state.

Please accept this vehicle sticker as a token of our appreciation. As a Sportsman’s Package holder, you are helping to ensure the sustainability of our future generations.

Vigilant efforts to conserve and enhance the future generation, we encourage you to share your passion and support with other Washingtonians and those new to hunting and fishing.

Enjoy your time outdoors, and best of luck for the remainder of the season.

Vigilant,

Vigil Moore
Director Washington Department of Fish & Game

52 likes
bucksandbeergear We have bought the Sportsman’s Package every year. It is awesome to have you, Department of Fish and Game reach out like this. As part of our way to support their budget, we buy the package even though we don’t intend on using it to the fullest. Hunting is conservation and we need to pass this along to future generations.
Social media optimization

- Focus on social platforms that add value
- Post engaging & interesting content
- Create a content calendar and stick to it
- Engage instead of ignore
- Track, improve and market your efforts
How have we streamlined social media at IDFG

1. Establish campaign goals
2. Schedule content
3. Report back on campaign

### Idaho Fish & Game Social Media
Consolidation Timeline 2018 - 2019

<table>
<thead>
<tr>
<th>Start Date</th>
<th>DECEMBER</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Connect with internal IDFG staff &amp; educate them on the benefits of consolidation</td>
<td>Down through communication efforts to field communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Begin the process of sporadically cross-posting content from one IDFG Facebook page to another</td>
<td>Use key core ROIs and social media integrations in CPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Increase frequency of cross-posting so that followers get accustomed to the new, overarching brand</td>
<td>Apply strategic ROI and social media integrations in CPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Communicate to online followers that we are consolidating regional pages</td>
<td>This is a critical task for the new brand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Begin the process of consolidation, one Facebook page at a time</td>
<td>Integrate the key ROIs and social media integrations in CPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Consolidation is complete</td>
<td>Establish which regions and states will be using the social media pages</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Hunter Reports Social Media Campaign

Cost: $50
Reach: 59,887
Thank you!
Emily.palmer@idfg.Idaho.gov