Piloting a Statewide R3 Marketing Campaign

Nicole McSweeney, Outreach & Marketing Coordinator
Kris McCarthy, Associate Director
Overview

I. Communication Plan

II. Digital Recruitment Campaign

III. Retention and Reactivation Outreach
I. Communication Plan

Identify and prioritize target audiences and develop a media strategy to increase fishing license sales in MA
Partners

MASS WILDLIFE

Recreational Boating & Fishing Foundation

COLLE + McVOY
Plan Development

• Situation analysis
  – License trends, campaign goals, evaluation
  – In depth profile of Massachusetts Fishing/Hunting License Customer (Southwick 2016)

• Fast growth rates (higher than most other states): 6% Fishing, 1.3% Hunting
• Low participation rate (lower than US average): 3.8% of MA population
• Fishing churn rate: 33% (close to national average)
• Growth areas:
  ➢ 15-34 years and >55 years (Gen X is a lost generation?)
  ➢ Women > Men
  ➢ Lapse rates: Female > Male
  ➢ Growth in suburban and urban areas in affluent neighborhoods with traditionally low rates of license buying
  ➢ Rural: Growth is slow, but highest per capita rate of buying
Communication Plan

• Situation Analysis
• Identified Target Audience
• Outlined Media Strategies (*paid search, paid digital, paid social, direct mail, email, spot radio, out of home*)
• Cost Effectiveness (budget+location)
• Recommendations
  – Recruitment
  – Retention/Reactivation
II. Digital Recruitment Campaign

Encourage new audiences with a high propensity to fish to purchase a fishing license
Target Audience: Everyday Adventure Seekers

A snapshot of who they are:

- 50%/50% male/female
- Ages 25–54
- Skew urban and suburban
- Well-educated, with above-average HHI ($75,000–$100,000)
- Frequent travelers; they are busy and well-connected, seeking accessible adventures.
- Curious individuals who crave variety and excitement; enjoying life and all it has to offer.
  - They have a hunger and willingness to try new things.
  - They look to make each day feel unique.
- Their interests are diverse, ranging from arts and culture to outdoor recreation, like hiking, beach-going, running and biking.
- They value activities that build relationships with friends and family.

Leisure activities:

- Hiking
- Camping
- Beach-Going
- Running
- Biking
- Entertaining
# Media Mix and Strategy

<table>
<thead>
<tr>
<th>Media</th>
<th>Total Budget</th>
<th>Timing</th>
<th>Total Estimated Impressions</th>
<th>Paid Search</th>
<th>Digital Banners and Video</th>
<th>Paid Social (Facebook)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$61,600</td>
<td>6 Weeks (Spring)</td>
<td>5.89 Million</td>
<td>Spend: $5,000</td>
<td>Spend: $40,000</td>
<td>Spend: $3,000</td>
</tr>
<tr>
<td></td>
<td>Budget includes creative production and agency fee</td>
<td></td>
<td></td>
<td>Reach users when they are searching for relevant content and encourage them to buy a license.</td>
<td>Reach target audience using digital display and video to encourage license purchase and renewal.</td>
<td>Promote content to current users to encourage renewal while targeting new users for recruitment.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Search terms</strong>: Fishing licenses, MA Fishing License, Fishing in Massachusetts, 2017 mass fishing license online</td>
<td><strong>Audience targeting</strong>: Target using Everyday Adventure Seekers profile. <strong>Retargeting</strong>: Pixel the MassWildlife website to retarget users who visit the website and drop-off during license process. <strong>Email database matching</strong>: Match email addresses provided by MassWildlife with Yahoo registered database. <strong>Lookalike targeting</strong>: Build and target an audience that mirrors users who convert on MassWildlife website.</td>
<td><strong>Strategy</strong>: Click to site <strong>Targeting</strong>: Age, geography, retargeting</td>
</tr>
</tbody>
</table>

**Google AdWords**

**Yahoo! BrightRoll**

**Facebook**
Customer Journey

Ad

$$
Recruitment Campaign: Paid Search
Objective: Drive freshwater license purchases

- Paid search drove 6% of all purchase completions on the MassWildlife licensing system during the campaign dates

- Paid search visitors converted at 60% conversion rate (exceptionally high rate)
  - 20% higher than the average MassWildlife licensing system conversion rate
  - 7% higher than conversion rate on 2016 RBFF/Massachusetts paid search ads

- Highest CTR terms: fish license MA, ma fishing license 2017, mass fishing license, mass fishing license online, Massachusetts fishing license online
Paid Search: Fishing License Purchases

<table>
<thead>
<tr>
<th>Actual Clicks</th>
<th>Planned Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,125</td>
<td>9,000</td>
</tr>
</tbody>
</table>

- **Actual Clicks**: 9,125
- **Planned Clicks**: 9,000
- **Purchases**: 3,057

**Landing Page Performance:**
- Average Session Duration: 1:11
- Pages/Session: 1.44

**Ad Performance:**
- Impressions: 44,801
- 18.6% of total impressions clicked through

**Get Started with Fishing - Div. of Fisheries and Wildlife**
- [Ad] www.mass.gov
- Buying a Fishing License is the First Step for Any Angler. Learn More Online.

**Massachusetts Fishing License - Div. of Fisheries and Wildlife**
- [Ad] www.mass.gov
- Buy Your MA State Fishing License Online and Get Started Fishing Today.
Recruitment Campaign: Video

RBFF - MassWildlife 15.mp4
Cross Device Video
Desktop, mobile, tablet
Video Insights

Objective: Deliver video views across digital screens

Industry Benchmarks: 60-70% Completion Rate and 0.20% CTR

• Using Yahoo/Brightroll, targeted both rural and urban/suburban in MA with a variety of tactics
  – Adventure Seekers, Grandparents, Lookalike Targeting, Email Database Matching, Retargeting

• Rural geographies outperformed urban/suburban areas
  • 0.91% CTR vs. a 0.48% CTR
  • 76.4% completion rate vs. a 69.1% completion rate

• Top performing segment: Email Database Matching in rural MA (1.07% CTR, 78.9% completion rate).
  • However, all segments exceeded industry benchmarks in terms of completion rates and CTR.
Recruitment Campaign: Banners
Desktop Banner Display
Mobile/Tablet Banner Display
Banner Insights

Objective: Deliver targeted reach and motivate action

Industry Benchmarks: 0.07 – 0.10% CTR

• Campaign targeted both rural and urban/suburban in MA with a variety of tactics for display
  – Adventure Seekers, Grandparents, Lookalike Targeting, Email Database Matching, Retargeting

• Rural geographies outperformed urban/suburban areas (0.13% CTR vs. 0.11%)

• Top performing tactic: email database matching

• Mobile creative outperformed desktop and tablet with higher CTR (0.27% CTR vs. 0.10%)

• The overall CTR for the campaign exceeded industry benchmarks (0.12% CTR)
  • Creative messaging resonated with our audiences resulting in visits to the website
Video Views & Banner Impressions

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Impressions</td>
<td>9,966,632</td>
</tr>
<tr>
<td>Video Views</td>
<td>1,269,375</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>11.2 Million</td>
</tr>
<tr>
<td>Purchases</td>
<td>19</td>
</tr>
</tbody>
</table>

Landing Page Performance:
- Average Session Duration: 0:13
- Pages/Session: 1.16
- Bounce Rate: 90.04%

Top Performing Creative

- 300x250
  - 0.11% CTR
- 320x50 - Mobile
  - 0.27% CTR

:15 Video
Email Matching – Rural Massachusetts
- 78.93% Completion Rate
- 1.07% CTR
Recruitment Campaign: Paid Social
Paid Social - Facebook

Mother’s Day Image Ad

Video Ad

Free Fishing Weekend Photo Ad
Paid Social Insights

**Objective: Drive traffic and brand engagement**

- Benchmarks: 0.30% CTR and 30% Video Completion Rate (based on historical RBFF)

- Paid social launched in May on Facebook with click-to-site image ads and the :15 video

- Targeted ages 25-54 in MA with interests in camping, outdoor recreation, nature, canoeing or hiking (Everyday Adventure Seeker profile)

- The Free Fishing Weekend was the top performing ad (1.2% CTR)

- While click-to-site ads exceeded benchmarks, the video ad underperformed in video completions (23% vs. 30%).
Paid Social Clicks

Objective: Drive traffic and brand engagement
Benchmarks: 0.30% CTR, 30% Video Completion Rate – based on historical RBFF

<table>
<thead>
<tr>
<th>Actual Clicks</th>
<th>Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,187</td>
<td>7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Planned Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500 – 3,600</td>
</tr>
</tbody>
</table>

Landing Page Performance:
- Average Session Duration: 0:26
- Pages/Session: 1.26
- Bounce Rate: 87.75%

Creative Performance

Mother’s Day
- Clicks to Site – 659
- CTR: 0.5%

Video
- Video Views – 41,083
- 23% Video Completion Rate

Free Fishing Weekend
- Clicks to Site – 2,223
- CTR: 1.2%
Customer Journey – Paid Search

- High impressions and landing page sessions (18.6% of total impressions)
- Very high CTR to the license portal (62%)
- Exceptional conversion rate for those who enter the license portal (60%)

Impressions: 44,801
Landing Page Sessions: 8,345
License Portal Sessions: 5,140
License Purchases: 3,057
Customer Journey – Video/Banner

High impressions and strong landing page sessions (0.05%)

Extremely low CTR to the license portal (less than 1%)

Exceptional conversion rate for those who enter the license portal (36%)

Impressions
11,228,732

Landing Page Sessions
5,822

License Portal Sessions
53

License Purchases
19
Customer Journey – Paid Social

- **Impressions**: 477,972
- **Landing Page Sessions**: 3,446
- **License Portal Sessions**: 107
- **License Purchases**: 7

- High impressions and landing page sessions (0.7% of total impressions)
- Very low CTR to the license portal (3%)
- Pretty good conversion rate for those who enter the license portal (6.5%)
# Digital Recruitment Campaign Overview

<table>
<thead>
<tr>
<th>Partner</th>
<th>Units</th>
<th>Spend</th>
<th>Impressions</th>
<th>Landing Page Sessions</th>
<th>Purchase Portal Sessions</th>
<th>License Purchases</th>
<th>Purchase Conversion Rate</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google / Bing</td>
<td>Pay Per Click</td>
<td>$5,250</td>
<td>44,801</td>
<td>8,345</td>
<td>5,140</td>
<td>3,057</td>
<td>59.47%</td>
<td>4/24 – 6/4/17</td>
</tr>
<tr>
<td>Yahoo! / Brightroll</td>
<td>Video + Display Banners</td>
<td>$40,250</td>
<td>11,228,732</td>
<td>5,822</td>
<td>53</td>
<td>19</td>
<td>35.85%</td>
<td>4/24 – 6/4/17</td>
</tr>
<tr>
<td>Facebook</td>
<td>Paid Social</td>
<td>$3,250</td>
<td>477,972</td>
<td>3,446</td>
<td>107</td>
<td>7</td>
<td>6.54%</td>
<td>5/10 – 6/4/17</td>
</tr>
</tbody>
</table>
Lessons Learned

• Need to improve tracking capability on licensing site

• Paid search drove license sales and helps ensure our webpage shows up first
  – Better tracking needed (recruitment or retention?)

• Digital banners/ videos generated awareness through high impressions, but did not sell many licenses

• Paid social did not sell many licenses, but generated awareness and resulted in more followers to MassWildlife Facebook page.
  – Free Fishing Weekend performed best: trial important
III. Retention and Reactivation Outreach

Encourage past license purchasers to renew their fishing license
Overview

• RBFF State R3 Program Grant
• **WHO:**
  – Retention audience (purchased ‘16, not yet in ‘17)
  – Reactivation audience (lapsed for a full calendar year)
• **WHAT:** Direct mail and email, encourage renewal
• **WHEN:** 6-week campaign in spring
• **HOW:** Track individual license purchases
Communications

Provided email
• Control
• Postcard
• Email
• Postcard and follow-up email

Mailing address only
• Control
• Postcard
MASSACHUSETTS DIVISION OF
FISHERIES & WILDLIFE
1 Rabbit Hill Road
Westborough, MA 01581

FISHING LICENSE REMINDER

IT’S TIME TO RENEW YOUR FISHING LICENSE

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Massachusetts’ finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, our many waterways are the perfect backdrop for pondering life’s biggest questions, or ignoring them completely, all while reeling in a few keepers.

Renew your license:
• Online at Mass.gov/MassFishHunt
• Or in person at a license vendor. Find one near you at Mass.gov/dfg-LicenseVendor

Questions? Call (508) 389-6300

MASS WILDLIFE
Email

IT'S TIME TO RENEW YOUR FISHING LICENSE!

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Massachusetts’ finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, our many waterways are the perfect backdrop for pondering life’s biggest questions, or ignoring them completely, all while reeling in a few keepers.

Renew your license:

- Online at Mass.gov/MassFishHunt
- Or in person at a license vendor. Find one near you at Mass.gov/dfg/LicenseVendor

Who we are
The Massachusetts Division of Fisheries & Wildlife (MassWildlife) is responsible for the conservation, management, and restoration of fish and wildlife in the Commonwealth for the benefit and enjoyment of the public.

Connect with us
Questions? Call us at 508-388-6300 or email us
Visit us at Mass.gov/MassWildlife
Find a MassWildlife office near you

Thank you for your past support of our natural resources. Your license renewal does more than grant you the freedom to fish the many beautiful lakes, rivers, and streams in Massachusetts. The revenue generated from your fishing license goes toward conserving healthy fish populations and ensuring public access to fishing opportunities.

Renew your license:

- Online at Mass.gov/MassFishHunt.
- Or in person at a license vendor. Find one near you at Mass.gov/dfg/LicenseVendor.

Who we are
The Massachusetts Division of Fisheries & Wildlife (MassWildlife) is responsible for the conservation, management, and restoration of fish and wildlife in the Commonwealth for the benefit and enjoyment of the public.

Connect with us
Questions? Call us at 508-388-6300 or email us
Visit us at Mass.gov/MassWildlife
Find a MassWildlife office near you

MASS WILDLIFE
Results

Provided email

• Retention: postcard with follow-up email
• Reactivation: postcard with follow-up email, postcard, email

Mailing address only

• Retention and Reactivation: postcard only did not significantly increase sales

*For first-time buyers in 2016, postcard did increase sales

Multiple touchpoints important:
Postcard with follow-up email was best combination
Results

• Renewal rate for retention was about 8%
• Renewal rate for reactivation was about 3%

Intervene early, before the angler lapses for a full year!
Future Plans: Recruitment

• Continue testing **paid search** due to high conversion rates.

• Improve tracking capabilities on licensing website.

• Continue to test and learn with **paid social** by narrowing audience for content geared around local learning experiences and hands-on opportunities.

• Optimize towards top performing geographies and tactics (rural markets and email database matching).

• Due to high cost of awareness campaigns, focus on trial aspect of recruitment.
Future Plans: Retention/Reactivation

• Retention/reactivation outreach is cost effective and sells licenses. (We made money!)

• Focus on retention, intervene early for higher renewal rates.

• Test different combinations for multiple touchpoints, like multiple emails or multiple postcards.

• Increase voluntary email collection.

• Try targeted messaging through email based on location, like nearby fishing classes or trout stocking.
Thank you! Questions?