



RBFF STATE MARKETING WORKSHOP

PRESENTED BY  FISHBRAIN

Applying Customer Mindsets To
R3 Digital Marketing Campaigns



BUBBA™
THE *ultimate* LIFESTYLE™



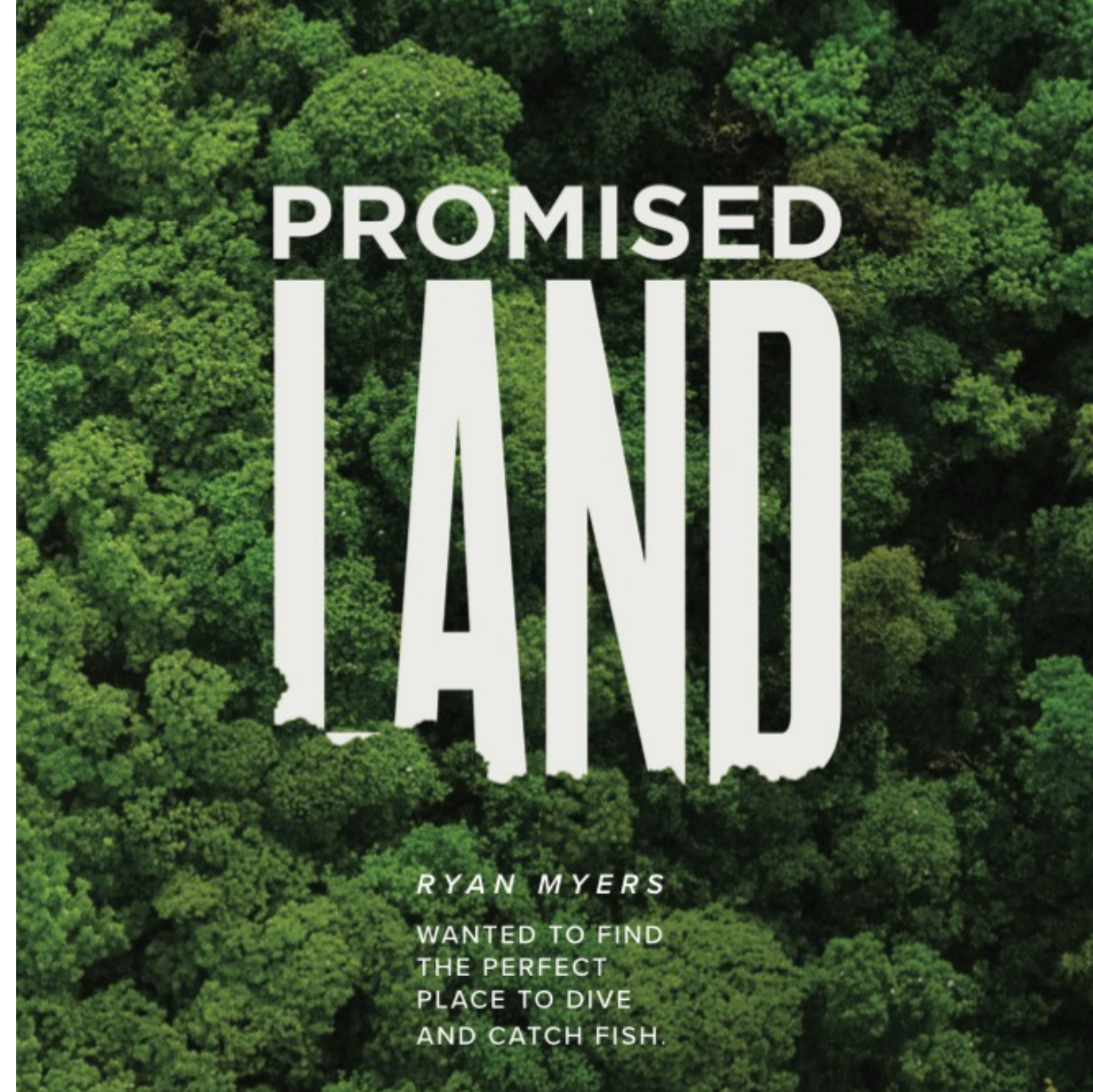


BOUNDLESS

IS A PLACE TO SHARE THE STORIES OF
OUR COLLECTIVE ADVENTURES & JOURNEYS—
AND THE FREEDOM TO GO

wherever the water takes you.






APPLYING CUSTOMER MINDSETS TO DIGITAL MARKETING CAMPAIGNS



STYLE TILE EXPLORATION



FLY FISHING SCHOOL

Long-finned pike masu salmon paradise fish pike eel ruffe scorpionfish. Molly Miller chub grouper mooneye, giant v flounder Atlantic trout dottyback.

SIGN UP TODAY

ALL THE GEAR, ALL YEAR

Learn Squam is simply the best of the pricing and spreading industry.

Learn Squam has been the industry's standard since.







WAY OUT THERE

Outpost

CHS EST 2017 GVL

05 CATCH THAT FISH

Feed on the primal energy of an enigmatic Northeastern Captain of unmatched passion.

15 PROMISED LAND

Sometimes the place you're searching for is actually searching for something in you.

27 SEA CHANGE

A chef leaves cold, snowy Chicago for life on the Mexican Baja. Happiness ensues.

33 RECIPE: YELLOWFIN TUNA SASHIMI

Honor that freshly filleted tuna with a preparation worthy of its texture and flavor.



THE ULTIMATE LIFESTYLE

BUBBA

BOUNDLESS | VOL. 1

SPRING 2020

NO MATTER THE WEATHER, NO MATTER THE CHALLENGES, NO MATTER THE CONDITIONS.

NO MATTER WHAT.

We obsess over lines -- and put the latest technology, innovation, and sweat into making the strongest, most sensitive, highest performing product for the most extreme conditions. Lines that, like anglers, are always ready for the fight, no matter the weather, no matter the challenges, no matter the conditions.

No matter what.









Celebrate the diversity of America's landscape and our greatest geographical features with our geographic collections shirts. 🌄

Order by December 19th to get your gift in time for Christmas plus FREE shipping!



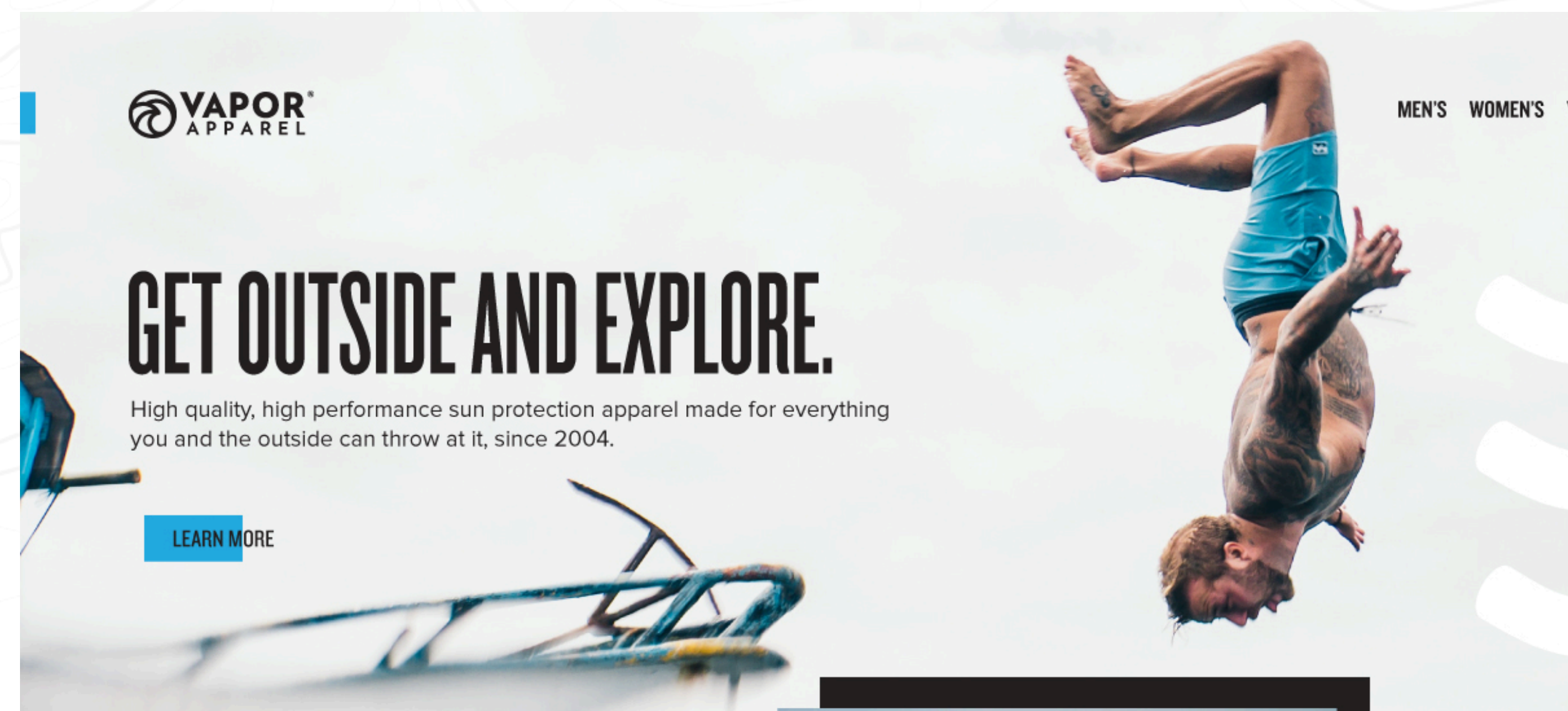
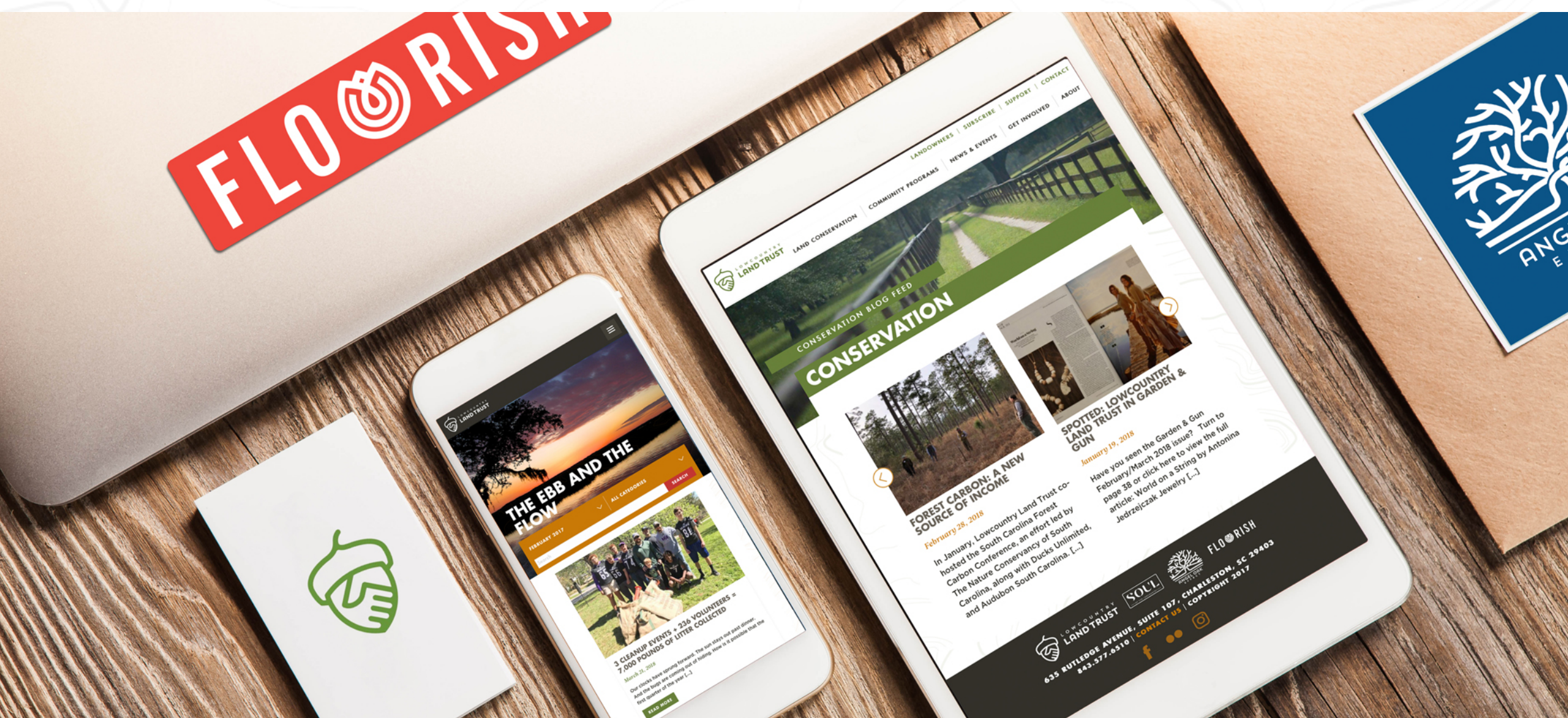
Greater Appalachia

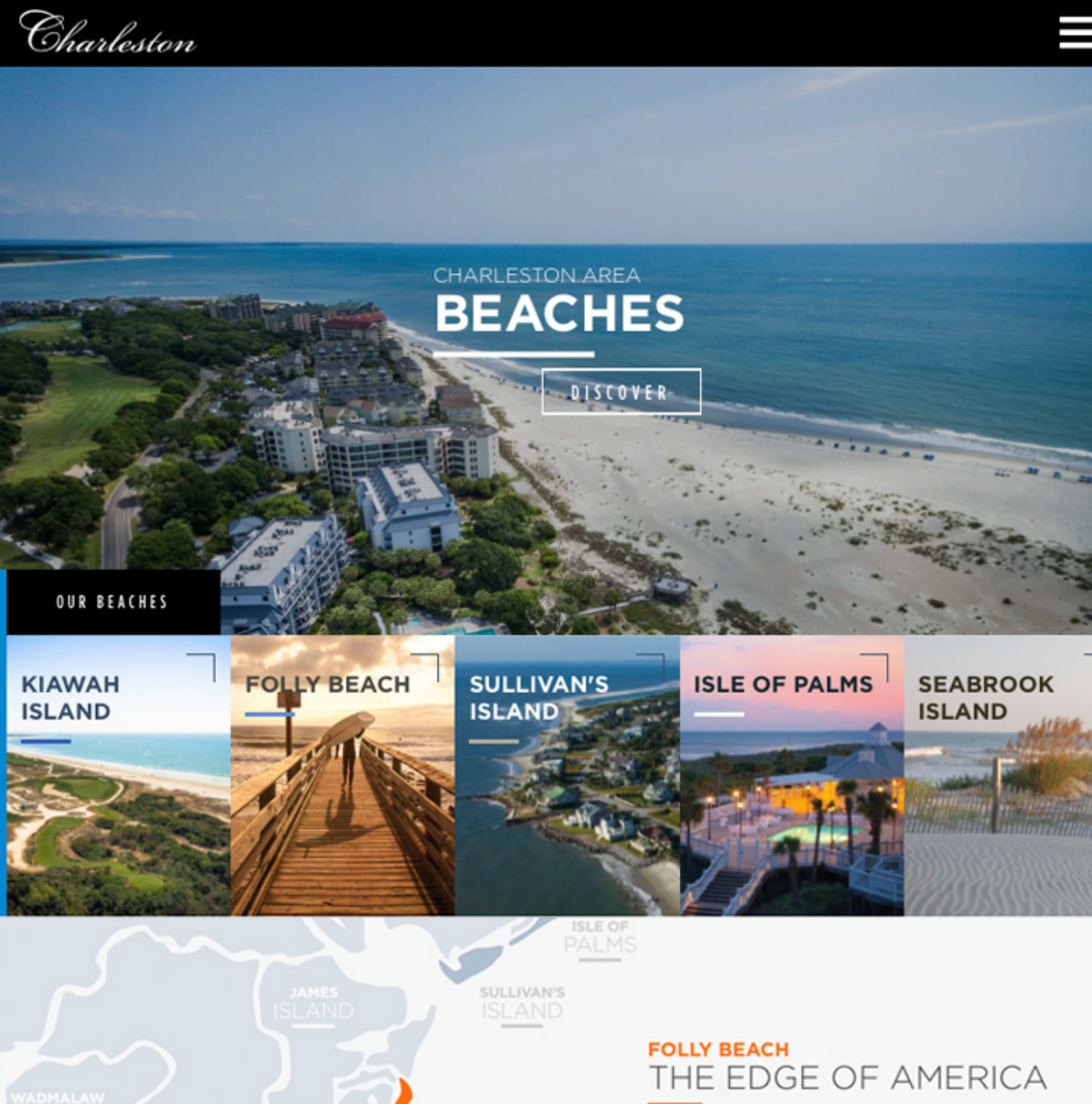
Shop Now



The North Woods

24 Reactions 3 Comments





As a marketing team, how best to
organize and execute your R3
digital marketing campaigns?

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organize and execute your R3
digital marketing campaigns?

After establishing your goals, how do you
allocate scarce time, attention, money and
resources?

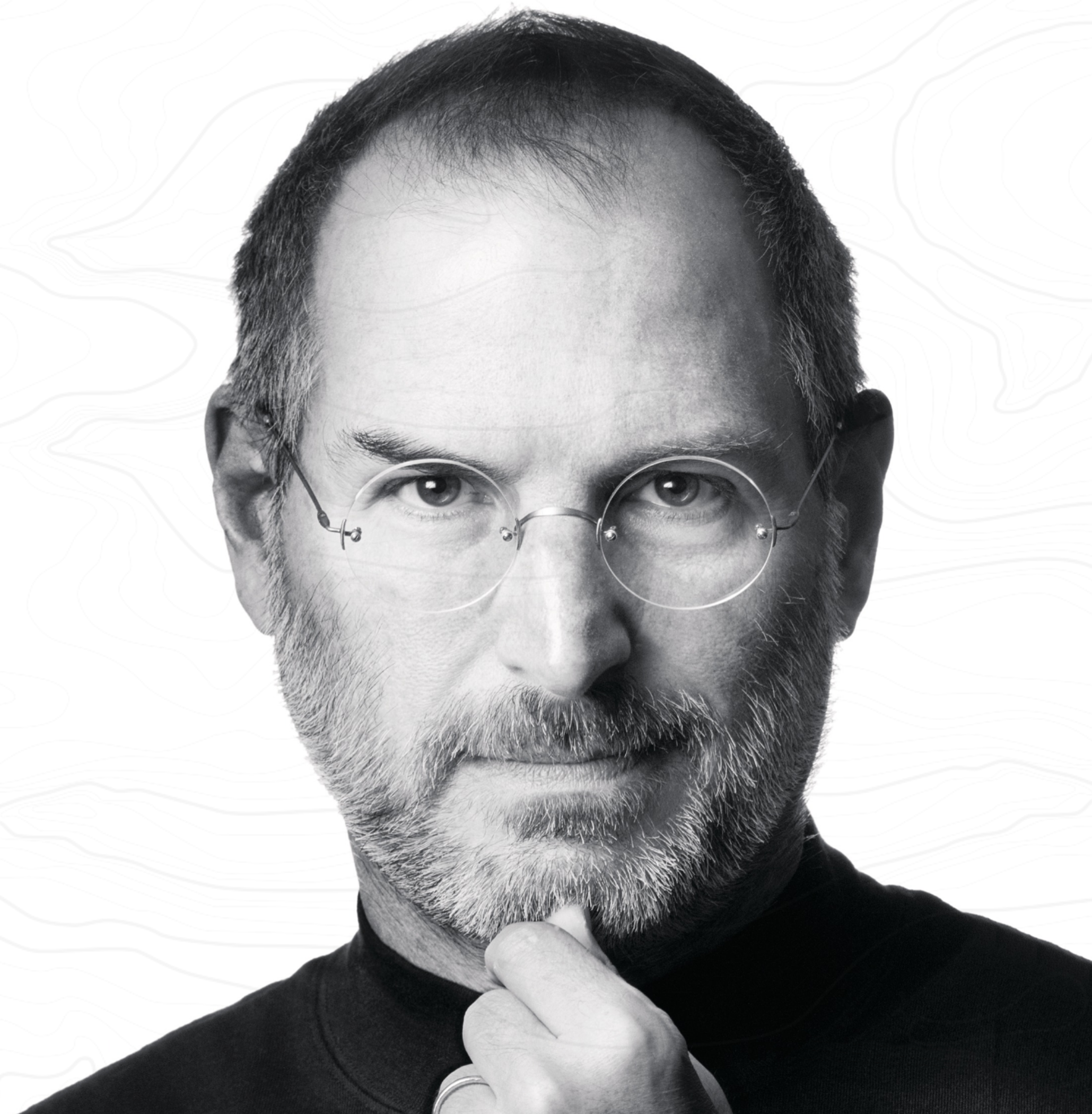
As a marketing team, how best to
organize and execute your R3
digital marketing campaigns?

After establishing your goals, how do you
allocate scarce time, attention, money and
resources?

What's a framework that can boost your
odds of digital marketing success?

“Your customers don’t care about you. They don’t care about your product or service. They care about themselves, their dreams, their goals.

Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires.”





AVINASH KAUSHIK
GOOGLE DIGITAL MARKETING EVANGELIST & AUTHOR

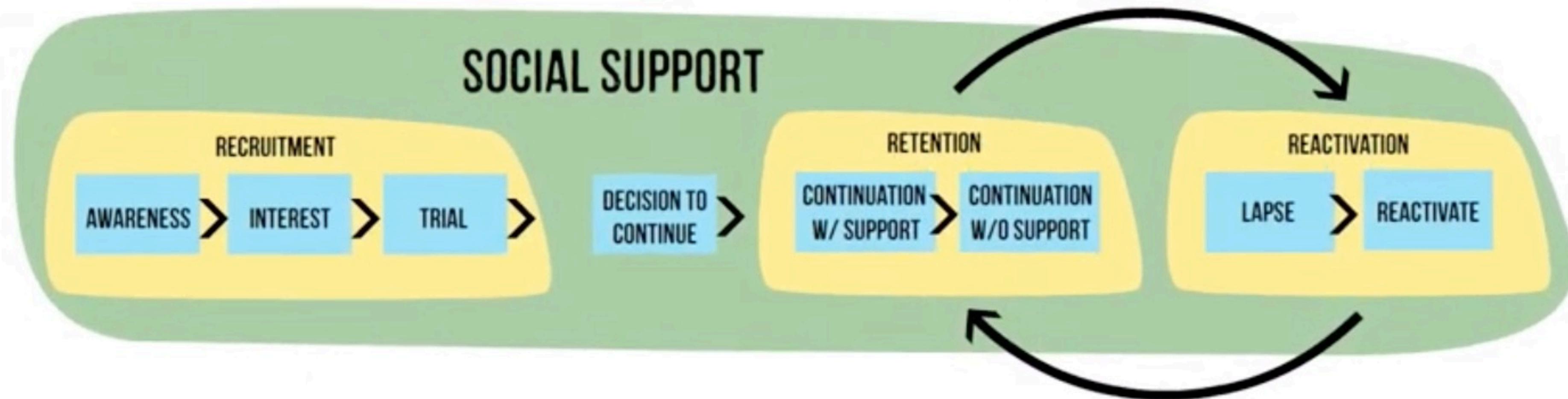
**TAKE A CUSTOMER
ORIENTED APPROACH
TO YOUR CONTENT
AND CAMPAIGNS.**

THE TRADITIONAL SALES FUNNEL

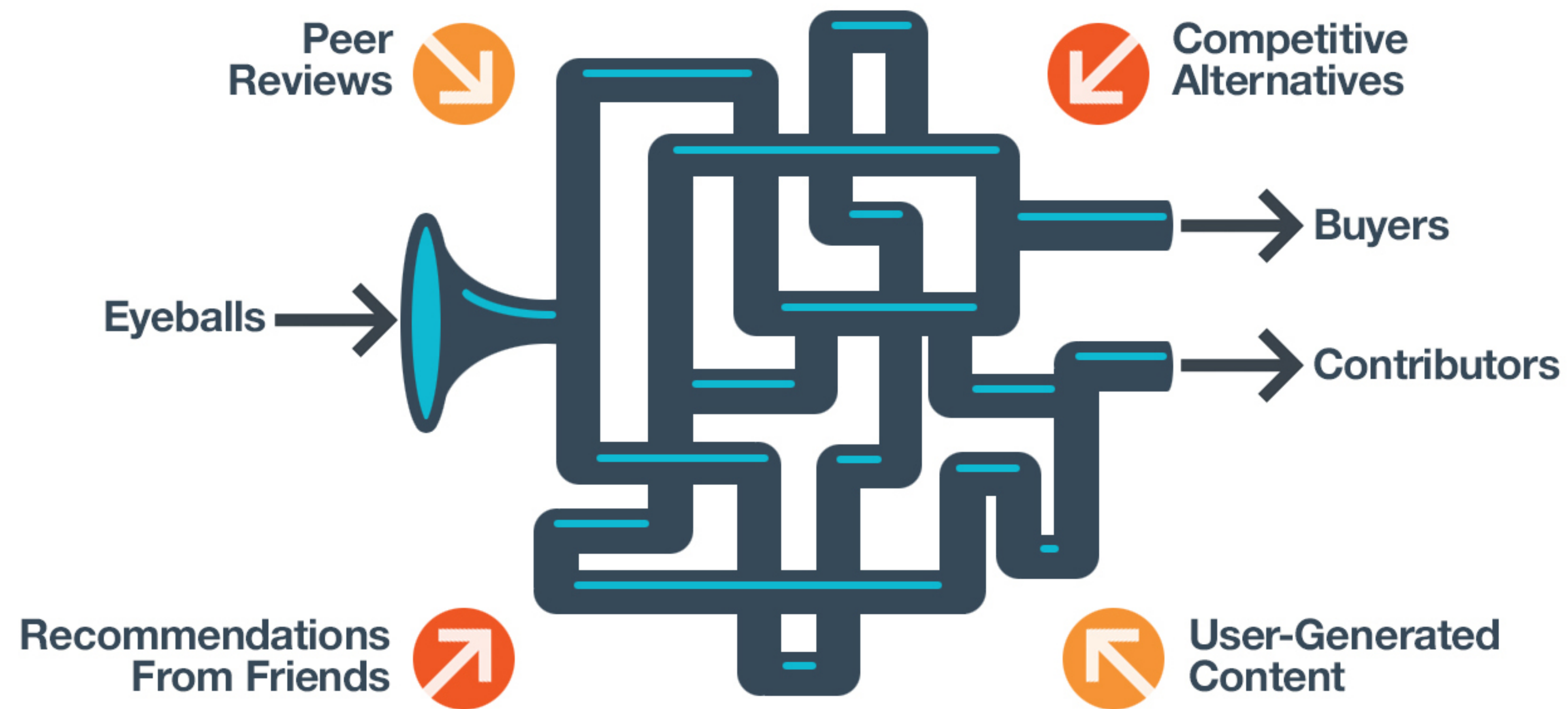


A MORE HOLISTIC MODEL

THE OUTDOOR RECREATION ADOPTION MODEL

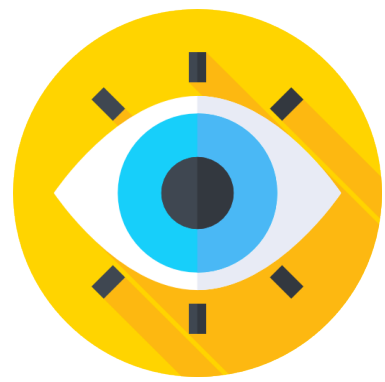


WHAT THE INTERNET HAS DONE



CAMPAIGNS THAT ORGANIZE AROUND CUSTOMER MINDSET AND INTENT

CUSTOMER MINDSETS



SEE



THINK

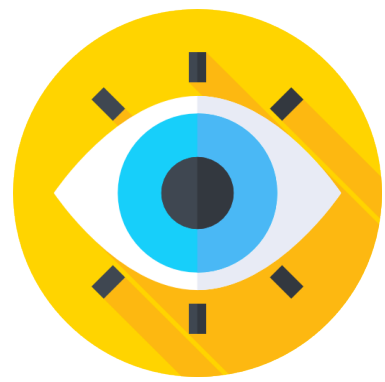


DO



CARE

CUSTOMER MINDSETS



SEE



THINK



DO

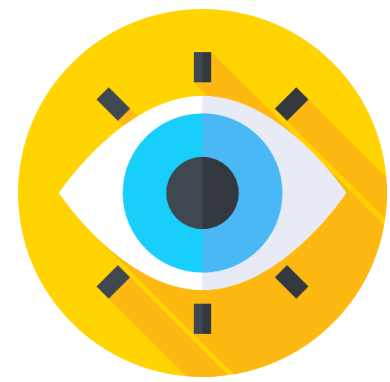


CARE

Largest addressable
qualified audience.

*People who could
go fishing.*

CUSTOMER MINDSETS



SEE

Largest addressable qualified audience.

People who could go fishing.



THINK

Some commercial intent.

People who think they want to go fishing.

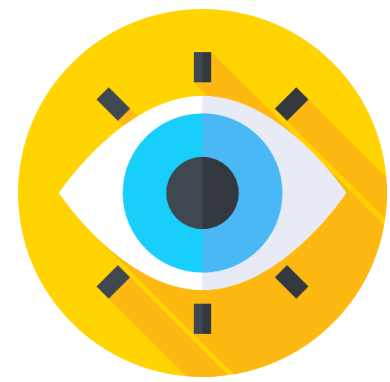


DO



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CUSTOMER MINDSETS



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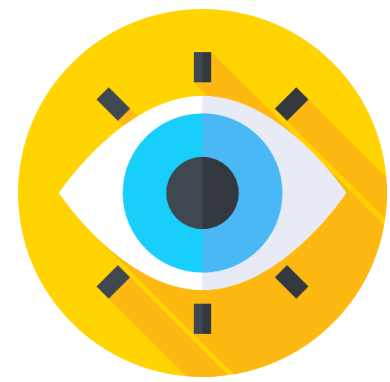
A lot of commercial intent.

People who are ready to go fishing.



CARE

CUSTOMER MINDSETS



SEE

Largest addressable qualified audience.

People who could go fishing.



THINK

Some commercial intent.

People who think they want to go fishing.



DO

A lot of commercial intent.

People who are ready to go fishing.



CARE

Current customers with 2-3 transactions.

People who are fishing.

CUSTOMER MINDSET FRAMEWORK

	SEE	THINK	DO	CARE
Mindset				
Moment				
Message				
Media				
Measurement				

CUSTOMER MINDSET FRAMEWORK

	SEE	THINK	DO	CARE
Mindset	Hmmm...fishing?			
Moment	Reading, Browsing			
Message	Try Fishing (Take Me Fishing)			
Media	Content / SEO Organic & Paid Social Display Advertising Outreach & PR			
Measurement	Reach Viewable Impressions			

SEE / ORGANIC SOCIAL CAMPAIGNS



SEE / PAID SOCIAL CAMPAIGNS



Explore Charleston
 Written by Jeremy Elrod [?] · November 19, 2019 ·

 Like Page

Plan on a trip to Charleston this Fall, and savor the season in the Lowcountry. You'll be glad you did.



FALL FOR CHARLESTON
 SAVOR THE SEASON IN THE LOWCOUNTRY

CHARLESTONCVB.COM
Explore Charleston This Fall
 Exclusive Lodging Packages for your Fall Vacation in...





CHARLESTON IS SOUTH CAROLINA'S
PREMIER GOLF DESTINATION




*5 of the Happiest Seaside
Towns in America.*

CHARLESTON, SC

Explore Charleston

DISCOVER MORE



THE
CHARLESTON
AREA
Wedding Guide

*5 Fantastic Beaches for
Everyone's Style.*

CHARLESTON, SC



Explore Charleston

DISCOVER MORE

SEE / PAID SOCIAL CAMPAIGNS


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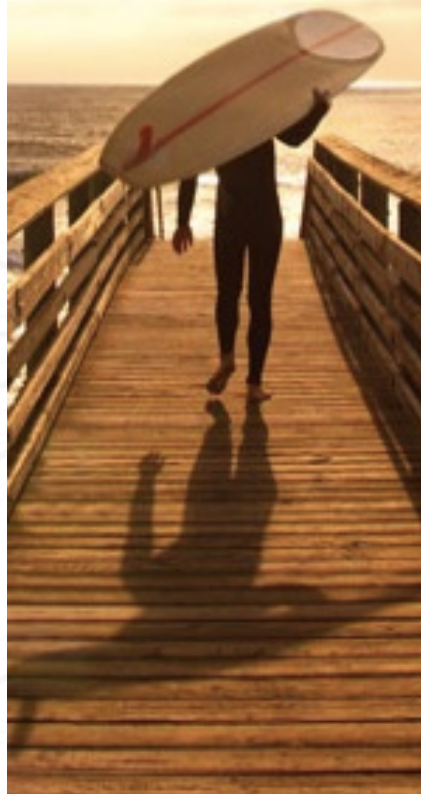


FALL FOR CHARLESTON
 SAVOR THE SEASON IN THE LOWCOUNTRY

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Explore Charleston This Fall
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Learn More

*Five Fantastic
Beaches for
Everyone's Style.*
 CHARLESTON, SC



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DISCOVER MORE



CHARLESTON IS SOUTH CAROLINA'S
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 CHARLESTON, SC

Explore Charleston
DISCOVER MORE




THE
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Explore Charleston
DISCOVER MORE

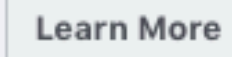
SEE / EARNED MEDIA CAMPAIGNS



AFAR with Explore Charleston.
 Paid Partnership ·


 Like Page
 

Whether you're a foodie, fashionista, history buff, or a little bit of everything, Charleston has something for you—and we sent AFAR Ambassador Cynthia Andrew to check it out. <https://bit.ly/2HzDXML>



AFAR.COM
Why This Southern City Should Be Your Next Getaway









THE WORLD'S
 21 TOP LUXURY
 BEACH
 DESTINATIONS

NO. 1 TRAVEL
 DESTINATION
 IN THE U.S.


COASTAL LIVING

CONDÉ NAST TRAVELER


Garden & Gun Magazine with Explore Charleston.
 Paid Partnership ·

 Like Page
 

Whether you prefer a historic gem, a beachfront retreat, or a modern boutique experience, your perfect Charleston hotel awaits. [#ExploreCharleston](#) [#CharlestonSC](#) [#discoverSC](#) [#Charleston](#)



GARDENANDGUN.COM
Ten Must-See Charleston Hotels

CUSTOMER MINDSET FRAMEWORK

	SEE	THINK	DO	CARE
Mindset	Hmmm...fishing?	I Could Fish		
Moment	Reading, Browsing	Researching		
Message	Try Fishing (Take Me Fishing)	What You'll Need		
Media	Content / SEO Organic & Paid Social Display Advertising Outreach & PR	Content / SEO Organic & Paid Social Display Advertising Paid Search, Email		
Measurement	Reach Viewable Impressions	Brand Lift Reach Viewable Impressions Clicks		

THINK / ORGANIC SOCIAL CAMPAIGNS

Explore Charleston is at **Charleston International Airport**.
Published by Hannah Shaffer [?] · February 18 at 7:00 AM · North Charleston · 🌐

Charleston is just a flight short away & **Charleston International Airport** is ready to welcome you to America's #1 destination! Begin planning your visit with the help of our curated itineraries fit for every type of traveler: bit.ly/36TvL49 #TimelapseTuesday #ExploreCharleston

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🎥🌟: Vive Media

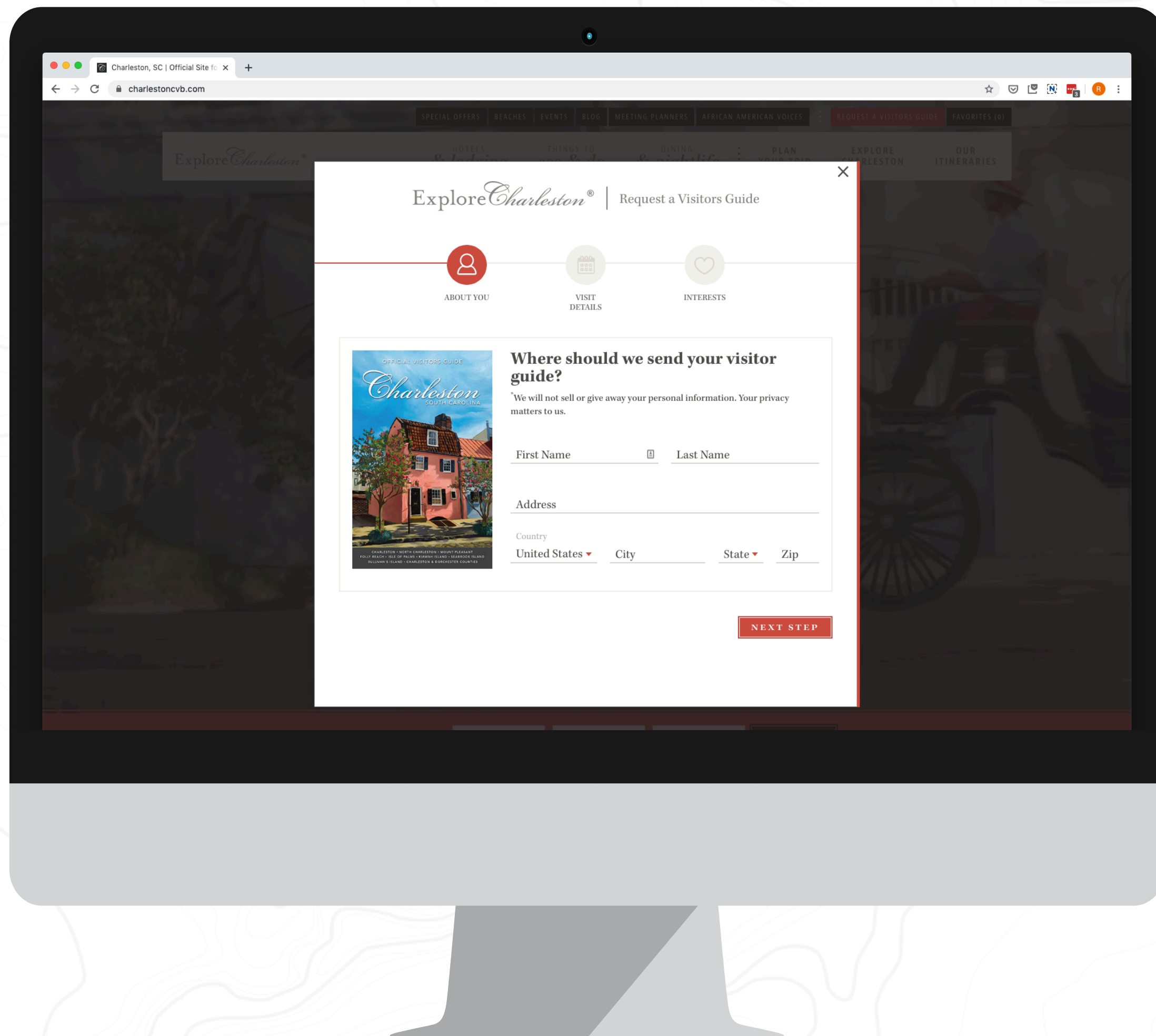


Explore Charleston with Francis Marion Hotel at Francis Marion Hotel.
Paid Partnership · 🌐


Our mouths are watering in anticipation of the **Charleston Wine + Food Festival** kicking off March 4! We're checking in to the **Francis Marion Hotel** located directly across from the Culinary Village. Click through to learn all about this gem: bit.ly/2V5PATw #TravelTuesday #ExploreCharleston



THINK / CONTENT CAMPAIGNS




THINK / PAID CAMPAIGNS



Explore Charleston
 Written by Jeremy Elrod [?] · January 20 ·

Like Page

While Charleston is best known for our quaint cobblestones and sweeping saltwater views, it's our local cuisine that keeps visitors coming back for seconds. We've been hailed as an International culinary destination, and we invite you to come take a taste.



CHARLESTONCVB.COM
Dining & Nightlife in Charleston, South Carolina
 Take a look at our featured restaurants!

Learn More

Things To Do in Charleston | Free Charleston Visitors Guide | Plan Your Charleston Vacation

Ad charlestoncvb.com/Things-to-Do/Charelston-SC

Plan Your Trip to Charleston with the Free 240+ Page Official Guide Book. Now is the Perfect Time to Plan Your Family Vacation or Weekend Getaway to Charelston, SC! Packages for Any Interest. Where History Lives. Get a Fre...

Free CHS Visitors Guide



Start Planning Your Wedding Now!
 CHARLESTON'S OFFICIAL WEDDING SITE
 Charleston SOUTH CAROLINA

THINK / PAID SEARCH CAMPAIGNS

Beaches in South Carolina | Visit Charleston, SC | Visit Charleston's Beaches

Ad charlestoncvb.com/Charleston-SC/Beach-Hotels

Find Your Beachfront Hotel, Rental or Resort at the Official Beaches Website. Visit the Official Charleston Beaches Website to Start Planning Your Vacation. 5 Beautiful Beach Towns. Official CHS Beach Guide. An Oceanfront...

Hotels in Charleston, SC | The Official Lodging Guide | Book Your Room Today 

Ad charlestoncvb.com/CharlestonHotel/Charleston-SC

Search by Location, Type, or Rates. Official Charleston Visitors Site. The Official Charleston Visitors Site to View Hotels, Historic Inns & More! Plan Your Trip Packages for Any Interest. Where History Lives. Get a Free Visitors...

[Free CHS Visitors Guide](#)

Charleston Wedding Venues | Beachfront Wedding Venues | Request Your Guidebook Here

Ad charlestonweddingguide.com/Wedding-Guide/Charl...

List of Beachfront Wedding Venues in the #1 City in the US, Charleston, SC! Plan the Perfect Wedding in Charleston, South Carolina! Get a Free Charleston Guide Book. Unique Reception Venues. Request a Wedding Guide. For Your...

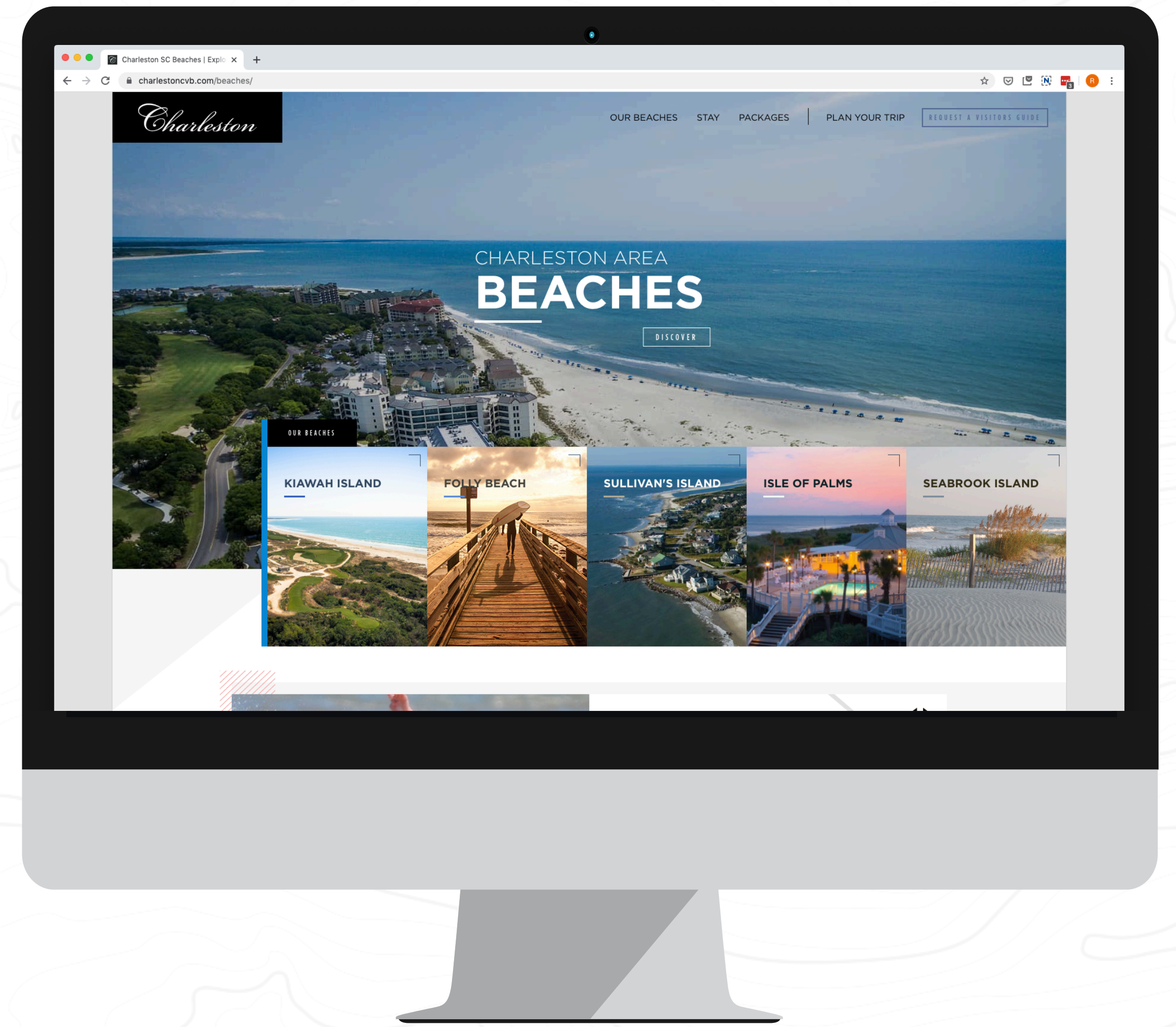
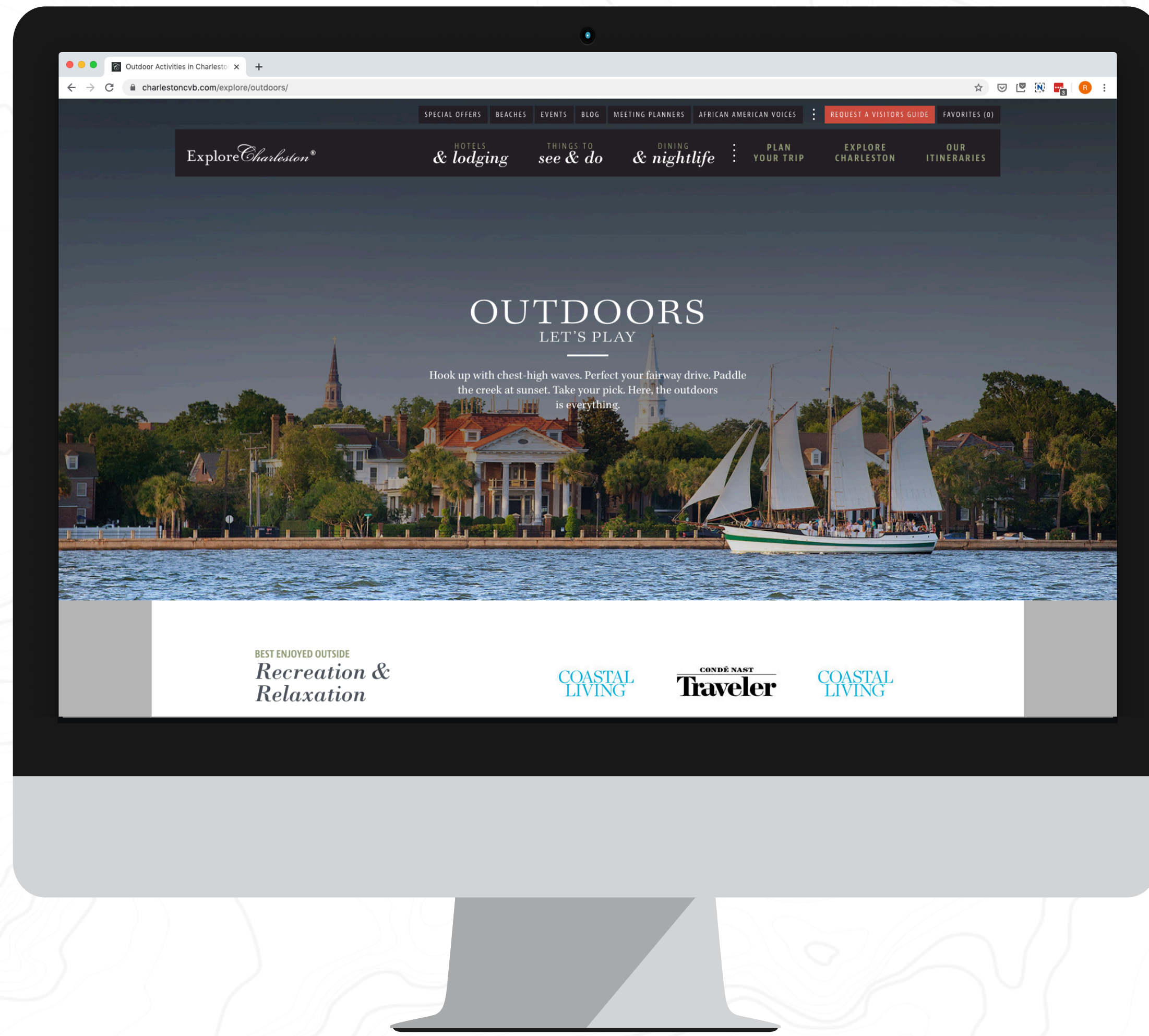
Great Golf Deals in Charleston | Golf & Hotel Packages | 20 Championship Courses 

Ad www.charlestonegolfguide.com/

Browse & Book 20 Championship Courses in One of America's Most Beautiful Cities. Book now! Stay at the Finest Resorts & Hotels and Play Charleston's Best Courses at a Discount.



THINK / CONTENT & SEO CAMPAIGNS



CUSTOMER MINDSET FRAMEWORK

	SEE	THINK	DO	CARE
Mindset	Hmmm...fishing?	I Could Fish	I'm Fishing	
Moment	Reading, Browsing	Researching	Acting, Buying	
Message	Try Fishing (Take Me Fishing)	What You'll Need	It's Time To Go!	
Media	Content / SEO Organic & Paid Social Display Advertising Outreach & PR	Content / SEO Organic & Paid Social Display Advertising Paid Search, Email	Content / SEO Paid Search Remarketing Email	
Measurement	Reach Viewable Impressions	Brand Lift Reach Viewable Impressions Clicks	Clicks, Visits Purchases Conversion Rate Purchase Rate	

DO / PAID SOCIAL CAMPAIGNS



Explore Charleston with Oyster House Seafood Restaurant.

Written by Jeremy Elrod [?] · Paid Partnership ·

Like Page

Oyster House is in the heart of the French Quarter in downtown Charleston. Sample oysters from across the country and enjoy cocktails crafted from local ingredients. Click to View Menu!



OYSTERHOUSE.MENU

Enjoy Seafood & Cocktails at Oyster House

Enjoy lunch or dinner in one of Charleston's original...

See Menu



Explore Charleston with Patriots Point Naval & Maritime Museum.

Written by Jeremy Elrod [?] · Paid Partnership ·

Like Page

Experience the story of American Heroism at Patriots Point Naval & Maritime Museum. Home to the aircraft carrier USS Yorktown, destroyer USS Laffey, 3-acre Vietnam Experience exhibit and more!

With so much to do Charleston's largest attraction will be an adventure you will never forget.



PATRIOTSPPOINT.ORG

History Comes Alive at Patriots Point Naval & Maritime Museum

Learn More

DO / EMAIL CAMPAIGNS

Tours & Attractions for Your Upcoming Trip



Historic Charleston Foundation

Experience moments of awe and "aha!" at the Aiken-Rhett House, c.1820, and the Nathaniel Russell House, c.1808. Visit both museums to save & download our free app: HistoricCharleston.org/app.

[LEARN MORE ►](#)


Patriots Point Naval & Maritime Museum

Experience the story American heroism at Charleston's largest attraction. Visit Patriots Point Naval & Maritime Museum; home of the USS YORK-TOWN, USS Laffey, and Vietnam Experience.

[LEARN MORE ►](#)

Hungry Yet? Try These Dining Options



Charleston Crab House

Enjoy gorgeous views of Downtown Charleston while dining on the rooftop at our Market Street location. This is the perfect spot to dine after exploring the city!

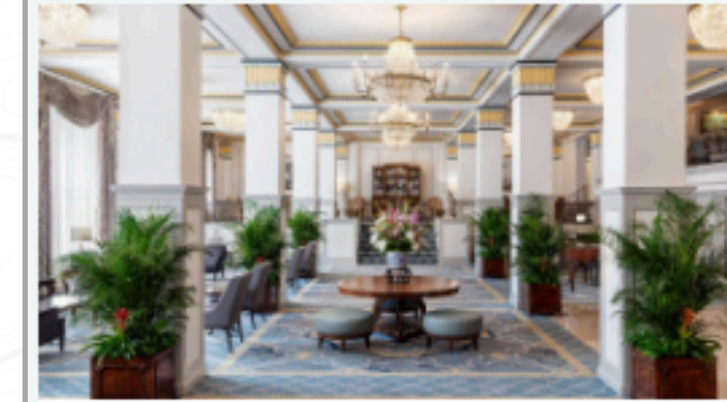
[LEARN MORE ►](#)


Oyster House

Enjoy fresh seafood and lowcountry favorites in our newly renovated dining room and bar. A private dining room is available for your special occasion or gathering.

[LEARN MORE ►](#)

Lodging Recommendations For Your Trip



Francis Marion Hotel

With such on-site amenities as Spa Adagio, the Swamp Fox Restaurant and Bar, Starbucks, and 18,000 square feet of meeting space, no one will fault you if you end up staying inside the Francis Marion Hotel for the duration of your stay.

[LEARN MORE ►](#)


Belmond Charleston Place

From the iconic double staircase in our grand lobby to the plush sophisticated fabrics found in each room, every detail will take your breath away. Set back from the street, we also enjoy a rare cosmopolitan serenity. Urban living never felt so good.

[LEARN MORE ►](#)


CUSTOMER MINDSET FRAMEWORK

	SEE	THINK	DO	CARE
Mindset	Hmmm...fishing?	I Could Fish	I'm Fishing	Keep Fishing
Moment	Reading, Browsing	Researching	Acting, Buying	Fishing, Sharing
Message	Try Fishing (Take Me Fishing)	What You'll Need	It's Time To Go!	Fish More Fish Better Share With Others
Media	Content / SEO Organic & Paid Social Display Advertising Outreach & PR	Content / SEO Organic & Paid Social Display Advertising Paid Search, Email	Content / SEO Paid Search Remarketing Email	Content / SEO Paid Search Email
Measurement	Reach Viewable Impressions	Brand Lift Reach Viewable Impressions Clicks	Clicks, Visits Purchases Conversion Rate Purchase Rate	Website Visits Social Engagement License Renewal Likelihood To Recommend

CARE / CONTENT CAMPAIGNS

Explore Charleston

[HOTELS & LODGING](#)[THINGS TO DO](#)[DINING & NIGHTLIFE](#)




WHAT'S NEW IN CHARLESTON THIS WINTER

Explore the vibrant culture, rich history & celebrated dining scene

With its vibrant culture, rich history, exquisitely-preserved architecture, idyllic coastal location, celebrated dining scene and friendly locals, Charleston is one of America's best loved travel destinations. Come, experience what's new in the Charleston area this winter!

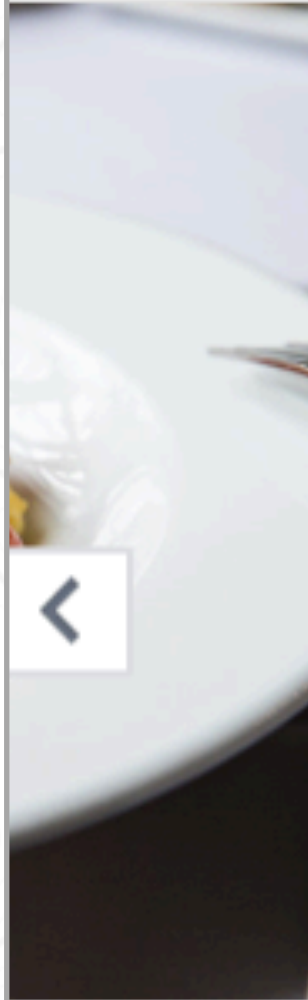
[LEARN MORE](#)




Explore Charleston

Written by Jeremy Elrod [?] · January 21 ·

This time of year calls for comfort, and we can't imagine a better way to warm our stomachs than with a bowl of Southern-style shrimp and grits. Here are our favorite picks.


[Learn More](#)



Poogan's Porch

Charleston's oldest independent...



[Learn More](#)






Slightly North

An eclectic Lo

[Learn More](#)

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 436


63 Comments 45 Shares

CHARLESTON VALENTINE'S DAY GIFT GUIDE

We've rounded up our favorite Charleston gifts for your valentine this year.

[EXPLORE NOW](#)






CHARLESTON ITINERARIES: ROMANTIC RETREAT

3 Days To Fall In Love


With Charleston's #1 Destination

[EXPLORE NOW](#)



11 of Charleston's Most Romantic Restaurants

We've rounded up the most romantic



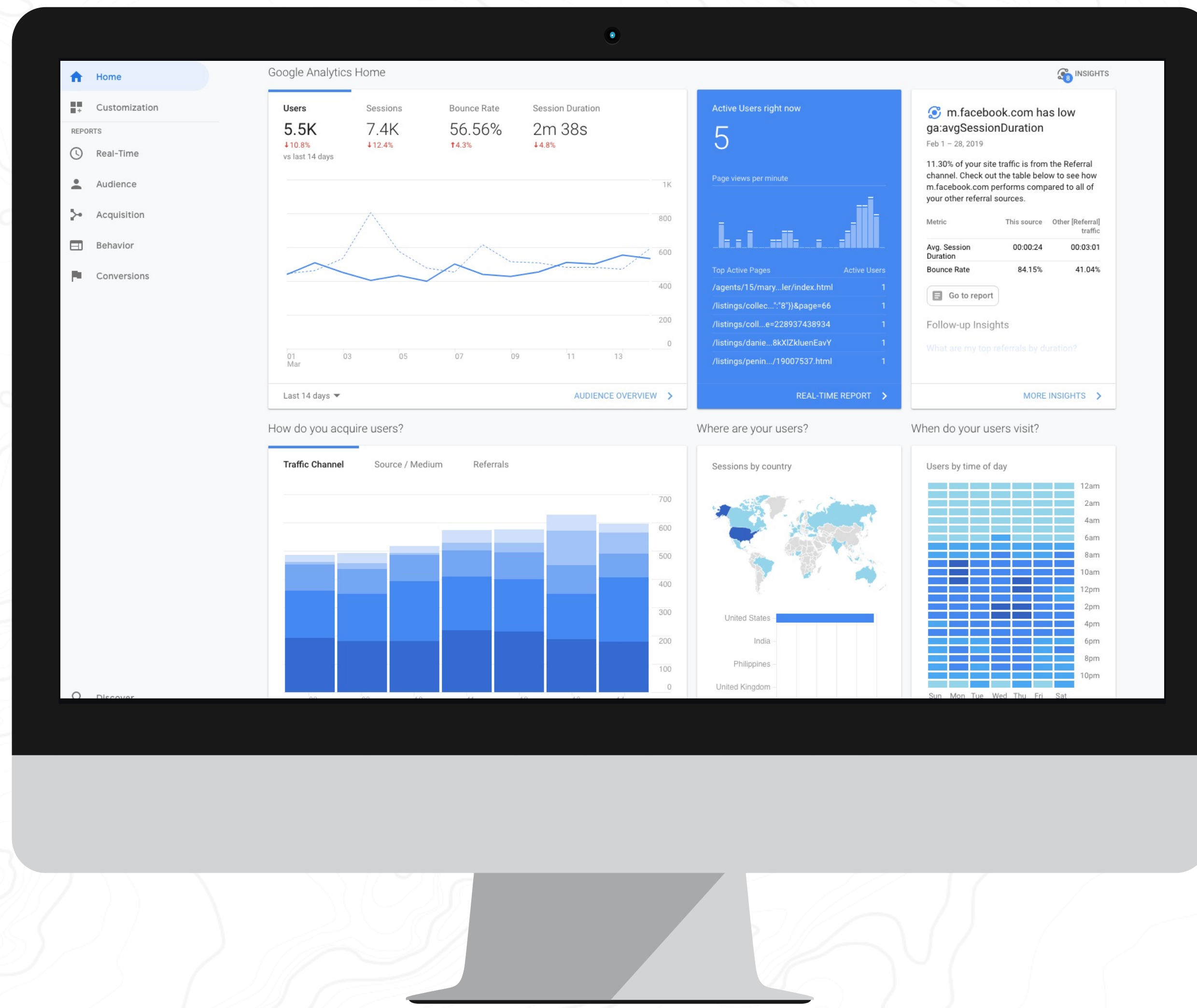
9 Best Charleston Date Ideas

Charleston is an ideal destination for romance. From candle making work-

40

MEASUREMENT & OPTIMIZATION

MEASUREMENT & OPTIMIZATION



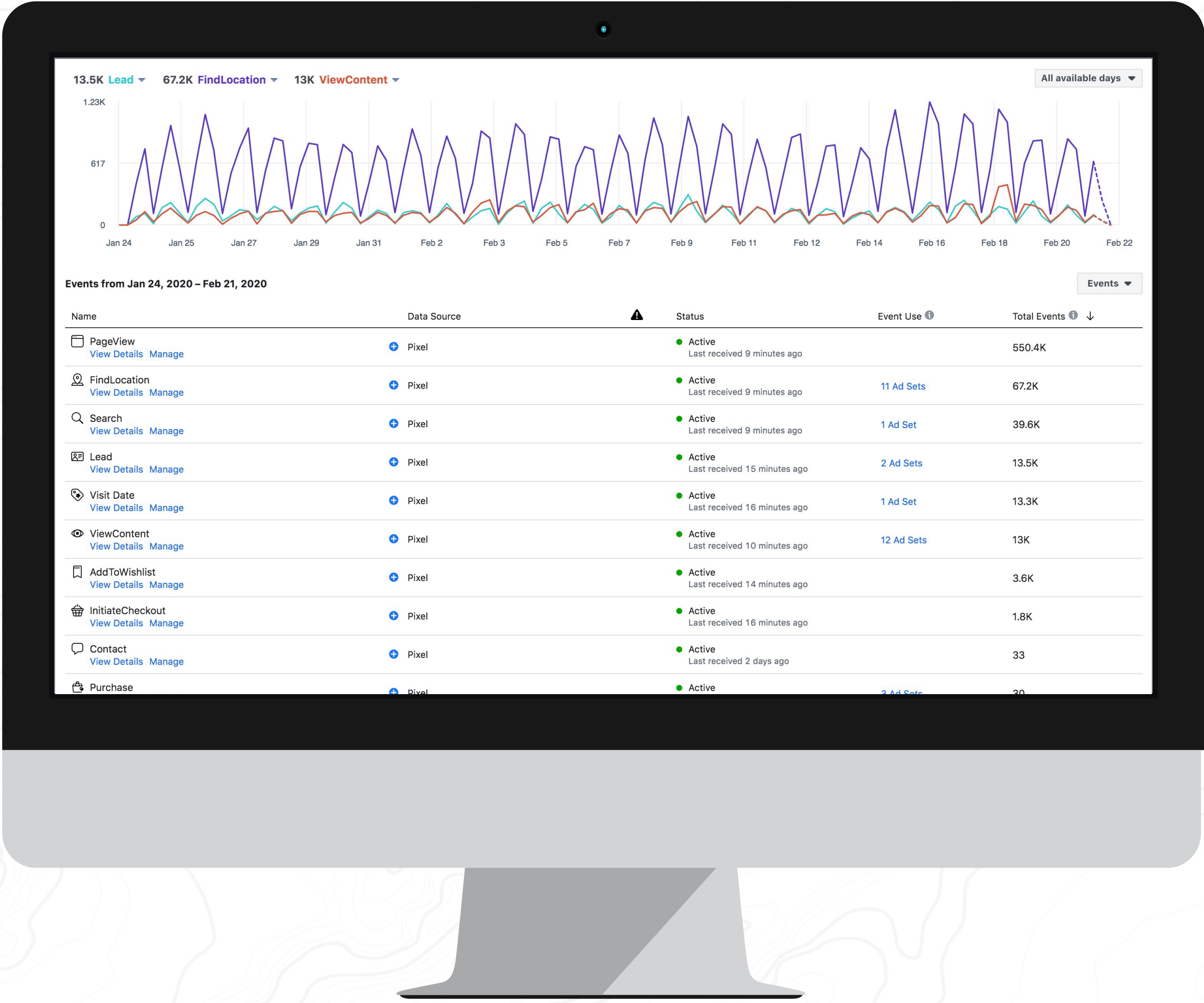
1. WEB VS DIGITAL ANALYTICS

2. TRACKING OPTIONS

3. REPORTING OPTIONS

4. ALWAYS CLOSING

MEASUREMENT & OPTIMIZATION



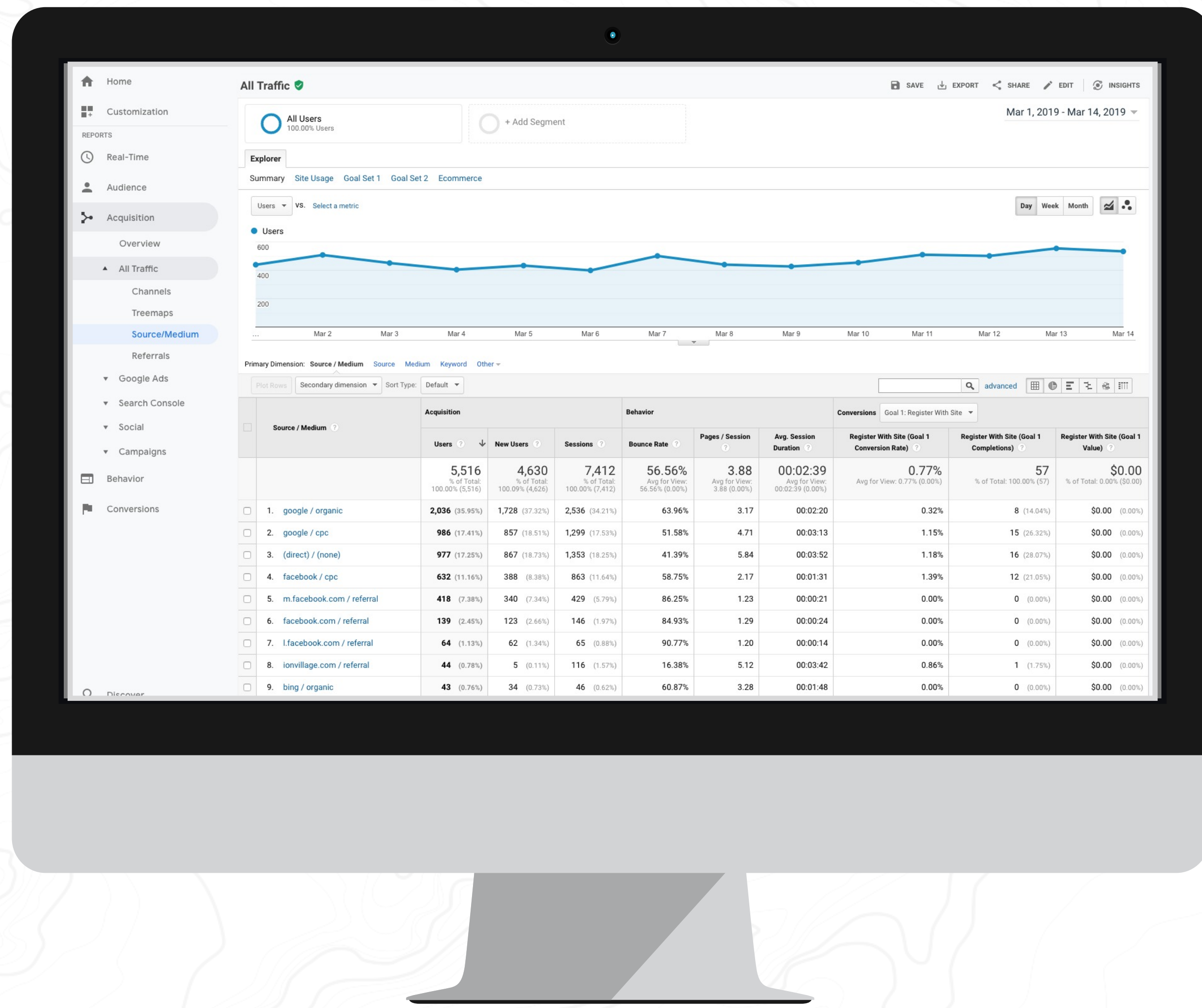
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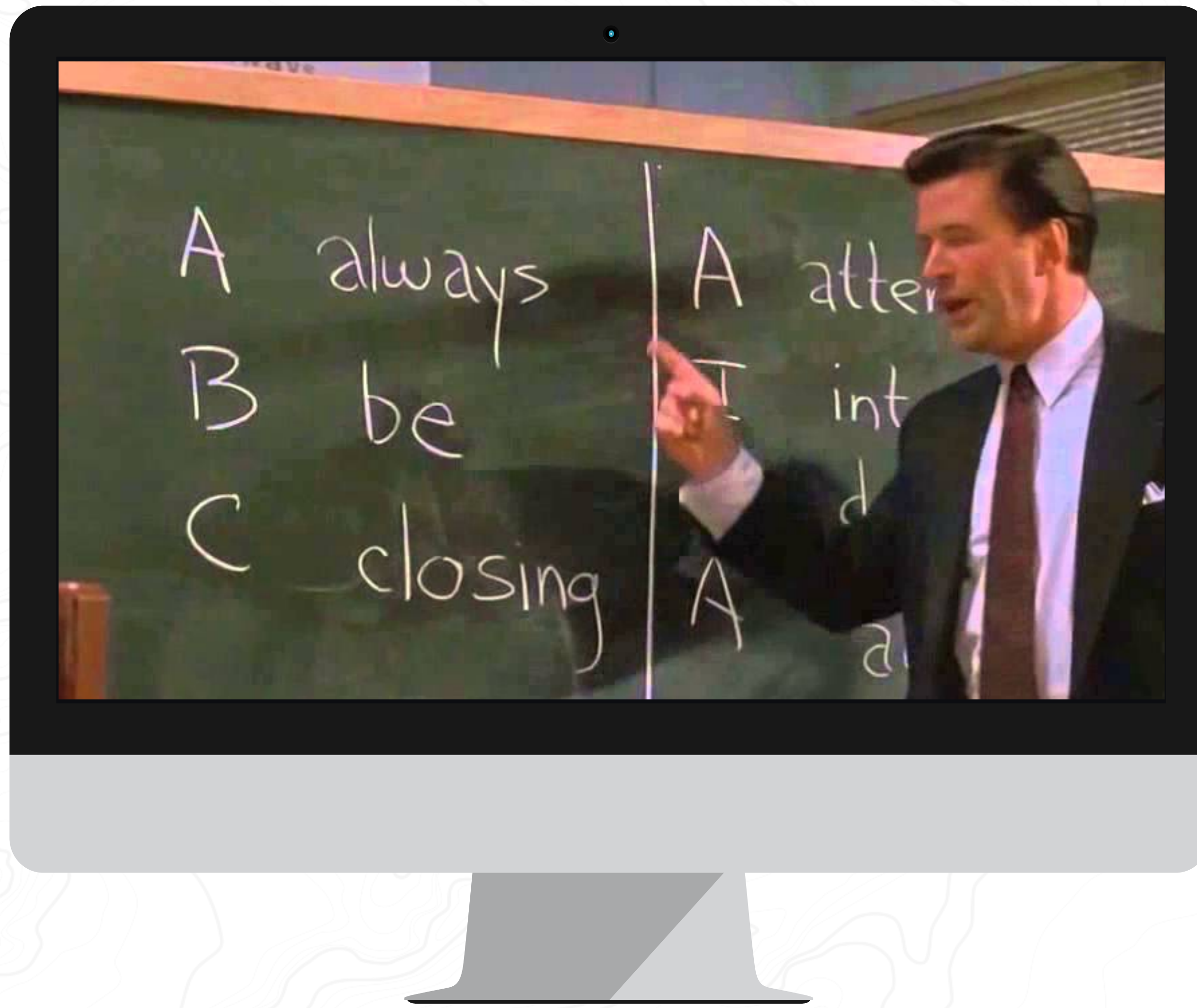
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MEASUREMENT & OPTIMIZATION



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THE FUTURE?

TECHLASH: THE FALLOUT



THE ROBOTS COMETH



VENTURE INTO THE DARK FORESTS

Outpost

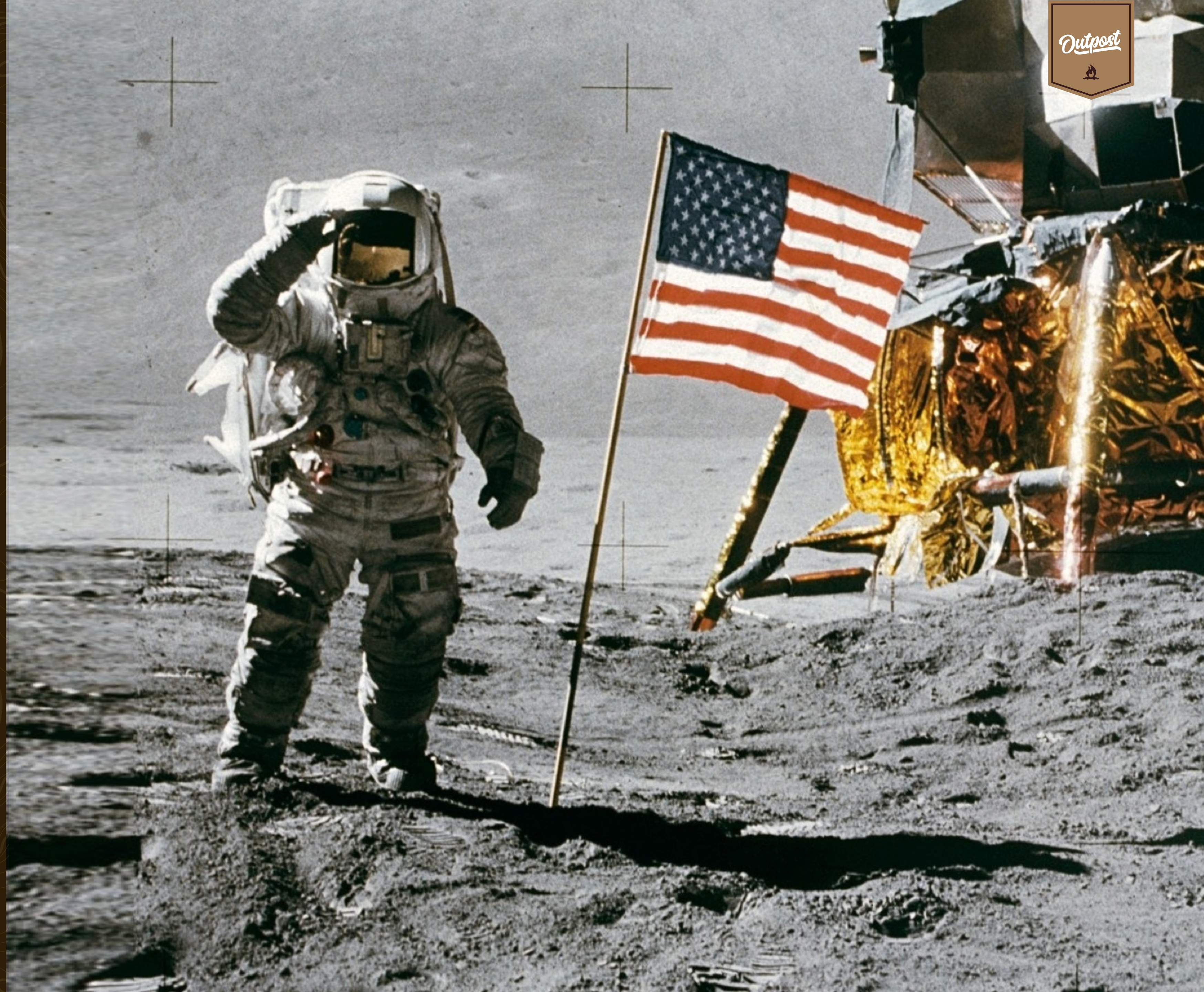


Creative
MARKET

Creative
MARKET

Creative
MARKET

**FLY YOUR
FLAG**



**OWN THE
MOMENT**



APPLYING TO DIGITAL CAMPAIGNS

1. AUDIENCE



2. GOALS



3. MINDSETS



4. PLAN & CONCEPT



5. EXECUTE



6. MEASURE





WAY OUT THERE

Outpost

CHS EST 2017 GVL

FindOutpost.com

@GetOutpost