

Hispanic Anglers Digital Marketing Campaign

RBFF State R3 Program Grants

OVERVIEW & OBJECTIVES

In Kansas, Spanish is the first most-spoken language after English. KDWP only recently began providing targeted resources for its growing Hispanic population, including translated boating and fishing regulations, as well as simple and eye-catching landing pages and resource tabs. KDWP’s goal is to work with contracted marketing firm, Mammoth Creative Co. to place digital ads to reach the Hispanic population in Kansas without a current fishing license and provide them with access to fishing information, resources, and opportunities in the state in both English and Spanish, while emphasizing the importance of buying a fishing license and promoting license sales.

- Objective 1: Recruit- Increase license sales, specifically targeting Hispanic populations and generate a return on ad spend (ROAS) of 2.0 or higher
- Objective 2: Recruit/Retain- Increase traffic to [Explore Your Element landing page](#) by 50% YOY
- Objective 3: Recruit/Retain- Increase traffic to [Spanish language resources page on KDWP website](#) by 50% YOY
- Objective 4: Recruit/Retain/Reactivate- Increase awareness of local fishing opportunities through targeted marketing promoting “Places to Fish” online resource and English & Spanish versions of Fishing Atlas



RESULTS

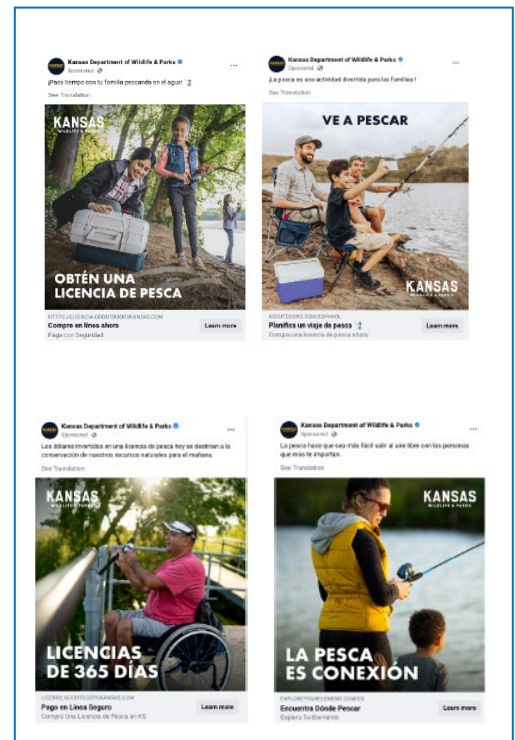
- Objective 1 Results: Return on Ad Spend (ROAS) of 1.31:1
**For every \$1 spent on the campaign there was \$1.31 returned in license purchase revenue. ROAS does not include the Explore your Element awareness component, as it was not meant to drive license sales*
- Objective 2 Results: Unique pageviews to the [Explore Your Element landing page](#) increased by 650% YOY during campaign timeframe
- Objective 3 Results: Unique pageviews to the [Spanish language resources page on KDWP website](#) increased by 985% YOY during campaign timeframe
- Objective 4 Results:
 - Display Ads:
 - Impressions: 5,671,910
 - Clicks: 7,816
 - Social Media Ads:
 - Impressions: 4,950,488
 - Clicks: 24,005

PARTNERS

- Recreational Boating & Fishing Foundation
- Mammoth Creative Co.

SUPPORT

“Since 2019, our Public Affairs and Education staff have worked diligently to provide critical information and resources in Spanish, our state’s second most-spoken language. But we know it’s not enough to just stop there. That’s why we’re thankful to have received grant funding and support from our partners at RBFF to deploy authentic and targeted marketing strategies that will help us better serve our Hispanic constituents for many years to come.” -Brad Loveless, Secretary, Kansas Department of Wildlife & Parks

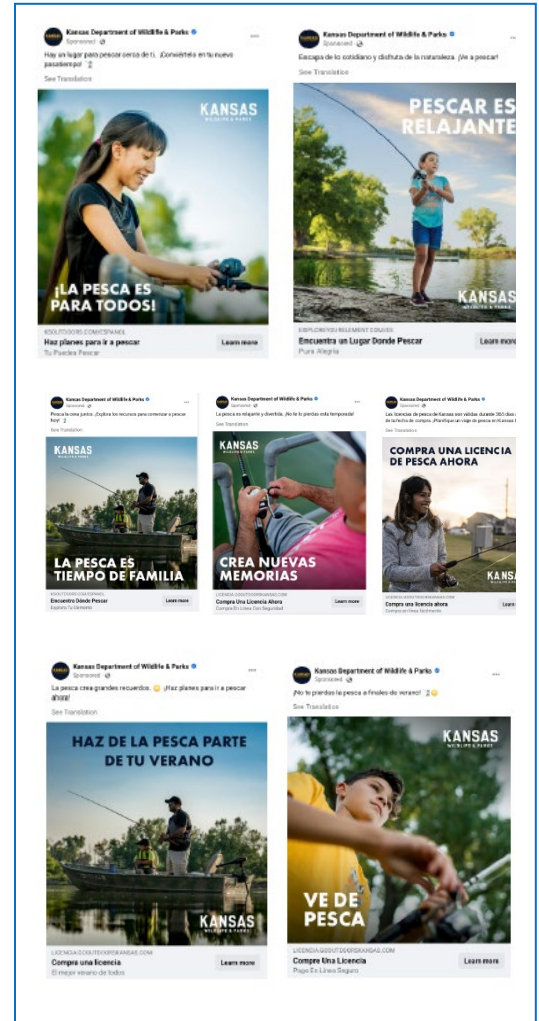


BENEFITS

- The average click-through rates for the Spanish ads were similar to CTR on English ads, but the purchase rate has shown to be lower for the Spanish ads delivered through this campaign. This could suggest that there may still be barriers for Spanish speakers despite having access to a translated online user experience. As a result of this campaign, KDWP is committed to investigating further.
- KDWP's translation efforts and Spanish-language advertisements developed through this campaign were informally highlighted at a conference hosted by a public, non-profit 501(C)(3) organization dedicated to preserving and sustaining rural culture and educating Kansans about Kansas.
- Based on post engagement, Hispanic audiences were pleased to see more representation of Hispanic Individuals in ads. Responses to Spanish-language ads were overwhelmingly positive, with many highly interactive comments primarily in Spanish, but also in English.
- Positive campaign performance metrics help to justify continued marketing, outreach, & resource allocation for this important group of Kansas anglers and give us a good understanding of the potential reach of these strategies and their effectiveness in reaching this audience.

METHODOLOGY

- Target Audience: Hispanic anglers or potential anglers aged 18-65 in Kansas whose preferred-language setting is configured to be Spanish.
- Social Media Advertisements (Facebook/Instagram/Social Display) Driving traffic to:
 - [Licencia.gooutdoorskansas.com](https://licencia.gooutdoorskansas.com) (Licensing Site)
 - [Ksoutdoors.com/Espanol](https://ksoutdoors.com/Espanol) (Translated Landing Page)
 - [Exploreyouelement.com/es](https://exploreyouelement.com/es) (Translated Microsite)
- Display Advertisements Driving traffic to:
 - [Licencia.gooutdoorskansas.com](https://licencia.gooutdoorskansas.com) (Licensing Site)
 - [Ksoutdoors.com/Espanol](https://ksoutdoors.com/Espanol) (Translated Landing Page)
 - [Exploreyouelement.com/es](https://exploreyouelement.com/es) (Translated Microsite)



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LESSONS LEARNED & FUTURE PLANS

KDWP will continue to market to Hispanic Audiences, featuring ads in both English and Spanish and focusing primarily on Social Media Advertising to ensure robust tracking is in place.

- KDWP will consider ways to gather additional information to help determine what barriers to purchasing a license online exist for its Spanish-speaking constituency
- KDWP will improve/expand the translation of current resources and post-purchase communications to ensure a consistent, quality, Spanish-Language user experience across all multimedia communication touch points.
- KDWP is committed to continued relationship building through brand consistency and in-person events with the Hispanic and/or Spanish speaking communities of Kansas.



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