MS Digital Marketing Campaign

RBFF State R3 Program Grants

Overview

This digital marketing campaign was the first time Mississippi Department of Wildlife, Fisheries, and Parks (MDWFP) launched a campaign such as this in both size and scope. In previous years, MDWFP has tried smaller digital campaigns using digital display and paid social. Their goal was to increase the Retention and Reactivation of anglers while also being able to gain a true look at their return on investment (ROI).

With this digital marketing campaign, MDWFP planned to reach individuals across the state using different digital marketing techniques. They promoted State Fishing Lakes and State Park Lakes for local fishing opportunities while focusing on getting lapsed and groups of people having similar interests as their customers (lookalike audiences) to purchase a fishing license, state lake permit and/or register/renew their boat registration.

Partners

- Recreational Boating & Fishing Foundation (RBFF)

Support

"This campaign allowed us to do more than just advertise fishing and boating opportunities in our state. It gave us a deeper look at how our customers engage with our marketing efforts, providing needed insight that we will use to better manage our marketing budgets and ad placements in the future." - Dr. Sam Polles, Executive Director for MDWFP

Results

- Digital ads were seen 5,783,787 times and resulted in 43,439 direct responses/clicks.
- Mobile devices accounted for more than 71% of users
- Total users were 78% new customers and 22% returning customers.
- Digital Display received the most visibility with 4,255,608 impressions.
- Social Media received the most clicks with 19,642
- Paid Search received the highest click-through rates at 14.82% CTR. "Boat Registration was by far the top-performing paid search keyword.
- 46% of video ads delivered resulted in people viewing 100% of the video, resulting in 212,000 plays.
- A campaign-specific email to 221,860 customers resulted in 907 clicks on purchase license messaging produced 486 direct transactions

Digital Display Ad Examples- resulted in over four-million impressions and over twelve thousand direct responses
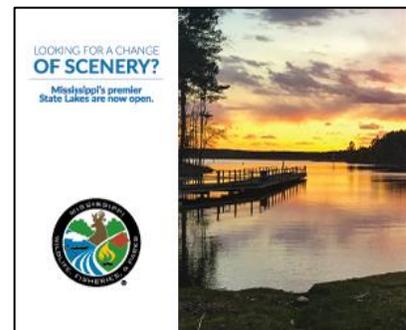
Benefits

Because of this campaign, how MDWFP implements marketing has and will continue to improve. Digital Marketing allows you to get your message directly in front of your target audience in a variety of ways. Where traditional advertising (Radio, TV, Print) blankets a certain area or demographic, Digital focuses on actual users.

Digital advertising also tends to be more affordable and adaptable. You are able to make changes to the campaign along the way, shifting budget authority to certain ads that are out-performing others.

Lastly, a successful digital campaign with implemented tracking methods gives a greater level of reporting data. Analytics and performance statistics including transaction data can give a better understanding of how your investment is performing.

Social Media Ad Example- Social media ads were the top performers with just under 20,000 clicks.

Mississippi Department of Wildlife, Fisheries, and Parks
Sponsored ·

Need a change of scenery? Mississippi Fishing Lakes and State Park Lakes and now open. Grab your license and get outdoors.

MDWFP.COM
Get Your Fishing License
As little as $10 for residents.

LEARN MORE
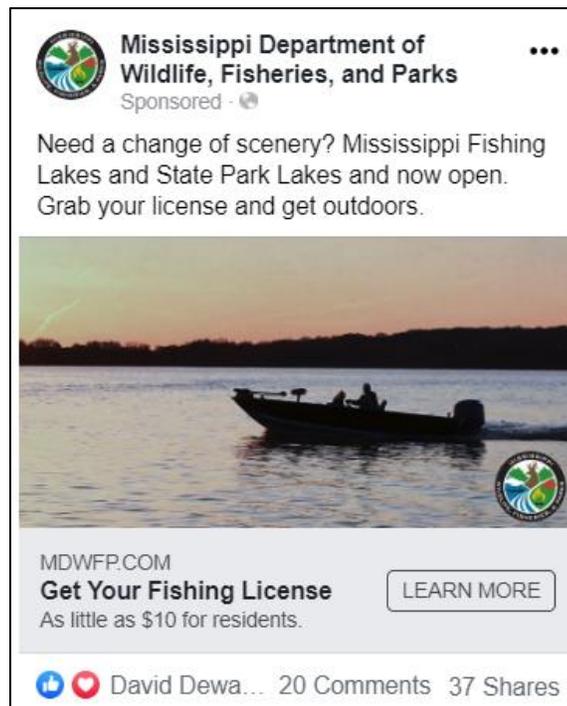
David Dewa...   20 Comments   37 Shares

Methodology

MDWFP used a combination of tracking techniques to measure the performance of their campaigns. Their marketing firm and agency staff used Google Analytics to track data from ads to the landing page.

UTM Codes were used to gather ad specific engagement. Tracking Pixels were also utilized but did not extend to the online license portal resulting in the loss of tracking from the agency website to the license vendor website.

Because of not being able to track customer transaction data, MDWFP used their license vendor database to gather trends from year over year to show growth during the campaign timeline and to make a few assumptions. Based on online license sales data transactions during the campaign timeline, they used Google Analytics, to see how many customers landed on the purchase portal after clicking PURCHASE LICENSE (2,109) or ONLINE BOAT REGISTRATION (2,297) from the campaign landing page. Based on the customer sales data from their license agent, they could see that the average amount spent on fishing license during the campaign was $20 dollars.

Future Plans/Lessons Learned

The successful use of tracking codes was a hurdle for MDWFP as they lost tracking data once customers left the website to logon to their license vendor customer portal. They are in conversations with the online license vendor now on how to successfully implement tracking pixels and UTM codes so that they can accurately track marketing campaigns and report ROI. Better planning, communication with, and availability of support staff are necessary for implementing a successful tracking campaign.

MDWFP plans to continue to do seasonal digital marketing campaigns to boost their R3 efforts. For the spring, they plan to run trackable marketing campaigns to promote their premier Crappie fisheries in the state.

The overwhelming engagement in "online boat renewal" messaging has helped push the boating registration process to transition to be fully online, which will be a big win on both the marketing and customer experience side of things.

Josh Carver | 601.432.2239 | Josh.Carver@wfp.ms.gov