



Camping Crossover:

Recruiting new anglers with digital ads

Emily Stolarski, *Communications Coordinator*

1. Background
2. Campaign Development
3. Ad Types and Audiences
4. Results
5. Lessons Learned

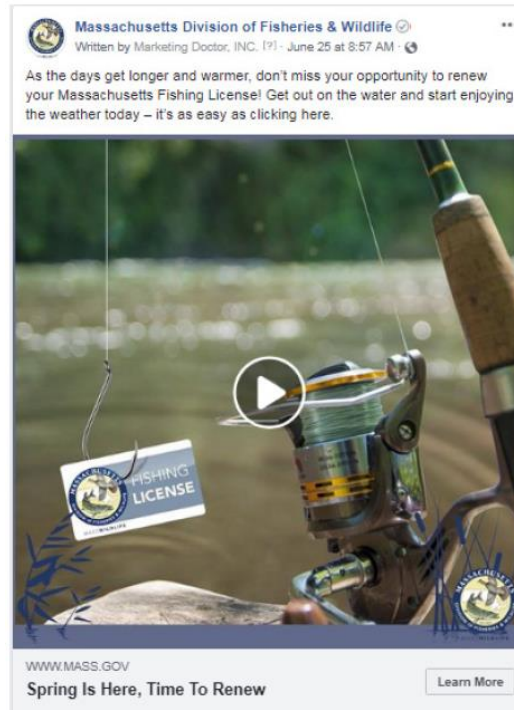


Background

2017...



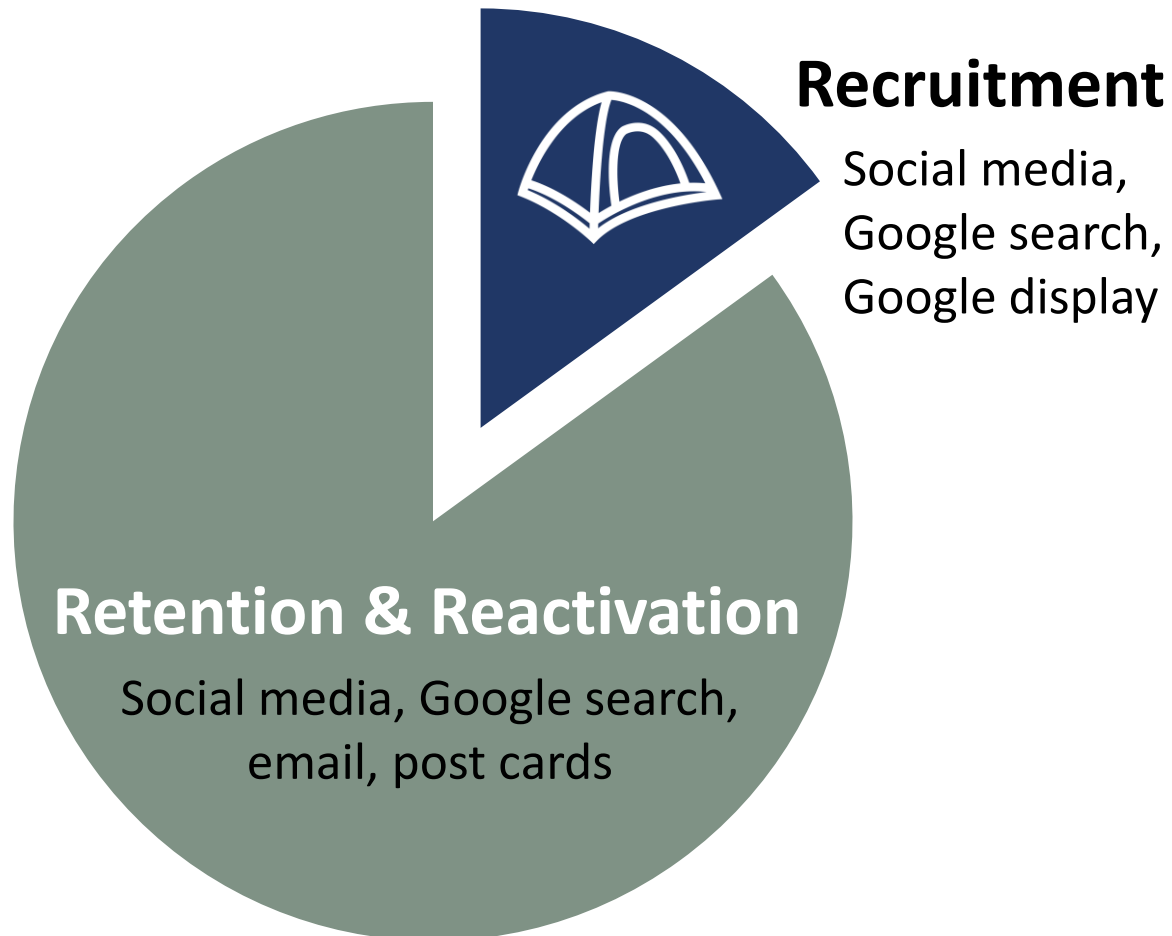
2018...



2019



2019 Campaign





Why camping?

- Top outdoor crossover activity for fishing
- 24% of all fishing trips are part of a larger event like camping or hiking¹
- 47% of campers say that fishing is one of their favorite leisure activities, 39% say fishing is a favorite activity while camping²

¹ Recreational Boating and Fishing Foundation/Outdoor Foundation. 2018. *Special Report on Fishing*.

² Coleman Company, Inc. and the Outdoor Foundation, 2017. *2017 American Camper Report*.

Campaign Development

- Marketing firm
- Massachusetts Department of Conservation and Recreation
- MassWildlife Fisheries staff



Top 10 campsites for fishing in Massachusetts

Escape to nature this summer.

Plan a day trip or camp overnight at one of these amazing waterfront getaways! Fish, hike, or just relax by the water. Remember, if you're 15 or over, you need a fishing license. [Buy your fishing license online.](#)

Western Massachusetts

1. Clarksburg State Park in Clarksburg



With over 365 acres of hardwood forest surrounding Mauselets Pond, Clarksburg State Park is the perfect spot for camping, hiking, canoeing, kayaking, and fishing! Take advantage of 9.5 miles of foot trails surrounding the pond to look for wildlife, like moose or otters. There are 45 well-spaced and wooded campsites located near the pond. A cartop boat ramp is available for launching non-motorized boats. Ideal for beginner anglers, Mauselets Pond is a 49-acre, shallow, man-made pond offering great warmwater fishing opportunities. Just outside Clarksburg State Park, anglers will find excellent trout fishing opportunities along the North Branch of the Hoosic River, which is stocked with trout annually. [Learn more about visiting Clarksburg State Park.](#)

[Click here to buy your fishing license.](#)

5. Beartown State Forest in Monterey



This 12,000 acre forest is the perfect place to visit, no matter the season! Swim, fish, or boat in Benedict Pond. A gravel boat ramp is available to launch cartop boats, canoes, and small electric crafts. Shore fishing access is excellent from many areas of the shore for largemouth bass, yellow perch, and golden shiners. Talk a walk along the 1.5 mile loop around Benedict Pond and look for wildlife including deer, bobcats, and even bears. [Learn more about visiting Beartown State Forest.](#)

[Click here to buy your fishing license.](#)

[Link](#)

Ads and Audiences



Camping crossover ads ran from June 17 – July 21, 2019
All ads drove traffic to our Top 10 Campsites for Fishing list

Campaign Goal:
Increase awareness and interest in fishing

Social Media

- Facebook/Instagram
- 3 audiences
- Each audience served customized messages and images

Massachusetts Outdoor Generalists

- Aged 25 +
- Live in Massachusetts
- Interests in outdoor recreation, backpacking, wilderness, REI, camping, campsites, campfires, Cabela's, and tents

Massachusetts Outdoor Generalists



Massachusetts Division of
Fisheries & Wildlife

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Plan a day trip or spend the night under the stars at one of these top camping destinations. From the coast to the Berkshires, your escape to nature is closer than you think!



MASS.GOV

**Top 10 Massachusetts
Campsites for Fishing**

[LEARN MORE](#)



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Pitch a tent. Cast a line. Escape to nature at our favorite waterfront getaways!



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**10 Best Camping Areas for
Fishing**

[LEARN MORE](#)

Massachusetts Outdoor Generalists



Massachusetts Division of
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...

We found the best campsites for fishing from the coast to the Berkshires! Enjoy relaxing by the water at these top destinations.



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**Top 10 Campsites for
Fishing in Massachusetts**

[LEARN MORE](#)



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Your escape to nature is closer than you think! Plan a day trip or camp overnight at one of these amazing waterfront getaways.



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**Top 10 Massachusetts
Campsites for Fishing**

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Massachusetts Outdoor Families

- 30–50 year olds
- Live in Massachusetts
- Interests in backpacking, campfires, camping, campsites, hiking, outdoors, family, fatherhood, motherhood, parenting, nature, and outdoor recreation

Massachusetts Outdoor Families



Massachusetts Division of
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...

Sometimes a memorable family trip is about getting back to the basics—a tent, s'mores, and a fishing pole! Plan your next family getaway at one of these top campsites.



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**Top 10 Massachusetts
Campsites for Fishing**

[LEARN MORE](#)



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...

Give the kids something to talk about. Make summer vacation unforgettable at one of these family-friendly campsites. Don't forget to pack the s'mores and your fishing rod!



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**Top 10 Massachusetts
Campsites for Fishing**

[LEARN MORE](#)

Massachusetts Outdoor Families



**Massachusetts Division of
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Make your next family trip an adventure! Just grab your tent, fishing rod, and s'more supplies. With great campsites across the state, your escape to nature is closer than you think!



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**Top 10 Massachusetts
Campsites for Fishing**

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...

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Who said summer travel has to break the bank? Unplug and reconnect at one of these family-friendly campsites perfect for fishing!



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**10 Best Camping Areas for
Fishing in Massachusetts**

[LEARN MORE](#)

Boston Young Adults

- 23-40 year olds
- Boston area zip codes
- Interests in hiking, backpacking, camping, outdoors, nature, and outdoor recreation

Boston Young Adults



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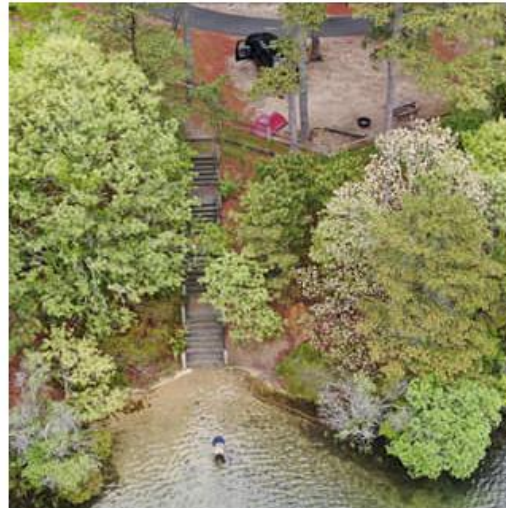


**Massachusetts Division of
Fisheries & Wildlife**

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...

Would you believe us if we said you can find great camping and fishing just outside the city? Your escape to nature is closer than you think.



MASS.GOV

**Top 10 Massachusetts
Campsites for Fishing**

[LEARN MORE](#)



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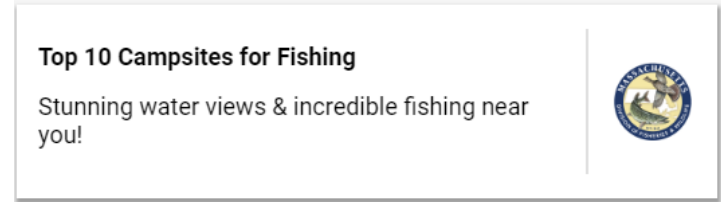
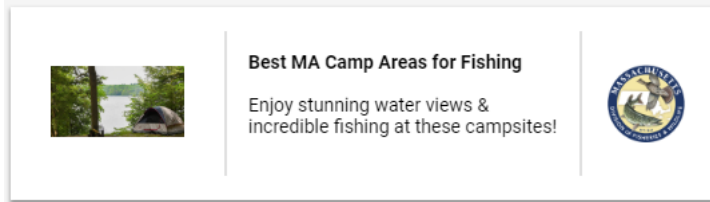
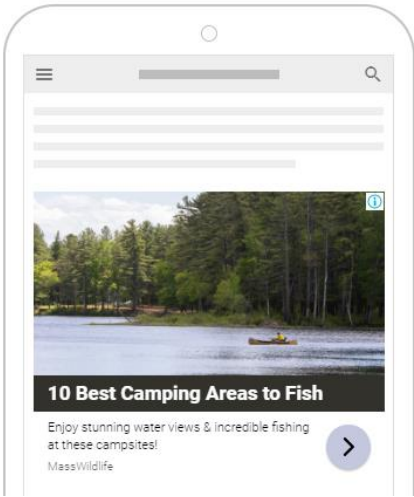
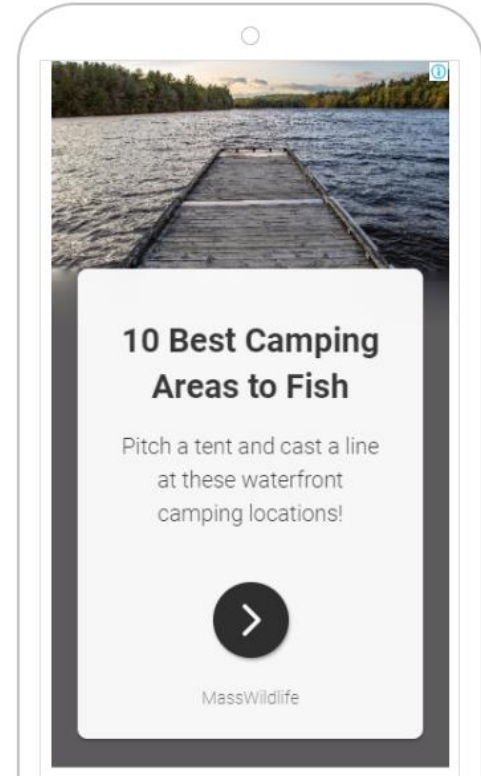
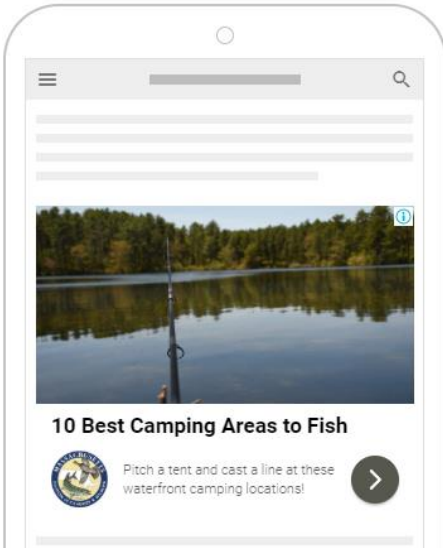
**10 Best Camping Areas for
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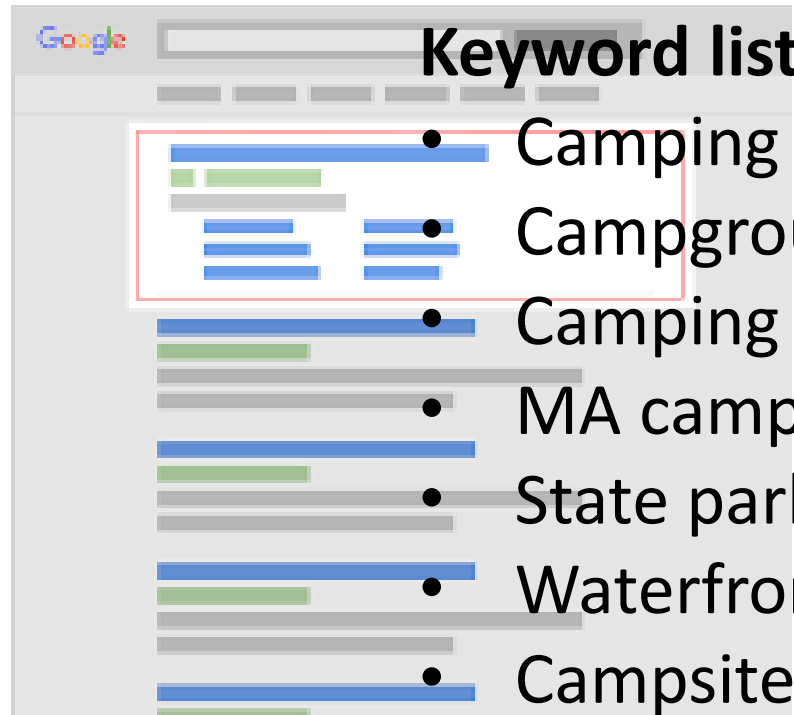
Google Display



Audience: People living in Massachusetts with an interest or affinity for outdoor activities, outdoor recreational equipment, or camping/hiking equipment.



Google Search



Keyword list:

- Camping near a lake
- Campgrounds in MA
- Camping near me
- MA camping areas
- State parks near me
- Waterfront camping
- Campsite reservation

Negative keywords: buying a tent, camping gear, etc.

Camp and Fish at Top 10 Sites | Best MA Waterfront Camping

[Ad](#) www.mass.gov

Enjoy fishing and beautiful water views at these top camp sites across MA. Plan a day trip or camp overnight. Fish, camp, relax. Visit top sites in Massachusetts.

Top 10 MA Camping Areas | Best Campsites for Fishing | Escape to Nature

[Ad](#) www.mass.gov

Camp, fish, and relax at top destinations in Massachusetts. Day trip or camp overnight. Your escape to nature is closer than you think!

Camp, Fish, Relax | Top 10 Camp Sites for Fishing | Summer Outdoor Adventure

[Ad](#) www.mass.gov

Enjoy relaxing by the water at these top destinations for camping and fishing. Plan your next summer weekend getaway now!

Best MA Waterfront Camping | Top 10 Fishing & Camping Areas

[Ad](#) www.mass.gov

Enjoy fishing and beautiful water views at these top camp sites across MA. Plan a day trip or camp overnight. Fish, camp, relax. Visit top sites in Massachusetts.

Best MA Waterfront Camping | Plan Your Next Camping Trip | Find Summer Outdoor Adventure

[Ad](#) www.mass.gov

Plan a day trip or camp overnight. Fish, camp, relax. Visit top sites in Massachusetts. Enjoy fishing and beautiful water views at these top camp sites across MA.

Top 10 Fishing & Camping Areas | Best MA Waterfront Camping

[Ad](#) www.mass.gov

Plan a day trip or camp overnight. Fish, camp, relax. Visit top sites in Massachusetts. Enjoy fishing and beautiful water views at these top camp sites across MA.



Results

Results: Social Media

1.6M

Impressions

693K

Reach

33K

Link clicks

1.8%

CTR

Average CTR across all industries for Facebook ads is 0.9%



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these amazing waterfront getaways.



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**Top 10 Massachusetts
Campsites for Fishing**

LEARN MORE

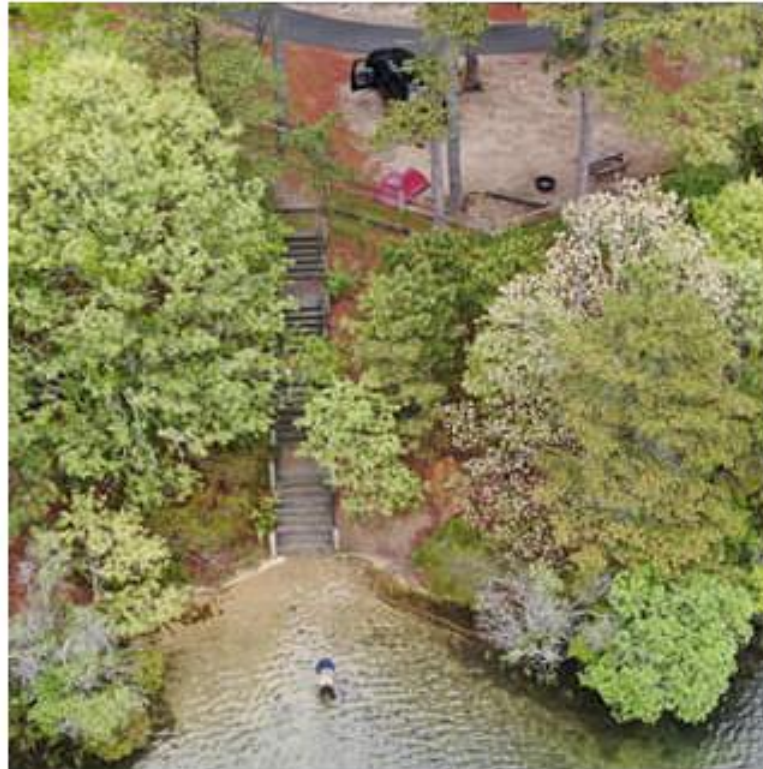


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...

Would you believe us if we said you can find
great camping and fishing just outside the city?
Your escape to nature is closer than you think.



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**Top 10 Massachusetts
Campsites for Fishing**

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Sponsored -

Who said summer travel has to break the bank?
Unplug and reconnect at one of these family-
friendly campsites perfect for fishing!



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**10 Best Camping Areas for
Fishing in Massachusetts**

[LEARN MORE](#)

Results: Google Search

74K

Impressions

4.3K

Link clicks

1.4

Ave. position

5.7%

CTR

Average CTR across all industries for Google paid search is 1.91%

Results: Google Search

	Clicks	Impressions	CTR (%)
Camping in Massachusetts	800	12,236	6.54%
MA campsites	526	8,482	6.20%
Campgrounds in MA	480	7,011	6.85%
Massachusetts state parks	363	9,293	3.91%
Campsite reservation	350	6,215	5.63%
Massachusetts state parks camping	332	5,346	6.21%
Camping near me	303	3,664	8.27%
Campsites near me	159	2,268	7.01%
Campgrounds near me	123	1,518	8.10%
MA camping areas	98	2,137	4.59%
Cape Cod campgrounds	48	1,031	4.66%
Waterfront camping	45	670	6.72%
Camping near a lake	38	834	4.56%
State parks near me	35	621	5.64%

Results: Google Display

3.76M

Impressions

34K

Link clicks

0.89%

CTR

average CTR across all industries for the Google display network is 0.35%

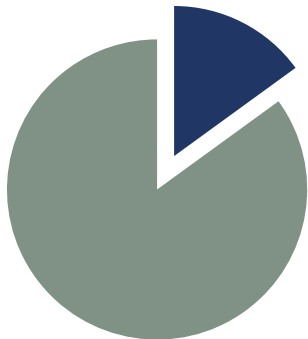
Overall Engagement

Average time spent on landing page:

- Social media 7:48
- Google search 5:13
- Google display 7:35

License Sales

- 1,123 Facebook
- 67 Google Search
- 353 Google Display



Crossover campaign goal = awareness

Main campaign goals sales + awareness

Organic and Earned Media



Top 10 Massachusetts Campsites for Fishing Announced

Looking for the perfect summer getaway that won't break the bank? Just pack your tent, fishing poles, and s'more supplies and head to one of the best campsites for fishing in Massachusetts! MassWildlife and DCR have teamed up to help you get outdoors this summer by finding the top 10 waterfront campsites across Massachusetts. These campsites were selected because they offer great fishing, beautiful scenery, easy shore fishing access, and family-friendly amenities. With locations statewide, your escape to nature is closer than you think!

Top 10 State Campgrounds for Fishing

- Myles Standish State Forest in Carver
- Nickerson State Park in Brewster
- Harold Parker State Forest in Andover
- Lake Dennison Recreation Area in Winchendon
- Wells State Park in Sturbridge
- Mohawk Trail State Forest in Charlemont
- DAR State Forest in Goshen
- Tolland State Forest in Otis
- Beartown State Forest in Monterey
- Clarksburg State Park in Clarksburg

[Click here for photos of the campsites and details on visiting each property.](#)

Plan a day trip or camp overnight at one of these incredible sites. Enjoy fishing, hiking, wildlife watching, or just relaxing by the water. Remember, freshwater fishing is free to those under 18 and over 70. [Learn more about who needs a fishing license and how to purchase one here.](#)



Check out the top 10 state
Pitch a tent and cast a line at the

Deer hunting reminders

Don't forget to apply for your antlerless deer permit by July 16. Application deadlines are



Massachusetts Division of Fisheries & Wildlife




Are you spending your long weekend in the outdoors?  Get ideas with our Top 10 Campsites for Fishing: bit.ly/fish-camp-MA




Earned Media

Outlet	Circulation	Type
Greenfield Recorder	8,761	Online/Newspaper
Berkshire Eagle	17,326	Online/Newspaper
Cape Cod Times	17,923	Online/Newspaper
Boston Globe	235,236	Newspaper
Barre Gazette	2,660	Newspaper
Holyoke Sun	6,000	Newspaper
Patriot Ledger	104,755	Online/Newspaper
Lowell Sun	17,131	Online/Newspaper
Enterprise	6,500	Online/Newspaper
Herald News	7,835	Online/Newspaper
Taunton Gazette	3,079	Online/Newspaper
The Sunday Enterprise	6,500	Newspaper
Boston.com	2,601,786	Online
Worcester Telegram & Gazette	272,485	Online/Newspaper
WSAR Radio	N/A	Radio
WAMC Public Radio	N/A	Radio





Partnership Perks



Where do you want to explore?



Help Center | Get Campground Software




DAR State Forest, MA


State Parks (SP)


FIND A CAMPSITE

Home > DAR State Forest

DAR State Forest, Massachusetts - Camping & Reservations

 Find First Available Date

 Add to Favorites



New! Do you enjoy fishing? Check out the [10 best places for you to camp in 2020!](#)

OVERVIEW

CAMPSITES

SELECT DATES

Arrival Date → Departure Date

FLEXIBILITY

Not Flexible

2 Weeks

4 Weeks










SITE TYPE

Any Type of Site

[Reset Filters](#)

MASSWILDLIFE

Partnership Perks

Source 	Sessions 	Sessions 
	3,891 % of Total: 0.01% (36,215,049)	3,891 % of Total: 0.01% (36,215,049)
reserveamerica.com	1,430	 36.75%
google	715	 18.38%
(direct)	556	 14.29%
m.facebook.com	556	 14.29%
wamc.org	238	 6.12%
bing	159	 4.09%

What's Next?

- Continue piloting new ideas
- Other curated lists
- Continue to foster partnerships
- Lessons learned in licensing procurement



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Questions?

Emily.Stolarski@mass.gov