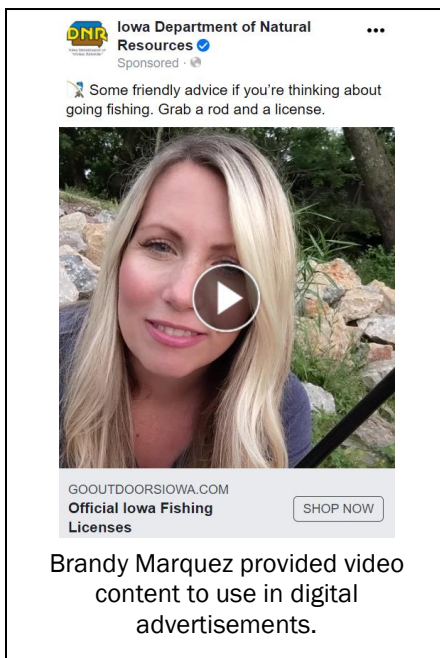


# IA - Community-based Fishing Social Media Influencers



## OVERVIEW

The Iowa Department of Natural Resources (DNR) created a community-based fishing campaign to test the effectiveness of social media influencer content to increase touch points across the end-to-end customer experience of 2020 new and reactivated anglers. By leveraging a social influencer discovery tool, Iowa DNR researched and analyzed potential social influencer partners to approach. Iowa DNR reached out to potential social media influencers via email, direct messages, and post comments. Once an account was a qualified lead, the conversation transferred to email with Brandt's marketing firm to finalize scope, payment, and contracting.

Social media influencers started creating posts/videos in early May and continued until the end of July. Iowa DNR provided talking points and message call to actions, including reminding first time fishing license buyers of the fun they had in 2020; highlighting convenient, local areas to fish and showcasing how easy it is to incorporate fishing into any outdoor trip. Before the post(s) went live, Iowa DNR reviewed the content and captions for a positive and encouraging voice, sense of authenticity, and accurate information.

## PARTNERS

- Brandt Information Services
- Recreational Boating & Fishing Foundation (RBFF)

## SUPPORT

"Iowa-based social media influencer content supports our Fish Local program by creating an authentic link to fishing communities around the state. We are excited to use the great collection of high quality photos and videos across our platforms and marketing campaigns."

Tammie Krausman, Director of Communications

## BENEFITS

RBFF funding helped Iowa DNR test new, innovative strategies to bring together communications channels in a more sustainable manner, and increase touch points across the end-to-end customer experience, thereby being able to increase fishing license sales.

Iowa DNR has put together plans to use social media influencer created content and develop an ambassador program, but hasn't yet had the capacity to roll out a full program. RBFF funding helped them start to build relationships with Iowa-based social media influencers.

This campaign has helped Iowa DNR cultivate a variety of social media influencer partnerships and video content including a segment on the local television lifestyle show, Dew Tour skateboard athletes, country music singers and other fishing enthusiasts.

## RESULTS

Over 90 pieces of video and photo content were created and submitted by content creators for this campaign. The majority of videos are available for future use in communications and advertising campaigns. During the same fishing season, the following three pieces of content were leveraged for digital advertising. Their reach, amount spent on digital ads, revenue, and Return on Ad Spend (ROAS) are listed below.

Content Creators	Engagement	Reach	Video Views	Impressions	Amount Spent	Revenue	ROAS
Brandy Marquez	Reactions: 329	42,647	11,048	34,364	\$141.59	\$1,783	12.59
	Comments: 30			146,470	\$436.74	\$3,443	7.88
Alex Jacobson	Reactions: 58 Comments: 1 Shares: 3 Rate: 0.51%	7,614	336	18,303	\$59.49	\$357	6
Brian Gibbs	Reactions: 87 Comments: 4 Shares: 3 Rate: 1.43%	8,868	1,048	23,221	\$53.94	\$300	5.56

## METHODOLOGY

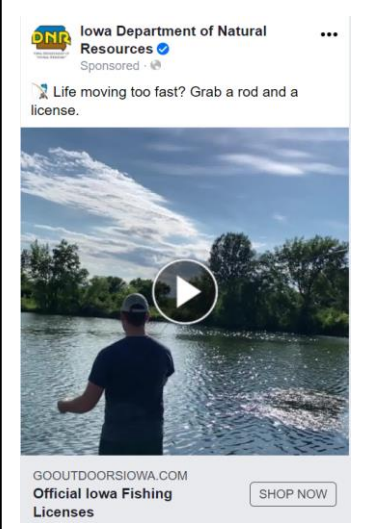
Iowa DNR looked for outdoor recreation enthusiasts and local social media personalities with an engaged and enthusiastic audience (preferably 2,500 or more followers). Potential social media profiles were prioritized based on followership within the State of Iowa; desired personas (Traditionalists, Social Dabblers, Adventurous Anglers, Zen Anglers, and New Gatekeepers); key audience interests; and engagement rates.

Contracts outlined how many posts each social media influencer is responsible for; kinds of posts (video, image library, feed or stories); channels they will post on; expectations for posting, response and messaging; photo and video quality standards; approval process; the timeline; code of conduct, termination clause; and content usage rights.

## LESSONS LEARNED & FUTURE PLANS

Partnering with news media influencers requires a slightly different approach than the partnership plan with "everyday" Iowans. Iowa DNR provided information and content to develop unpaid organic news stories and asked the media influencer to post stories and feeds on their individual social media feeds.

Iowa DNR hopes to expand our partnerships with select social media influencers identified through this campaign and start a Fish Local Ambassador program. Iowa DNR will strive to have a mix of "everyday" Iowans with healthy social media followings, as well as a few Iowa-raised and local celebrities. If the Fish Local Ambassador program is successful, there may be an opportunity to expand the ambassador programs for parks, hunting and other outdoor recreation activities.



Alex Jacobson provided video content to use in digital advertisements.

## CONTACT INFO

Shannon Hafner  
641-757-0198  
Shannon.Hafner@dnr.iowa.gov

