

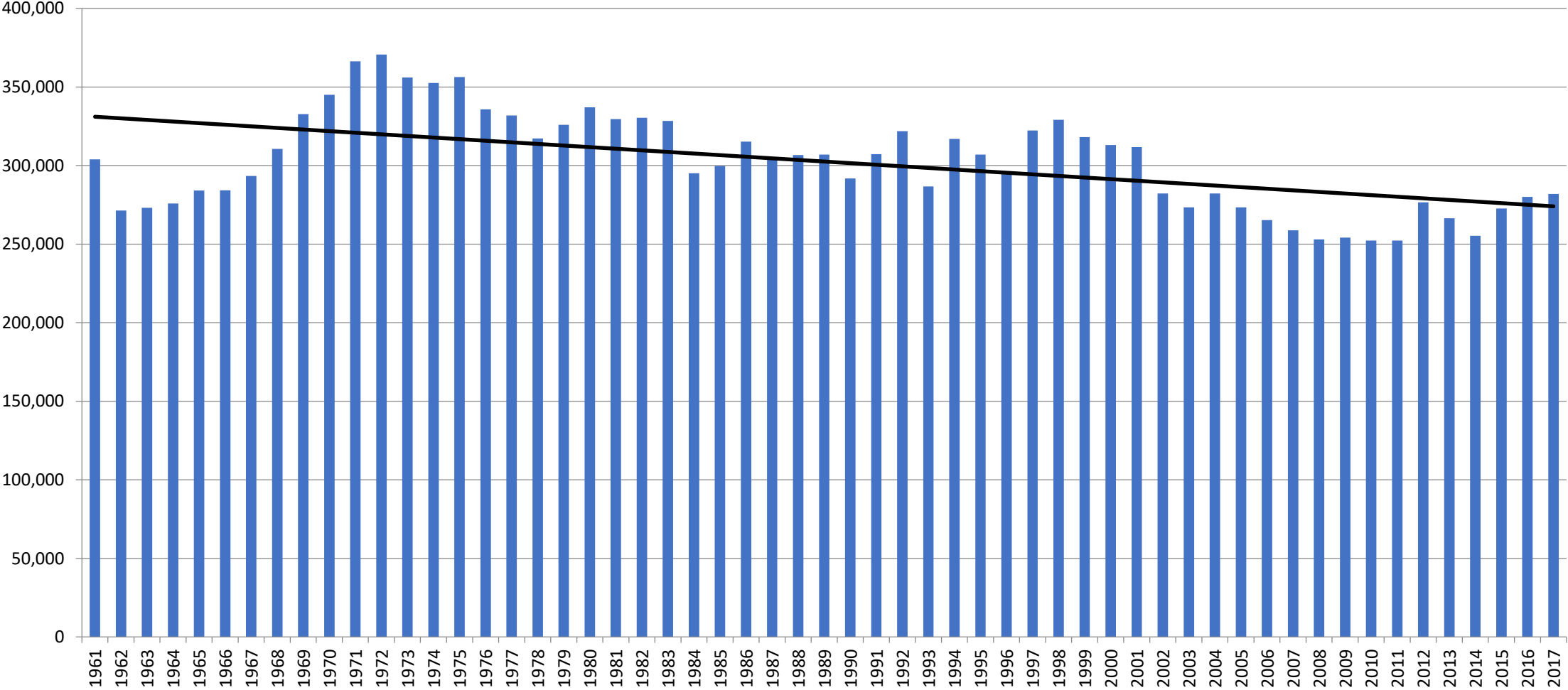
Crafting Your Digital Marketing Plan



Kansas Department
of Wildlife, Parks and
Tourism



Kansas Individual Fishing License Holders





Past Marketing Mishaps

- One division controlled a majority of advertising funds, and made decisions somewhat independently of other divisions within the agency
- Disjointed efforts between divisions resulted in a lack of consistent messaging
- Contracted marketing firm was unfamiliar with our agency, and with many forms of outdoor recreation in Kansas
- Advertisement were out of touch with license trends and the behavior and preferences of constituents



Current Efforts

- Reallocation of marketing funds
- Contracted with new marketing firm experienced and passionate about participating in and promoting outdoor recreation
- Development of consistent brand
- Deployment of agency-wide marketing plan and timelines
- Hire of communications specialist dedicated to digital media/marketing



Lessons Learned: What to look for in an Marketing Agency

- Available to and informed by entire agency, not just one division
- Demonstrate an understanding of agency mission and goals
 - Traditional advertising style may not apply
 - Focus on **authenticity**
 - Very helpful to have a firm made up of **outdoor enthusiasts** who actually participate in KS outdoor opportunities, and **interact with the agency on a personal basis**
 - Willing to pass efforts through the **R3** lens
- Eager to use and apply **science**
 - Introduction to American Wildlife Values Study
 - 2019 Outdoor Participation Report
 - RBFF presentations and findings





Bajillion

Marketing Agency

- Key messages and campaign development
- Fishing Inspiration video and micro-content videos
- Digital Media & Marketing Management
 - **Email Marketing:** stocking schedule, spring spawn announcements, license renewal reminder, gift card promotion
 - **Search Engine Marketing (SEM):** google advertisements
 - **Social Ads:** Facebook and Instagram
 - Traditional ads
 - Video Microcontent “fishing inspiration” videos
 - **Display Ads**
 - Banner Ads on website & microsite



Goals for the RBFF Digital Marketing Campaign to Increase Angler Participation: Retain and Reactivate

ACCESS: Promote the use of CFAP lakes and WIFA (formerly FISH), and urban stocking programs

SOCIAL SUPPORT: Engage current and past anglers on Agency and Fisheries Division Facebook and Instagram pages, increase following and opportunities for interaction, represent diverse audiences

INFORMATION/EDUCATION: Encourage subscription to Fisheries Newsletters (insider access), promote use of mobile apps

PROGRAMS & EVENTS: Advertise Fishing Derby, Master Angler Award/Challenge

MARKET: three-pole permit, KS Outdoors for All

EXPERIMENT: Explore new advertising avenues such as Google Ads, Amazon Ads, and YouTube Ads. Past work has been limited to social ads on Facebook, Instagram, and most recently, snapchat.



Timeframe



- **November 2019:** Notified of grant selection
- **December 2019:** Introduced marketing agency to promotional priorities of Fisheries Division, and campaign guidelines and goals
 - Drew parallels in cross promotional opportunities (derby, spring stocking, etc.)
- **Jan-Feb 2020:** Worked with marketing agency to define our brand, introduce R3 implications, and develop options for the allocation of \$65K (Grant+RBFF+State)
 - Working with a new marketing firm, **took more time than expected** to collaborate and outline brand standards
 - Set backs in approval when part of a larger rebrand
- **March 2020:** Finalize a fluid marketing plan, strategically focus efforts
- **March/April 2020:** Launch initial digital content/ads, schedule monthly progress reports
 - Because we have such little experience, and are fairly new on certain platforms (snapchat, IG) efforts will be shifted throughout the campaign to achieve greatest exposure/engagement
- **August 2020:** End of Spring 2020 Fishing Inspiration Campaign
- **September 2020:** Final Evaluation of campaign
 - ROI
 - Lessons learned
 - Future marketing recommendations



Metrics

- Licenses sold
 - Retained or reactivated for Spring season
 - Reduced churn
- Social media
 - Impressions
 - Engagements
 - Likes/comments/shares
- Microsite visits
- Ad clicks & ROI



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Questions?