

TN GEOFENCING AND OUTREACH RBFF STATE R3 PROGRAM GRANTS

OVERVIEW

In Tennessee, the R3 efforts are really heating up with new staff dedicated to hitting Tennessee's 60 in 60 goal! We want to expand our digital advertising tactics to reach more new/lapsed customers. We want to target users that have been to a specific location during a specific time period. This is called geofencing. By putting a digital, geographical "fence" around a small location (as small as one building) and tracking users that enter the fenced area within a pre-determined time window, we can hone in on users that are engaging in a certain activity. For example, if we wanted to reach people that attended ICAST, we can geofence the North/South Building at the Orange County Convention Center in Orlando, Florida July 9-12, 2019. We have selected a couple of events that we would like to experiment with to see how successful this digital tactic is for selling licenses.

Goal – Target only people without an account in our license system or those who have been lapsed for at least 18 months with digital ads encouraging them to purchase a license and go fishing. We geofenced 2 events to do this with one being the Nashville Farmers Market and one the Wilderness Wildlife Festival in Pigeon Forge.

Event: <https://www.nashvillefarmersmarket.org/market>
 Timing: Saturdays in May averaging 10,000 people per weekend
 Digital Ad: Fresher than the farmer's market, the best protein is the kind you catch yourself. Buy a license and go fishing
 In Person: TWRA will also set up a booth to fry fresh local fish to give away
 Ad Placement: \$8,750 spent

Event: <https://www.mypigeonforge.com/event/wilderness-wildlife-week>
 Timing: May 7 – May 11, 2019 attracting 12,000 attendees
 Digital Ad: Tennessee Wildlife Conservation is funded by license sales. Buy your fishing license today.
 In Person: We had an informational booth for the weekend
 Ad Placement: \$2,050 spent

Users were shown an ad for up to 30 days after the event to allow the concept of connecting food/wilderness with buying a license to sink in for event attendees.

RESULTS

Geofencing	Impressions	Total Conversions	Total Revenue	Ad Spend	ROAS
Nashville Farmers Market	1,137,142	6,484	\$205,706	\$8,750	23.51
Pigeon Forge Wilderness Wildlife Week	290,460	2,330	\$51,857	\$2,050	25.30
TOTAL	1,427,602	8,814	\$257,563	\$10,800	23.85

PARTNERS

- Brandt Information Systems
- Tennessee Dept. of Agriculture
- Nashville Farmer's Market

SUPPORT

"Working with RBFF on innovative R3 efforts through these grants allows states to try things that otherwise would not be funded. Now that we know that geofencing is a great way to generate revenue, we will be continuing to invest in this digital marketing effort."

Ed Carter

CONTACT INFO

Jenifer Wisniewski:
Jenifer.Wisniewski@tn.gov
 629-204-0030

Pigeon Forge Ads:



RESULTS CONTINUED

Nashville Farmer's Market

- Return on ad spend (ROAS) is \$23.51 so for each dollar spent on ads we did very well on return. Compared to other display ads we are running, this was a fantastic return.
- Along with WFSR funds at an estimated \$20/customer, would add another \$120,680 making the total return to the agency \$335,386!
- We fried 60 pounds of locally sourced, wild caught catfish every Saturday in May and motivated people with food to go fishing. We got GREAT feedback on this. The Dept. of Ag wants the agency to do this for several special events that they have throughout the year now. This was great for partnering with ag as an agency. The Dept. of Ag runs the Nashville Farmers Market.
- Note the ad features a female since it is mainly ladies shopping for the family at the market.
- Nashville Farmers Market returned \$205,706 in click through revenue

Pigeon Forge Wilderness Wildlife Week

- Ended ads on June 18th with a total of 290,446 impressions and 2,290 conversions through 6/23, resulting in a ROAS of 24.79.
- We had a booth at the event and encouraged all wildlife lovers to purchase a license to help support the wildlife they love.
- Pigeon Forge Wilderness Wildlife Week: \$51,857

METHODOLOGY

Geofencing – the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area. We used this method at the Nashville Farmer's Market and Wilderness Wildlife Festival this quarter. These were the 2 ads that were featured.

After they came to the event they were followed around with ads for 30 days.

BENEFITS

Now that we know this technique works we are going to try it in many other areas such as the following:

- Outdoors expos and events
- Boat ramps
- Reservoirs
- WMAs and other public lands
- Sporting goods stores
- Other farmer's markets

Beyond the ROI, we were able to learn a lot from this process. The number of people that come into an area is fairly unpredictable so it is hard to know if you will have the right amount budgeted. We had to extend the farmer's market for a couple of weeks because of a rainy May. Geofencing is certainly an effective strategy if you target the right people with the right message. This R3 effort took very little time and effort from the agency to recruit and reactivate a lot of people. Giving away fried catfish at the farmer's market was very well received by the public and lifted our agency relevancy to the urbanite by being there.

This grant program was conducted in 2019 and partially funded by the Recreational Boating & Fishing Foundation (RBFF) through a USFWS financial assistance award (#F18AC00145). For more information on RBFF's State R3 Program Grants, please visit www.takemefishing.org/r3.

Farmer's Market Ads:



LESSONS LEARNED/FUTURE PLANS

- We are doing more geotargeted ads and now will be looking for even more opportunities to leverage this technology to increase the effectiveness of our marketing dollars.
- Geotargeting is now part of our comprehensive digital strategy thanks to this grant proving it is a successful tactic at increasing license sales to new and long term lapsed people.
- We are now geotargeting select county fairs, sporting goods stores, boat shows, and planning on experimenting with more.
- You can plan on running through 60 pounds of fried catfish by lunch on a Saturday at the Nashville Farmer's Market. We may budget for more food next year.
- We would like to add some trout possibly next year and have a healthier option