



Fish Local: Iowa's Community-Based R3 Fishing Initiative

Campaign Dates:

May 20 – July 15, 2018

Tyler Stubbs – Community Fishing Biologist

Julie Tack – Communications and Marketing Specialist

Fish Local: Community-Based Marketing Campaign

Goals:

- Improve **angling opportunities and access** in urban areas.
- Increase **license purchases** among urban residents.
- Establish **relationships** with stakeholders and city leaders.
- Connect fisheries management, education and marketing efforts in a **unified effort**.



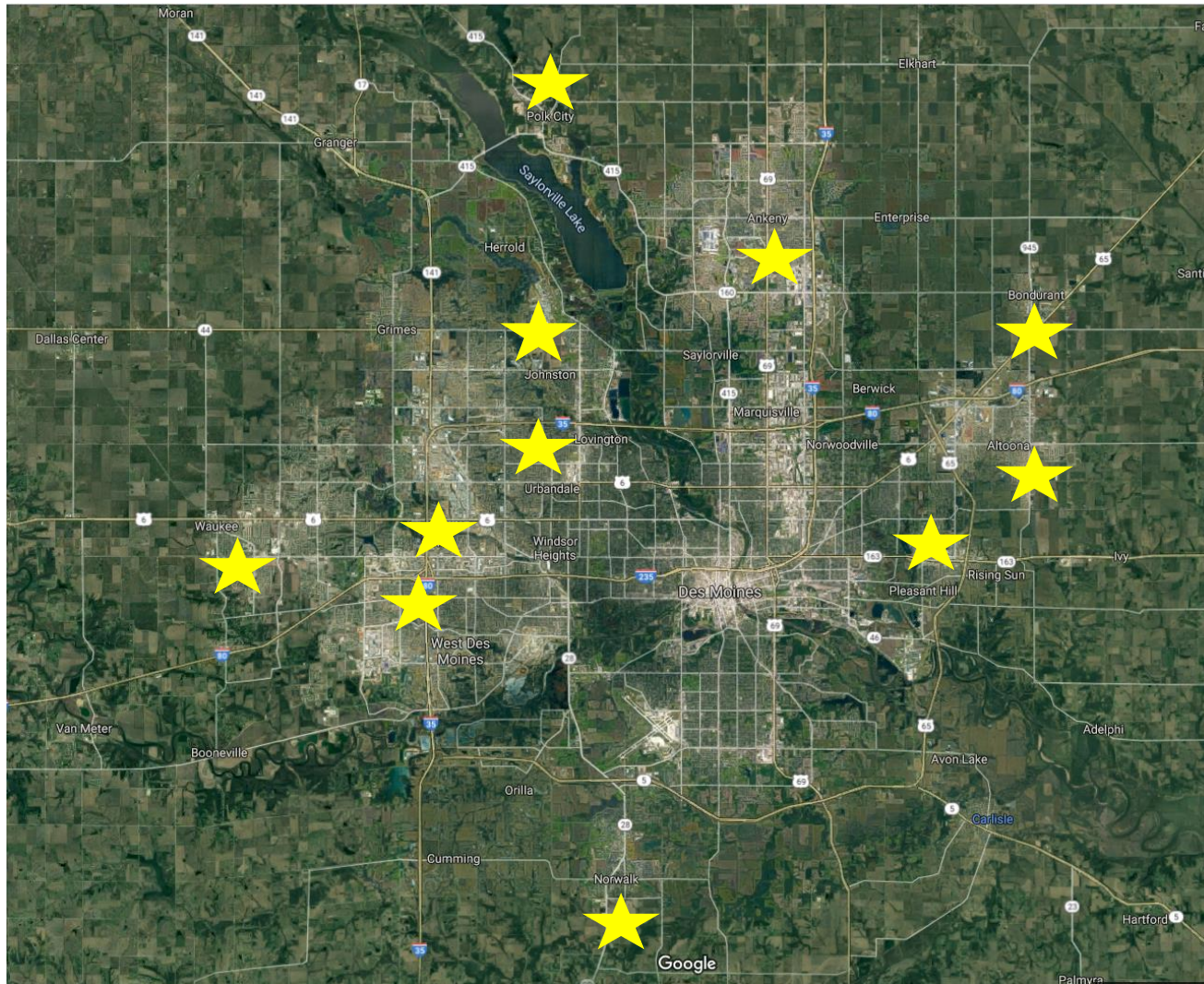
Retention Basins



Storm Water & Fishing



Target Audience – Casual Anglers with Families in 10 Communities in Des Moines Metro

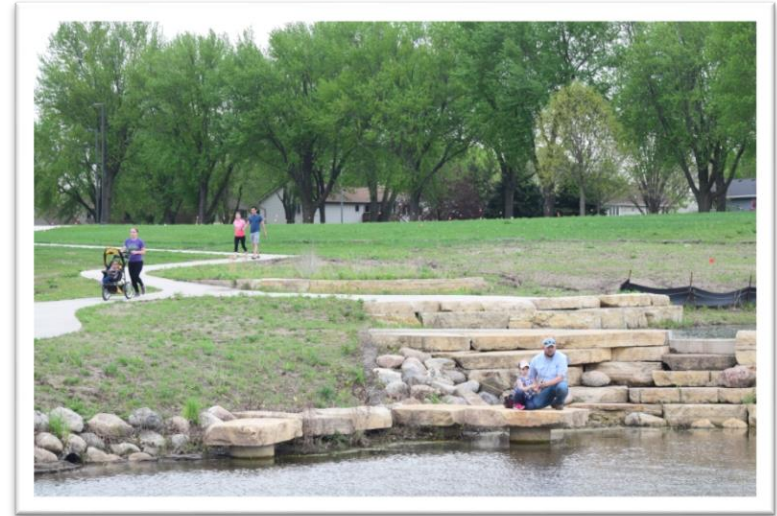




Campaign Components:

- Social media – ads, content and Facebook live sessions
- Banner ads and pre-roll video on websites
- Web page with locations and fishing atlas
- Email blasts

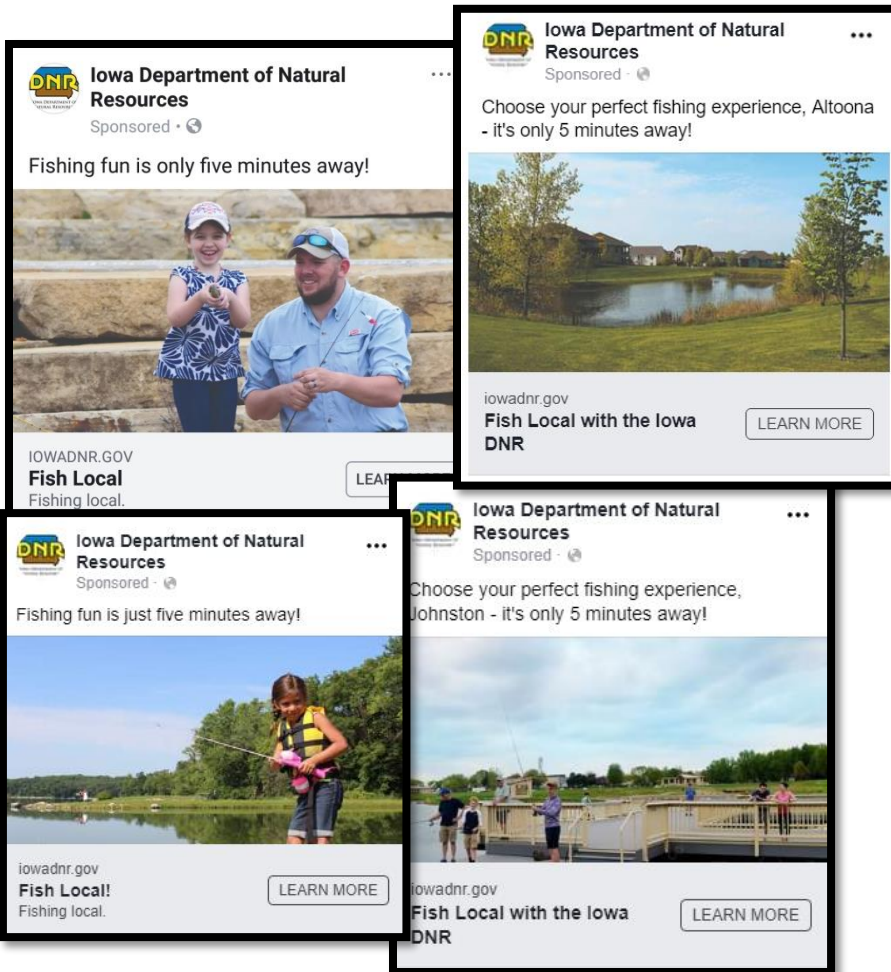




Campaign Components, continued:

- Postcard customized for each community
- Living Iowa magazine ads
- Ponds/lake signs with “Fish Local” brand
- Events and clinics



Social Media Paid Ads




May 25 – July 4, 2018

- 3,434 Facebook referrals to Fish Local webpage
- 41,042 people reached through ads
- 160,582 impressions from ads
- 2,864 click-thrus on ads


Facebook Live Fishing Stats


 **Iowa Department of Natural Resources** was live — at [Vintage Park](#).
Published by Jessie Brown (?) · May 24 · Ankeny · 



We're having a blast doing some urban fishing with biologist Tyler Stubbs and conservation officer Aron Arthur. Ask us your questions!







01:04:08

 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 6,900 people.

 Your video is popular with [men between the ages 25-34](#) [Boost Post](#)


  144 136 Comments 23 Shares




 Like  Comment  Share 

Performance for Your Post



22,051 People Reached

11,146 Video Views

462 Reactions, Comments & Shares 

222  Like	149 On Post	73 On Shares
14  Love	14 On Post	0 On Shares
2  Haha	1 On Post	1 On Shares
200 Comments	186 On Post	14 On Shares
25 Shares	23 On Post	2 On Shares

3,626 Post Clicks

1,086 Clicks to Play 	24 Link Clicks	2,516 Other Clicks 
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NEGATIVE FEEDBACK


9 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

City Partnerships on Social Media

City of Ankeny - Government
Jul 30 at 10:59am


Nick and Kelly Murrow had some luck fishing in a public pond near Prairie Ridge Aquatic Center this weekend, check out these beauties! Wondering where you can fish in Ankeny? View a map of #Ankeny Fishing Holes now at www.ankenyiowa.gov/fishing



87 likes • 42 Comments • 21 Shares

City of Johnston Government
2 hrs


Today, the Iowa DNR did electrofishing at the lake near Johnston Commons and caught several goldfish. If you no longer wish to keep your goldfish as pets, please do not dump them in the city ponds. The lakes are stocked with fish, and goldfish isn't one of those.



7 likes • 5 Shares


City of Pleasant Hill, Iowa
Jul 1 at 5:00am

Fishing time is family time. Grab your poles and enjoy fishing right here in Pleasant Hill. Learn more and buy your fishing license: www.iowadnr.gov/fishlocal




Allison Burnett Harms Iowa Department of Natural Resources
3 hrs

A BIG thank you to the 4 employees of the Iowa DNR for not only looking out for the health of the fish in our local city pond, but for allowing my daughter and I (and a few neighbors) the ability to watch and learn. Very cool experience! Appreciate their willingness to take the time to engage and educate!



Johnston Bait and Tackle
31 mins

Looking for a new fishing spot? Check out this great list of local ponds stocked by the DNR! Complete with amenities and access, it's your personal guide to the waters surrounding Des Moines.




IOWADNR.GOV Fish Local | Iowa DNR Fishing local.

Fisherpeople, rejoice!

Waukees Parks and Recreation
May 17 at 1:50pm

The City is partnering with the Iowa Department of Natural Resources to provide access to quality fishing opportunities in the Waukees community. Three ponds in the Kettlestone development are now stocked with bluegill and largemouth bass!




Waukees.ORG
Waukees, IA
Waukees's Kettlestone Development Now Open for Fishing

45 likes • 12 Comments • 18 Shares


Waukees Betterment Foundation
Aug 3 at 9:09am

Thanks again to NCMIC Group, Inc. for hosting the Summer Breeze Run that after all sales and tips were complete brought in \$6,750 for the foundation. That money will be put toward a new Miracle League Field, play area and all-inclusive fishing pier to be located at the future Waukees Youth Sports Complex & Park! Learn more at the link below.



Waukees Parks and Recreation
Aug 17 at 1:40pm

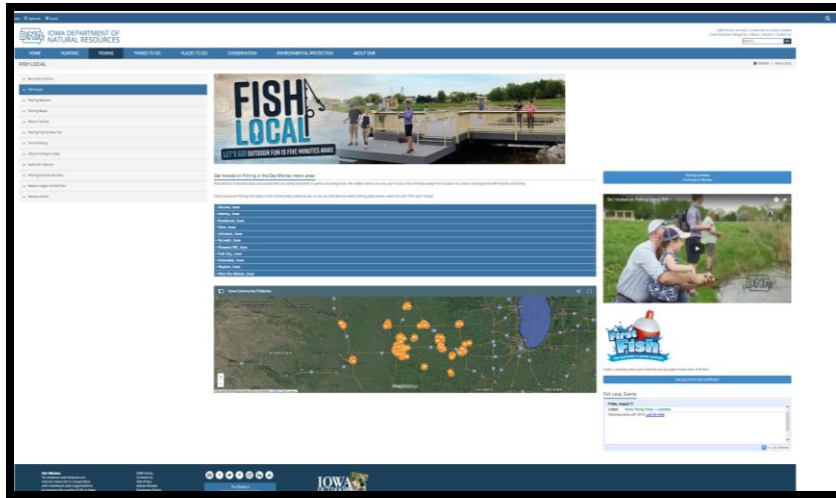
As we head into this beautiful summer weekend, remember that Waukees now has three public ponds stocked with fish! Check them out in the Kettlestone Development.



Waukees.ORG
Fishing | Waukees, IA - Official Website
Fish at one of several stocked Waukees ponds!

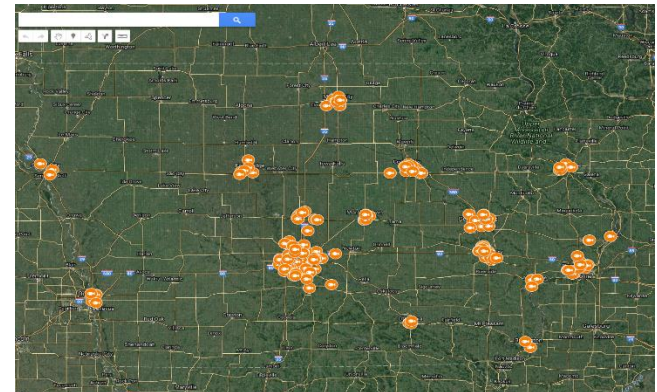
11 likes • 4 Comments • 12 Shares

Fish Local Website: www.iowadnr.gov/fishlocal



* Total of 10,599 web page views during the campaign.

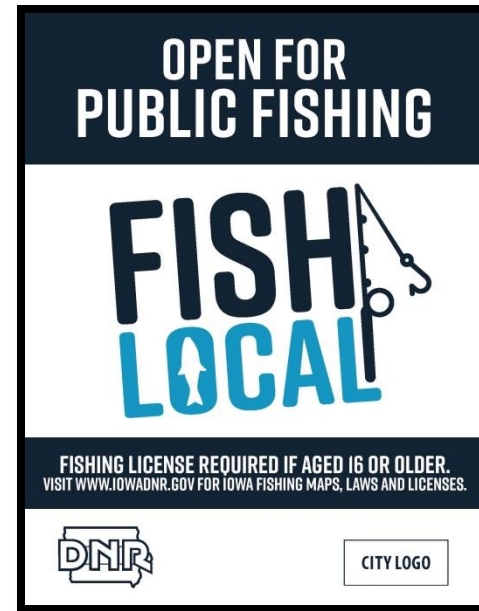
Community Fishing Atlas



*Total of 14,613 atlas views during the campaign.

Signage

More than **100** customized signs placed at local ponds in the Des Moines metro area.



Programs and Events

- **Summer Seasonal Position**
 - Outdoor recreation in Johnston
 - Reached out to nearby communities
- **Partner Events**
 - Free Fishing weekend events
 - Vamos A Pescar
 - Outdoor Expo



Television Network Partnership

- Email to 50,000 WHO-TV audience, 5/22:
 - Opens: 7,602 (15%)
 - Clicks to Fish Local:
 - 671 (8.8%)
- Digital Ads:
 - Banner Ads
 - 85,006 impressions
 - 0.02% click thru
 - Scrolling Text
 - 25,419 impressions
 - 0.59% click thru



FISH LOCAL
LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.

THE DES MOINES METRO HAS MORE THAN 70 COMMUNITY PONDS AND LAKES STOCKED WITH THOUSANDS OF FISH EACH YEAR.
WHAT ARE YOU WAITING FOR? GRAB YOUR FAMILY, ENJOY THE OUTDOORS AND FISH LOCAL TODAY.
BUY YOUR LICENSE, EXPLORE MAPS, GET IOWA FISHING REGULATIONS AND LEARN MORE AT WWW.IOWADNR.GOV/FISHLOCAL
LICENSE REQUIRED IN 2022. 8 AND OLDER. \$16 PER YEAR.

YOU'RE INVITED TO FISH LOCAL!
EXPLORE MORE THAN 70 FISHING SPOTS IN NEARBY PARKS IN THE DES MOINES METRO! FIND ONE NEAR YOU!

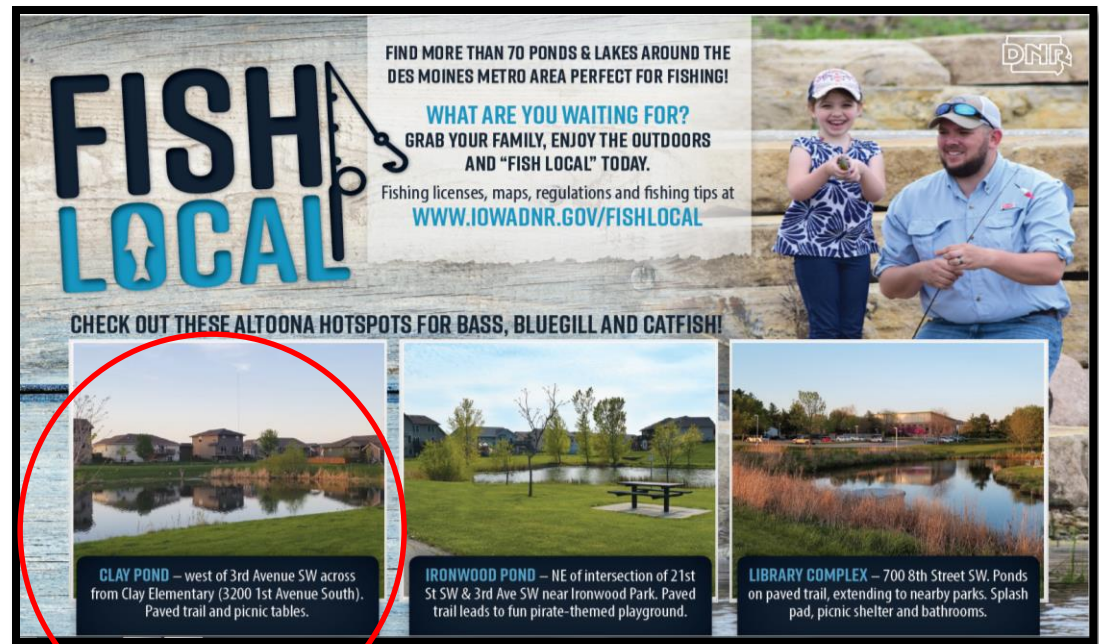
It's time to get hooked on fishing in the Des Moines metro area! Find dozens of stocked lakes and ponds that are easily accessible in parks and along trails. No matter where you live, you're just a few minutes away from outdoor fun and a relaxing time with friends and family.

CHECK OUT NEARBY FISHING HOTSPOTS

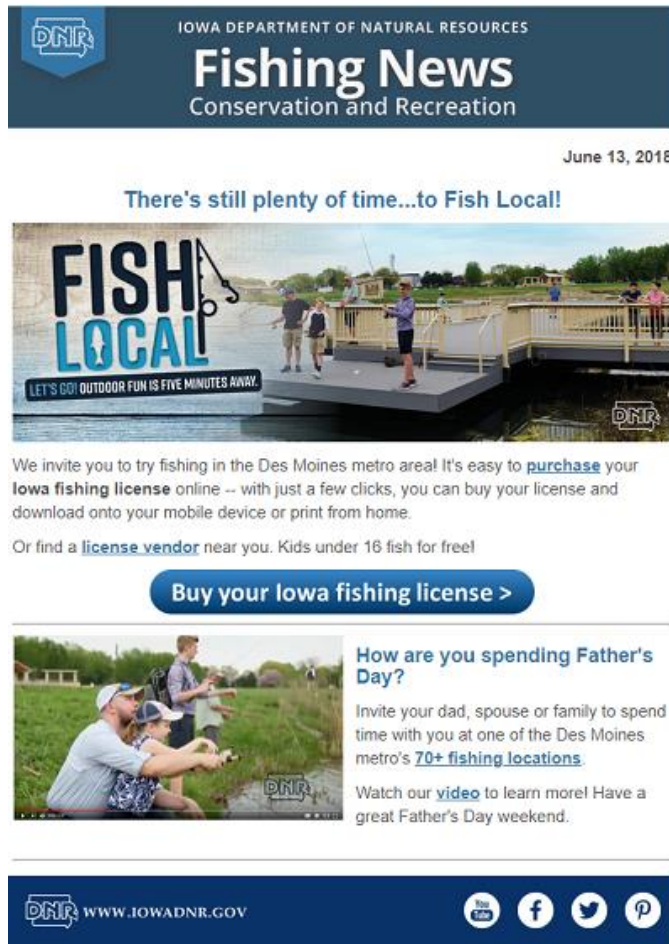
<p>Outdoor Fun is 5 Minutes Away Check out some fishing hot spots by clicking and checking out our Des</p>	<p>Catch a Memory For Their First Fish Catch a memory when your favorite young angler hooks their first fish! It's easy and</p>	<p>Get Your Fishing License Today Visit the online license sales site today to buy your fishing license</p>
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Customized Postcards

- Digital printing with custom photos/fishing locations for each of the 10 communities
- Mailed to 14,247 previous license purchasers who had not purchased a 2018 license.



Targeted Emails (same audience as postcards)



IOWA DEPARTMENT OF NATURAL RESOURCES
Fishing News
Conservation and Recreation

June 13, 2018

There's still plenty of time...to Fish Local!

FISH LOCAL!
LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.

We invite you to try fishing in the Des Moines metro area! It's easy to [purchase](#) your **Iowa fishing license** online -- with just a few clicks, you can buy your license and download onto your mobile device or print from home.

Or find a [license vendor](#) near you. Kids under 16 fish for free!

[Buy your Iowa fishing license >](#)

How are you spending Father's Day?
Invite your dad, spouse or family to spend time with you at one of the Des Moines metro's [70+ fishing locations](#).
Watch our [video](#) to learn more! Have a great Father's Day weekend.

DNR www.iowadnr.gov

YouTube, Facebook, Twitter, Pinterest

- **Email 1 to targeted lapsed/inconsistent anglers 5/23:**
 - 4,955 sent
 - 2,406 opens
 - 1,552 unique opens (32%)
 - 277 unique clicks (6%)
- **Email 2 to targeted lapsed/inconsistent anglers 6/13:**
 - 4,904 sent
 - 1,870 opens
 - 1,204 unique opens (25%)
 - 110 unique clicks (2%)

Results of Email and Postcard Mailings

<u>METHOD</u>	<u>Purchased</u>	<u>Lift</u>
Email Only	17.8%	12.6%
Postcard Only	12.0%	6.8%
Postcard & Email Combined	15.1%	9.9%
Combined from All Treatments	13.2%	8.0%

Gross Revenue: \$45,345; Additional Licenses Sold: 1,225

Total ROI: \$24,976.16

Email Follow up Survey

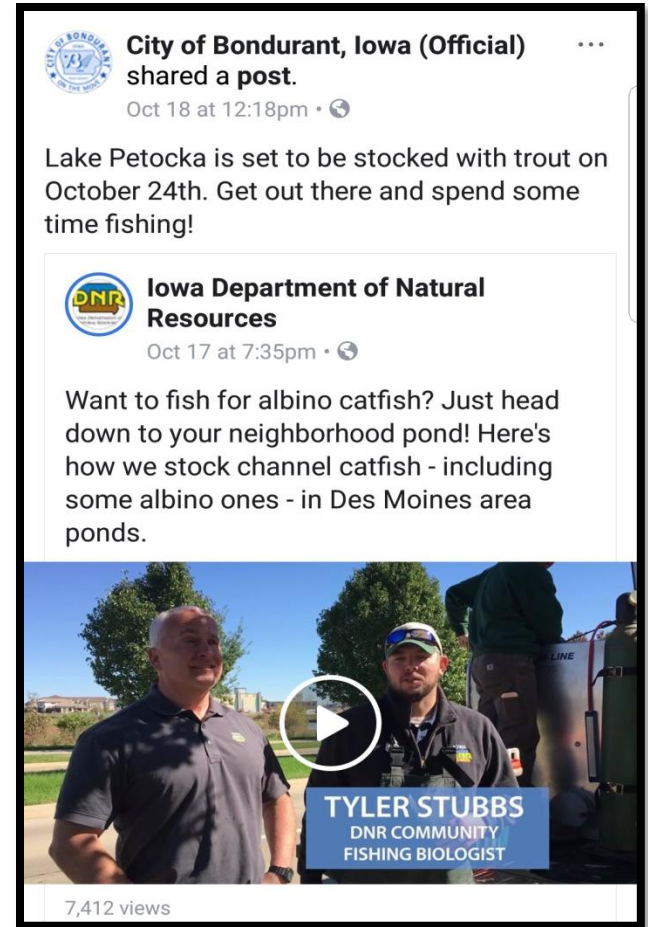
- ***50% took a child fishing***
- 77.2% fished a local pond in the Des Moines metro
- 10.5% said Fish Local effort influenced their license purchase
- What marketing strategy did they recall seeing? (Check all that apply)
 - 43.9% email
 - 14% postcards
 - 13% family clinics and special events
 - 11% city government communication
 - 11% website ads
 - 9% magazine ads
 - 3.5% social Media



63% recalled seeing at least 1 form of marketing

Lessons Learned

- Customized information works!
- Email and postcards combined were effective.
 - Emails provided the most lift (12.6%).
- Social Media promotes engagement.
 - Cost: \$505.16.
 - More impressions (160,000) than Digital media.
- Television network partnership did not out way the costs.
 - Cost: \$7,988.40.
 - Lower open rate than DNR email.
 - Web ads (110,420 impressions, only 169 clicks).
- Leveraging a growing program and partnerships is smart.



WITHOUT GOVERNMENT WHO WOULD



CONFUSE THE FISHERMEN?

FISH LOCAL



LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.

2018

*Email Marketing to
Wisconsin's First-Time
Buyers and Lapsed Anglers*



*Is Email
Marketing
a Viable R3
Strategy?*



Email Marketing Campaign

- 1** *First-Time Buyers* - Purchased a discounted FTB fishing license in 2016
- 2** *Lapsed Anglers*- Purchased at least one fishing license between 2006 and 2016 – **but not in 2017**

Ages 18-65


Email Marketing Campaign


- Control and Treatment groups created from **Go Wild** licensing system (able to collect email addresses)



Control and Treatments	First Time Buyers	Lapsed Anglers
Control	2,502	37,346
Treatments	15,500	204,500


Email Marketing Campaign

 Wisconsin Department of Natural Resources








You against the fish - you belong there!


Take advantage of Wisconsin's lakes, rivers and streams for the ultimate outdoor experience. Buy your fishing license again and get reacquainted to the state's fantastic fish and fishing.




BUY YOUR FISHING LICENSE NOW! →

Connect with us - Fishing Wisconsin     


Copyright © 2017 Wisconsin Department of Natural Resources

 Wisconsin Department of Natural Resources








Free time is fun time, family time, fishing time

Spend your time enjoying Wisconsin's fantastic lakes, rivers and streams, again. Buy your fishing license and go back to a simpler time – you, the water, your family, the fish and FUN!



BUY YOUR FISHING LICENSE NOW! →

Connect with us - Fishing Wisconsin     

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Email messaging varied with audience:

- millennials
- boomers

Email Marketing Campaign

Newsletter Content

Fishing regulations

Annual fishing report

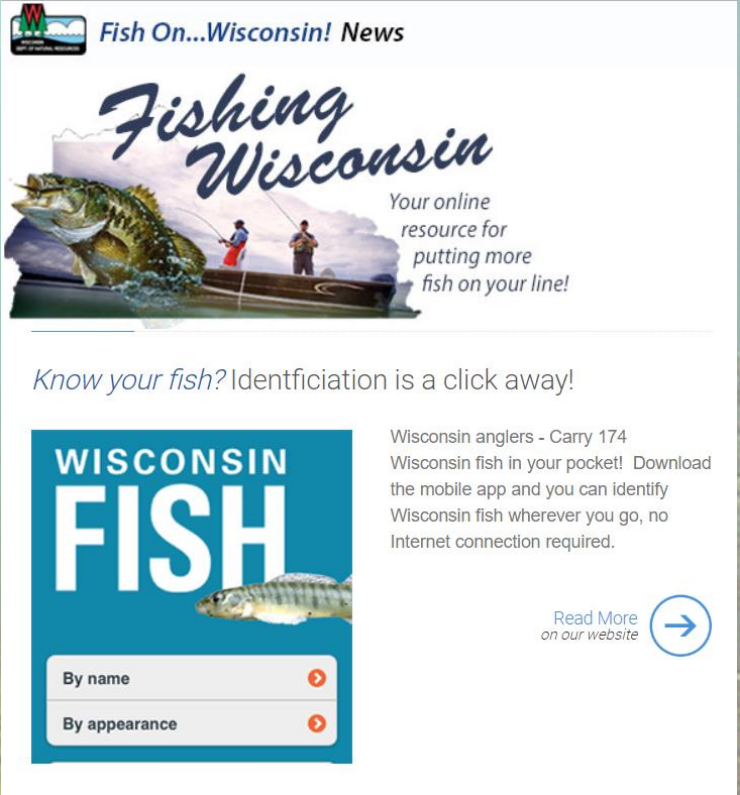
Tackle loaner information

Fishing locations

Fish ID

Fish consumption advice

Fish recipes




Fish On...Wisconsin! News


Fishing Wisconsin

Your online resource for putting more fish on your line!


Know your fish? Identification is a click away!

WISCONSIN FISH

By name 

By appearance 

Wisconsin anglers - Carry 174 Wisconsin fish in your pocket! Download the mobile app and you can identify Wisconsin fish wherever you go, no Internet connection required.

Read More 
on our website

Email Marketing Campaign

4 email reminders – three before opener, fourth after opener.



April 2018							May 2018							
No.	Su	Mo	Tu	We	Th	Fr	No.	Su	Mo	Tu	We	Th	Fr	Sa
14	1	2	3	4	5	6	18			1	2	3	4	5
15	8	9	10	11	12	13	19	6	7	8	9	10	11	12
16	15	16	17	18	19	20	20	13	14	15	16	17	18	19
17	22	23	24	25	26	27	21	20	21	22	23	24	25	26
18	29	30					22	27	28	29	30	31		

April 5 and April 26

May 3 and May 31

Email Marketing Campaign

FTB Anglers	Purchased	Percent Lift
Control:	20.5%	
Newsletter Boomer:	24.0%	3.5%
Newsletter Millennial:	25.2%	4.7%
Reminder Boomer:	24.6%	4.1%
Reminder Millennial:	24.2%	3.7%

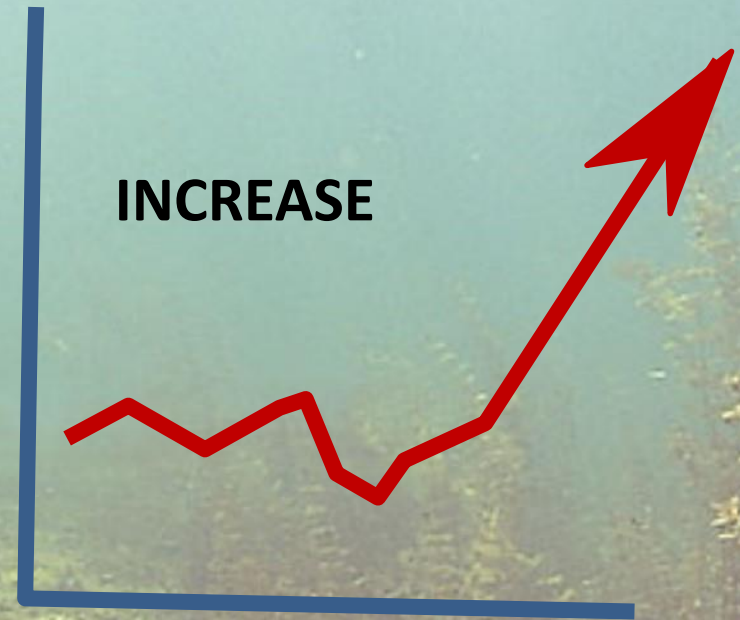
$$15,500 \times 0.04 = 620$$

Email Marketing Campaign

Lapsed Anglers	Purchased	Percent Lift
Control:	9.7%	
Newsletter Boomer:	11.4%	1.7%
Newsletter Millennial:	11.7%	2.0%
Reminder Boomer:	11.4%	1.7%
Reminder Millennial:	11.2%	1.5%

$$204,500 \times 0.018 = 3,680$$

*What can be
done to
improve
results?*





Filament project objectives

Recommendations and email best practices

- Content relevancy
- **Appropriate subject lines**
- Concise messaging that supports goals
- **Evaluate audience variability - modify**
- Mobile functionality and friendliness
- Consistent branding
- **Impact on target audience and tracking**

Repeat Performance? Improvements

Subject Lines

- **Lead without Call to Action?** Soft sell?
- **Use numbers?** 1 reason to buy your license
- **Ask a question?** More engaging?
What's the top fishing mistake?
Ready for a day on the lake?

Repeat Performance? Improvements

- ***Use link tracking parameters (UTM)- Track performance of campaigns in Google Analytics***
- **Source** – where the traffic is coming from? ***GovDelivery***
- **Medium** – how is the traffic getting here? ***Email***
- **Campaign** – why is the traffic coming here? ***LapsedAnglerCampaign***
- **Content** – what link brought them here? ***GoWild***

Repeat Performance? Improvements


GovDelivery link tracking


Link Tracking Parameters

The link tracking parameters specified here will be added to all hyperlinks in this bulletin. [LEARN MORE ↗](#)

Key name	Default value
utm_source	govdelivery <input type="checkbox"/>
utm_medium	email <input type="checkbox"/>
utm_term	<input type="checkbox"/>
utm_content	GoWild <input type="checkbox"/>
utm_name	<input type="checkbox"/>


[+ ADD PARAMETER](#) [Reset to Account Defaults](#)

 Wisconsin Department of Natural Resources








You against the fish - you belong there!

Take advantage of Wisconsin's lakes, rivers and streams for the ultimate outdoor experience. Buy your fishing license again and get reacquainted to the state's fantastic fish and fishing.



BUY YOUR FISHING LICENSE NOW! [→](#)

Connect with us - *Fishing Wisconsin*     

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2019

*Email Marketing to
Wisconsin's First-Time
Buyers and Inland Anglers*

Results pending



Fish On...Wisconsin! Marketing Initiative

Engagement Technology

Fish Wisconsin Fishing App
What's Biting Network
Arc GIS Online applications (Record fish tour, Grins and Fins angler photo sharing, fishing atlas)

Social Media

Branding all fisheries posts (Facebook, Instagram, Twitter, YouTube)
Engagement/Stories
iFish podcast series

Email/Text Marketing

Branded templates
Gov Delivery marketing
Go Wild system for target demographics

Traditional Advertising

TV, Radio, Print Advertising
Newspaper buys
Wisconsin Outdoor News
Charter, Fox Sports North

Partnering

Sport fishing, Tourism, Clubs & Organizations,
WCC, Chamber of Commerce, Hotel/Motel
Industry, Fishidy, Fish Brain, etc.



It's catching.

2018's "Refer-a-Friend" Campaign

Presented by:
Eddie Herndon, R3 Coordinator



CONSERVE. CONNECT. PROTECT.



Goal

To motivate and incentivize current anglers to introduce new people to fishing and participate with them.

Objectives

- 1. Increase new customers (license sales).**
- 2. Increase fishing participation from June to August 2018.**
- 3. Increase knowledge and background of all participants (current and new anglers) through follow-up surveys.**

How it Works



Home

Locate an Agent

Help

Español

Hi, Edward



Refer a Friend



Refer A Friend To Join You Outdoors.

[View Terms & Conditions](#)

1. Generate your referral code below

2. Your friend uses your code at checkout

when buying their first fishing, hunting, or wildlife license.

3. You BOTH get a free gift!

Perhaps a hat, coffee mug, or other surprise item.

Your Referral Code: EdwaHern59

Send Your Personalized Referral Code to Friends & Family by
Entering Their Email Address Below:

Email Address:

SEND EMAIL!

Incentives



DEPARTMENT OF
**GAME & INLAND
FISHERIES**
CONSERVE. CONNECT. PROTECT.

"[FIRSTNAME]",

Thank you for enrolling in DGIF's **Refer a Friend Program!** Growing our community with new hunters and anglers is important to us.

Your referral code is: "[REFERRAL_CODE]"

When a friend uses your referral code while purchasing his/her first Virginia fishing or hunting license, you will both receive a gift. Share it far and wide!

Thank you for sharing your love of Virginia's fisheries and wildlife. For more information regarding our Stewards of the Outdoors program, [click here](#).

Thank You,
Virginia Department of Game & Inland Fisheries

10% OFF AT



HUNTING & FISHING

As a Thank You, our friends at Green Top Sporting Goods would like to offer you 10% off your next Online purchase.

At checkout, use code: DGIFRefers

This 10% off coupon is valid **ONLY** for customers purchasing with an online Green Top account for a maximum of \$50 total savings. One time use only and cannot be combined with any other offers or coupons, online purchases only. Offer valid through September 30, 2018.

VIRGINIA'S
**Stewards
of the
Outdoors**
#VA Stewards

Refer A Friend To Join You Outdoors

1. **Generate your referral code**
at License.GoOutdoorsVirginia.com
2. **Your friend uses your code at checkout**
when buying their first fishing, hunting, or wildlife license
3. **We mail you BOTH a free hat!**



[Visit License.GoOutdoorsVA.com](https://License.GoOutdoorsVA.com)

Don't forget to share your experiences on Instagram -
check out the prizes for our [Instagram Photo Contest!](#)



\$50

Promotion

Primary Audience: Current Licensed Anglers in Virginia
Secondary Audience: Non-Anglers in Virginia

June - August	DGIF Landing Page	208 page views
June 4	Feature article in DGIF email newsletter: Notes from the Field	135k recipients / 46,554 opens
June issue	1/4 page ad in Blue Ridge Outdoors	
June 26	DGIF Blog Article	2,741 page views
June 28	Facebook and Instagram	
July 2	Campaign-only email	31k recipients / 13,909 opens
July 18	Feature article in DGIF email newsletter: Notes from the Field	186k recipients / 83,481 opens
July issue	Ad in Woods and Waters magazine	
2018-2019	Ad in DGIF Hunting Regulations Digest	
August	Instagram post	4k followers
June - August	*Email Confirmations: Referral code used, shared and after new license purchase	

June to August Results

- 1. Total referral codes generated = 1,170**
- 2. New orders/customers = 425**
- 3. Order total = Net Revenue \$12,913 / \$7,509 from emails**

Program Evaluation

1. Surveys to program participants (code referrers and code redeemers).

TITLE

2. Future - Comparison between code referrers and non-participants.

Survey Results

Current Anglers – 218 responses

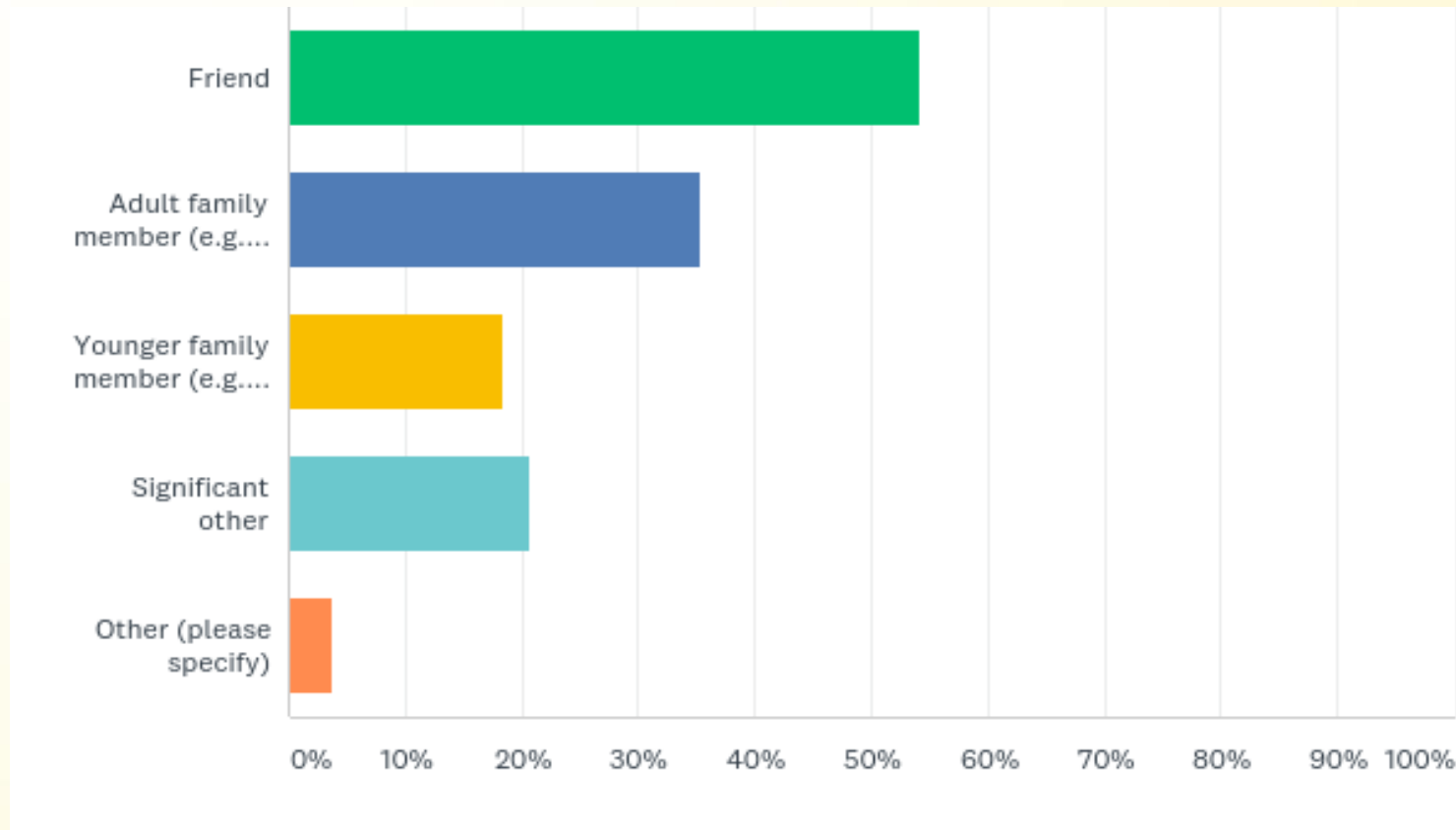
Q1: How important were the following when deciding to enroll in this program?

	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL
The chance to recruit someone to go fishing with me	12.44% 27	22.58% 49	36.87% 80	28.11% 61	217
The chance to introduce someone to fishing	8.76% 19	20.74% 45	35.94% 78	34.56% 75	217
The free gifts	27.31% 59	32.87% 71	22.69% 49	17.13% 37	216
The coupon for Green Top Hunt and Fish	42.99% 92	25.70% 55	20.56% 44	10.75% 23	214

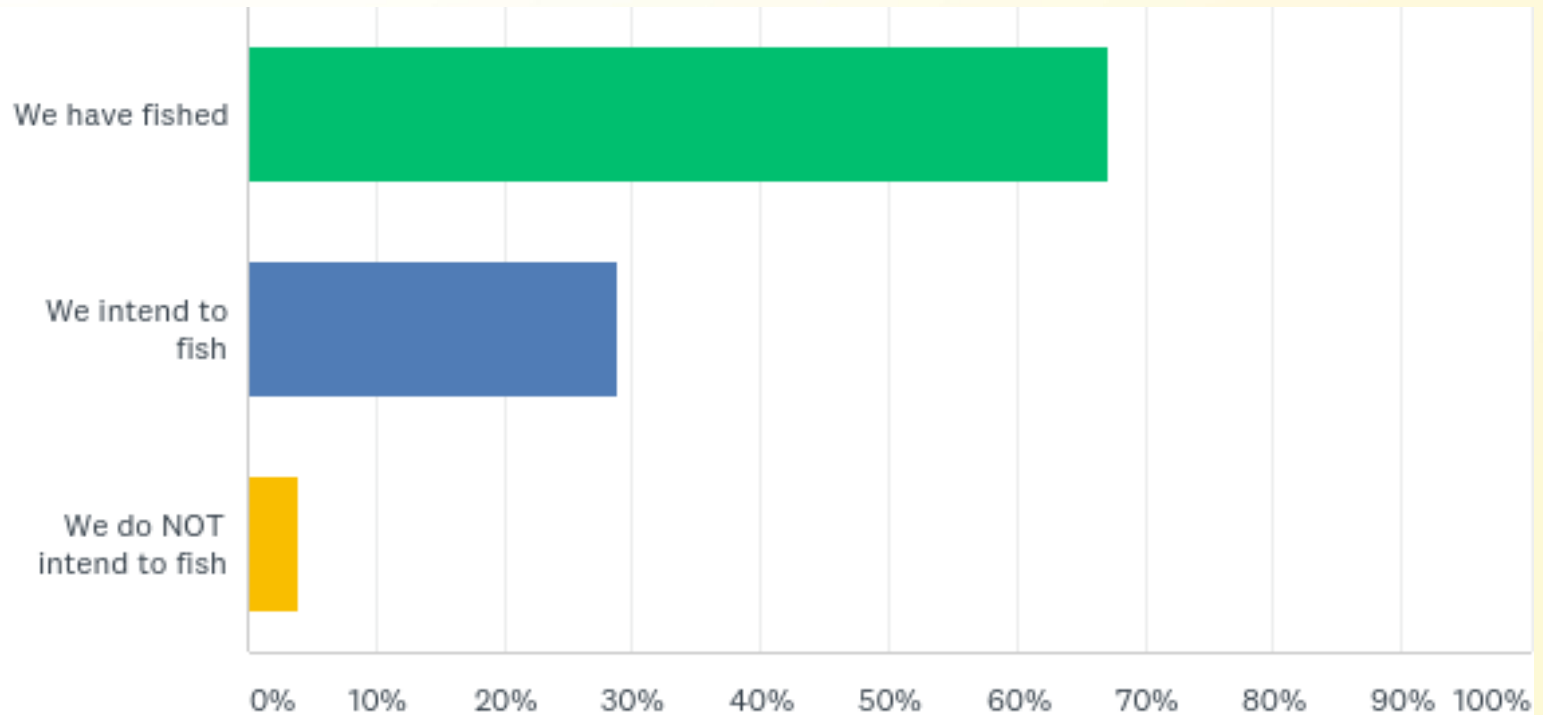
Q4: How appealing would the following participation rewards be to you if DGIF started another Refer-a-Friend program?

	NOT APPEALING	SOMEWHAT APPEALING	APPEALING	VERY APPEALING	TOTAL
Free t-shirts	2.82% 6	19.25% 41	34.27% 73	43.66% 93	213
Free hats	8.45% 18	23.47% 50	35.21% 75	32.86% 70	213
Free fishing tackle or bait	4.67% 10	11.21% 24	29.91% 64	54.21% 116	214
Discounts to sporting goods stores	10.33% 22	26.76% 57	29.58% 63	33.33% 71	213
Raffle tickets for prizes including large coolers or fishing rods	12.15% 26	20.56% 44	30.37% 65	36.92% 79	214

Q2: To who did you send the Refer-a-Friend code? (Check all that apply if you sent multiple codes)



Q12: Have you fished, or do you intend to fish, with the person who received the code?



Q10: Before giving or sending the code, what was the fishing experience of the person who received the code?

ANSWER CHOICES	RESPONSES	
Recipient had fished in the last few years	49.76%	102
Recipient had fished but NOT in the last few years	32.20%	66
Recipient had never fished before	10.24%	21
Don't know/ Not sure	7.80%	16
TOTAL		205

Post-Campaign Survey

New Anglers – 23 responses

Q1: How important were the following when deciding to enroll in this program?

	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL
The chance to fish with someone	8.70% 2	8.70% 2	30.43% 7	52.17% 12	23
The chance to learn about fishing	18.18% 4	9.09% 2	45.45% 10	27.27% 6	22
The free stuff	18.18% 4	40.91% 9	31.82% 7	9.09% 2	22
The coupon for Green Top Hunt and Fish	50.00% 11	18.18% 4	13.64% 3	18.18% 4	22

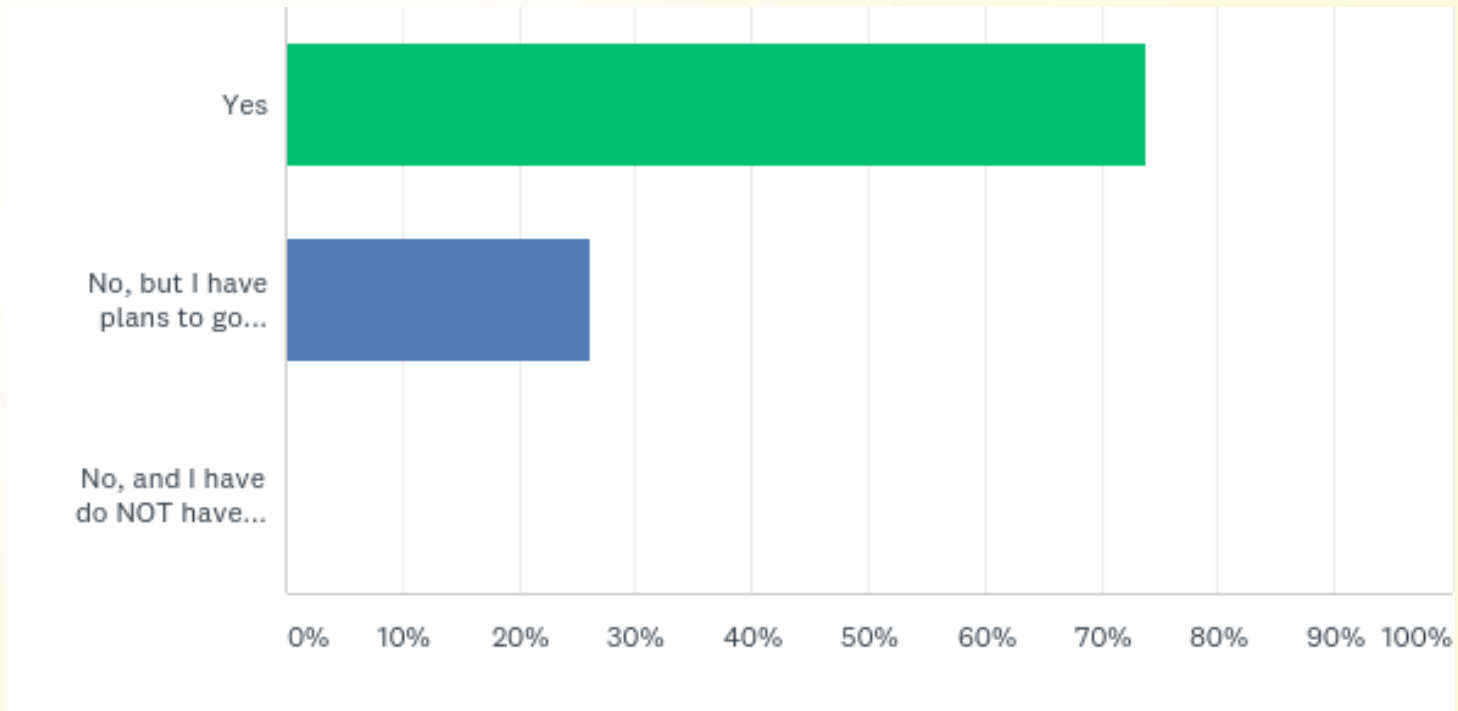


Q3: Which of the following best describes your fishing experience before participating in this program?

ANSWER CHOICES	RESPONSES	
I had NEVER previously fished	8.70%	2
I fished when I was growing up	52.17%	12
As an adult, I previously fished in Virginia	26.09%	6
As an adult, I previously fished outside Virginia	13.04%	3
TOTAL		23



Q4: Have you gone fishing since receiving a code?



Takeaways

- 1. Few true new anglers received codes, indicating that this type of program best promoted reactivation and retention.**
- 2. Most important motivations for angler referrers were introducing anglers to the sports and recruiting anglers to go fishing with them.**
- 3. Better incentive gifts should increase participation.**
- 4. Over half of redeemers (new customers) were female.**
- 5. 58% of revenue came from emails.**



Future Actions

1. Further analyze participants.
2. Retention of “new” anglers.
3. Improve promotion through social media and digital ads.
4. Improve gifts
5. Refer-A-Friend Hunting



Thank You

LOCATION

**7870 Villa Park Drive, Suite 400
Henrico, Virginia 23228**

CONTACT

**Edward.Herndon@dgif.Virginia.gov
(804) 367 - 0585**

