



# Iowa Recreational Shooting Enthusiasts to Hunter Customer Journey Digital Marketing Campaign

*Partnering with Brandt Information Services*

**Campaign Purpose:** Create a marketing pathway that leads a recreational shooting enthusiast to buy a hunting license and/or pay the habitat fee.

## **Campaign Goal:**

The goal of this effort is to utilize highly targeted marketing efforts to drive target audiences through the consumer life-cycle from recreational shooting participants to buying a hunting license and/or paying the habitat fee and ultimately to a hunting experience. Digital ads and video assets will use imagery and messages most relevant to the specific target audience to create a personalized experience to connect with them on their terms. Iowa's partner, Brandt Information Services, has successfully targeted digital users based on a variety of online criteria and habits. We estimate this campaign will generate at least a 3:1 ROI. With a \$25,000 digital advertising budget, it will generate \$75,000 in licensing system revenue.

## **Call to Action:**

The call to action will drive users to an Iowa DNR landing webpage specific to this effort. The landing page will incorporate the campaign message, imagery and video assets and include a link to buy a license and tips to get started hunting such as benefits of hunting, places to hunt and shoot and basic hunting tactics.

## **Target Audiences:**

- National Archery in the Schools Program (NASP) participants - Over 200 Iowa schools participate in the in-school program annually and the program continues to grow. Iowa also offers an afterschool league to schools who are engaged in the in-school two week program. Nearly 2,000 archers from more than 120 Iowa schools participated in the National Archery in the Schools Program (NASP) state tournament March 7-8, 2020 in Des Moines. For the season, approximately 4,300 archers participated in Iowa's National Archery in the Schools After-School League Program.
- Iowa Scholastic Clay Target Program (SCTP) participants - A team-based youth development program that uses the clay target sports of trap, skeet, and sporting clays to teach hunting skills through the safe use of hunting equipment including firearms and their relationship to hunting situations. In 2019, over 4,000 athletes across Iowa participated in the Scholastic Clay Target Program.
- Iowa Shooting Range patrons - Iowa DNR has two manned shooting facilities and several unmanned shooting ranges. Both of our manned shooting facilities see approximately 10,000 visitors annually.

### **Campaign Strategies:**

We will partner with Brandt Information Services and their marketing firm to implement a complex digital advertising campaign using industry best practices to target users based on profile and online behaviors. The highly targeted digital ads will leverage pixel-tracking and utm-tagging tactics to measure view-through and click-through conversions generated from users who see Iowa DNR's digital ads as well as click-through traffic generated from the landing webpage. We will use emails lists specific to each target audience to create custom Facebook look-a-like audiences to show the digital ads to. Facebook's ad platform audience filters will allow us to show ads to recreational shooting participants who do not have a current hunting license.

We have multiple opportunities to reach our recreational shooting enthusiasts through information provided to coaches during the season and emails directly to participants and their parents. We will incorporate campaign messaging, imagery and video assets into existing communications to strengthen the campaign's reach and success. With the increased interest in the outdoors since COVID-19, now is a good time to reach out to our recreational shooting enthusiasts to encourage them to buy a license and start hunting - a safe, social distance activity.

Iowa DNR has a strong history of partnering with local retailers, nonprofit organizations and private shooting ranges for outdoor recreation events and learn to hunt, trap and shoot workshops. To extend our campaign reach and help our partners maintain a rich content calendar and library, we will put together a partner toolkit with email templates, video assets, imagery, web banners and sample social media posts. Our partners can easily incorporate the campaign message and call to action into current communications to their customers and members. Click-through revenue will be tracked using UTM tags.

### **Timeline:**

**November - December:** Video production and editing

**January:** Create and populate campaign landing webpage on the DNR website

**January:** Create partner toolkit for local retailers, nonprofit organizations and private shooting ranges

**January:** Create digital ads

**February 1:** Campaign landing webpage live

**February 1:** Share partner toolkit with local retailers, nonprofit organizations and private shooting ranges

**March 15- May 15:** Digital ads live, optimizing throughout term of campaign to best yield results; **Note:** we would like to extend the campaign past the April deadline to take advantage of our entire spring turkey season

**May 31:** Report due to DNR including success of digital advertising campaign, email outreach, and social/website referral traffic.

### **Budget Details:**

Funding would be used for the digital advertising placements and creating the video assets. Iowa DNR will contribute an additional \$5,000 to this campaign from its current marketing fund. Brandt is donating their time to perform all strategy development, creative input, data reporting, and analysis for this effort without charge (\$10,000 in-kind support).

Budget Category	Total Project Budget	Grant Budget Requested	Matching Funds Provided Cash	Additional In-Kind Support
<b>Creative Ad Development, Placement, Monitoring, &amp; Reporting</b>	\$25,000	\$20,000	<b>\$5,000</b>	
<b>Creative Video Assets</b> (3)- 2-4 min. videos (3) - 30 sec. teasers (3)- Social Media teaser videos (1) - Brand Anthem (1) – Custom web banner 150 professional photos	\$30,000	\$30,000		
<b>Time, Strategic Development, Creative Input, Reporting, Analysis</b>				<b>\$10,000</b>

**Cost-effectiveness:** Iowa will already be investing in digital advertising this winter, so a majority of the digital advertising tracking and maintenance overhead costs are already accounted for. The campaign includes numerous free strategies using our owned media that will be supported by paid strategies. By combining both strategies, we hope to provide multiple hits to our target audiences, which is proven to have a higher impact for marketing campaigns.

**Measuring Success:**

With our current licensing system, Go Outdoors Iowa, we will be able to successfully track the generation of new and returning license buyers as a result of this campaign. Digital advertising site pixels will be used to track view-through revenue. Click-through revenue will be tracked using UTM tags. Attribution revenue reports will be provided.

**Plan to continue and fund the program, if successful:**

Once the assets are created, we can use them for years to come. This will create an established customer journey from recreational shooting participant to license holder that will be a replicable evergreen campaign, continually expanding our agency’s reach and driving revenue. We will look at the digital advertising results and adjust the campaign for our fall 2021 hunting season. We will use the campaign imagery and video assets on our Shooting Sports and Range webpages and spring 2022 emails to first time hunting license buyers whom we converted from recreational shooting participants into license buyers through the successful strategies of this campaign.