



ACI R3 2021 MSCG Marketing Campaigns Report

NEBRASKA GAME AND PARKS

SPRING, 2021

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Campaign Overview

Nebraska's resident spring turkey hunter numbers increased by 23% and permit sales increased by 26% in 2020. We did a targeted campaign to retain 8,590 of our 2020 hunters who:

- Hunted for the first time (4,555 new recruits)
- Had not purchased a permit in two or more year (lapsed) and returned to spring turkey hunting (4,035 reactivated)

Nebraska has excellent turkey hunting opportunities statewide; a long spring turkey season; high rates of hunter satisfaction and easily available, over-the-counter permits, so barriers to continue hunting are low; we wanted to explore cost-effective ways to reach these 2020 hunters to retain them for the future.

Email was one tactic we used, but since we do not require email addresses to get a permit, we worked with our advertising/marketing agency partner (Swanson Russell) to find innovative ways to targeting customers without email addresses on file a variety of reverse IP search tactics.

Campaign Goal

Retain at least 70% of the 2020 season's recruited and reactivated resident turkey hunters for the 2021 season.

Our typical churn rate (combined for all resident hunters) over the last six years (2014-2020) is 42.4%. For 2021, our goal is also to lower that rate, particularly among the subset of 2020 recruited and reactivated spring turkey hunters.

Metrics

For Metrics, we looked at the performance of our media:

- Open rates and click rates for emails
 - Open rates: 14-16% for all emails in this series
 - Click rate averaged: 2-3% of all emails in this series
- Impressions served and the resulting click to site (CTR) and conversion rate; performance of reverse search options
 - There were 4.9M ad impressions served resulting in 16.6K clicks to the site for a CTR of 0.34%. Of the 16.6K clicks, 1,301 resulted in a conversion driven for a conversion rate of 7.83%.
 - The Facebook Video placements drove the most traffic to the site, with the New Resident audience driving slightly more traffic than the Reactivated Residents. The New Resident audience also drove more conversions.
 - The Facebook Carousel placements drove the second-highest volume of traffic to the site. Both the New Resident and Reactivated Resident audience drove approximately the same number of clicks and conversions.
 - The New Resident paid search campaign resulted in the highest CTR among all partners and drove the second-highest number of conversions.
 - The Reactivated Resident paid search campaign resulted in the highest number of conversions driven and the highest conversion rate among all partners.
- We also looked at overall sales numbers in each category
 - Of the 4,555 new hunters, we retained 3,986 (or 87.51%) in 2021
 - Of the 4,035 reactivated hunters, we retained 3,355 (or 83.15%) in 2021

****Note:** Our permit system is currently another system/website and is unable to capture purchase information off any marketing referrals that lead customers to the point of making a purchase. We can only look at ROI by comparing revenue to the overall cost of marketing efforts.

Tactic	Spend	Revenue	ROI
Creative Development, Digital Ads *	\$18,000	\$xx	X
Paid Social Media, Reverse IP google search & digital marketing & re-marketing *	\$36,750	\$xx	X
Planning, creating, sending emails*	\$7,500	\$xx	X
Educational web content, trip planners, tips and articles*	\$8,500	\$xx	X
House media (news releases, webpage, unpaid social, agency magazine, PIO appearances *)	\$8,500	\$xx	X
Post campaign evaluation/research*	\$8,500	\$xx	X
TOTAL CAMPAIGN	\$81,000	\$304,105	\$223,105

*= categories include staff time with an estimates price

Call to Action

All marketing treatments encouraged the recipient to click or visit our website to plan their turkey hunt.

Future Efforts

We will continue to look at our new and recruited resident hunters, and reach out to them with strategic messages and resources to retain them as active hunters. (We will also use these same tactics with non-resident hunters; there just were few non-resident hunters in 2020 due to our governor suspending non-resident turkey permits sales.)

Target Audiences

Nebraska resident new hunters in 2020 (recruited)

Nebraska resident reactivated hunters in 2020 (reactivated = those who have gone two or more years without purchasing a license)

Images and Graphic Treatment



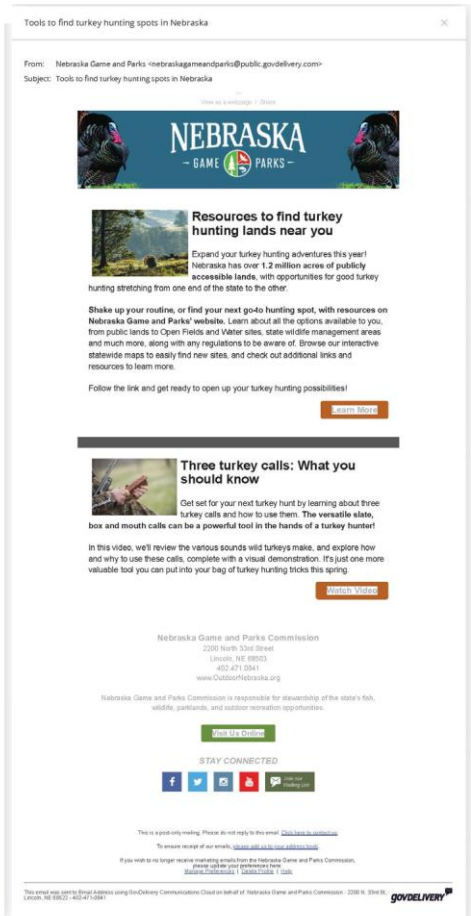
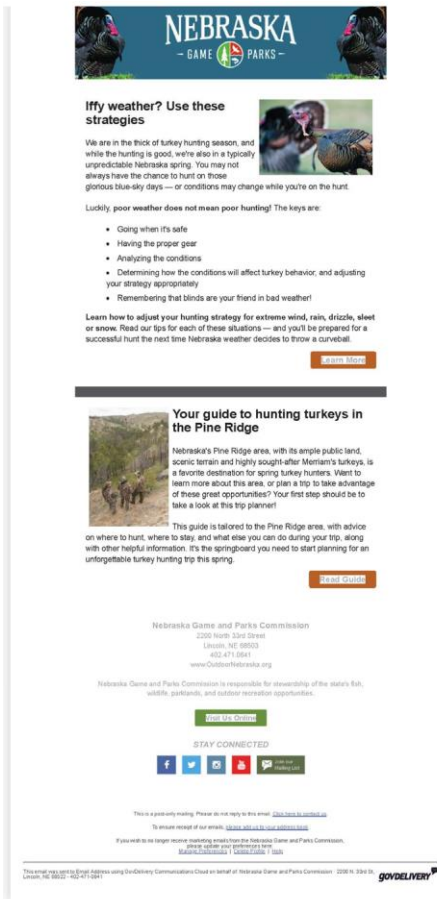
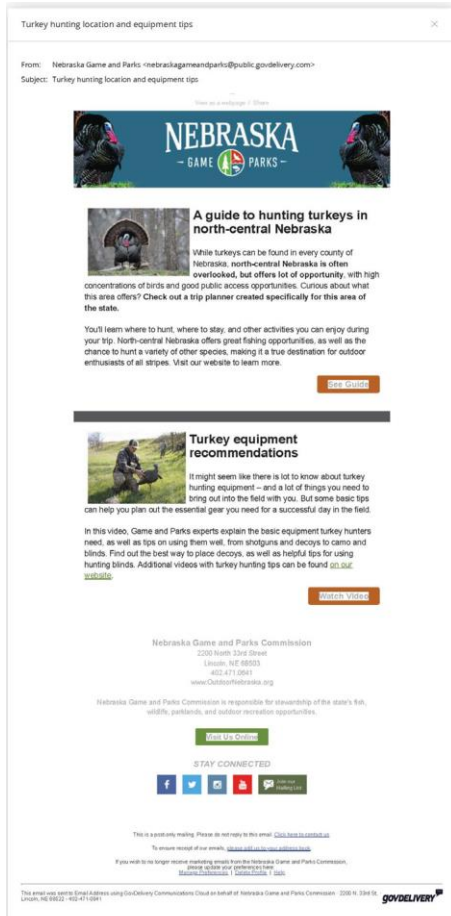
(4 screen digital ad)

YouTube video (used in social ads)

Nebraska Spring Turkey Season | Three Over-the-Counter
Permits | Hunt +1 Million Acres
nebraskaturkeyhunt.com/turkey/hunting
Hunt More Than 1 Million Acres of Public Land Where
Hunters Enjoy a 62% Success Rate. Stay Here in Nebraska.
Enjoy the Nation's Best Turkey Hunting. Plan Your Hunt
Today.

Top performing piece over all – Google Search ad served to new hunters from 2020

Top performing keywords: turkey hunting seasons, spring turkey season, turkey spring season



Samples of emails that were sent from March through May to help remind the 2020 new and reactivated hunters of turkey season opportunities – to engage with them and build their knowledge and skills.

Assets / Paid Placements

Assets used for this campaign included:

Emails – created custom each week

A web landing page full of turkey hunting tips and information

Trip Planners geared to regional areas in Nebraska

Paid Placements Include:

Digital Ads, Your Tube video for targeting and re-targeting

Social media ads (Facebook and Instagram)

Google Search ads for targeting and retargeting