

Hispanic Angler Communication Methods Marketing Campaign



RECREATIONAL
BOATING & FISHING
FOUNDATION



Florida Fish and Wildlife Conservation Commission RBFF State R3 Program Grants Case Study

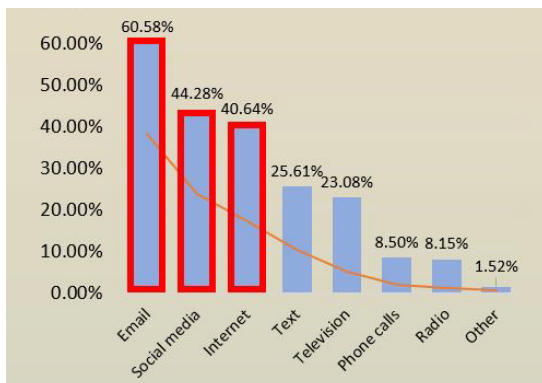
PARTNERS

- Recreational Boating & Fishing Foundation
- iHeart Media
- Tampa Bay Kayak Anglers

SUPPORT

"With the invaluable partnership and support from RBFF, the FWC was able to conduct essential research to better connect with Florida's underrepresented communities while encouraging them to participate in fishing. We look forward to increasing diversity in sportfishing as we continue to pursue innovative marketing tactics."

- Tom Graef, Director of FWC's
Division of Freshwater Fisheries
Management



Graph showing the results from the 2023 survey on preferred communications platforms.

OVERVIEW AND OBJECTIVES

- The goal of the marketing campaign was to increase participation in freshwater and saltwater fishing using varied communication platforms and messaging with the goal of identifying which tactics were the most effective at engaging Florida's Hispanic community.
- The objective of the campaign was to reach 500,000 unique individuals in the Hispanic community, or 8.5% of Florida's Hispanic population, with these specific marketing efforts and achieve engagement with 25,000 (5%) of those individuals.

RESULTS AND OUTCOMES

- The objective to reach 500,000 unique individuals was achieved, having reached 260% of the objective or over 1.3 million people. The objective to engage with 25,000 (5%) individuals was achieved, having reached 102% of the objective or 25,600 clicks.
- After analyzing the results of the different platforms, the project found that social media was the most successful, generating the most clicks at over 14,700, had the highest CTR at 2.06%, and had the lowest CPC at \$0.57. While emails ranked the highest in the survey, social media outperformed email communication.
- Based on the results, the messaging that resonated the most with the Hispanic community was content promoting fishing access. Across all platforms, fishing access generated over 8,200 clicks and had the highest CTR at 1.16%. While fishing access ranked considerably lower than fishing skills among non-anglers in the survey, it exhibited a higher CTR in the marketing campaign.

BENEFITS

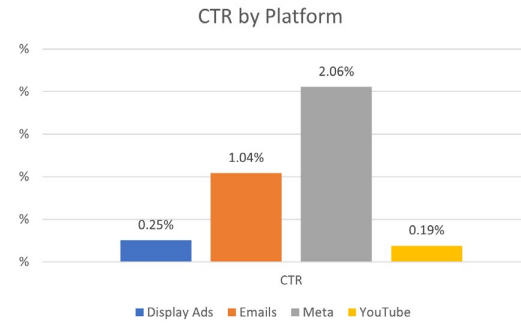
- The results of the marketing campaign identified the optimal platform and message which will be used to guide future communication tactics with the Hispanic community. This will allow the FWC to reach more individuals at a lower cost, maximizing the efforts to engage the audience with fishing related content. The data collected will help the FWC create the tactics for next year's marketing campaign, focusing on testing the various motivators that encourages the Hispanic community to go fishing.

METHODOLOGY

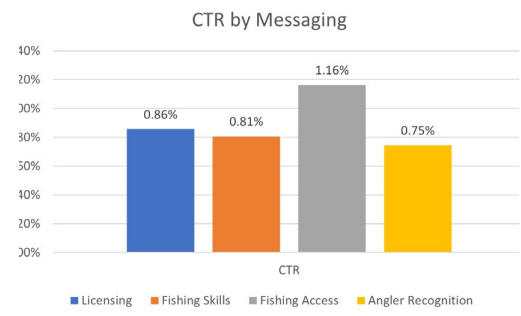
- The FWC launched a multi-platform marketing campaign with four unique messages designed to resonate with the Hispanic fishing community. The combination of these platforms and messages resulted in 16 unique marketing creatives.
- The tactics used in this marketing campaign included social media, targeted emails, and internet display ads. The social media platforms in this campaign included Facebook, Instagram, and YouTube. The four messages focused on purchasing a recreational fishing license; where to learn or enhance fishing skills; where to go fishing; and promotion of the agency's angler recognition programs.
- All the creatives promoted both freshwater and saltwater fishing. The campaign included one motivation throughout each creative for the campaign, encouraging the targeted audience to spend time with friends and family on the water.

LESSONS LEARNED AND FUTURE PLANS

- The project would have benefited from selecting one message for our content as opposed to four. This would have kept the marketing message as a control and kept the platform as the only variable. Conducting the project this way would have kept the total creatives to four, allowing for more budget to be allocated to each and less coordination on the front-end set-up.
- A future marketing campaign will be planned that focuses on promoting Florida's fishing access resources on social media, specifically with Meta. The campaign will test the various motivators that drive the Hispanic community to go fishing such as friends and family, consumption, relaxation, and for the challenge, relating it back to the results of the 2023 survey.



Graph comparing the CTR per platform; Display Ads, Emails, Meta (social media: Facebook and Instagram), and YouTube.



Graph comparing the CTR per content message; Licensing, Fishing Skills, Fishing Access, and Angler Recognition.

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