

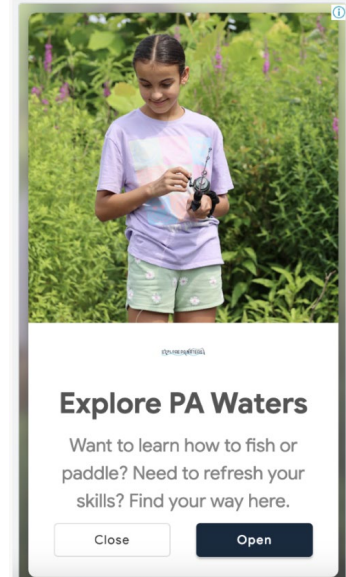
Explore PA Waters RBFF State R3 Program Grants

OVERVIEW & OBJECTIVES

The project was designed to drive traffic to the PFBC's new microsite through digital marketing. The microsite was developed from October 2022-March 2023. It is designed as a simpler version of the official agency website. The site went live in the first quarter of 2023.

Goals:

- Drive traffic to the microsite and encourage searching its pages.
- Recruit new customers and sell licenses/launch permits/registrations to those with fishing/boating interest.
- Get audiences, especially Gen Z and Millennials, who have never thought about fishing/paddling for entertainment and engagement with others to get out and explore PA waters by purchasing a fishing license and/or launch permit or boat registration and learning more about all the great outdoor water activities PA has to offer.
- Inspire those with interest to bring their friends and family members.



Google
Display
Ad

RESULTS/KEY INSIGHTS

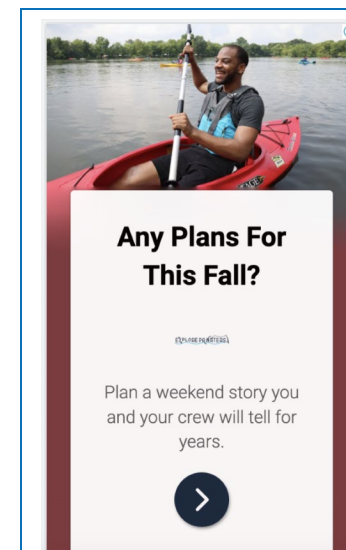
- The campaign elicited more than 7.8 million impressions to audiences' digital platforms in two 4-week cycles between June 1 and September 30, 2023.
- Google video was the main success driver in this campaign with 3.7 million impressions and 1.7 million completed views – a 47% view rate!
- Snapchat and paid search were the highest performing platforms among our target audience.
- The top performing description in paid search ads was inviting people to learn or refresh their skills in fishing and paddling.
- Campaign creative, which emphasized building memories together, resonated strongly with Millennial and GenZ viewers.
- The campaign's main goal of driving traffic to ExplorePAWaters.com was achieved. Traffic to the website significantly rose to 56K new users, with 4K from searches, 4K from referrals and 3.5K from display ads.
- With over 10K visits to our custom Google Map (Find a Waterway) we connected new anglers and paddlers to waterways and equipment.

PARTNERS

- Recreational Boating and Fishing Foundation
- Mendoza Group
- Venture Outdoors
- PFBC Fishing and Paddling Volunteers

SUPPORT

“Explore PA Waters brand and website is a great opportunity to reach new audiences who wouldn't immediately think of a government agency as a source of fun and adventure. In the digital landscape, this new approach is invigorating the way we talk about fishing and paddling in Pennsylvania.” - Tim Schaeffer, Pennsylvania Fish and Boat Commission Executive Director

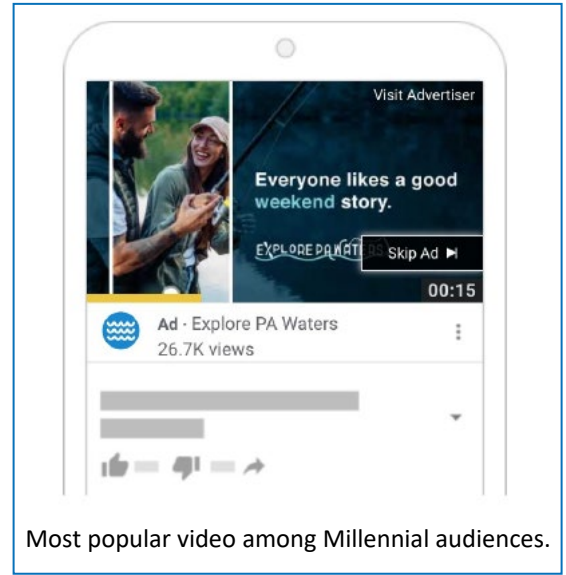


Google
Display
Ad

BENEFITS

The strength of this campaign was in the ability we have now to develop a fun and accessible personality for those who are not comfortable or familiar with our state agency website. The required regulatory nature of the current website can be intimidating for someone new to fishing and paddling. This new site seeks to introduce the activities with a personality of fun and adventure. This campaign helped spread the word about ExplorePAWaters.com.

See page 3 for more examples.



METHODOLOGY

- Paid SEM, social media, display and CTV with the goal of reaching the largest number of young adults in PA as possible
- Click and direct awareness vehicles to stimulate those looking for outdoor activities in PA to then visit the new microsite ExplorePAWaters.com.
 - Goals of consumer engagement on microsite:
 - Learn more about fishing and paddling opportunities in PA
 - Get those with fishing/boating interest to purchase licenses
 - Present fishing/boating as inclusive, accessible activities

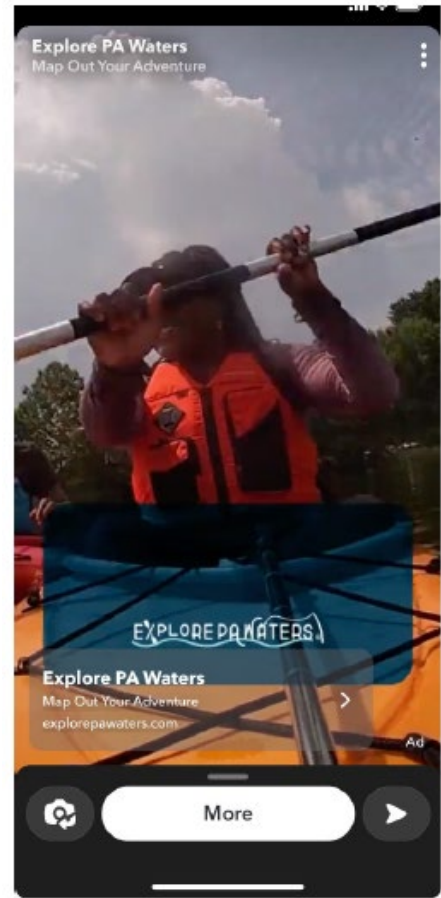
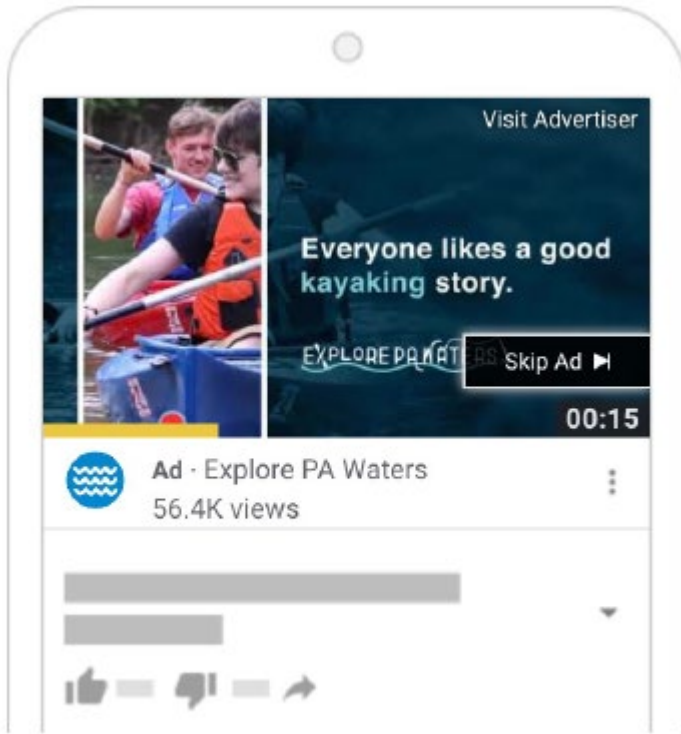
CONTACT INFO

Kim Garris
717-705-7850
kilegore@pa.gov

LESSONS LEARNED & FUTURE PLANS

- It takes a lot of content to develop and manage an additional presence. The new presence has made a difference in the look and feel we can offer to potential customers we are trying to attract and has the potential to re-energize lapsed customers as we build out additional content in this friendly, inviting way.
- Stock photos and videos is not a reliable option for content when you are the agency with the sole responsibility of implementing safety protocols and best practices for fishing and boating. You must produce them yourselves to ensure their accuracy. It's important to have staff that possess the professional skills and experience to carry that out and volunteers to act as models.
- We will continue to market/advertise to new customers and would like to target lapsed customers.
- We will continue to tweak our advertising and website content to align closely with audience interest and social media trends.
- We plan to connect with destination marketing organizations to help regionalize content and allow them to invite their customers/followers to the site and to fishing and boating with the goal of increasing sales of licenses, permits and registrations.
- We plan to explore the opportunities available with our "invite a friend" feature to help develop a community of new anglers and paddlers. We believe that nurturing communities of people with these common new interests can help us garner more new customers.





"Kayak Story" video was most popular on Snapchat

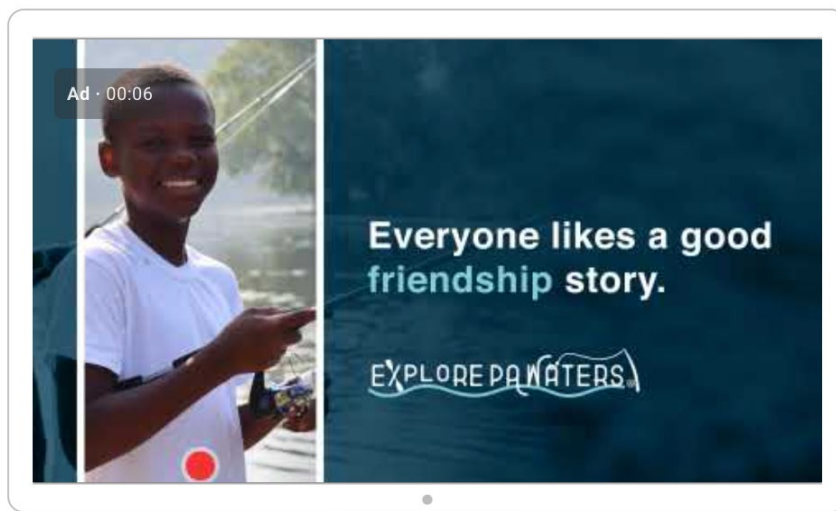
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www.explorepawaters.com/

Find a waterway near you - Fishing, Paddling & More Fun

Tips, events, maps & more. Explore PA waterways and find places you'll never forget. Want to learn how to fish or paddle? Need to refresh your skills? Find your way here.

Top performing paid search description.



Sharing an experience with others was the theme of the campaign.