RBFF Search Engine Marketing

GAVIN
evolving influence

pennsylvania
FISH & BOAT COMMISSION

November 2020

About Gavin™

- ⭐ DBE, SBA, WBENC-certified full-service agency

- 🏢 Founded in 2011, offices in York/Lancaster/Harrisburg

- 👁 Deep experience in web, SEO and SEM success

- 📊 Managed more than 200 brands for high performance outcomes

- 💎 More than 75 awards for digital, branding, PR, creative and communications

Today's Presenters

Mandy Arnold

Gavin

President/CEO

Jason Altland

Gavin

Senior Coder

Carl Richardson

PA Fish & Boat Commission

Education and Outreach Manager

Amber Nabors

PA Fish & Boat Commission

Bureau Director

What We're Presenting:

What is SEM?
What are keywords?
Best practices for SEM
Examples of PA's SEM efforts
SEM Advice
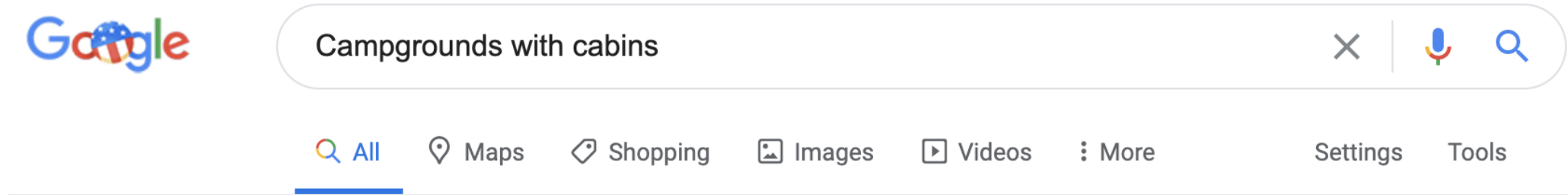
What is SEM?

SEM = Search Engine Marketing

A very effective method of businesses to reach their target audiences, generate new customers, increase revenue via paid search engine placement.

SEM Facts

- As of Nov 2020 all paid search on Google is marked with "Ad"

- Typically first 3 results positions

- Ads are purchased based on keywords and bidding much like an auction where highest current bidder is displayed first

- Additional qualifiers can be added
  - Age
  - Gender
  - Geography
  - Time
  - Language

- Not limited to Google, can also be purchased on Bing and Yahoo

TROUT SEASON

Now Open:
Statewide

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What are Keywords?

Keywords are words and phrases that help describe your product or service that help the search engine determine when to display your ad.

How to Determine Keywords

Keywords should match the users search intent. Determine the intent and objective.

Example: "Fishing Licenses" would show for searches like:
- Where to buy a fishing license
- Buy fishing license online
- Do kids need a fishing license?

PFBC 2020 DIGITAL MARKETING SCHEDULE

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Goal +10% Or 224K+ Online Sales
		Pre-Trout Season 2/15 – 4/18										25%
			Trout Season 4/19 – 6/14									50%
				Family Fun 5/1 – 8/31								25%
		Social Support										N/A

Pre-Trout Season

Overview: The campaign will support social media (a) events, (b) contests, and (c) community building efforts. We'll run a mix of boosted posts, page like, and look-a-like audience ads to bolster online community. We'll also run display and search ads.

25%
of TOTAL BUDGET

Dates: 2/15 – 4/18
Channels:
Google Ads (25%);
Facebook & IG (75%)
Demographics: Skew Female
Age: 35-54
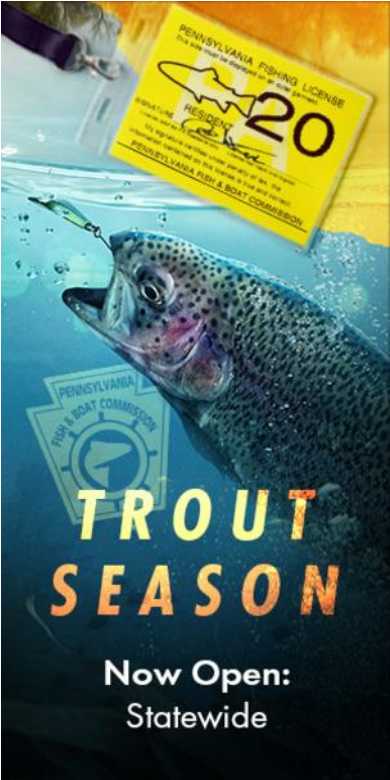**Location:** Urban, Suburban, SE, SC

OBJECTIVE:
Sales + Community Growth
KEY METRICS:
Online Sales, Tracked Conversions, Conversion Rate

*A combination of 1st-party sales data *and* Google Analytics site data will be used to verify performance.

Campaign Imagery

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Campaign Results

| Tactic (SEM, Social Media, Emails. etc.)	Target Audience	Money Spent	Duration	Results	# of people who purchased a license
Search Engine Marketing via Google Ads	Audiences seeking to purchase licenses	**$7,859.26**	**Mar. 1 – Jun. 30**	**Impressions**: 152,049 **Clicks**: 46,451 **Conversions**: 37,506	**37,506**
Display Marketing via Google Ads	Audiences in-Market for fishing gear, fishing tips and related	**$1,226.73**	**Mar. 1 – Jun. 30**	**Impressions**: 1,853,352 **Clicks**: 7,789 **Conversions**: 662	**662**
Social Media Marketing via Facebook	Audiences interested in Trout fishing, Fly Fishing, Angler related Activities	**$7,015.82**	**Mar. 1 – Jun. 30**	**Impressions**: 2,759,247 **Clicks**: 17,543 **Conversions**: 7,259	**7,259**
		$16,101.81			**45,427**

Results by Tactic

Tactic	Campaign Cost	Impressions	Clicks	Purchased License	Cost per Conversion	Estimated Revenue*	Net Revenue
SEM	$26,573.00	519,619	70,356	47,998	$0.33	$1,620,325	$1,593,752
Social Media	$20,782.00	3,399,179	18,669	8,739	$1.15	$295,981	$275,199
Display Ads	$7,645.00	1,853,352	7,789	662	$2.32	$22,674	$15,029
Total	**$55,000.00**	**5,772,150**	**96,814**	**57,399.00**	**$0.96**	**$1,938,979**	**$1,883,979**
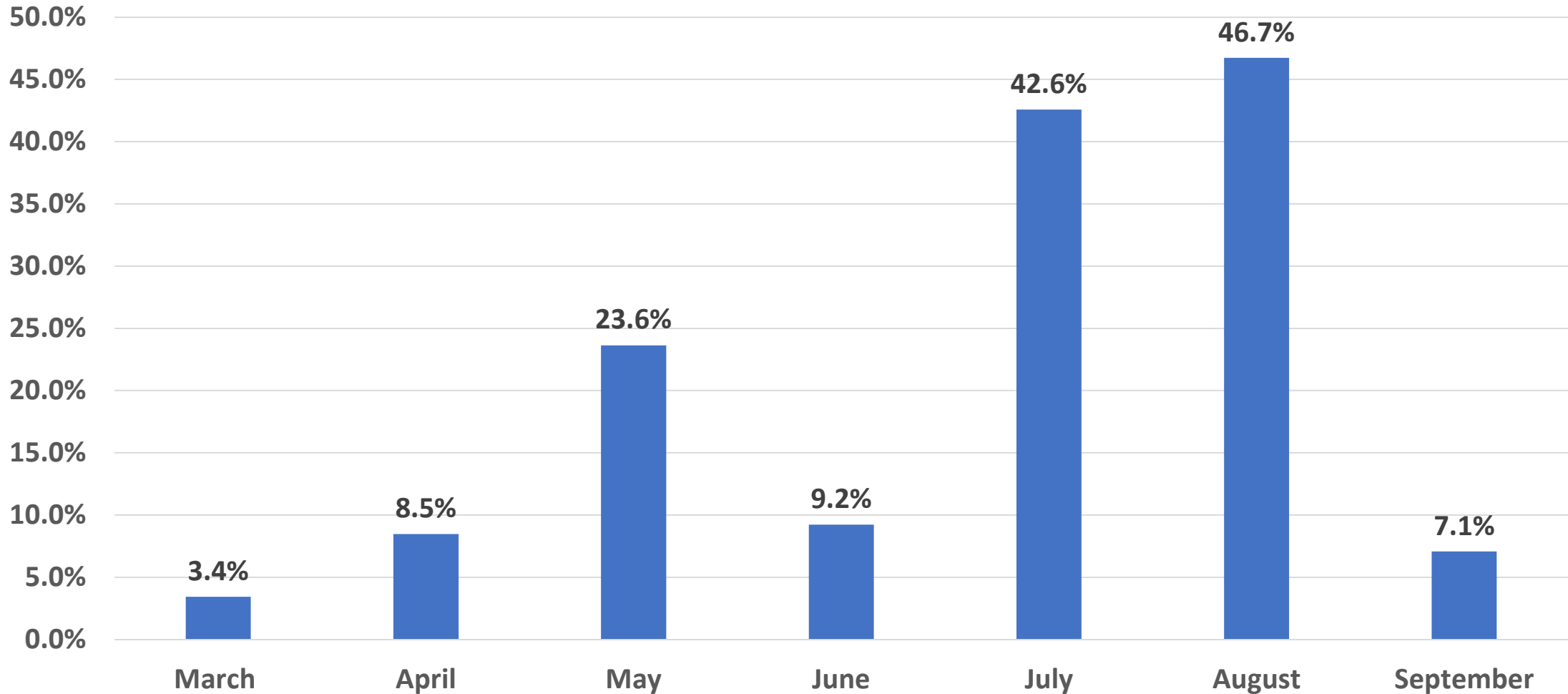
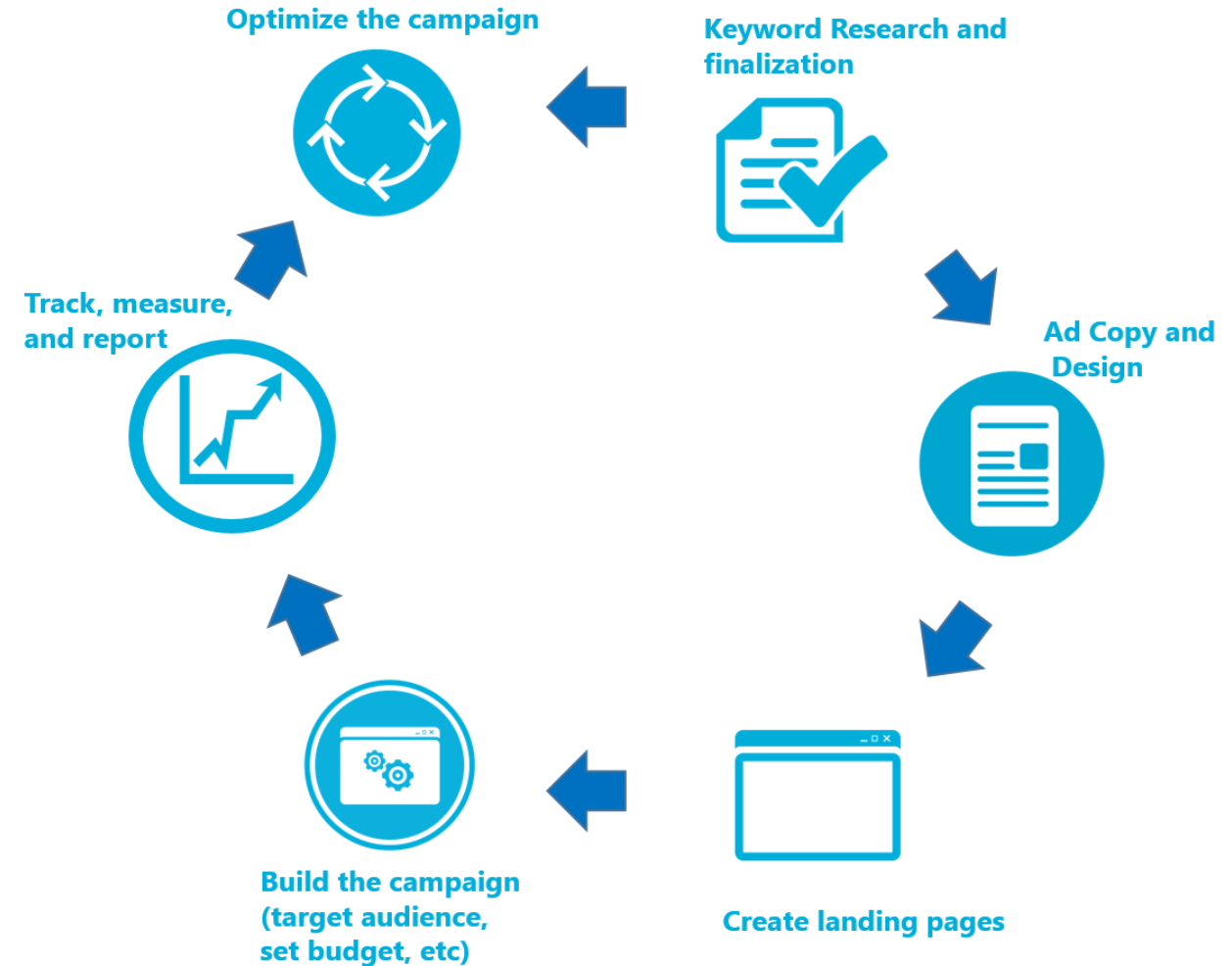# Campaign Contribution to Sales, Media Spend by Month
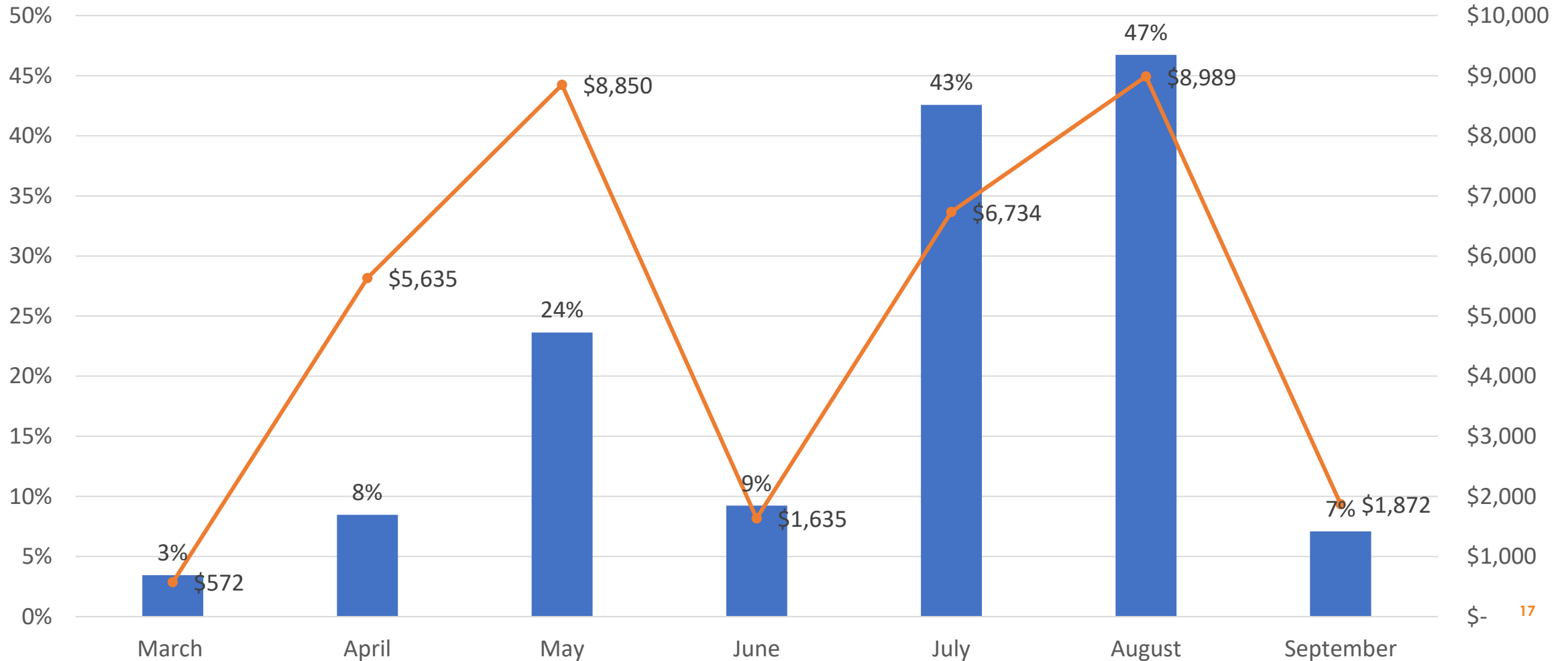
SEM ADVICE

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SEM Advice

- Create campaigns based on goal

- Keep keywords per ad group ~20-25

- Link to Analytics and Search Console

- Optimize for conversion vs. impression

Optimize the campaign

Keyword Research and finalization

Ad Copy and Design

Track, measure, and report

Build the campaign (target audience, set budget, etc)

Create landing pages

Lessons Learned

- Continuity with your campaigns is important, build on previous year, evolve
- Cooperation with license section/IT staff is critical
- Baseline data on e-commerce transactions before campaign for comparison
- SEM offers the best return, redirect dollars there for sale promotion
- Rely on social media and display ads for building awareness
- Understand mechanics of campaign, so you can explain it to leadership (and garner support)

Summary

- Nearly 50% of July and August Outdoor Shop sales were linked to a PFBC DM campaign
- Thanks to the RBFF grant, the PFBC invested $10,000 and generated $1,938,978 in license revenue (including trout permits)
- Successful in tracking customers; unsuccessful in getting details on their transactions
  - Relied on other data to determine value
  - PALS 2.0 will allow for additional tracking
- Build on results for 2021
    - Inform allocations across tactics

Thank you.

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