



ACI R3 2021 MSCG Marketing Campaigns Report

Alabama Department of Conservation and Natural Resources

January 17, 2023

Prepared by:

Justin Grider, ADCNR, R3 Coordinator

Justin.Grider@dcnr.alabama.gov

334-590-4084

Billy Pope, ADCNR, Communications and Marketing Director



Campaign Overview

Lifetime hunting and fishing licenses are a unique revenue source for the Alabama Department of Conservation and Natural Resources. Adults can purchase a lifetime license for newborns in Alabama, which provides an opportunity to create a new customer early. We have marketed the lifetime licenses for newborns to children 16 years of age as a gift for birthdays, graduations, and holiday gifts with very little lift. Evaluating the process by which customers apply for the lifetime license, we noticed the process could have been more convenient and less of a barrier for the customer. The previous process of purchasing a lifetime license for someone under 16 required multiple steps. Individuals were required to provide printed copies of the ADCNR application, proof of residency, age, and other required documentation. At this point, the customer would mail the completed application and documentation to the ADCNR Montgomery office or physically submit the information to a county probate office. When the information arrives in Montgomery, the application is then manually processed. This process can take several weeks to complete. The process needed to be updated and reduce the customer's burden to complete.

After the initial evaluation, we determined the manual process could be converted to an online process where customers can complete an online form and upload the required and correct documentation to apply for a lifetime hunting and fishing license. We partnered with Tyler Technologies, formerly NIC, to develop the online process for purchasing and gifting lifetime licenses. With the development of the online process, customers can now complete the entire transaction online in a few minutes, compared to the previous manual process, which required much more time and effort from the customer.

With the new process in place, we leveraged iHeartMedia's digital services to deliver targeted display and OTT advertising to parents and grandparents of newborns to 11-year-olds. All marketing efforts drive traffic to the "Leave a legacy of a Lifetime" landing page. On the newly created landing page, customers are greeted with diverse imagery of parents and youth enjoying the outdoors together, along with detailed information on purchasing a lifetime license.

Due to technical and administrative issues with the development of the online process the campaign evaluation is ongoing and will be complete before the end of the 2023 calendar year. Part of the campaign includes developing a means of testing each license purchasing process. As a result, the campaign was split into two phases to emulate A/B testing for the different purchasing processes. The first phase used all the accompanying marketing strategies and efforts included in this report to encourage potential customers to purchase lifetime licenses using the older format, which included printing all the documents and mailing them or delivering to a probate's office. The second phase of the campaign intends to use the same marketing strategies and efforts to market the newer format, which is completely digital. The purpose of this is to test our theory about which method customers prefer. The data below in the Metrics section reflect the first part of the campaign. Results from the second part of the campaign will be added to this report and released once completed.

Campaign Goal

To increase lifetime license sales from November 2022 to Jan 2023 by 30% compared to the same timeframe the previous year and to create an evergreen campaign and process for promoting the sale of lifetime hunting and fishing licenses during birthdays, graduations, and holidays.

Call to Action

Leave a Legacy of a Lifetime

Metrics (Manual PDF Process)

The below metrics provide insight into the first phase of the campaign focused on users downloading an application and providing the necessary documentation via USPS and/or county probate offices. The tactic proved ineffective, so the campaign has been paused. The current spend is \$12,500 with zero ROI.

Tactic	Impressions	Clicks	ROI
Audience/Behavior Targeting	805,831	8,649 (96%)	\$0
OTT	98,412	N/A	\$0
Location	47,954	312 (4%)	\$0
TOTAL CAMPAIGN	952,197	8,961	\$0

Phase II of the campaign will launch in mid spring and continue until the second week of June to capitalize on promoting the purchase of lifetime licenses during turkey season and graduation season. We'll then compare lifetime license sales during that stretch of time to sales from the past 5 years to determine lift and ROI from the campaign.

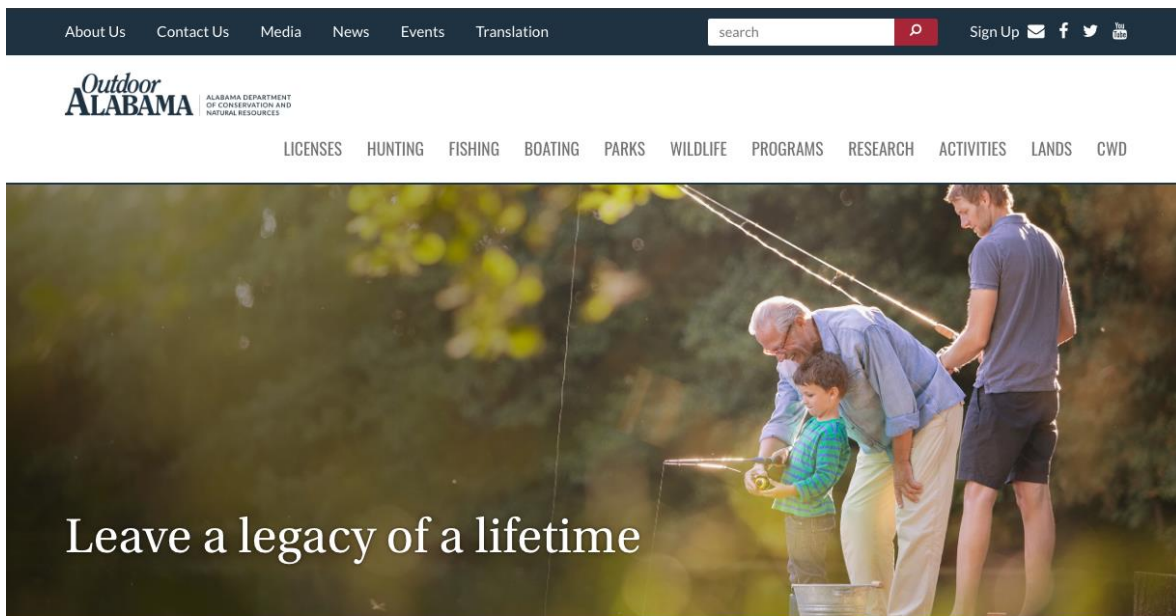
Future Efforts

As mentioned above, the second phase of the campaign will be completed by the end of June 2023. Results from those efforts will be included in an updated report. Additionally, we plan to use the marketing campaign materials to continually promote customers to use the new online purchasing process for lifetime licenses. With the development of the online lifetime license purchasing process, we're now able to plan marketing campaigns around birthdays, graduations, hunting and fishing seasons, and holidays. Also, the new process will allow ADCNR to tackle additional lifetime license issues related to veterans and nonresident college student licenses. As our CRM system is developed, we'll integrate these features to continually promote and encourage the sale of lifetime licenses.

Target Audiences

The intended audience for the marketing campaign was parents and grandparents of children aged 0- to 11-years-old. Specifically, parents and grandparents who previously purchased a hunting or fishing license or interacted with the Department of Conservation and Natural Resources in some capacity as a user, or those with interests in outdoor recreational activities, sourcing food sustainably, cooking, watchable wildlife, and other related activities. Due to the development of infrastructure, which was spurred on because of the grant from ACI, additional audiences and potential customers will be included in future marketing efforts.

Landing Page



[View](#) [Edit](#) [Delete](#) [Revisions](#) [Clone](#)

Leaving a legacy of conservation and wise natural resource stewardship starts with the purchase of a resident lifetime hunting and fishing license.

Giftng a lifetime license to your children and grandchildren will provide them many years of enjoyment in Alabama's great outdoors. Also, it generates conservation funds that ensure wildlife and wild places are available for future generations.



Display Ads

[A/B Display and Social Copy](#)

Purchase a Lifetime of Memories

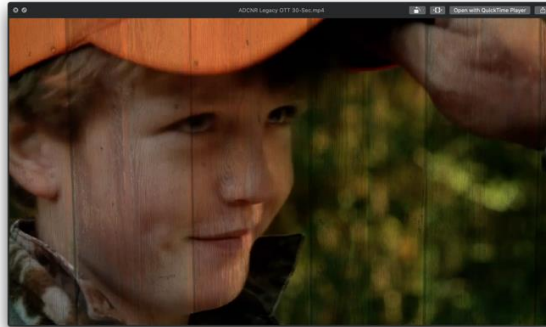
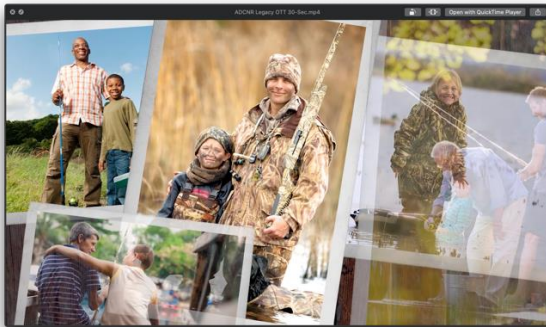
A lifetime of adventure is in your hands. Give the gift of a resident lifetime hunting and fishing license. Invest in Alabama's great outdoors and leave endless memories for your family.

Give a Lifetime of the Outdoors

Investing in an Alabama lifetime hunting and fishing license can provide years of enjoyment in Alabama's great outdoors. Invest in your family and purchase them a lifetime license today!



OTT



Leave Your Legacy – Script

“Leaving a legacy, your family will remember is important.

Purchasing an Alabama lifetime hunting and fishing license for your children and grandchildren is an easy way to pass along your love for the outdoors.

Start your legacy today by purchasing a lifetime hunting and fishing license for the next generation.

Learn more at OutdoorAlabama.com/legacy.

This message was brought to you by the Alabama Department of Conservation and Natural Resources.”