

How ClearH2O Got Over 220 Contest Entrants

Executive Summary:

Located in Edwardsburg, Michigan, ClearH2O Tackle sells fishing and hunting gear to those with fishing goals. They have a broad product base, a vast knowledge of products, and extensive personal fishing experience.

The store carries everything from terminal tackle to rods and reels, lures, bait, trolling motors, downriggers, and boat rigging accessories. They also offer custom line spooling. They sell hunting and outdoor gear like crossbows, archery equipment, ThermaCELL units/refills, muzzleloaders, and camping supplies.

The owner, Darrin Schaap, started the business in 2011 continuing his pursuit of a lifelong addiction to fishing and the outdoors.

The Problem:

ClearH2O Tackle has a good media presence, but they were looking for fresh ideas to engage their audience. They currently host a spring open house for open water fishing and one in the winter for ice fishing. These 3-day events which serve as customer appreciation were started nine years ago and continue to get a steady response, but the owner was looking for even better attendance.

In preparing for the spring event, they were interested in:

- Getting more people out to the event
- Educating potential customers who were unfamiliar with ClearH2O Tackle and encouraging them to attend the event
- Creating an engaging contest to be used on social media



“We chose to work with Federated Media because they have a family of stations. If you take a look at who listens to country music, and then narrow it down even more, you will probably get people who fish and hunt, and that’s my target audience. And it’s a lot easier to target my customers through their means of advertising.”

- Darrin Schaap, Owner of ClearH2O Tackle

The Process:

Federated Media ran a radio campaign on core station B100 in the South Bend, Indiana, market. This included on-air promotion on the morning show and liners. Listeners were alerted to a sweepstakes where they could win a steelhead fishing trip with the client and morning show hosts Deb Miles and Mark McGill. This promotion was used as a springboard into the campaign for the winter customer appreciation event.

The month-long campaign included Facebook and emails in order to reach a wider audience. A post from Deb on B100's Facebook page invited users to participate in the contest. The post tagged the client and used Pay-Per-Click to boost the reach. Listeners also had the option of texting in a keyword to get a registration link. 35,037 listeners got an email encouraging them to enter the contest.

All who participated received an email telling them about an upcoming event and a coupon redeemable for a free pocket charger with purchase at ClearH2O Tackle. Only a few people took advantage of the freebie code.

The radio spots were a mix of the client and DJs talking about the business. These ran for the duration of the campaign over the air, as a Facebook promo, and on their website.



“The campaign created a buzz. A lot of people heard about and learned about us. My favorite part of working with Federated Media is being able to help with the ideas. Coming from a marketing background, it’s one of those things that I enjoy helping with.”

- Darrin Schaap, Owner of
ClearH2O Tackle



The Results:

“The open house was very well attended. Federated Media does a great job of staying in contact and not being pushy. They are always presenting fresh ideas that are geared toward helping your business. They realize that if a customer doesn’t see results, especially a smaller customer like myself, then they won’t be able to afford to advertise.”

- Darrin Schaap, Owner of ClearH2O Tackle

172

Of the 1892 people who opened the email, 172 registered for the giveaway

163

163 people clicked on the Facebook post

51

The post got 51 likes, 10 comments, and 13 shares

60

60 of the photo-sharing entrants opened the bounce-back email titled, “Thanks for Entering.”

221

221 people entered the contest by sharing fishing photos

116

Of the 221 who entered, 116 said “YES, I want emails from ClearH2O”

130

Of the 221 who entered the contest, 130 had NEVER heard of ClearH2O Tackle

27

Of the 221 who entered and received the Thank You email, 27% saw a promo about the Open House

A winner was selected by random computer drawing. The client, the B100 Morning Show, the winner, and a friend all went to St. Joseph River in Michigan to fish for steelhead.

ClearH2O Tackle has been advertising on Federated Media stations for about five years. This partnership has been one of mutual respect and finding solutions together.

“My account executive is personable. We will sit and talk about real-life things, while also coming up with our marketing ideas. You don’t get that from everybody.”

--Darrin Schaap, Owner of ClearH2O Tackle