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INSIDE THE 2018 SPRING ISSUE

Podcasts | Navigating Digital Display Ads | New Rod on the Rack | Selling “Experience” | Facebook Marketing | Quit Counting... and More

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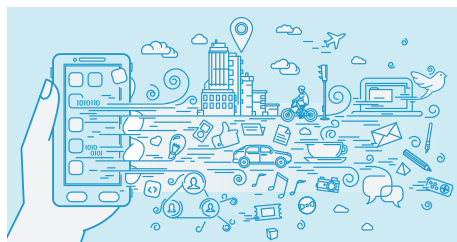
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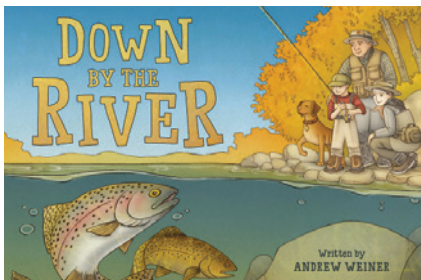
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the buzz on the flyfishing biz

Angling

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TALL COTTON



What you do when business times are good can be as much (or more) of a challenge as figuring out what to do when times are bad.

When your back is against the wall, it's pretty clear that belt-tightening is in order. But while you're in "lean and mean" mode, the smartest (and strongest) companies also often get very focused with their marketing efforts, because that's when the competition is most vulnerable. That's when the herd is being culled, so if you're strategic, and you're nimble, and open-minded, and you rifle-shoot, you have an opportunity to be standing stronger and more apart from the crowd when the storm passes.

That's one of the most important lessons my father (a 50-year veteran of corporate America who worked with some of the biggest consumer brands in the country) taught me. But he also taught me that when times are *good*—when the crops are tall and everything is looking up—complacency can kill you "just as dead." It just takes longer for *rigor mortis* to set in.

I'm not trying to be a buzz-killer. After so many years when the American economy was in the doldrums (the recurring script since *Angling Trade*

was created), and people weren't spending money on leisure activities like fly fishing (at least not like they did in the 1990s), things are now indeed looking up. *Angling Trade* conducts regular, if informal, polls of its readers (the manufacturers and retailers in fly fishing), and by and large, we're hearing positive things. Gross sales are up, or at least holding stable, for those in this business who weathered the storm.

There's reason for continued optimism. The stock market is chugging along. Jobs numbers are growing. Consumer confidence is high. Enthusiasm for fly fishing, specifically, seems to be experiencing a rebirth. And that's all great.

But what goes around, comes around. And what I'm telling you is that if all you're doing now is harvesting the tall cotton and running to the bank, without some serious thought about what might happen next, you're making a mistake. Maybe you're in it for the short haul, and that's fine. But it's a marathon, not a sprint.

After all, we've seen the "tall cotton" phenomenon before. Robert Redford made a great movie (1992) that starred a budding actor named Brad Pitt, that happened to be based on one of the greatest novellas ever written (by Norman Maclean), that also happened to be rooted in fly fishing. Concurrently, the tech boom was taking flight... thus Californians and New Yorkers bought half of Montana and Colorado, and the fly shop cash registers from coast to coast rang and rang.


But some folks then spent the next 25 years wondering when the next great novella, or movie, would happen. Let's talk truth: that might

never happen, because *A River Runs Through It* was as much a culture-changing phenomenon as *The Wizard of Oz* or *Star Wars* were.

The good news is, this fly-fishing market, in this place, at this time, doesn't *need* a movie to move things along. As I have said many times before, fly fishing is inherently beautiful in its own right, and families crave wholesome connections to nature more than ever before. Those who "get it" will continue to get it, and those who could "get it" need only the opportunity to have the fire lit.

The bad news is that those opportunities are at great risk. And if we don't bond together on issues like public lands and access... if we don't draw a line in the sand to protect places like The Everglades and Bristol Bay... if we don't seriously address the issue of climate change... if we roll over when people want to eviscerate clean water protections... if we don't reasonably protect the stocks of fish in our oceans... if we don't step up efforts to make our sport younger and improve diversity within fly fishing... we risk pissing it all away.

Don't get me wrong. I think we're collectively on the right track. Good things are happening on all those fronts. But the challenges are very real. And we must do more. So go ahead, and cut that tall cotton, and enjoy the success you've undoubtedly earned by sticking with fly fishing. We've dedicated most of this issue to concrete, proven, expert advice that will help you improve your harvest, right now. Free of charge. That's what we do. Our only caveat is that we hope you'll use this information with a conscience.

—Kirk Deeter, Editor 



Every inch counts. They say most fish are caught at less than 40 feet... we say less than 480 inches.

You took care to plan your stalk, ease into position, and perfectly time your cast to that hypercritical fish. Put the fly on target - and it's game on. Miss by a couple inches - and it's game over. That's why Scott has been designing and crafting rods for pin-point precision for over 40 years. When you arm yourself with the right fishing tool, you'll hit the mark more - and that means less cursing and more high-fiving.

Scott's new G Series rods bring feel to those short- to mid-range casts with the stability to track true and the accuracy to place the fly on target. They have great control for tricky mends and technical presentations, and they bend deeply and evenly to protect the lightest tippets.

So next time you plan to get up close and personal with a wary fish, take a G Series, because it's only a matter of inches.





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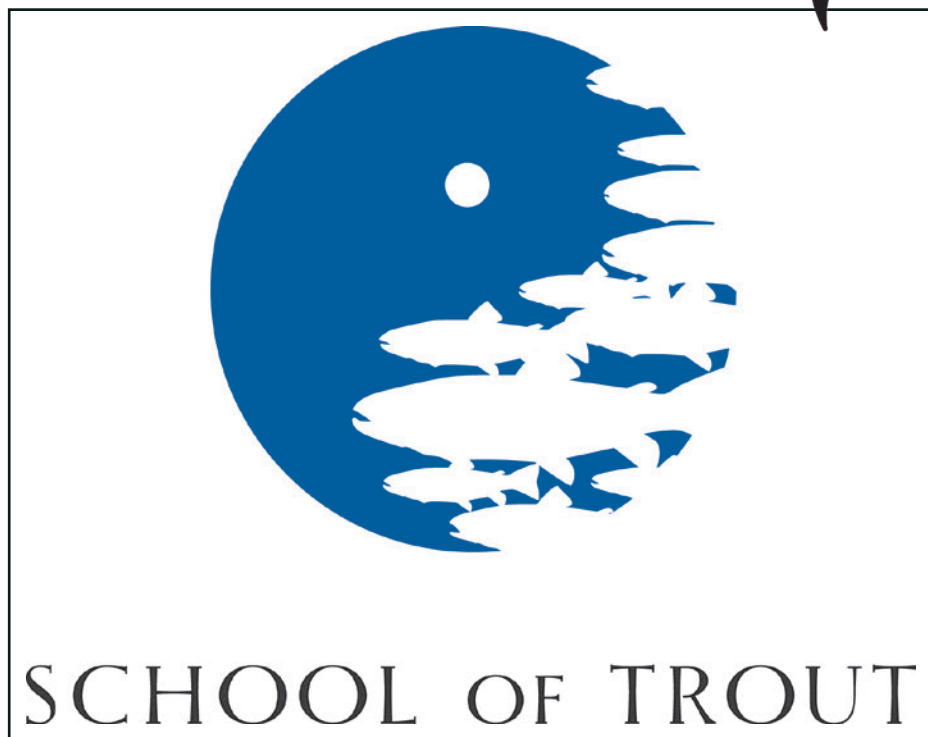


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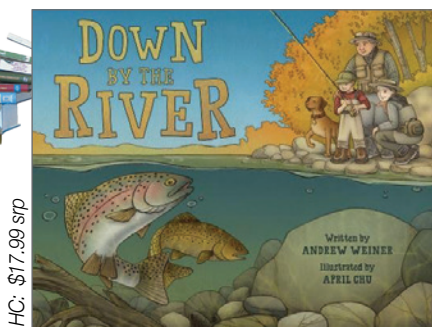
Check Out "The School of Trout"



The *Angling Trade* editors are honored and pleased to have been invited to take part in a new endeavor called the "School of Trout." <https://www.schooloftrout.com/> Guide, author, and Conservation Hawks <http://www.conservathawks.org/> lead man Todd Tanner is the School of Trout's creator and headmaster. It's a weeklong school that will allow students to dive into the sport of fly fishing under the instruction of some notable faculty members, including Orvis' Tom Rosenbauer, legendary angler Craig Matthews, artist Bob White, and author/activist/guide Hilary Hutcheson. The initial School of Trout will be held at Truthhunter on the Henry's Fork in Idaho, October 7-13, and it will focus on beginner to intermediate anglers.

Books & DVDs

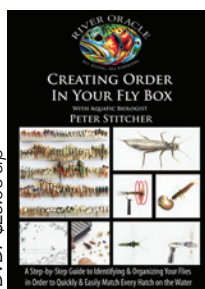
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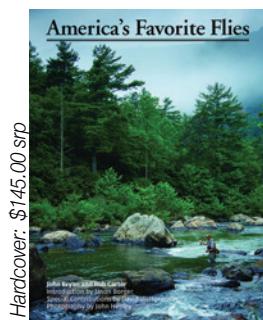
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The mission is straightforward: help students dramatically improve their skills and grow their passions for angling by fully immersing in a course created and led by a cadre of recognized professionals who have fished near and far, and who have worked for years to grow the sport and protect its resources. Maximum enrollment is 12 anglers.

If you know some potential "students" who might want to apply (over 16, and students 16-18 must be accompanied by an adult) and take part in this unique opportunity in one of the country's classic trout environs, please refer them to the School of Trout website.

Your assistance is greatly appreciated, and they'll surely come back eager for you to help them continue their evolution in fly fishing.

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People News:



Bernard "Lefty" Kreh, 1925-2018

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Matt Smythe Heads Communications for AFFTA



The American Fly Fishing Trade Association is pleased to announce that Matt Smythe has been hired as communications director.

"We are all excited to have Matt, with his considerable talents, join the AFFTA team," said AFFTA president Ben Bulis. "His passion for the outdoors, especially fly-fishing, coupled with his communications skills will ensure our members and the public know about the important work we are doing."

A freelance writer since 2011, Smythe has worked in advertising since 2004 holding positions from business development to creative direction on brands like General Motors, Blue Cross Blue Shield, Thomas & Thomas, and ScentBlocker. He's also a filmmaker and published writer with stories and poetry appearing in *Fly Fish Journal*, *The Drake*, *Midcurrent*, *Boating Magazine*, *Southern Culture on the Fly*, *Post Magazine*, and others.

An Army veteran and native of the Finger Lakes region in western New York where he lives with his wife and three

kids, Smythe is an avid outdoorsman who grew up fishing, bowhunting, and camping, learning how to fly fish during grad school—a passion that made a profound impact on both his personal and professional life. Coupled with his professional background in marketing communications at the national level, his experience will be a huge asset to AFFTA and its membership.



Forristall Takes the Helm at Winston/Bauer

The R.L. Winston Rod Company and Bauer Fly Reels announced

that Scott Forristall has joined the company as President and CEO.

Scott has been involved in the fishing and outdoor market for the past 25 years. He started as GM for Tycoon Fin-Nor and moved to Eagle Claw Fishing Tackle, then on to Johnson Outdoors where he was the Director of the Watercraft Business Unit. His most recent position was VP of Sales for Far Bank Enterprises. Scott brings years of successful business experience to direct the future of Winston and Bauer.

**Stay tuned for the "Show" issue of Angling Trade, where we will run a feature on the blockbuster senior management team at Simms Fishing Tackle.*



IGFA Conservation Award Winners Announced

The International Game Fish Association (IGFA) recently announced its 2018 Conservation Award winners honoring IGFA representatives, individuals and corporations for their leadership on a range of angling-related conservation topics.

"Conservation efforts that protect our fisheries and waterways for future generations have been a cornerstone of the IGFA since

1939," said Nehl Horton, IGFA President. "Conservation requires collaborative effort. Taking time to recognize those who work alongside our organization in these endeavors is critical to our mission and encourages more people and companies to get involved."

Theresa Labriola and Bouncer Smith recognized with IGFA Individual Conservation Awards

Theresa Labriola is the Pacific Program Director for Wild Oceans – an organization that partnered with IGFA to pass the federal Billfish Conservation Act in the U.S. Labriola works diligently to remove drift gill nets from California waters; conducts significant outreach to the National Marine Fisheries Service, Pacific Fishery Management Council and the California Department of Fish and Wildlife; and has been a leader in building a coalition consisting of Coastal Conservation Association California, IGFA, American Sportfishing Association and Wild Oceans to address a variety of conservation challenges.

"I work to make sure the voice of recreational anglers is heard above other interests," said Labriola. "For me, it's about pushing fisheries and commercial fleets to use cleaner, more sustainable gear and making sure the big fish we love to catch will be there in the future."

Since he first started captaining boats at age 19 in South Florida, Bouncer Smith has been an institution in the offshore fishing world, serving as mentor to many anglers on issues of marine conservation and sharing his

unmatched knowledge and infectious love of the sport. Smith has participated in numerous important tagging studies for saltwater species and is a staunch proponent of catch-and-release methods. Smith was one of the first captains in South Florida to start using circle hooks and has also participated in several scientific studies that documented their efficacy as a conservation tool. Furthermore, his influence in fishing clubs and with tournament organizers was crucial in the acceptance of circle hooks in all billfish tournaments in South Florida.

"I'm striving to give fishing to our children and grandchildren,"

said Smith. "I want to thank the IGFA and its members for their daily efforts toward fisheries conservation."

Steve Yatomi receives the IGFA Representative Conservation Award

For three years, Steve Yatomi has worked with the Apoteri Village in Guyana to develop a sustainable fishing ecotourism program that helps the village gather income and provide jobs for area youth. The project has raised more than \$384,000, led to five IGFA World Records on fly-fishing tackle; and expanded to include a stretch of fly fishing-only water that will create up



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to 100 additional jobs for villagers. Committed to the success of the operation, Yatomi spent 200 days on site this past year alone to help develop the project and is currently looking for volunteers interested in donating their time.

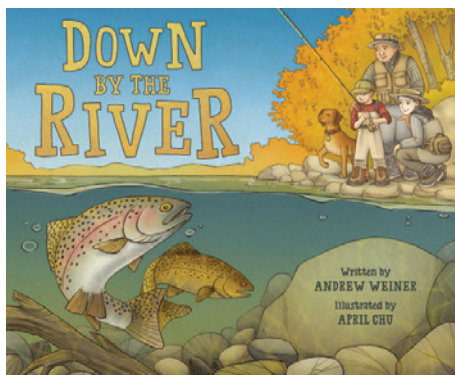
Patagonia earns the IGFA Corporate Conservation Award

Patagonia focuses on making products from materials that have low ecological footprints, including hemp and organic cotton as well as recycled polyester, nylon and wool. Since 1972, through its membership in "1% For The Planet®," Patagonia has donated more than \$74 million to thousands of community-based groups working to create positive

change for the planet in their own backyards and waterways.

Product News:

A Book to Sell:



DOWN BY THE RIVER

Consider adding DOWN BY THE RIVER, a heartwarming picture book about fishing and family, to your book section this spring. Written by Andrew Weiner, a longtime publishing industry vet and illustrated by rising artistic star April Chu, DOWN BY THE RIVER follows a young boy as he discovers fly fishing with his mother and grandfather. We've reviewed a copy ourselves, and found it to be beautifully produced, from words to images. It is an excellent choice as a gift to the young angler, the would-be angler, or the parent or grandparent who wants to nurture a future angler.

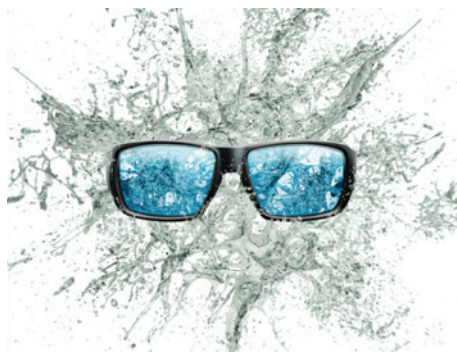
DOWN BY THE RIVER is a celebration of the power of the sport to draw families together and back to cherished natural places. It is a multigenerational family story and the heart of the book is young protagonist Art's relationship with his grandfather. Based on the author's own decades of experience fly fishing, the book exudes a strong regard for nature. It includes extensive backmatter

about conservation and fly-fishing equipment and techniques.

DOWN BY THE RIVER has already garnered advance praise, including a starred review from Kirkus calling it an "authentic, heartwarming story," as well as kind words from industry heavyweights Yvon Chouinard, James Prosek, Chris Santella, and John Gierach.

The "deep review" product news is naturally going to be loaded into the Show Issue of Angling Trade, which prints in just a couple months. If you want to jumpstart your product, and want it in there... please send it to us now.

For now, here are two products we think are worth a hard look...



Smith Optics: ChromaPop... in Glass.

I like Smith ChromaPop lenses, and have since they were introduced a few years ago. Playing off the green center of the spectrum, Smith claims these lenses accentuate the way we see things. Things do indeed "pop" or stand out a bit (at least in my mind) which is an obvious advantage for the sight-fishing angler. So I do drink the Kool-Aid to a degree on the technology.

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But I like glass lenses more. Always have, always will prefer the clarity... which in and of itself seems to be as important as any lens technology, in my opinion, provided I land on the right tint for the right conditions. Problem was, you couldn't enjoy the advantages of glass with the advantages of ChromaPop at the same time... until now. Smith has applied ChromaPop on glass lenses, and will begin marketing these glasses this summer. I see that as the whole concept really reaching fruition.

I've been field testing a pair of ChromaPop glass sunglasses for the past month. I've worn them skiing, done some trout fishing on

both bright and overcast days, and I will vouch for the "kicked up a notch" performance of glass met with ChromaPop. I'm at the age when I need magnification to tie on a fly, especially in low light (if it's bright enough outside, I can still go without and tie flies on fine... apparently, it all has to do with the brightness factor. The brighter it is, the better I still see at close range.) Wearing these glasses, I can tie on flies in dimmer conditions than normal. Moreover, I can see fish at greater distances with more clarity. I've been testing the "Guide's Choice" with brown lenses. Of course, everyone is different, but this is something you should check out.

Costa Silver Sunrise Glasses

Another relatively new lens I've been testing and fishing a lot recently is the Sunrise Silver Mirror from Costa. As the name implies, it's a low light, early morning or evening lens. I think it might very well be the best early morning tarpon flat lens out there—ideal for situations where the light is lower and the sun is not at full intensity, but there's still glare on the water. I also wouldn't undersell it, however, as a midday flat light (overcast conditions) lens for use in most trout, steelhead and salmon situations.

I think the mirror aspect does a lot to knock back the glare, and I like this particular tint a whole lot more than I do a simple yellow lens. For my money, low-light fishing conditions really do require a special lens (you can switch to almost anything in the middle of the day... your call) but as early mornings and evenings are typically the "magic hour" for many fishing environs, I'd counsel customers to make sunglasses for these times a priority.

To me, that really boils down to a few options, but the ones I like best are Smith's Low-Light Ignitor, and now the Sunrise Silver Mirror from Costa. Everyone has their own preferences (and eyes!) but these are the two lenses I recommend most.

On another, perhaps equally important, note, I will admit that I tend to bounce back and forth between Costa and Smith optics most for another simple reason—



Costa Silver Sunrise Glasses

these are the two companies that have shown the longest and strongest attachment to fly fishing in general, and fly dealers in specific. Costa now leads by best example. There are a lot of other eyewear companies that come and go, and some of them actually have great

products, but few do nearly as much as Costa does for the sport. That should matter.

Get serious about "Kick Plastic" with the HydraPak Expedition 8L

I've sworn off plastic bottles on my boat (and in my car, my pack, etc.) but a lightweight, feasible eco-friendly for large amounts (all day supply) of H2O aren't that easy to come by. The new HydraPak Expedition 8L (\$60) is a really, really smart option.

It's flexible, so it packs down and weighs very little when it isn't filled with water. When filled, however, it holds 8 liters, which I've found to be just about the right amount for three people in a dory. I fill it with fresh water, lay it on ice in the cooler, and boom... ice cold hydration is at hand, all day long. What I really like about this product is that it has a "plug-and-play" spigot (like a valve on a beer keg) so you don't have to open the whole



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lid and try to pour out of a soft-sided vessel every time you want water. It doesn't drip, and though I've been pretty rough on mine, it doesn't leak either. Granted, you're not going to carry this amount of water on your back or hip. This is a basecamp option, or a boat option, or an option for keeping in the back of the vehicle. One non fishing use I've found for this HydraPak is keeping a water supply in the back of my truck for my hunting dog. We'll go work the field, come back to the truck for a break... I pull out her bowl and open the spout... and she's back in business (and very happy) after a long, cold drink. It's probably the best hunting dog

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Yellow Dog Flyfishing Adventures Gives Back to the Communities and Fisheries Anglers Care About

The Yellow Dog Community and Conservation Foundation (YDCCF) was established in 2016 by Yellow Dog Flyfishing Adventures to support the local fisheries, ecosystems and communities where Yellow Dog customers travel and where great angling is found. During 2017, YDCCF leveraged more than \$42,000 for grass-roots projects in Alaska, the Bahamas, Belize, the Cook Islands, Cuba, Florida, Idaho, Mexico and Montana.


The Board of YDCCF met again on March 6, 2018 and approved another \$20,000 for eight new grants to projects in Belize, Chile, Louisiana, Mexico, Mongolia, and Montana. These newest grants are illustrative of YDCCF's continued commitment to fisheries restoration, protection and education, and community assistance. Groups funded include the Madison Conservation District in Ennis, Montana; the Taimen Conservation Fund in the Eg Watershed, Mongolia; Anglers

Benefiting Louisiana's Estuaries in St. Bernard and Plaquemines parishes, Louisiana; Torres del Paine Legacy Fund in Torres del Paine National Park, Chile; and the Punta Allen Primary School in Punta Allen Mexico.

YDCCF provides a mechanism for all anglers to support the destinations and communities they care about and help other nonprofits and businesses connect with local communities on-the-ground. As anglers, this work not only fulfills the responsibility to be good stewards of fisheries resources, it also defines our legacy for future generations.

On hearing of their grant award Charlie Conn, Executive Director of The Taimen Fund (TTF), commented: "TTF greatly admires YDCCF's commitment to work with local communities to protect fisheries worldwide. We are honored to receive a grant from YDCCF and look forward to growing a long lasting partnership with a committed organization."

"Giving back is the right thing to do, and this Foundation is the perfect mechanism that allows our company and our clients to make a difference in so many of these areas," says Yellow Dog Flyfishing Adventures Co-Founder Jim Klug. "The Yellow Dog model has always included philanthropy, and now through YDCCF, we can support more relevant projects and leverage even more money in the communities where we work, fish and travel."

For more information about YDCCF, their grants, and how to apply, please visit www.ydccf.org 

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FEATURE

THE PODMASTERS

Written by Geoff Mueller



With all the ways in which to convey a fly fishing thought these days, one might assume that the basic spoken word has lost some of its luster. If you've been following the growth of podcasts over the past several years, however, you're likely hearing a different story.

The long-form friendly medium, loosely defined as audio created at *least in part* for digital release, is abundantly available and topically bottomless. That also goes for its deep anthology of fly fishing-centric pods, perfect for drowning out

screaming toddlers while in transit to tranquil flats or for staying on-mission during a marathon road-trip to the cutty kingdom.

And whether or not you're currently listening or creating, paying attention to all this pod-making could be worth your while.

At least it has been for Jim Litchfield, the owner of northern Nevada's Reno Fly Shop, who's both an avid pod crafter and consumer. After opening his brick-and-mortar business in April 2014, Litchfield went live with his first

pods a year later.

"We were struggling with drought conditions in the area," he says, "and I was looking for something to be positive about, as well as a means to spread that positivity and contribute to the conversation."

During those parched times, Litchfield was building his email list, writing periodic blogs, and managing a growing customer base at the shop. The podcast was a natural progression, he says, another tool in the kit to reach more people. The



Reno Fly Shop Pod has since evolved into a regular source for regional fishing information, plus more.

"I try to mix it up and provide different things to different people—everything from technical fishing stuff to color pieces that focus on lifestyle," Litchfield says. "It's also really opportunistic. If I have access to someone interesting, I'll sit down with them on Skype, record it, then drop it in and go live right away."

Recent guests range from Montana streamer-swami Kelly Galloup to Nevada-based biologist and taimen researcher Dr. Sudeep Chandra. And in addition to picking the brains of intriguing personalities, Litchfield uses his pods to promote local fishing opportunities, from conditions for the Pyramid Lake opener to hatch happenings on the Truckee. What you won't find, surprisingly, are product plugs. That could pivot, Litchfield says, with the pending launch of an e-commerce site. For now, however, he's stashing away good granular data. "That info's absolutely fascinating, and when I do launch my ecommerce site, I'll have some very good analytics to apply toward targeted advertising."

Meantime, Litchfield is churning out fresh pods more for personal

enjoyment and human engagement than anything else. "Honestly, I just like them," he says. "Even before the term 'podcast' was coined, I was listening to recorded lectures from Stanford [University]." Today, rarely a day goes by without Litchfield receiving an organic reference to the podcast, wholly unsolicited from the customer. "We may not have a huge following like April Vokey, or someone like that, but I feel like our pods are impactful nonetheless."

Good stories are indiscriminate. They don't care whether they're watched, read, or listened to. You may have enjoyed *Fight Club* as directed by David Fincher, or preferred it in book form as written by Chuck Palahniuk, or favored an audio reading as conveyed by an anonymous voice. All that matters is that Tyler Durden exists to beat the shit out of monotonous entertainment. It's then up to you to choose the medium that best suits your consumptive habits.

For Vokey, podcasting is the preferred method for sharing rich stories centered on people of historical note, living in the fly-fishing community—and sometimes outside of it, resting on the fringe. As Litchfield notes, Vokey's pod, *Anchored*, is a colossus in the fly-fishing realm. During the span of its now 70-episode upbringing, it's collected more than 4.5 million downloads. Steelheader Lani Waller, interviewed inside a dank wall tent in northern B.C., was Vokey's first rap session. She hoped the episode might pull in a hundred or so listeners. So far it's been heard by hundreds of thousands.

"From the get-go, I thought it would be this underground deal," Vokey says of her pod, which began as a kernel

of an idea back in 2014, during her steelhead guiding days on the Dean. "A place for stories from people who maybe don't have social media platforms," she adds, "people who my generation have maybe never heard of."

Vokey's guest list is good. Especially if you're into the historiography of steelheading across the loamy, moss-cloaked Pacific Northwest. To that end, from Waller to Trey Combs, and from Jerry French to John McMillan, you'll find a collection of narratives on topics from moviemaking to writing, and from Intruder tying to conserving steelhead. But furrow deeper into the marrow and you'll also find conversations with noted outdoors names such as Steven Rinella (author and fellow podcaster) and Les Stroud (of TV show *Survivorman* fame).

Donald Trump Jr.—hunter, fly fisher, son of POTUS—even gets a seat at the mic.



"The standard fishing story—tell me your favorite place to fish, or tell me your favorite 5-weight—doesn't appeal to me, and it doesn't fit with my format, which is more just about bringing good storytelling into the fold."

continued on next page...



Donald Jr., who Vokey says was a toss-up for inclusion, ultimately fit that mold, because people were pining to hear a Trumpian POV on the public lands debate. Vokey says she took some flack for the interview, which included a rebuttal from Patagonia. "I knew there would be some blowback, but it's my job as an interviewer to capture the story; and it's up to the listeners to then decide how they feel about it," she says. "If anyone wants to argue with me that Don Jr. isn't an influential and informed outdoorsman—whether good, bad, or otherwise—I'd tell them they're on drugs."

If politics makes you want to down a mouthful of valium, don't worry, the majority of Anchored's featured personalities have never run for office. Vokey's most memorable interview thus far was with flyfishing trailblazer Joan Wulff. "She's a hero of mine," Vokey says. "It was really special to be able to sit across from here, at her own table, and to look into her eyes and to hear about all the things she's seen."

Veteran Orvis marketer, Tom Rosenbauer, has also seen a thing or two in his day. And more often than not, he's talking about what he's witnessed—on the water—as the frontman of Orvis' successful how-to spiced Fly-Fishing

Guide Podcast. Here, listeners get the nuts and bolts on reading water, tying knots, making casts, and matching hatches. It's a detailed dose of service-y information that, thanks to Rosenbauer's wry sense of humor, is driven by a decidedly fun streak.

Rosenbauer says his rise to Orvis Podfather was accidental. It all began a decade ago when the mega-brand's now former social media director, James Hathaway, pitched the plan to his skeptical supervisor. "I thought it was a dumb idea... but anyways, James persisted and convinced me to do it," Rosenbauer says. "I thought it was strange because flyfishing is such a visual sport. What are you going to do with a podcast that's going to help people?"

Hundreds of episodes downloaded by hundreds of thousands of listeners later, clearly, the answer is plenty. The Orvis pod has spawned a dedicated fan base focused on learning. And Rosenbauer says it's been a runaway success, underscored by the daily correspondences he receives from people expressing their appreciation for the kind of information that makes their fishing more productive... and fun.

Hosting the show has also helped

Rosenbauer home in on the wants and needs of his audience. "As a marketer it's gold, because it gives me a really good feel for what people understand and what they don't," he says. "So when we're trying to create catalog or website copy, or tech bulletins—I know the questions that people want answered."

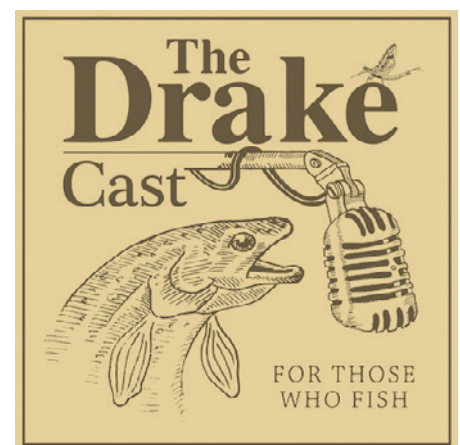
Like Litchfield's fly shop episodes, the Orvis pod generally skips direct sales pitches. "I don't think we have to," Rosenbauer says. "From the beginning, we've always been about education and about building our brand as an authority in flyfishing. It builds trust and loyalty in people when we don't blatantly try to sell them something."

It's a soft pitch. And with all the way to convey a flyfishing thought these days, this one—when done well—comes with a captive audience. For Litchfield, that's where its value lies: "I think it's critical. And I'm surprised more fly shops aren't doing it."

Fill Your Ears

Three more fishy pods for your springtime playlist.

The DrakeCast



Hosted by editor, angler, and minivan-owner Elliott Adler, *The DrakeCast* is a

"It's a soft pitch. And with all the way to convey a flyfishing thought these days, this one—when done well—comes with a captive audience. For Litchfield, that's where its value lies: "I think it's critical. And I'm surprised more fly shops aren't doing it."

world-traveling pod driven by the kind of stirring storytelling you'll find in *The Drake Magazine*. You'll like it because unlike dull pods recorded within four walls, Adler ventures into the river, or onto the skiff, bringing audiences along for the experience with each sharp, well-crafted episode. Subscribe via iTunes, Stitcher, or Soundcloud.

The Fly Tapes



Jason Rolfe is an Olympia, WA-based fly-fishing guide and writer, with a passion for catching bright steelhead and conveying brilliant stories. *The Fly Tapes* was born of Rolfe's road-tripping "Writers on the Fly" event series, which features live readings from some of the industry's leading scribes and scribblers. "I'm really worried less about all the fishing people do," Rolfe says. "Instead, the pods focus on who people are and creating a space for good conversations on why people do what they do."


www.szygyflyfishing.com/

Tailer Trash Fly Fishing

Larry Littrell, one of a handful of beer-seasoned voices behind the *Tailer Trash* fly-fishing pod, helps bring a distinct South Florida vibe to curious eardrums from across



the country. It's a format "loosely based on fly-fishing," Littrell says.

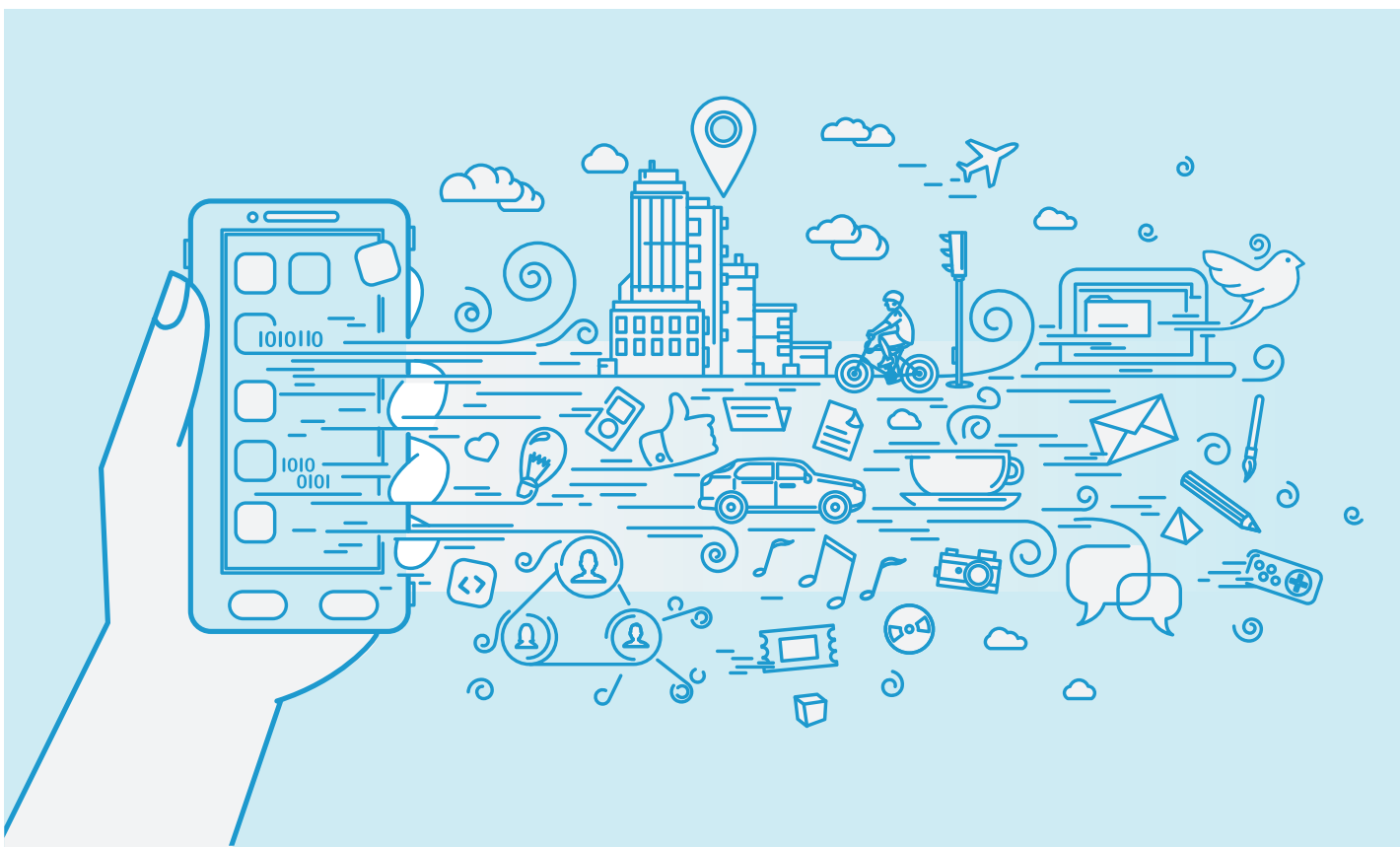
"It's more about the social event. The byproduct is us recording how stupid we are. And people, amazingly, listen to it." *Tailer Trash* is the antithesis of the instructional pod, and you'll be amazed when you can't stop listening to it either." Available on iTunes. 



FEATURE

NAVIGATING THE MUDDY WATERS OF DIGITAL DISPLAY AND PROGRAMMATIC MEDIA BUYING

Written by Zach Lazzari



Has an agency or ad tech sales rep knocked on your door with a complex pitch involving programmatic display advertising? If not, it will likely happen soon, and educating yourself is a matter of protecting your bottom line while maximizing return on your ad dollars. The larger manufacturers in the fly-fishing industry are likely familiar with the world of digital display and have had

direct conversations with ad tech sales reps or their agency partners. Most fly shops, outfitters and smaller brands have been excluded from programmatic buys but are likely in the crosshairs of sales teams as spend minimums drop and an increasingly competitive market races to swallow every available ad dollar.

The digital display market was at one

time exclusive to Fortune 500 level spending power capable of meeting budget minimums of \$10-20k per month. The market has evolved as more agencies and individuals become privy to the high margins and profit potential. But what is programmatic display exactly and how is it most beneficial to the media mix of fly-fishing brands, outfitters and retail outlets?

Programmatic Display Advertising in Simple Terms

Display ads are present on nearly every major digital outlet in existence. Display refers to the banner advertisements on any given website in desktop, tablet and mobile formats. The units can show static, dynamic or video advertisements. In essence, display is simple and doesn't differ much from a magazine advertisement. Programmatic simply refers to real-time buying and selling of display ad space. The transactional sequence connecting the advertiser's creative unit to the display ad space is, however, fundamentally flawed.

Ad network - Exchange - DSP - Ad-tech - Agency. The general flow of things.

I won't blame you for scanning this section and jumping to the end. It's overly complex, marginally important and I'll eventually boil it all down to a few important points. In the meantime, here's how it all ties together.

Ad networks occupy the upper tier of this food chain and there's really only one. Google rules the land. Bing and Yahoo have networks but they are a sliver of the market and are more oriented towards paid search advertising.

Ad networks have exchanges where ad servers make transactions possible. Each exchange acts like a stock markets where inventory is bought and sold through a real-time bidding system (programmatic). DoubleClick is Google's exchange

"Ad networks occupy the upper tier of this food chain and there's really only one. Google rules the land. Bing and Yahoo have networks but they are a sliver of the market and are more oriented towards paid search advertising."

and the system provides an efficient platform to buy and sell display ad space for desktop, tablet and mobile devices. Publishers connect their inventory and advertisers purchase through this system. While it's not all that simple to execute, buying and selling ad space is the primary function of the exchange.

DSP's (or demand side platforms) sit on top of the exchanges and are used by ad tech companies and sophisticated agencies to access and utilize some serious first and third party data sets. Ever feel like your digital activity is constantly monitored and stored? This is where that data is accessed and utilized. Stored contextual and behavioral data is used to determine how you navigate the Internet and when you are most likely to make a purchase. The behavioral data collected is intensive, to say the least, but it functions as a great tool for tight targeting and retargeting campaigns that convert well. It also means consumers are served ads relevant to their interests.

Ad tech and agency providers either use Google's DoubleClick directly or

a DSP service like DataXu to access inventory, data and ultimately deliver ads. Some creative agencies do this in-house but many openly contract or whitelabel the ad tech to manage this complex process.

Is Display Bad?

Display advertising is an effective medium when executed in an honest digital environment. Sadly, the latter marketplace is rich with fraud and your dollar is chopped to pieces as it passes through multiple middlemen. The extensive spreadsheets and reports delivered might look great with big impression numbers but unless you are tracking conversions and know your actual CPC (cost per conversion), they aren't really telling the whole story. Here's where your money is really going in the current display marketplace:

Fraud - It's no accident that fraud is rarely tracked and reported. I've heard ad-ops teams reporting fraud at 50-70 percent in many cases. Fraud tracking software is available but is costly and not always accurate. Unless you are running

continued on next page...



FEATURE

six-figure campaigns, realistic fraud tracking is likely not an option. According to a 2017 survey, 75 percent of clicks on 300x600 display units are fraudulent (pixalate.com). WhiteOps.com reported a massive 7.2 billion loss to ad fraud in 2016. Industry leader *Ad Age* also made a 2015 claim stating one in every three dollars goes to fraud. Fraud is an industry in itself and losses are ultimately eaten by the advertiser.

Remnant Inventory - When you sign a campaign deal, requesting your whitelist and blacklist is a prudent practice. You want to know where your ads are serving (whitelisted) and you want to avoid sites that are either competition or low quality (blacklisted). Sales reps and account managers love the wow factor generated by whitelist name dropping. A small business can

access major publications and while it feels great knowing your ad is serving on *The Wall Street Journal*, it doesn't necessarily mean the ad is seen by your audience. Remnant inventory means your creative is showing in the obituary section (backpages), typically below the fold where it's happily pinged by fraud bots. This is bottom of the barrel inventory. Remnant inventory can be tracked and mitigated but again, small spends simply don't get any love and most moderate budget campaigns will deliver to 80-percent or greater remnant inventory.

Pricing - Ad tech and Agency Cuts - There are numerous pricing models but the CPM is most common. It stands for Cost per Mil which is cost per 1,000 impressions (not clicks, engagements or conversions). Real time bidding means you can access

inventory on the cheap, one of the major benefits of the whole system. In a fraud-free world, this would be great but the current ecosystem is unpredictable at best. Personally, I'd rather pay more for a few real customers than less for thousands of fraud bots. Creative agencies often take a simple 20-percent cut against your spend. This is expected and very acceptable in the agency-client relationship. A valued agency partner is a major asset for many business models. The ad tech take is upward of 64-percent which is an exorbitant margin and motive to hard sell display campaigns with the primary KPI (Key Performance Indicator) of brand awareness. Awareness campaigns are the lowest cost, least effort, highest-margin option for the ad tech. They are also the lowest yield for advertisers.

"Fraud tracking software is available but is costly and not always accurate. Unless you are running six-figure campaigns, realistic fraud tracking is likely not an option. According to a 2017 survey, 75 percent of clicks on 300x600 display units are fraudulent (pixalate.com). WhiteOps.com reported a massive 7.2 billion loss to ad fraud in 2016. Industry leader *Ad Age* also made a 2015 claim stating one in every three dollars goes to fraud. Fraud is an industry in itself and losses are ultimately eaten by the advertiser."

"The highest yield, lowest cost digital marketing programs for fly fishing and outdoor industry business models is ultimately through organic reach and a well-planned approach to paid media. Create original, engaging content and build an audience by sharing this content through your website, newsletter and social channels."

PMP Solutions

The private marketplace is a great solution to combat the fraud and confusion associated with display. This is essentially a rolodex style deal where the advertiser deals through a single broker or directly with the publisher. The CPM or flat rate price is typically higher but you know exactly where the ad displays and ultimately you get more bang for your buck. A PMP buy is ideal for the fly fishing industry where a few websites have a large majority of the organic traffic. Advertisers can still monitor impressions, clicks, behavior and conversions while testing and rotating different creative assets to find your most effective units. Consider brokering direct deals until the fraud issues and high margins are resolved in the larger marketplace.

Traffic Junky - The Best Impressions Money Can Buy

One low fraud, low cost ad network does exist for bold businesses. Ad units reach highly targeted audiences

with great engagement at a fraction of normal costs. The network is Traffic Junky and they manage advertising on all of the major porn sites. It's nothing short of ironic that porn is the most honest and accountable platform in the business. Mainstream businesses tend to avoid this network with fears of negative brand association. If you don't mind the association, spend minimums are extremely low and testing the platform is easy.

Safety in Conversion Campaigns

If you are dead set on running a programmatic display campaign, force the hand and push for a CPC or CPA. The cost per conversion means you can track your dollar down to the purchase level, a good option for ecommerce and realistic ROI measurements. CPA means cost per acquisition and works well for lead generation. Booking agencies, lodges and outfitters can take this approach and monitor the quality of their leads while measuring ROI as well. You can negotiate a CPA or CPC to meet

your own goals and hold the vendor accountable.

An outfitter paying a five-dollar CPA and booking 20 percent of the leads is averaging \$25 per booking. Not a bad deal if the vendor can actually hit that mark. Achieving a result of that nature requires more man hours and less margin for the vendor. Don't be surprised if they avoid that route and push for awareness only campaigns.

Diversify Your Media Mix

The highest yield, lowest cost digital marketing programs for fly fishing and outdoor industry business models is ultimately through organic reach and a well-planned approach to paid media. Create original, engaging content and build an audience by sharing this content through your website, newsletter and social channels. Advertising through social media, paid search, display and traditional media will deliver an audience but great content and customer service builds loyalty, creates a community and keeps those people coming back. 🐟



FEATURE

COMPANY PROFILE: REILLY ROD CRAFTERS – NEW KIDS ON THE BLOCK

Written by Jay Cassell



If you're in the fishing tackle business, chances are you attend the annual ICAST and International Fly Tackle Dealer show in Orlando, Florida. This is the main event, the monster trade show where manufacturers from around the world display their products and write up orders with buyers who, in 2017, came from 73 countries. According to recent estimates, the tackle business accounts for \$40 billion dollars in retail product sales just in the U.S. The competition is intense. In fact, according to the ICAST catalog there were 111 dealers in the 'Rods and Rod Accessories' category alone. How on earth do you stay in business and

remain profitable, much less start a business and make it work?

One business that is making a serious go at it is Reilly Rod Crafters. Based in Palmyra, Virginia, Reilly specializes in making affordable, user-friendly fly rods, three of them signature series with Stu Apte, legendary fly tier Chuck Kraft, and Florida bass guide Joe Mahler. I tracked down President Chris Reilly and asked him what his company was all about.

"One of the things that motivated me to get into fly-rod design was my loathing of very fast action rods," he told me. "And I run into people all the

time who feel the same way. 'Where are the fly rods that I grew up on?' they'll ask. 'Where are the rods we learned on?'

"I wanted to make rods that pretty much anyone can handle, whether they're beginners or are well into their careers as fly fishermen."

Stu Apte, multiple IGFA record holder, told me that many manufacturers are producing fly rods that are primarily fly-casting rods, rods that you can take out on the lawn or pond and practice with.

"As far as I'm concerned, these are not



fly-fishing rods," he said. "I designed my Stu Apte Series Fly Rods to be the easiest casting rods on the market. They let you make presentations with ease...and that translates into improved accuracy." Put another way, Apte's rods let you concentrate on your presentations, on your fishing, as you don't have to worry so much about your casting.

According to Reilly, "Stu's rods are great all-round rods, but where they shine is making what Stu calls 'fast casts.'" As Reilly explained, Stu's rods let you shoot out 65 to 75 feet of line with a minimum of false casting. "If you're trophy fishing, you need to get that fly where it needs to be as quickly as you can," Reilly concluded. Which is what Stu's rods do.

"Chuck's rods have a little bit faster action," Reilly continued. "I'd call them moderate-action rods. They're a bit heavier than some of the fast rods, but who cares about a few tenths of an ounce?"

Kraft describes his rods, which are all four-piece rods, Weights 5 to 8, thusly: "I've been guiding for smallmouths for 30 years," he told me. "And over the years, I can't tell you how many anglers

show up with \$1000 fly rods that they have no business handling.

"Chris came to me and asked if I would design some rods for him. What I wanted was a rod that is easy to cast, even at short distances, and one that you can feel load up. A lot of these new, high-modulus, stiff rods, you can't feel them load. I also wanted something that was accurate. And these rods are. They're especially good for anglers who might have trouble with the high-modulus rods.

"Don't get me wrong, there are great high-modulus rods out there. And if people like them, that's fine. But my rods are just easy to cast at normal casting distances. Plus, they're priced reasonably."

The third signature series of rods was designed by Joe Mahler, who guides in Florida, mostly freshwater for the likes of peacock and largemouth bass.

"I've got a 5/6 and a 7/8 in my series, because these are the types of rods I use every day," he said. "And I wanted two rods, because I don't think line designations mean much anymore.


They're all over the board. It's really a matter of how the rod and line feel together."

Mahler also helped Reilly develop a unique pro staff program. Instead of only giving pro staffers free or discounted rods, Reilly puts rods on guides' boats so clients can fish with them if they want to.

"When people have a good day of fishing, and they were casting well, at the end of the day they'll ask about the rod. Chances are they may buy one. So if I'm responsible for that sale, I should benefit. Our pro guides have cards with promo codes on them, and the client will get 15 to 20 percent off the rod if they use that code when they order online. The guide also gets a percentage.

"Realistically, you can't go into a shop, pick up a rod, shake it a bit, and say yeah, this feels good, I'll buy it. It's better for a potential rod buyer to spend time with a guide who knows the rod and can explain it, can help the client cast it. And there is no pressure. If a client likes the rod, great. If not, that's fine too."

Reilly Rods is making reasonably priced, made-in-the-USA rods that cast well and accurately. Each line of rods is slightly different, so getting out there and using them will help you make your decision, if you're in the market for a new rod.

"We got back into making *fishing* rods," Chris Reilly sums up. That idea is working and the company is gaining traction. Just don't be surprised if you end up fishing with a Reilly rod someday. 



FEATURE

FACEBOOK MARKETING & ADVERTISING

How to Make the Best Use of Your Time & Money to Grow Your Business

Written by D. Roger Maves



Facebook, Facebook, Facebook! It seems to be at the top of most social media marketing and advertising conversations today. You're told that you need to have a presence on Facebook and that's where you'll get thousands of new customers for your business by just pressing a few buttons. Is this true?

As with almost everything it's not

quite that simple. Yes, Facebook is the largest social media platform on the planet with 1.15 billion monthly active users so you would think that there would be a lot of potential customers for you there. You may be correct, but the challenge is how do you connect with them and convert them into paying customers.

We going to answer those questions and sort it all out for you now.

What's the Difference?

Before we dive in, let's look at what the terms marketing and advertising represent. The words are commonly used interchangeably so let's clear up the confusion and get a better understanding before moving forward.

Marketing



Marketing is the process of figuring out how to best align a product or service with a target audience. It involves research, data mining and analysis to identify the target audience, which is then used to plan, design, create and implement business activities to engage and influence that audience.

There are many ways to market your business, here are just a few of them:

- Sponsor a charity
- Collaborate with other businesses
- Give a speech
- Network with people
- Publish books, magazine articles and blog posts
- Give away free trials, products, experiences
- Host a contest
- Give away content – blog posts, reports, podcasts & videos
- Get interviewed for television, radio or a podcast
- Create collateral material – business cards, brochures, stickers, merchandise
- Provide education and information
- Advertise

As you can see, advertising is just one activity that can be used to market your business. It's just one slice of the marketing pie.

Advertising



Advertising is the activity of producing and placing advertisements for products or services to make them known to an audience. It gets the word out about products and services. This is most often an activity that is paid for by the business and can be delivered in many types of media. In the offline world radio, television, magazines, newspapers, direct mail and billboards are common places to advertise. In the online world Facebook, Google, Twitter, LinkedIn, websites, blogs and apps top the list.

Advertising is just one tactic of a marketing strategy and it is best used to draw prospects in that may not have used your products or services. It can also be used to create brand awareness, which is not necessarily a cost-effective method for most small businesses.

Facebook Marketing

Facebook offers many marketing opportunities to get exposure to and engage prospects including networking with like-minded people, providing information and education, hosting contests and of course advertising.

Facebook Marketing is a subset of what's called Social Media Marketing, which includes other platforms like Google+, Twitter, LinkedIn, Instagram, YouTube, Pinterest and others. Each has its unique way of connecting people with people. Before we start marketing with Facebook we'll need to get a few things set up.

Getting Set Up

The first thing you need to do is create a Facebook account, it's quick easy and free.

To create a Facebook account:

1. Go to www.facebook.com/r.php
2. Enter your name, email or mobile phone number, password, date of birth and gender.
3. Click Create an Account.
4. To finish creating your account, you need to confirm your email or mobile phone number.

Once you have set up your account, you can add more information to your profile and choose who can see it. Now you have a Facebook presence, but you still don't have a place to promote your business, that's next.

Facebook Pages



A Facebook page provides a home for your business. It's like a personal profile page but for your business. Pages are

continued on next page...



FEATURE

used for businesses, brands, celebrities, causes and other types of organizations. It's different than your website as it offers the opportunity to interact.

Important: When setting up your Facebook page be sure to use your company name for the title. You want to keep your branding consistent across the Internet on all platforms.

Here's how to create one:

1. Go to facebook.com/pages/create.
2. Click to choose a Page type.
3. Fill out the required information.
4. Click Get Started and follow the on-screen instructions.

Like your personal profile there are many enhancements you can make to your business page to make it more inviting and informative like adding a cover photo, your logo and filling out all the information in the "About" section. Give people as much information as possible about your business so that they have a good understanding of who you are and what you do.

There are a few differences between pages and personal profiles. Unlike personal profiles Facebook pages do not have "friends" but "fans". Fans also have the option to "Like" and/or "Follow" a page. Pages can have unlimited Fans whereas personal profiles have a limit of 5,000 friends.

Your Facebook page works similarly to your personal profile page in that you can update your status, collect reviews, post events, videos and photos. These items appear on your page as well as in its fans' personal news feeds. Now you have a place to market your business, which extends beyond the page itself!

Now that you have a home for your

business on Facebook it's time to get to work.

Let's take a look at what you need to do to be able to use the Facebook platform to your advantage to connect with more fans and ultimately gain more customers.

It Starts with Content



You need to have good content on your page to attract and engage your visitors. So what's good content? Anything that is engaging is good content. If it's a bit edgy that can be okay as long as you don't upset your visitors. Stay away from politics and religion as that seems to stir people up and distract them from your message. If you're lucky or very creative you might create something that goes viral. Going viral is the best thing that can happen as this means hundreds, thousands or tens of thousands of people share your content on their news feeds all at no cost to you.

Here are some ideas for content:

- Random thoughts
- Inspiring Quotes
- Stories
- Client Experiences
- Surveys
- Polls
- Highlight Fans
- Introduce New Products or Services

- Highlight Products and Services
- Special Offers
- Coupons
- Videos
- Photos
- What's Happening Behind the Scenes at Your Business
- Ask Questions
- Ask for Opinions
- Announce Events
- Curate Other People's Content
- Anything Funny

As you look at these content ideas reflect on the types of marketing that were listed earlier. You'll see how many of these types of content fit right into those marketing methods.

One question that always comes up is "How often should I post?". To keep your feed alive, I would post at least once a week; however, you may find that multiple times a week works better for you. It all depends on how much content you have to share and how interactive your audience is. Once an hour is too much and most like likely a waste of your time.

The goal with your posting is to engage, inform, educate and interact with your audience. Get a conversation going. Mingle with your tribe.

Note: Whenever possible try to get your visitors to click on a link that takes them to your website. If you can get them to your website, then you can start retargeting them both on Facebook and throughout the advertising network (more on this later).

Creating Your Fan Club

The next step is creating your Fan Club or tribe as some like to call it. You need to get people to visit your page, "Like" it, follow you and engage with you and your content. Here are some ways to do just that...

Invite Your Friends

If you've been on Facebook for a while and have developed a list of friends, then this is the easiest and first place to start building your tribe. These people know you, like you and trust you so they are great candidates for fans.

On your business page, in the right column you'll see a few of your friends listed. To invite them just click on the "Invite" button. If you want to see more friends to invite, click the "See All Friends" link and you'll get a whole list of people to invite.

You can also import a contact list from other platforms and then invite those people.

Add a Link to Your Email Signature

Don't forget to add a link to your Facebook page in your email signature. Adding this gives you another chance to get a "Like" from people you email.

Add a Facebook Like Button to Your Website



If people are interested enough to visit your website, then they would probably be willing to "Like" your Facebook page. Make it easy for them and add a button right on your website. Using the button allows visitors to "Like" your page without leaving your website.

To create a "Like" button, go to the following page to create your code, then add the code to your website:

<https://developers.facebook.com/docs/plugins/like-button>

Connect Your Facebook Profile

In your personal profile Work section add your company as your current employer this will link directly to your company's business page. This ensures that everywhere your profile appears on Facebook there will be a link to your company Facebook page.

Add Your Facebook Page Link to Directory Profiles

Whenever you add your company to a review or directory site be sure to add a link to your Facebook business page.

Post, Like or Comment as Your Page

When you are posting on another page or making comments you can do so as your Facebook page instead of yourself, which will then link back to your Facebook page rather than your personal profile.

To like or comment on another Page's post as your Page:

1. Go to the Page post you want

to like or comment on

2. Click your profile picture in the bottom-right corner of the post
3. Select the Page you want to like or comment as
4. Like or comment on the post

To publish on another Page's timeline as your Page:

1. Go to the Page you want to publish on
2. Click your profile picture in the top right corner of the posting box
3. Select the Page you want to publish as
4. Create your post, then click Post

Invite Your Audience

If you happen to do any speaking engagements be sure to mention your Facebook page and ask your audience to visit it and "Like" it.

Advertise on Facebook

Advertising is another excellent way to promote your Facebook page and get visitors by the hundreds or thousands. Use the "Promote" button on your Facebook page to start promoting your page or use the Facebook Ad manager to create a campaign, build an ad and specify an audience for your products or services (we'll go over this in more detail next).

continued on next page...



FEATURE

Facebook Engagement for Brands and Publishers Falls 20% In 2017

In a study done by BuzzSumo the average number of engagements with Facebook organic posts created by brands and publishers has fallen by more than 20%. Most experts feel that a combination of things has caused this decline. Facebook claims it's prioritizing the news feed to show what friends and family share, which will reduce the amount of content that users see from brands and publishers. What this means to you is that the organic posts we've just talked about creating and posting are getting less reach into your audience. Organic reach refers to how many people you can reach on Facebook by posting to your Page without paying any fees. Going forward, considering you're getting less reach, you may want to extend your reach by paying Facebook to do so – see Boosting A Post below. You can read the full BuzzSumo article here: <http://buzzsumo.com/blog/facebook-engagement-brands-publishers-falls-20-2017/>

Facebook Advertising

Facebook advertising takes many forms and ad types, but you can think of most ads falling in these categories:

- Traffic and Leads for Your Website
- Sales and Leads for Your Product or Service
- Likes and Engagement for Your Page
- Mobile and Desktop Apps Install
- Visitors to Your Storefront
- Visitors to Your Event

As you can see it depends on what you want to accomplish as to which direction and ad types you use in

Facebook. The process of setting up a Facebook ad campaign can be quite extensive and is beyond the scope of this article, but I will give you some general guidelines to get you going. You'll need to look up the processes on your own.

Audiences

Facebook advertising is all about an audience so no matter what type of advertisement you choose you'll be asked to specify an audience. This can be as simple as the people who have liked your page and their friends or something much more specific and outside your fan base like people who are:

- Interested in fishing
- Living in Colorado
- Between the ages 25-65
- Making an annual income of more than \$100,000 per year

So as you can see you can be general or quite specific in who you choose to see your ads.

You can also create Custom Audiences from existing contact lists and Lookalike Audiences from existing Facebook audiences which will extend your reach even further.

Boosting a Post

Boosting posts is a relatively inexpensive and effective way to get more reach for your posts and is where most people start. It's a simple and easy process as posts are boosted right from your Facebook Page.

Considering the decline in reach of organic posts this may become a must for posts you want to make sure your fans and others will see.

When you create a post you'll see a button labeled "Boost Post", just click on that button to get started.

Promoting Your Facebook Page

After you've set up your Facebook Page you'll want to build an audience of people who are interested in what you have to say and offer. Using the Promote button, you'll find it in the left column on your Facebook Page, is a great place to get started getting more people to engage with your page.

Creating an Ad Campaign

Once you've tried Boosting a Post and Promoting Your Facebook Page you'll most likely want to start advertising your products or services to a broader audience. This is where the Ads Manager comes into play.

Ads Manager is a tool you can use to create ad campaigns, build your ads and refine your audiences. You can start using Ads Manager here: <https://www.facebook.com/ads/manager>

Using Ads Manager you can:

- Create and run your ads
- Target your ads to specific people
- Set and control your budget
- See how your ads are performing
- Review your billing summary and payment history

Again, there's too much to cover on this subject in a short article like this so if you plan on developing and managing your Facebook campaigns yourself spend some time getting educated. A good book to read and use as a reference is the *Ultimate Guide to Facebook Advertising* by Perry Marshall, Keith Krance and Thomas Meloche.

Retargeting

So now you are getting people to visit your Facebook page, engage with your content and hopefully click through to your website to learn more about your products and services. Some of these website visitors will call you, order a product online or fill out an opt-in form but many will just keep shopping, visiting other websites to see what else is available. Others may get distracted and go to a news site or look for a recipe for dinner. How can you follow up with these visitors without knowing who they are?

This is where retargeting comes to the rescue. Facebook offers retargeting advertising to help with these situations. Basically, you start by creating a custom audience in Facebook Ads Manager, then get your pixel code (tracking code) from Facebook and add it to the website pages that you want to track. Now when people visit your website the tracking code will allow Facebook to show them your retargeting campaign ads. If designed properly these ads can continue the conversation with your visitors and bring them back to your website for another look.

While you're adding code to your website be sure to add Google's remarketing code or other advertising platform's code to your website so that you can not only retarget within Facebook but also on thousands of other websites across the Internet.

More about retargeting here: <https://www.anglingtrade.com/2016/03/08/retargeting-the-killer-conversion-strategy/>

Summary

Facebook offers many opportunities to reach out and connect with people that are like minded and are likely to be

interested in your products and services. Keep in mind that marketing through organic posts does not have the reach that it once had and if you really need to get a message out to as many of your fans as possible you'll want to boost the post.

To reach prospects that you have no connection to you'll need to create ad campaigns through Ads Manager. Be sure to spend time identifying your audience and narrowing it down as much as possible so you don't waste money showing your ads to people that aren't interested in what you have to offer.

Test, test, test! Monitor your results, make tweaks to your campaigns and watch your tribe grow!

If you have any questions or would like my company to professionally create and managing your Facebook advertising campaigns, feel free to reach out to me and I'll get back to you as quickly as possible.

Facebook Vs. Google AdWords

Should I be using Facebook or Google AdWords? Which one is better? These questions come up as business owners and marketing managers try to decide where to put their advertising dollars.

It's not an either-or question. Each platform works quite differently using different approaches to reach prospects.


Facebook is considered an interruptive advertising platform because the people that end up seeing ads are not searching for a solution, they see ads because they fit a specific profile the advertiser has specified – an audience. You can think of Facebook advertising like television or radio where an ad just

shows up in the middle of whatever you are watching or listening to. Facebook ads show up as you browse through your news feed reading about what your friends and family are up to. The advantage Facebook has over television or radio is that you can be very specific about you audience's interests, demographics and geographic location.

Google AdWords is based on an inquiry. To see an ad in Google a person must perform a search. Generally, a person using Google is trying to find an answer to a question. They could be doing an informational search just looking to learn more about a subject or they could be doing a transactional search looking for a product or service they need or want to buy.

As you can see, depending on which platform is being used, your potential prospect ends up seeing ads by going through a much different process. Keep this in mind as you develop your advertising campaigns. Sometimes it makes sense to use both platforms but other times one platform works much better than the other.

—D. Roger Maves,
The Knowledge Group, Inc.

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FEATURE

EXPERIENCES STAND OUT, NOT DOOHICKEYS

Written by Joel R. Johnson



Bear with me because I'm quoting Walt Gasson of Trout Unlimited who *I think* was quoting Tim Linehan of Linehan Outfitters, when he told me one day about the industry, "We don't sell fishing, we sell experiences."

In fly fishing, that should be obvious. Only it's too easy to get caught up selling the latest doohickeys that

are there to capture a little extra margin from customers on the way to checkout. "You just ought to have this with you on your next trip..." Having attended several fly fishing product shows I can honestly say some of these newfangled things really DO improve the fishing experience (I could not live without my Fishpond tippet holder, I swear). Some do not

and frankly just add to landfills like so many millions of pounds of outdated smartphone accessories each year.

Anyway, the best brands and products really aren't recalled for their logos or catchy taglines, nor their gleam and shine. It's the experience that great brands and products help people have that find their way into customers'

"Anyway, the best brands and products really aren't recalled for their logos or catchy taglines, nor their gleam and shine. It's the experience that great brands and products help people have that find their way into customers' hearts."

hearts. And I'm not just talking about reliability and dependability. A pair of wading boots that don't have a tread fall off after a year of moderate use is "doing its job" - that's table stakes. Similarly, outfitters, guides, merchants, and retailers providing good service too, that's table stakes. If a customer can look back on a great fly fishing experience and can point to how a product or interaction with you made a tangible difference in their trip - now you're on to something. And if you can name it, bottle it, practice it, and do it again, your brand can stand out.

As brand managers, ask yourself three questions to know if you're creating experiences that will stick with your customer.

1. Am I concerned with my customer's experience or just the sale?

The best brands don't just sell you something, they're concerned that you use it, and use it well. Like the artfully designed manual you'll find in a Tenkara USA rod tube, the experience of the customer should be seen as key to the success of the sale, not just the transaction. Case in point, the best fly shops offer free classes of all types to get folk tying and buying, but how many really follow-up with their students to its natural conclusion - the fishing?

Have you used that Clouser Minnow you tied during our event last month? No!? Ok, let's go fishing then.

You took their names for the mailing list so why not put it to use? The initial "sale" doesn't matter. This isn't mass-marketing, it's relationship-building. When you're concerned with the customer experience you are already planning your next move in the sales funnel, how to impact your next interaction with your customer. In turn, customers will appreciate that their initial experience with you isn't over (providing it was positive).

2. Am I getting credit for enabling my customer's experience?

Selling has always been social, but now it takes 10 "likes" on Instagram before customers feel their purchase validated. Consider this though: the brands are getting the shout-outs, but didn't YOU sell them the rod? Never let your customer walk away not knowing precisely how their interaction with you is going to positively impact their fishing. The key is to see your role extending far beyond any one sale. I had that experience when I met Dan Davala (a former fishing store manager at Orvis). He wouldn't let me leave without imparting a hot tip on rockfish in the Potomac, the free Spey casting class at Fletcher's Cove, a sticker, and beer-tie on Mondays. I could go on. I credit my love for the Potomac fishery to his invitation, neigh - his insistence, that I go explore it. That credit has made me an Orvis customer for life. (*full disclosure - Orvis is also a client of Admirable Devil).

3. Would you recommend the same experience for your best buddy or pal?

Whether it's recommending a new technique, a class, or even a new reel - a trusted recommendation is perhaps our most powerful selling tool. And there's so many ways to use it - ever consider exchanging hot tips with customers? Surely you can't know everything right? When experiences stand out for you, they'll stand out for customers. Trading tales, techniques, tips, and recommendations at the counter or on the boat is the currency of a good fishing experience and every customer interaction without one feels less valuable.

Fact is, over 90 percent of all new brands, products and services come into our lives not from advertising, but from word-of-mouth recommendation. For years, I wondered about Euro-nymphing and whether I needed another complicated fishing scheme in my life. Then my buddy, outfitter Tom Fernandez of Tailwater Lodge in New York, made it simple for me. He literally put the Devin Olsen and Lance Egan DVD in my hands and said, "watch it and try it with the gear you already own." That was enough for me. I learned the style (it's devilishly simple) and have had great experiences rediscovering water I thought I knew with the technique. I think I texted Tom at least once during each of my first dozen trips with, "Dude, this is lethal!" 



THE UNACCOUNTED FOR

Written by Geoff Mueller

We all know one—the guy or girl who whether on the river, in the fly shop, or at the bar immediately corners you and begins the close-talking by spitting out some flabby, inflated number. “How’d your mom’s surgery go?” you might ask, sincerely. “Not too bad, crushed 36 this morning,” goes the reply. “Pink scud.”

Maybe you are that person. Really, you’re not to blame. For better or worse, modern society places a high value on measurable output. Hell, the American Dream is loosely based on starting with nothing and then piling on golf courses, Bentleys, and divorces. We’re a culture of counters.

And we in the fly-fishing community are no different. As shop owners, guides, and media types we’ve been perpetuating an obsession that’s had us buttering up our beefy numbers for decades, encouraging the big ego

over the better experience. Worms and bobbers over the dreaded bagel.

But thankfully there are some places where egos still get regularly checked—and it’s in and around these fading-glory fishing hamlets, scattered up and down the rugged Pacific coastline, where attitudes about numbers are changing. Not necessarily because we’ve stopped counting; but rather because fewer returning fish have forced us to scale down our expectations.

To that end, Trout Unlimited’s Wild Steelheaders United (WSU) recently dove into the numbers debate and resurfaced with its “Four Is Enough” campaign. In short, the well-intended movement recognizes that certain wild steelhead populations are swirling in the grave. In order for the remaining fish to get some reprieve, maybe even get a leg up, Four is Enough calls on anglers to self-police their catches, for the sake of fisheries such as those in Washington’s Olympic Peninsula, where most returning fish according to catch stats get caught one and a half times. This of course doesn’t include wild fish in tribal nets. Those ones are just plain dead.


Back to the curious number four. If you swing flies for steelhead, catching this many in a day is enough to have you fishing the rest of the season in unwashed underwear—just to keep the streak alive. And when we’re not, we’re spending more time pondering the fish’s significance. Just ask author Steve Raymond, who writes in his colorful book, *Steelhead Country*, “Each returning fish is a small miracle, a survivor against the longest odds, an embodiment of courage and endurance almost beyond human understanding, a priceless gift from nature.” I think he’d be happy with four.

But for accomplished gear dudes and adept bobberdoggers, who may stroke 6+ fish a day, Four Is Enough could reduce some stress, assuming we can get these anglers to sign on to a less is more standard.

For TU, that’s the aim. “The Four Is Enough revolution will be difficult at first,” writes Bill Herzog, in an article describing how the concept was birthed. “We have to take the leap of faith and hope that others will be inspired and begin a change of habit. And there will be some who say this is nothing more than a ploy by the fly fishermen to make rivers their own. But if gear and fly fishers don’t lock arms on the issue of saving our wild steelhead, it will be folly. We stand or fall together.”

In the resident trout world, on four-season tailwaters from Utah’s Green to Montana’s Missouri, fish populations often outnumber the human populations living in adjacent towns. And on these river, curtailing your catch is less of a stand or fall issue. But something like Four is Enough, as an angling ethic on any piece of water, is still an interesting thought.

Putting less emphasis on numbers could give sore-lipped trout a break. More than that, it would give calculator-wielding anglers something else to count on. Maybe it’s a solitary brown parked in impossibly skinny water, a fish large enough to swallow a tennis ball, but cautious enough to stick to the tiny *baetis* sporadically passing over its noggin. It’s an old, wise fish that will require one helluva cast. A miracle. And when it tips its nose up and breathes in your fly, it’s the one fish you will remember. Maybe forever.

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Shane Grimes soothes tired legs with some ice water immersion therapy 12 miles into the Wind River Range, Wyoming. JEREMIAH WATT © 2018 Patagonia, Inc.

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