



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



# *gov*DELIVERY

8 Tips to Recruiting, Retaining &  
Reactivating Anglers



Empowering government to create better lives for more people.

# WELCOME

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## NATALIE FEDIE

*GovDelivery Vice President of Client Success*

*Customer Success Mission: To help customers achieve their desired outcomes.*

# GOVERNMENT IS AT A CROSSROADS

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**PRESSURE ON ROI  
OF PUBLIC LAND  
INCREASING**



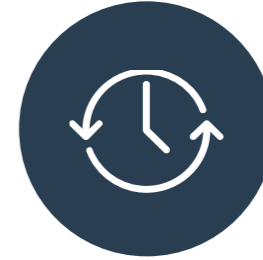
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**CITIZEN  
EXPECTATIONS  
RISING**



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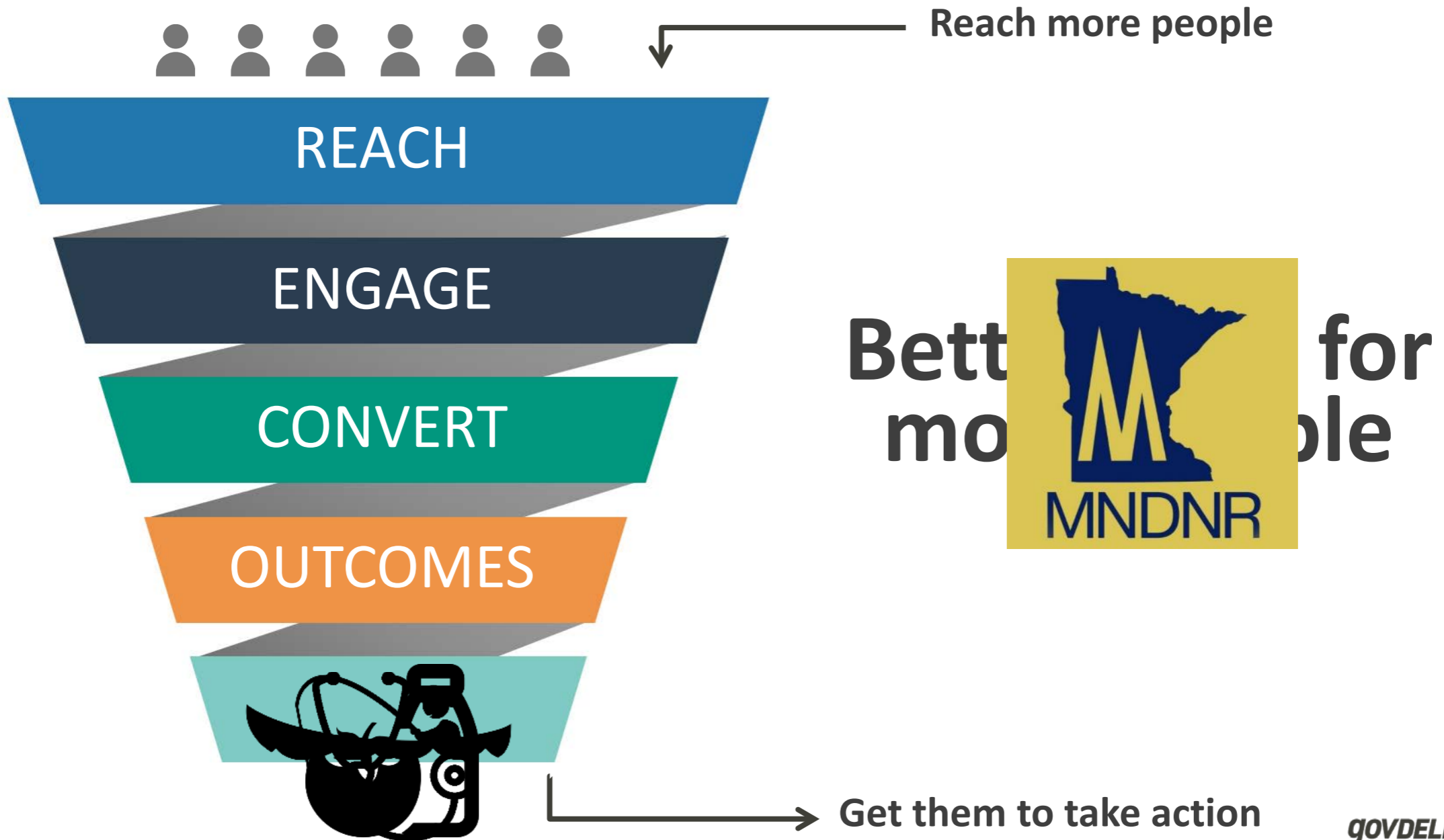
**BUDGET  
PRESSURES  
TIGHTENING**



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**TECHNOLOGY  
CHANGING  
RAPIDLY**

# SHARED GOALS – PUBLIC SECTOR FUNNEL



# KEY AREAS OF SUCCESS

01

RECRUIT YOUR AUDIENCE

02

ENGAGE & RETAIN YOUR AUDIENCE

03

USE ENGAGEMENT DATA TO IDENTIFY & REACTIVATE LAPSED USERS



REACH

ENGAGE

CONVERT

OUTCOMES

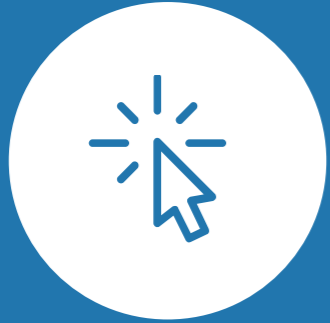
IF WE SUCCEED,  
THE OUTCOME  
WILL BE

\_\_\_\_\_.

What is at the bottom of the funnel for this role, office,  
agency, project?

# WHAT MATTERS TO YOU?

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## Promote & Transform Services

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Accelerate & streamline usage of your online and offline services

*Drive more license purchases, and make it easier for anglers to get licenses*



## Enhance Public Awareness

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Inform & engage citizens to drive changes in behavior

*Share with citizens about public lands usage, value, and access*



## Improve Citizen Involvement

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Increase the contributions of your community

*Motivate anglers to share their sport, reengage in fishing, and try new adventures*

# DIGITAL ENGAGEMENT MATURITY MODEL

## 1 - EMERGING

- Low alignment on desired outcomes
- Limited awareness of the importance of reach
- Aging, legacy and inefficient solutions
- Not reporting on outcomes

## 2 - PROFICIENT

- Occasional outcomes focus
- Initial focus on audience growth and understanding
- Shared strategy but little measurement
- Defined tech needs
- Tracking upstream metrics (clicks, follows, subscribers)

## 3 - EXPERIENCED

- Importance of reach prioritized
- Audience acquisition and segmentation strategy aligns with organizational priorities
- Dedicated digital marketing tools and playbooks
- Using data to improve outcomes and measure ROI

## 4 - EXPERT

- Ability to reach key audiences at scale and aligned with org goals
- Measuring and celebrating improvement of outcomes
- Integrated into citizen's lives to improve outcomes
- Measuring ROI from organizational and citizen perspective

Low Engagement

High Engagement



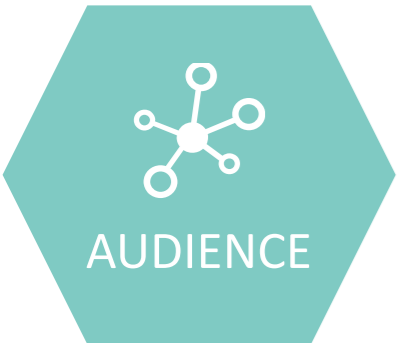
# 6 KEY FOCUS AREAS FOR SUCCESS



PEOPLE

## Capabilities and Capacity

Sustaining appropriate staff capacity and the expertise needed to achieve programmatic or organizational goals



AUDIENCE

## Reach and Engagement

Reaching a pre-defined target audience that is fully engaged



DATA

## Access and Analyzing

Accessing metrics and reports to make data-driven decisions to continuously improve their ability to drive desired outcomes



SOLUTIONS

## Investing in Technology and Maximizing Investments

Leveraging the appropriate digital communications channels and technical solutions and achieving desired outcomes



OUTCOMES

## Required Outcomes + Desired Experience

Aligning their communications or engagement activities with their strategic priorities to achieve their desired outcomes



SECURITY

## Requirements and Accountability

Implementing security requirements and holding staff accountable for the safety and integrity of their data

**RECRUIT YOUR AUDIENCE**



# 1 Optimize web properties to convert visitors to subscribers



# AUDIENCE: REACH AND ENGAGEMENT

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## EMERGING: 1

- Limited awareness of the importance of reach
- No audience capture strategy
- No formal marketing strategy

## PROFICIENT:2

- Acquiring subscribers through multiple online channels
- Engagement a priority but little understanding of audience

## EXPERIENCED: 3

- Successful acquisition strategy
- Segmented and targeted audiences
- Call to action included in outreach

## EXPERT: 4

- Highly engaged audience receiving personalized content
- Audience personas and segmented contact lists
- Understand citizen experience

# AUDIENCE: REACH AND ENGAGEMENT

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- Collect and upload relevant email lists
  - › *Boater registrations, former license buyers, camp site registrations*
- Consistent and multiple links
- Direct sign-up box
  - › *Easy to find on your home page and license info pages*
- Overlays
- Social media integration
  - › *Drive passive FB, Twitter, Instagram users to sign up for more direct communication*
- The GovDelivery Network



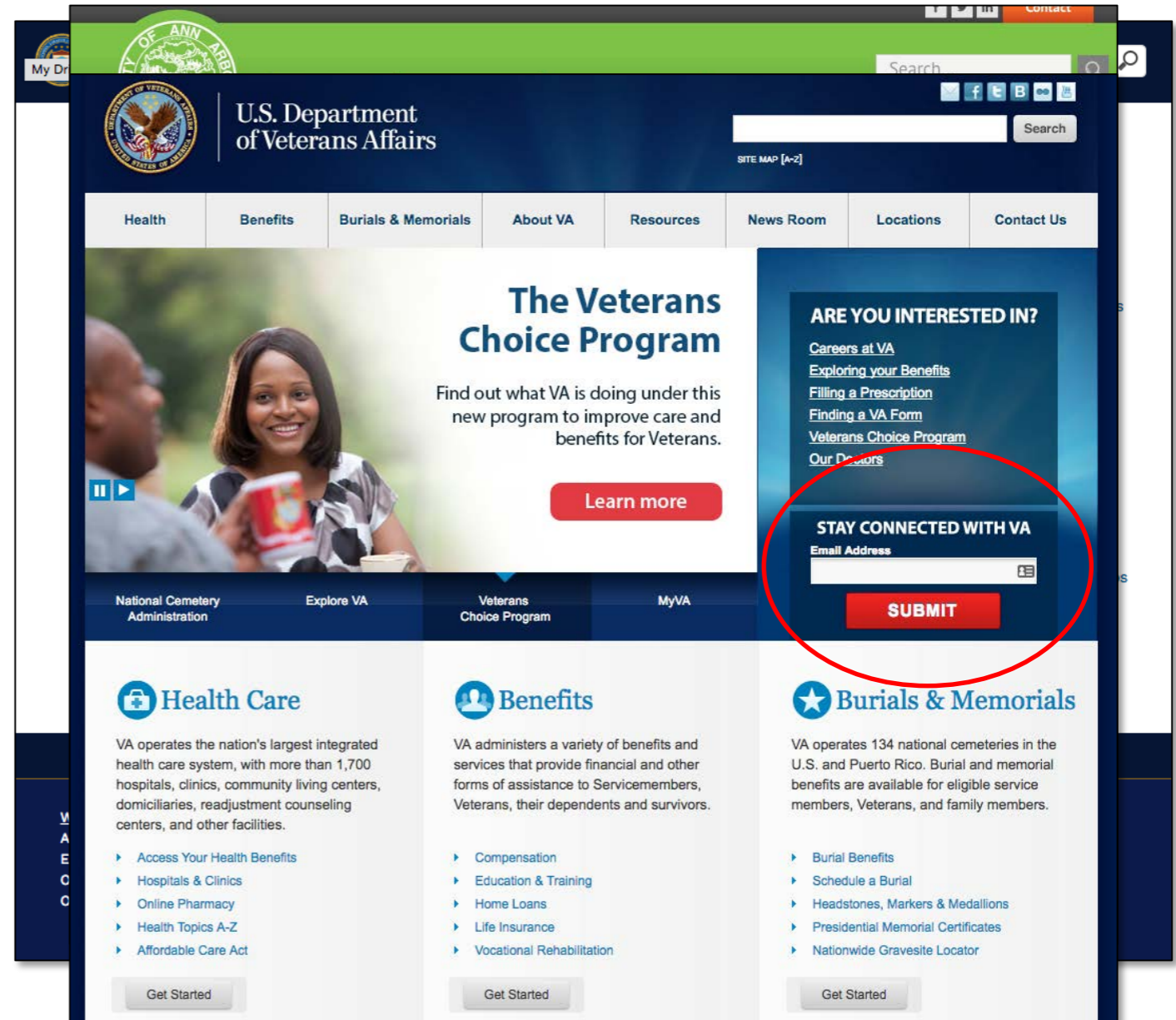
Reaching a  
pre-defined  
target audience  
that is fully  
engaged

# HOW DOES YOUR AUDIENCE SIGN UP TODAY?

Social media button

Connect area with link to subscribe

Sign up box



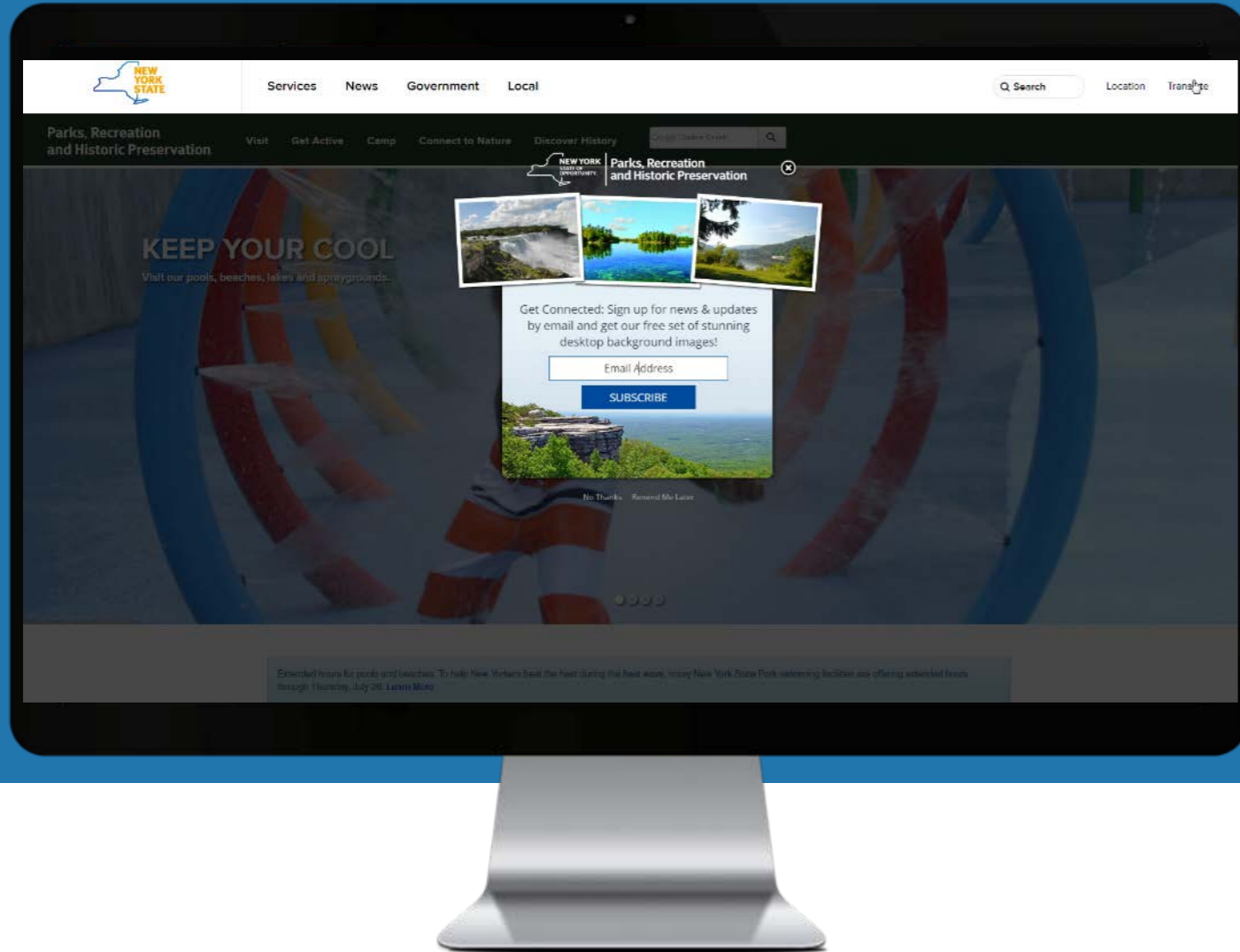
# GROW AND TARGET YOUR AUDIENCE

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**2** Leverage commonly underutilized features to acquire key audience



# REACH MORE PEOPLE: WEB AND FORM CAPTURE



➤ Convert website visitors with an overlay



# BENEFITS OF OVERLAYS

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**VISUALLY  
ENGAGING**



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**INFORMATIVE**



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**TRACK YOUR  
RESULTS**

# OVERLAY IMPACT ON SUBSCRIBER GROWTH

	ALL USERS	FEDERAL	STATE / LOCAL / TRANSIT
MEDIAN	174%	295%	230%
TOP 20%	584%	608%	416%

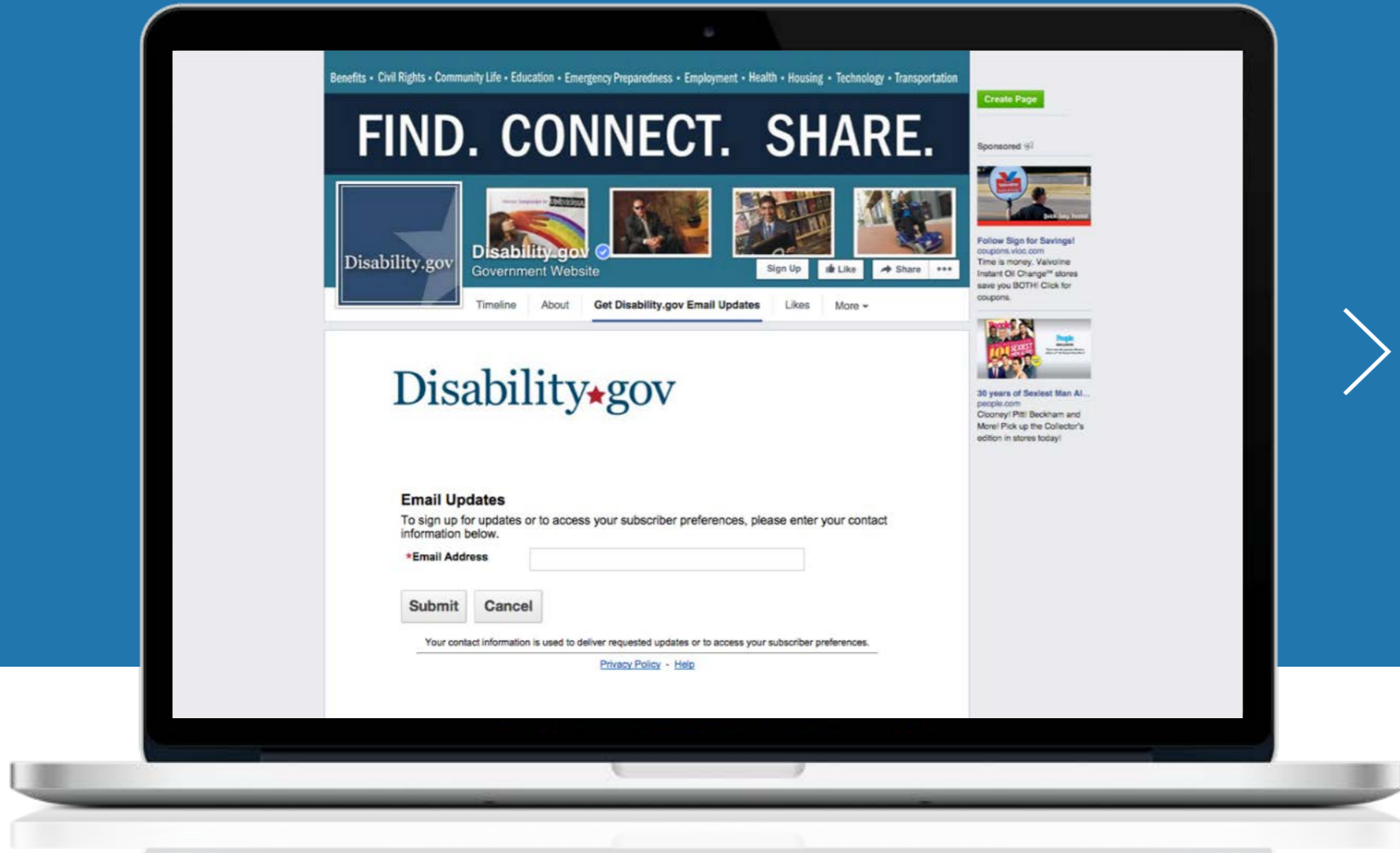
# REACH MORE PEOPLE: MOBILE CAPTURE

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Capture audience  
where they already  
are via mobile

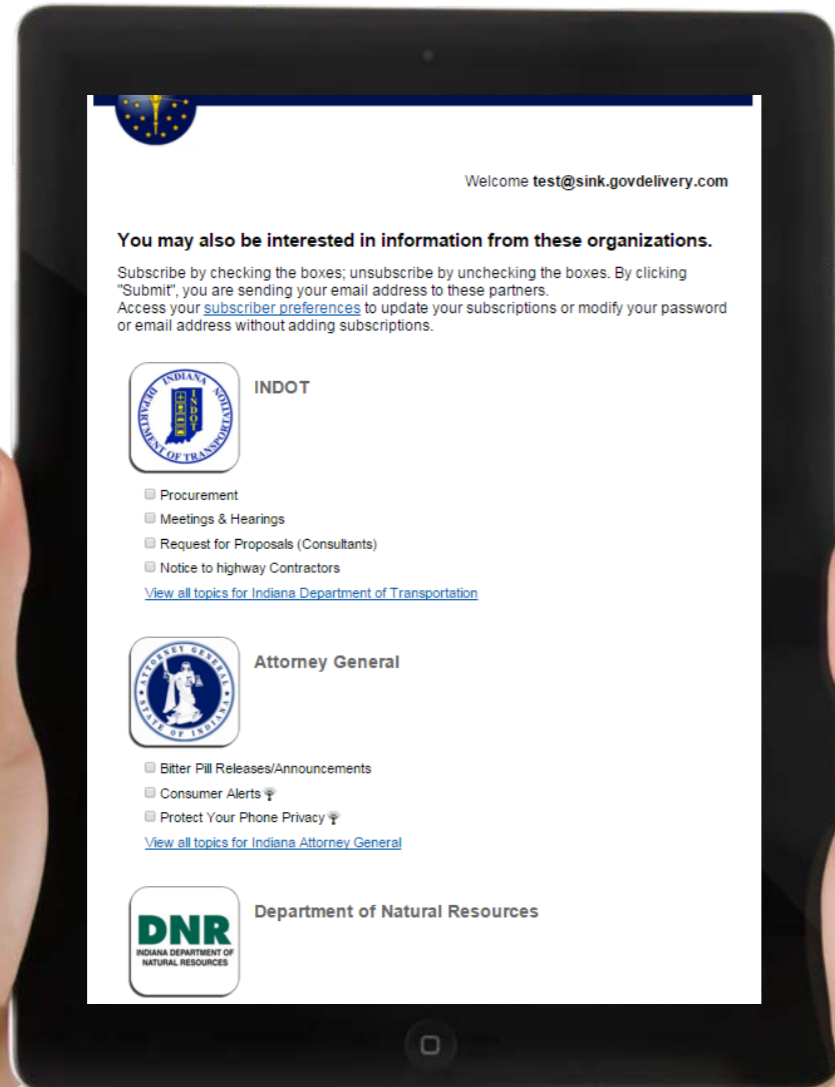


# REACH MORE PEOPLE: SOCIAL CAPTURE



➤ Convert passive social media followers to engaged members of a direct digital audience

# THE GOVDELIVERY NETWORK

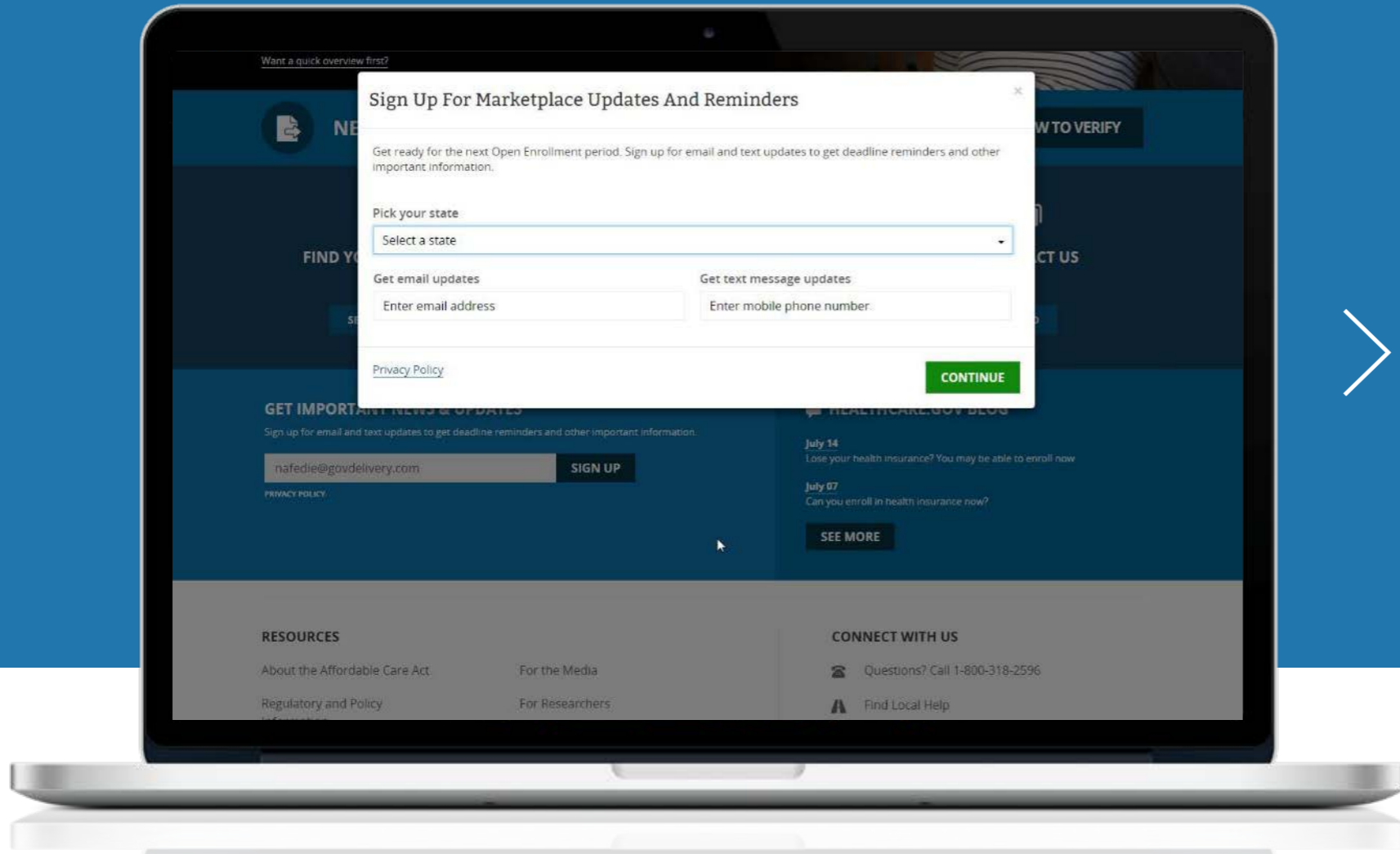


Promote your content beyond the walls of your website

## 3 Capture more information on your users to personalize and send relevant content



# PERSONALIZE CONTENT WITH QUESTIONS



Gather data to personalize and send targeted content

# PERSONALIZE CONTENT WITH QUESTIONS



Welcome [amelia.brunelle@govdelivery.com](mailto:amelia.brunelle@govdelivery.com)

✓ Subscriptions updated ✕

## Questions

Please answer the following questions:

Access your [subscriber preferences](#) to update your subscriptions, modify your password or email address without adding subscriptions.

Which County do you reside?

Non-Resident

Androscoggin

Aroostook

Cumberland

Franklin

Hancock

Kennebec

Knox

Lincoln

Oxford

Penobscot

Piscataquis

Sagadahoc

Somerset

Waldo

Washington

York

Non-Resident

Submit

Cancel

Your contact information



Consider asking about:

- › Region/County
- › Household makeup (children, seniors, veterans)
- › Related interest areas for cross promotion



**ENGAGE & RETAIN YOUR  
AUDIENCE**



**4** Deliver tailored messages to different user groups to guide citizens to best fitting information and purchase options



# ENGAGE VARIOUS AUDIENCES



Passionate Anglers

- First subscribers
- Engaged and opinionated about changes
- Vocal, must-win customers
- Variety of demographics



Boat Owners

- Easy to identify via boat registration and purchases
- Likely anglers
- Require knowledge about angling and boating rules and renewals



River/Lake Shore Residents

- Committed to safe and healthy water ways
- Easy to target via location
- Generally higher income demographics



Casual Visitors / Anglers

- Focused on recreation and family
- Fishing just one option for recreation
- Less interested in technical information

# GUIDE BUYERS BASED ON THEIR SPECIFIC NEEDS

- 40+ types of licenses for angling alone for most states
- Confusing for new, lapsed, or visiting citizens
- Use targeted communications to lead them to the right choice or set of options

The screenshot shows the Minnesota Department of Natural Resources (MNDNR) website. The header includes the MNDNR logo, navigation links for RECREATION, DESTINATIONS, NATURE, EDUCATION & SAFETY, LICENSES, PERMITS & REGULATIONS, EVENTS CALENDAR, and ABOUT DNR. A search bar is located in the top right corner. The main content area is titled "Fishing licenses" and includes a "Notice" section with information about Social Security Number collection and commercial licenses. Below the notice is a table of Resident Licenses with columns for License Name, Fee, DNR License Agents, DNR (1st Party), Phone Sales, and Internet.

Minnesota Department of Natural Resources CONTACT US  
Search...

RECREATION DESTINATIONS NATURE EDUCATION & SAFETY LICENSES, PERMITS & REGULATIONS EVENTS CALENDAR ABOUT DNR

Home > Licenses, permits, regs > Licenses & vehicle registrations > Fishing License >

## Fishing licenses

**Notice**

[Social Security Number collection information](#) (Requirement for anyone buying hunting or fishing licenses.)

Commercial licenses applications require a Federal Employer Identification number, MN Tax Identification number or Social Security Number. Commercial licenses are issued at the Minnesota Department of Natural Resources license center located at 500 Lafayette Rd. St Paul, MN 55155-1010.

**Using this page:** Click <sup>99</sup> in the table below to find license agents, get applications or purchase licenses by phone or the Internet.

*Note: Price does not include any additional fees charged (\$1.00 agent fee).*

**Angling licenses** are valid from March 1 through February 28 of the following year. **Hunting licenses** are valid from March 1 through February 28 of the following year. Please see regulations handbook for exact dates/times for specific licenses.

[Resident Licenses](#) | [Non-Resident Licenses](#)

Resident Licenses	Fee	DNR License Agents	DNR (1st Party)	Phone Sales	Internet
<a href="#">Angling - 24-hour Code 110 (r)</a>	\$ 10.00	99	99	99	99
Angling - 3 year Individual - Code 141 (r)	\$ 63.00	99	99	99	99
<a href="#">Angling - 72 Hour - Code 140 (r)</a>	\$ 12.00	99	99	99	99
<a href="#">Angling - combination (Married Couple) (r) - Code 112</a>	\$ 35.00	99	99	99	99
Angling - dark house rental (r) - Code 120	\$ 30.00	99	99	99	99
<a href="#">Angling - dark house shelter (r) - Code 119</a>	\$ 15.00	99	99	99	99
Angling - individual (r) - Code 111	\$ 22.00	99	99	99	99
<a href="#">Angling - military (r)</a>	\$ 0.00				
<a href="#">Angling - Netting white tullbee herring (r) - Code 115</a>	\$ 10.00	99	99	99	99
Angling - spearing from dark house (r) - Code 113	\$ 5.00	99	99	99	99
<a href="#">Angling Dark House 3 Year Rental (r) - Code 132</a>	\$ 87.00	99	99	99	99
Angling Dark House 3 Year - Code 131	\$ 42.00	99	99	99	99
<a href="#">Angling Youth Ages 16 to 17 - Code 138 (r)</a>	\$ 5.00	99	99	99	99
<a href="#">Conservation combo angling (r) - Code 106</a>	\$ 23.00	99	99	99	99

## 5 Nurture and retain subscribers through welcome and seasonal engagement campaigns



# PROFILE OF A DIGITAL ENGAGEMENT EXPERT



## REACH

Build a massive audience with the GovDelivery Network.



## ONBOARD

Establish relationship and articulate value.



## TARGET & PERSONALIZE

Gather key information, create a personalized experience.



## RE-ENGAGE

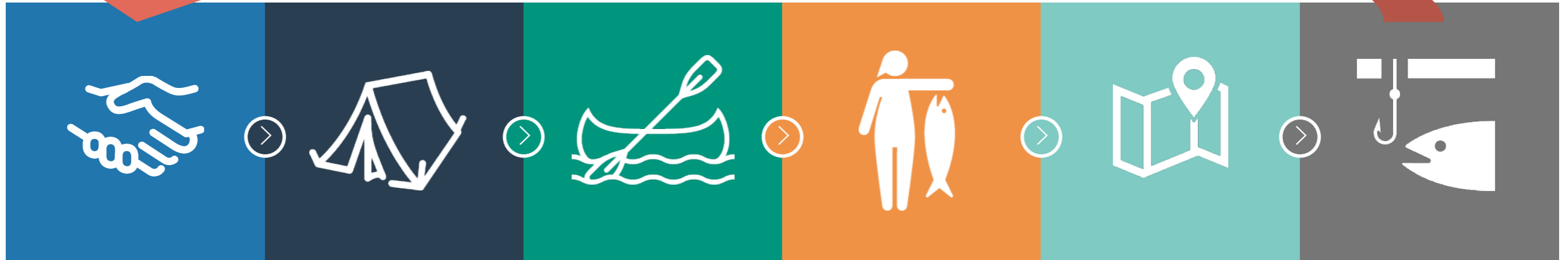
Continuously improve outreach, drive increased conversion.



## CONVERT

Drive better outcomes for a dynamic audience.

# EXAMPLE SEASONAL ROTATION



## Onboard or Reengage

- Introduction to the agency's many jobs
- Initial licensing information
- Links for more detailed information

## Spring

- Reminder to buy a new license & stamps available
- Information on early fishing spots
- Local camping and recreation spots (links)

## Early Summer

- Reminder on seasons and catch limits
- Links to camping or parks locally
- Boating safety tips
- Kid camp options

## Mid Summer

- Information on invasive species
- Tips for catching the big one
- Record catches
- Cooking your catch how-to video

## Fall

- Best fish to catch in the fall
- Best weekend spots to cast
- Cross post for hunting licenses
- Boat storage and repair tips

## Winter

- Tips for new ice fisherman fishing (as appropriate)
- Changes to policies or license options
- Early license renewal notice

## 6 Automate messages so they are timely and relevant





# TARGETED MESSAGING FOR INDIVIDUALIZED, ON-TIME, AUTOMATED REMINDERS



Services News Government Local

SEARCH DMV Español (Disclaimer) Languages f t y Go to mydmv Contact Us



INDIVIDUALS ORGANIZATIONS

DEALERS & TRANSPORTERS	REPAIR & BODY SHOPS	INSPECTION STATIONS & CERTIFIED INSPECTORS	MOTOR CARRIERS	COMMERCIAL DRIVER LICENSE (CDL)	REGISTRATIONS & TITLES
INSURANCE	DRIVER TRAINING PROVIDERS	DMV OFFICES	FORMS	DMV RECORDS	MORE INFO

2014 Postage Cost Savings from Online Registration & License Renewals =

**\$1,098,593**

Transactions Processed Online in 2014 =

**5,547,447**

**DO IT ONLINE!**

Reasons to conduct your DMV transaction online.

Average Number of Minutes Saved from Waiting in Line =

**28**

Transactions & Services Offered Online =

**62**



DON'T WAIT IN LINE! MAKE A RESERVATION AND SAVE TIME.



RECEIVE LICENSE AND REGISTRATION EMAIL/TEXT REMINDERS.



VIEW FATAL CRASH ADMINISTRATIVE HEARINGS.



OUT OF TIME? RENEW YOUR REGISTRATION ONLINE.



\*\* Do not reply to this email. You will not receive a response. \*\*

Dear JEFFREY:

Thank you for enrolling! You are now subscribed to receive email reminders. The email address you used to subscribe will replace any email address you may have provided us previously. Before your driver license, non-driver ID card, inspection or registration expires, you will receive reminders from us, the New York State DMV.

Please review the plate numbers below for accuracy.

Plate: XXXXXXX  
Class: PAS  
Make: PONTI  
Year: 2006

Plate: XXXXXXX  
Class: PAS  
Make: VOLKS  
Year: 2004

Learn more about [Electronic Reminders](#) from the DMV.

A message from the DMV Commissioner:

I hope you are satisfied with DMV's online services. Please visit us again and remember to tell a friend!

In addition to online services, the [DMV web site](#) has helpful information, forms, publications, and important safety advice. We want to bring you the best in online services and information.

Barbara J. Fiala  
Commissioner

You're receiving this message because you created an account with the Internet Enabled Application.

If you have questions or problems please visit <http://www.govdelivery.com/products/transactional-messaging-service/>.

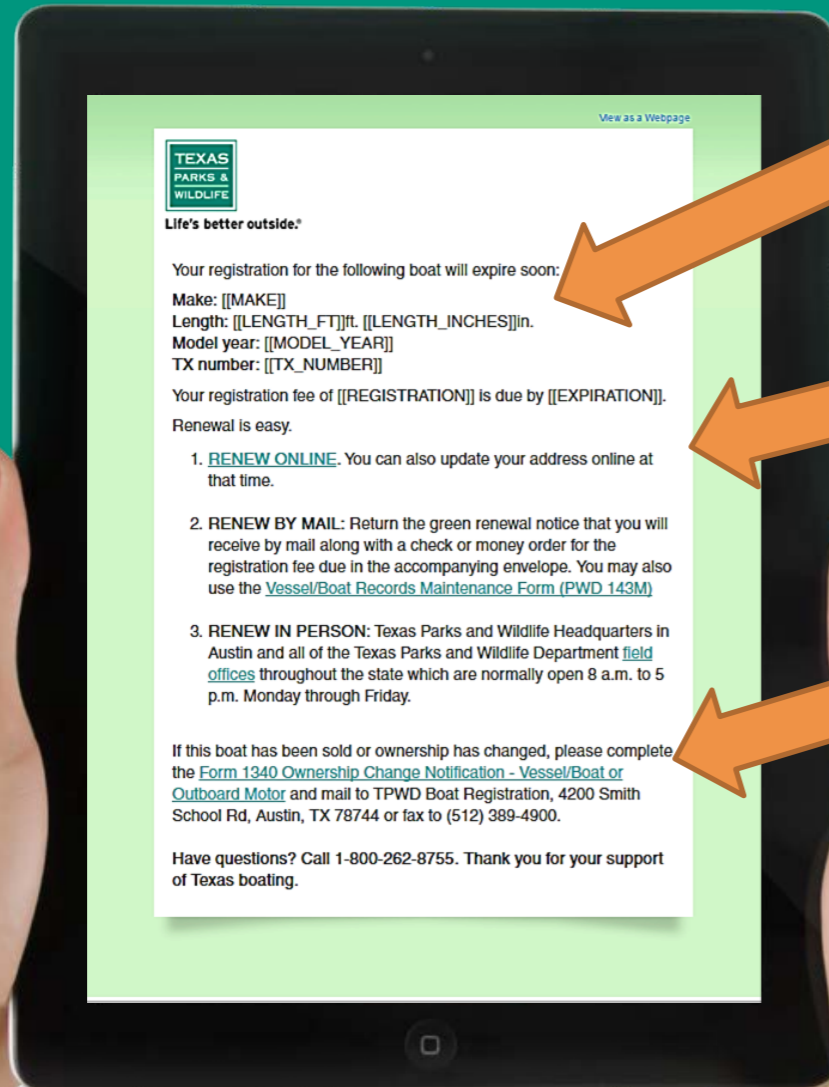


# AUTOMATED REMINDER: BOAT RENEWAL

Automated pull of information specific to the boat requiring registration renewal

Highlight fee and deadline with options to renew

Footer with change of ownership forms and customer service info



**USE ENGAGEMENT DATA TO  
IDENTIFY & REACTIVATE  
LAPSED USERS**



# DATA: ACCESS AND ANALYZING

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## EMERGING: 1

- No access to communication metrics or performance data
- Not reporting on communications outcomes

## PROFICIENT: 2

- Tracking and analyzing communication metrics
- Limited reporting demonstrating success to leadership

## EXPERIENCED: 3

- Publish actionable data to influence communication decisions
- Use metrics to increase engagement and drive action

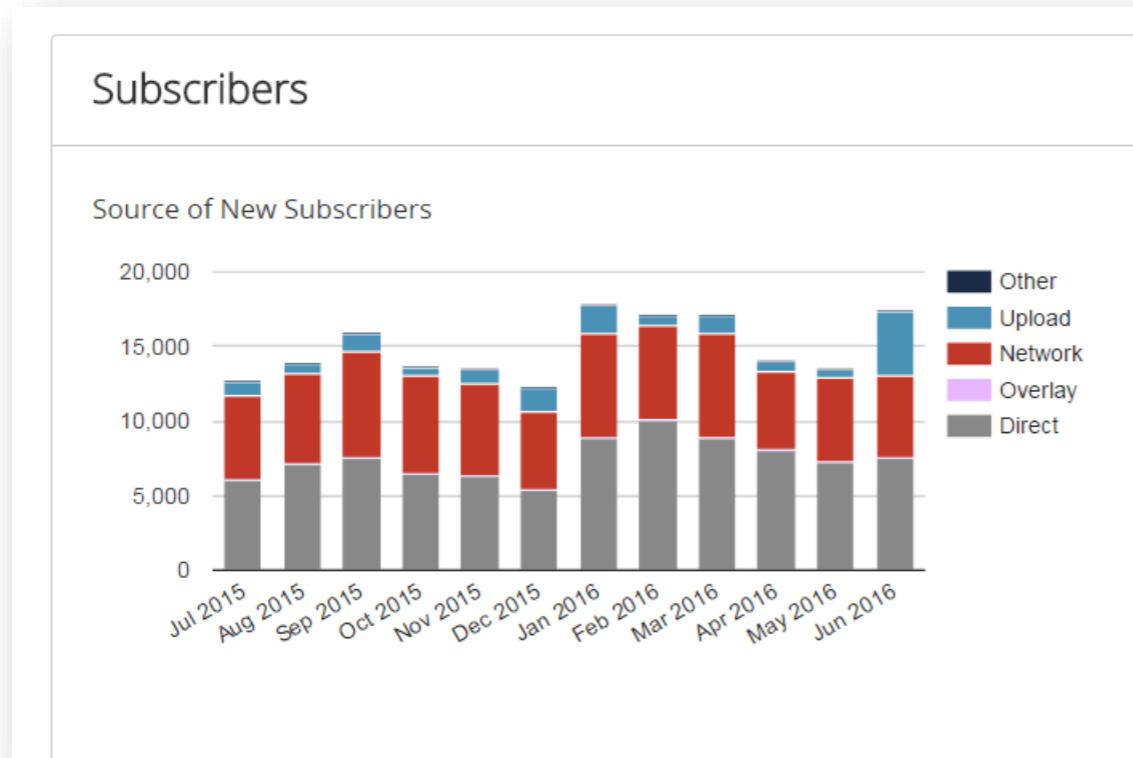
## EXPERT: 4


- Combine data from multiple sources to build 360 degree view of customer engagement
- Reliably track downstream outcomes
- Identify ways to improve citizen experience

## 7 Compare engagement metrics with web, satisfaction and other data to improve Citizen experience



# BENCHMARKING SUBSCRIPTION GROWTH





**SUBSCRIPTIONS PER SUBSCRIBER:**

**THE NUMBER OF TOPICS FOR WHICH ONE INDIVIDUAL HAS SIGNED UP TO RECEIVE EMAIL UPDATES,**

**CALCULATED BY DIVIDING TOTAL SUBSCRIPTIONS BY TOTAL SUBSCRIBERS.**

## SUBSCRIPTIONS PER SUBSCRIBER OVERVIEW:

SUBSCRIPTIONS PER SUBSCRIBER	OVERALL	FEDERAL	SLT	UK
MEDIAN	2.48	2.95	2.30	2.36
TOP 20%	4.86	6.08	4.16	6.37

# DATA: ACCESS AND ANALYZING



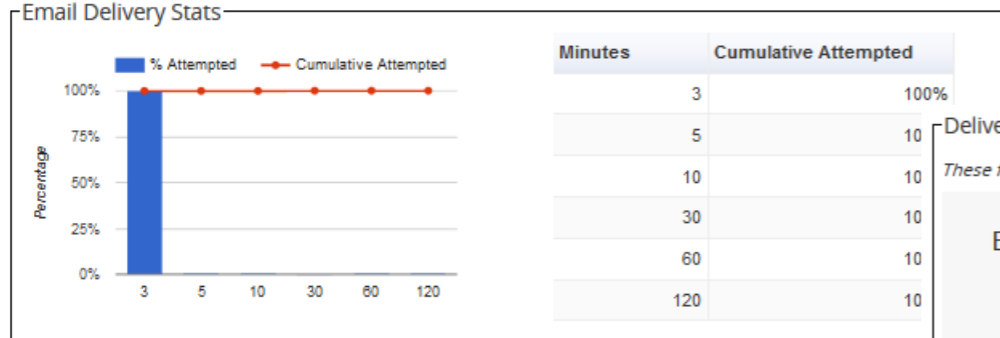
**Subject:** Welcome to July in the Indiana Dunes  
**Sent:** 06/30/2016 07:45 AM EDT  
**Sent By:** MyDNR@dnr.in.gov  
**Sent To:** Subscribers of SPR Indiana Dunes State Park News  
[PDF](#) [View Recipient Detail](#) [Create Copy for Resend](#) [View Bulletin](#)

**5,897** Recipients

- ✓ Email
- ✗ SMS
- ✗ Facebook
- ✗ Twitter
- ✓ RSS

**99.6%** Delivered

- 0% Pending
- 0% Bounced
- 22% Open Rate
- 3% Click Rate



**Delivery Metrics - Details**

- 5,897** Total Sent
- 5,872 (100%)** Delivered
- 0 (0%)** Pending
- 25 (0%)** Bounced
- 2 (0%)** Unsubscribed

**Bulletin Analytics**

- 2,643** Total Opens
- 1,296 (22%)** Unique Opens
- 239** Total Clicks
- 187 (3%)** Unique Clicks
- 22** # of Links

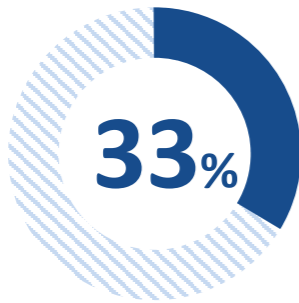
**Delivery and Performance**  
*These figures represent all data since the bulletin was first sent to present time.*

EMAIL BULLETIN	DIGEST	TEXT MESSAGE
<b>Delivered</b>	Digests are sent on daily and weekly intervals	<b>Delivered</b>
<b>4,808</b> Recipients	<b>1089</b> Recipients	<b>0</b> Recipients
<b>4,783</b> Delivered	<b>1089</b> Delivered	<b>0</b> Delivered
<b>1053</b> Opened	<b>243</b> Opened	<b>0</b> Bounced or Failed
<b>22.0%</b> Unique Opens	<b>22.3%</b> Unique Opens	
<b>25</b> Bounced or Failed		
<b>2</b> Unsubscribed		

Accessing metrics and reports to make data-driven decisions to continuously improve their ability to drive desired outcomes

# Data is Key

Data is the primary way you can understand citizen customer expectations.



Of all traffic to executive government domains came from mobile and tablet users.



Seasonal services and unexpected events can cause surges in traffic.



Most people access their sites using newer web browsers.



# Leveraging Data

## Where do you get data?



Communication  
Reporting



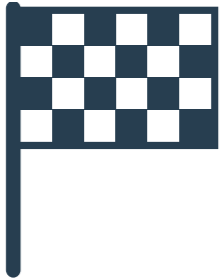
Website  
Metrics



Customer  
Surveys

# Leveraging Data

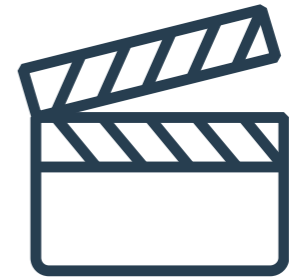
How do you analyze your data?



Define Goals



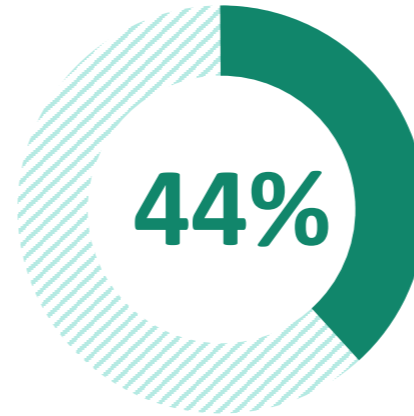
Collect Feedback



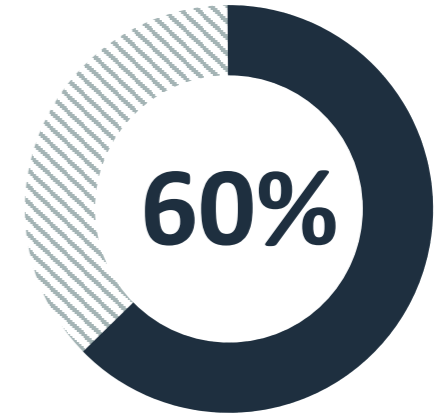
Take Action

# Use Case: PBGC

- One metric isn't enough
- Email + Web + Customer Satisfaction = the full picture
- GovDelivery + Adobe + Foresee = actionable insights



Open Rate



Daily Web Traffic From Emails



**82**

Online Customer Satisfaction Surveys Completed July 15-17

# 8

Use communications metrics as sign of good effort, and action taken as success



# OUTCOMES: REQUIRED OUTCOMES + DESIRED EXPERIENCE

## EMERGING: 1

- No consensus that communications influence program outcomes
- No strategy to influence downstream metrics

## PROFICIENT: 2

- Some consensus that communications influence program outcomes
- Shared strategy but no outcomes identified

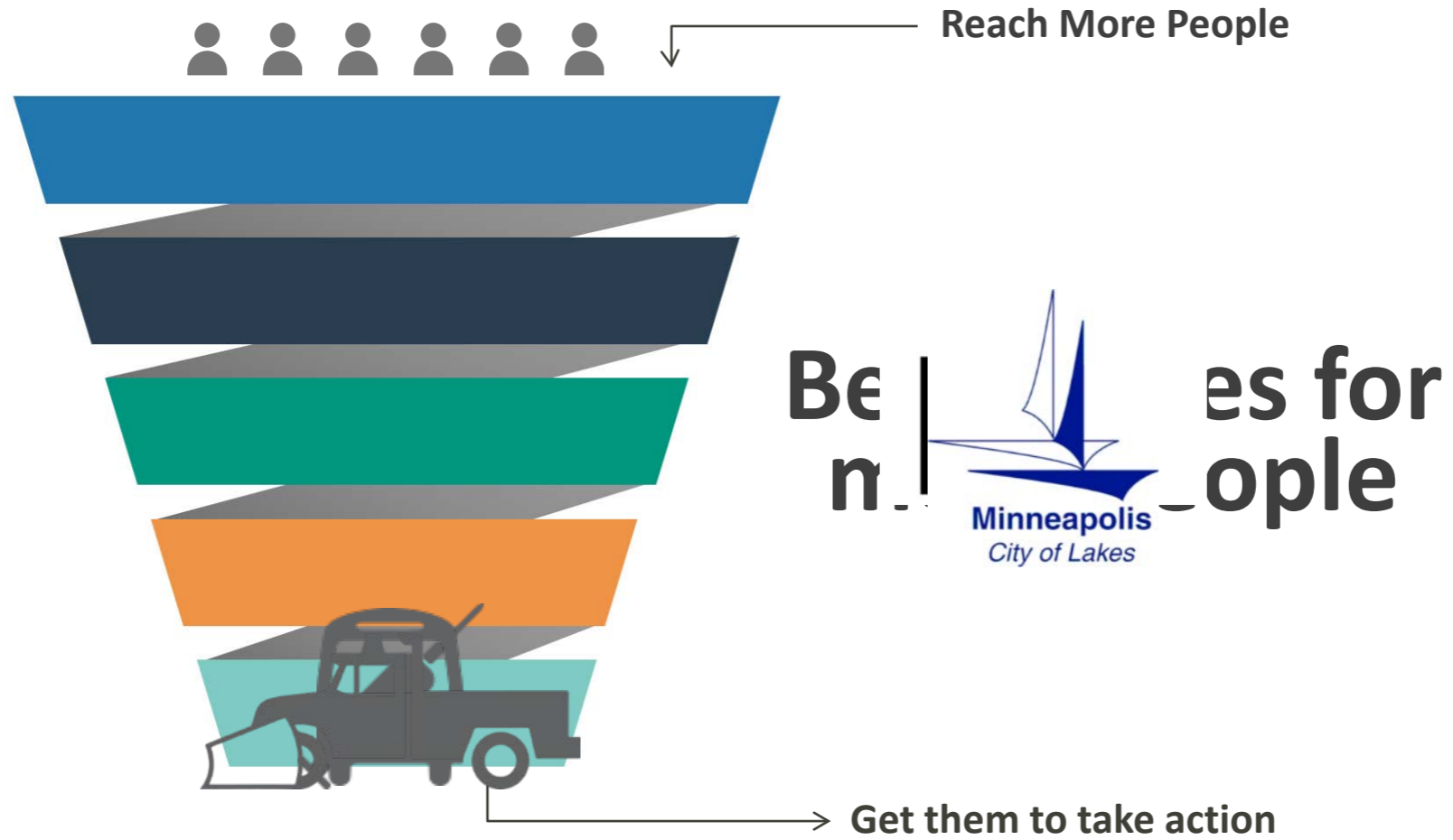
## EXPERIENCED: 3

- Aligned digital communication strategy with organizational strategies
- Communications are influencing downstream outcomes

## EXPERT: 4

- Collecting and tracking program outcomes
- Digital outreach core to achieving business objectives

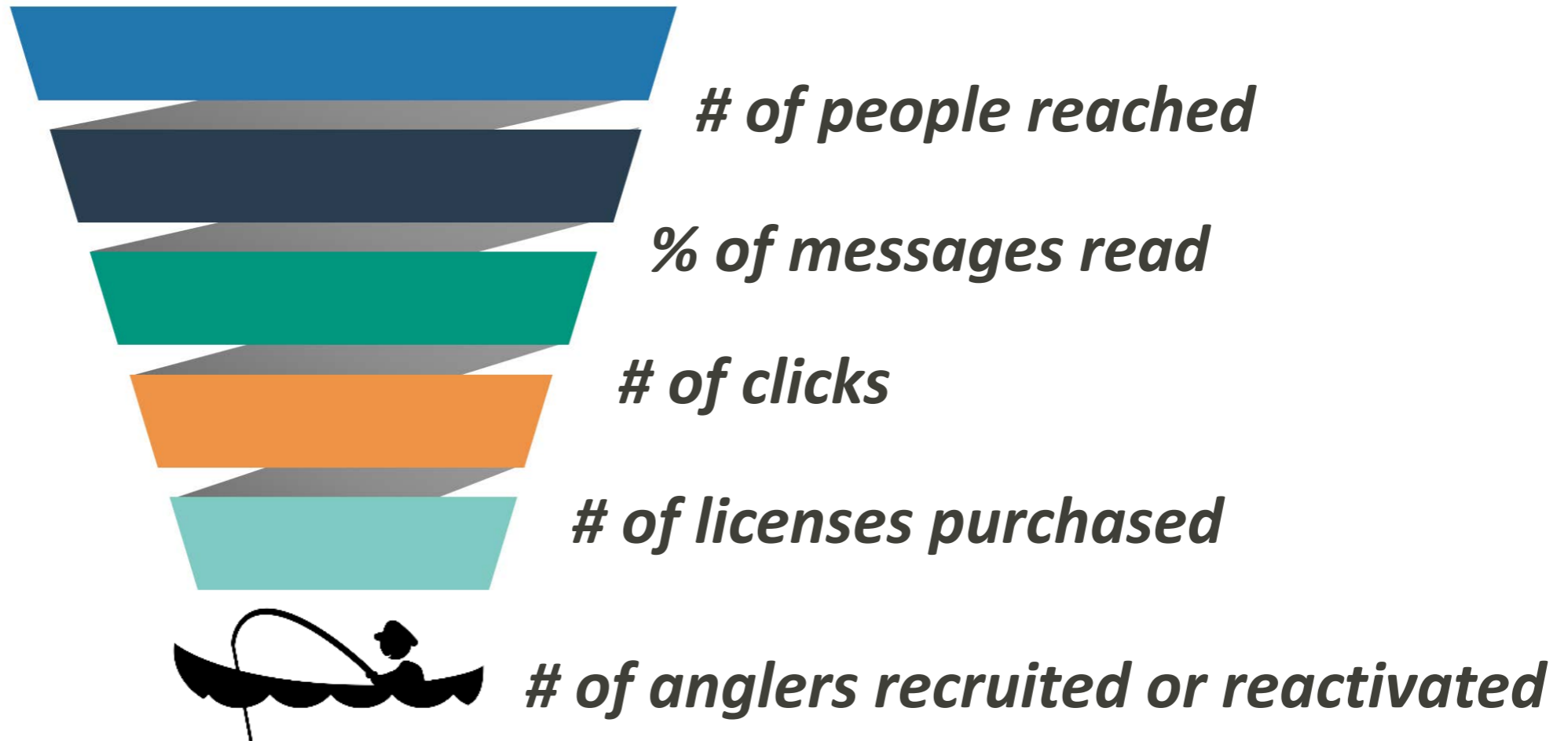
# PUBLIC SECTOR FUNNEL



# PUBLIC SECTOR FUNNEL

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## Match Measures to Phase



IF WE SUCCEED,  
THE OUTCOME  
WILL BE

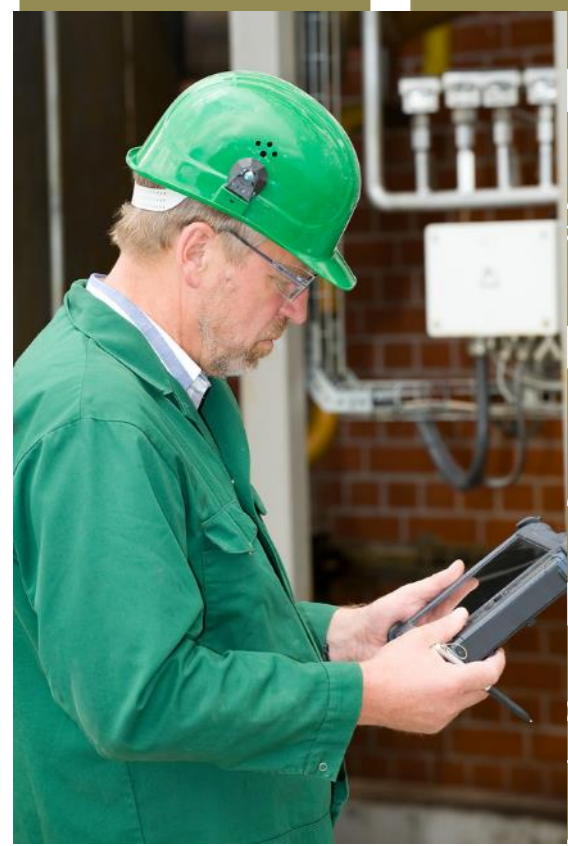
\_\_\_\_\_.

What is at the bottom of the funnel for this role, office,  
agency, project?





**ONLY IMPACT MATTERS**



# *GOVDELIVERY*

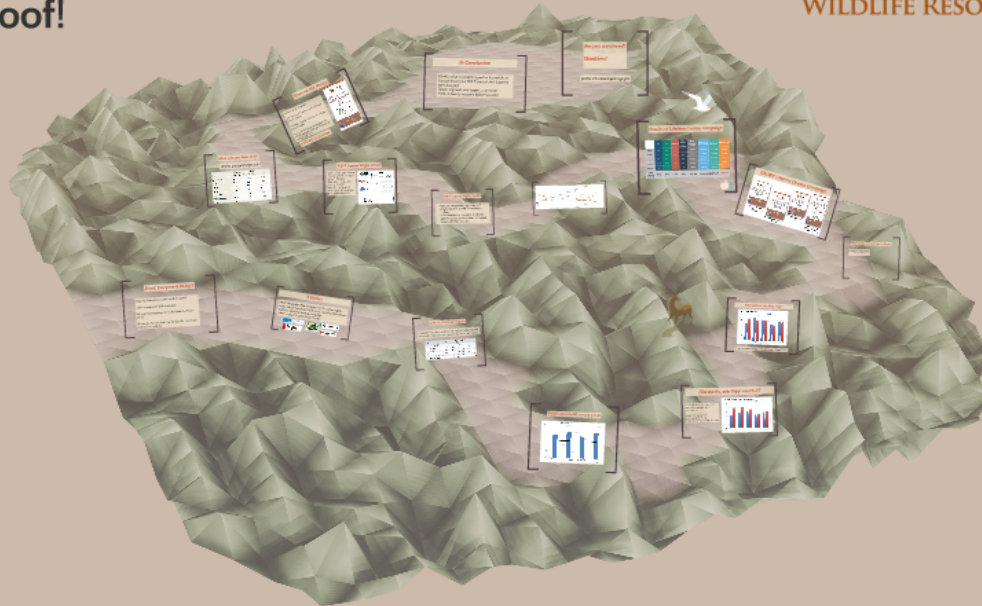


**THANK YOU FOR  
YOUR TIME**

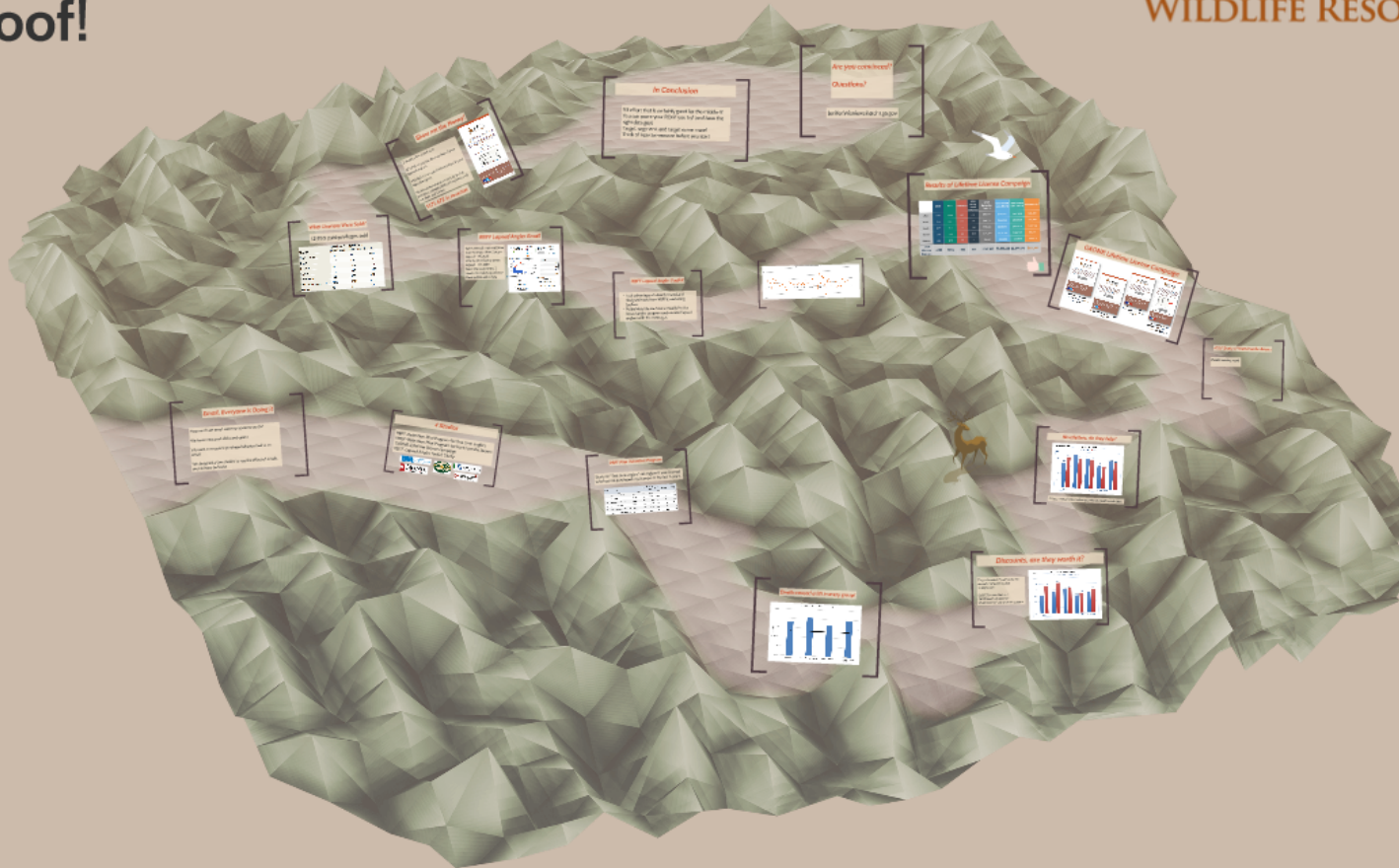
NATALIE FEDIE

NATALIE.FEDIE@GOVDELIVERY.COM

Retention efforts:  
Does email affect license sales and churn? YES!  
Here's proof!



# Retention efforts: Does email affect license sales and churn? YES! Here's proof!



## *Email, Everyone is Doing it*

How much are email communications worth?

We have measured clicks and opens

We want to measure purchase behavior tied to an email

We designed a few studies to see the effect of emails on purchase behavior

## 4 Studies

RBFF-Retention Pilot Program for first time anglers  
NSSF-Retention Pilot Program for hunt/combo buyers  
GADNR-Lifetime license campaign  
RBFF-Lapsed Angler Toolkit Study



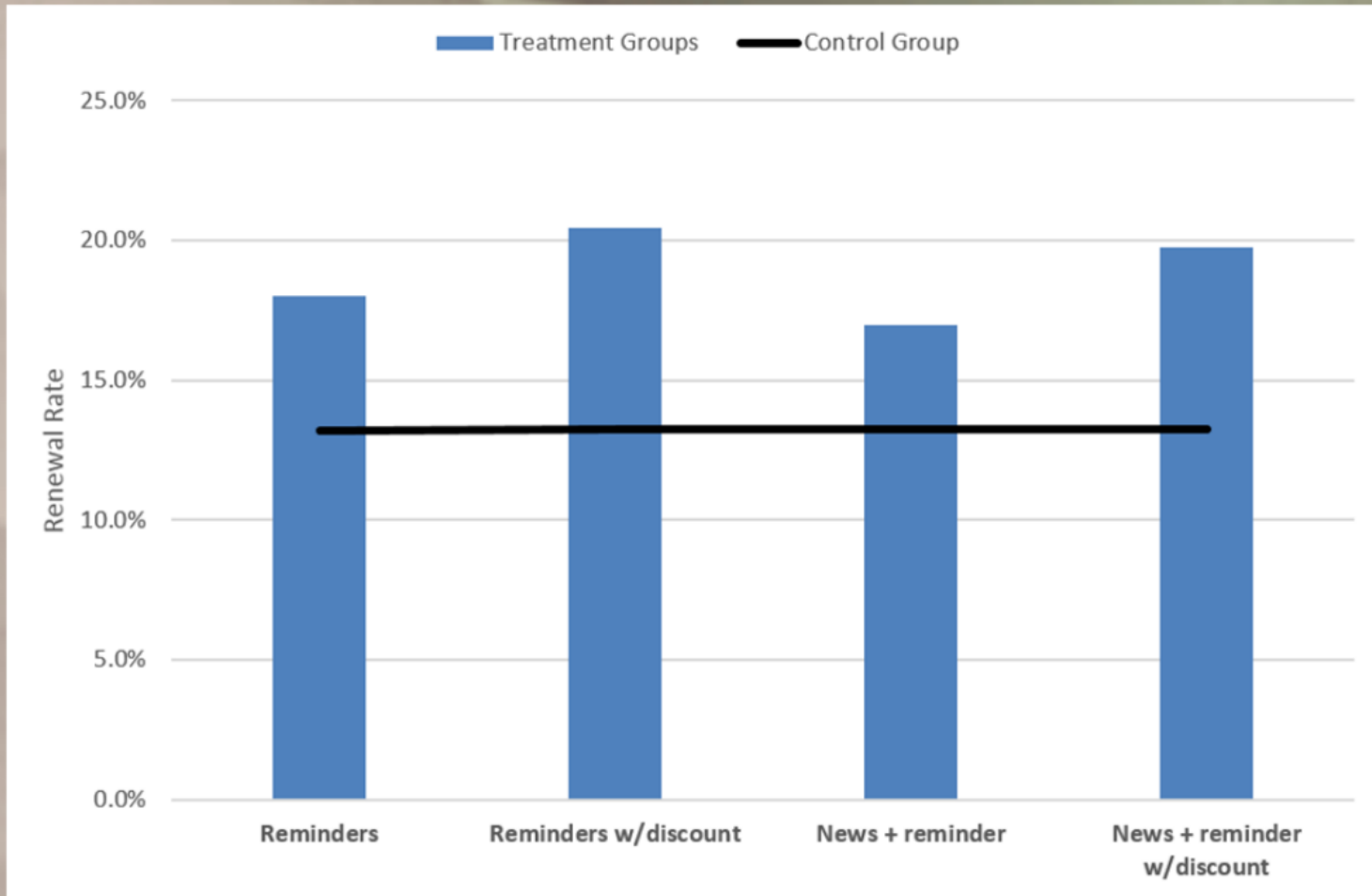
## ***RBFF Pilot Retention Program***

Study on "first time anglers"-all anglers (1 year license) who had not purchased any licenses in the last 5 years

Group	Description	#	Renewals	Renewal Rate	% Lift	Increased Renewals	Days before renewal
1	Control (no contact)	1,095	145	13.2%			20.2
2	Reminders	2,475	446	18.0%	4.8%	118	15.8
3	Reminders w/discount	2,466	504	20.4%	7.2%	177	10.5
4	News + reminder	2,465	419	17.0%	3.8%	93	13.9
5	News + reminder w/discount	2,470	488	19.8%	6.5%	161	11.5
	<b>Total Treatment Groups (2-5)</b>	<b>9,876</b>	<b>1,857</b>	<b>18.8%</b>	<b>5.6%</b>	<b>549</b>	<b>12.8</b>



# *Emails caused a lift in every group!*

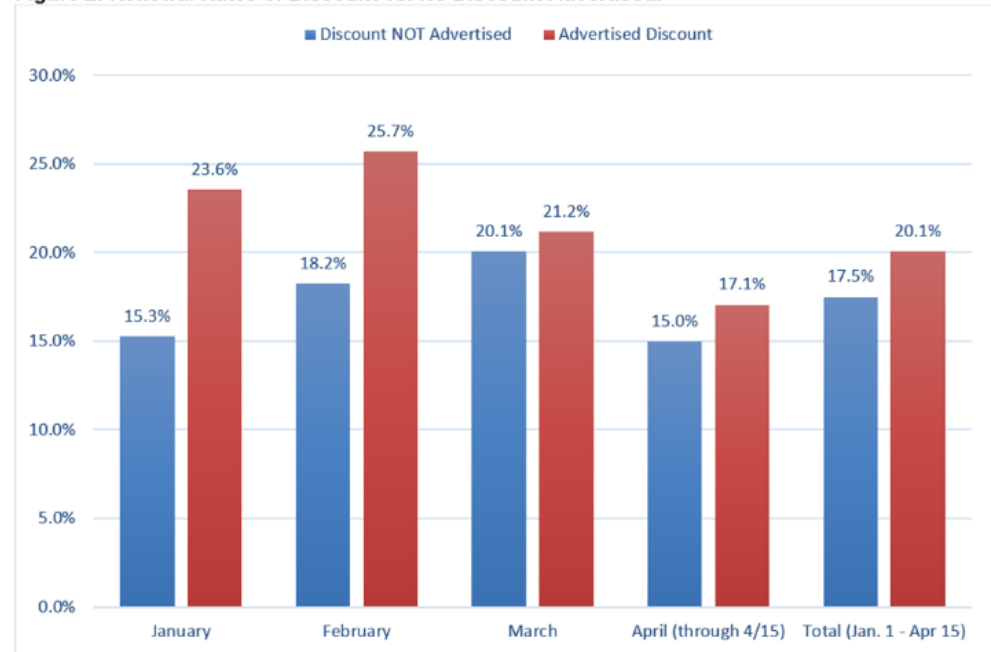


# Discounts, are they worth it?

These discounts "cost" us \$2.75 on each transaction prior to expiration.

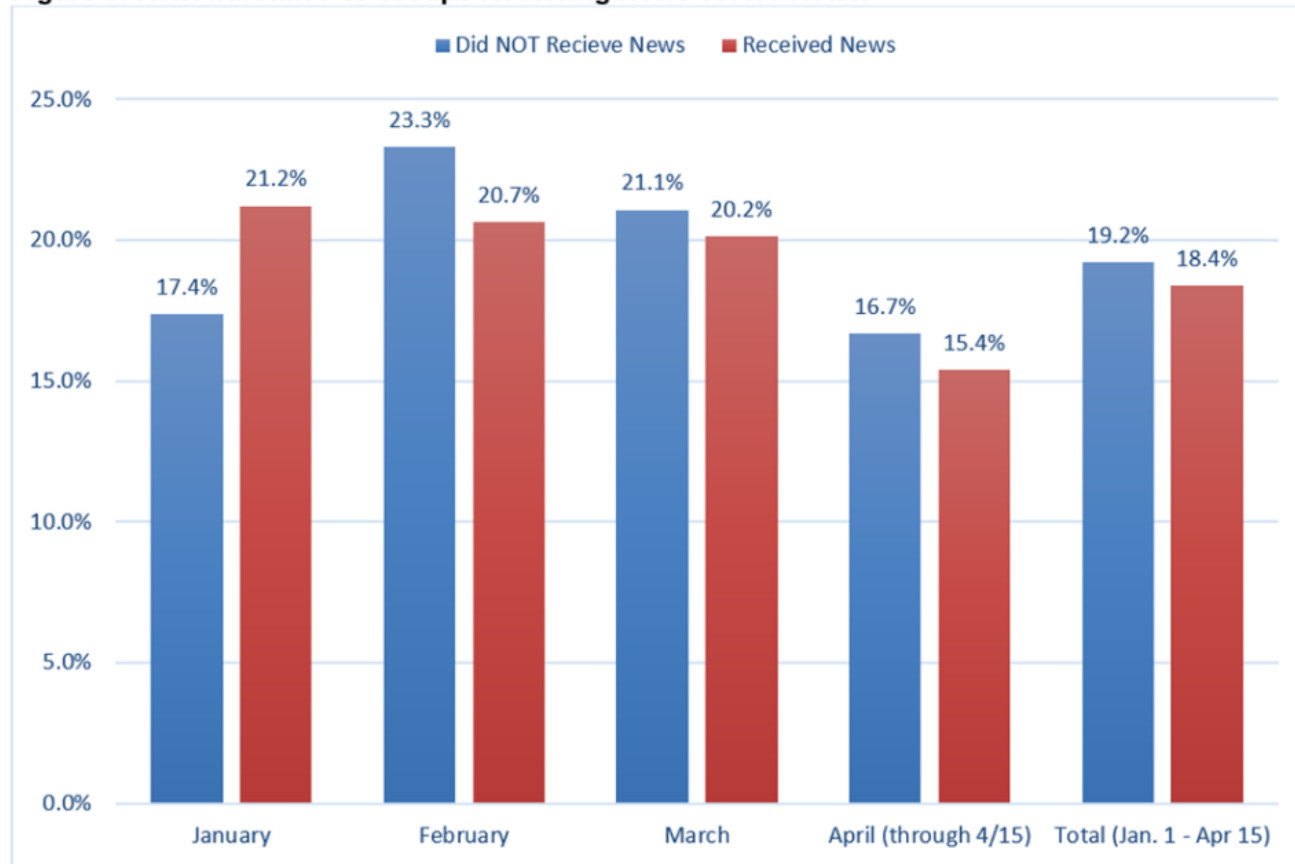
Sold 128 more licenses  
\$800 worth of revenue  
\$350 revenue lost through discount

Figure 2: Renewal Rates of Discount vs. No Discount Advertised.



# Newsletters, do they help?

Figure 3: Renewal Rates of Groups Receiving News vs. No News.

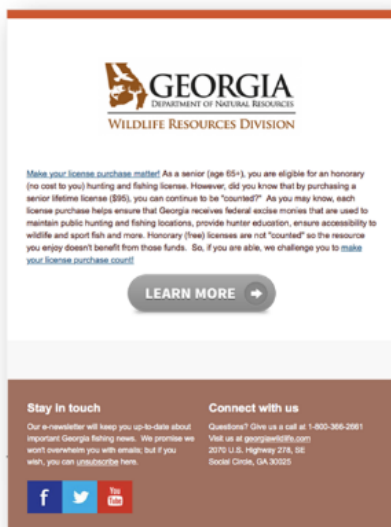


42 less renewals for customers who received newsletters

# *NSSF Study of Hunt/Combo Buyers*

**Results coming soon!**

# GADNR Lifetime License Campaign



**GEORGIA**  
DEPARTMENT OF NATURAL RESOURCES  
WILDLIFE RESOURCES DIVISION

[Make your license purchase matter!](#) As a senior (age 65+) you are eligible for an honorary (no cost to you) hunting and fishing license. However, did you know that by purchasing a senior lifetime license (\$95), you can continue to be "counted"? As you may know, each license purchase helps ensure that Georgia receives federal excise monies that are used to maintain public hunting and fishing locations, provide hunter education, ensure accessibility to wildlife and sport fish and more. Honorary (free) licenses are not "counted" so the resource you enjoy doesn't benefit from those funds. So, if you are able, we challenge you to [make your license purchase count!](#)

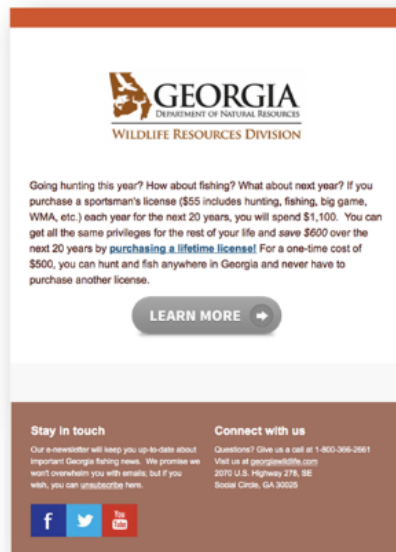
[LEARN MORE →](#)

**Stay in touch**  
Our e-newsletter will keep you up-to-date about important Georgia fishing news. We promise we won't overwhelm you with emails, but if you wish, you can [unsubscribe here](#).

**Connect with us**  
Questions? Give us a call at 1-800-366-2961. Visit us at [georgialife.com](http://georgialife.com) 2070 U.S. Highway 276, SE Social Circle, GA 30025

[f](#) [t](#) [yt](#)

**Target #1: Pre Senior**  
(59-64 year olds, consistent purchasers)



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DEPARTMENT OF NATURAL RESOURCES  
WILDLIFE RESOURCES DIVISION

Going hunting this year? How about fishing? What about next year? If you purchase a sportsman's license (\$55 includes hunting, fishing, big game, WMA, etc.) each year for the next 20 years, you will spend \$1,100. You can get all the same privileges for the rest of your life and save \$600 over the next 20 years by [purchasing a lifetime license!](#) For a one-time cost of \$500, you can hunt and fish anywhere in Georgia and never have to purchase another license.

[LEARN MORE →](#)

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**Target #2: Sportsmen License**  
(ages 16-50)



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DEPARTMENT OF NATURAL RESOURCES  
WILDLIFE RESOURCES DIVISION

For only \$200, you can buy a lifetime license to hunt and fish in Georgia for any child younger than 2 years old, no matter what state they live in! A lifetime of outdoor opportunities makes a great gift. It also can save a future hunter or angler thousands of dollars over their lifetime. This holiday season, skip the wrapping paper and give the future wildlife enthusiasts on your list a lifetime license.

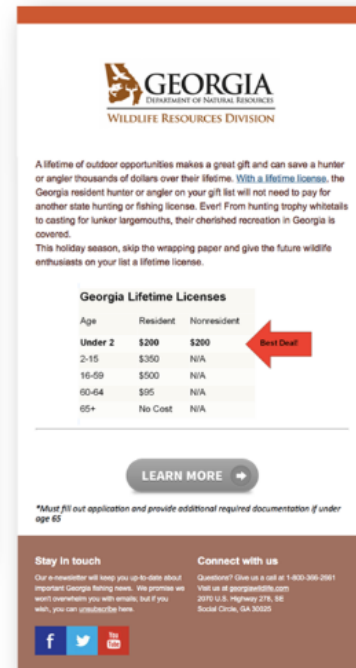
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**Target #3 Nonresidents**  
**Message Lifetime license**  
**bargain**



**GEORGIA**  
DEPARTMENT OF NATURAL RESOURCES  
WILDLIFE RESOURCES DIVISION

A lifetime of outdoor opportunities makes a great gift and can save a hunter or angler thousands of dollars over their lifetime. With a lifetime license, the Georgia resident hunter or angler on your gift list will not need to pay for another state hunting or fishing license. Even! From hunting trophy whitetails to casting for lunker largemouths, their cherished recreation in Georgia is covered. This holiday season, skip the wrapping paper and give the future wildlife enthusiasts on your list a lifetime license.

**Georgia Lifetime Licenses**

Age	Resident	Nonresident
Under 2	\$200	\$200
2-15	\$350	N/A
16-59	\$500	N/A
60-64	\$95	N/A
65+	No Cost	N/A

**Best Deal!**

[LEARN MORE →](#)

\*Must fill out application and provide additional required documentation if under age 65

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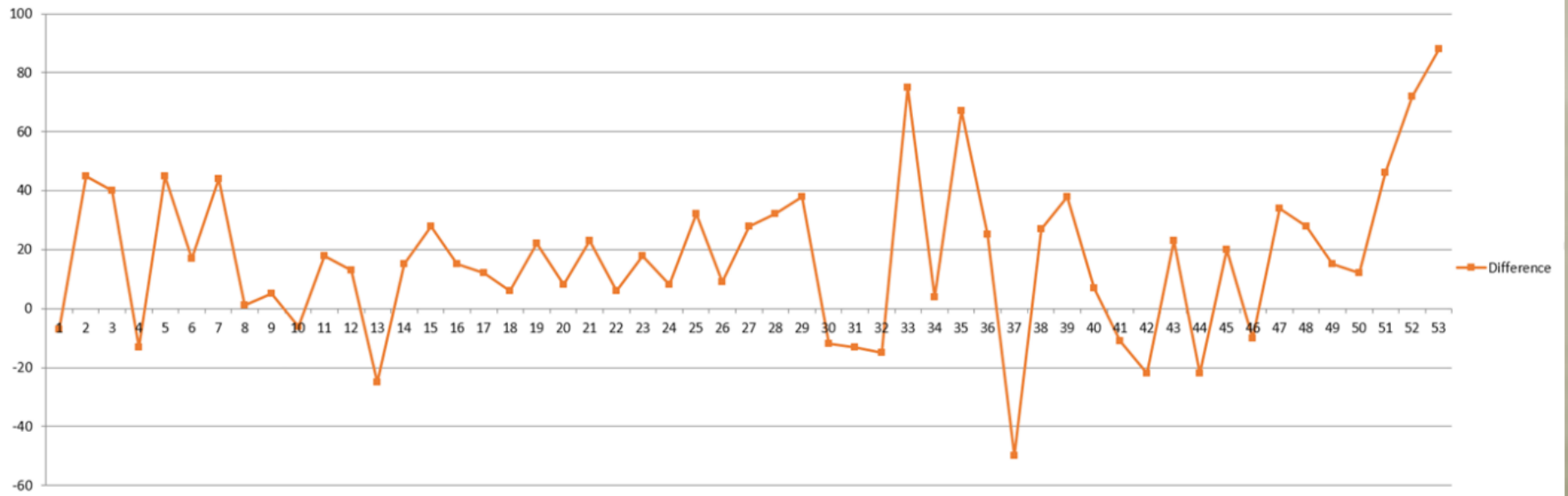
**Target #4 Customer**  
**database for residents -**  
**Hunt and Fish for Life**

# Results of Lifetime License Campaign

	2014	2015	Difference	Sales during email campaign	Email Campaign Sales \$	Total License Sales 2014 \$	Total License Sales 2015 \$	Difference in \$
Infant	1232	1539	307	412	\$82,400	\$246,400	\$307,800	\$61,400
Youth	710	854	144	195	\$68,250	\$248,500	\$298,900	\$50,400
Adult	677	952	275	158	\$79,000	\$338,500	\$476,000	\$137,500
Senior	1260	1305	45	150	\$14,250	\$119,700	\$123,975	\$4,275
Veteran	120	170	50	21	\$8,400	\$48,000	\$68,000	\$20,000
<b>Total lifetime licenses</b>	<b>4098</b>	<b>5001</b>	<b>903</b>	<b>936</b>	<b>\$252,300</b>	<b>\$1,001,100</b>	<b>\$1,274,675</b>	<b>\$273,575</b>



### Total Lifetime License Sales Difference



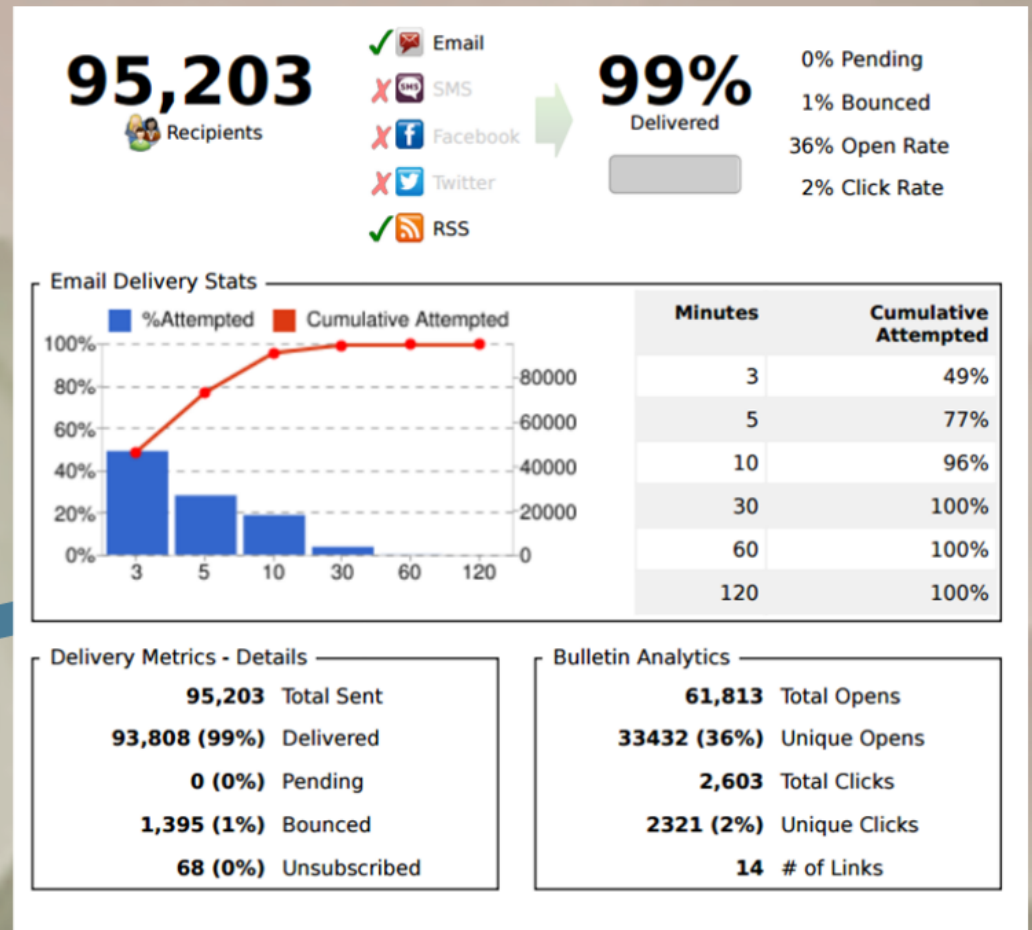
## ***RBFF Lapsed Angler Toolkit***

- Took advantage of already tested and designed tools from RBFF's marketing toolbox
- Pulled data like we have annually for the lapsed angler program and emailed lapsed anglers with the messages



# RBFF Lapsed Angler Email

Sent 2 emails out mid June  
One to more than 5 years lapsed - 95,203  
One to less than 5 years lapsed - 112,069  
Gave the customers 2 weeks to make a purchase then pulled sales data



## *What Licenses Were Sold?*

12,950 paid privileges sold

<b>License</b>	<b>more than 5 years lapsed</b>	<b>less than 5 years lapsed</b>	<b>Total</b>
<b>Annual fishing</b>	1748	2140	3888
<b>Trout</b>	1000	1181	2181
<b>Combo</b>	426	344	770
<b>2 year</b>	526	646	1172
<b>Short term</b>	104	108	212
<b>Free</b> (HIP, SIP, Senior, Harvest)	3180	2933	6113
<b>Lifetime</b>	19	8	27

# Show me the Money!

2 weeks after email sent

\$77,991 = revenue for less than 5 year lapsed anglers

\$93,481 = revenue for more than 5 year lapsed anglers

No investment was necessary in this initiative except a little of my time and our data guy's time.

**\$171,472 in revenue**



It has been awhile since you purchased a fishing license. Maybe life got too busy and you haven't been able to go fishing. We hope you can make time to come back.

Your license purchase does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. 100% of your fishing license fees are invested back into state resources to ensure healthy fish populations and public access to fishing opportunities in Georgia.

Where to get your license:

[GoOutdoorsGeorgia.com](http://GoOutdoorsGeorgia.com)

Or call 1-800-366-2661

Or in person at Wal-Mart, sporting goods stores, or other agent.

#### License Prices for Georgians

3-day Hunt/Fish Combo	\$3.50
Annual Fishing	\$9.00
Annual Hunt/Fish Combo	\$17.00
Annual Trout Fishing	\$5.00
Sportsman's License	\$55.00

\*more license types available at [GeorgiaWildlife.com](http://GeorgiaWildlife.com)

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2070 U.S. Highway 278, SE  
Social Circle, GA 30025

## *In Conclusion*

R3 effort that is certainly good for the middle R  
You can prove your ROI if you try! (and have the  
right data guy)

Target, segment, and target some more!

Think of how to measure before you start

***Are you convinced?***

***Questions?***

Jenifer.Wisniewski@dnr.ga.gov

**Retention efforts:  
Does email affect license sales and churn? YES!  
Here's proof!**

