Email Marketing to Wisconsin’s First-Time Buyers and Lapsed Anglers
Is Email Marketing a Viable R3 Strategy?
Email Marketing Campaign

1. **First-Time Buyers** - Purchased a discounted FTB fishing license in 2016

2. **Lapsed Anglers** - Purchased at least one fishing license between 2006 and 2016 — **but not in 2017**

Ages 18-65
Email Marketing Campaign

- Control and Treatment groups created from *Go Wild* licensing system

<table>
<thead>
<tr>
<th>Control and Treatments</th>
<th>First Time Buyers</th>
<th>Lapsed Anglers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>2,502</td>
<td>37,346</td>
</tr>
<tr>
<td>Treatments</td>
<td>15,500</td>
<td>204,500</td>
</tr>
</tbody>
</table>
Email messaging varied with audience:

- millennials
- boomers
Email Marketing Campaign

Newsletter Content
Fishing regulations
Annual fishing report
Tackle loaner information
Fishing locations
Fish ID
Fish consumption advice
Fish recipes
Email Marketing Campaign

4 email reminders – three before opener, fourth after opener.

April 5 and April 26
May 3 and May 31
## Email Marketing Campaign

<table>
<thead>
<tr>
<th>FTB Anglers</th>
<th>Purchased</th>
<th>Percent Lift</th>
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</thead>
<tbody>
<tr>
<td>Control:</td>
<td>20.5%</td>
<td></td>
</tr>
<tr>
<td>Newsletter Boomer:</td>
<td>24.0%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Newsletter Millennial:</td>
<td>25.2%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Reminder Boomer:</td>
<td>24.6%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Reminder Millennial:</td>
<td>24.2%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

15,000 x 0.04 = 600
## Email Marketing Campaign

<table>
<thead>
<tr>
<th>Lapsed Anglers</th>
<th>Purchased</th>
<th>Percent Lift</th>
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<tbody>
<tr>
<td>Control:</td>
<td>9.7%</td>
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<tr>
<td>Newsletter Boomer:</td>
<td>11.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Newsletter Millennial:</td>
<td>11.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reminder Boomer:</td>
<td>11.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Reminder Millennial:</td>
<td>11.2%</td>
<td>1.5%</td>
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</tbody>
</table>

\[
204,500 \times 0.018 = 3,680
\]
What can be done to improve results?
WI DNR

2018 Angling Email Insights Campaign
Filament project objectives

Recommendations and email best practices

- Content relevancy
- Appropriate subject lines
- Concise messaging that supports goals
- Appropriate variables to maximize CTOR
- Mobile functionality and friendliness
- Consistent branding
- Impact on target audience and tracking
Repeat Performance? Improvements

Subject Lines

• **Lead without Call to Action?** Soft sell?

• **Use numbers?** 1 reason to buy your license

• **Ask a question?** More engaging?

  What’s the top fishing mistake?
  Ready for a day on the lake?
Repeat Performance? Improvements

- **Reduce the audience variability** - No significant differences in generational messages. Combine into one audience.
Repeat Performance? Improvements

• **Use link tracking parameters (UTM)** - Track performance of campaigns in Google Analytics

• **Source** – where the traffic is coming from? *GovDelivery*

• **Medium** – how is the traffic getting here? *Email*

• **Campaign** – why is the traffic coming here? *LapsedAnglerCampaign*

• **Content** – what link brought them here? *GoWild*
Repeat Performance? Improvements

**GovDelivery link tracking**

### Link Tracking Parameters

The link tracking parameters specified here will be added to all hyperlinks in this bulletin.

<table>
<thead>
<tr>
<th>Key name</th>
<th>Default value</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>utm_medium</td>
<td>email</td>
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<tr>
<td>utm_term</td>
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<tr>
<td>utm_content</td>
<td>GoWild</td>
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<tr>
<td>utm_name</td>
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</table>

[Learn More](#)

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**Wisconsin Department of Natural Resources**

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Take advantage of Wisconsin’s lakes, rivers and streams for the ultimate outdoor experience. Buy your fishing license again and get acquainted to the state’s fantastic fish and fishing.

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Fish On... Wisconsin!
It’s catching.