



MASSWILDLIFE

Piloting a Statewide R3 Marketing Campaign

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Overview

- I. Communication Plan
- II. Digital Recruitment Campaign
- III. Retention and Reactivation Outreach



I. Communication Plan

Identify and prioritize target audiences and develop a media strategy to increase fishing license sales in MA

Partners



MASSWILDLIFE

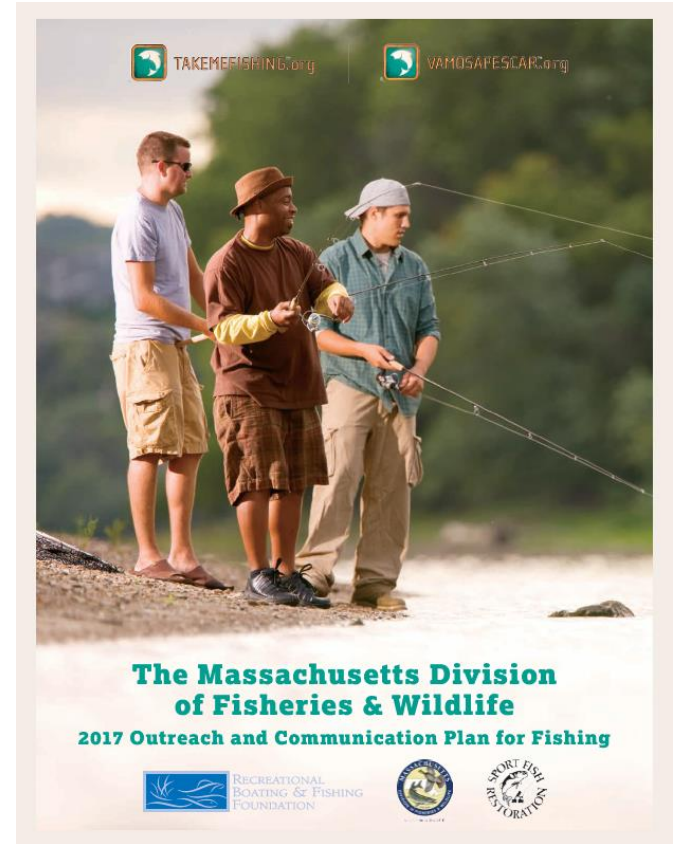


RECREATIONAL
BOATING & FISHING
FOUNDATION

COLLE + McVOY

Plan Development

- Situation analysis
 - License trends, campaign goals, evaluation
 - In depth profile of Massachusetts Fishing/Hunting License Customer (Southwick 2016)

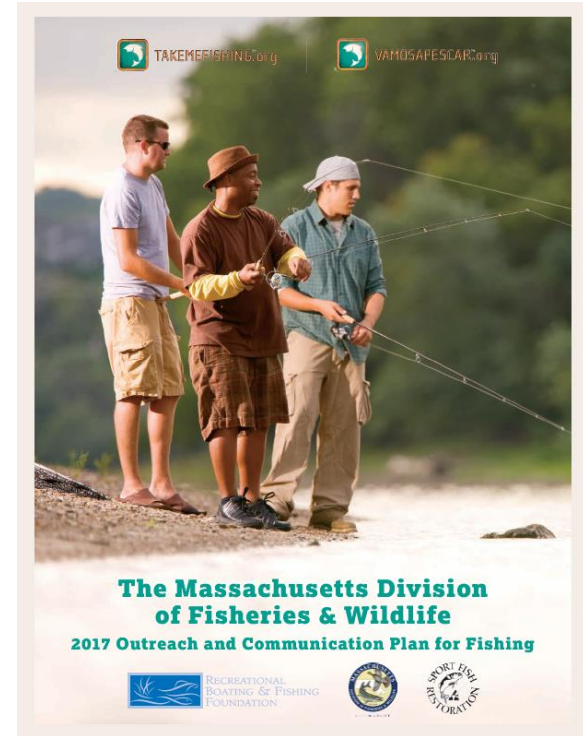


MA Fishing & Hunting License Customer Major Findings (2012-2015)

- Fast growth rates (higher than most other states): 6% Fishing, 1.3% Hunting
- Low participation rate (lower than US average): 3.8% of MA population
- Fishing churn rate: 33% (close to national average)
- Growth areas:
 - 15-34 years and >55 years (Gen X is a lost generation?)
 - Women > Men
 - Lapse rates: Female > Male
 - Growth in suburban and urban areas in affluent neighborhoods with traditionally low rates of license buying
 - Rural: Growth is slow, but highest per capita rate of buying

Communication Plan

- Situation Analysis
- Identified Target Audience
- Outlined Media Strategies (*paid search, paid digital, paid social, direct mail, email, spot radio, out of home*)
- Cost Effectiveness (budget+location)
- Recommendations
 - Recruitment
 - Retention/Reactivation



II. Digital Recruitment Campaign

**Encourage new audiences with a high
propensity to fish to purchase a fishing license**

Target Audience: Everyday Adventure Seekers



A snapshot of who they are:

- + 50%/50% male/female
- + Ages 25–54
- + Skew urban and suburban
- + Well-educated, with above-average HHI (\$75,000–\$100,000)
- + Frequent travelers; they are busy and well-connected, seeking accessible adventures.
- + Curious individuals who crave variety and excitement; enjoying life and all it has to offer.
 - They have a hunger and willingness to try new things.
 - They look to make each day feel unique.
- + Their interests are diverse, ranging from arts and culture to outdoor recreation, like hiking, beach-going, running and biking.
- + They value activities that build relationships with friends and family.

Leisure activities:



Hiking



Camping



Beach-Going



Running



Biking



Entertaining



Media Mix and Strategy

Total Budget

\$61,600

Budget includes creative production and agency fee

Timing

6 Weeks (Spring)

Total Estimated Impressions

5.89 Million

Media



*Paid
Search*



*Banners
& Video*



*Paid
Social*

Paid Search

Spend: \$5,000

Est. Clicks: 9,000

Reach users when they are searching for relevant content and encourage them to buy a license.

Search terms: Fishing licenses, MA Fishing License, Fishing in Massachusetts, 2017 mass fishing license online



Digital Banners and Video

Spend: \$40,000

Est. Impressions: 5.89M

Reach target audience using digital display and video to encourage license purchase and renewal.

Audience targeting: Target using Everyday Adventure Seekers profile.

Retargeting: Pixel the MassWildlife website to retarget users who visit the website and drop-off during license process.

Email database matching: Match email addresses provided by MassWildlife with Yahoo registered database.

Lookalike targeting: Build and target an audience that mirrors users who convert on MassWildlife website.



Paid Social (Facebook)

Spend: \$3,000

Est. Clicks: 3,000

Promote content to current users to encourage renewal while targeting new users for recruitment.

Strategy: Click to site

Targeting: Age, geography, retargeting



Customer Journey

Ad →

Mass.gov State Offices & Courts | No Active Alerts | Skip to main content | A A |
State A-Z Topics | State Forms | English |

The Official Website of the Executive Office of Energy and Environmental Affairs
Energy and Environmental Affairs Search...

in Energy & Environment SEARCH

Agriculture Energy & Utilities Environmental Protection Fisheries, Wildlife & Habitats Recreation & Services & Conservation Assistance Agencies

EEA Home > Agencies > Department of Fish & Game > Fisheries & Wildlife
> Hunting, Fishing & Wildlife Watching > Get started with fishing

Get started with fishing

Catch a memory you'll never release.

Buying a fishing license is the first and most important step for any angler - and it's easier than you think.
[Get a Massachusetts fishing license now](#)

[Who needs a license?](#) | [How much does a fishing license cost?](#)

Fishing Basics
Freshwater fishing is ideal for beginners since it can be enjoyed from shore or boat with a simple tackle setup. It's not hard to learn to fish, it just takes a little time and practice.

- [FAQs for beginners](#)
- [Fishing regulations](#)
- [Learn to fish tips and videos](#)
- [Learn-to-fish at a class near you](#)

Where to Fish
Massachusetts offers beautiful freshwater lakes, reservoirs, ponds, streams, and rivers where you can fish and enjoy a great day on the water.

- [Boat ramps and fishing piers](#)
- [Trout stocked waters](#)
- [Pond maps](#)
- [Handicapped accessible fishing](#)



MassFishHunt

Welcome to the MassFishHunt Licensing system.

Use this system to **PURCHASE** Massachusetts saltwater and freshwater fishing, hunting, and trapping licenses and associated permits and stamps; to **REPORT A HARVEST**, to **MANAGE YOUR ACCOUNT**, or to apply for and/or purchase **ANTLERLESS DEER PERMITS**.

Search by Customer ID

Are you a repeat customer and know your customer ID? If so, enter your Last Name and Customer ID and click Next.

Last Name:* Customer ID:*

Search by Personal Information (NEW Customers, please use this option)

If not, use the form below. The system will either find your existing account or help you create a NEW CUSTOMER account.

Last Name:* Date of Birth:* MM/DD/YYYY

Plus at least one of the items below:

First Name: Postal Code:

Note: Asterisk (*) denotes required information.

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For questions regarding Hunting or Inland Fishing, please contact the Division of Fisheries & Wildlife at (617) 626-1590.
For questions regarding Recreational Saltwater Fishing, please contact the Division of Marine Fisheries at (617) 626-1520.
For internet licensing help, please contact Active Outdoors at (888) 773-5450. (Note: License Agents should call (956) 703-1926).



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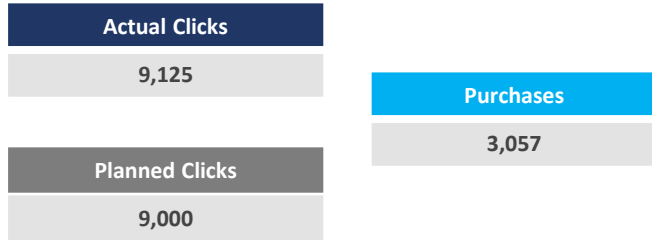
Recruitment Campaign: Paid Search

Paid Search Insights

Objective: Drive freshwater license purchases

- Paid search drove 6% of all purchase completions on the MassWildlife licensing system during the campaign dates
- Paid search visitors converted at 60% conversion rate (exceptionally high rate)
 - 20% higher than the average MassWildlife licensing system conversion rate
 - 7% higher than conversion rate on 2016 RBFF/Massachusetts paid search ads
- Highest CTR terms: fish license MA, ma fishing license 2017, mass fishing license, mass fishing license online, Massachusetts fishing license online

Paid Search: Fishing License Purchases



Ad Performance:

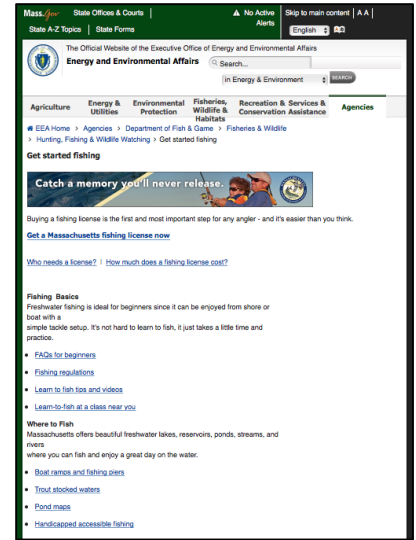
-Impressions: 44,801

-18.6% of total impressions clicked through

Landing Page Performance:

Average Session Duration: 1:11

Pages/Session: 1.44



Get Started with Fishing - Div. of Fisheries and Wildlife

www.mass.gov

Buying a Fishing License is the First Step for Any Angler. Learn More Online.

Massachusetts Fishing License - Div. of Fisheries and Wildlife

www.mass.gov

Buy Your MA State Fishing License Online and Get Started Fishing Today.

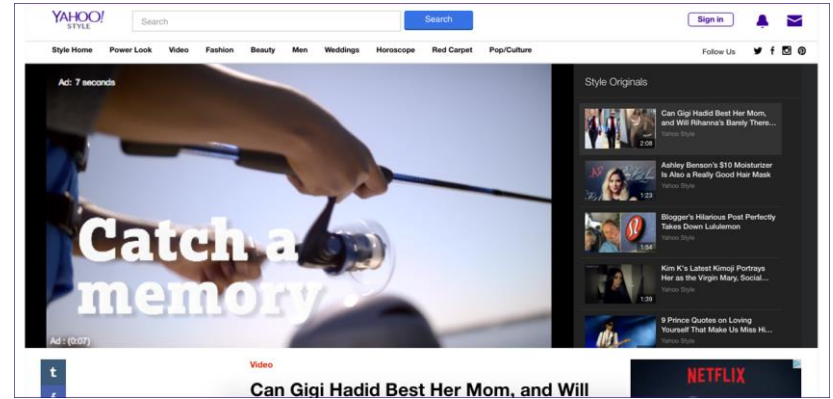
Recruitment Campaign: Video



RBF - MassWildlife 15.mp4

Cross Device Video

Desktop, mobile, tablet



Video Insights

Objective: Deliver video views across digital screens

Industry Benchmarks: 60-70% Completion Rate and 0.20% CTR

- Using Yahoo/Brightroll, targeted both rural and urban/suburban in MA with a variety of tactics
 - Adventure Seekers, Grandparents, Lookalike Targeting, Email Database Matching, Retargeting
- Rural geographies outperformed urban/suburban areas
 - 0.91% CTR vs. a 0.48% CTR
 - 76.4% completion rate vs. a 69.1% completion rate
- Top performing segment: Email Database Matching in rural MA (1.07% CTR ,78.9% completion rate).
 - However, all segments exceeded industry benchmarks in terms of completion rates and CTR.

Recruitment Campaign: Banners

Desktop Banner Display

YAHOO! FINANCE

Search for news, symbols or companies

Finance Home Originals Events Personal Finance Technology Markets Industries My Screens

Catch a memory you'll never release.
GET STARTED

S&P 500 2,388.77 +1.32 (+0.05%) Dow 30 20,961.23 +6.04 (+0.03%) Nasdaq 6,043.34 +33.71 (+0.56%) Crude Oil 49.32 +0.35 (+0.71%) Gold 1,266.30 +0.61 (+0.05%) Silver 17.35 +0.02 (+0.09%)

US Markets are closed

Quote Lookup

My Portfolio & Markets

Recently Viewed

Your list is empty.

Amazon earnings blow past expectations

FINANCIAL NEWS LIVE TRY IT TODAY, FREE

YAHOO! SPORTS

Search

Follow Us

Don't skip the moments that matter.
GET STARTED

What to Read Next

YAHOO! STYLE

Search

Style Home Power Look Video Fashion Beauty Men Weddings Horoscope Red Carpet Pop/Culture

Retail

Kit and Ace Is Closing All Its US Stores

By **Chavis Lieber**
Revised April 27, 2017

Where or where will you buy luxury athleisure now?

Kit and Ace, the technical apparel company started by Lululemon founder (and ex-CEO) Chip Wilson and his family, is closing all of its US stores. It plans to focus its efforts on its online and Canadian business, the company **confirmed**.

Wilson's athleisure company launched in 2014, pushing technical cashmere and luxury athleisure clothing meant to be worn both at and outside of the gym. The company **rapidly expanded** in the short amount of time it's been around, growing to 61 stores in five countries and 700 employees by early 2016 — probably not a great idea, considering the **currently dismal retail landscape**.

"We recognize the traditional world of bricks and mortar retailing is changing, which is why we're shifting strategies," Wilson **said** in a circulated statement. "We believe in the business model for Kit and Ace. Going forward, we will be a stronger company. Fewer

Catch adventure with your bare hands.
GET STARTED

What to Read Next

YAHOO! SPORTS

Search Sports

Home NFL NBA MLB NHL NCAAF NCAA * Golf MASCAR MMA Soccer More

Fantasy Home Fantasy Profile Fantasy Roto Arcade Fantasy Minute Fantasy Football Live All Games

Yahoo Fantasy Sports Games

Full Fantasy Games

Fantasy Football
With free live scoring, mock drafts, and redesigned mobile app, it's no wonder more Fantasy Football fans play on Yahoo every year than any other site. Use our advanced customization options, comprehensive research and top-notch analytics to stay a step ahead of the competition! Start your own league now and challenge your friends or play in a public league.

Fantasy Baseball
Get better experts, better tools, better apps, and better stats with the #1 free fantasy baseball game. Play in a public league or start a league of your own and challenge your friends to play! Get ready for opening day with better play on Yahoo Sports Fantasy Baseball.

Fantasy Basketball
It's time to take your game from the courts to the computer with the Official Fantasy Basketball game of NBA.com! Draft your dream team and use our comprehensive research and top-notch analysis to crush the competition. And with NBA player video highlights, free live scoring, auction drafts, and new custom league settings, it's no wonder more hoops fans play on Yahoo than any other site. Sign up today.

Fantasy Hockey
NHL stars play for more than just their team — they play for you, the fantasy fan! And there's no better place to play than the #1 Fantasy Hockey game on the Web. Create or join a league and manage your team with free live scoring, auction drafts, expert advice, and new stat categories for hits and blocked shots. Dominate your league on the go with the all-new mobile app. Hit the ice now with the Official Fantasy Hockey game of the NHL!

Casual Games

YAHOO! SPORTS DAILY FANTASY
One-day Fantasy Football, Baseball, Basketball, and Hockey fantasy contests! Draft a new roster every day for a chance to win cash prizes.

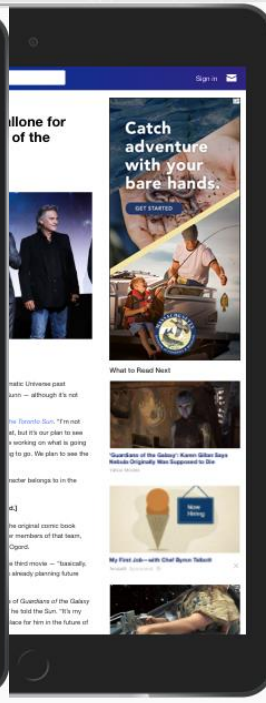
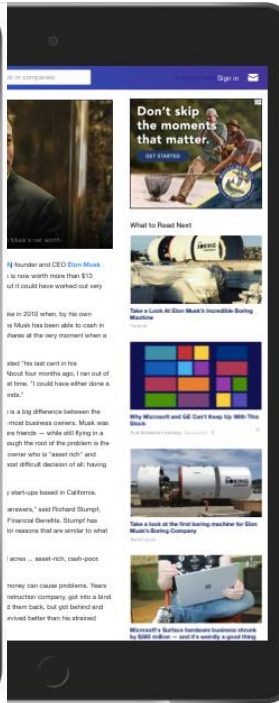
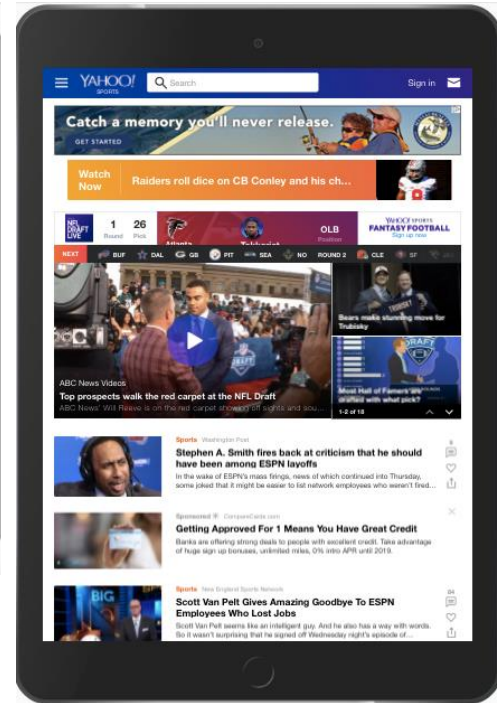
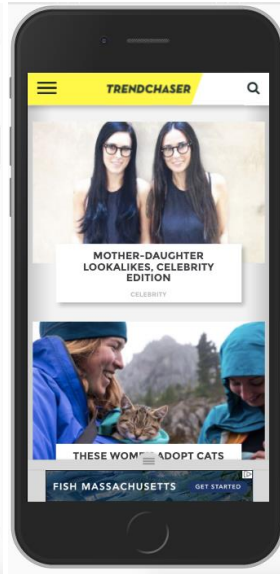
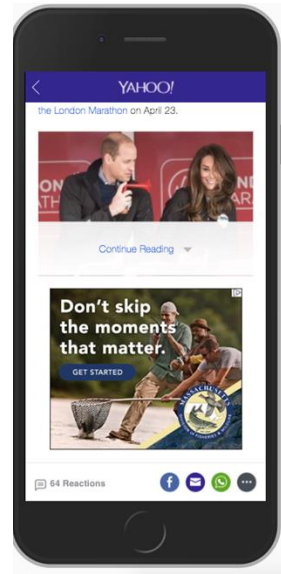
Fantasy Golf
Tee it up! Pick a foursome of PGA TOUR players for each tournament and earn fantasy points based on your golfer's scores per round.

Fantasy Auto Racing
Pick a team of four NASCAR drivers for each race and earn fantasy points based on your driver's on-track performance.

Pro Football Pick'em
Show off your smarts each week by picking the winners in all professional football matchups. Now you can even enjoy an all-in-one

Catch adventure with your bare hands.
GET STARTED

Mobile/Tablet Banner Display



Banner Insights

Objective: Deliver targeted reach and motivate action

Industry Benchmarks: 0.07 – 0.10% CTR

- Campaign targeted both rural and urban/suburban in MA with a variety of tactics for display
 - Adventure Seekers, Grandparents, Lookalike Targeting, Email Database Matching, Retargeting
- Rural geographies outperformed urban/suburban areas (0.13% CTR vs. 0.11%)
- Top performing tactic: email database matching
- Mobile creative outperformed desktop and tablet with higher CTR (0.27% CTR vs. 0.10%)
- The overall CTR for the campaign exceeded industry benchmarks (0.12% CTR)
 - Creative messaging resonated with our audiences resulting in visits to the website

Video Views & Banner Impressions

Banner Impressions

9,966,632

Total Impressions

11.2 Million

Video Views

1,269,375

Purchases

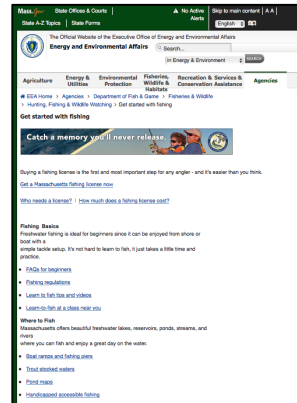
19

Landing Page Performance:

Average Session Duration: 0:13

Pages/Session: 1.16

Bounce Rate: 90.04%



Top Performing Creative



300x250
0.11% CTR



320x50 - Mobile
0.27% CTR



:15 Video
Email Matching – Rural Massachusetts
78.93% Completion Rate
1.07% CTR

Recruitment Campaign: Paid Social

Paid Social - Facebook

 **Massachusetts Division of Fisheries & Wildlife**
Sponsored · 

Catch a memory you'll never forget this Mother's Day.





Plan your family fishing trip today.
Freshwater fishing is ideal for beginners since it can be enjoyed from shore or boat with a simple tackle setup. It's not hard to learn to fish, it just takes a


WWW.MASS.GOV/DFWGO-FISH [Learn More](#)

Mother's Day Image Ad

 **Massachusetts Division of Fisheries & Wildlife**
Sponsored · 




Tag a friend that you'd like to take fishing this spring!





Catch a memory you'll never release.

MASS.GOV/DFWGO-FISH [Learn More](#)


221 Reactions 17 Comments 53 Shares

Video Ad

 **Massachusetts Division of Fisheries & Wildlife**
Sponsored · 




Grab your best friend and take advantage of Free Freshwater Fishing this weekend!



Free Fishing Weekend

Don't skip the moments that matter.
Freshwater fishing is ideal for beginners since it can be enjoyed from shore or boat with a simple tackle setup. It's not hard to learn to fish, it just takes a

WWW.MASS.GOV/DFWGO-FISH [Learn More](#)

Free Fishing Weekend Photo Ad

Paid Social Insights

Objective: Drive traffic and brand engagement

Benchmarks: 0.30% CTR and 30% Video Completion Rate (based on historical RBFF)

- Paid social launched in May on Facebook with click-to-site image ads and the :15 video
- Targeted ages 25-54 in MA with interests in camping, outdoor recreation, nature, canoeing or hiking (Everyday Adventure Seeker profile)
- The Free Fishing Weekend was the top performing ad (1.2% CTR)
- While click-to-site ads exceeded benchmarks, the video ad underperformed in video completions (23% vs. 30%).

Paid Social Clicks

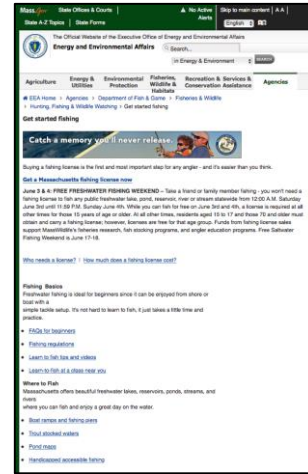
Objective: Drive traffic and brand engagement

Benchmarks: 0.30% CTR, 30% Video Completion Rate – based on historical RBFF

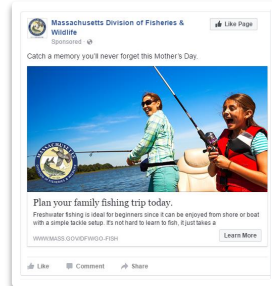
Actual Clicks
3,187
Planned Clicks
2,500 – 3,600

Purchases
7

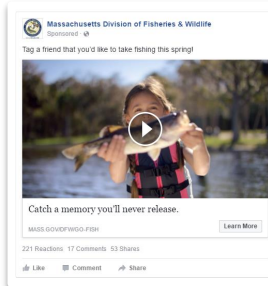
Landing Page Performance:
Average Session Duration: 0:26
Pages/Session: 1.26
Bounce Rate: 87.75%



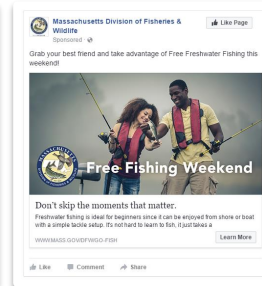
Creative Performance



Mother's Day
Clicks to Site – 659
CTR: 0.5%

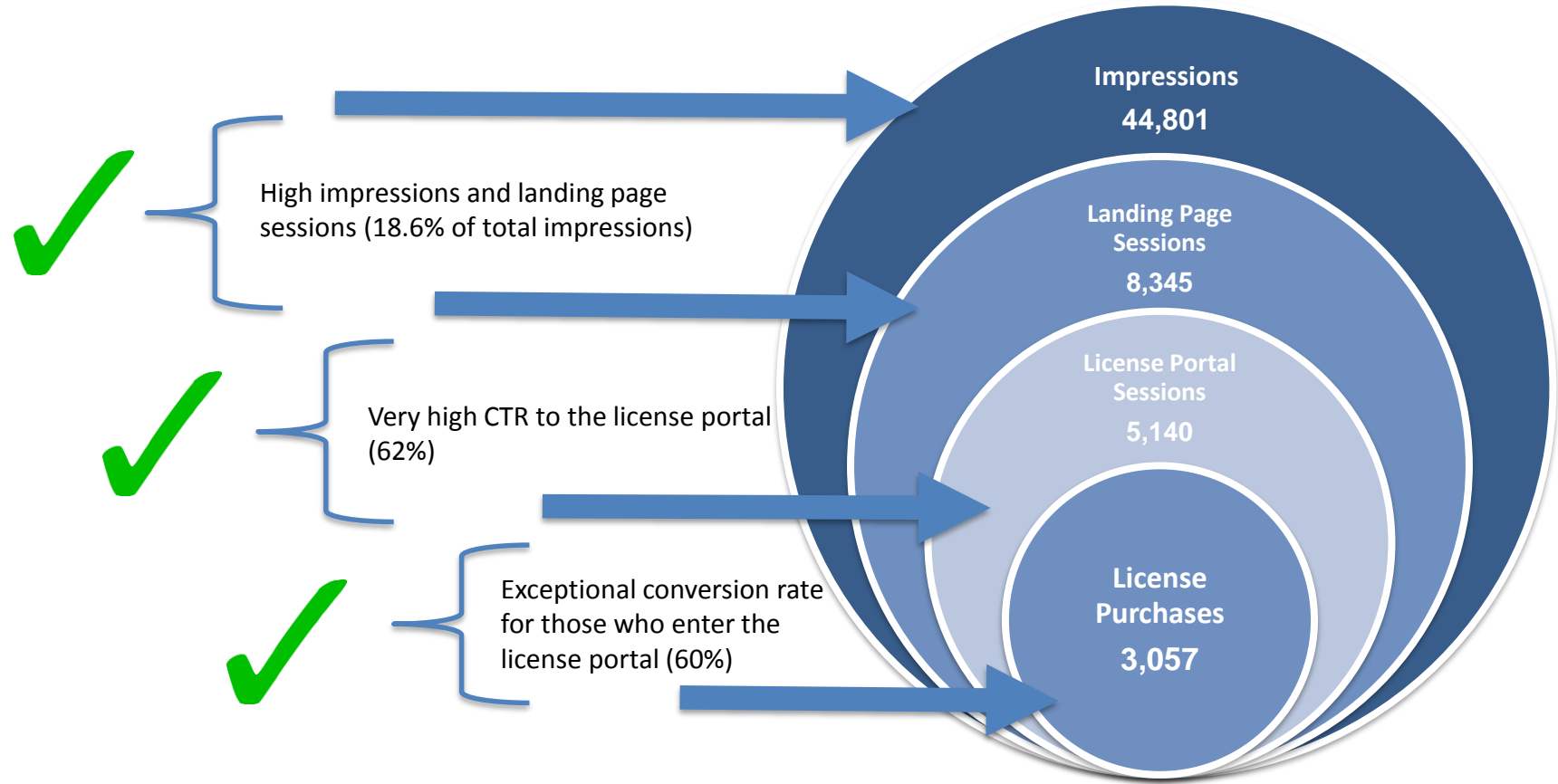


Video
Video Views – 41,083
23% Video Completion Rate

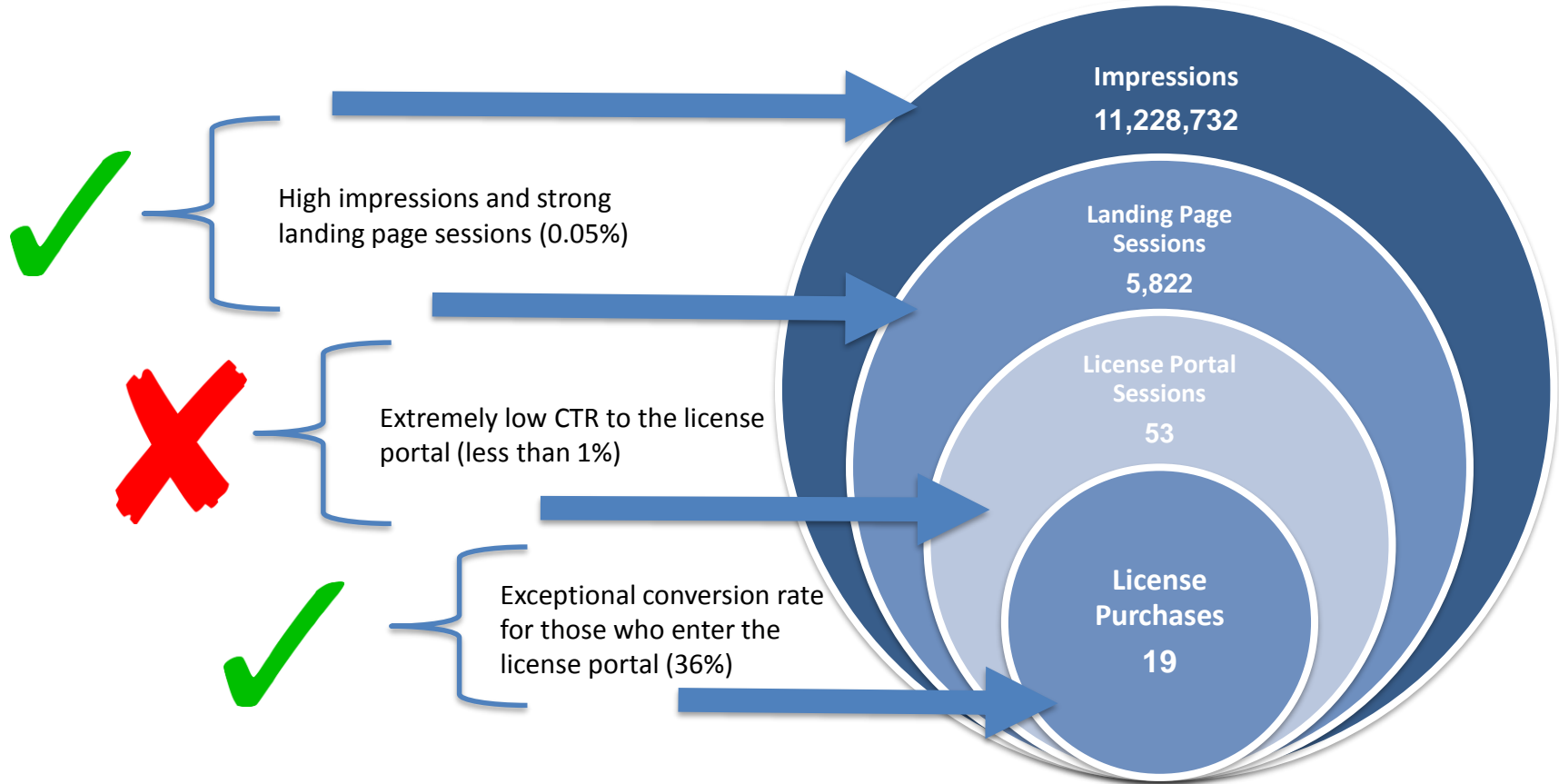


Free Fishing Weekend
Clicks to Site – 2,223
CTR: 1.2%

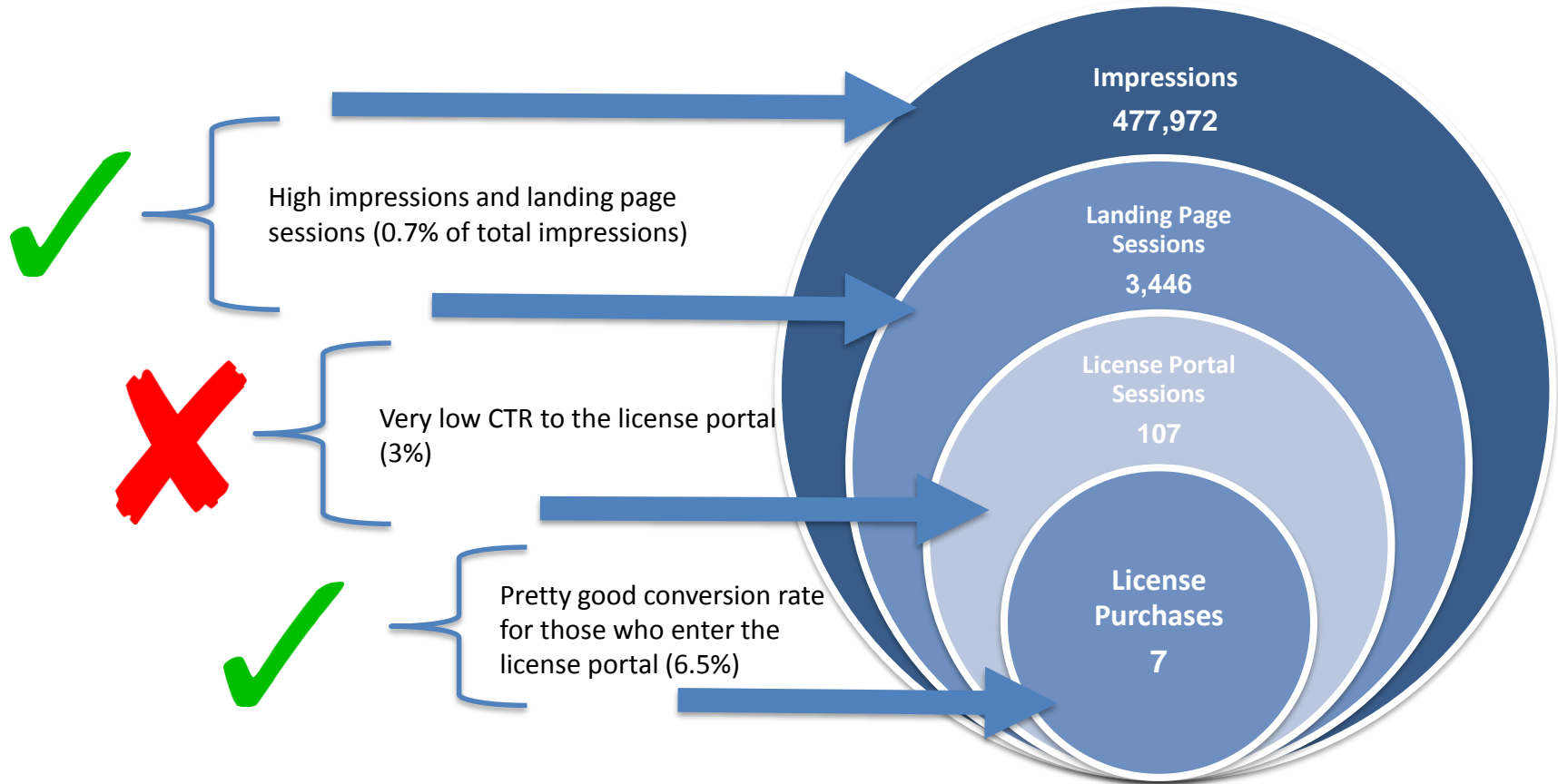
Customer Journey – Paid Search



Customer Journey – Video/Banner



Customer Journey – Paid Social



Digital Recruitment Campaign Overview

Partner	Units	Spend	Impressions	Landing Page Sessions	Purchase Portal Sessions	License Purchases	Purchase Conversion Rate	Dates
Google / Bing	Pay Per Click	\$5,250	44,801	8,345	5,140	3,057	59.47%	4/24 – 6/4/17
Yahoo! / Brightroll	Video + Display Banners	\$40,250	11,228,732	5,822	53	19	35.85%	4/24 – 6/4/17
Facebook	Paid Social	\$3,250	477,972	3,446	107	7	6.54%	5/10 – 6/4/17

Lessons Learned

- Need to improve tracking capability on licensing site
- Paid search drove license sales and helps ensure our webpage shows up first
 - Better tracking needed (recruitment or retention?)
- Digital banners/ videos generated awareness through high impressions, but did not sell many licenses
- Paid social did not sell many licenses, but generated awareness and resulted in more followers to MassWildlife Facebook page.
 - Free Fishing Weekend performed best: trial important

III. Retention and Reactivation Outreach

**Encourage past license purchasers to renew
their fishing license**

Overview

- RBFF State R3 Program Grant
- **WHO:**
 - Retention audience (purchased '16, not yet in '17)
 - Reactivation audience (lapsed for a full calendar year)
- **WHAT:** Direct mail and email, encourage renewal
- **WHEN:** 6-week campaign in spring
- **HOW:** Track individual license purchases

Communications

Provided email

- Control
- Postcard
- Email
- Postcard and follow-up email

Mailing address only

- Control
- Postcard

Postcard

MASSACHUSETTS DIVISION OF
FISHERIES & WILDLIFE

1 Rabbit Hill Road
Westborough, MA 01581

**FISHING
LICENSE
REMINDER**

IT'S TIME TO RENEW YOUR FISHING LICENSE

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Massachusetts' finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, our many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Renew your license:

- Online at [Mass.gov/MassFishHunt](https://www.mass.gov/MassFishHunt)
- Or in person at a license vendor. Find one near you at [Mass.gov/dfg/LicenseVendor](https://www.mass.gov/dfg/LicenseVendor)

Questions? Call (508) 389-6300



MASSWILDLIFE

Email

IT'S TIME TO RENEW YOUR FISHING LICENSE!

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Massachusetts' finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, our many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Renew your license:

- Online at [Mass.gov/MassFishHunt](https://www.mass.gov/MassFishHunt)
- Or in person at a license vendor. Find one near you at [Mass.gov/dfg/LicenseVendor](https://www.mass.gov/dfg/LicenseVendor)

Who we are

The Massachusetts Division of Fisheries & Wildlife (MassWildlife) is responsible for the conservation, management, and restoration of fish and wildlife in the Commonwealth for the benefit and enjoyment of the public.

Connect with us

Questions? Call us at 508-389-6300 or [email us](mailto:info@masswildlife.com)
Visit us at [Mass.gov/MassWildlife](https://www.mass.gov/MassWildlife)
Find a [MassWildlife office](#) near you



MASSWILDLIFE

IT'S TIME TO RENEW YOUR FISHING LICENSE!

Invest in a favorite pastime while helping to conserve Massachusetts' waterways.

Thank you for your past support of our natural resources. Your license renewal does more than grant you the freedom to fish the many beautiful lakes, rivers, and streams in Massachusetts. The revenue generated from your fishing license goes toward conserving healthy fish populations and ensuring public access to fishing opportunities.

Renew your license:

- Online at [Mass.gov/MassFishHunt](https://www.mass.gov/MassFishHunt).
- Or in person at a license vendor. Find one near you at [Mass.gov/dfg/LicenseVendor](https://www.mass.gov/dfg/LicenseVendor).

Who we are

The Massachusetts Division of Fisheries & Wildlife (MassWildlife) is responsible for the conservation, management, and restoration of fish and wildlife in the Commonwealth for the benefit and enjoyment of the public.

Connect with us

Questions? Call us at 508-389-6300 or [email us](mailto:info@masswildlife.com)
Visit us at [Mass.gov/MassWildlife](https://www.mass.gov/MassWildlife)
Find a [MassWildlife office](#) near you



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Results

Provided email

- Retention: postcard with follow-up email
- Reactivation: postcard with follow-up email, postcard, email

Mailing address only

- Retention and Reactivation: postcard only did **not** significantly increase sales

*For first-time buyers in 2016, postcard did increase sales

Multiple touchpoints important:
Postcard with follow-up email was best combination

Results

- Renewal rate for retention was about 8%
- Renewal rate for reactivation was about 3%

Intervene early, before the angler lapses for a full year!

Future Plans: Recruitment

- Continue testing **paid search** due to high conversion rates.
- Improve tracking capabilities on licensing website.
- Continue to test and learn with **paid social** by narrowing audience for content geared around local learning experiences and hands-on opportunities.
- Optimize towards top performing geographies and tactics (rural markets and email database matching).
- Due to high cost of awareness campaigns, focus on trial aspect of recruitment.

Future Plans: Retention/Reactivation

- Retention/reactivation outreach is cost effective and sells licenses. (We made money!)
- Focus on retention, intervene early for higher renewal rates.
- Test different combinations for multiple touchpoints, like multiple emails or multiple postcards.
- Increase voluntary email collection.
- Try targeted messaging through email based on location, like nearby fishing classes or trout stocking.



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Thank you! Questions?