

RBFF State Marketing Workshop Summary
Collaborate, Relate and Innovate to Redefine the Customer Experience
December 8-10, 2015
Dallas, TX

The Recreational Boating & Fishing Foundation's (RBFF) State Marketing Workshop in Dallas, Texas on December 8-10, 2015 was the largest one yet with 128 participants from 49 states, RBFF and its partners and sponsors. Attendees gathered to *Collaborate, Relate and Innovate to Redefine the Customer Experience* and share new ways recruitment, retention, and reactivation (R3) strategies can lead to increased fishing and boating participation.

The following provides a summary of the State Marketing Workshop and presentations. All presentations can be found on TakeMeFishing.org/corporate under State Agency Partnerships.

December 8

ASA Sponsor Presentation - Mike Nussman, President, American Sportfishing Association

Mike Nussman discussed the issue of churn in fishing participation and highlighted the need to work together to fix these leaks in order to increase participation.

Key Takeaway – Nearly half of all anglers who fished this year won't fish next year. State agencies, RBFF and industry partners need to work together to reduce this churn in fishing participation.

December 9

RBFF Vision & Strategic Direction - Frank Peterson, President & CEO, RBFF

Frank Peterson started the day by providing details on RBFF's vision and strategic plan to reach 60 million anglers in 60 months starting on April 1, 2016. This will be accomplished through consumer engagement, state engagement and industry engagement.

Key Takeaway – Through consumer engagement, RBFF focuses on recruitment and works to collaborate with state agencies on recruitment, retention and reactivation strategies.

Youtility: Why Smart Marketing is About Help not Hype - Jay Baer, Founder & President, Convince & Convert

Jay Baer kicked off the Workshop as the keynote speaker. Jay is a renowned business strategist and the New York Times best-selling author of five books who travels the world helping businesspeople gain and keep more customers. Jay challenged attendees to fundamentally rethink their approach to marketing and customer service to better recruit, retain, and reactivate customers.

Key Takeaway – There is big opportunity for state agencies to engage with consumers and join in the fishing conversation on social media. Marketing efforts should focus on being useful and contain information a customer wants to receive, rather than just tolerates in order to be more helpful.

Georgia Retention Pilot Program: Retaining First-Time License Buyers

Introduction - Joanne Martonik, Marketing Program Manager, RBFF

Joanne Martonik provided a brief introduction on the need for a retention program, the challenges in finding a state agency that had the capabilities of partnering on a retention pilot program, and the development of the important partnership with the Georgia Wildlife Resources Division.

Georgia Retention Pilot Program - Jenifer Wisniewski, Marketing & Communications Manager, GA Wildlife Resources Division

Jenifer Wisniewski provided details on the Retention Pilot Program and their experience with targeting first-time license buyers with email communications. She provided details on the process of implementing this program, including test groups, discount incentive, newsletters, angler survey and license expiration

reminders. She shared stats on the newsletters distributed, highlights of the survey results to date, as well as what's to come in the evaluation next year.

Key Takeaway – It's important to keep consumers engaged. The email analytics have shown high open rates and that anglers of all skill levels have been clicking through email articles. The survey has shown that anglers of all skill levels thought the emails were helpful and took additional action because of the emails.

Florida Partnership Project: Re-thinking the Path to Purchase - Brenda Brand, Licensing Section Leader, FL Fish & Wildlife Conservation Commission; Richard Wise, Operations, Brandt Information Services

Brenda Brand and Richard Wise discussed the new partnership with RBFF to improve Florida's online customer experience to increase license sales. They described the project work with RBFF and its advertising agency, Colle+McVoy, to redesign the online purchase process to be aimed more at beginner anglers and by designing it with mobile first in mind.

Key Takeaway – With complicated laws based around licensing, an online system needs to be straightforward enough for a beginner to navigate and must be designed with mobile first in mind. The work has shown how to rebuild the path to purchase given that users are hesitant to give away personal information like a social security number upfront.

State Innovative R3 Program Grants: Recruitment, Retention & Reactivation

Introduction - Joanne Martonik, Marketing Program Manager, RBFF

Joanne Martonik provided an overview on RBFF's State Innovative R3 Program Grants by sharing information on why the program was created, the criteria for proposals and the three state agencies that received grants. She also shared RBFF's plans to create and share case studies on each of the state grant programs.

Georgia Boat Registration Grant Program - Jenifer Wisniewski, Marketing & Communications Manager, GA Wildlife Resources Division

The Georgia Wildlife Resources Division tested a program to increase boat registration renewals and shorten the lapse period by providing boat owners an easy and convenient telephone Interactive Voice Response (IVR) option for boat registration renewal. Jenifer Wisniewski shared details on the project and successful results.

Key Takeaway – The automated calls proved to be an effective reminder to spur people to renew their registration after the call was made. It was found to be a successful way for people to take to report was sold, which allows for more accurate data.

Nebraska Auto Trigger Customer Care Emails Grant Program - Jane Gustafson, Marketing Manager, NE Game & Parks Commission

The Nebraska Game and Parks Commission implemented a program to develop better relationships with customers by automatically sending timely and targeted emails to anglers with information and resources available and expiration reminders. Jane Gustafson discussed their process in developing the customer relationship management system and next steps.

Key Takeaway – It's important for all partners involved in creating an automated email system to think long term to create an easy to use but extensive system. While setting this up was challenging, it was worth the effort to easily tailor and send targeted emails to more effectively communicate with customers.

Reel Fun Vermont Grant Program - Chris Adams, Information Specialist, VT Fish & Wildlife Department

The Vermont Fish & Wildlife Department targeted the urban demographic and people who stay in Vermont state parks with "Reel Fun Vermont," a campaign that utilized a combination of media strategies to increase participation in fishing. Chris Adams shared details on their integrated marketing campaign, partnerships and outcomes.

Key Takeaway – The new partnership with Vermont State Parks was crucial in making their program successful in reaching new audiences. They are planning to strengthen this relationship as the program continues.

Roundtable Discussions

State agency attendees were asked to discuss their role in recruitment, retention and reactivation (R3), as well as RBFF's and industry's role in R3 to increase fishing and boating participation. Discussions were focused on defining these roles, and identifying the challenges agencies may face, and the needs they may have of RBFF and industry partners to overcome these challenges.

December 10

Insights on Engaging the Hispanic Audience

Engaging the Hispanic Audience - *Ed Cantú, Director of Marketing Services, Lopez Negrete Communications; Gerry Loredó, Director of Business Analytics, Lopez Negrete Communications*

Ed Cantú and Gerry Loredó shared data, tips and insights on engaging the Hispanic audience and why and how it's important to engage this audience. They provided details on RBFF's Vamos A Pescar™ campaign and resources available to state agencies.

Key Takeaway – With the quickly growing population, there is a great opportunity to market to the Hispanic community to increase fishing and boating participation. RBFF has a lot of resources via Vamos A Pescar that agencies can utilize and recommends having bilingual staff as necessary to truly connect with the Hispanic community.

South Carolina Hispanic Outreach Program - *Alix Pedraza, Hispanic Outreach Coordinator, SC Department of Natural Resources*

Alix Pedraza presented on the work they are doing to engage the Hispanic audience and foster participation; to facilitate communication between South Carolina's Hispanic population and the South Carolina Department of Natural Resources; and to provide services in Spanish, including licensing and rules and regulations. She provided valuable insights and tips on developing ongoing relationships.

Key Takeaway – It is important to go where the Hispanic audience already is. Hispanic audiences want to know the person behind the program as they trust and identify with that person, which also confirms the importance of and the need for bilingual staff.

Best Practices for Digital Marketing - *Natalie Fedie, Vice President of Client Success, Implementation & Training*

Natalie Fedie presented effective strategies for digital marketing to capture attention and foster ongoing customer engagement. She stressed the importance of understanding your demographic and that knowing what channels of communication they utilize to receive information is vital in successfully engaging your audience.

Key Takeaway – Targeting communications and re-engaging your audience, as well as analyzing results and making necessary changes to increase engagement is an important aspect of digital marketing.

We've shared with you some of our key takeaways from each presentation but we encourage you to review the presentations and discover other insights that your agency can utilize. All 2015 State Marketing Workshop presentations can be found on TakeMeFishing.org/corporate under State Agency Partnerships.