



RECREATIONAL
BOATING & FISHING
FOUNDATION

Retention Pilot Program Plan



GEORGIA
DEPARTMENT OF NATURAL RESOURCES

WILDLIFE RESOURCES DIVISION



BRANDT
INFORMATION SERVICES
CELEBRATING 30 YEARS



SOUTHWICK
ASSOCIATES

FISH AND WILDLIFE ECONOMICS AND STATISTICS

BETTER INFORMATION. BETTER DECISIONS.

Measurement and Marketing

Have you ever been asked how your efforts are moving the needle?

Are you always trying to figure out better ways of measuring your efforts?



Overall Objective

Implement a measurable retention pilot program targeting first-time license buyers to increase renewal rates and decrease churn based on email interactions with customers.



Overview



Implement an email-based retention pilot program, designed to provide anglers with ongoing communications with multiple touch points, including:

- Follow-up thank you to the license purchase/renewal

- Ongoing communications, such as conservation benefits messaging and how-to information

- Follow-up touch point to gain feedback on fishing experience

- Email reminders to renew license



Target Audience



First-time fishing license buyers
Utilizing findings and insights gained from
RBFF's First-Time Fishing License Buyers
Research.



First-time fishing license buyers are defined as:

Those who purchase a resident
annual fishing license in 2015

and

Did not purchase any privilege in
the 4 years prior (2011, 12, 13 & 14)

Evaluation

First-time fishing license buyers are assessed via license data analysis and baseline renewal rates. A control group was established in order to evaluate the impact on fishing license renewal rates.

Each email touch point will be tracked through analytics to measure open rates, click throughs and other analytics.

Fishing license renewal rates will be evaluated by RBEF's contractor Southwick Associates

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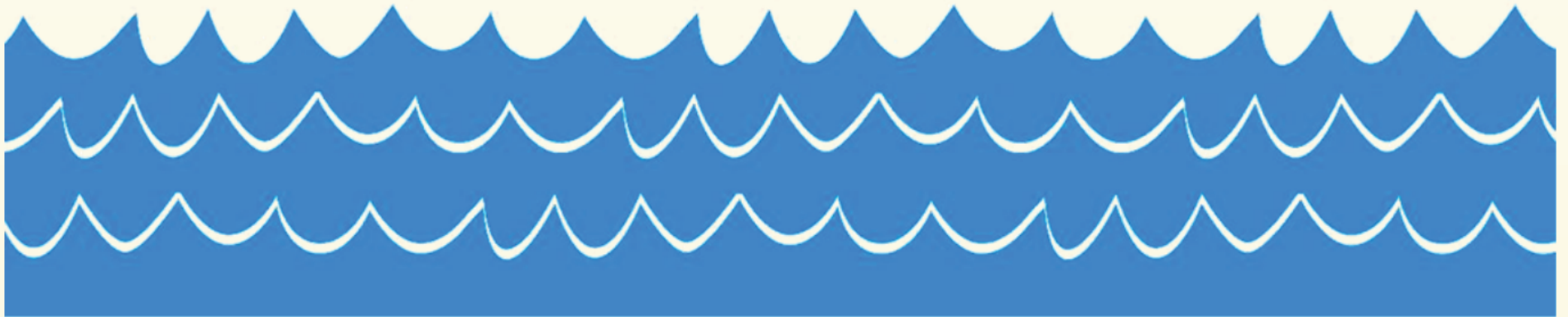
Communications Plan

Brandt Information Services will distribute the automatic Thank You and Expiration Reminders, and GovDelivery's system will be utilized for distributing the News/Content emails.

An API enables us to connect GovDelivery and Brandt's licensing system.

- Anglers receive automatic thank you emails with their fishing license. Everyone, including the control group, will receive these messages.

- The News/Content emails include Georgia-specific information intended to inspire the anglers to get out on the water more.



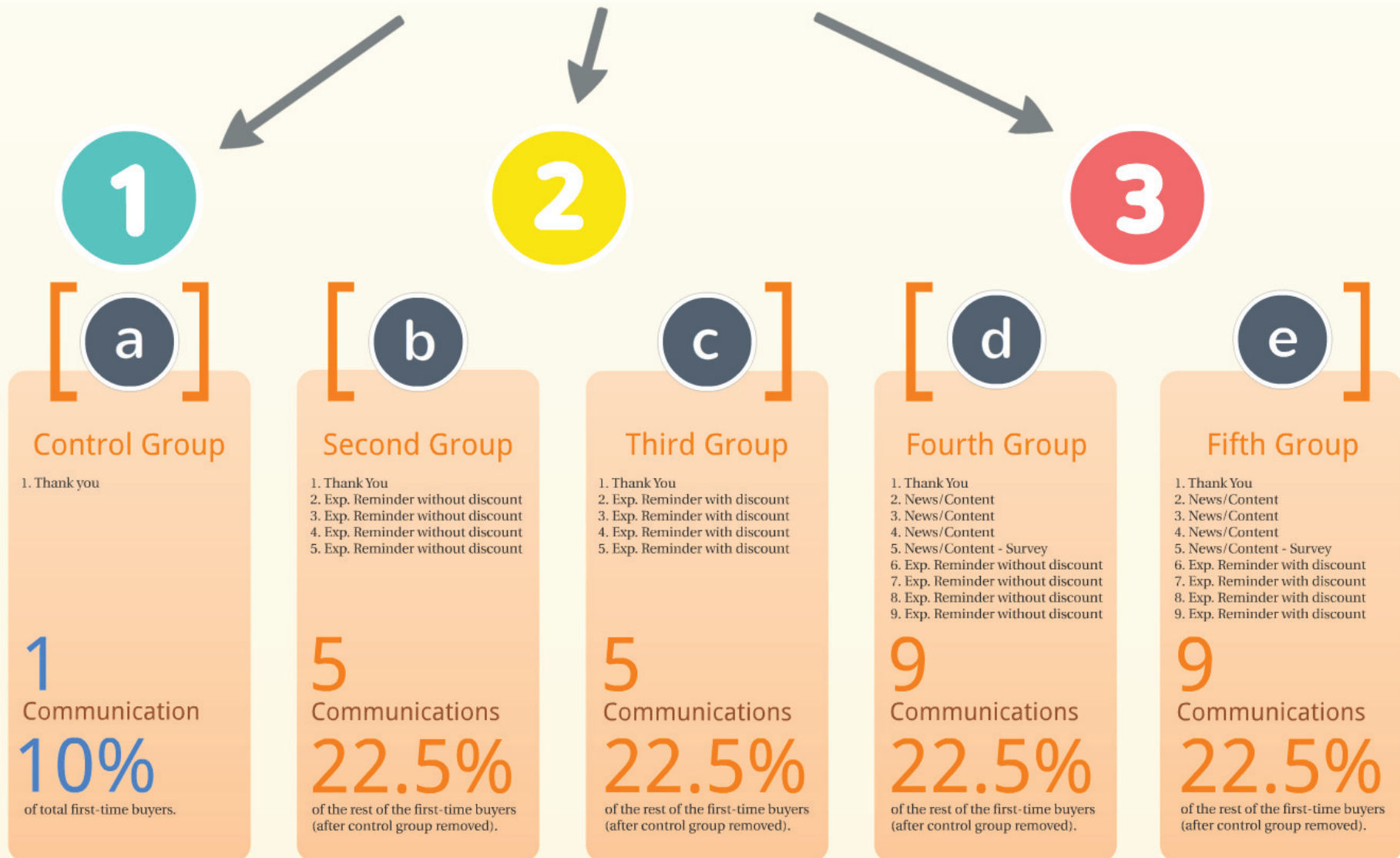
- The Follow-Up Survey was used to gather insights on their fishing experiences to help develop communications.

- Georgia has a discount of \$2.75 to motivate anglers to renew before expiration. This will additionally be assessed via Expiration Reminders with and without the incentive.



Groups for Target Audience

The target audience will be placed into one of five groups to receive the following emails:



The target audience will be placed into one of five groups to receive the following emails:



1

2

3

[a]

[b]

[c]

[d]

[e]

Control Group

. Thank you

Second Group

1. Thank You
2. Exp. Reminder without discount
3. Exp. Reminder without discount
4. Exp. Reminder without discount
5. Exp. Reminder without discount

Third Group

1. Thank You
2. Exp. Reminder with discount
3. Exp. Reminder with discount
4. Exp. Reminder with discount
5. Exp. Reminder with discount

Fourth Group

1. Thank You
2. News/Content
3. News/Content
4. News/Content
5. News/Content - Survey
6. Exp. Reminder without discount
7. Exp. Reminder without discount
8. Exp. Reminder without discount
9. Exp. Reminder without discount

Fifth Group

1. Thank You
2. News/Content
3. News/Content
4. News/Content
5. News/Content - Survey
6. Exp. Reminder with discount
7. Exp. Reminder with discount
8. Exp. Reminder with discount
9. Exp. Reminder with discount

1
Communication
10%

of total first-time buyers.

5
Communications
22.5%

of the rest of the first-time buyers
(after control group removed).

5
Communications
22.5%

of the rest of the first-time buyers
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9
Communications
22.5%

of the rest of the first-time buyers
(after control group removed).

9
Communications
22.5%

of the rest of the first-time buyers
(after control group removed).

Control Group

1. Thank you

1

Communication

10%

of total first-time buyers.

Second Group

1. Thank You
2. Exp. Reminder without
3. Exp. Reminder without
4. Exp. Reminder without
5. Exp. Reminder without

5

Communication

22.5%

of the rest of the first-time buyers
(after control group reminder)

Control Group

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Communication

0%
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t-time buyers.

Second Group

1. Thank You
2. Exp. Reminder without discount
3. Exp. Reminder without discount
4. Exp. Reminder without discount
5. Exp. Reminder without discount

5

Communications

22.5%

of the rest of the first-time buyers
(after control group removed).

Third Group

1. Thank You
2. Exp. Reminder with di
3. Exp. Reminder with di
4. Exp. Reminder with di
5. Exp. Reminder with di

5

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22.5

of the rest of the first-ti
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Second Group

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inder without discount
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Communications

22.5%

of the first-time buyers
(control group removed).

Third Group

1. Thank You
2. Exp. Reminder with discount
3. Exp. Reminder with discount
4. Exp. Reminder with discount
5. Exp. Reminder with discount

5

Communications

22.5%

of the rest of the first-time buyers
(after control group removed).

Fourth Group

1. Thank You
2. News/Content
3. News/Content
4. News/Content
5. News/Content - Survey
6. Exp. Reminder without discount
7. Exp. Reminder without discount
8. Exp. Reminder without discount
9. Exp. Reminder without discount

9

Communications

22.5%

of the rest of the first-time buyers
(after control group removed).

Third Group

u
inder with discount
inder with discount
inder with discount
inder with discount

Communications

22.5%

of the first-time buyers
(after control group removed).

Fourth Group

1. Thank You
2. News/Content
3. News/Content
4. News/Content
5. News/Content - Survey
6. Exp. Reminder without discount
7. Exp. Reminder without discount
8. Exp. Reminder without discount
9. Exp. Reminder without discount

9

Communications

22.5%

of the rest of the first-time buyers
(after control group removed).

Fifth Group

1. Thank You
2. News/Content
3. News/Content
4. News/Content
5. News/Content - Survey
6. Exp. Reminder with di
7. Exp. Reminder with di
8. Exp. Reminder with di
9. Exp. Reminder with di

9

Communications

22.5%

of the rest of the first-time buyers
(after control group removed).

Fourth Group

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minder without discount
minder without discount
minder without discount
minder without discount

Communications

2.5%

of the first-time buyers
(control group removed).

Fifth Group

1. Thank You
2. News/Content
3. News/Content
4. News/Content
5. News/Content - Survey
6. Exp. Reminder with discount
7. Exp. Reminder with discount
8. Exp. Reminder with discount
9. Exp. Reminder with discount

9

Communications

22.5%

of the rest of the first-time buyers
(after control group removed).

Timing of Emails



Thank You

Automatic/immediate upon purchase

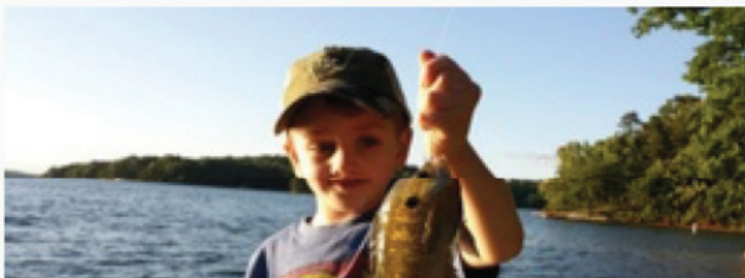
News/Content

All anglers in groups 4 and 5 received
4 newsletters for 4 consecutive
months after purchasing their license

Go Fish Georgia!



Georgia's waters offer anglers some of the most diverse fishing opportunities in the southeast with more than 500,000 acres of reservoirs, 12,000 miles of warm water streams and over 4,000 miles of cold water trout streams.



This 17lb. 9oz. MONSTER was caught in Coweta County on B.T. Brown Reservoir. Want some good advice about what's biting? Check out our fishing blog posted weekly. Hot tips from fisheries biologists whose office is the water.



Reel in a big one?

Share your #FirstCatch of the year, season, or ever! And, if you show us your first catch by using #FirstCatchSweeps between now and 5/25 you could win an all new Evinrude E-TEC GR 250 H.O. powered Ranger Z521C Bass Boat.

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 1-800-366-2661
Visit us at georgiawildlife.com





More GA How-to Videos!

Learn how to shad fish, tie a Texas rig, or even what public fishing areas have the best forecast for big bass. These Georgia grown videos will help you make the best out of every fishing adventure.

First Newsletter: May 6th

Before this email was sent, we pulled the list of people who had purchased a one-year license from 1/1/15 to date. Using a randomization program, we put emails into the groups accordingly.

Newsletter will be sent to those in Groups 4 and 5.

24% open rate 4% click rate

Second Newsletter: June 3rd

We pulled the list of people who purchased from the last newsletter to date and sorted these into the 5 groups and added to the previous lists.
Sent the newsletter to Groups 4 and 5.

25% open rate 5% click rate

Third Newsletter: July 1st

Same process as second newsletter

22% open rate 3% click rate

Fourth Newsletter/Follow-up Survey: 8/4
Survey sent 8/12 and reminder 8/19

Fifth Newsletter/Follow-up Survey: 9/1
Survey sent 9/9 and reminder 9/16

Sixth Newsletter/Follow-up Survey: 10-7
Survey sent 10/13 and reminder 10/20

Seventh Newsletter/Follow-up Survey: 11/3
Survey sent 11/10 and reminder 11/17

Expiration Reminders

30 days before license expires

Started on 12/1/15

1 week before license expires

Will start on 12/25/15

1 day before license expires

Will start on 12/31/15

30 days after license expires

Will start on 1/1/16



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WILDLIFE RESOURCES DIVISION

Renew Your Georgia License

{TITLE:FIRSTNAME},

Thank you for your previous license purchase. This is a friendly reminder that the following license(s) will expire soon. Don't wait, renew today!

Name: {TITLE:FIRSTNAME} {TITLE:LASTNAME}

DNR ID: {CUST_ID}

License(s) and Expiration Date(s):

{DESCRIPTION}

[Renew your license online now.](#)

For more information about hunting, fishing and boating, go to

www.georgiawildlife.com

GET YOUR LICENSE ONLINE NOW.

Georgia Wildlife Resources Division
2070 U.S. Hwy. 278, SE, Social Circle, GA 30025

***Automated message – Please do not reply to this email ***

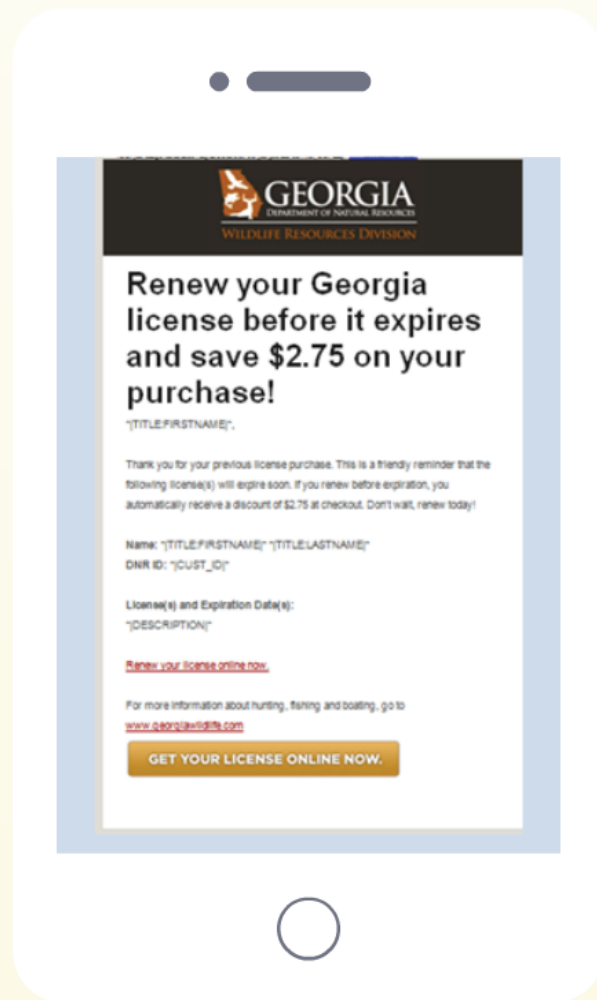
This license renewal email was sent to jennifer.wisniewski@dnr.ga.gov by
www.GoOutdoorGeorgia.com

2/1/15

12/25/15

12/31/15

1/1/16



Program End





Study end date will be after August 31st 2016 when the last email reminder goes out. Then we will be able to see the full picture of license purchase behavior of all 5 groups

We will start pulling data earlier than the

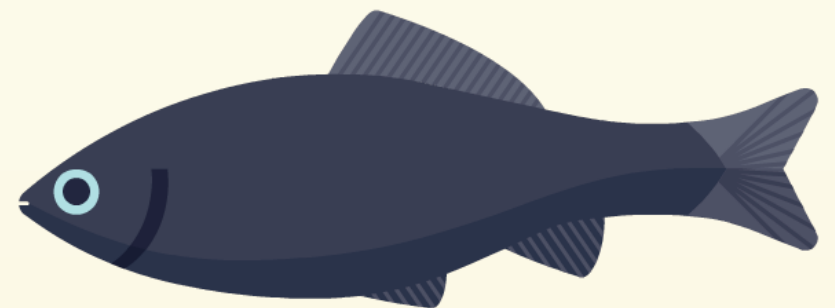
We will start pulling data earlier than the end of the study in order to get a peek into how the different groups are behaving. We hope to have some meaningful results by April, but the study will not be finished until fall of 2016.

What we have learned so far



We have great engagement rates with the newsletters!

The items clicked on the most had
to do with *locations* or *big fish*



Survey results:

For not having purchased licenses in 5 years, almost 70% of the people surveyed said they consider themselves an average or experienced angler. This reinforces all of the studies we have seen from the ASA and Southwick stating most anglers don't purchase a license every year.

69% of news/content recipients answered that the emails were helpful

The limited experience group by far
thought the emails were helpful – **75%!**

Alright!

Everyone had a good time. 90% of our survey folks rated fishing positive. **Fishing is fun!**

Emails are spurring people to take action!

Survey respondent said that because of emails:

- ✓ They purchased an additional license (11%)
- ✓ They took additional fishing trips (26%)
- ✓ They purchased additional equipment (40%)
- ✓ They visited our social media (49%)

Get this - The limited experience anglers are much more likely to buy an additional license, fish more **and** buy more stuff as a result of the emails, compared to the other groups.

And... the other experienced groups also

And... the other experienced groups also show higher rates of buying more licenses and stuff (and fish more), as a result of the campaign. This alone likely justifies regular communications not just with beginners, but with all anglers.

“Want to go fishing?” is the top

“Where to go fishing” is the top info item requested, thus supporting RBFF and state web pages to help here.



“Where to fish” and *“How to fish better”* are the info needed most to get the limited and average experienced anglers to fish next year (and therefore renew licenses).

They also want *“more fish to catch”* which might mean we should communicate more about stocking and enhancement efforts to show anglers we are increasing the number of available catch-able fish and therefore encouraging more license sales.

**How will this prove communications
is moving the needle?**



from the results:

oints affect retention



What we will learn from the results:

How email touch points affect retention

Do newsletter type communications help retain customers?

How do email reminders affect renewal rates?

Which email reminder gets the most engagement?
30 days, 1 week, 1 day before or 30 days after

Discount offers via email-
Do they cause a lift?



Measuring email effectiveness against a control group. What is your ROI on emails?



We are also doing this study on hunting license and combo license purchasers. We should have results around the same time.