



# Get On Board Campaign: *Tactics For Retention*



2/24/2021 | State Marketing Workshop





# Fishing & Boating: A Lifeline to Mental Health

## Retention Tactic #1 | Communicate Key Messages

- “Relaxing and unwinding” is the No. 1 experience associated with fishing.
- Nearly 1 in 3 participants believe the best thing about fishing is “getting away from the usual demands of life.”
- In other words, the water was the remedy we needed to pandemic stress and anxiety.



# The 4 M's Of Mental Health

## Retention Tactic #2 | Recruit A Local Expert

To instill consumer confidence, acclaimed mental health expert and seasoned media contributor Dr. Sue Varma was enlisted to join the campaign.

Dr. Sue's 4 'M's of mental health — **movement, mindfulness, mastery and meaningful engagement** — provided a seamless format for translating fishing's wellness benefits into a media-friendly hook.



# Welcome Newcomers To The Sport

## Retention Tactic #3 | Story-Telling

To complement her earned media appearances, Dr. Sue also promoted fishing's mental health benefits on social. She even took her **first-ever family fishing trip** and shared the whole experience with her followers!

- 3 social posts from Dr. Sue
- 21,630 social impressions from Dr. Sue



# Anglers And Boaters: Retention & Engagement

## Retention Tactic #4 | Utilize RBFF's Retention Tool-Kit

A custom-made partner toolkit equipped state agencies with the resources to share Get On Board with their own networks.

- 103 partner toolkit downloads
- 1,850 partner toolkit pageviews



**TAKEMEFISHING** | RBFF OnDemand Walkthrough

-  Visit [www.rbffondemand.com](http://www.rbffondemand.com) and register for a free account. You will receive account set-up confirmation in 24-48 hours during standard working days. After receiving your confirmation, proceed to login and you will have the ability to download digital banner ads, PSA banners, social media content, and press releases. You will also have the option to create customizable banner ads.
-  Select 'Products' to browse all items on the site. For stock banner ads and press releases, select 'Download Now' to save item.
-  For media video assets, you will 'Add to Cart' and proceed through 'Express Checkout' to download your video in a new tab.
-  For a 'Customizable Banner Ad', you can customize by adding the imprint (logo) for your company. For your first time, create a new imprint by selecting 'Manage my Imprints'. This will display a page where you can create a new imprint once you upload your logo. **Note:** 'Imprint Name' is to help you decipher amongst multiple imprints if applicable. At this time, imprints only include a logo.
-  On the 'Manage my Imprints' pop-up, click 'Add a New Logo' to upload your logo. We recommend uploading an EPS or high resolution PDF file. **Note:** This will send it to the customer support team. Your new logo will not appear in your account right away. We will upload an optimized logo to your account within 2-3 business days. After creating an imprint, you can select the imprint for your ad and 'Add to Cart'. Once you have 'Approved Draft', the product will be added to your cart and proceed through 'Express Checkout' to download your high resolution ad.

Have more questions? Call (615) 630-7384 or email [rbffondemand@2-com.net](mailto:rbffondemand@2-com.net)

# Be The Expert in Fishing & Boating

## Retention Tactic #5 | Re-Purpose RBFF's Researches and Reports

To finish off the summer, Get On Board celebrated fishing's "victory lap" with a custom MAT release spotlighting Americans' rekindled passion for the outdoors amidst COVID-19.

- **956** MAT release placements
- **833.8 million** MAT release impressions



# The 4M's Amplification

## Retention Tactic #6 | Develop Local Partnerships

Through a partnership with Discover Boating, Get On Board reached an even bigger audience:

- **+215.1 million** MAT release impressions
- **+5.7 million** industry release impressions
- **+1,790** partner toolkit placements
- **+31.6 million** social media impressions
- **+3 million** influencer impressions





# Engage and Influence New Anglers & Boaters

## Retention Tactic #7 | Build Online - Communities

Female anglers played a particularly valuable role in the campaign's success by sharing their own stories and content across social via the Wave Makers platform.

- 1,063 new Wave Maker signups
- 51 sweepstakes entries

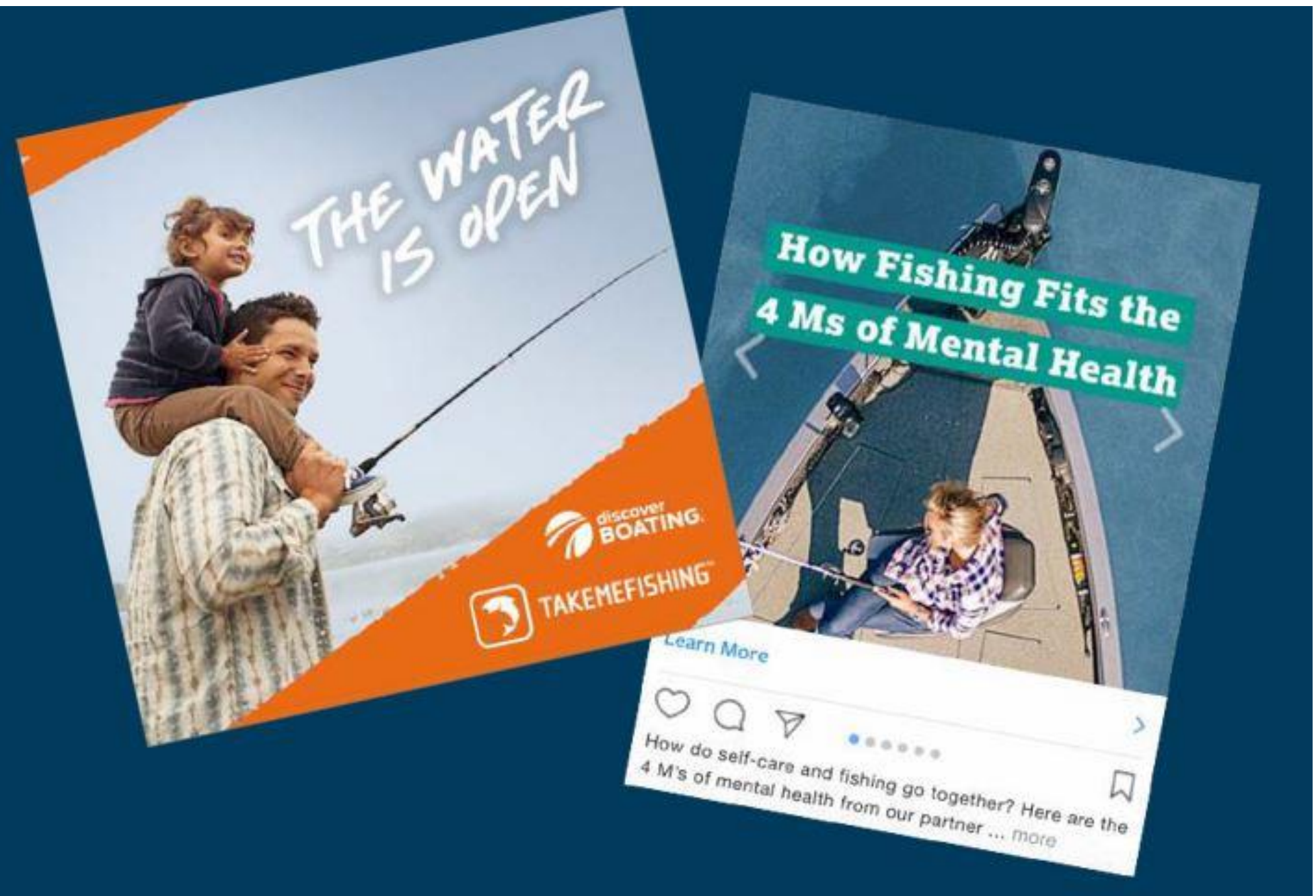


# Fishing & Boating Is Social

## Retention Tactic #8 | Be Active On Social Media

Social ads on Facebook, Instagram, Twitter and Pinterest targeted high-potential audiences with engaging content.

- **101.3 million** total paid social impressions
- **79 million** paid social impressions supporting Get On Board



# The Water is Open

## Retention Tactic #9 | Join The Conversation

Across social, brands, state agencies, anglers and more shared the Get On Board message using the campaign hashtag.

- 1,600+ hashtag uses



# Amplify The Message

## Retention Tactic #10 | Share The News

2020 was a banner year for media relations:

- **1.9 billion** total earned impressions (+214% year-over-year)
- **1.4 billion** earned impressions supporting Get On Board
- **13,458** placements (+105% year-over-year)



Amplify The Message  
Retention Tactic #10 | Keep In Contact



Q&A

# Thank You



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