GEORGIA RETENTION PILOT PROGRAM
State Marketing Workshop
December 9, 2015

TAKEMEFISHING.org  VAMOSAPESCAR.org
CUSTOMER LIFECYCLE

- AWARENESS
- RECRUITMENT
- REACTIVATION
- RETENTION

ENAGEMENT
RETENTION PILOT PROGRAM

- 68% of first-time license buyers don’t renew
- Need to collect email addresses
- Ability for integrated license/email system important
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.

Where to Go Fish Georgia!
Looking for a great place to get online fishing tips for Georgia reservoirs and rivers? Look no further! These pages give anglers of all skill levels in-depth information about Georgia fishing.

Why Your License Purchase Counts!
By purchasing a license as well as fishing equipment and related items, you help support the Georgia Department of Natural Resources which provides funding for more fish and improved fishing opportunities.

Hello Jim Smith:
We are notifying you that your fishing license has EXPIRED. If you have any questions, please call us at xxx-xxxx-xxxx. Don’t wait — renew your license today!

Renew your license now online or visit your nearest license retailer location to enjoy fishing without interruption.

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GEORGIA RETENTION PILOT PROGRAM

• First-time license buyers
• Monthly newsletters
• Survey
• Expiration reminders

GEORGIA Department of Natural Resources
Wildlife Resources Division