



Empowering government to create better lives for more people.



## BEST PRACTICES FOR DIGITAL MARKETING IN RECREATIONAL ANGLING AND BOATING

**NATALIE FEDIE**, VP of Client Success & Professional Services at GovDelivery

**ONLY IMPACT MATTERS**





# DO MORE WITH LESS

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A photograph of a two-lane asphalt road winding through a forest. The road is flanked by tall, thin trees, some with autumn-colored leaves. A thick mist or fog hangs in the air, obscuring the distant hills and the end of the road. The sky is a pale, hazy blue. In the foreground, there are fields of dry grass. A small white triangular road sign is visible on the right side of the road. The overall mood is mysterious and uncertain.

**THE PATH FORWARD  
IS UNCLEAR...**

# GOVERNMENT IS AT A CROSSROADS

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**RETIRING  
EXPERIENCED  
WORKFORCE**



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**CITIZEN  
EXPECTATIONS  
RISING**



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**BUDGET  
PRESSURES  
TIGHTENING**



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**RAPID  
TECHNOLOGY  
CHANGE**

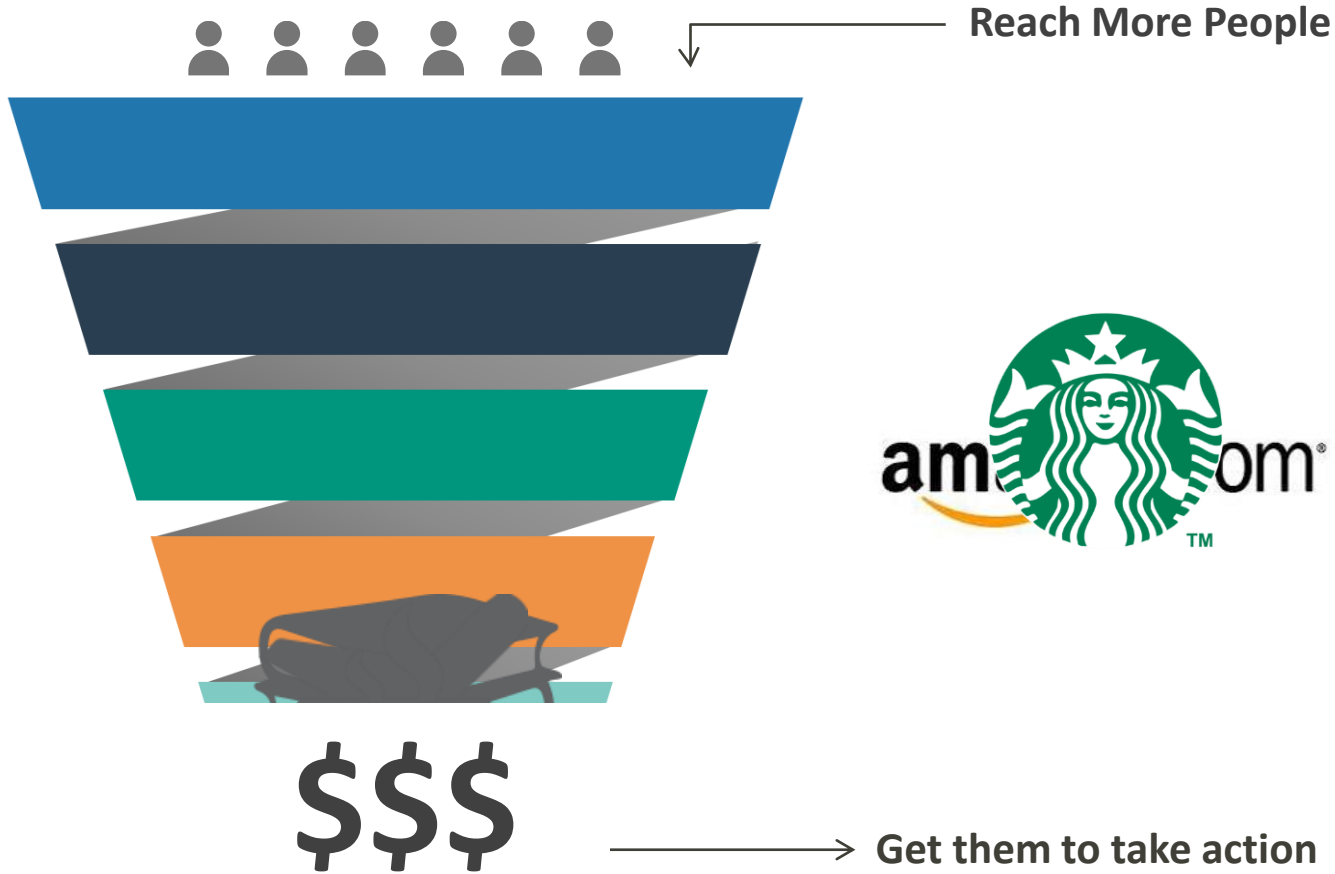




**SHARED GOALS**

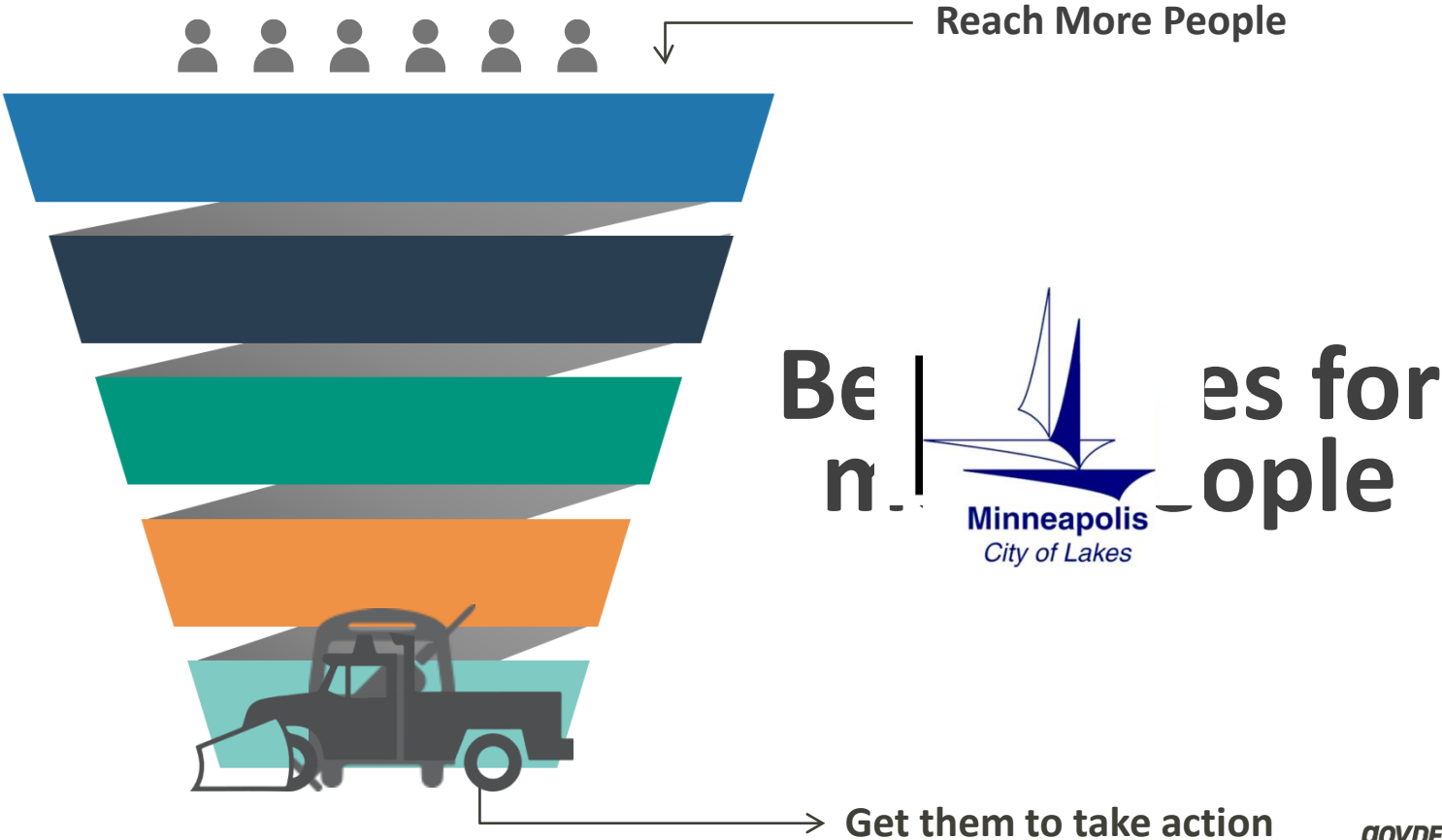


# SHARED GOALS





# SHARED GOALS – PUBLIC SECTOR FUNNEL



IF WE SUCCEED,  
THE OUTCOME  
WILL BE

\_\_\_\_\_.

What is at the bottom of the funnel for this  
role, office, agency, project?

# 7 Ways Digital Marketing Increase Participation in Recreational Angling and Boating

# Digital Marketing



**Improves Outcomes**

# THE CHALLENGES

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Recruit new customers  
locally & attract new non-  
resident customers



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Retain existing customers  
and drive increased  
customer satisfaction &  
engagement



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Provide ways for  
supporters and target  
audiences to become  
advocates of your  
message and programs

1

**IDENTIFY AND ALIGN  
OBJECTIVES WITH  
COMMUNICATION**



# HAVE MORE OBJECTIVES THAN YOU KNOW WHAT TO DO WITH?

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Reduce property loss from wildfires

Control spread of invasive species

Protect endangered wildlife

Reduce contamination in waterways

Minimize boating related accidents

Increase volunteerism

Hire and retain quality candidates for conservation jobs

Drive sales of park passes

Increase license renewal rate by 20%

Increase attendance at camps and classes

Connect with more diverse audiences

Enforce conservation laws to decrease poaching and waste

Promote research initiatives and share results of studies



## PICK YOUR TOP 4-5

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Control spread of invasive species

Protect endangered wildlife

Reduce contamination in waterways

Minimize boating related accidents

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2

**IDENTIFY AND SEGMENT  
YOUR AUDIENCE**



# WHO DO YOU NEED TO REACH?

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Families & Youth



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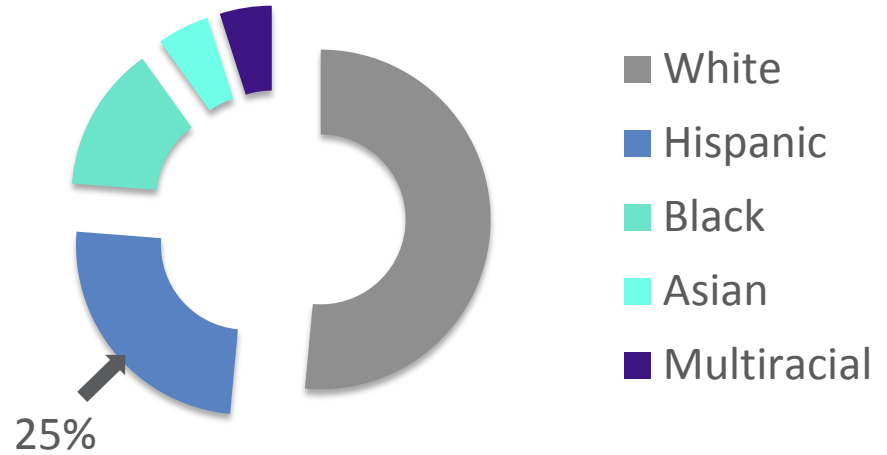
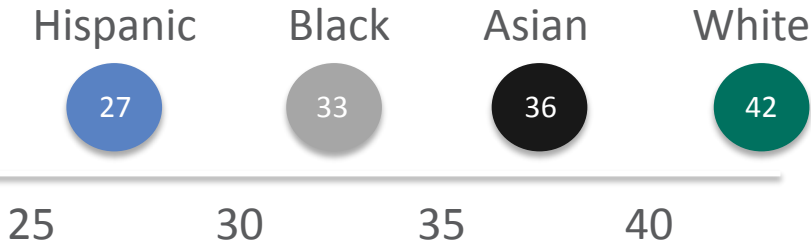
Businesses & Partners



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Legislators, Internal Staff  
& Public Sector Agencies

# UNDERSTAND AUDIENCE DEMOGRAPHICS



AMY PROVIDE CONTEXT

Generation Z (born after late 1990s)



3

**BUILD THE POWER OF YOUR  
BRAND**



# POWER OF BRANDING

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**amazon.com**<sup>®</sup>





4

**SEND MESSAGES THAT GET  
READ**



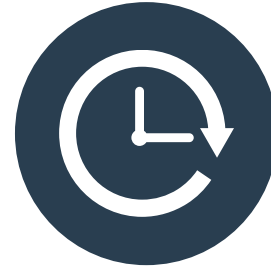
# MORE INFORMATION, SHORTER ATTENTION SPANS

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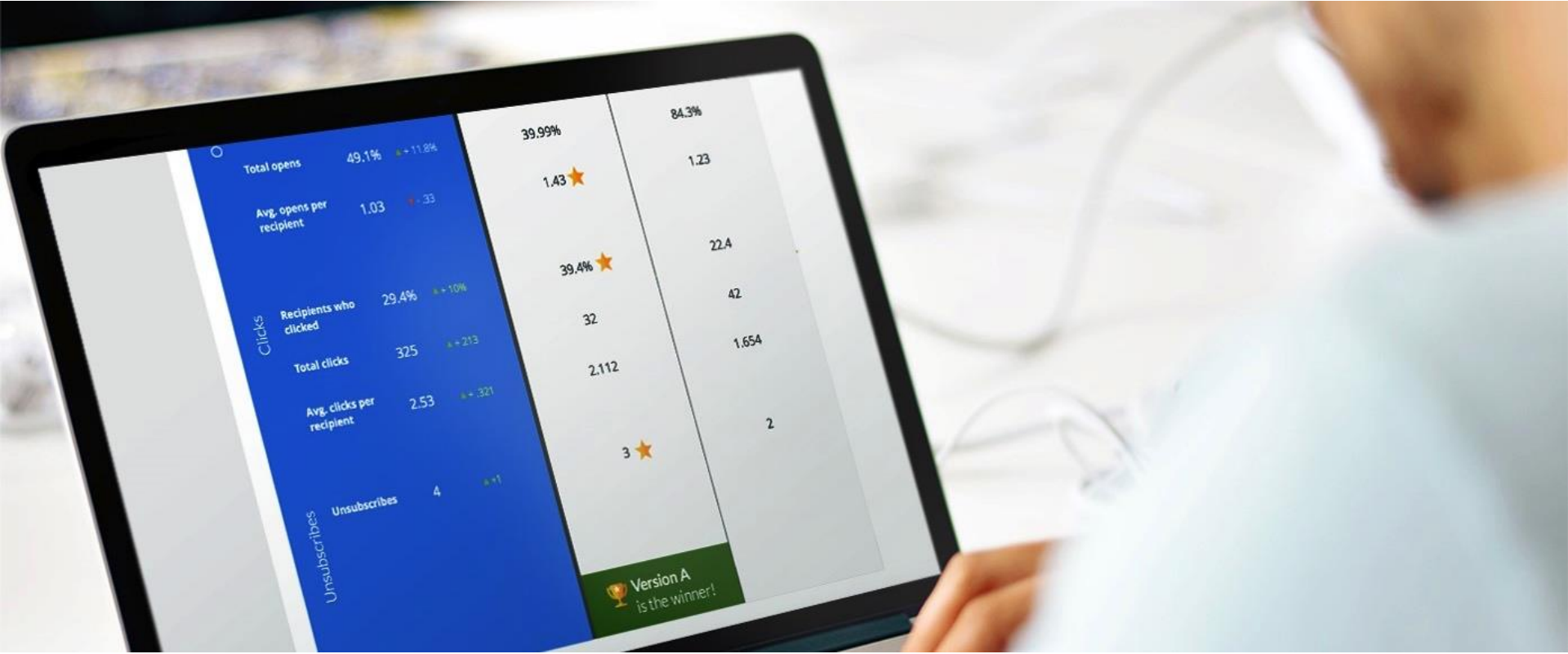
**34 GIGABYTES**



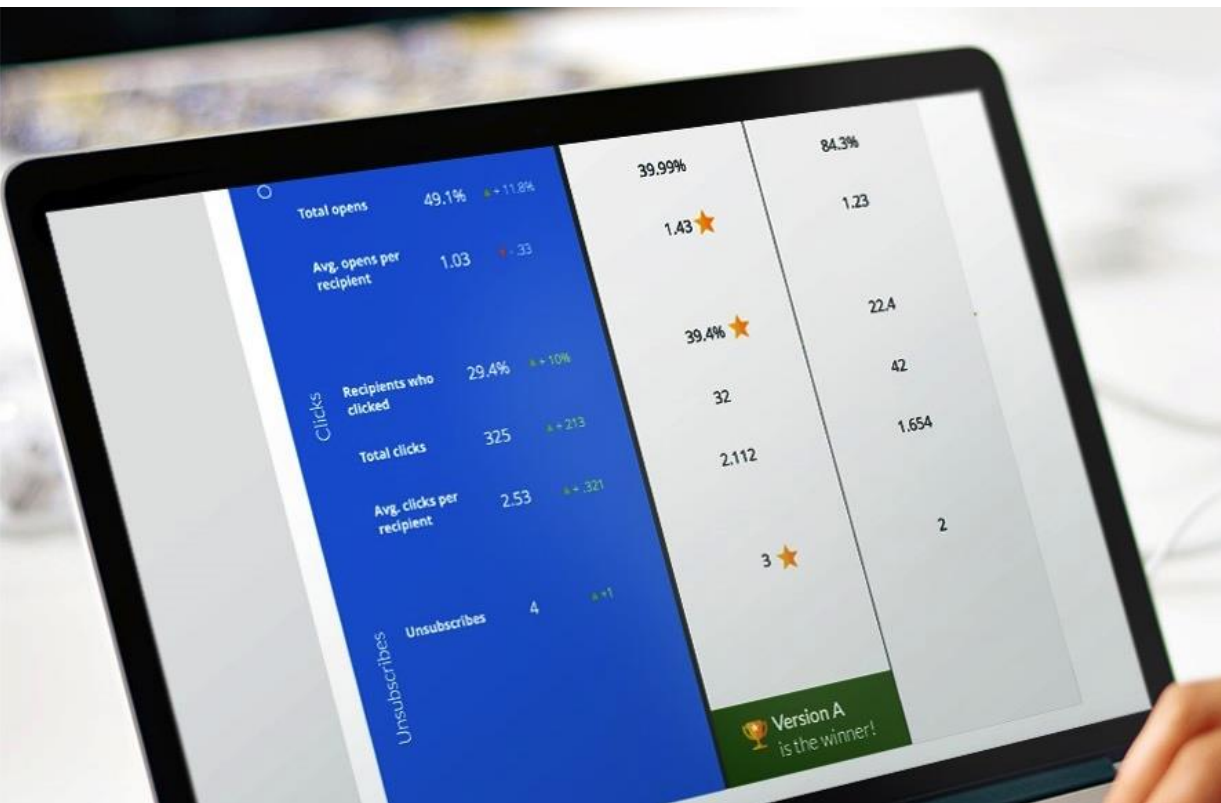
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**8.2 SECONDS**

# A/B TESTING



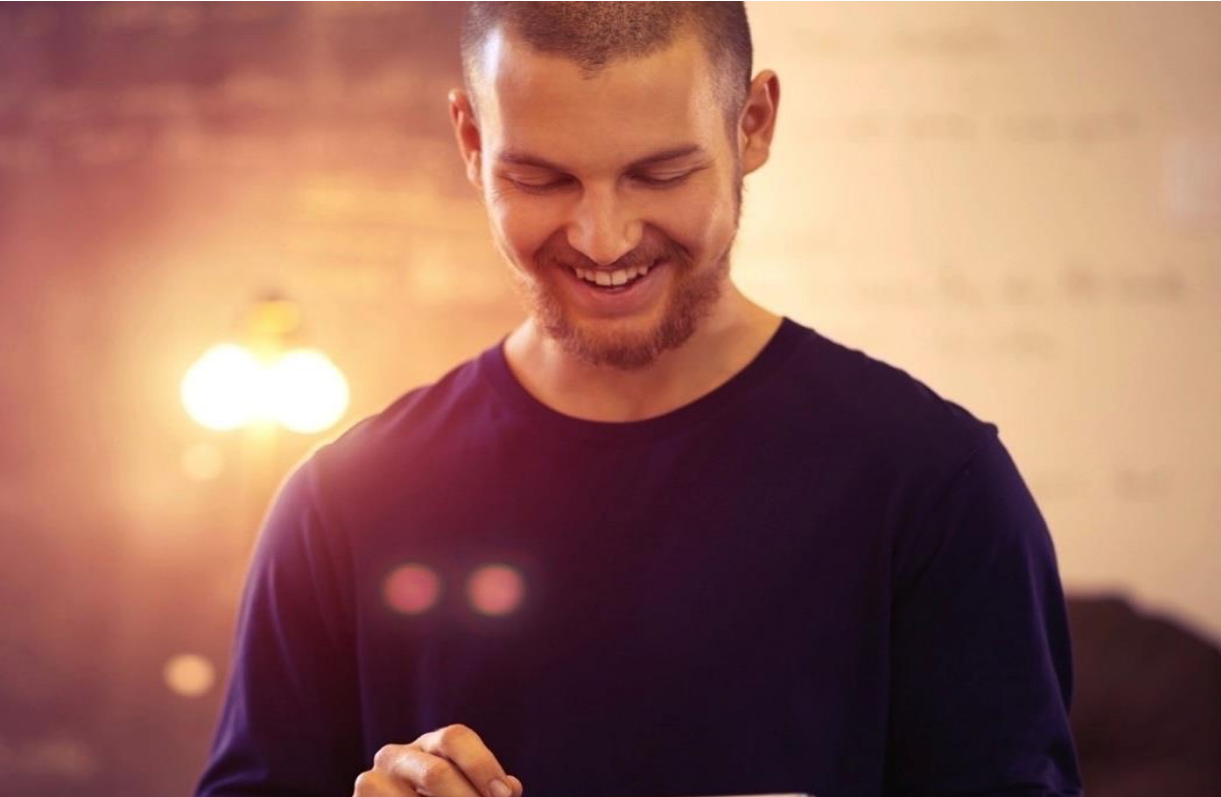
# WHAT IS A/B TESTING?



- Send multiple variations and determine efficacy.
- Test multiple factors to improve engagement rates.
- Maximize the number of people taking action.

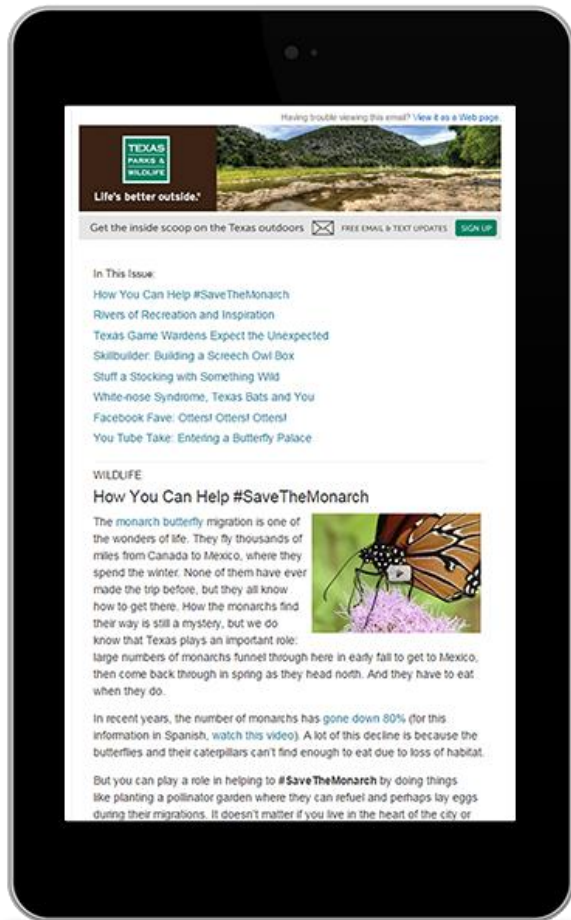
# HOW IT IMPACTS THE EXPERIENCE

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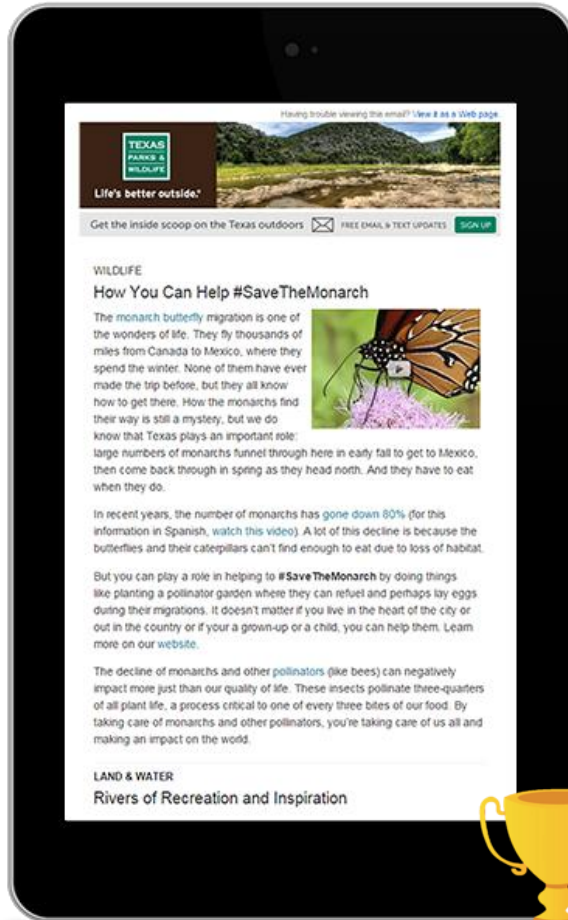


- Use customer feedback to improve communication.
- Allow customers to tell you what makes sense for them.
- Do more of what works to drive action.





Email 1



Email 2

# USE CASE: DEPARTMENT OF VETERANS AFFAIRS



U.S. Department  
of Veterans Affairs

300K visitors to online claim  
filing after message testing and  
refinement

+138% more opens

+57% more clicks

5

**MORE CHANNELS, MORE  
ENGAGEMENT**





66%



38%



15%



20%



24%



89%



18%



9%



73%

Hi from Sight Day. Have you received your glasses in the mail yet?

**NO**

**YES**

Sorry to hear that. Please call Karen at 215-403-5587 for help.

Great. Is your child wearing them?  
A Yes / B No, doesn't want to /  
C No, they're lost

*Identify + act on high-priority cases*

*Track outcomes*

A

Great. How have the glasses made a difference?

*Sounds too good to be true, but an actual quote.*

She can see better at basketball and reading level went up 2 grades.

*Cross-promote relevant programs*

BTW, Healthy Kids provides free health care for kids under 19. Want more info?

6

**ENGAGE, THEN RE-ENGAGE**



# HOW DOES IT WORK

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## REACH

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Build a massive audience with the GovDelivery Network.



## ONBOARD

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Establish brand and articulate value.



## TARGET & PERSONALIZE

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Gather key information, create a personalized experience.



## RE-ENGAGE

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Continuously improve outreach, drive increased conversion.



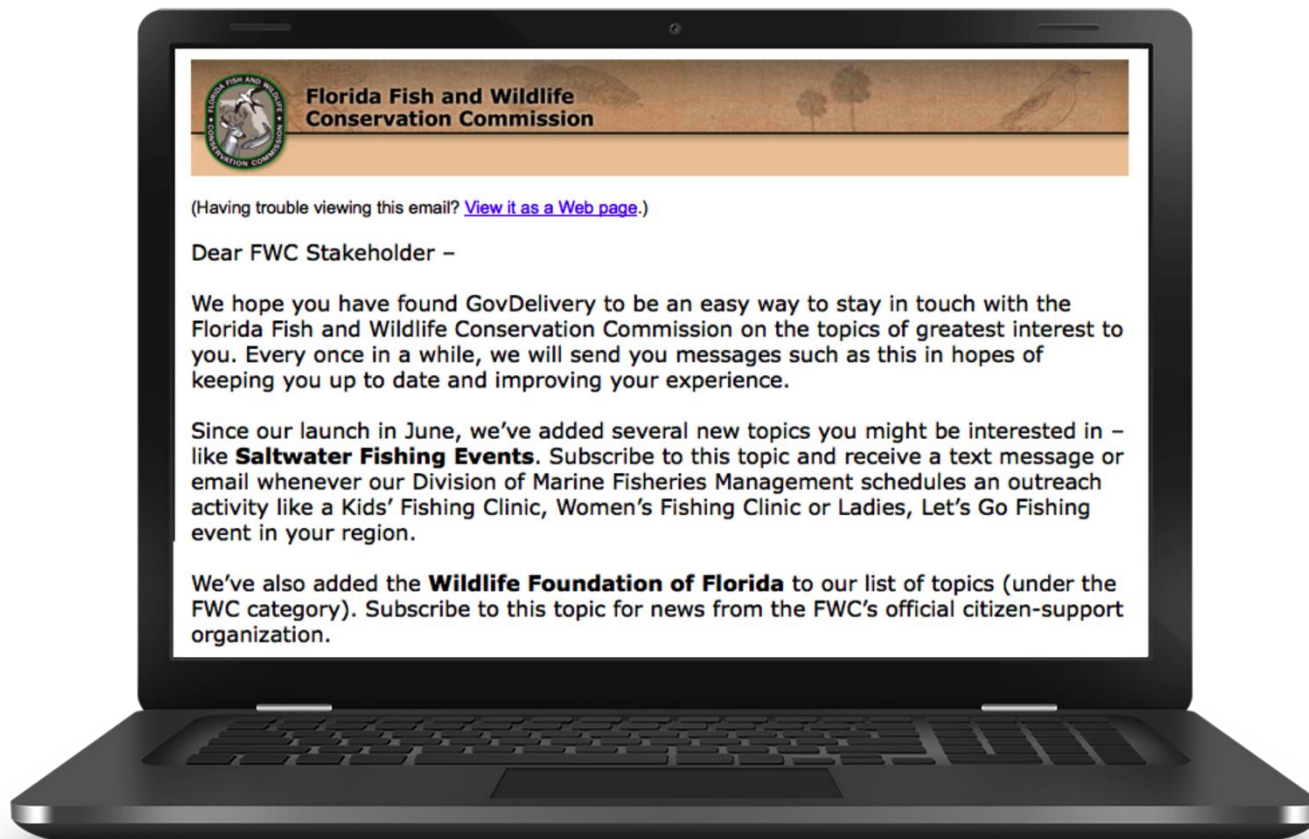
## CONVERT

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Drive better outcomes for a dynamic audience.

# IDENTIFY INACTIVE AUDIENCES

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Florida Fish and Wildlife  
Conservation Commission

(Having trouble viewing this email? [View it as a Web page.](#))

Dear FWC Stakeholder –

We hope you have found GovDelivery to be an easy way to stay in touch with the Florida Fish and Wildlife Conservation Commission on the topics of greatest interest to you. Every once in a while, we will send you messages such as this in hopes of keeping you up to date and improving your experience.

Since our launch in June, we've added several new topics you might be interested in – like **Saltwater Fishing Events**. Subscribe to this topic and receive a text message or email whenever our Division of Marine Fisheries Management schedules an outreach activity like a Kids' Fishing Clinic, Women's Fishing Clinic or Ladies, Let's Go Fishing event in your region.

We've also added the **Wildlife Foundation of Florida** to our list of topics (under the FWC category). Subscribe to this topic for news from the FWC's official citizen-support organization.



7

**ANALYZE, REFINE, REPEAT**



# ANALYZE

## Delivery and Performance

*These figures represent all data since the bulletin was first sent to present time.*

### EMAIL BULLETIN



#### Delivered

97 Recipients

96 Delivered

10 Opened

10.4% Unique Opens

1 Bounced or Failed

0 Unsubscribed

### DIGEST



Digests are sent on daily and weekly intervals

13 Recipients

13 Delivered

0 Opened

0.0% Unique Opens

### TEXT MESSAGE



#### Delivered

16 Recipients

16 Delivered

0 Bounced or Failed

Didn't open?  
Didn't click?  
Didn't convert?  
Almost converted?  
Won't convert?

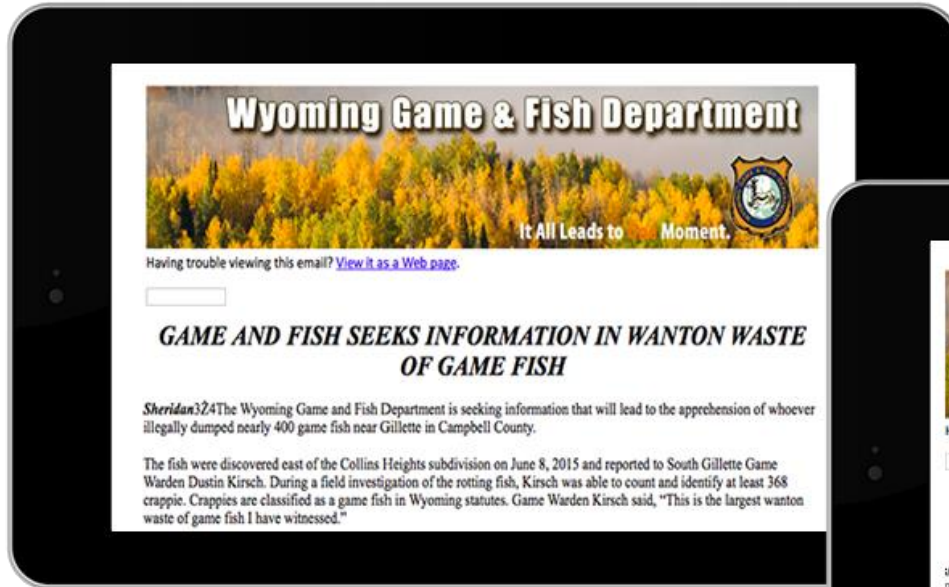


Re-send  
Send 2<sup>nd</sup> version  
Swap messaging  
Send cart abandon message  
Try a promotion or mini  
conversion

**DIGITAL MARKETING  
SUCCESS STORIES**



# USE CASE: WYOMING GAME & FISH DEPARTMENT



# USE CASE: FLORIDA FISH & WILDLIFE

**Bhindi @BhindiAngel** about 24 hours ago  
RT @USFWSVero: It's Manatee Awareness Month! @MyFWC reminds U to slow down for migrating #manatees!  
content.govdelivery.com/accounts/FLFFW... #Florida http://...

**SECOORA @secoora** · 22h  
It's Manatee Awareness Month! @MyFWC reminds migrating #manatees! content.govdelivery.com/accou

**Coastal Cottages AMI @CottagesOnAMI** · 23h  
It's Manatee Awareness Month! @MyFWC reminds migrating #manatees! ow.ly/EayjK... fb.me/3lnzh9GSq


**Not a Clue Adventure @notacluegal** · 24h  
It's Manatee Awareness Month! @MyFWC reminds migrating #manatees! content.govdelivery.com/accou

**Calusa Nature Center @calusanaturecen** · Nov 12  
It's Manatee Awareness Month! @MyFWC reminds migrating #manatees! content.govdelivery.com/accou #FloridaneedsOTRAtour

**Gary Stein @garyol1210** · Nov 12  
It's Manatee Awareness Month! @MyFWC reminds you to slow down for migrating #manatees!content.govdelivery.com/accounts/FLFFW... #Florida

**Sven Geschwántner @SvenG971** 1 day ago  
RT @USFWSVero: It's Manatee Awareness Month! @MyFWC reminds U to slow down for migrating #manatees!  
content.govdelivery.com/accounts/FLFFW... #Florida http://...

**South Florida FWS @USFWSVero** · Nov 12  
Retweeted 27 times  
It's Manatee Awareness Month! @MyFWC reminds U to slow down for migrating #manatees! content.govdelivery.com/accounts/FLFFW... #Florida



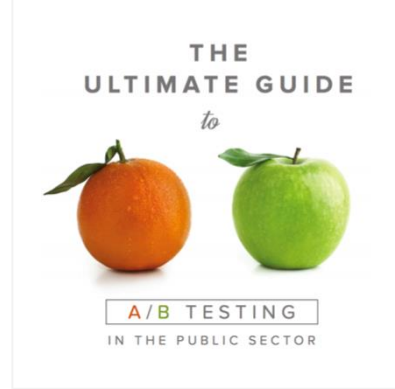
**Victor Mas**  
RT @USFWSVero: It's Manatee Awareness Month! @MyFWC reminds U to slow down for migrating #manatees!  
content.gov

Suggested Tweet: It's Manatee Awareness Month! @MyFWC reminds you to slow down for migrating #manatees! <http://content.govdelivery.com/accounts/FLFFWCC/bulletins/dbfab2> #Florida





More resources available:  
[govdelivery.com/resources](https://govdelivery.com/resources)



THANK YOU  
FOR YOUR TIME

NATALIE FEDIE, VP OF CLIENT SUCCESS &  
PROFESSIONAL SERVICES AT GOVDelivery