Marketing Success:
Targeted Marketing Strategy for the Washington Fishing Derby

Presented by
Shannon Haywood
Outreach Coordinator
Our Goal?
What Makes Our Derby Different?
Working Together

- Track fish mortality
- Lake-specific stocking plans

Fish Program

Marketing

- Sell fishing licenses
- Reach new market
Statewide Derby

Hundreds of Dealer Donations and Over $27,000 in Prizes!
Record High License Sales for the Month of April!

Hundreds of Winners!

Our Cost - Under $5,000
A Successful Start!
What Can We learn?

- Could we bring in similar additional revenue for 2017?
- How many people are actually participating?
- How many people are aware of the derby?
- Can this derby style successfully reach new audiences?
- Can using more innovative technology and a targeted marketing approach reach potential customers better than our traditional approach?
Developing a Strategy:
A Group: General Advertising
B Group: Focused Advertising
Control: No advertising/
No derby lakes
Why Focus Here?

Number of Anglers by Age

35 and Under
35-60
60 and Above

LY07
LY15
Lifestyle Magazines
It’s about more than just prizes.

Together Forever (Lover’s…)
Rick Astley
School Distribution

2017 Trout Fishing Derby

Over $25k+ in prizes in 100+ lakes

Statewide
April 22 through October 31

Free to anyone with a valid 2017 fishing license

Catch fish • Win big
Fish for tagged Rainbow Trout

For more information visit WDFW.wa.gov
License QTY Comparison to LY16

FY17 May
-0.4%
7%
10%

FY17 June
15%
20%
18%

(Control) No Advertising/No Derby Lakes

(A Group) Derby General Advertising

(B Group) Focused Advertising

$164,189
<table>
<thead>
<tr>
<th>AGE</th>
<th>LY 17/16 Quantity Difference</th>
</tr>
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<tbody>
<tr>
<td>15</td>
<td>3%</td>
</tr>
<tr>
<td>16-19</td>
<td>12%</td>
</tr>
<tr>
<td>20-24</td>
<td>15%</td>
</tr>
<tr>
<td>25-29</td>
<td><strong>16%</strong></td>
</tr>
<tr>
<td>30-34</td>
<td><strong>14%</strong></td>
</tr>
<tr>
<td>35-39</td>
<td><strong>16%</strong></td>
</tr>
<tr>
<td>40-44</td>
<td><strong>11%</strong></td>
</tr>
<tr>
<td>45-49</td>
<td>11%</td>
</tr>
<tr>
<td>50-54</td>
<td>9%</td>
</tr>
<tr>
<td>55-59</td>
<td>11%</td>
</tr>
<tr>
<td>60-64</td>
<td>12%</td>
</tr>
<tr>
<td>65-69</td>
<td>9%</td>
</tr>
<tr>
<td>70+</td>
<td>18%</td>
</tr>
</tbody>
</table>
Total Gain of $338,711,250
Females ages 25-44 in highly targeted counties had a 3% higher lift in license sales than in non-targeted counties.
E-mail Survey Conducted

52% of license purchasers had heard of Derby

35.5% of license purchasers participated in the Derby

2% of license purchasers purchased a fishing license specifically to participate in the derby.

Aside from the WDFW website, most people heard about the derby through email (WDFW email, E-Blast & E-newsletter from lifestyle magazines, and school system distribution email.)
Measuring Results

Measuring, Rules!

- Accomplish R3 Goals?
- Fine Tune Methods
- Cost Effective Decisions
- Improve Our Efforts
Applying What We’ve Learned

Advertising:
- Online Ads and Video, Increase Email and Social Media #watroutderby
- Begin advertising earlier in the year
- Look into including more urban lakes
- Women are a receptive target market “&” Derby social media post very positive

Dealer Incentive
- Only 50% of prizes claimed
- Gift cards work!
Moving Forward Strategically
Thank You!
EMAIL ACQUISITION STRATEGIES
PROBLEM: TPWD has a small % of customer email addresses.

SOLUTION: Develop and implement new email acquisition strategies

RESULT: Greater reach, greater engagement, greater opportunity to drive ROI
CURRENT CUSTOMERS

Add new customers to relevant email topics and welcome them. Customers engage with content at higher rates than non-customers.

Opportunity to cross-promote other products and programs.

Thank you for your recent Texas State Parks Pass purchase!

Get ready for a year full of fun and relaxation in the outdoors! In addition to granting you and your cabin or guest unit an unlimited entry to more than 50 state parks, your pass also gives you:

- Four discounted overnight stays – 50% off the second night, when staying two or more nights in a campsite or regular screened shelter.
- Shopping discounts – 10% discount on eligible retail and rental items in many State Park Stores! Be sure to mention your parks pass when making your purchase.
- The State Parks Getaways e-newsletter and park email updates to help you plan your next trip and stay informed about the latest park news, activities, events and more. (You can view past issues of State Parks Getaways here.)

Be sure to check the Calendar of Events. Make overnight stay reservations online at any time, or call our Customer Service Center at (512) 389-8000 between 9 a.m. and 6 p.m. Monday through Friday (closed holidays).

Your new State Parks Pass is good until --. We’ll send you a reminder email a few days before it expires. Read more about all the rules and benefits of being a state parks pass holder.

As always, thank you for your support of Texas State Parks! We hope to see you soon.

*You can change your email subscriptions in Your Preferences link at the bottom of each email from all Texas Parks and Wildlife Department.

Thank you for your recent stay at a Texas State Park!

To help plan your next visit, we have signed you up to receive our free state park email updates, including the State Parks Getaways newsletter. It will help you stay up-to-date on the latest State Park news, seasonal activities, events and more.

You can also sign up for other free email topics like State Park Offers and Promotions.

Ready to plan another Texas State Park visit? Make your reservations online anytime, or call our Customer Service Center at (512) 389-8000 between 9 a.m. and 6 p.m. Monday through Friday (closed holidays).

To change your subscription preferences or unsubscribe at any time, just click on the "Manage Subscriptions" link at the bottom of any email you receive from us. If you don’t wish to receive any further emails, please unsubscribe now by clicking on the link ([Wnemonic Link]).

As always, thank you for your support of Texas State Parks! We hope to see you soon.

P.S. Remember that kids 12 and under always receive free entrance to Texas State Parks!
CURRENT CUSTOMERS

- Adding customers to relevant ongoing communications
- Increases reach
- Keeps topics fresh
- Cross-promote relevant programs and products

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**FISH TEXAS E-NEWSLETTER**

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2017*</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. # of Total Recipients</td>
<td>55,838</td>
<td>151,678</td>
<td>+172%</td>
</tr>
<tr>
<td>Avg. Unique Email Open Rate</td>
<td>21.2%</td>
<td>27.5%</td>
<td>+30%</td>
</tr>
<tr>
<td>Unique Clicks</td>
<td>12,261</td>
<td>30,621</td>
<td>+150%</td>
</tr>
</tbody>
</table>

*The first year we began adding recent customers to the e-newsletter*

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**HUNT TEXAS E-NEWSLETTER**

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2017*</th>
<th>Growth</th>
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<tbody>
<tr>
<td>Avg. # of Total Recipients</td>
<td>109,533</td>
<td>212,727</td>
<td>+94%</td>
</tr>
<tr>
<td>Avg. Unique Email Open Rate</td>
<td>19.8%</td>
<td>22.2%</td>
<td>+12%</td>
</tr>
<tr>
<td>Unique Clicks</td>
<td>20,663</td>
<td>38,041</td>
<td>+84%</td>
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</table>
PRICE PROMOTIONS

- Email addresses only collected during online purchases
- Drive online entries with discounted price
- % of entries purchased online grew from 20% to 67%
- Online purchasers buy more entries, so ROI not negatively impacted
BIG TIME TEXAS HUNTS SALES

BTTH CUSTOMERS

<table>
<thead>
<tr>
<th>Direct Mail + Email Reminders</th>
<th>29,148</th>
<th>28%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail Only (No Email)</td>
<td>11,617</td>
<td>23%</td>
</tr>
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</table>

DIRECT MAIL + EMAIL ONL Y

<table>
<thead>
<tr>
<th># Entries</th>
<th>60,028</th>
<th>7,610</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Revenue</td>
<td>$559,288</td>
<td>$70,903</td>
</tr>
<tr>
<td>Net Revenue</td>
<td>$446,816</td>
<td>$61,875</td>
</tr>
<tr>
<td>ROI</td>
<td>393%</td>
<td>685%</td>
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</table>
Collect email addresses from license buyers

> 26,022 unique email addresses collected

Create excitement and interest among the hunting and fishing communities.
Different magazine article available each month since January 2016

> 16,729 increase in reach

Ghost towns abound in Texas. In fact, a look back at state maps through the years turns up nearly 1,000 towns that were... and then were not. This month, Texas Parks & Wildlife magazine features 6 of these abandoned towns that you can visit – if you dare.

See the full list
Get Texas Parks & Wildlife magazine
TIMELY INFORMATION

Generated a 247% increase in new subscriptions

License renewal, reactivation and reminder emails accounted for 40% of traffic to online license sales page on 8/15/17.
WEBSITE

174% increase in new subscribers from web in 1st month!
TPWD EMAIL SUBSCRIBERS
PARTNERING FOR R3 SUCCESS

Thinking beyond hand-outs

Chris Willard
R3 Coordinator
Oregon Department of Fish and Wildlife
Transactional Engagement

Customers Engaged Over Time

Effort 1  Effort 2  Effort 3  Effort 4

○ = Relative size of program, campaign, event, etc.
Customer Centered Approach
Supporting the Hunter and Angler Customer Journey

I could see myself hunting and/or fishing
I'm going to hunt and/or fish
I bought a license and went hunting and/or fishing

Agency Strategies to Support the Customer Journey

- Enhance Discovery
- Engage & Educate
- Transact & Support

Steps:
- Awareness
- Evaluation
- Buy
- Experience
- Bond
- Advocacy
I’m going to fish!
Start with trout – SO EASY!

- Fishing license
- Basic gear and tackle
- Simple techniques
Retail Endcap Displays ● 70+ Locations

Goals:
- Make it easier to find entry level products:
- Make it easier to find basic “where to” and “how to” information
- Promote ODFW online resources
- Encourage purchases
- Increase awareness & consideration of trout fishing
ODFW Reflections & Lessons

• Think strategically
  • Partner core competencies are not providing free stuff!

• Break it down, stick-figure like
  • Why it’s important to you & why it should be important to them.

• Resources
  • Be prepared to work – hard!
  • Be prepared to contribute funding

• Be Patient!
Building on Connected Experiences

Sustained Relationships → Loyalty → Advocacy

Customers Engaged Over Time

Aligned Agency / Partner Efforts

Social media base

Effort 1  Effort 2  Effort 3  Effort 4
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