



Email Marketing to Wisconsin's First-Time Buyers and Lapsed Anglers



*Is Email
Marketing
a Viable R3
Strategy?*



Email Marketing Campaign

- 1** *First-Time Buyers* - Purchased a discounted FTB fishing license in 2016
- 2** *Lapsed Anglers*- Purchased at least one fishing license between 2006 and 2016 – **but not in 2017**

Ages 18-65

Email Marketing Campaign

- Control and Treatment groups created from **Go Wild** licensing system





WISCONSIN DEPARTMENT
OF NATURAL RESOURCES

GoWild.WI.Gov

Control and Treatments	First Time Buyers	Lapsed Anglers
Control	2,502	37,346
Treatments	15,500	204,500


Email Marketing Campaign


 Wisconsin Department of Natural Resources








You against the fish - you belong there!


Take advantage of Wisconsin's lakes, rivers and streams for the ultimate outdoor experience. Buy your fishing license again and get reacquainted to the state's fantastic fish and fishing.




BUY YOUR FISHING LICENSE NOW! 

Connect with us - Fishing Wisconsin     


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Free time is fun time, family time, fishing time

Spend your time enjoying Wisconsin's fantastic lakes, rivers and streams, again. Buy your fishing license and go back to a simpler time – you, the water, your family, the fish and FUN!



BUY YOUR FISHING LICENSE NOW! 

Connect with us - Fishing Wisconsin     

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Email messaging varied with audience:

- millennials
- boomers

Email Marketing Campaign

Newsletter Content

Fishing regulations

Annual fishing report

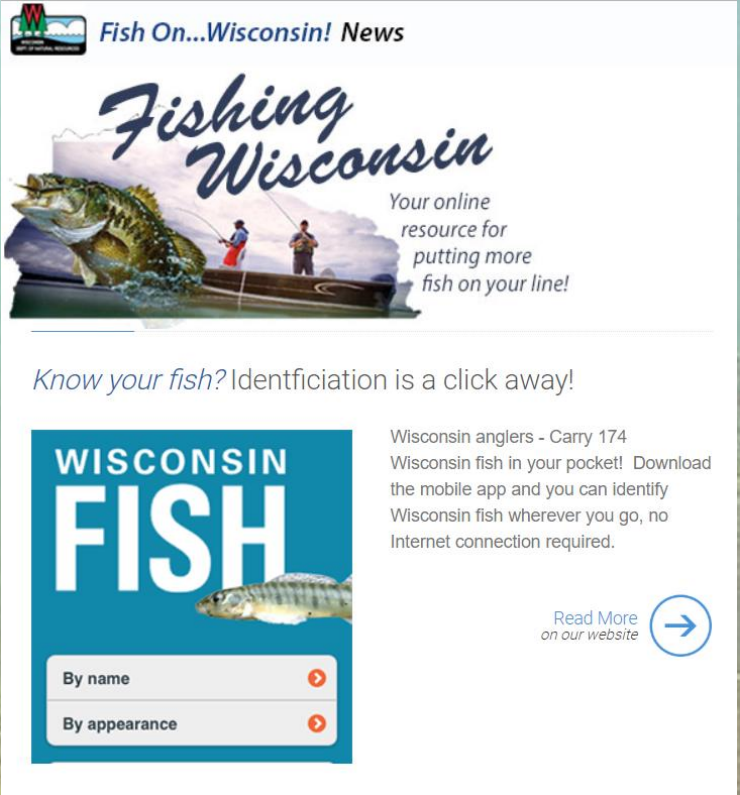
Tackle loaner information

Fishing locations

Fish ID

Fish consumption advice

Fish recipes



Fish On...Wisconsin! News


Fishing Wisconsin


Your online resource for putting more fish on your line!

Know your fish? Identification is a click away!

Wisconsin anglers - Carry 174 Wisconsin fish in your pocket! Download the mobile app and you can identify Wisconsin fish wherever you go, no Internet connection required.

Read More [→](#)
on our website

By name 

By appearance 

The screenshot shows a newsletter header with a logo, a main title 'Fishing Wisconsin', and a sub-headline. Below is a section for fish identification with a 'WISCONSIN FISH' graphic and two dropdown menus. A 'Read More' link with a right-pointing arrow is also visible.

Email Marketing Campaign

4 email reminders – three before opener, fourth after opener.



April 2018							May 2018							
No.	Su	Mo	Tu	We	Th	Fr	No.	Su	Mo	Tu	We	Th	Fr	Sa
14	1	2	3	4	5	6	18			1	2	3	4	5
15	8	9	10	11	12	13	19	6	7	8	9	10	11	12
16	15	16	17	18	19	20	20	13	14	15	16	17	18	19
17	22	23	24	25	26	27	21	20	21	22	23	24	25	26
18	29	30					22	27	28	29	30	31		

April 5 and April 26

May 3 and May 31

Email Marketing Campaign

FTB Anglers	Purchased	Percent Lift
Control:	20.5%	
Newsletter Boomer:	24.0%	3.5%
Newsletter Millennial:	25.2%	4.7%
Reminder Boomer:	24.6%	4.1%
Reminder Millennial:	24.2%	3.7%

$$15,000 \times 0.04 = 600$$

Email Marketing Campaign

Lapsed Anglers	Purchased	Percent Lift
Control:	9.7%	
Newsletter Boomer:	11.4%	1.7%
Newsletter Millennial:	11.7%	2.0%
Reminder Boomer:	11.4%	1.7%
Reminder Millennial:	11.2%	1.5%

$$204,500 \times 0.018 = 3,680$$

*What can be
done to
improve
results?*



WI DNR

2018 Angling Email Insights Campaign





Filament project objectives

Recommendations and email best practices

- Content relevancy
- **Appropriate subject lines**
- Concise messaging that supports goals
- **Appropriate variables to maximize CTR**
- Mobile functionality and friendliness
- Consistent branding
- **Impact on target audience and tracking**

Repeat Performance? Improvements

Subject Lines

- **Lead without Call to Action?** Soft sell?
- **Use numbers?** 1 reason to buy your license
- **Ask a question?** More engaging?
What's the top fishing mistake?
Ready for a day on the lake?

Repeat Performance? Improvements

- ***Use link tracking parameters (UTM)- Track performance of campaigns in Google Analytics***
- **Source** – where the traffic is coming from? ***GovDelivery***
- **Medium** – how is the traffic getting here? ***Email***
- **Campaign** – why is the traffic coming here? ***LapsedAnglerCampaign***
- **Content** – what link brought them here? ***GoWild***

Repeat Performance? Improvements

GovDelivery link tracking


Link Tracking Parameters


The link tracking parameters specified here will be added to all hyperlinks in this bulletin. [LEARN MORE ↗](#)

Key name	Default value	
utm_source	govdelivery	✖
utm_medium	email	✖
utm_term		✖
utm_content	GoWild	✖
utm_name		✖

+ ADD PARAMETER


Reset to Account Defaults

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BUY YOUR FISHING LICENSE NOW! [➔](#)

Connect with us - *Fishing Wisconsin*



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FISH ON...

WISCONSIN!

It's catching.