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
NEW BUSINESS OPENINGS
FASTER TAX COLLECTION
REDUCE GESTATIONAL DIABETES
INCREASE FLU SHOTS
REDUCE SPREAD OF INVASIVE SPECIES
INCREASE LITERACY
REDUCE HOMELESS VETERANS
INCREASE VOTER TURNOUT
REDUCE TEXTING WHILE DRIVING
SELL MORE FISHING LICENSES
INCREASE ACCESSIBILITY
REDUCE DRUNK DRIVING
INCREASE COLON CANCER SCREENING
GROW JOBS
SUPPORT RECYCLING
ENGAGE PUBLIC IN LEGISLATION
INCREASE NEIGHBORHOOD WATCH
GROW THE ECONOMY
REDUCE CAR TOWING AFTER WEATHER EMERGENCY
REDUCE SUICIDES
INCREASE FOSTERING EVENT ATTENDANCE
CAMPING PERMITS
DISASTER ASSISTANCE
SCHOOL CLOSURES
VOLUNTEERS
AGING HEALTH PET ADOPTION
LIBRARY USAGE
JOB TRAINING
TAX RENEWAL
SHELTERS EVACUATION
NOTIFICATION
HUNTING LICENSES
FAMILY SERVICES
INCREASED MEMBERSHIP REDUCED POLLUTION NATIONAL PARKS FARM SERVICES SAFETY EDUCATION HOUSING PROGRAMS FOOD SAFETY
DO MORE WITH LESS
THE PATH FORWARD IS UNCLEAR...
GOVERNMENT IS AT A CROSSROADS

- Retiring Experienced Workforce
- Citizen Expectations Rising
- Budget Pressures Tightening
- Rapid Technology Change
SHARED GOALS
SHARED GOALS

Reach More People

Get them to take action

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SHARED GOALS – PUBLIC SECTOR FUNNEL

Reach More People

Get them to take action

Better lives for more people

Minneapolis
City of Lakes

9
What is at the bottom of the funnel for this role, office, agency, project?

IF WE SUCCEED, THE OUTCOME WILL BE __________.
7 Ways Digital Marketing Increase Participation in Recreational Angling and Boating
Digital Marketing
Improves Outcomes
Recruit new customers locally & attract new non-resident customers

Retain existing customers and drive increased customer satisfaction & engagement

Provide ways for supporters and target audiences to become advocates of your message and programs
IDENTIFY AND ALIGN OBJECTIVES WITH COMMUNICATION
Have more objectives than you know what to do with?

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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WHO DO YOU NEED TO REACH?

Families & Youth

Businesses & Partners

Legislators, Internal Staff & Public Sector Agencies
UNDERSTAND AUDIENCE DEMOGRAPHICS

AMY PROVIDE CONTEXT

Generation Z (born after late 1990s)
BUILD THE POWER OF YOUR BRAND
POWER OF BRANDING
SEND MESSAGES THAT GET READ
MORE INFORMATION, SHORTER ATTENTION SPANS

34 GIGABYTES

8.2 SECONDS
# A/B Testing

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<th>Version B</th>
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*Version A is the winner!*
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

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

How You Can Help #SaveTheMonarch

The monarch butterfly migration is one of the wonders of the world. They fly thousands of miles from Canada to Mexico, where they spend the winter. None of them have ever made the trip before, but they all know how to get there. How the monarchs find their way is still a mystery, but we do know that Texas plays an important role: large numbers of monarchs funnel through here in early fall to get to Mexico. Then, they come back through in spring as they head north. And they have to eat when they do.

In recent years, the number of monarchs has gone down 80% (for this information in Spanish, watch this video). A lot of this decline is because the butterflies and their caterpillars can’t find enough to eat due to loss of habitat.

But you can play a role in helping to #SaveTheMonarch by doing things like planting a pollinator garden where they can infest and perhaps lay eggs during their migrations. It doesn’t matter if you live in the heart of the city or far out in the countryside. If you’re interested in helping the monarchs, it’s never too late to start!

Email 1

Email 2
USE CASE: DEPARTMENT OF VETERANS AFFAIRS

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

+138% more opens

+57% more clicks
MORE CHANNELS, MORE ENGAGEMENT
Hi from Sight Day. Have you received your glasses in the mail yet?

If NO:
- Sorry to hear that. Please call Karen at 215-403-5587 for help.
- Identify + act on high-priority cases

If YES:
- Great. Is your child wearing them? A Yes / B No, doesn’t want to / C No, they’re lost
- Great. How have the glasses made a difference?
- 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?
- Track outcomes
- Sounds too good to be true, but an actual quote.
ENGAGE, THEN RE-ENGAGE
HOW DOES IT WORK

**REACH**
Build a massive audience with the GovDelivery Network.

**ONBOARD**
Establish brand and articulate value.

**TARGET & PERSONALIZE**
Gather key information, create a personalized experience.

**RE-ENGAGE**
Continuously improve outreach, drive increased conversion.

**CONVERT**
Drive better outcomes for a dynamic audience.
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.*

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Digests are sent on daily and weekly intervals.
Didn’t open?
Didn’t click?
Didn’t convert?
Almost converted?
Won’t convert?

Re-send
Send 2nd version
Swap messaging
Send cart abandon message
Try a promotion or mini conversion
USE CASE: WYOMING GAME & FISH DEPARTMENT

GAME AND FISH SEEKS INFORMATION IN WANTON WASTE OF GAME FISH

Sheridan, Wyo. The Wyoming Game and Fish Department is seeking information that will lead to the apprehension of whoever illegally dumped nearly 400 game fish near Gillette in Campbell County.

The fish were discovered east of the Collins Heights subdivisions on June 8, 2011 and reported to South Gillette Game Warden Dustin Kinch. During a field investigation of the rotting fish, Kinch was able to count and identify at least 168 crappie. Crappies are classified as a game fish in Wyoming statutes. Game Warden Kinch said, “This is the largest wanton waste of game fish I have witnessed.”

Suspect Identified in Wanton Waste of Game Fish

Sheridan, Wyo. Wyoming Game and Fish Department has released a photo of one of 5,000 individuals involved in the wanton, reckless dumping of fish in Campbell County.

The suspect, who was contacted on Tuesday, June 8, and identified as a local resident, has been identified.

South Gillette Game Warden Dustin Kinch said, “We contacted the suspect, who was contacted about 9:30PM on Tuesday, June 8 and within a couple of hours he had identified the individual responsible for dumping the fish called me and turned himself in.”

Wyatt Kirkness was contacted on Wednesday, June 8, 2011 that about 400 fish, mostly crappies, had been dumped east of the Collins Heights subdivision near Gillette. Warden Kinch continued, “I would like to thank the local citizens for their cooperation and assistance in this case.”
USE CASE: FLORIDA FISH & WILDLIFE

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
5 Key Areas for Success

Outcomes
- Communications

People
- Staff
- Expertise

Reports
- Monitoring
- Metrics

Audience
- Capture Strategy
- Reach

Solutions
- Channels
- Cross Promotions
THANK YOU FOR YOUR TIME

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

More resources available: govdelivery.com/resources