

Virginia Boat Registration Reactivation Campaign



CONSERVE. CONNECT. PROTECT.

Background...

Three-Year Motorboat Registration Fees

16 feet or less	\$27
16 to less than 20 feet	\$31
20 to less than 40 feet	\$37
40 feet in length or longer	\$45
Livery of up to 10 boats	\$27
Livery of more than 10 boats	\$9

Online, in-person, phone or mail



Campaign Overview...

Target Audience

15,551 lapsed boat registrations from 2015-2017

Objectives

- 1. Reactivate lapsed boaters**
- 2. Determine effective messages, content and delivery**

Methods

Mailers

Control boat: 944

Control fish: 788

Treatment boat: 8504

Treatment fish: 7047

Emails

471 boat only

823 boat/fish



Your boat registration expired for the boat shown below.



Fee Due: \$37.00

PIN 1931
CID B267162

VA Registration No.	Make	Year	Length
VA8603SS	WAHOO	1994	23-0

Renew now to receive your new registration.

Joanne Martonik
RBFF
500 Montgomery St Ste 300
Alexandria, VA 22314-1657



Change of address? Sold your boat? www.gooutdoorsvirginia.com

FLOAT AWAY FROM
LIFE'S WORRIES -
GO BOATING
PUT YOUR BOAT
BACK IN THE WATER...
AND PUT MORE
FUN IN YOUR LIFE.

3 Easy Ways to renew your boat registration...

1. Renew Online: Go to <http://www.gooutdoorsvirginia.com> and follow the instructions. While you are there, you can also update your address.
2. Renew in person: At the DGIF home office at 7870 Villa Park Dr., Suite 400, Henrico, VA 23228 or visit the nearest Division of Motor Vehicles (DMV).
3. For questions or to renew over the phone: Call (804) 767-7766 or email boat-reg@dgif.virginia.gov



Boat Registration Fees

3 year Registration (<16ft)	\$27.00
3 year Registration (16ft to <20ft)	\$31.00
3 year Registration (20ft to <40ft)	\$37.00
3 year Registration (40ft and over)	\$45.00

An additional \$1.50 is applied for enhanced online renew services.

Boat Registration Renewal Information for Your Records

VA Registration No.	MAKE	YEAR	LENGTH	FEE DUE
VA8603SS	WAHOO	1994	23-0	\$37.00

NPA2-29822-101214-4400-p8

Your boat registration expired for the boat shown below.



Fee Due: \$31.00

PIN 6351
CID B1084798

VA Registration No.	Make	Year	Length
VA6085AE	LOWE	1982	16-0

Renew now to receive your new registration.

Stephanie Hussey
RBFF
500 Montgomery St Ste 300
Alexandria, VA 22314-1657



Change of address? Sold your boat? www.gooutdoorsvirginia.com

THE
FISH ARE IN
THE WATER.
SHOULDN'T YOU
BE IN YOUR BOAT?

3 Easy Ways to renew your boat registration...

1. Renew Online: Go to <http://www.gooutdoorsvirginia.com> and follow the instructions. While you are there, you can also update your address.
2. Renew in person: At the DGIF home office at 7870 Villa Park Dr., Suite 400, Henrico, VA 23228 or visit the nearest Division of Motor Vehicles (DMV).
3. For questions or to renew over the phone: Call (804) 767-7766 or email boat-reg@dgif.virginia.gov



Boat Registration Fees

3 year Registration (<16ft)	\$27.00
3 year Registration (16ft to <20ft)	\$31.00
3 year Registration (20ft to <40ft)	\$37.00
3 year Registration (40ft and over)	\$45.00

An additional \$1.50 is applied for enhanced online renew services.

Boat Registration Renewal Information for Your Records

VA Registration No.	MAKE	YEAR	LENGTH	FEE DUE
VA6085AE	LOWE	1982	16-0	\$31.00

NPA2-29822-101214-4400-p8



Results

Total Number of Mailers 15,551

Overall Response Rate Control – 2.6%
Treatment - 6.1%

Overall Lift 3.5%

Net Program Revenue \$28,045

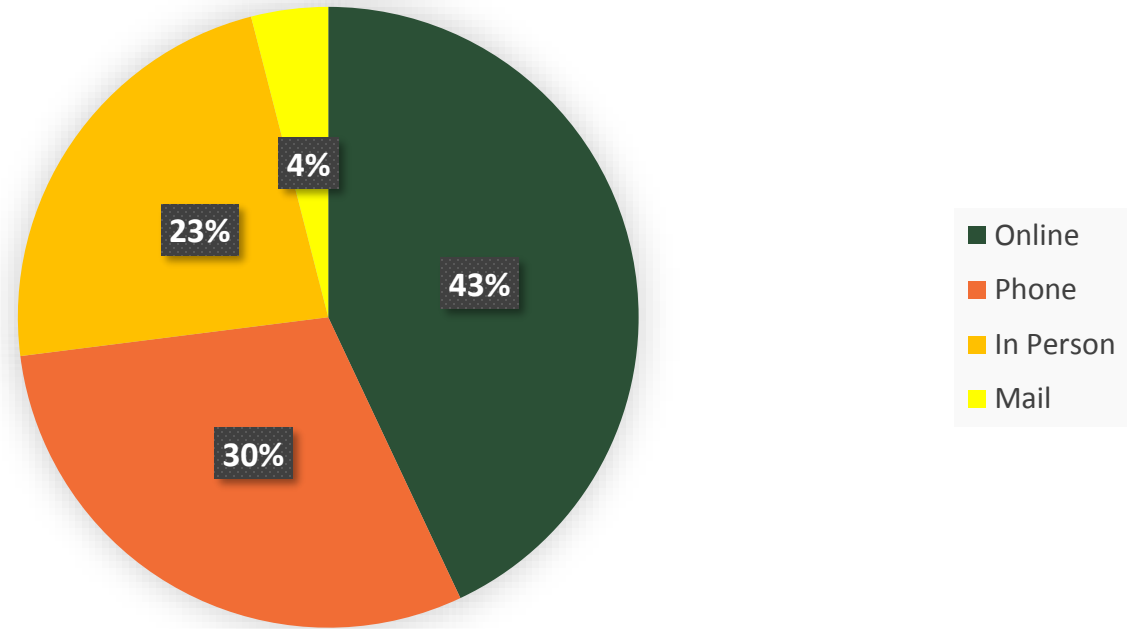
Net Increase in Registrations 544

Net Revenue Based on Lift \$16,195

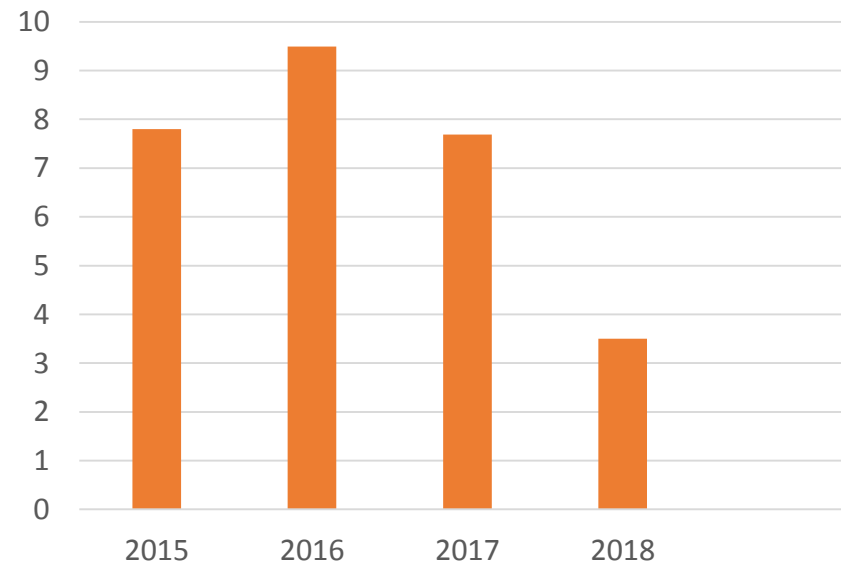
Lessons Learned

- 1) Higher # of registrations online
- 2) Lower lift than previous years
 - a. Lower initial target
 - b. Better databases
 - c. Email/paper reminders
- 3) Significant # of closed and cancelled
- 4) Fishing vs. boating messages did not impact campaign

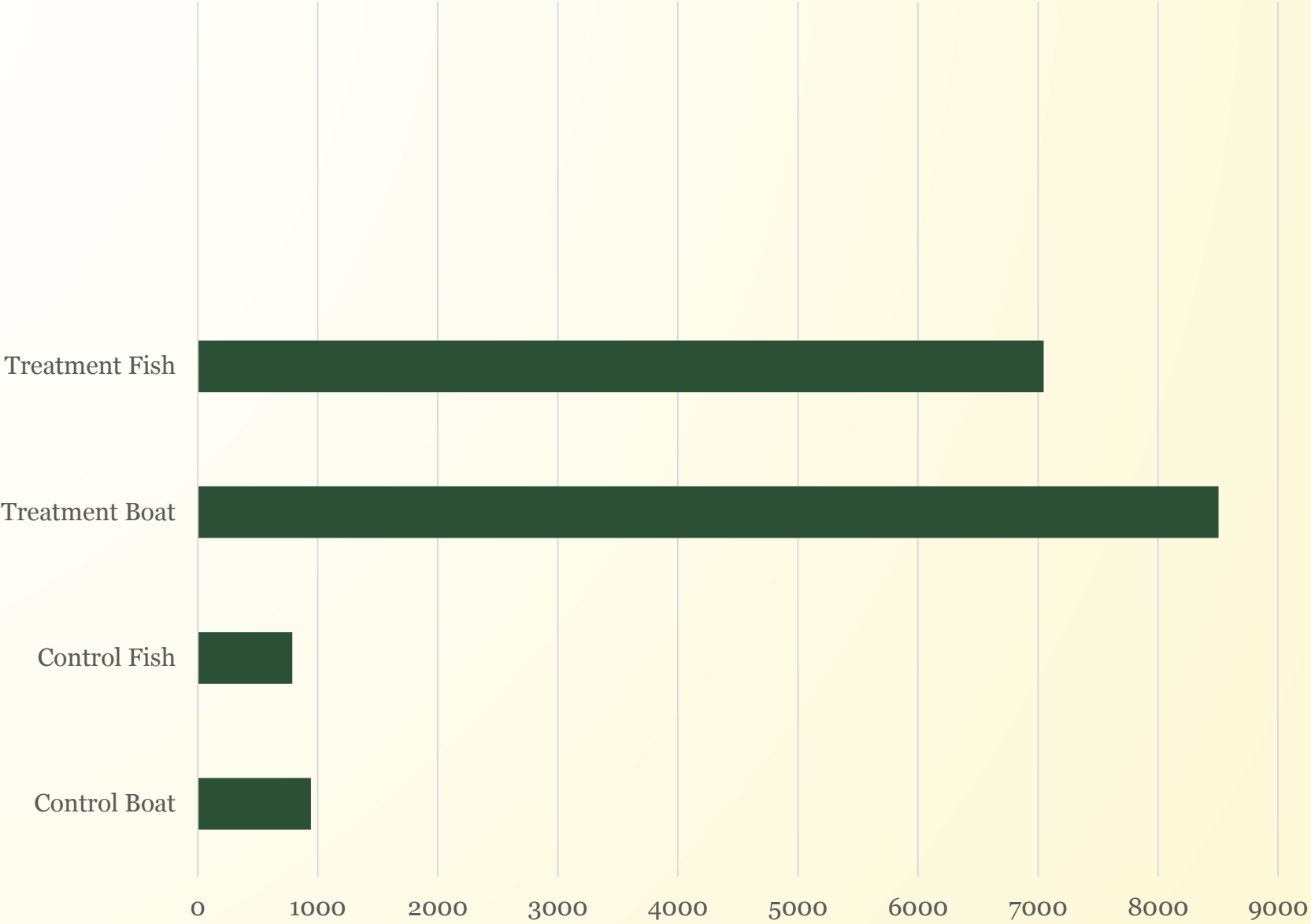
Renewal Type



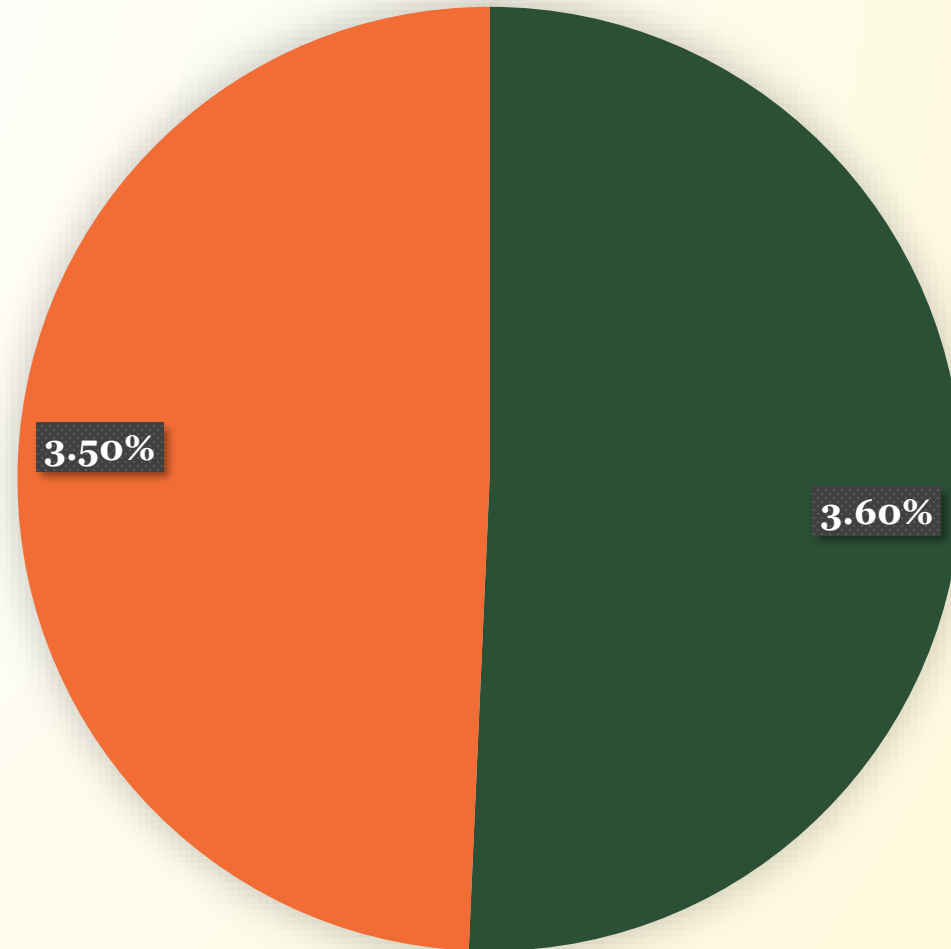
Response Lift % by Year



Mailer Response



Mailer Lift



■ Treatment Fish ■ Treatment Boat





CONSERVE. CONNECT. PROTECT.

Float away from life's worries

Put your boat back
in the water...

and put more fun
in your life.



3 Easy Ways to renew your boat registration:

1. **Renew Online:** Go to Vessel.GoOutdoorsVirginia.com and follow the instructions, including updating your address.
2. **Renew in Person:** At the DGIF home office at 7870 Villa Park Drive, Suite 400, Henrico, VA 23228 or visit the nearest [Division of Motor Vehicles \(DMV\)](#).
3. **For questions or to renew over the phone:** Call (804) 767-7766 or email boat-reg@dgif.virginia.com

[Renew Your Boat Registration Online](#)

If you have already renewed your boat, thank you for your continued support.



CONSERVE. CONNECT. PROTECT.

The fish are in
the water...

shouldn't you be
in your boat?



3 Easy Ways to renew your boat registration:

1. **Renew Online:** Go to Vessel.GoOutdoorsVirginia.com and follow the instructions, including updating your address.
2. **Renew in Person:** At the DGIF home office at 7870 Villa Park Drive, Suite 400, Henrico, VA 23228 or visit the nearest [Division of Motor Vehicles \(DMV\)](#).
3. **For questions or to renew over the phone:** Call (804) 767-7766 or email boat-reg@dgif.virginia.com

[Renew Your Boat Registration Online](#)

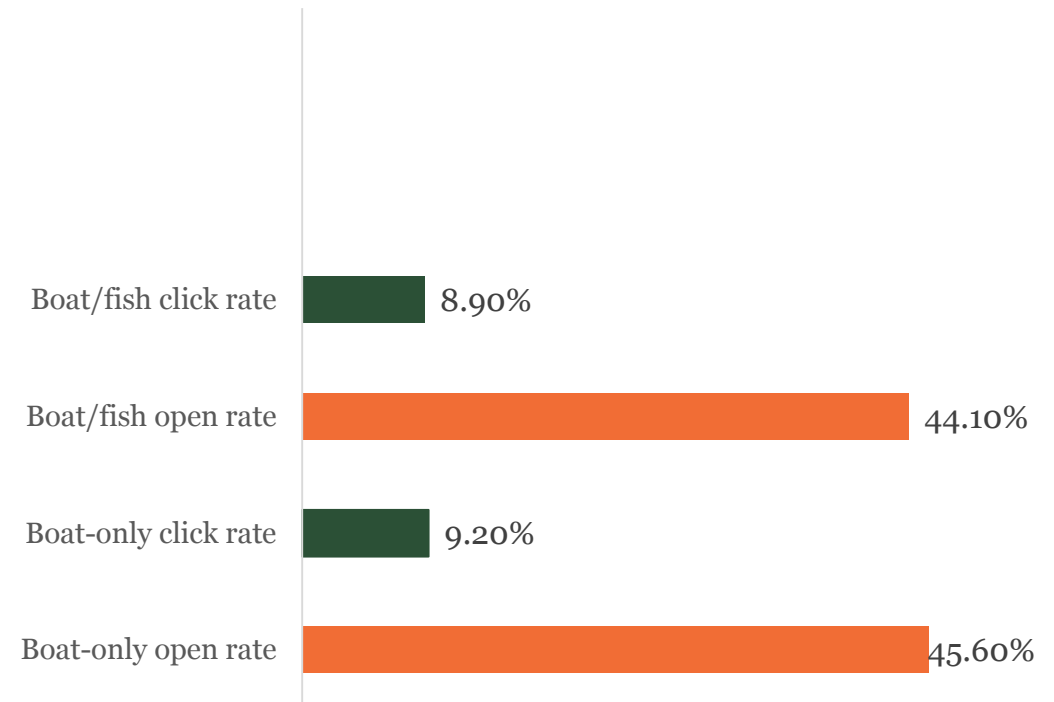
If you have already renewed your boat, thank you for your continued support.



Lessons Learned

- 1) Easy and efficient to implement
- 2) Good open and click rates but little difference between messages
- 3) 3.4% of clicks resulted in revenue
- 4) Difficult to evaluate

Email Response



Thank you!

Contact

Edward.Herndon@dgif.Virginia.gov

804-367-0585



Reactivating Lapsed Anglers in Kentucky:

Summer 2018 Email Campaign

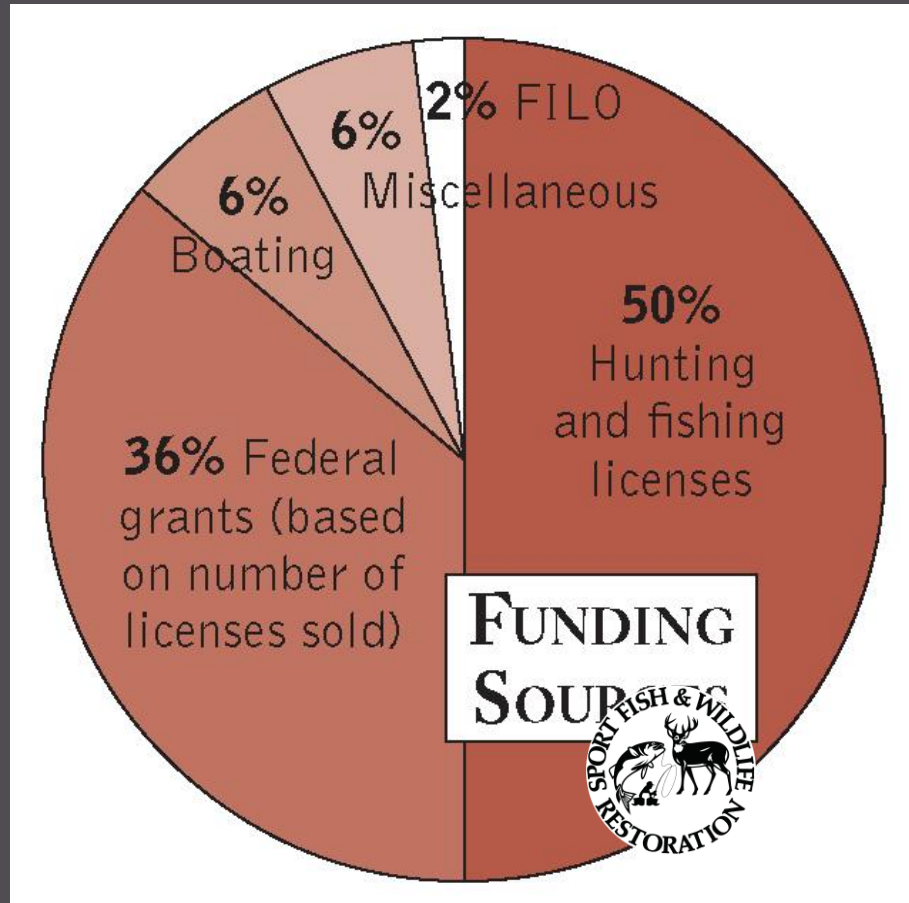


Brian Clark

Assistant Director, Marketing Division

Kentucky Department of Fish & Wildlife Resources

KDFWR Funding

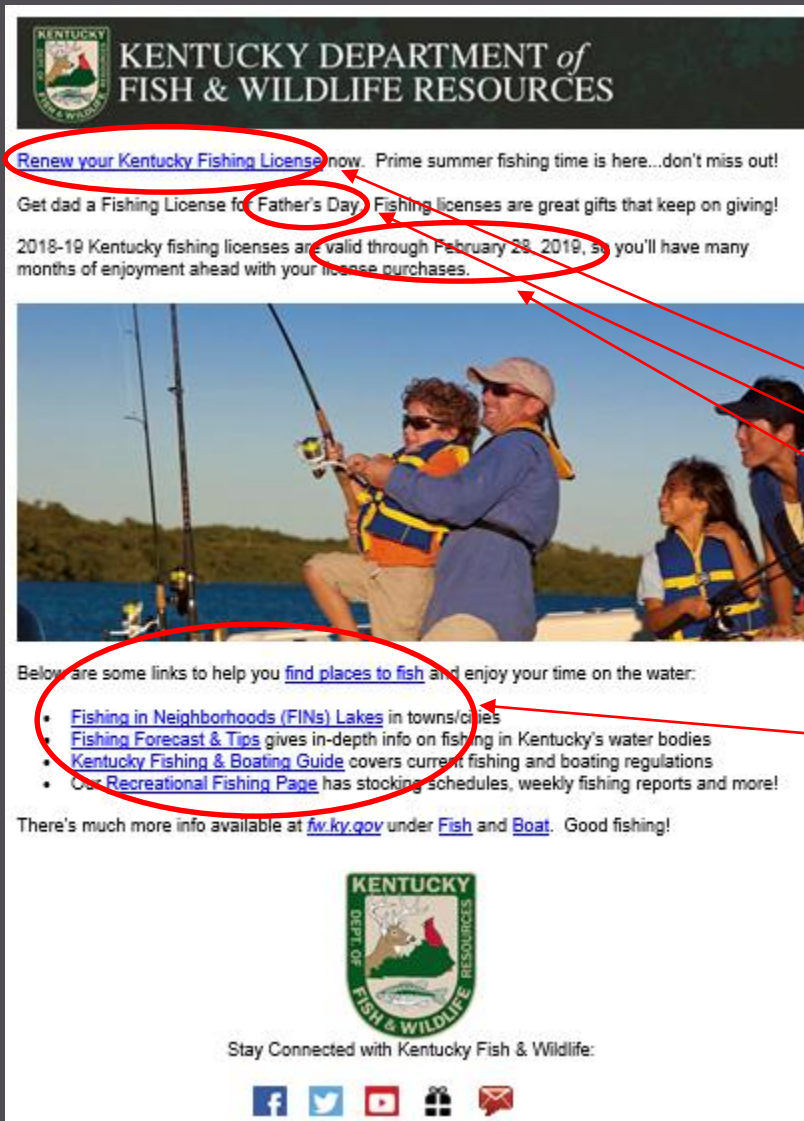


Purpose of the Campaign

- Promote sales & participation
 - During summer sales lull
 - Past successes with email campaigns
- Provide current fishing information
 - License update (new 2018 pricing & branding)
 - Fishing access sites
 - Stocking schedules
 - Fishing & Boating Guide (regulations digest)



Email Messages



Two Holiday Waves:

- 1. Father's Day
(email sent June 11)
- 2. Independence Day
(email sent June 25)

Key Elements

- Call to action (renew)
- Holiday/gift reference
- Lots of fishing time left in license year!
(March 1-February 28)
- One-click links to key info



Results

- **Lapsed Angler Population (Past 5 Years)**
 - 872,654 total customers
 - 150,807 with valid emails
- **Email Performance (June 11-July 11)**
 - 30% avg. open rate
 - 3% click-throughs
 - 3% conversions
- **Sales**
 - 7,203 total license sales to email group = 4.8%
 - \$218,407 gross revenue
 - (Control group sales = 3.1%)
 - 1.7% net margin /lift

 - **2,551 licenses sold**
 - **\$77,352 net revenue increase**




Take Aways

- **Reinforced our positive experience with email marketing**
 - Anglers
 - Hunters
 - Hunter Education students
 - Elk Hunt Drawing applicants
- **Be more consistent** with lapsed customer email campaigns
- **Further research images & content** to refine messages



GA Email Retention

For Boaters, A Fishing License is a Must-Have!




Let's Go Fishing!

Are you ready to get out on one of Georgia's many lakes, or rivers? Boating and fishing together can build lasting memories. So, make this a year to remember and invite a friend or family member to go with you, and be sure to grab a fishing pole and some tackle and make it an extra special day!

Step 1: Get a License


This weekend will be the perfect time to go fishing. Getting a license is easy to do online, in a store, or by phone!



[Buy a License](#)

Step 2: Find a Fishing Hole

Check out fishing prospects by water body. See what species you can fish for, where the fish attractors are, where the boat ramps are and so much more!



[Check the Fishing Report](#)

Need More Info and Tips? Check Out the [Fishing Regulations](#), [Fishing Prospects](#) (specific info for GA Rivers&Reservoirs) and the [Weekly Fishing Report](#)

View presentation here:

<https://prezi.com/view/jsvfod6Xpbxw0oMZv7fr/>

Jenifer Wisniewski: jenifer.wisniewski@dnr.ga.gov