

License Sales and the Customer Experience Can We Be Amazon Good?



February 24, 2021





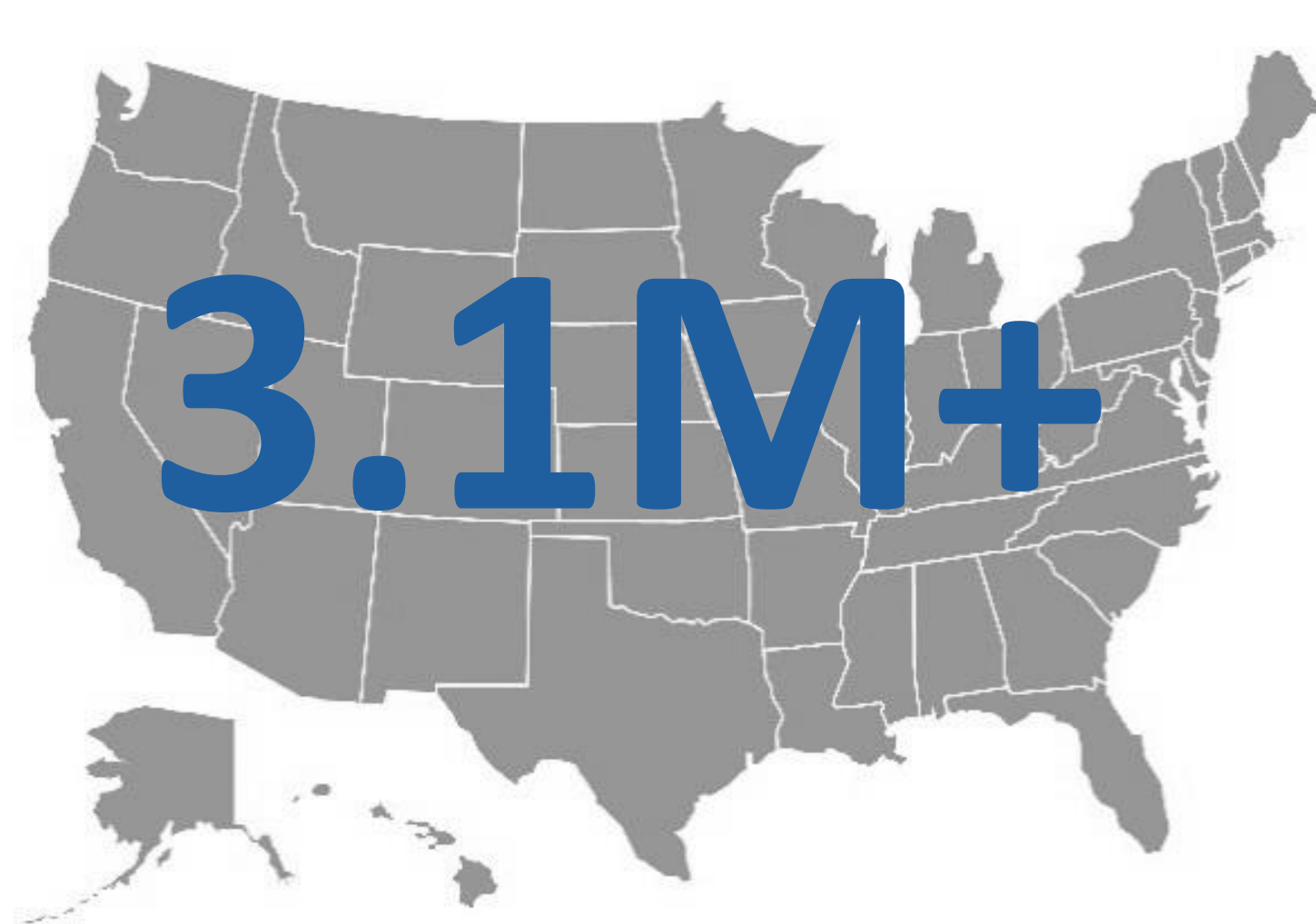
TAKEMEFISHING.org

QUARANTINE CALL TO NATURE



**RBFF STATE
MARKETING
WORKSHOP**
PRESENTED BY FISHRIAN

2019 vs 2020



11%

Total fishing license sales up

15%

Resident licenses up

1%

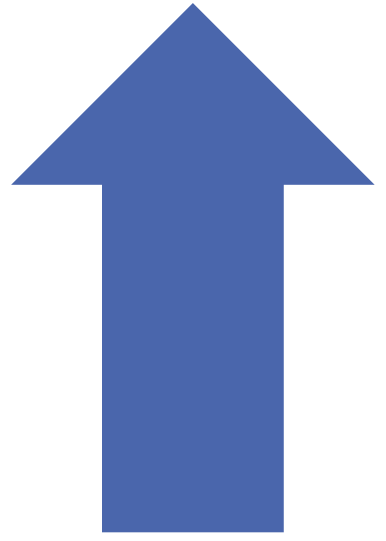
Non-resident licenses down

FY22: States Build on the Momentum



Future Participation

	NEW ANGLERS	REACTIVATED ANGLERS	NEW BOATERS	REACTIVATED BOATERS
% Enjoy Fishing or Boating Extremely/ Very Much	85%	74%	87%	89%
% Extremely/ Very Likely to Continue Fishing or Boating	90%	86%	94%	82%



My other hobbies are very independent so its nice to go out on the water with friends and be able to spend time together.

State Agency Actions



Analyze Data Base

- Identify new vs retained vs reactivated
- Examine demographics



Create a plan

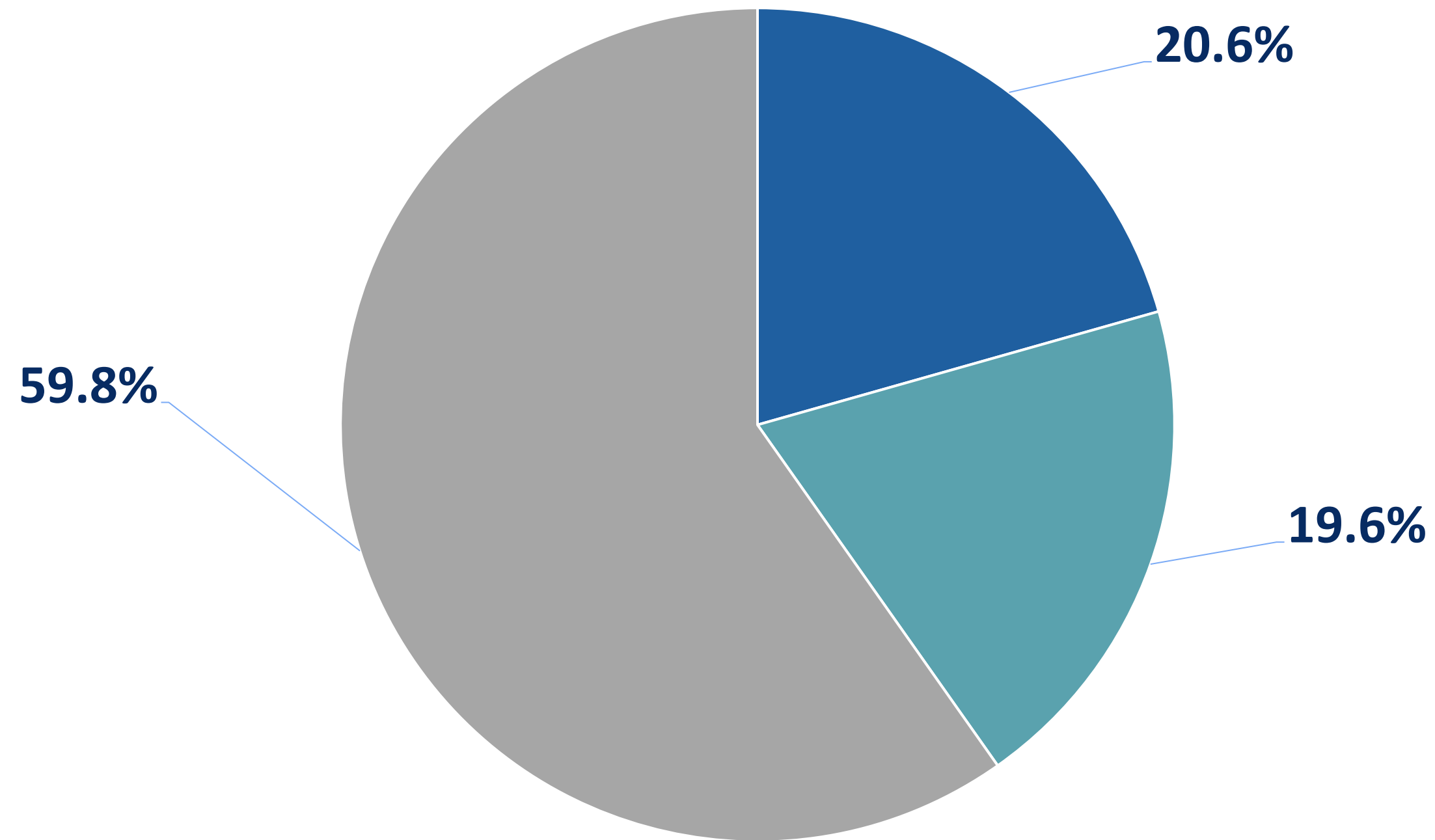
- Develop a customer engagement strategy
- Engage across different channels



Embrace Newbies

- Need extra attention
- Desire more “how to” content
- Require guidance on equipment
- Avid consumers of video

Resident License Buyers



Digital Strategy

Be Your Best Self on the Water



Active Social Families

Motivate them to be outdoors and engage in a wide variety of outdoor activities with the family.



Diversity

Engage and retain new audiences through the creation of engaging content that addresses their key motivators and barriers.

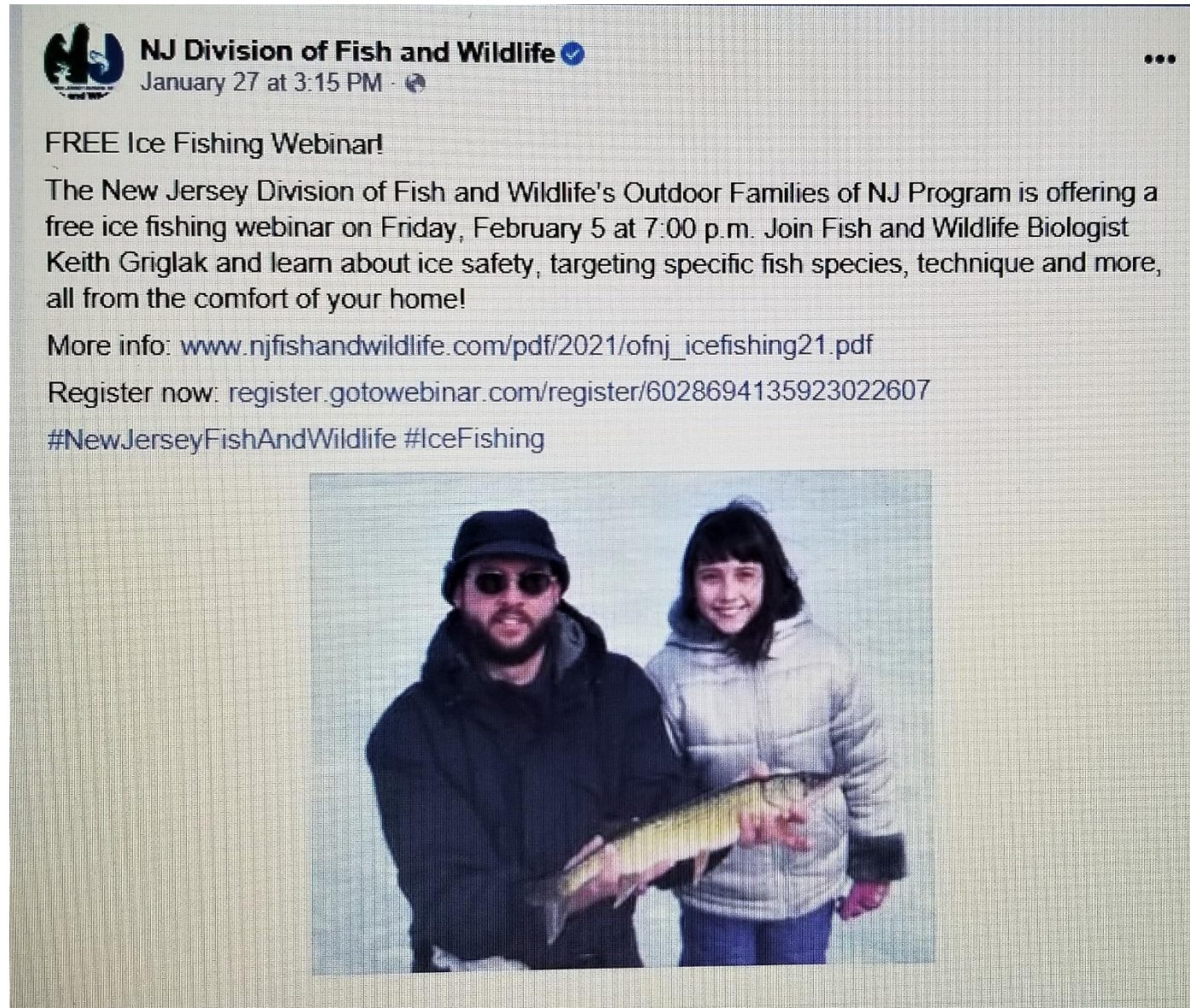


Kids-Focused

Equip and educate parents to take their kids fishing when requested.

New Participants

NJ Ice Fishing 101



Vermont Virtual Ice Fishing Festival



Here are some actions fishing & boating organizations can take to retain and engage with this new audience.

- Remind newcomers of the great fishing & boating experiences they had in 2020.
- Highlight convenient, local fishing & boating access & seasonal ideas for outings.
- Provide easy, educational fishing & boating resources.
- Emphasize the social aspects of fishing & boating.
- Recommend cost-effective, beginner fishing & boating equipment.



RECREATIONAL
BOATING & FISHING
FOUNDATION



State License Dashboards

Oregon piloted the first dashboard to:

- **Evaluate R3 needs and priorities**
- **Identify current participation trends**
- **Identify changes in customer base**
- **Identify if R3 efforts are working**
- **Identify if they should stay the course or invest in other tactics**

Partners:

Recreational Boating and Fishing Foundation

American Sportfishing Association

AFWA Tech & Data Committee

Archery Trade Association

Council To Advance Hunting and The Shooting Sports

National Wild Turkey Federation

National Marine Manufacturers Association

National Shooting Sports Foundation

Pheasants Forever

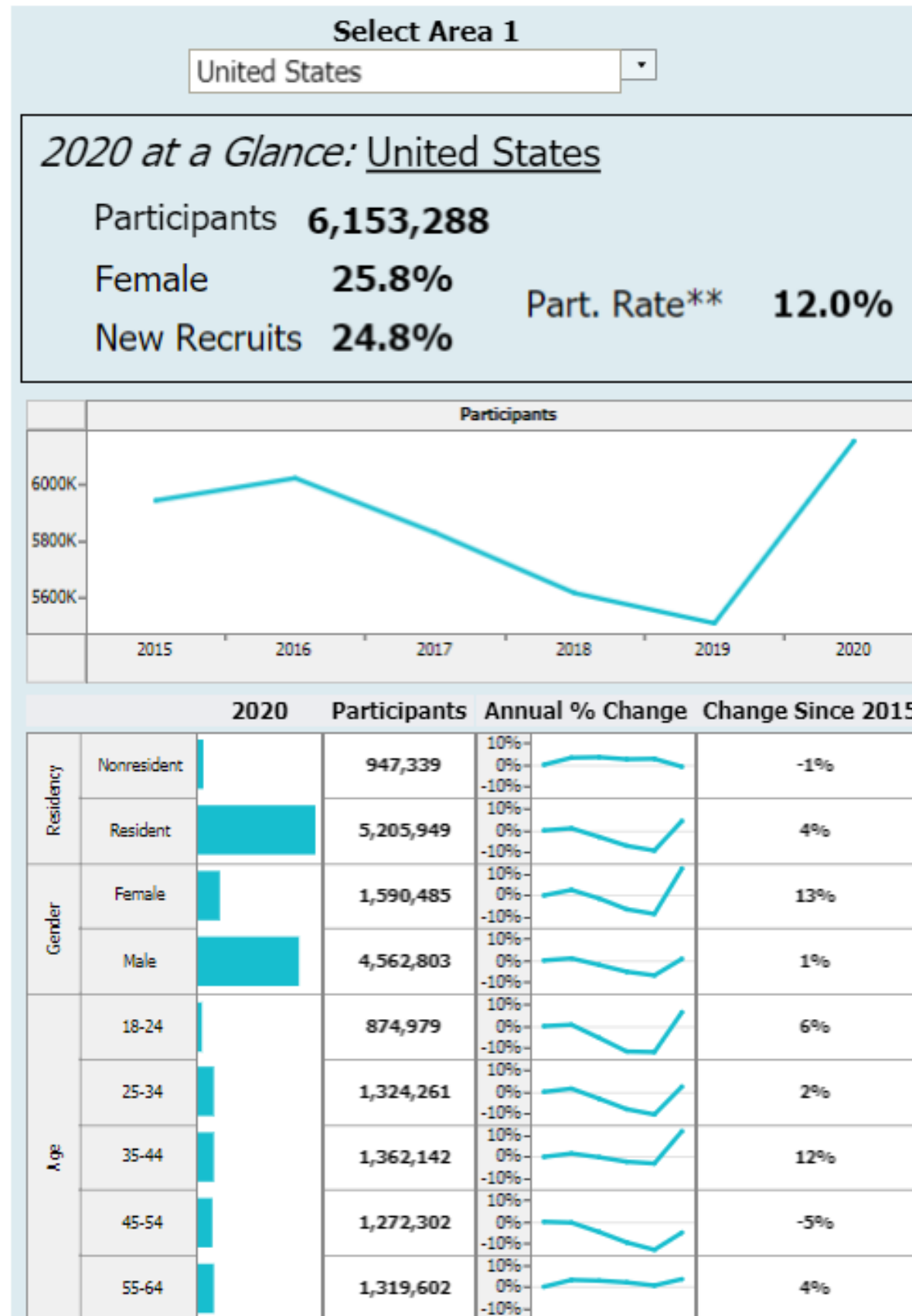
Dashboards Provide

- **Number of license buyers**
- **Churn rates**
- **New recruits, and more**
- **Results broken down to:**
 - * **Fishing and hunting licenses**
 - * **Age**
 - * **Gender**
 - * **State, regional, or national**
- **Interactive: the user selects what to see**
- **Results available annually & semi-annually, and back 10 years**

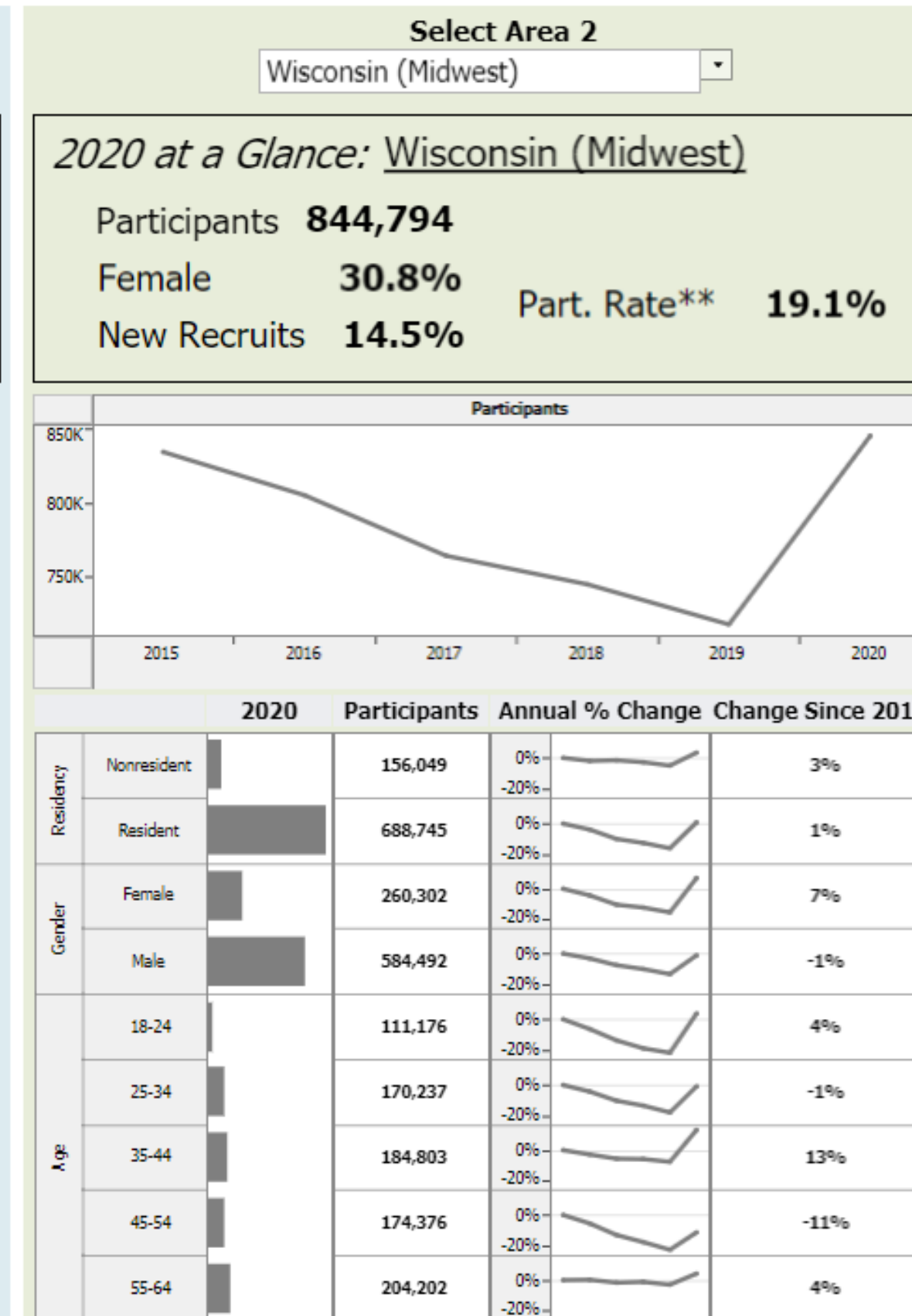
National/Regional Sportsman Participation



Select Privilege: Fishing
 Select Focus Year: 2020
 Select Base Year: 2015
 Select Time Frame: Mid-Year
 (Must be earlier than Focus Year)
 Select Metric: Participants



*Base Year > 2009 is required to view Churn Rate, and Base Year > 2013 is required to view New Recruits



**Participation rates equal the ratio of participants to the population of the selected state.

Regional/National License Dashboard Participation Status



Current: 21

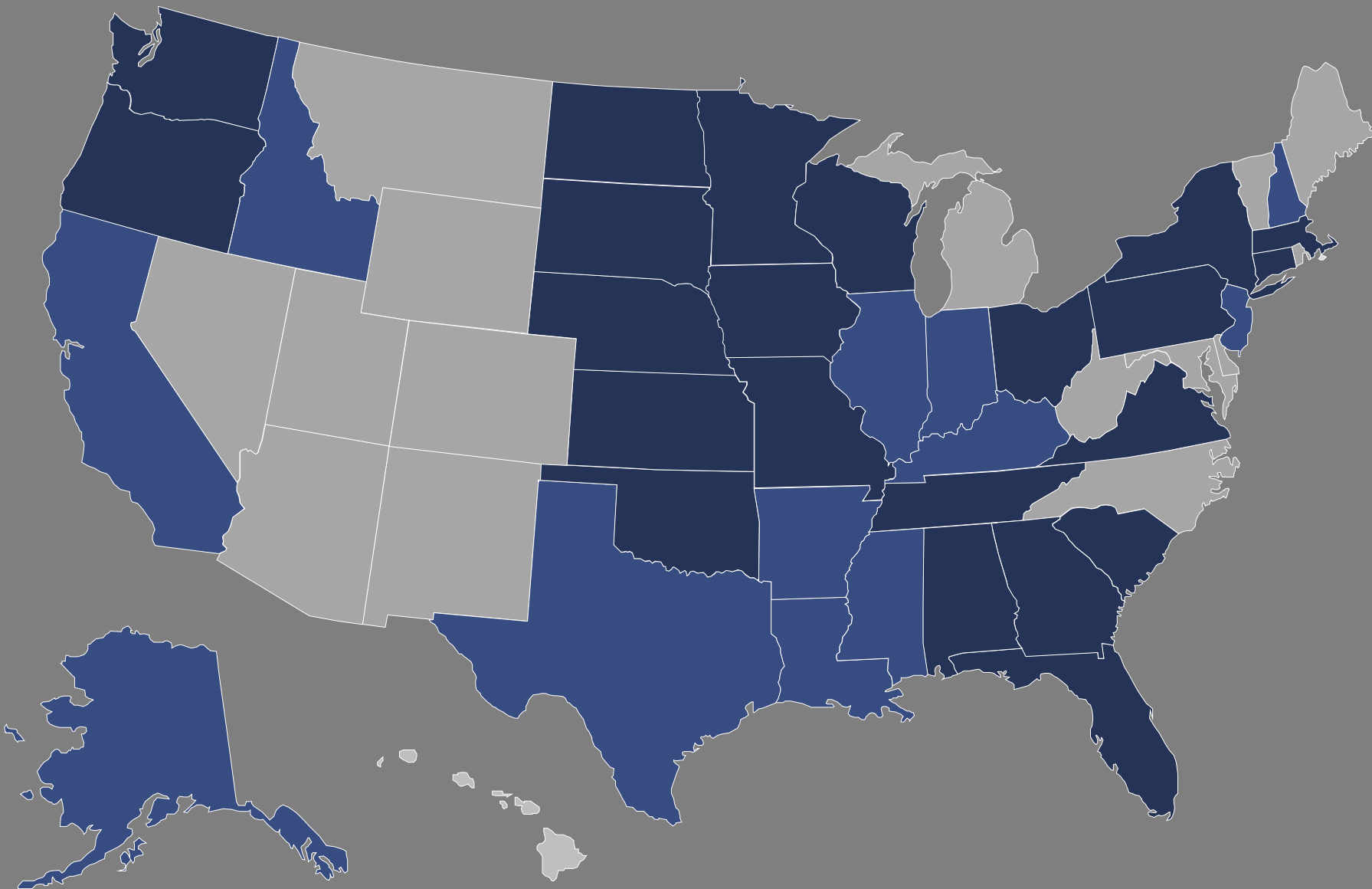
Alabama, Connecticut, Florida, Georgia, Iowa, Kansas, Massachusetts, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania (Fishing), South Carolina, South Dakota, Tennessee, Virginia, Washington, Wisconsin.



In Process/Committed: 13

Alaska, Arkansas, California, Idaho, Illinois, Indiana, Kentucky, Louisiana, Mississippi, New Hampshire, New Jersey, New York, Texas

Arizona, Maine, Nevada, Rhode Island, Vermont & West Virginia have committed to join when ten years of reliable electronic license data become available



Dashboards

Next Steps

- **Join! We need all states.**
- **Free, funded by a multi-state grant**
- **Options available to overcome data restrictions**
- **Please consider trying the real-time dashboard now being piloted!**
- **Contact Lisa Parks:
Lisa@SouthwickAssociates.com**

Customer Engagement

Make purchasing experience convenient



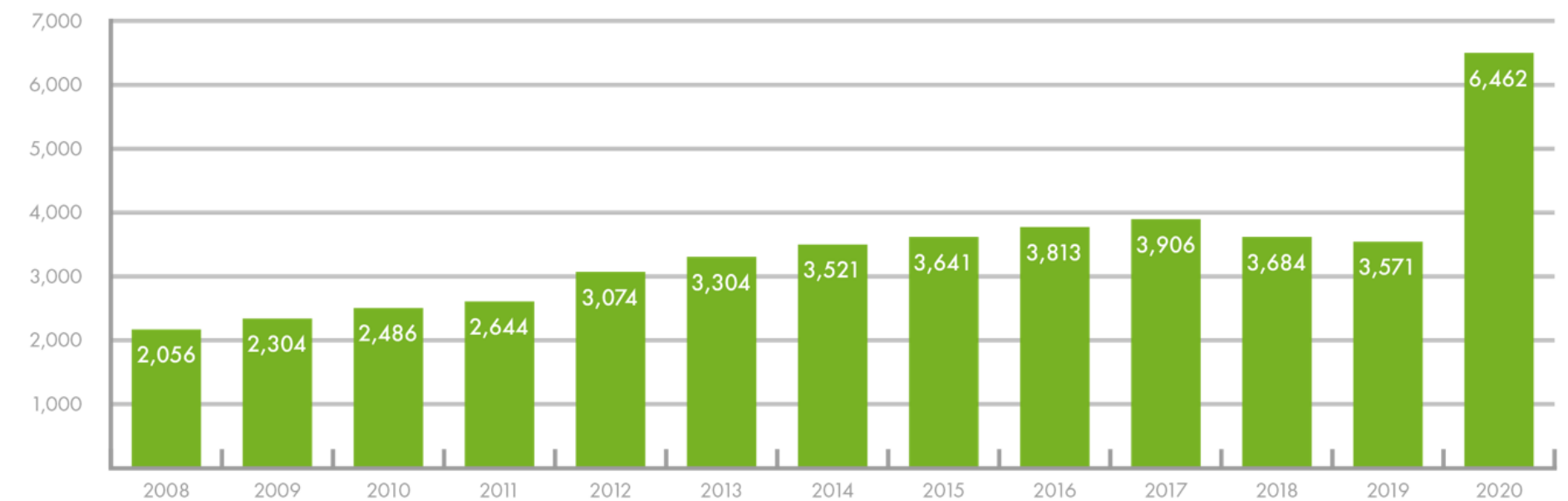
Core Commitment to Customer

- Mobile Friendly
- Find the pinch points
- Streamline
- Auto-renew
- Personalized Communication
Especially “Thank You Message”
- Customer Experience Survey

Customer Engagement



MOUNTAIN LION TAGS PURCHASED WITH AN APPLICATION



Online Fishing License Assessment

By the Numbers

51

States collect
email

43

States *require* email
collection

11

Five clicks/steps
or less

17

10+ clicks

13

States offer auto-
renew option

8

States did not
provide any email
confirmation/thank
you

6+

Number of pages it
takes to purchase a
license in 40 states

2

Customers
purchasing from a
scam site

Amazon Alexa Skill

“As an Alexa user, I would like to get updates on fishing in my area.”

- “Where is a good place to fish nearby?”
- “What fish species can be caught in Lake Anna, VA?”
- “Send directions to me.”



Customer Engagement

- ✓ Customer experience survey
- ✓ Identify pinch points
- ✓ Ascertain customer needs
- ✓ Make it easy
- ✓ Implement Customer Relationship Management (CRM)





Customer Experience



How do you want to be viewed by your customer?
Commit to CRM and strive to be mobile friendly!

Thank You



Dave Chanda
VP Industry &
Government Relations
dchanda@rbff.org



LinkedIn:
Recreational Boating &
Fishing Foundation



Twitter: [@RecBoatFish](https://twitter.com/RecBoatFish)



[#RBFFWorkshop](https://twitter.com/RecBoatFish)

Why Fishing & Boating NOW

Invitations

50%-60% of new/ reactivated anglers and reactivated boaters were invited



Extra time

40-50% of new/reactivated anglers found they had extra time due to various circumstances

Advertisements

1 in 4 new anglers mentioned seeing advertisements on TV, Social Media or in a magazine



Social distancing*

Many mention being outside provided a feeling of security while still being able to socially connect with others

Children

A third of new/ reactivated anglers were asked by children to go fishing



Dis/connection*

Nature forced most consumers to relax, step away from devices and focus on making memories and meaningful connections



America's newest anglers started participating due to key motivators.

- Inspiration from friends, family & kids — often at their request!
- Nearby, urban fishing access
- Additional free time
- Media & advertisements
- Childhood experience



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Strategic Shift

Be Your Best Self on the Water

We know time on the water makes people feel better, but why and why now more than ever?

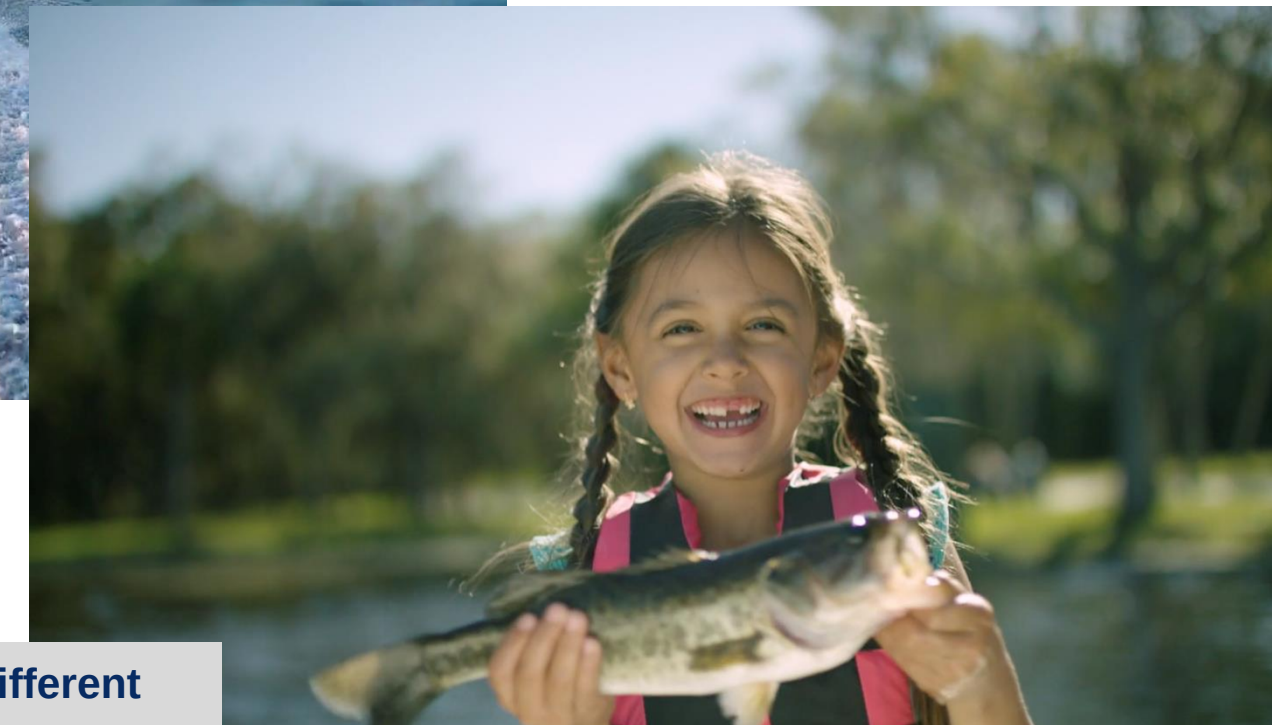
Turns out, getting on the water and disconnecting from the norm helps us build emotional resilience.

We leave behind the daily grind, news headlines and stressors of the moment to escape into the outdoors and find our best selves alongside our favorite people.

Elevates Mental Wellness
(Self-Care)



Promotes Cultural Diversity
(Self-Authenticity)



Encourages Different
Kinds of Outings
(Self-Exploration)

RBFF R3 State Investments 2020 and 2021 Funding

RBFF = \$2,553,000

State Direct Match
=\$807,000

Grants & In-kind
=\$1,224,000

- State R3 Grants = \$516,000
- VAP Grants = \$206,000
- Digital Marketing Campaign Grant = \$120,000
- Mobile First Catch Centers/ First Catch Centers = \$350,000
- Boat registration = \$726,000
- NCTC training = \$50,000
- State Marketing Workshop = \$230,000
- Photo library = \$100,000
- R3 NEAFWA committee = \$55,000
- Research = \$100,000
- Data Dashboards = \$25,000
- R3 Consultants = \$75,000

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- ✓ Data Dashboards = \$25,000
- ✓ R3 Consultants = \$75,000

RBFF = \$2,553,000

Total >\$ 4.5 million!

Grant Programs

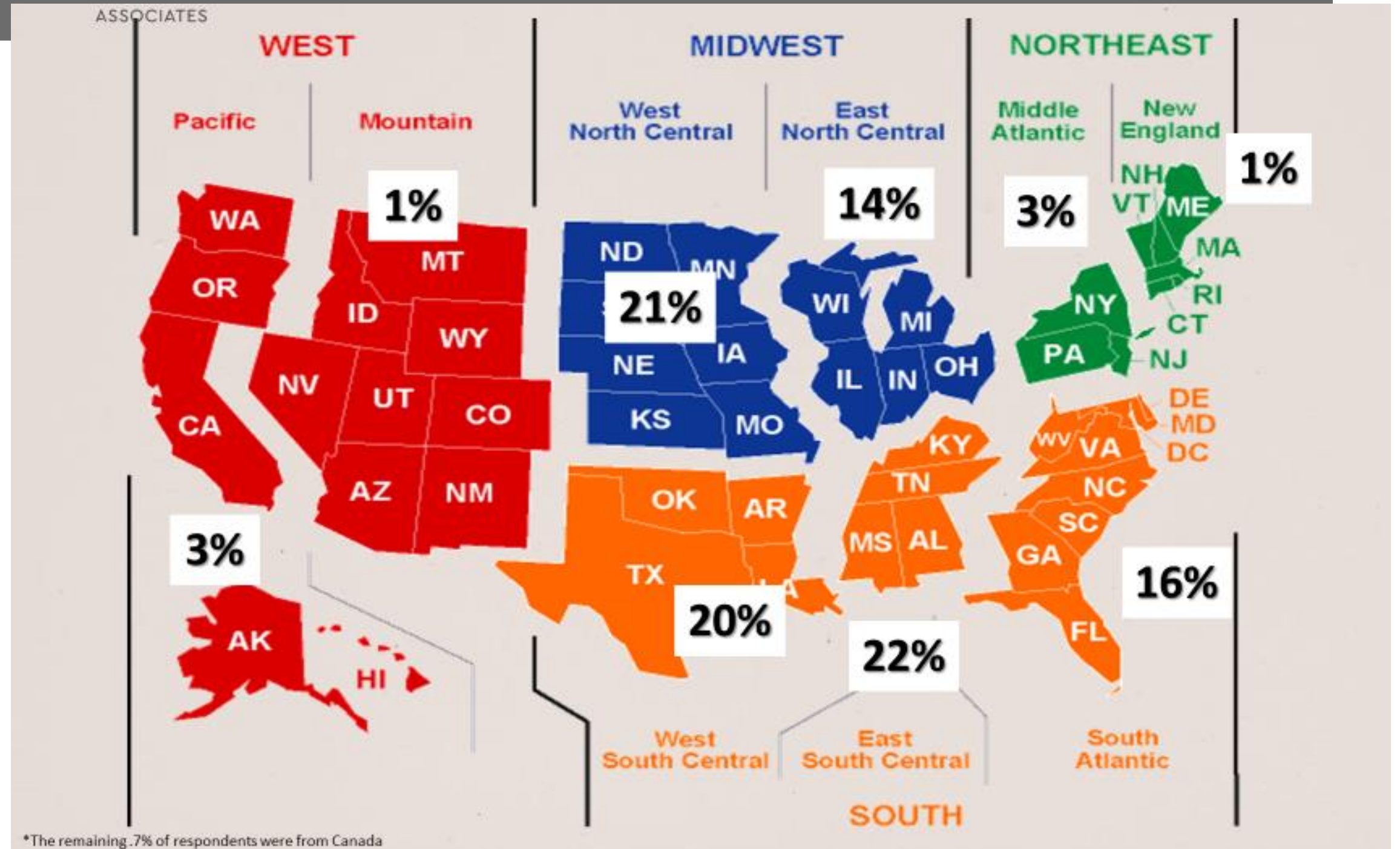
State R3 Program Grants



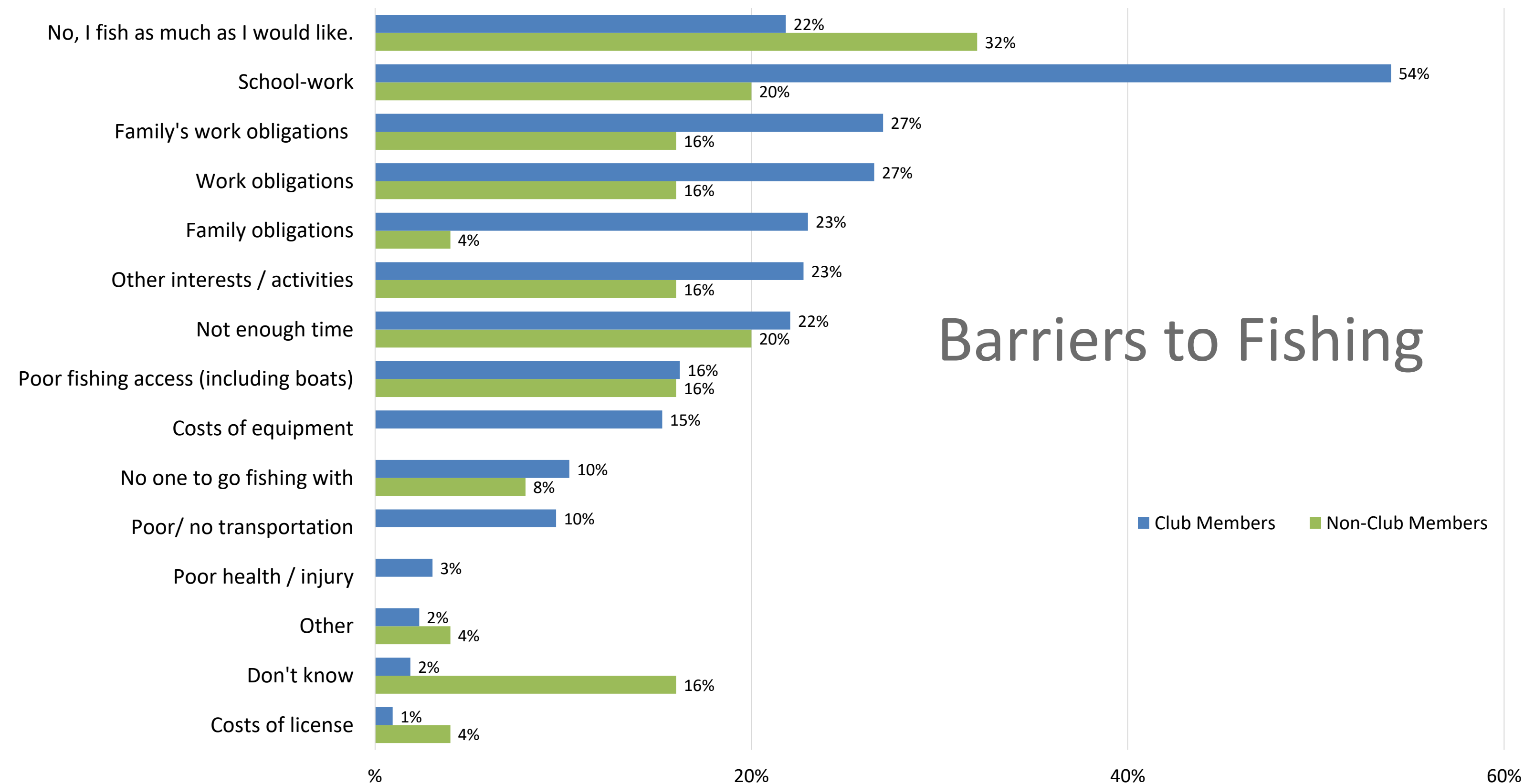
High School Fishing Clubs Research

HIGHLIGHTS

- Clubs help stimulate tackle sales
- Clubs help advance students' fishing skills
- Opportunity to grow in Northeast & West



Have any of the following challenges/barriers stopped you from fishing as much as you would like?*



Club Members: N=426
Non-Club Member: N=25

*Due to the small sample size of non-club members (N=25), non-club members’ results should be viewed with caution.

Boat Registration Marketing Program

\$12M
In revenue
generated for
states over last
5 years

Your boat registration expired for the boat shown below.

 **Fee Due: \$27.00**

Boat No.	Make	Year	Length
9610 BN	CARIB	2000	9-0

Renew now to receive your new registration.

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

Department of Game and Inland Fisheries
Boat Section Renewal
PO Box 11528
Richmond, VA 23230

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

Change of address? Sold your boat? Please see reverse side of this form.

**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.dgif.virginia.gov/boating/> and follow the instructions. While you're there, you can also update your address.
2. **Renew by mail:** Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
3. **Renew in person:** Visit the nearest Division of Motor Vehicles (DMV) or the VDGI Richmond office at 4010 W. Broad St., Richmond, VA 23230.

Questions? Call the VDGI at 1-877-898-BOAT or email boat-reg@dgif.virginia.gov.

Boat Registration Renewal Information for Your Records

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE
9610 BN	CARIB	2000	9-0	\$27.00

S01R-22821-7-11-p0

2020 Boat Registration Marketing Program

2019 Results:

580,000 letters mailed | 19 states

60,810 boat owners re-registered

\$2.2 million gross program
registration fees

Your boat registration expired for the boat shown below.

 **Fee:** Please see reverse side **Renewal Number:** 355902

Vessel No.	Manufacturer	Year	Length
0002WT	SEA NYMPH	1987	11

Renew now to receive your new registration.

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

North Carolina Wildlife Resources Commission
1709 Mail Service Center
Raleigh, NC 27699-1700

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT **Change of address? Sold your boat? Please see reverse side of this form.**

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

4 Easy Ways to renew your boat registration...

1. **Renew online:** Go to www.ncwildlife.org and click on "Renew a Vessel Registration" under "At Your Service."
2. **Renew by phone:** Call 1-800-628-3773, 8am - 5pm, Monday - Friday.
3. **Renew by mail:** Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope, payable to NCWRC.
4. **Renew in person:** Visit the nearest wildlife service agent. For a complete list of agents and locations, go to www.ncwildlife.org/vesselagent.

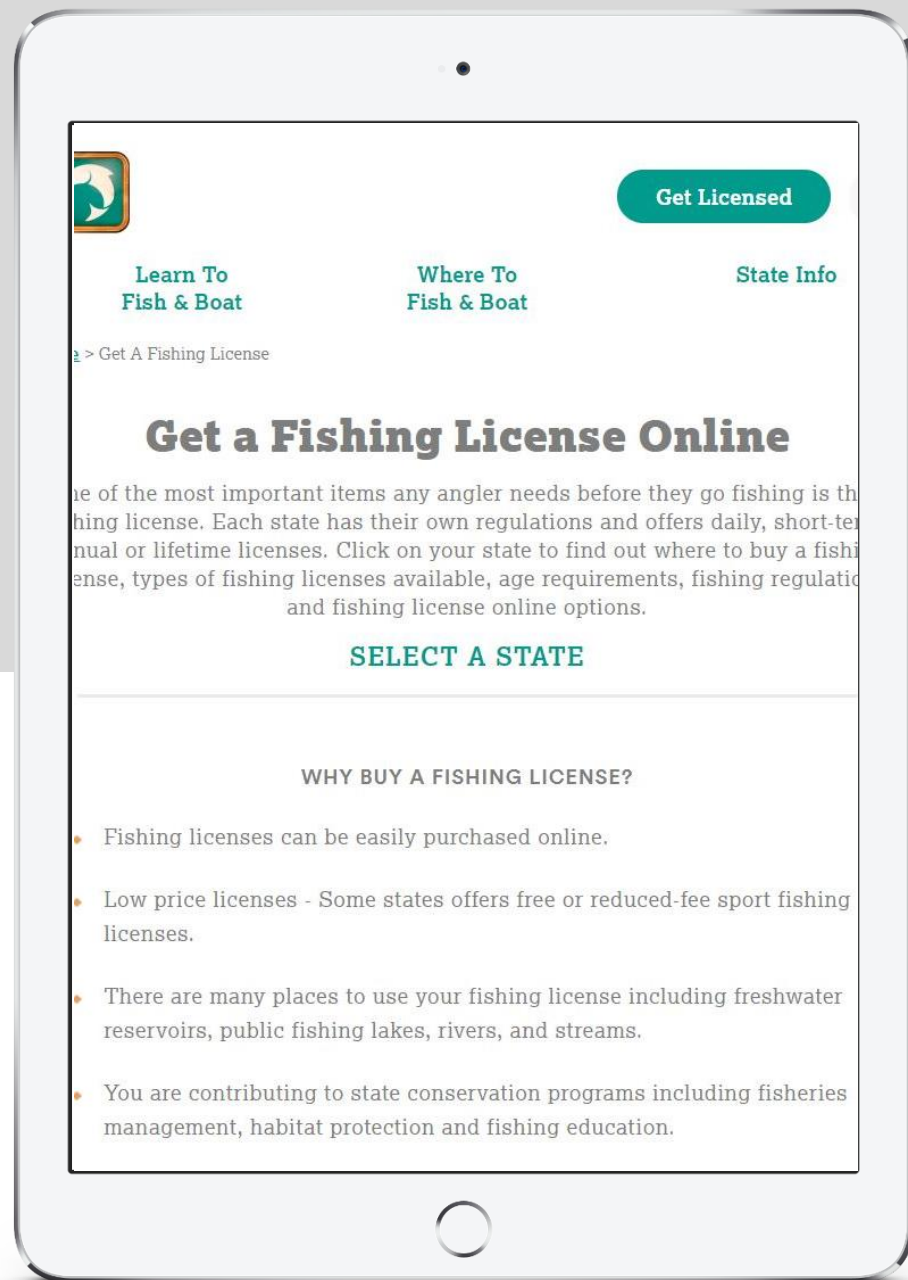
 

Boat Registration Renewal Information for Your Records

VESSEL NO.	MANUFACTURER	YEAR	LENGTH	RENEWAL NUMBER
0002WT	SEA NYMPH	1987	11	355902



Fishing License & Boat Registration Referrals



Measurement	FY19 EOY	FY20 YTD	% Increase
License Referrals	769,359	892,418	65%
Registration Referrals	103,711	123,026	41%



License

Up 65% over FY19
year-end total



Registration

Up 41% over FY19
year-end total

George H.W. Bush 2020 Vamos A Pescar Education Fund

- ✓ 12 grantee organizations
in 8 states, including 4 new states
- ✓ \$125,000 in total funding
including \$60,000 in grants
- ✓ 182 events conducted
with more than 4,830 participants



State R3 2020 Program Grants



- ✓ **11 programs**
in 10 states, including 4 new states
- ✓ **\$180,000**
in R3 grants
- ✓ **\$900,000**
in total funding support

Agenda

- 01 - Market review
- 02 - Budget 2016
- 03 - Expansion BRIC
- 04 - Competitors report
- 05 - 5 years forecast

Future Motivation

Findings

While some new anglers/boaters mentioned life stage changes like children getting older or retirement as future motivators, a shared ambition to advance knowledge and ability are key to maintaining newcomers overall.

Implications

These ambitions represent content marketing topics to elevate.

Highlight **boat safety**, catching specific fish species, baiting and casting **tips**, location finding, trying different water types etc.

Encourage **relationships** and sharing between established and advanced participants with newbies.



Master the basics

- Building confidence in skills.
- For boating: steering and maneuvering, operations, maintenance, licensing, safety guidelines etc.
- For fishing: better at casting, setting up, picking locations, licensing, laws and improvement



Advanced aims

- Staying relevant on skills, new gear, and news accounting for all possible things while fishing (water type, weather, situational factors etc.)
- Learning from experts and building techniques; teaching others



Other goals

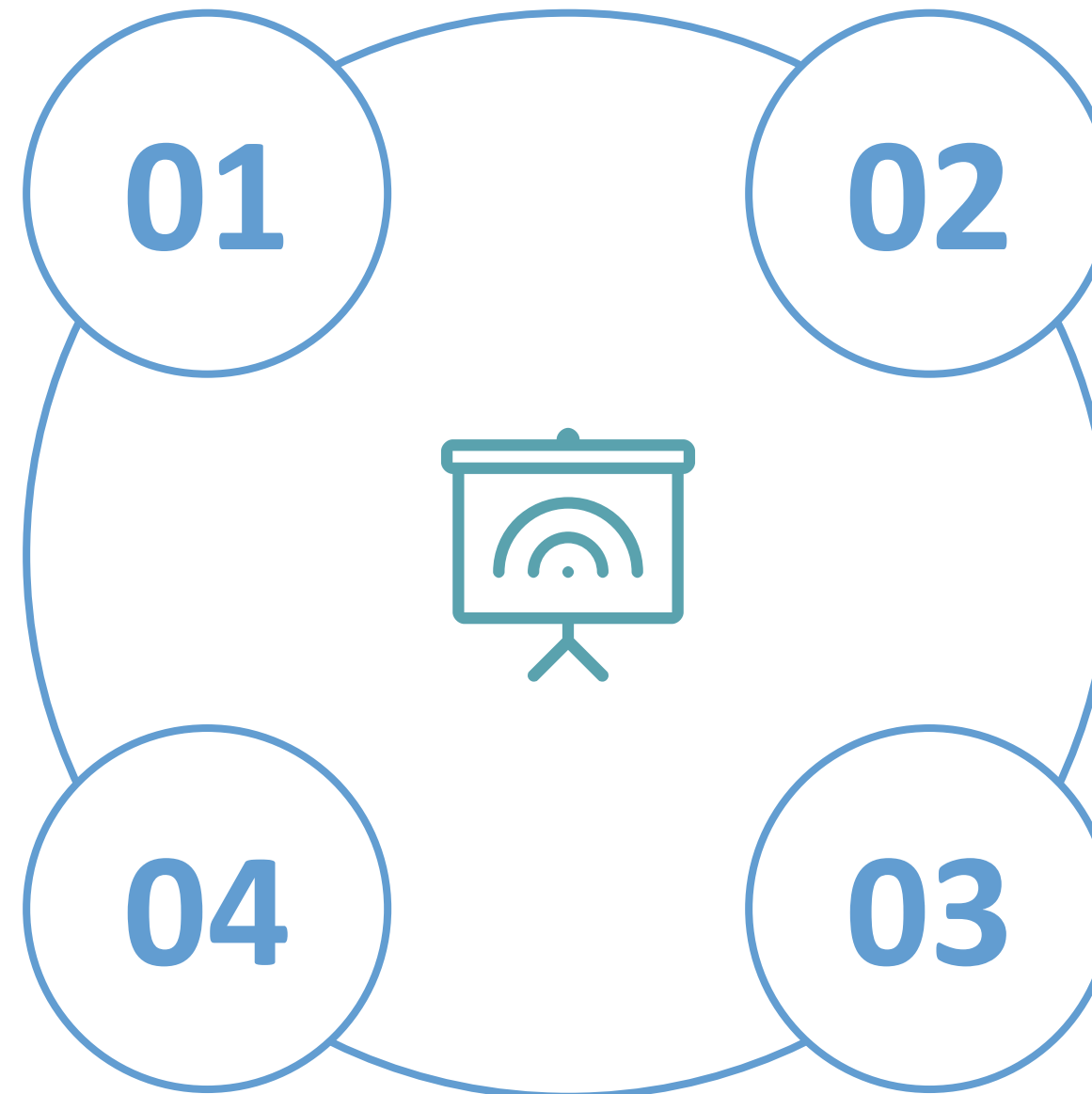
- Participation more with more people
- Trying new things (deep sea, larger fish, new areas)

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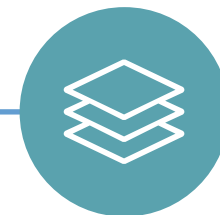
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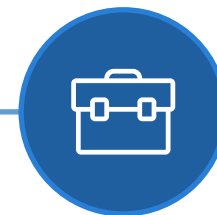
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our offer

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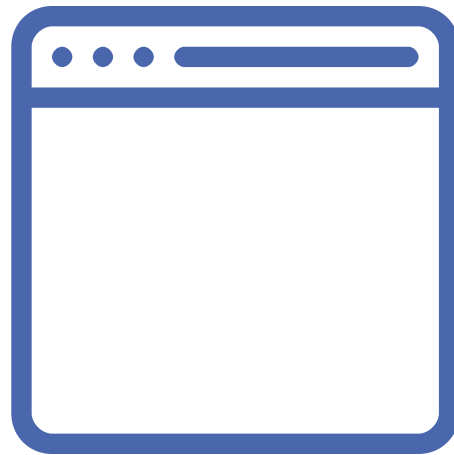
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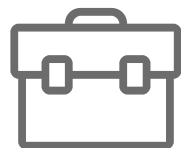
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about our company



our profile

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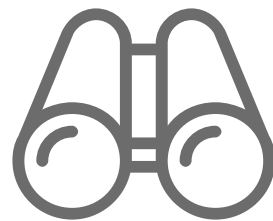
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our vision

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about our company



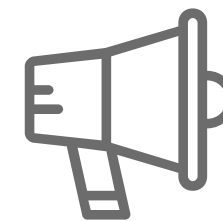
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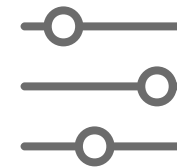
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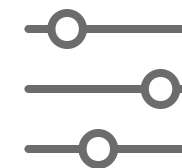
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about our company



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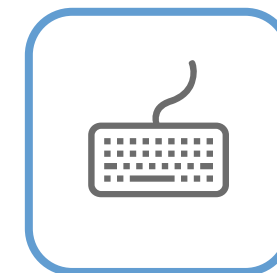


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about our company



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our strategy

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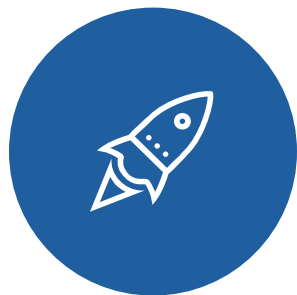
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we respect the nature

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we believe in future

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benefets for you



we provide 360-degree solution

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save up to \$500 with subscription

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we provide 24/7 support

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we are market owner

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we are leaders

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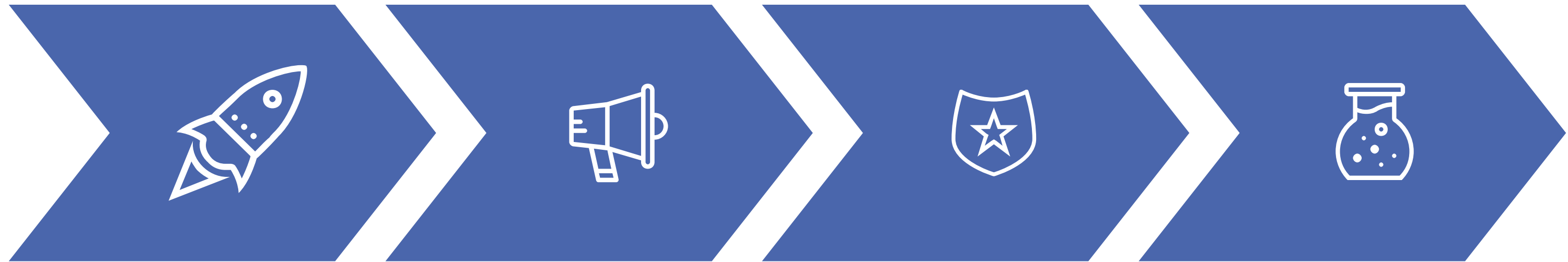
we are trendsetters

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john doe - someone



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* requires an annual commitment

\$49.99

per month *

optimum

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* requires an annual commitment

\$99.99

per month *

unlimited

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* requires an annual commitment



basic plan for beginners

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* requires an annual commitment



ideal for freelancers

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* requires an annual commitment

Slide title

simplicity is a multipurpose powerpoint template. Advance, clean and professional. Minimalistic design makes the customization extremely easy. **Enjoy!**

Slide title

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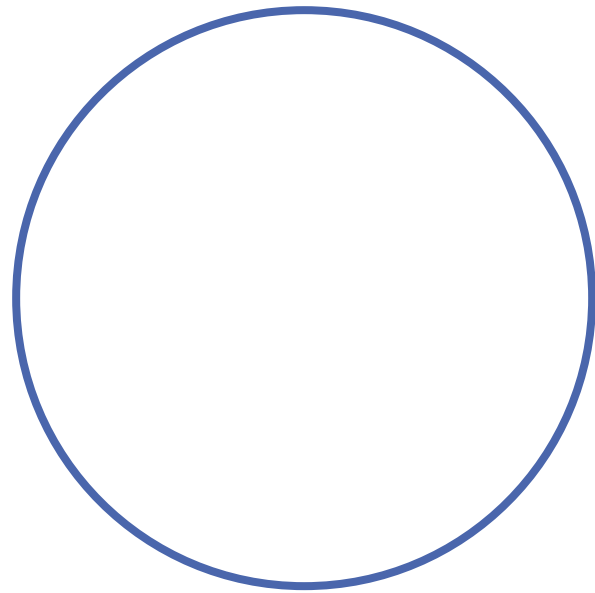


who
we are



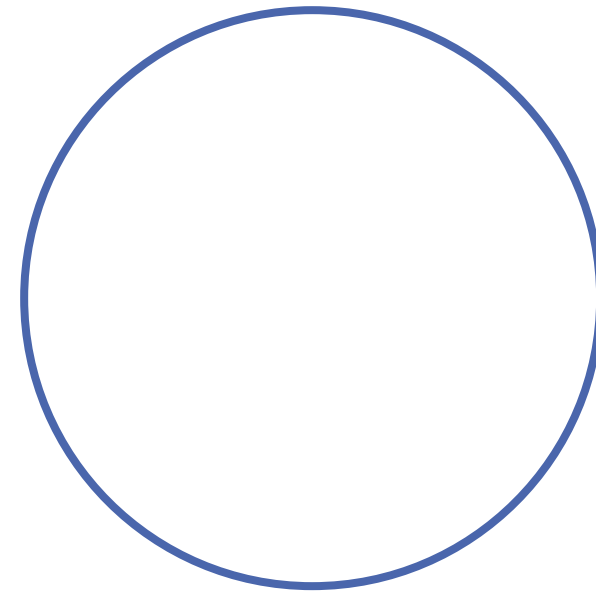
we are fun

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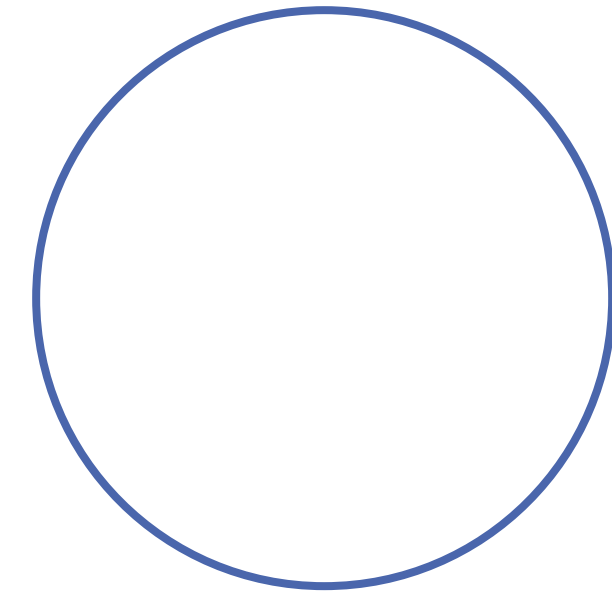
designed by
creatives

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discussed with
business

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tested on real
world

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team work

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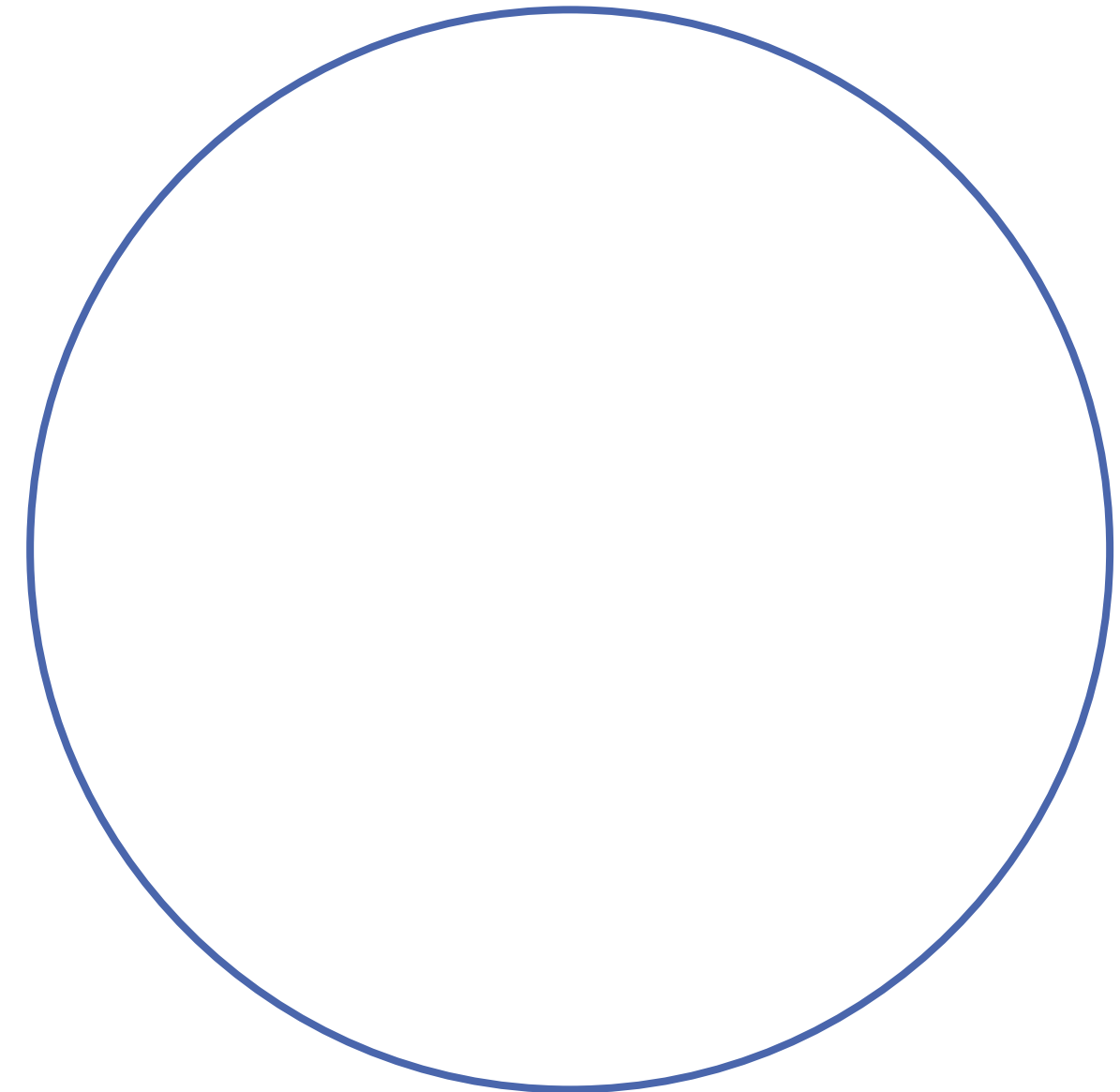
partnership

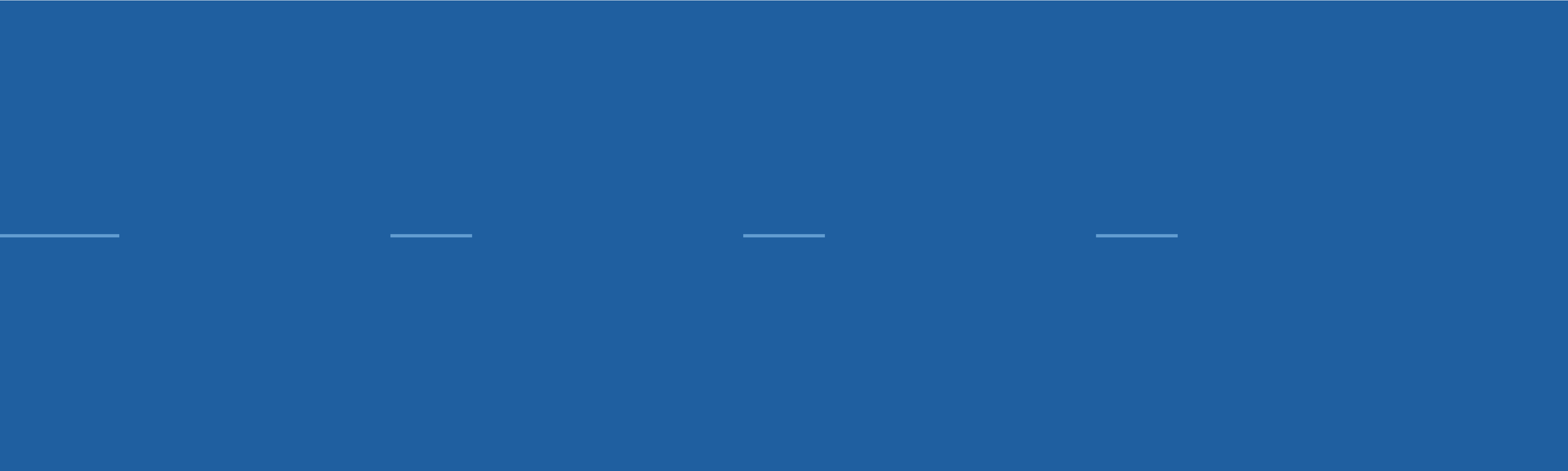
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collaboration

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| laptop device



- ✓ minimalistic design
- ✓ ultimate functionality
- ✓ customer focused
- ✓ 24/7 support team

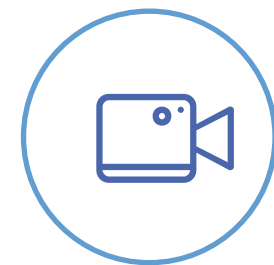


text title

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photo - short
review of the
feature



video - short
review of the
feature



audio - short
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feature



mic - short review
of the feature

01 about us
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porttitor congue massa.

02 our services
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03 portfolio
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04 pricing
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numeric list option

01 option one name

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02 option two name

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lorem ipsum dolor sit amet, consectetur adipiscing elit. maecenas porttitor congue massa. fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. nunc viverra imperdiet enim. fusce est. vivamus a tellus. pellentesque habitant morbi

numeric list option

01

option one name

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02

option two name

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03

option three name

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project timeline

planning

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production

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promotion

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jan feb mar apr may jun jul aug sep oct nov dec

phase 1 – plan

01/01

01/03

phase 2 – produce

01/03

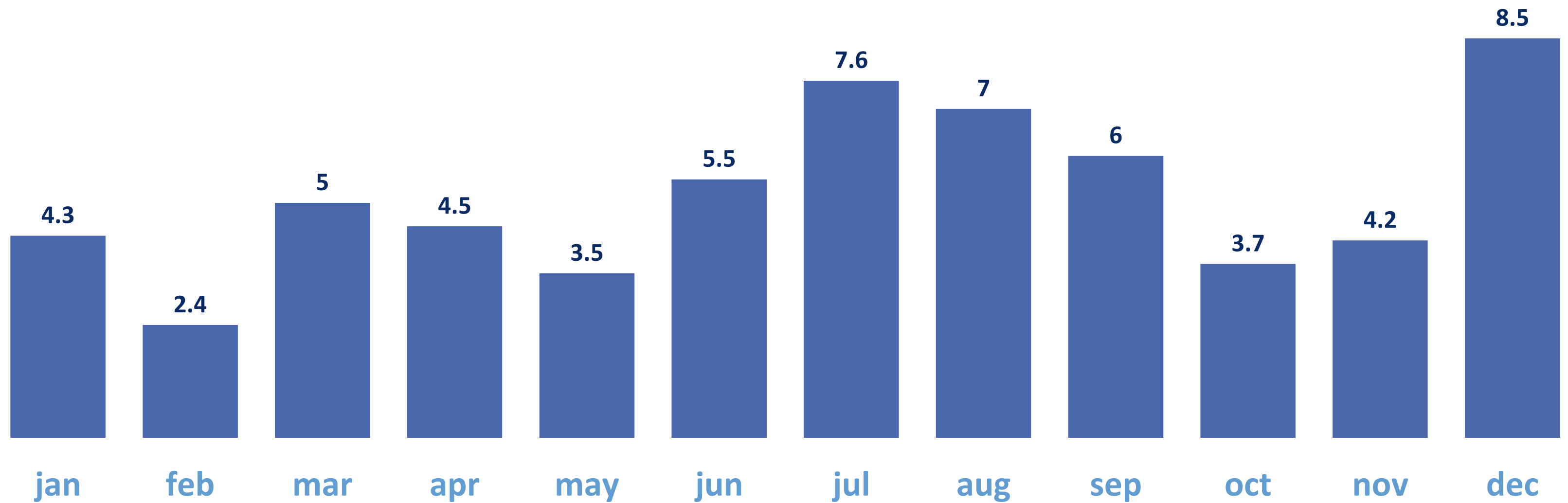
01/08

phase 3 – promote

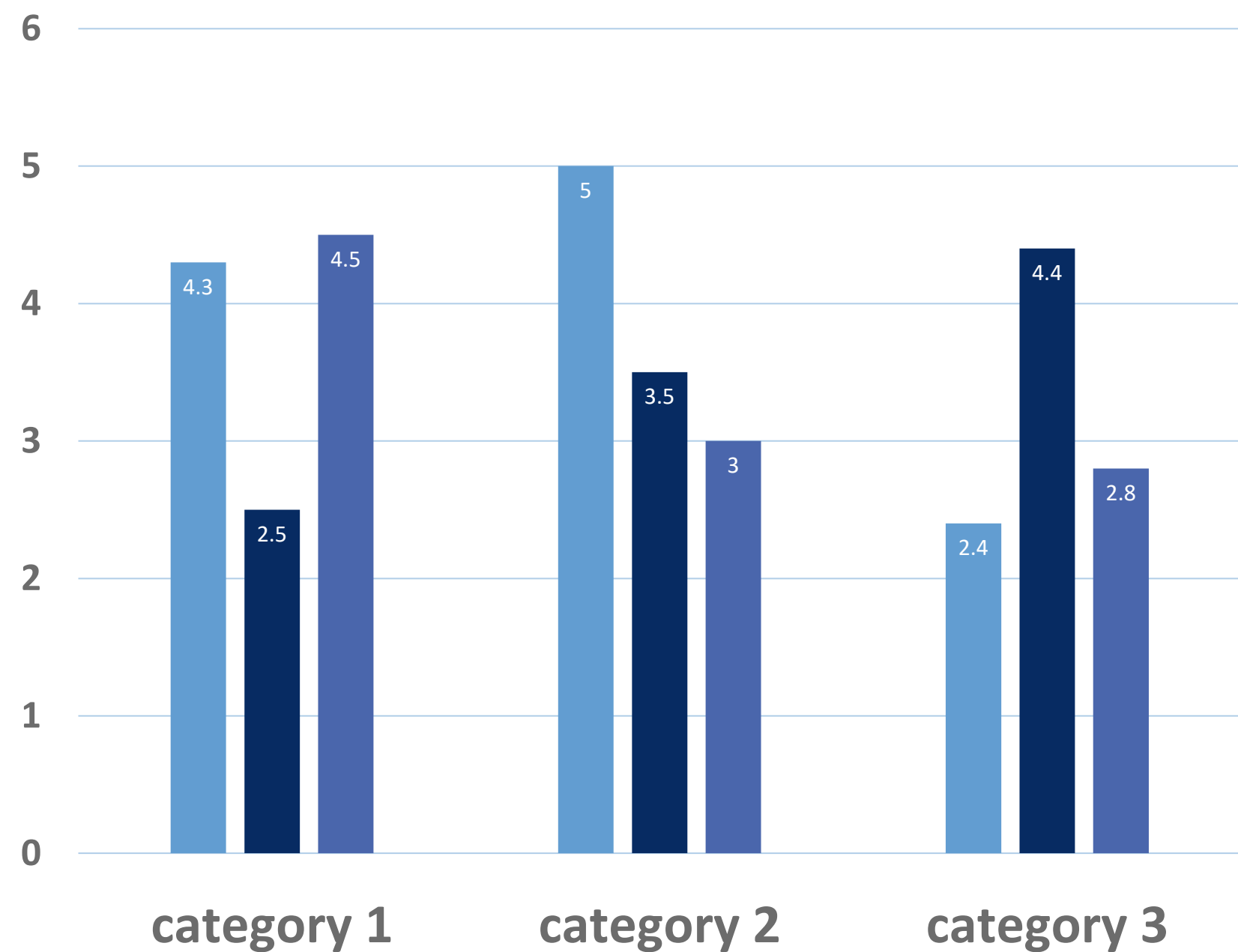
01/08

31/12

smart chart - annual sales, k-usd



smart chart option



option one

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option two

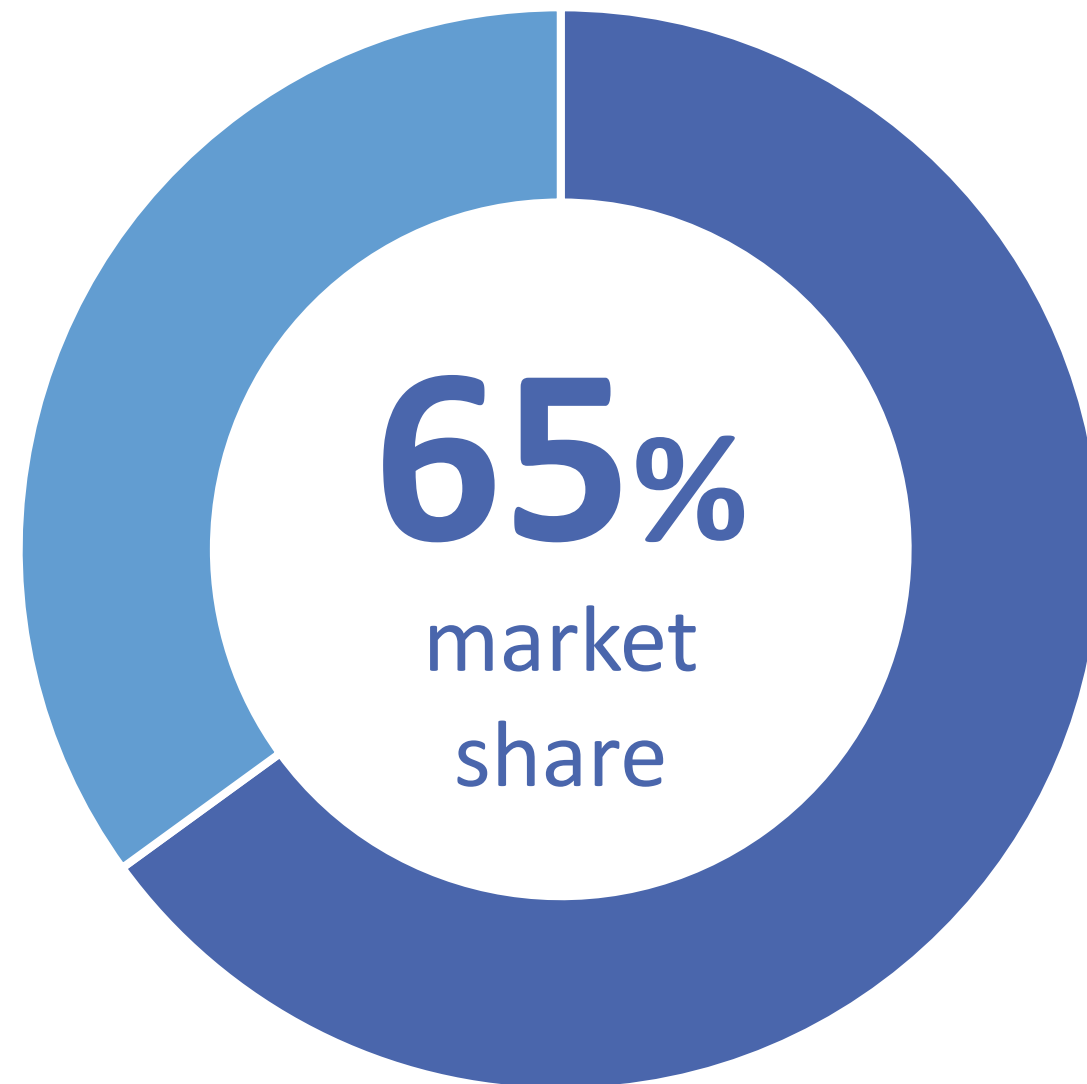
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option three

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smart pie chart option



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25

years on
market

50

gross
margin

75

stores
count

10

countries
covered

smart pie chart option

category name one

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category name three

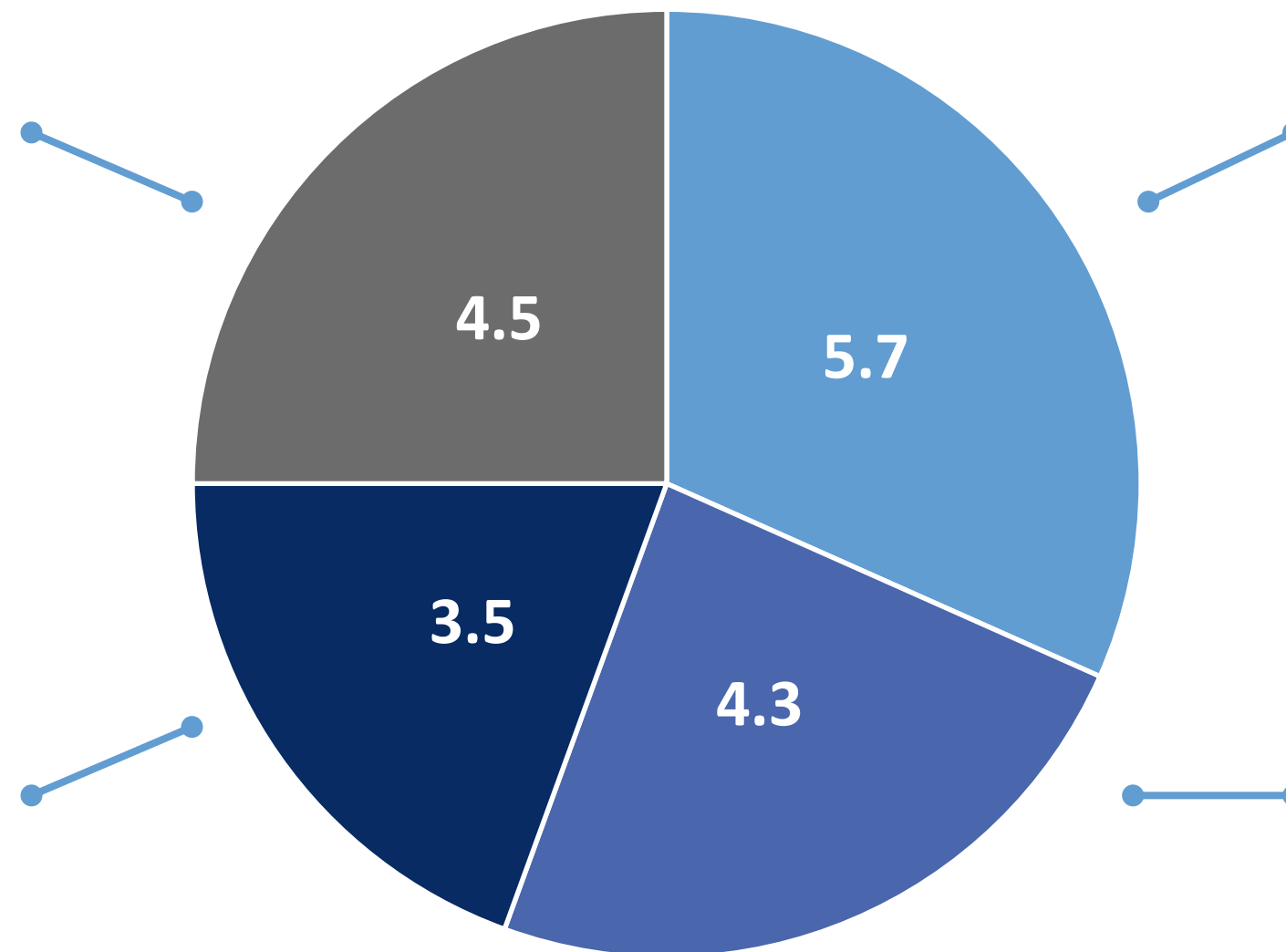
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category name two

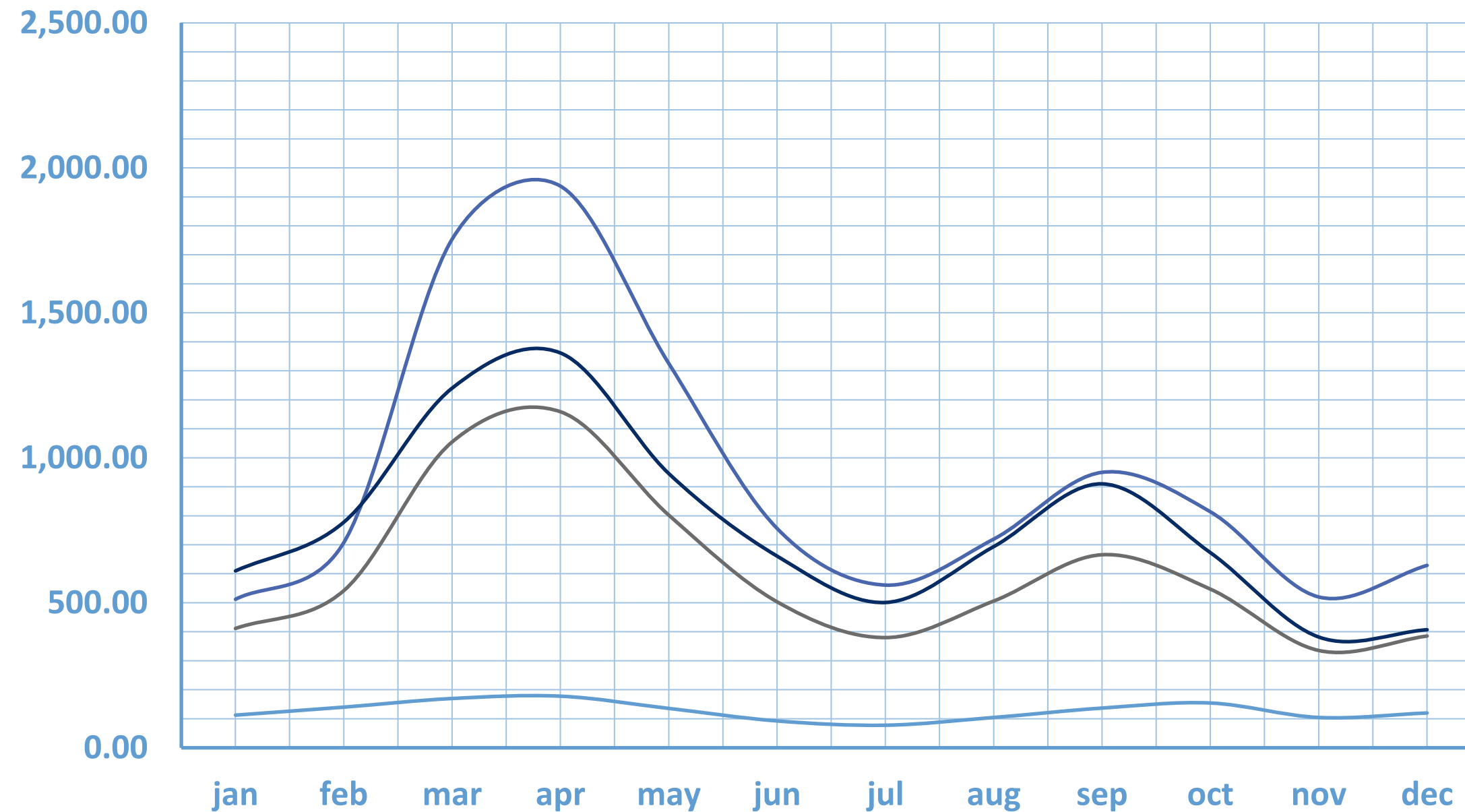
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category name four

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smart chart option



option title one

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option title two

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option title three

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option four title

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we are social



page followers

+10.000 - a growing community of creative and social active individuals.



photos submitted

2015 - 3.356, 2016 - 5.789
pictures were submitted by our authors



page likes

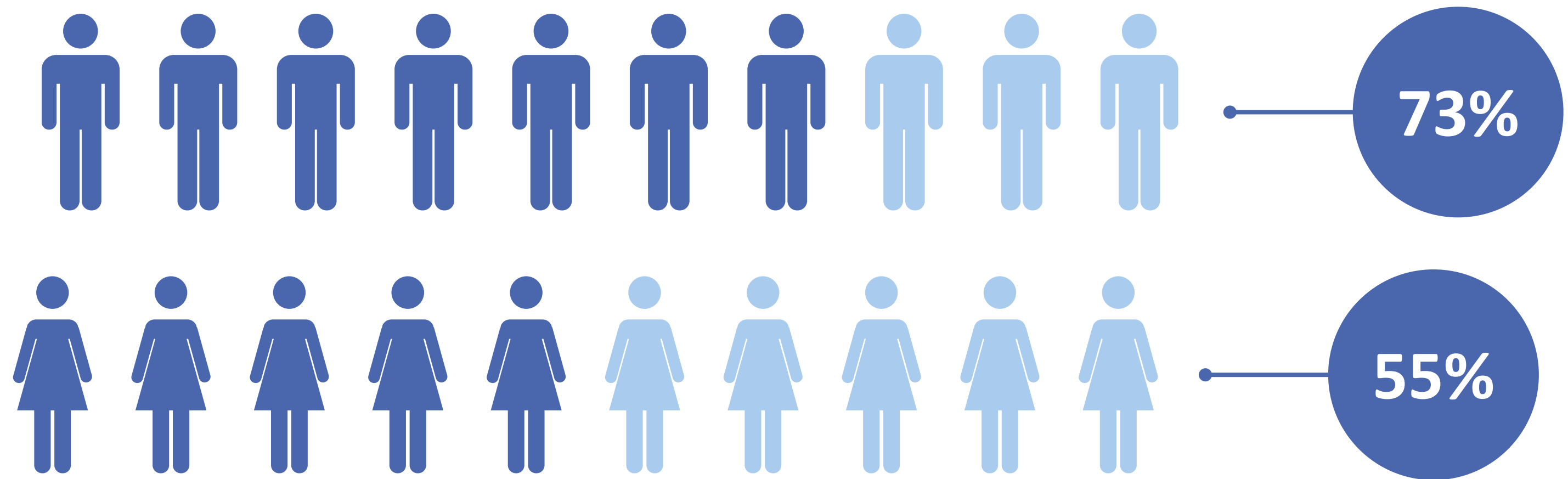
+10.000 - we are not cats but we do have a lot of likable stories for you.



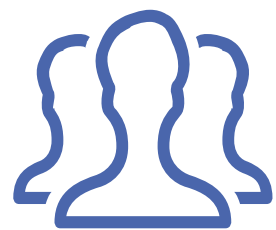
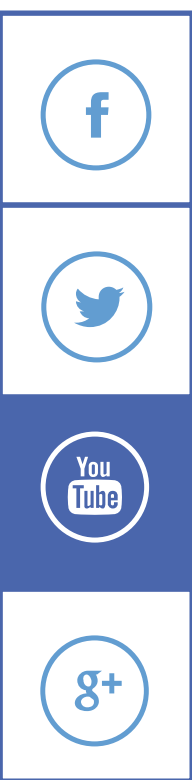
downloads per day

+10.000 - we deliver only the most useful video for our audience

facebook - gender analysis



social media - youtube review



987

channel
subscribers



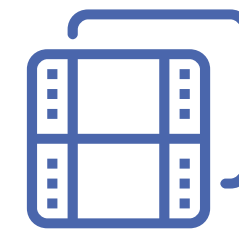
1.585

likes
per week



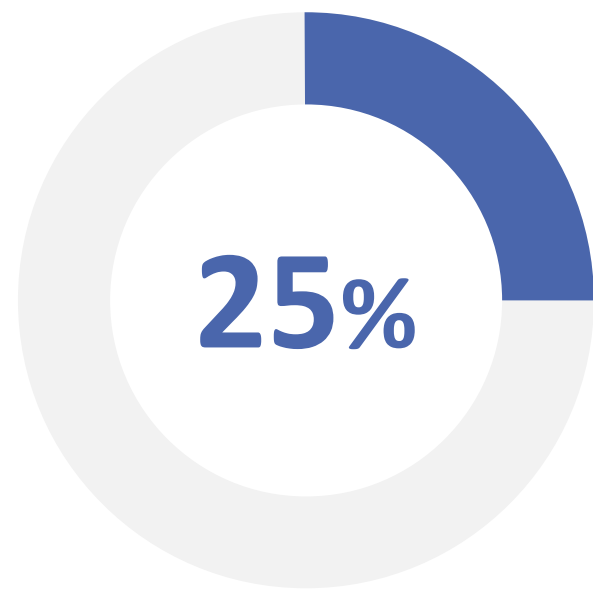
1.585

views
per day



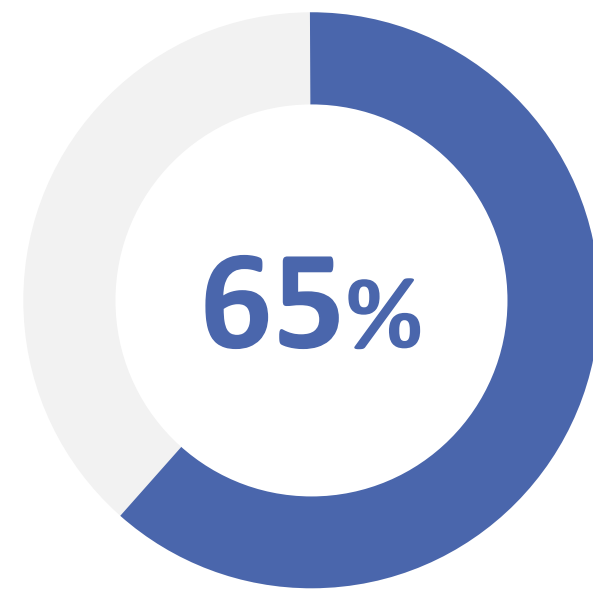
75k

videos
uploaded



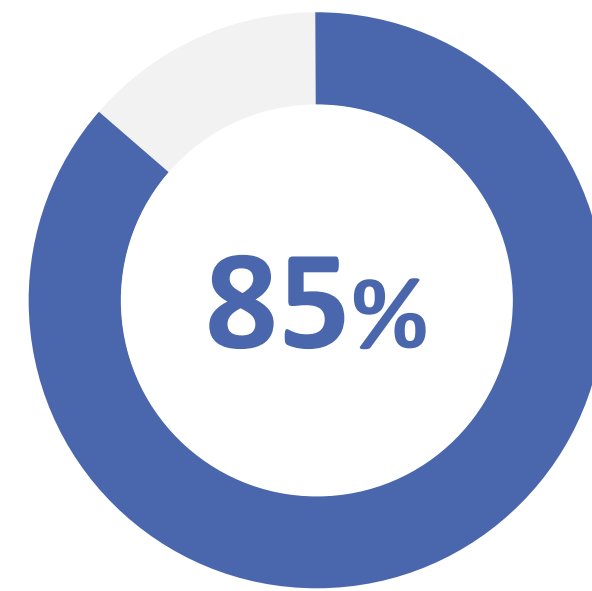
california

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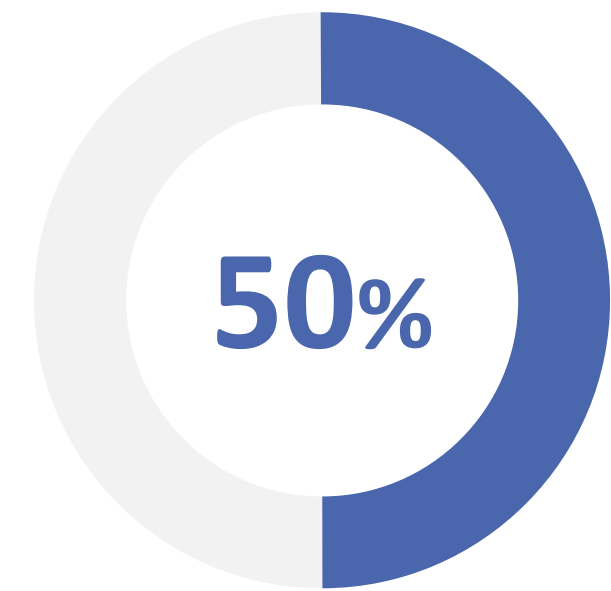
florida

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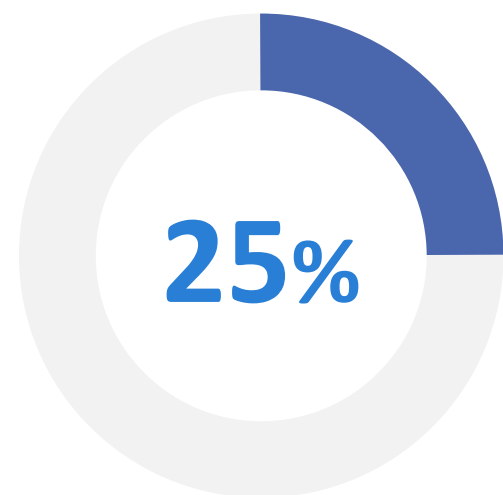
new york

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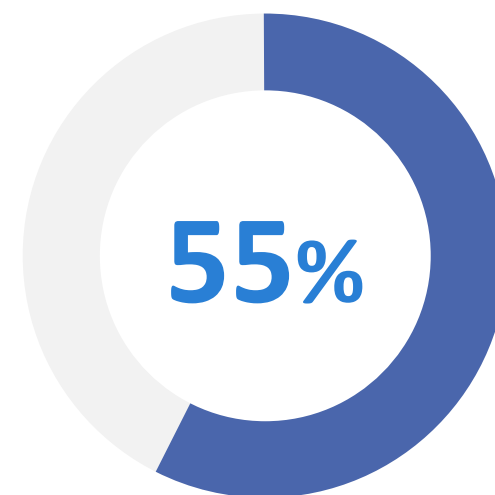
texas

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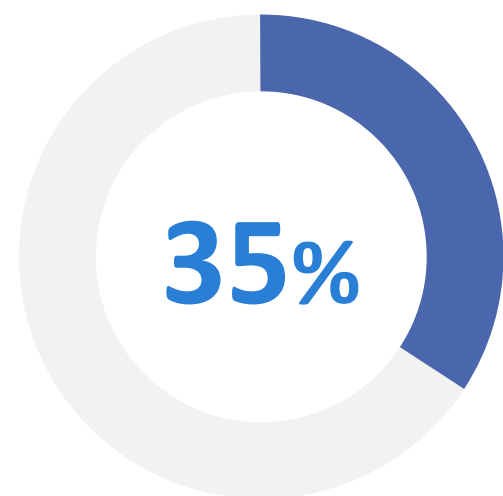
category one

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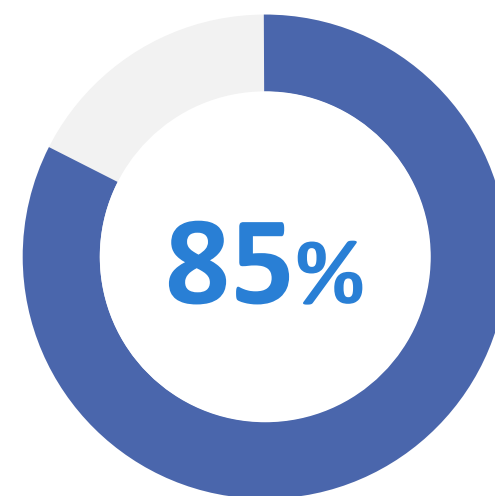
category two

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category three

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category four

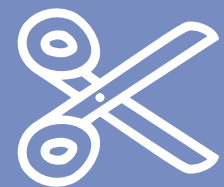
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mix it right



produce



name it



be loud

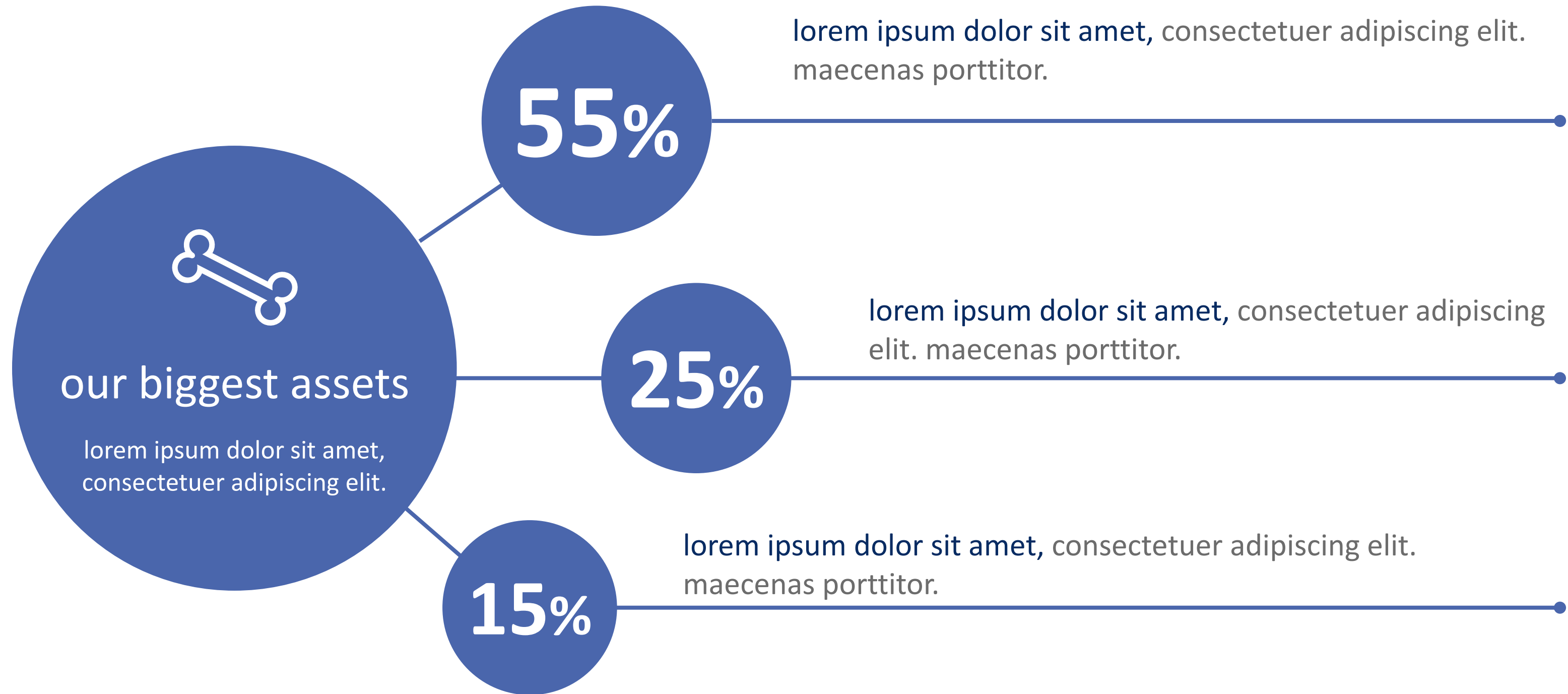


support

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united states map

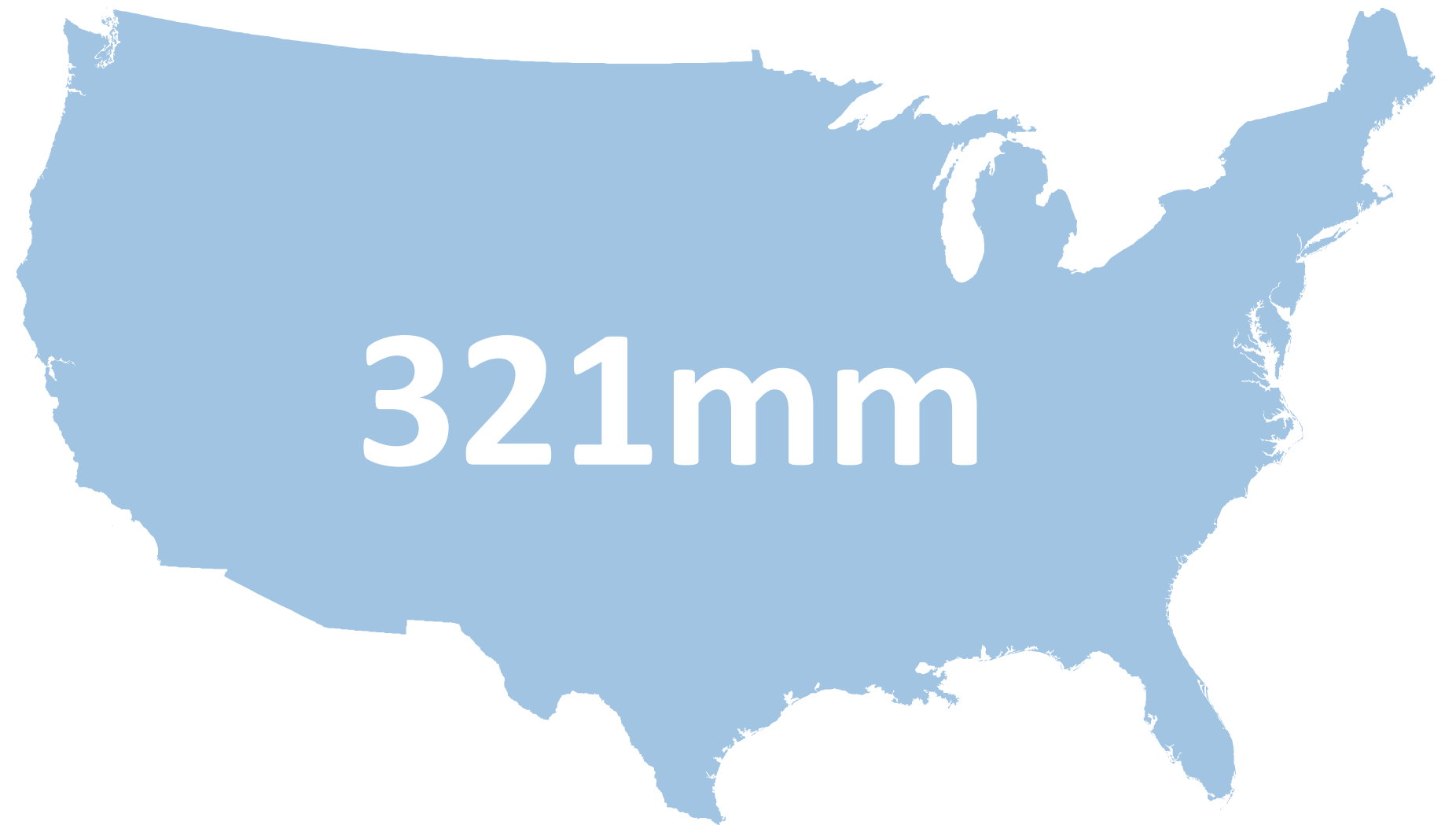


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RBFF STATE
MARKETING
WORKSHOP





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