



USING TEXTING TO ENGAGE AND CONNECT WITH ANGLERS AND BOATERS

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Hello!

Using Texting to Engage and Connect
with Anglers and Boaters

Granicus is Transforming

How Government & People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

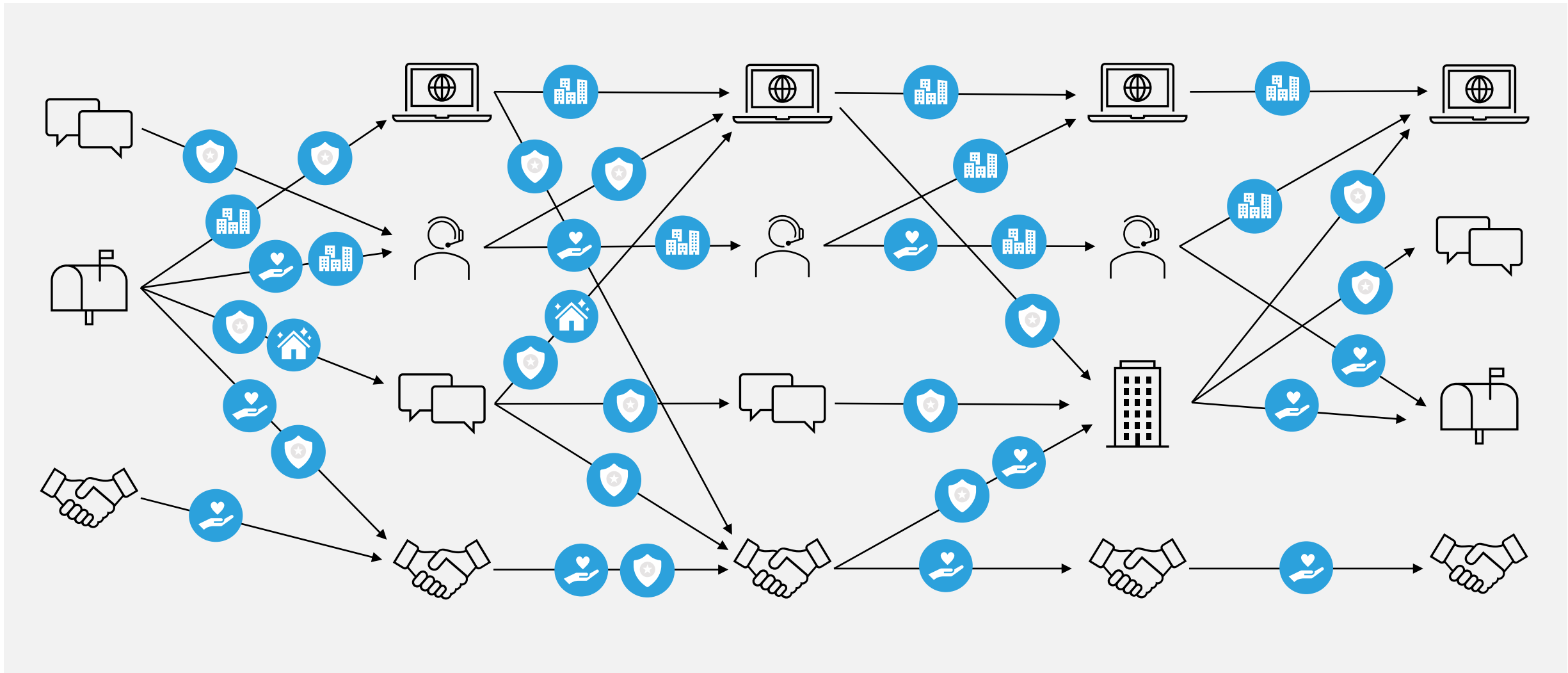
**How many SMS messages
did our 6,000+ government
customers send in 2023?**



How many SMS messages
did our 6,000+ government
customers send in 2023?

A photograph of two men on a boat fishing at sunset. One man is holding a large fish, and the other is holding a fishing rod. The sky is filled with colorful clouds in shades of orange, pink, and blue.

765M+

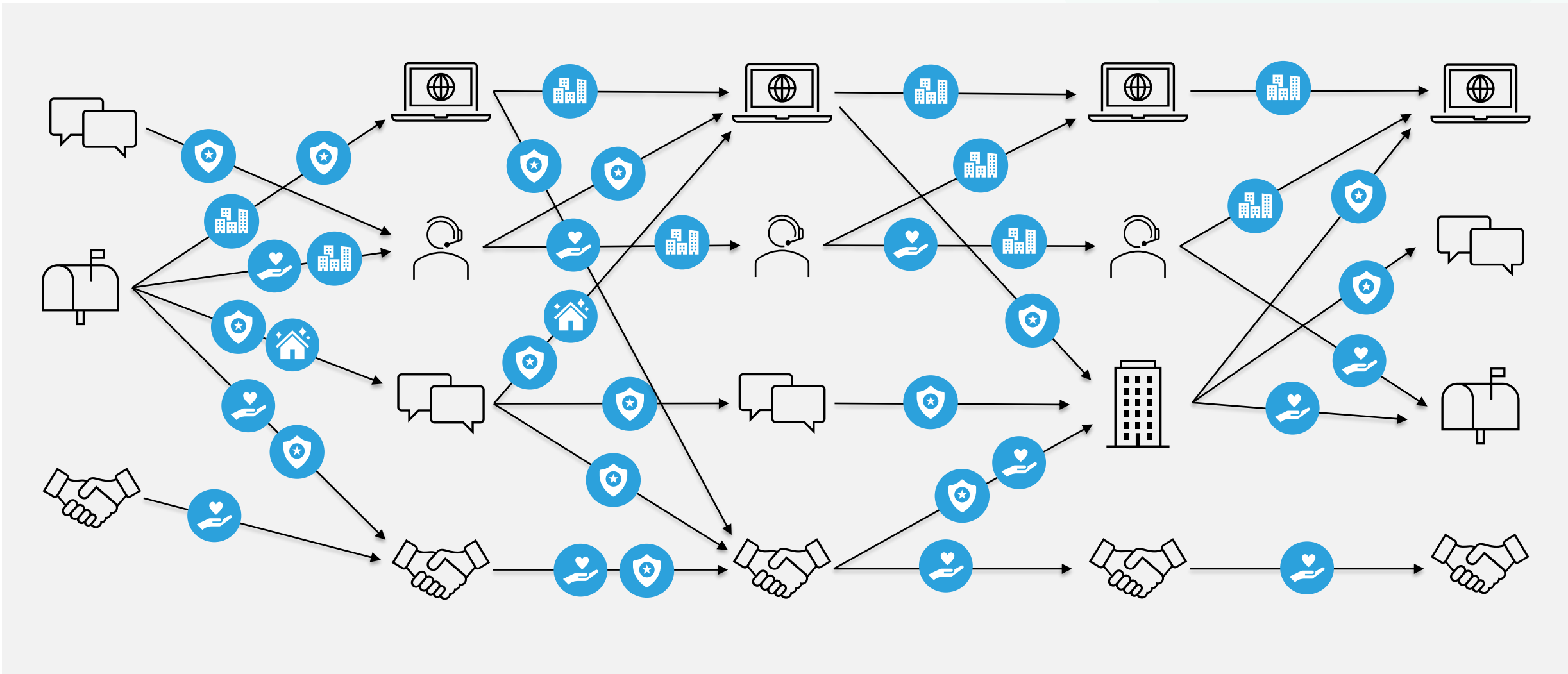


But just **adding a new communications channel**
does not guarantee success

SO, HOW MIGHT WE ...

Develop a communications strategy that **incorporates SMS** to better engage a wider range of anglers & boaters, nurturing a **lifelong enthusiasm** for outdoor recreation while also **expanding resources** for conservation?





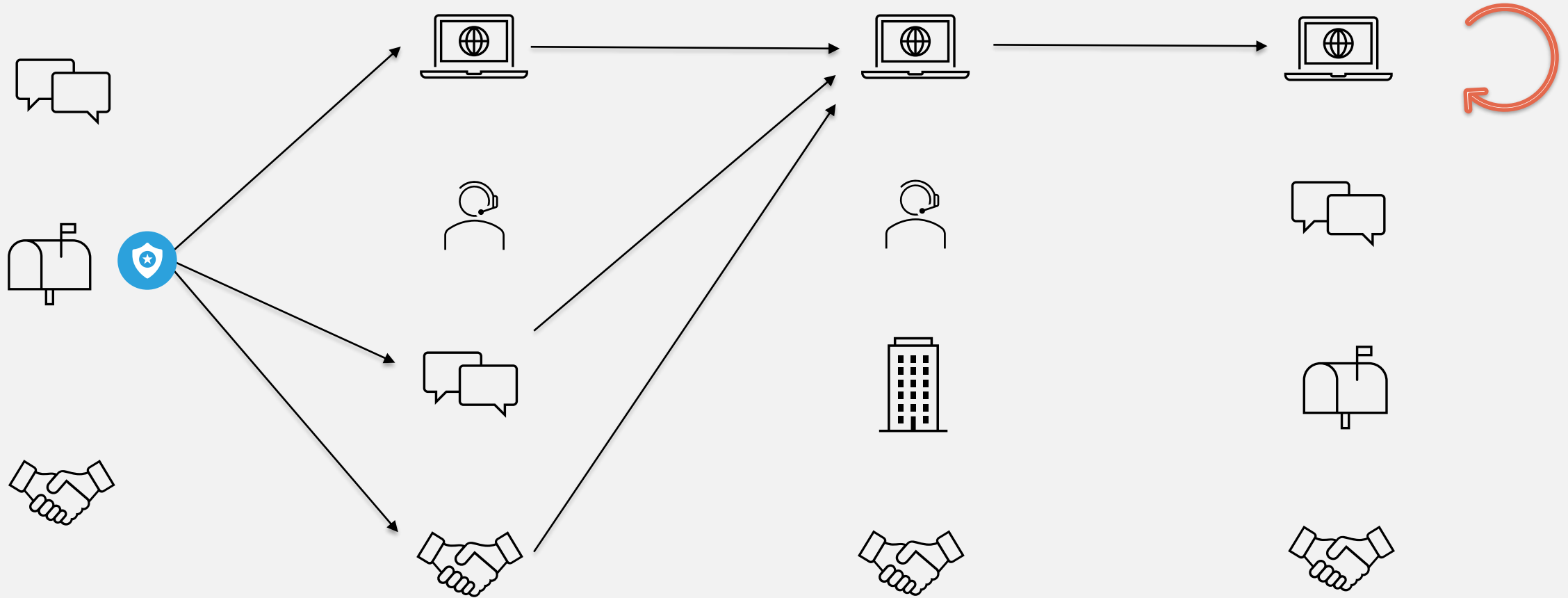
So, instead of this ...

Awareness & Opt-In

Trust & Consideration

Decision & Action

Management & Engagement



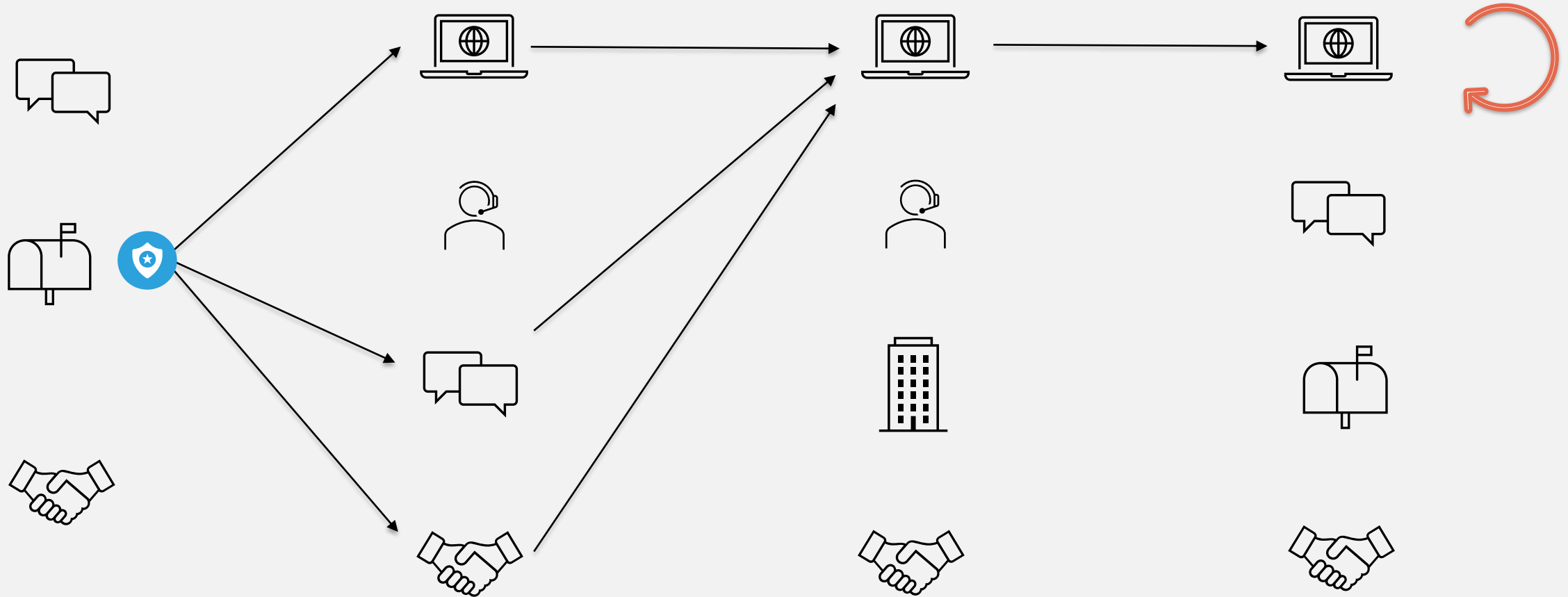
Respected. Remembered. Responded to. Reminded.

Awareness & Opt-In

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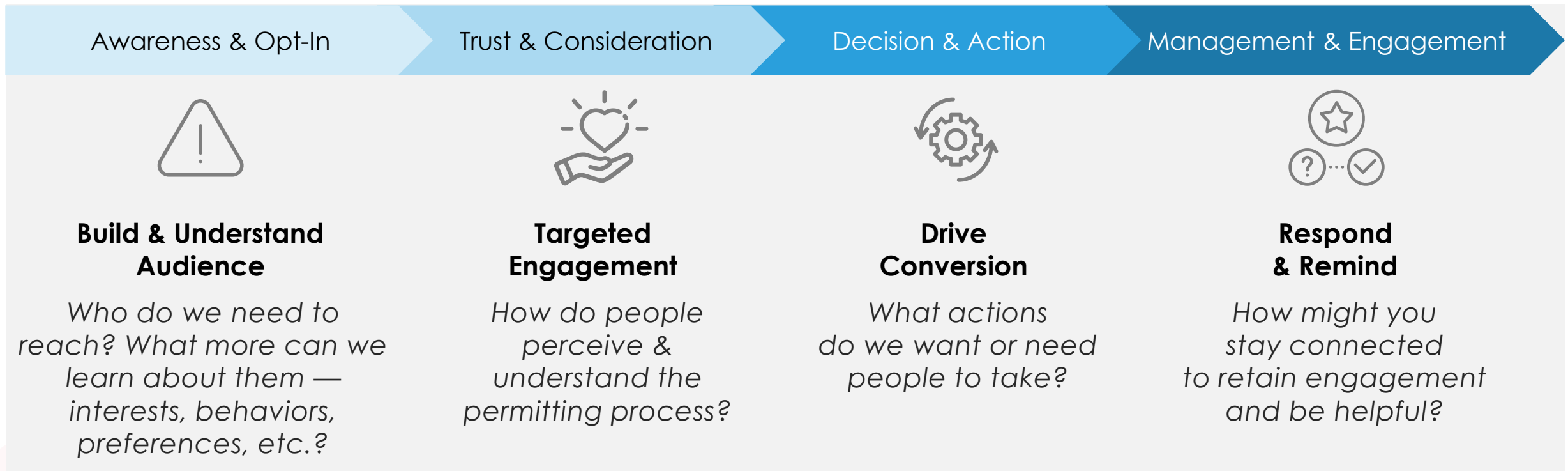


Recruit. Retain. **Re-Activate.**



Four Phases of Communications

Apply a human-centered approach to digital communications to recruit, retain & re-activate anglers & boaters



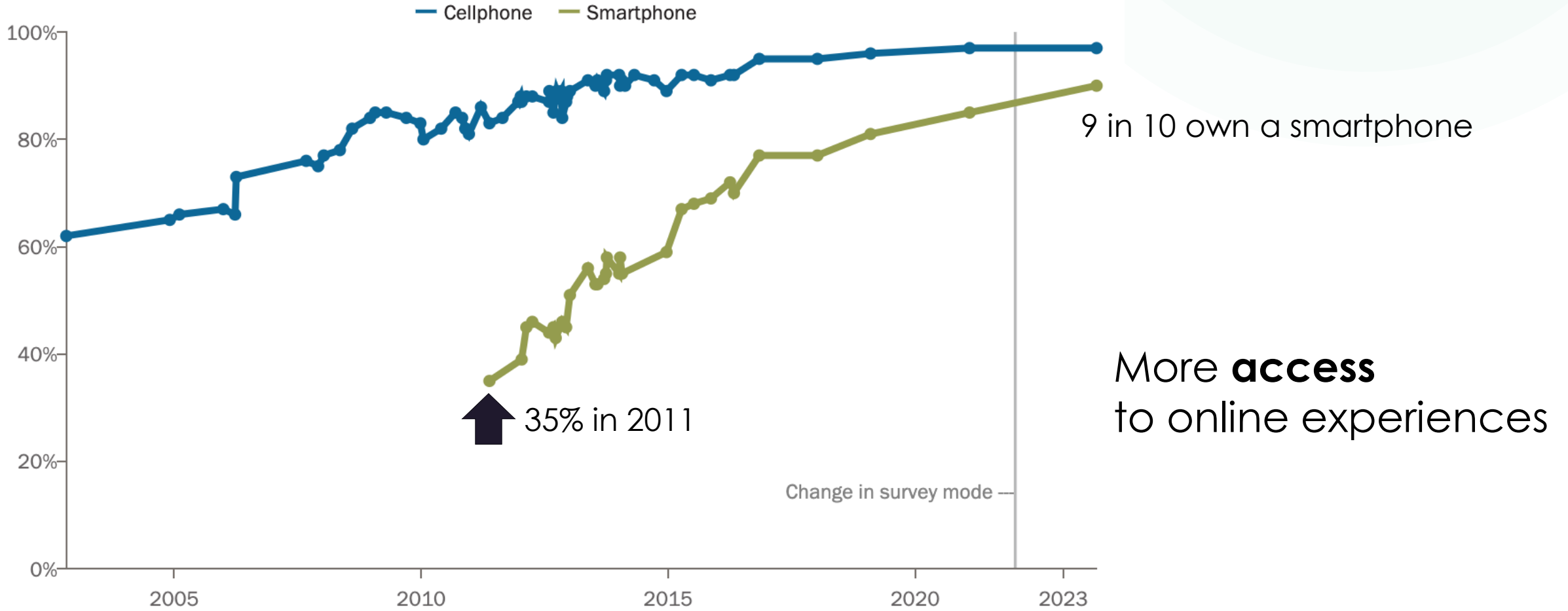
The Opportunity



Text messaging is:

Direct
Immediate
Distinct

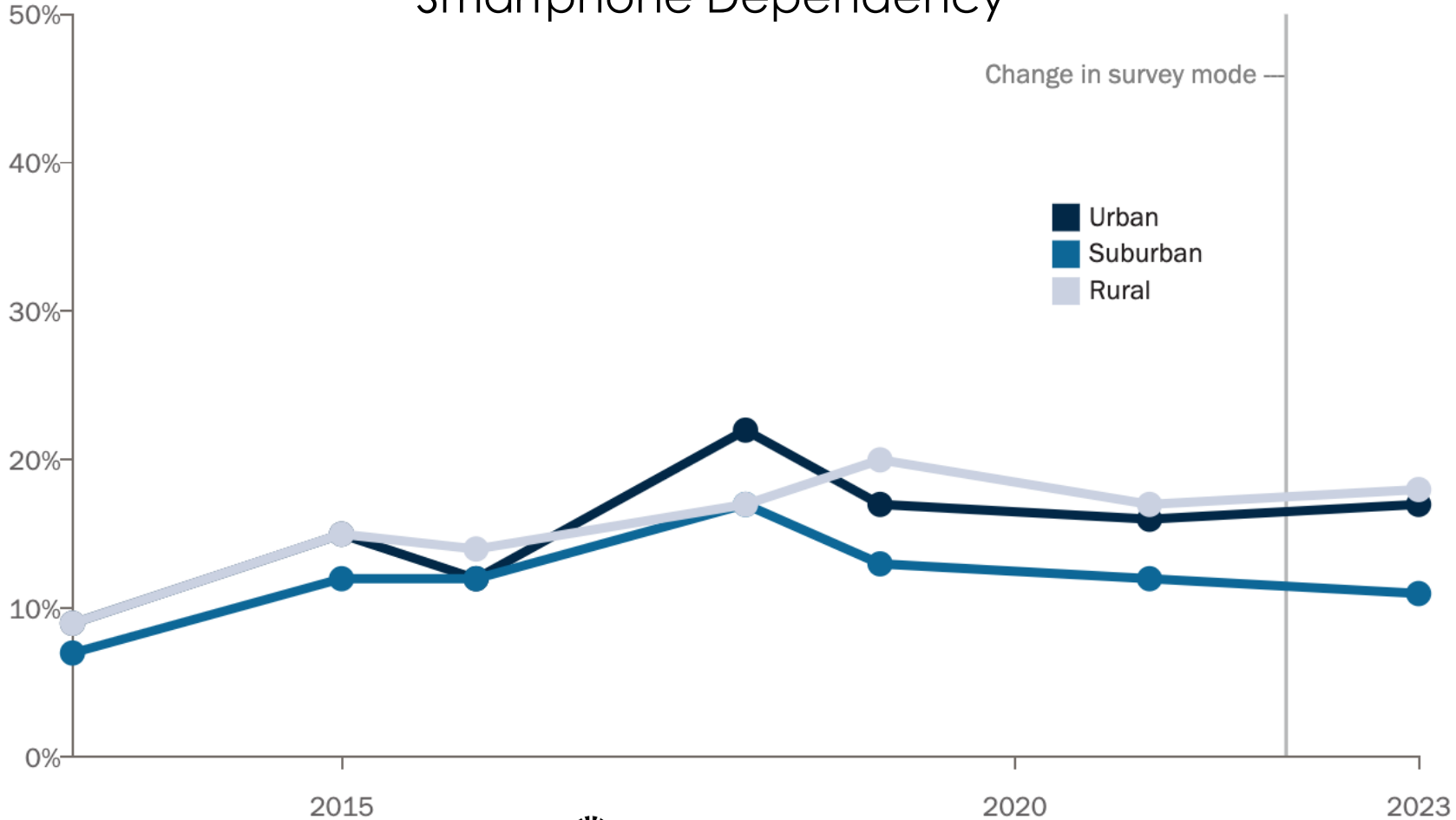
Mobile Phone Ownership



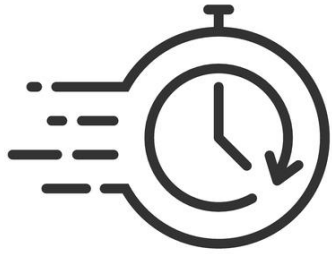
 Pew Research Center

For many, it is their **only** access

Smartphone Dependency



Pew Research Center



Average Reply Time

90 minutes

Email

90 seconds

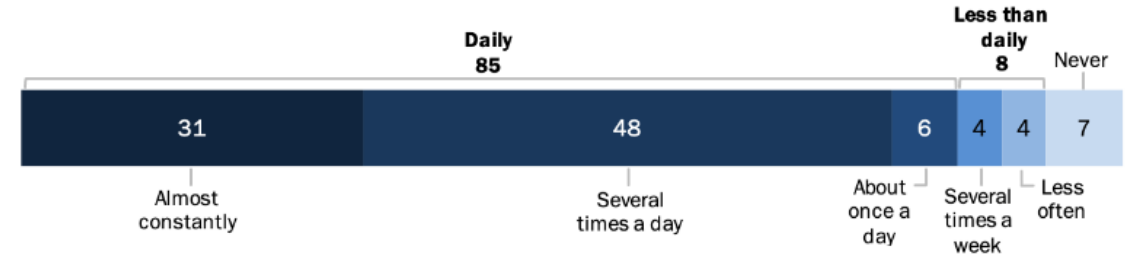
SMS

Source: CTIA

About three-in-ten U.S. adults say they are 'almost constantly' online

More than eight-in-ten U.S. adults go online at least daily

% of U.S. adults who say they go online ...



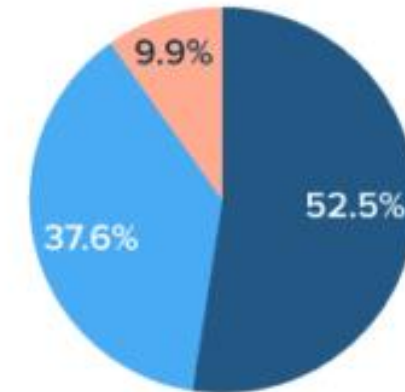
Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER



SMS has an **open rate of 98%**
and a **conversion rate of 45%**

Salesforce



- Opt-in rates increased
- Opt-in rates stayed the same
- Opt-in rates decreased

Source: SimpleTexting

Text messaging is:

Direct
Immediate
Distinct

Effective.

The Approach





Plan & Prepare



Know the Water



Chart Your Course



Getting Started

Plan & Prepare



- ✓ Define specific use case
- ✓ Wireless Terms & Conditions
- ✓ Privacy Policy
- ✓ Opt-In & Consent mechanisms



10 Digit Long Code



High Volume Toll Free



Short Code

PURCHASE A LICENSE



REGISTER YOUR BOAT







Telephone Consumer Protection Act



Know the Water



Main Components



Opt-In



Confirmation Message



Message Flow

Opt-In Requirements

- ✓ Product description
- ✓ Terms & Conditions & Privacy Policy
- ✓ 'Message & data rates may apply'
- ✓ STOP keyword
- ✓ Frequency



Source: CTIA Handbook

Opt-In Confirmation

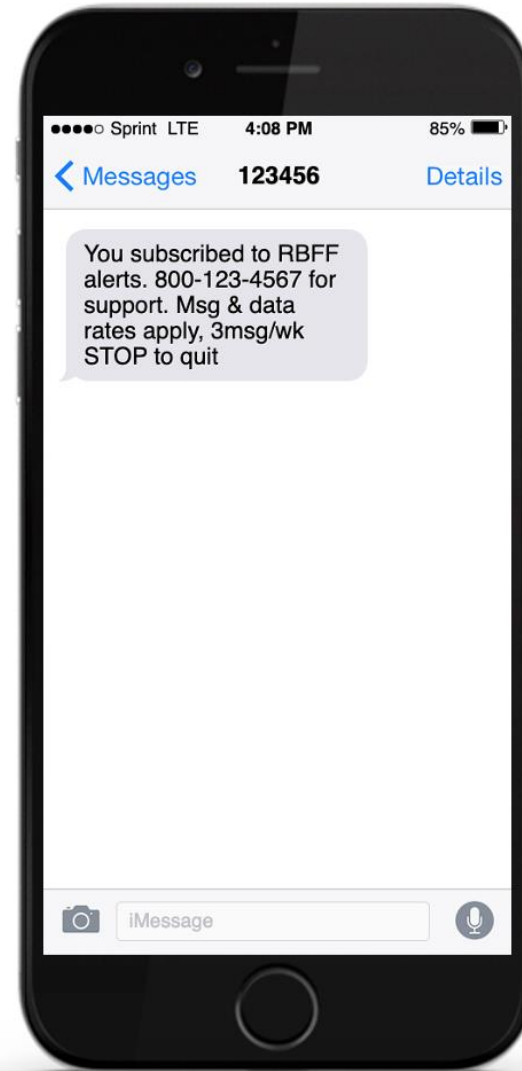
Brand name OR product description.

Customer care contact information

“Message and data rates may apply”

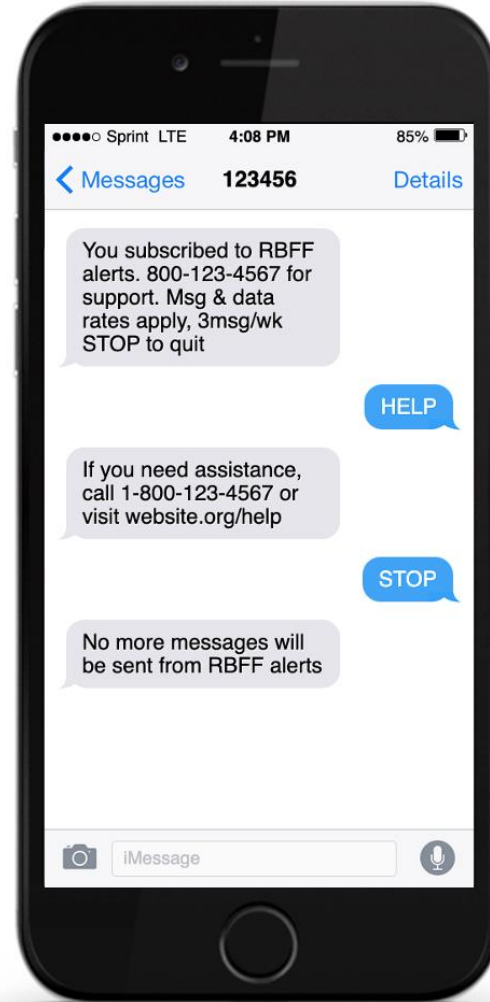
Message frequency

Opt-out information



< 160 characters!

Required Keywords



HELP keyword



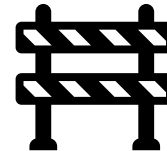
Opt-out confirmation

*STOP instructions must be sent at "regular intervals"



Avoid

Public Short URLs
SHAFT language
Sweepstakes + contests



Audit Risks

Opt-in
Welcome message
STOP requests



Chart your course

Experience Design Framework

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

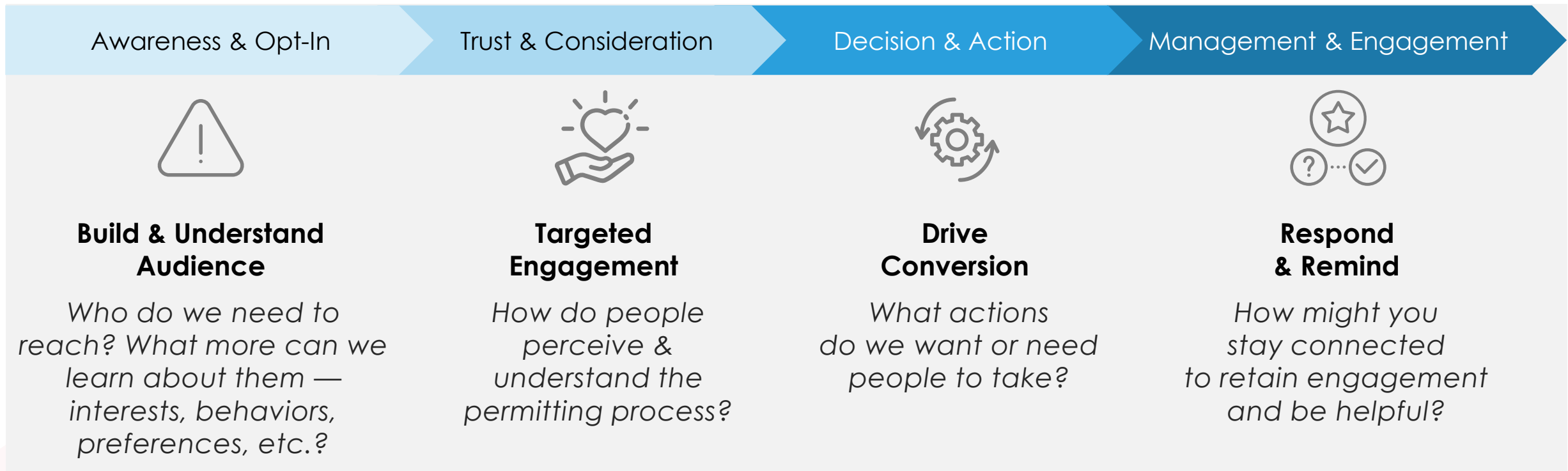
Access and create content needed at various touchpoints and phases of the journey.





Four Phases of Communications

Apply a human-centered approach to digital communications to recruit, retain & re-activate anglers & boaters



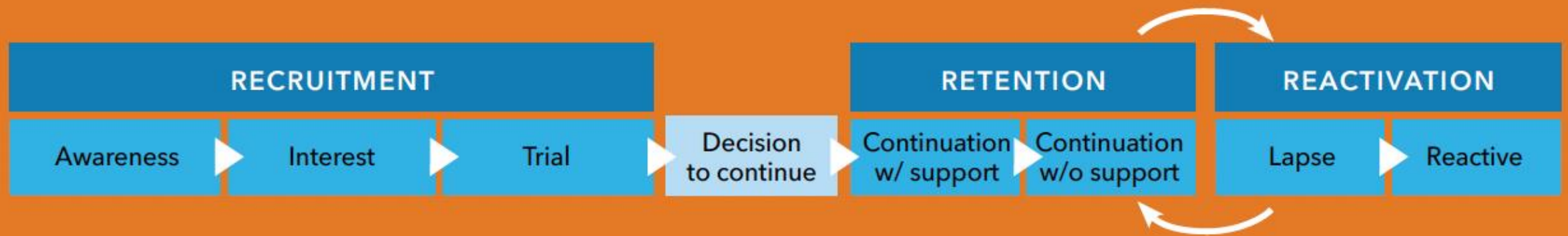
Awareness & Opt-In

Trust & Consideration

Decision & Action

Management & Engagement

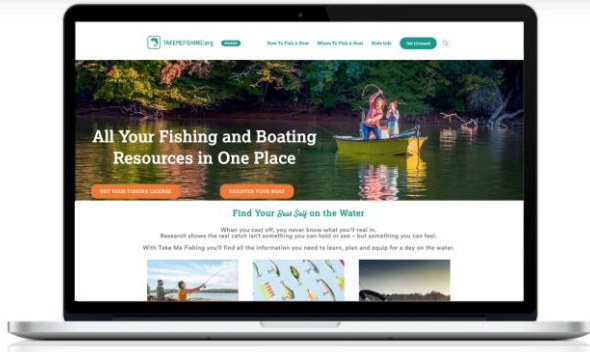
Outdoor Recreation Adoption Model



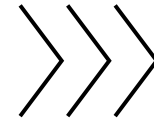
Source: RBFF



Let's go texting!



Multi Channel
Live promotion
Printed media
Digital



Consider tracking & attribution



We just released our latest **Drinking Water Quality Report.**

See how we test and sample to keep Philadelphia's water safe.

Presorted Standard
U.S. Postage
PAID
Philadelphia, PA
Permit No. 1848

5 ways to get the report:

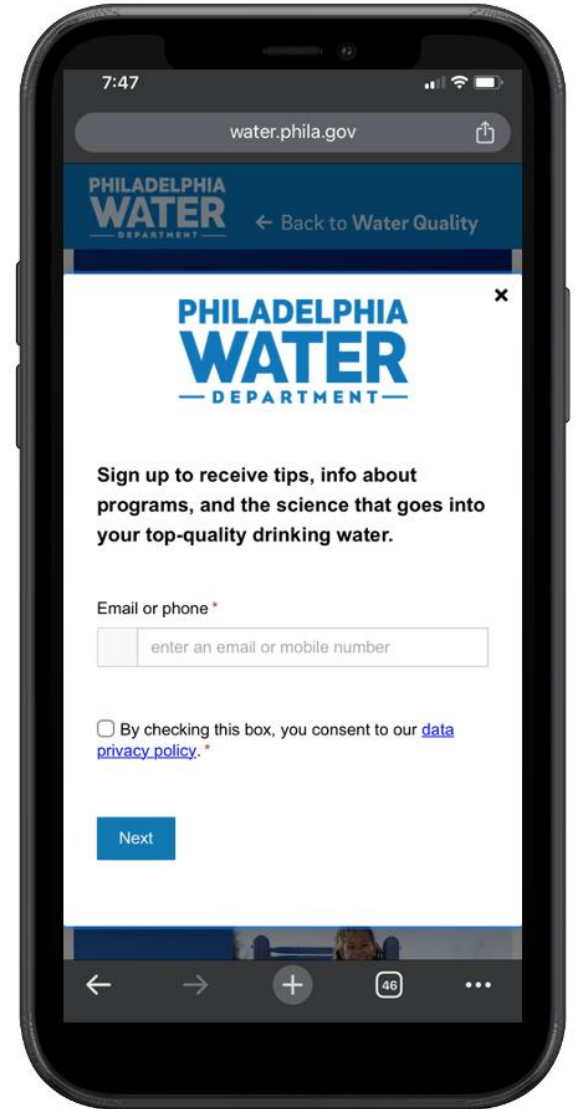
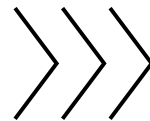
- Direct link to the report:
water.phila.gov/2021-quality
- Text for a link & water quality updates:
Text 'PWD WG' to 468-311 **confirm**
- Email to request your copy or translation:
waterquality@phila.gov
- Call to request your copy or translation:
(215) 685-6300



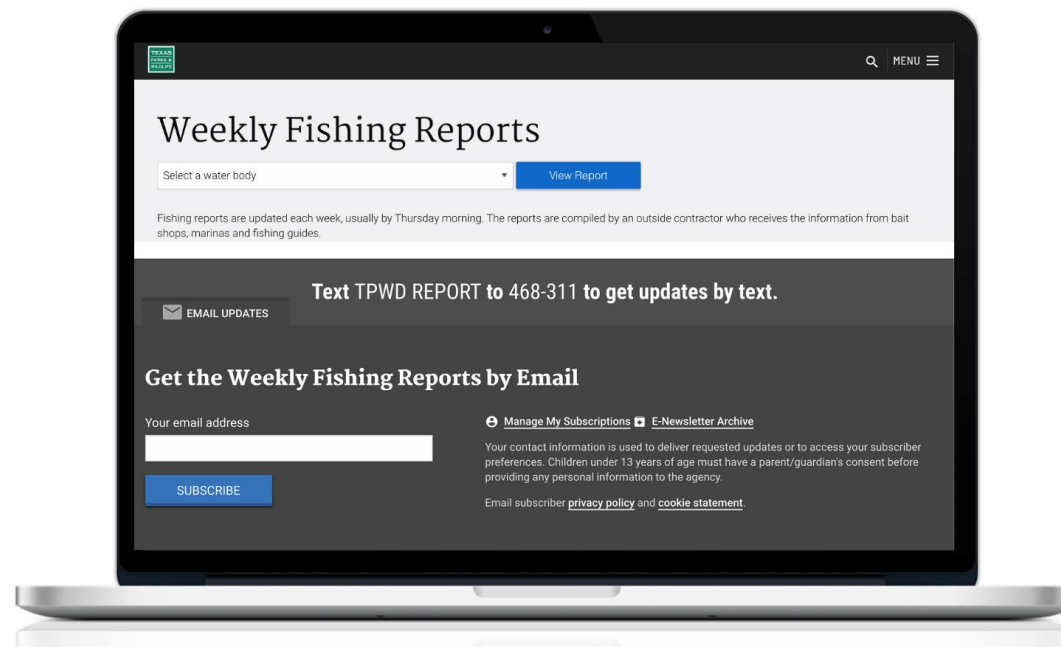
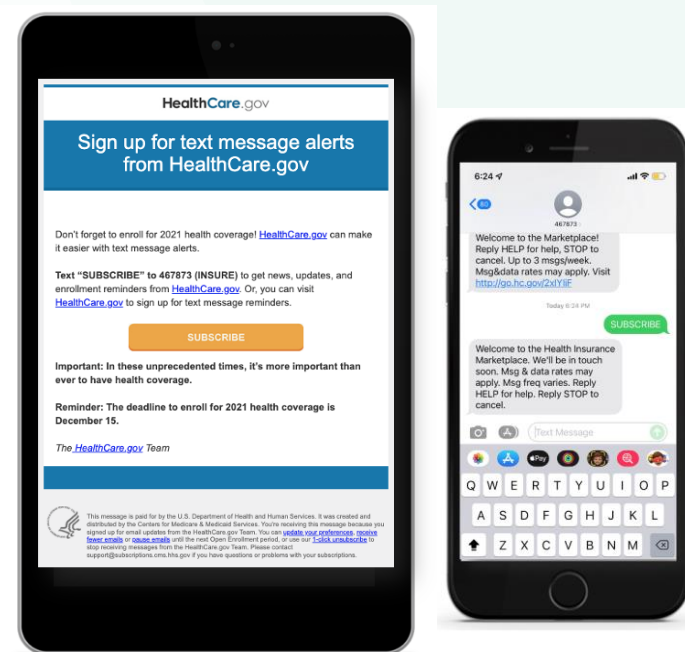
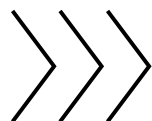
Scan this QR code with your cell phone to access the report.

Photography: JPG Photo & Video and PWD © PWD

QR Codes
Text to Subscribe



Leverage email to grow & retain SMS audience



Integrate email & SMS for omnichannel outreach

Tip: Go where they are



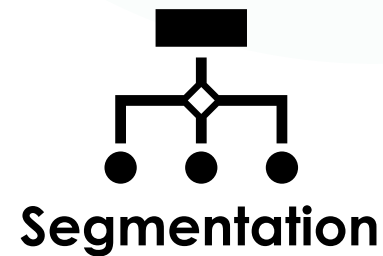


Be creative with content

Consistent
 Concise
 Conversational

5 W's
 Bring value
 Be empathetic
 Be actionable

...in 160 characters



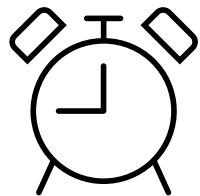
Persona

Action

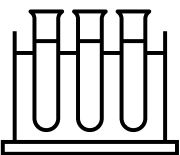


Tip: There's technique involved!





Time of Day
8am – 9pm



A/B Testing



Link Tracking

	Awareness	Consideration	Decision	Management	Renewal
QUESTIONS	<ul style="list-style-type: none"> What is Acme Factory? Where is Acme Factory going to be located? Will Acme Factory release pollutants? 	<ul style="list-style-type: none"> How is Acme Factory going to impact my family and my neighborhood? Can I engage with Acme Factory and government stakeholders on this issue? 	<ul style="list-style-type: none"> How is the factory built progressing? What is the timeline? How do I make sure my specific concerns are heard? 	<ul style="list-style-type: none"> Are my concerns being taken into consideration? How do I hold Acme Factory accountable for operating responsibly? 	<ul style="list-style-type: none"> How can I contribute to good environmental stewardship? What do I do if I have a new concern about Acme factory?
ACTIONS	<ul style="list-style-type: none"> Googles Acme Factory Participates in NextDoor and Facebook conversations with neighbors 	<ul style="list-style-type: none"> Continues online searches Shares content with other community members on NextDoor and Facebook 	<ul style="list-style-type: none"> Looks for ways to make her voice heard directly to DEQ and Acme Factory Attends a public meeting Leaves a public comment 	<ul style="list-style-type: none"> Encourages others to leave public comments and attend meetings Continues to follow story online to determine if feedback was heard 	<ul style="list-style-type: none"> Regularly attends local environmental justice meetings Reports pollution incident when she is concerned about a release
INSIGHTS	<ul style="list-style-type: none"> Proactively add search engine optimized content to the site to ensure DEQ info appears in searches Robust connection between website and social media 	<ul style="list-style-type: none"> Create clear and transparent environmental content that is easy for non-experts to understand Provide content that is easily shareable 	<ul style="list-style-type: none"> Provide community engagement connections with high visibility Offer clear options for providing feedback 	<ul style="list-style-type: none"> Ensure post-feedback process is clearly documented on the website Provide regular updates on project progress 	<ul style="list-style-type: none"> Highlight local environmental stewardship programs Clear opportunities for reporting concern and ongoing feedback on projects

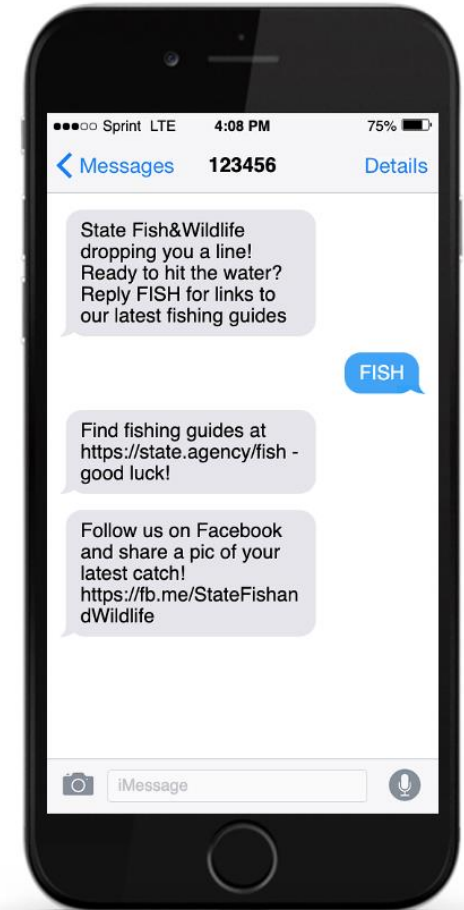
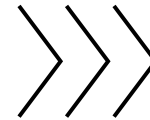
User journeys inform communications, **Communications** support the journey



Drive **decision & action** around key **dates & deadlines**

Tip: Timing is important

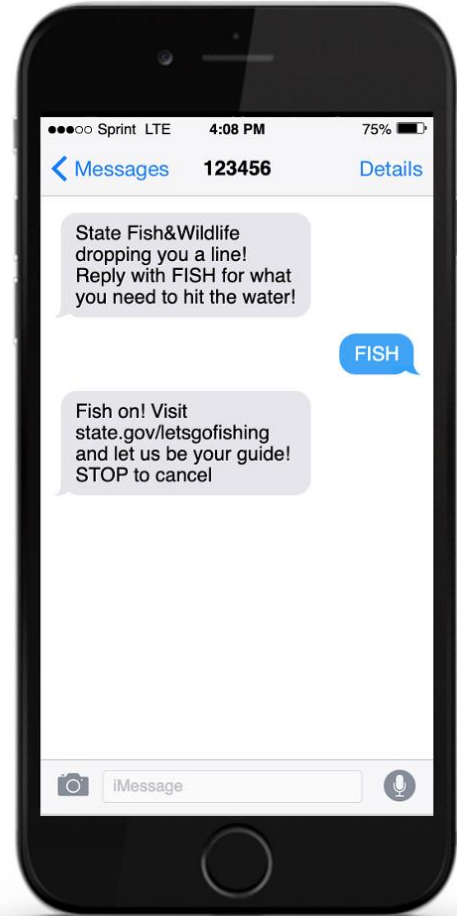




Drive community engagement



SMS is designed
to be
interactive



Custom Keywords



Two-Way SMS

Tip: Keep them hooked!



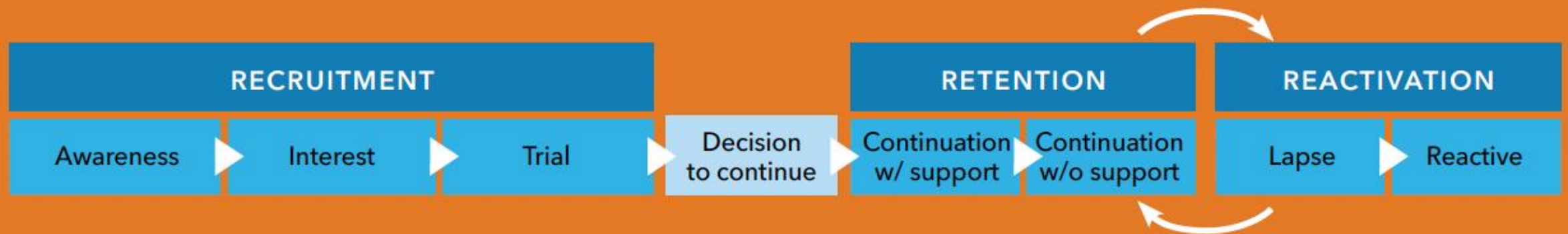
Awareness & Opt-In

Trust & Consideration

Decision & Action

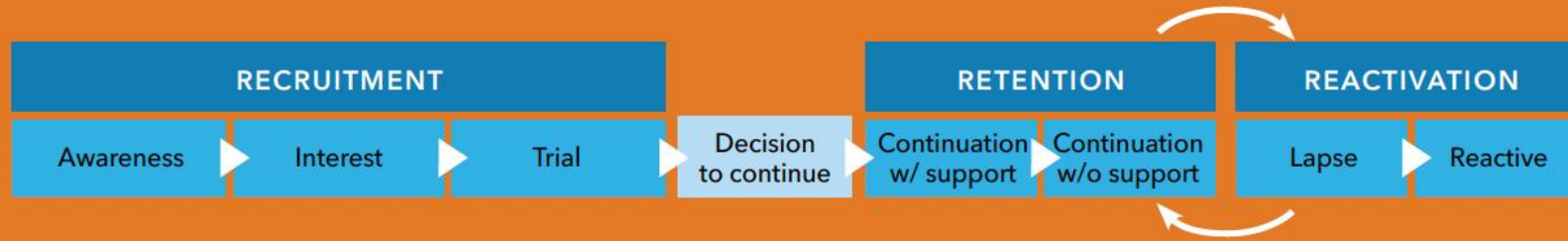
Management & Engagement

Outdoor Recreation Adoption Model

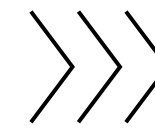


Source: RBFF

Outdoor Recreation Adoption Model



Source: RBFF



Thank you!



GRANICUS

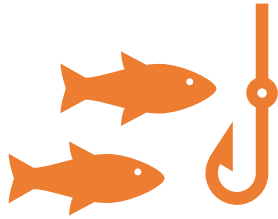


Fishing License Retention

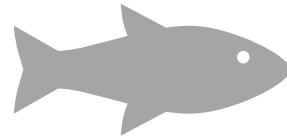
Presented by: Joshua Lee
Email Marketing Manager
TPWD Communications Division
February 28, 2024



Background



Churn rate high among fishing license buyers, leading to lost revenue

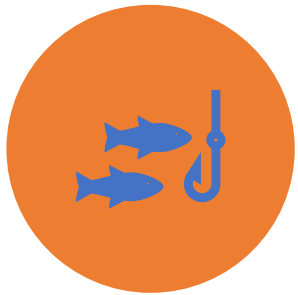


Year-From-Purchase (YFP) fishing license holders tend to have longest lapse in renewals (≈5 months)



Used texting in past, but **FIRST** time for license renewals

Objectives



Increase renewals among lapsed Year-From-Purchase (YFP) fishing license holders



Reach 200K people within target audience with minimum of two messages (400K texts sent)

Tactics



Text/email combination sent at time of expiration followed by 60, 90 and 120-day intervals



Texts sent first, email 2-3 hours later

Tactics: text



Utilized custom Bitly links with unique UTMs for each text

Today 4:12 PM

From TPWD:

Your Year-From-Purchase All Water Fishing License has expired. Renew now at bit.ly/TPWD-YFP120Sept

Tactics: Expiration Email

TEXAS
PARKS &
WILDLIFE



EXPIRATION NOTICE

EXPIRATION DATE: October, 2023

LICENSE TYPE: Year-from-Purchase All Water Fishing Package

DESCRIPTION: (Texas residents only) includes a resident fishing license, a freshwater endorsement and a saltwater endorsement with a red drum tag, all valid from the date of purchase through the end of the purchase month of the next license year.

LICENSE FEE: \$47

[RENEW YOUR LICENSE](#)

Tactics: Follow-up email



Your Fishing License has Expired

Don't miss out on all the perks that your resident Year-from-Purchase All-Water Fishing Package has to offer! Renew it now [online](#) or at a [local retailer](#).

- [Free Fishing Events](#) – hosted throughout the year at numerous locations.
- [Free Fishing Reports](#) – find out what's biting, which bait is working, and more, in the freshwater and saltwater waterbodies of your choice.
- [Free Leased River Access](#) – Anglers may use these leased (by TPWD) areas on privately-owned land for fishing and launching kayaks, canoes or other non-motorized boats.
- Your resident Year-from-Purchase All-Water Fishing License includes a freshwater and a saltwater endorsement with a red drum tag – all valid from the date of purchase through the end of the purchase month of the next license year.

RENEW YOUR LICENSE

Fishing in summer is awesome – here's why!



The dog days of summer bring with them cat nights—when the catfish action can be as hot as the daytime highs. When the sun goes down and most of the boat traffic goes away, catfish move into the shallows to feed.

Warm coastal waters bring in many species, including redfish, black drum and red snapper. Before you head out to reel in the big one, be sure and [get your Texas fishing license](#).

Check out all the great places to get your fish on!

- [Major Lakes](#) – find access information and fishing tips for more than 150 lakes around the state
- [Community Fishing Lakes](#) – numerous lakes that are 75 acres or smaller
- [Neighborhood Fishin' Lakes](#) – small urban ponds stocked regularly with catch-and-keep catfish, perfect for first-timers and families with kids.
- [State Parks](#) – fish from pier or shore at more than 70 parks
- [Paddling Trails](#) – well-mapped accessible day trips in a variety of settings and for all levels of paddling experience. Choose [coastal](#) or [inland](#) trails.
- [Saltwater fishing](#) – available in bays, estuaries, coastal waters (shore and piers) and jetties..

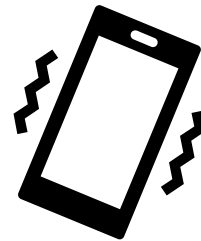
WHERE TO FISH

Results



\$80K revenue increase from same period (May 1 - Sept 30) in 2022

SMS/Text
400,869 Delivered
25,095 Link Clicks
\$184K Revenue
\$10K Cost (RBFF Grant Funded)
>1700% ROI



Emails
352,397 Delivered
11,162 Unique Clicks
\$165K Revenue
48% Unique Open Rate
173,618 Unique Opens
3.2% Click Rate

Observations



Customers
receptive to text
reminders



Multiple reminders
increased sales and
reduced lag time
between renewals



Significant opportunity
to engage with
customers in new way



Simple, to the
point messages Are
most effective

Recommendations



Further study and testing in future marketing efforts



Request additional funding to increase texting capabilities

Contact Info



Joshua Lee

Email Marketing Manager

Texas Parks and Wildlife Department

Joshua.Lee@tpwd.texas.gov

512-389-4794