Virginia Boat Registration Reactivation Campaign
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

<table>
<thead>
<tr>
<th>Mailers</th>
<th>Control boat: 944</th>
<th>Control fish: 788</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment</td>
<td>8504</td>
<td></td>
</tr>
<tr>
<td>Treatment fish</td>
<td>7047</td>
<td></td>
</tr>
</tbody>
</table>

| Emails       | 471 boat only     | 823 boat/fish     |
# Results

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Total Number of Mailers</td>
<td>15,551</td>
</tr>
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</table>
| 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
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](http://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.

The fish are in the water... shouldn’t you be in your boat?

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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
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

- 6% Boating
- 6% Miscellaneous
- 2% FILO
- 36% Federal grants (based on number of licenses sold)
- 50% Hunting and fishing licenses

**Funding Source**

**Lapsed Angler Reactivation**
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)
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

View presentation here:
https://prezi.com/view/jsvford6Xpbxw0oMZv7fr/

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