

PRESENTED BY 🗯 FISHBRAIN



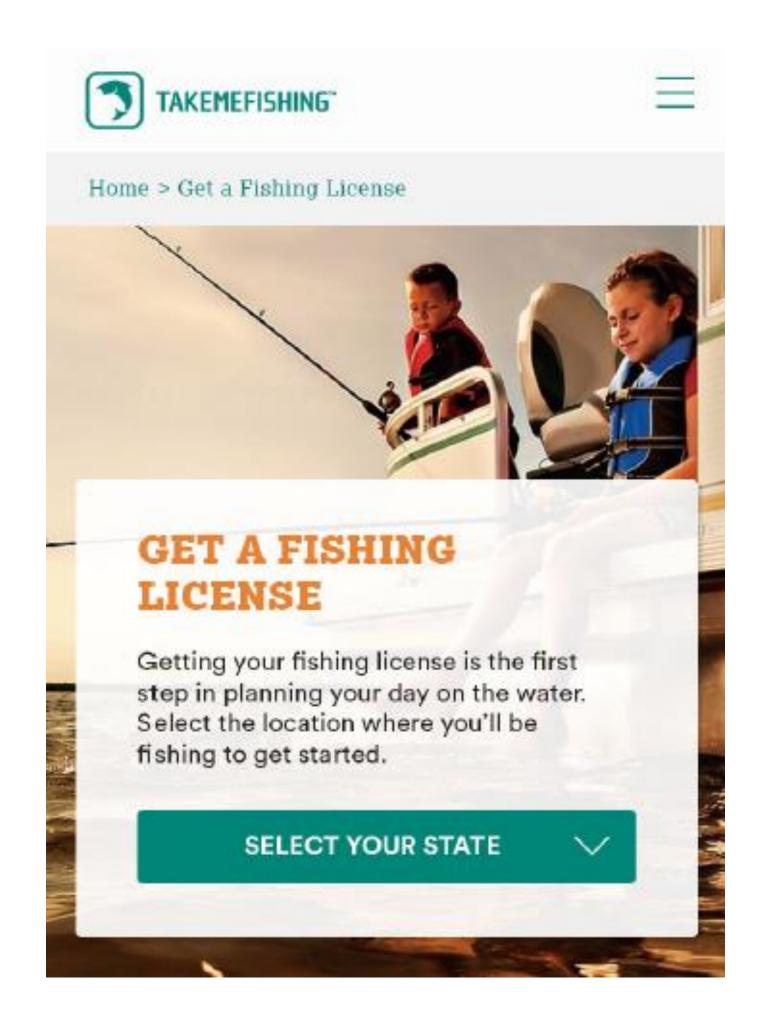
# TakeMeFishing.org redesign

## TakeMeFishing.org Website Main KPI

#### conversions

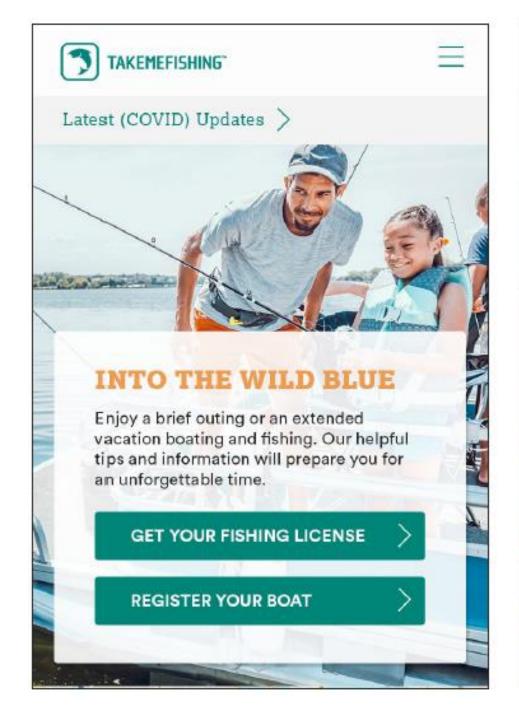


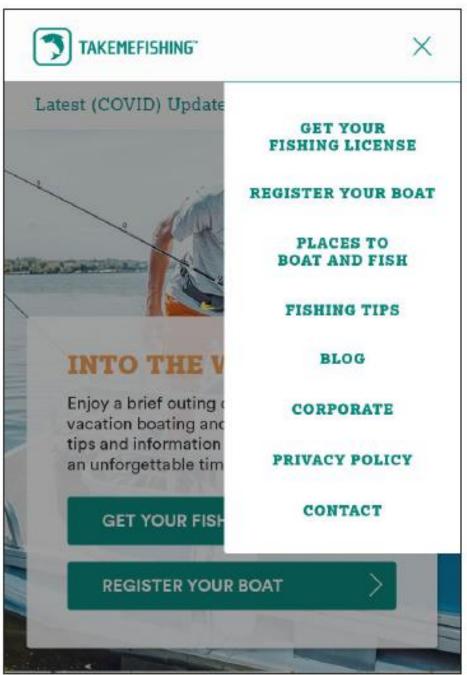
Conversions to fishing licenses and boat registrations are one of the main priorities of the website





## TakeMeFishing.org User Experience Improvements





Improving UX adding drop down menu and simplifying current sections

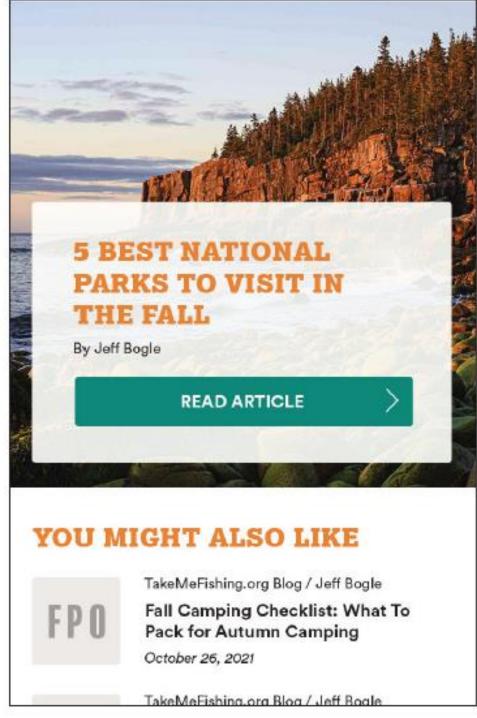
Search Term 🔞

- blog
- where is blog



## TakeMeFishing.org User Experience Improvements



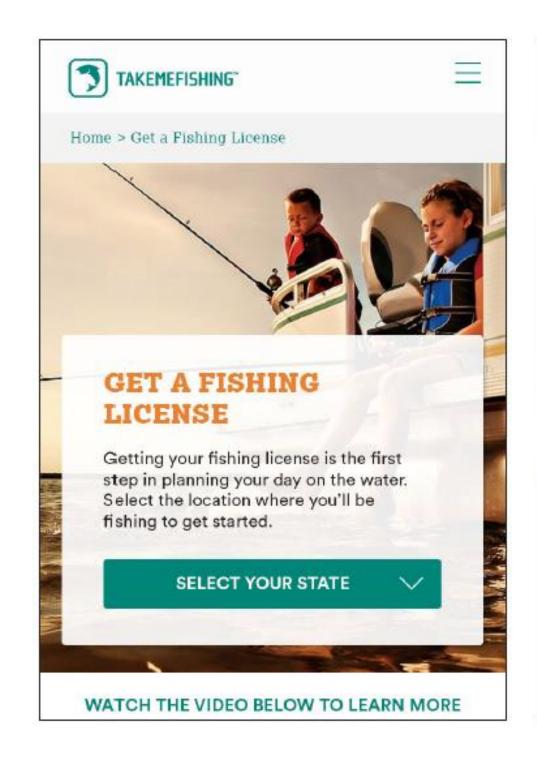


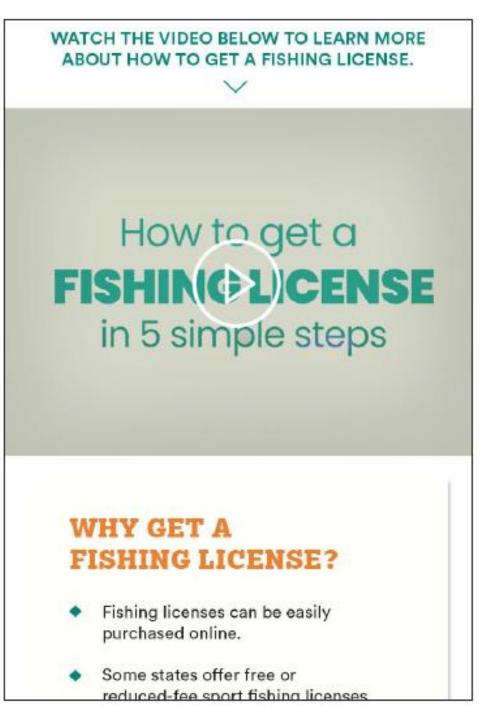
Providing a more personalized UX dividing content on categories and showing "You Might Also Like" Section.

We are open to partner with you to highlight local stories!
Email: jlario@rbff.org



## TakeMeFishing.org SERP Improvement for Key Pages

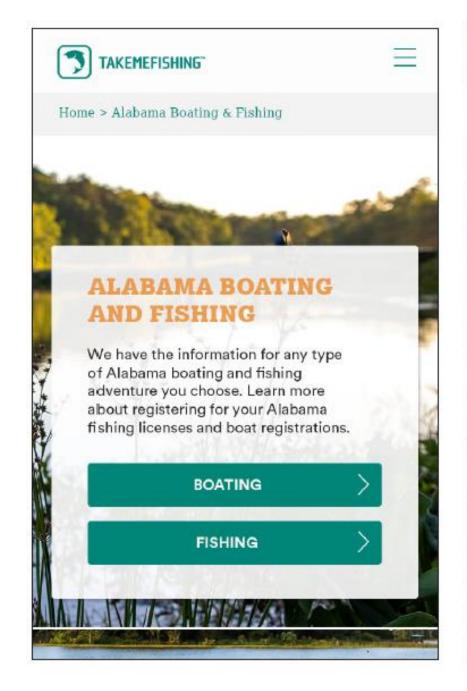




Improving SERP (Search Engine Results Page) adding videos on key pages.



## TakeMeFishing.org Refreshing State Pages





Refreshing state specific pages to improve conversion rates



## Recent improvements on TakeMeFishing.org and how they help states

## TakeMeFishing.org State Pages

### updates on state pages

We have been adding pricing and license types on fishing license and boat registration pages to improve conversions.

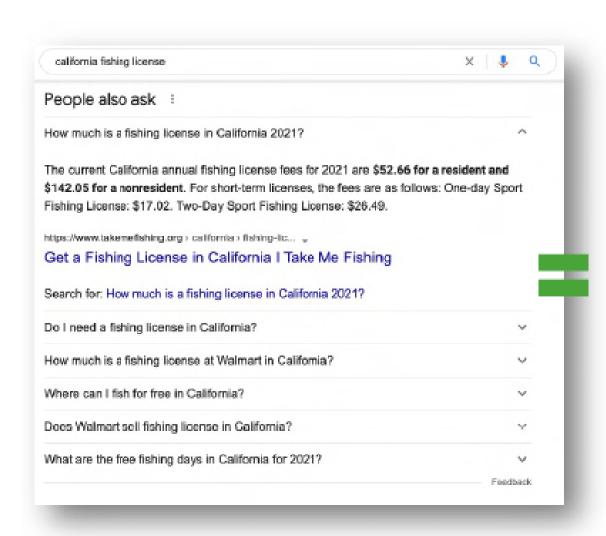
https://www.takemefishing.org > california > fishing-lic...

Get a California Fishing License

**Fishing License Fees** · One-day Sport **Fishing License**: \$17.02 · Two-Day Sport **Fishing License**: \$26.49 · Ten-Day Nonresident Sport **Fishing License**: \$52.56.



## TakeMeFishing.org State Pages: California Case



#### M/M

Landing Page ⑦	Users 🔻 🔱	New Users ②	Sessions ①	Bounce Rate	Pages / Session	Avg. Session Duration	Fishing License (Goal 5 Conversion Rate)	Fishing License (Goal 5 Completions)
/california/fishing-license/								
Jul 1, 2021 - Jul 31, 2021	3,687 (42.86%)	3,056 (40.36%)	4,144 (43.42%)	56.23%	1.23	00:00:56	31.13%	1,290 (95.63%)
Jun 1, 2021 - Jun 30, 2021	<b>2,187</b> (32.24%)	1,807 (29.93%)	2,437 (33.03%)	51.99%	1.24	00:01:00	35.33%	861 (94.00%)
% Change	68.59%	69.12%	70.05%	8.15%	-0.60%	-5.99%	-11.89%	49.83%

#### Y/Y

Landing Page ③	Users ?	New Users ③	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration	Fishing License (Goal 5 Conversion Rate)	Fishing License (Goal 5 Completions)
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Jul 1, 2020 - Jul 31, 2020	<b>2,469</b> (53.14%)	2,050 (51.53%)	2,840 (54.58%)	40.18%	1.19	00:01:01	42.89%	1,218 (97.67%)
% Change	49.33%	49.07%	45.92%	39.95%	3.42%	-8.66%	-27.42%	5.91%



## TakeMeFishing.org Outdoor Lifestyle Category

We have had the "outdoor lifestyle"
Category for a few years. It has brought in users to fishing and boating that were initially only interested in the outdoors



#### 10 HOLIDAY GIFT IDEAS FOR OUTDOOR ENTHUSIASTS

BY JEFF BOGLE

12/07/2021

From essential fishing gear, camping accessories and the coolest tech, these are the best...

READ MORE



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11/10/2021

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BY JEFF BOGLE

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#### THE 9 BEST OUTDOOR PODCASTS

BY JEFF BOGLE 01

01/12/2022

Whether you prefer fishing and boating or camping and hiking, here are the 9 best outdoor...

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#### 5 REASONS WHY FISHING IS GOOD FOR YOUR HEALTH

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Fall colors undeniably beautiful and they provide outdoor activities for kids too! These leaf...

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#### 10 FUN WINTER HOBBIES TO TRY THIS YEAR

BY JEFF BOGLE

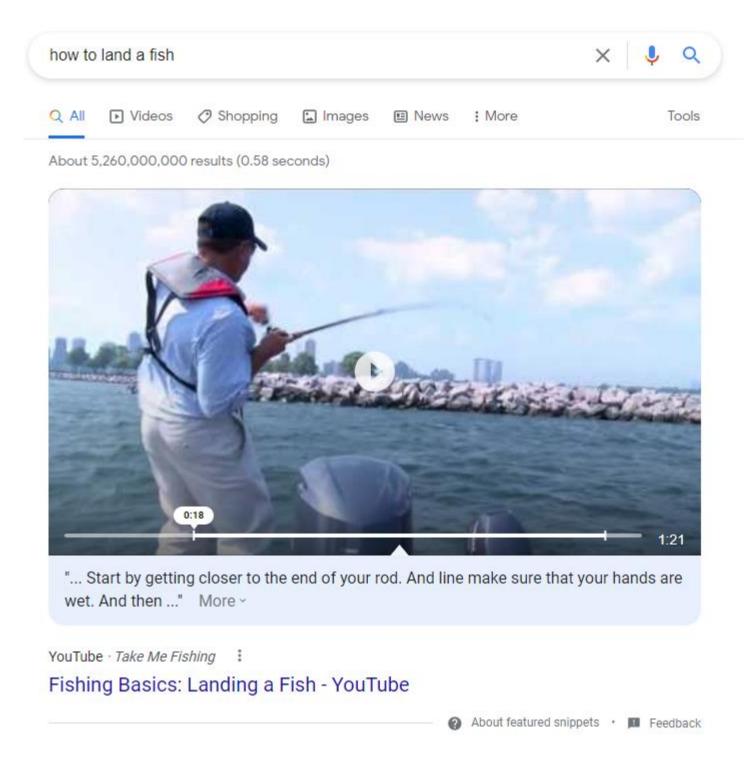
01/20/20

Instead of hibernating, try new winter time hobbies to pass the time and expand your horizons...

READ MORE



### YouTube Adding Videos to Your Pages Improves SERP Ranking

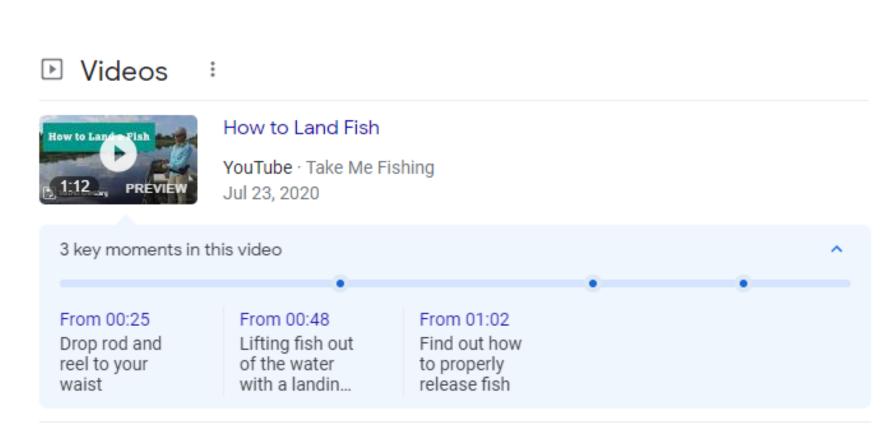


https://www.takemefishing.org > how-to-fish > how-to-l...

#### Helpful Tips on How to Land a Fish - Take Me Fishing

Dec 4, 2012 · 7 steps

- 1. As your fish gets closer to the boat, drop your entire rod and reel to your waist.
- 2. If the fish goes under the boat, get your rod tip in the water and follow it.
- 3. If you can see the fish, you'll know when it's tired.





### Top Video Content How To / Where to

You can embed any of our videos to your pages to improve your SERP.

We are also open to partnering together making videos! Email: jlario@rbff.org

#### **HOW TO LAND A FISH: STEPS**

Now that you've learned the fundamentals of how to fish (e.g., how to cast, how to reel in a fishing line, how to hook a fish when it bites, etc.), it is time for the last step in learning how to catch fish. After all, what good is it to master all the previous steps if you cannot land the fish you've hooked? Follow the steps below to maximize your chances for successful landings.



As your fish gets closer to the boat, drop your entire rod and reel to your waist.



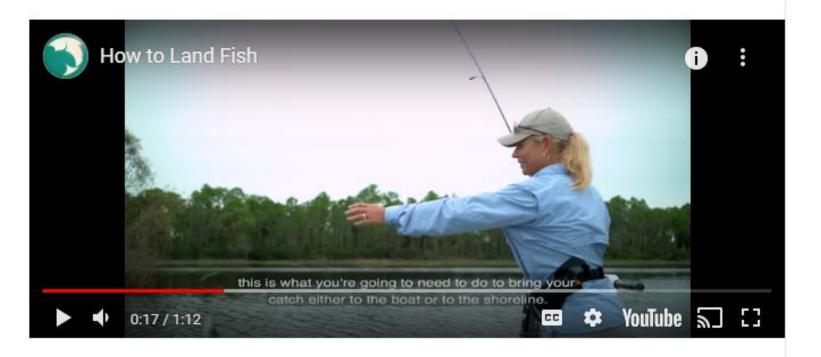
If the fish goes under the boat, get your rod tip in the water and follow it.



If you can see the fish, you'll know when it's tired. It'll roll over on its side to let you know it's ready to be landed. And if you can't see the fish, you'll be able to feel it.



For smaller fish, such as <u>crappie</u> simply lift them by hand or by a fishing net from the water quickly then cradle the fish around the belly to remove the hook.





## Additional RBFF Resources

## Photo Library New Photos & Contributor Program



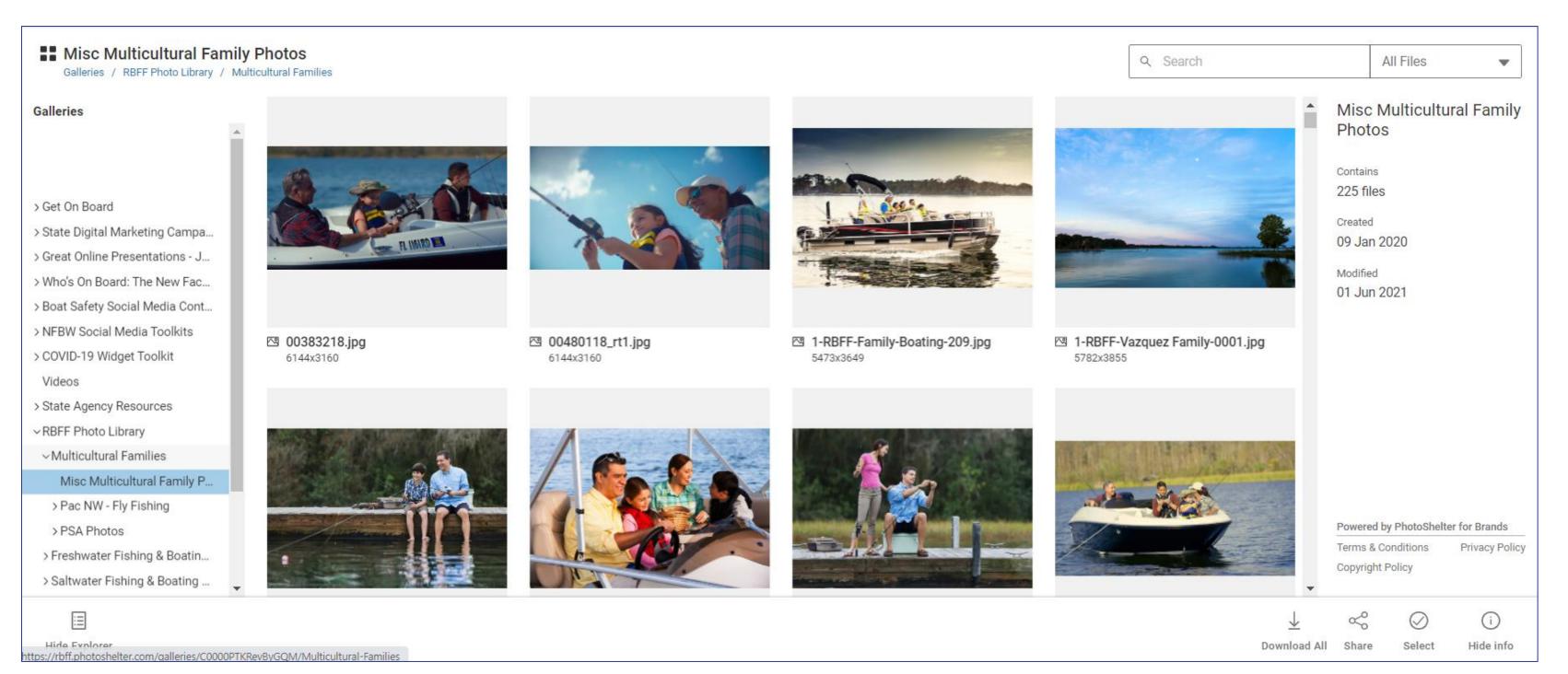




Contact Info: marketing@takemefishing.org



## Photo Library New Photos & Contributor Program





## State Marketing Campaigns 10 Steps to Create a Digital Marketing Campaign





#### **MI Department of Natural Resources**



#### **AFWA Multi-State Conservation Grant**

Michigan Department of Natural Resources (MI DNR), Fisheries Division implemented a digital marketing campaign to recruit new anglers, retain current anglers and reactive former anglers by encouraging them to purchase a Michigan fishing license.

The campaign was originally set for 2020 but due to the pandemic it was pushed to launch in 2021. In 2020, Michiganders were directed by the Governor to not travel until later in the year, nonresident marketing was halted and even motorboat usage was not allowed for a period of time.

MI DNR used display, paid search, Facebook and Instagram to reach consumers from May to September 2021.

MI DNR utilized Brogan & Partners Marketing Agency to assist with implanting their campaign. MI DNR currently has a contract with the agency and, therefore, per the State of Michigan procurement, this firm was awarded the bid for MI DNR's marketing campaign and was their sole vendor on this effort.

During the campaign, MI DNR spent just over \$47,000 on ads and they saw a total revenue of \$843,794.25!

Unfortunately, MI DNR experienced some tracking issues and couldn't attribute revenue to each tactic. Other results include:

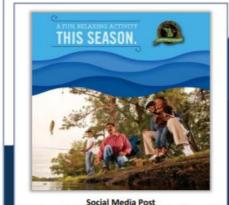
Tactic	Ad Spend	Impressions	Visits to Landing Page	Visits to E- license Page
Display	\$35,000	4,692,395	11,971	7,102
Paid Search	\$7,206.55	206,433	92,220	82,569
Facebook	\$3,000	1,312,765	5,490	78
Instagram	\$1,950	302,017	831	-
TOTAL	\$47,156.55	6,513,610	110,512	92,749

Due to the large increase in license sales in 2020 with more outdoor recreation in response to the pandemic, they compared their 2021 sales to 2019 sales for a more realistic benchmark. Comparing the wo years they saw the following:

- New customers- 8.3% increase
- Repeat customers- 5.7% increase
- One-to-three-day license holders- 5.3% increase
- Non-resident customers- 11.7% increase
- Female customers- 11.4% increase

- Recreational Boating & Fishing Foundation Association for Fish & Wildlife Agencies
- Brogan & Partners Marketing Agency

"With the help of RBFF, we were able to fund a digital marketing campaign that increased our 2021 license sales compared to 2019 data. As we continue to focus our efforts in R3, we will utilize the RBFF resources and case studies to incorporate successful tactics in our future marketing campaigns." -Jim Dexter, Fisheries Division Chief



#### Social Media Post

Ad Text: Whether you're a seasoned angler or a first-timer, fishing is a fun, relaxing and familyfriendly outdoor activity.

**NEW ADDENDUM!** 

**Creative Assets** 

Case Studies



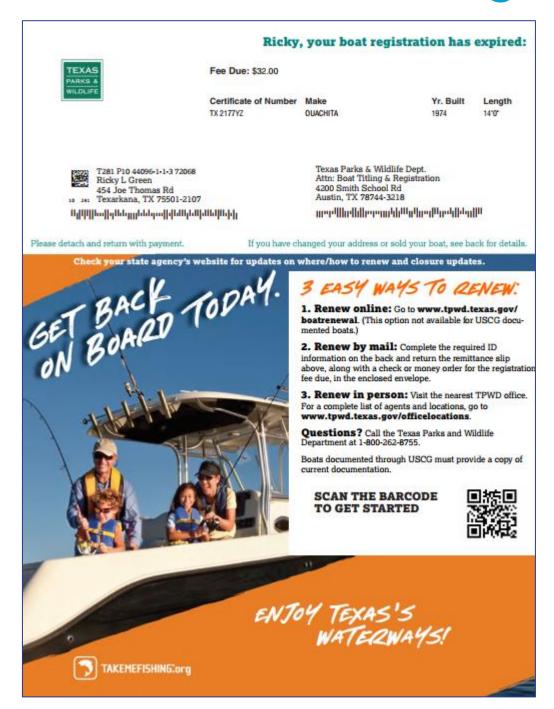
### Research



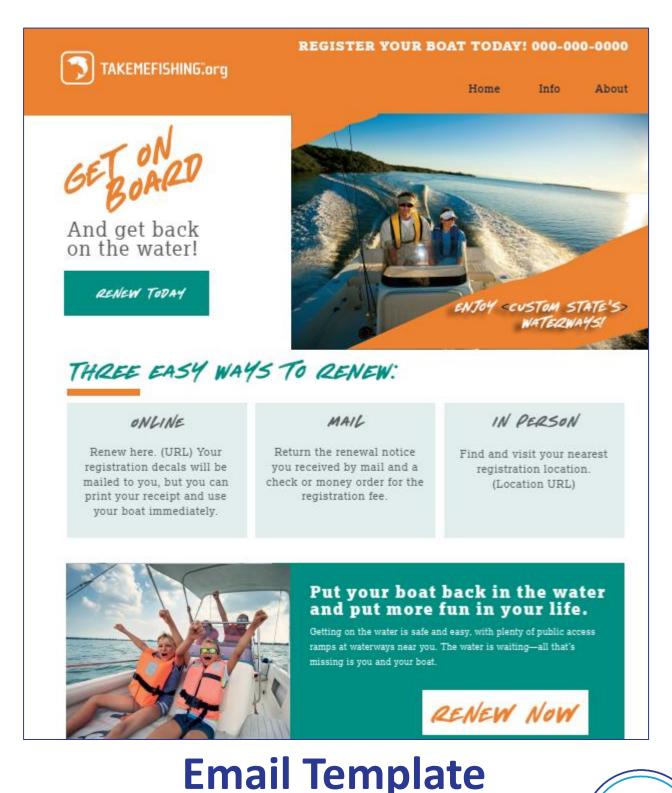




### Boat Registration Reactivation Program







**Direct Mail Template** 

**Facebook Template** 

Contact Info: jmartonik@rbff.org



### **Additional Resources**











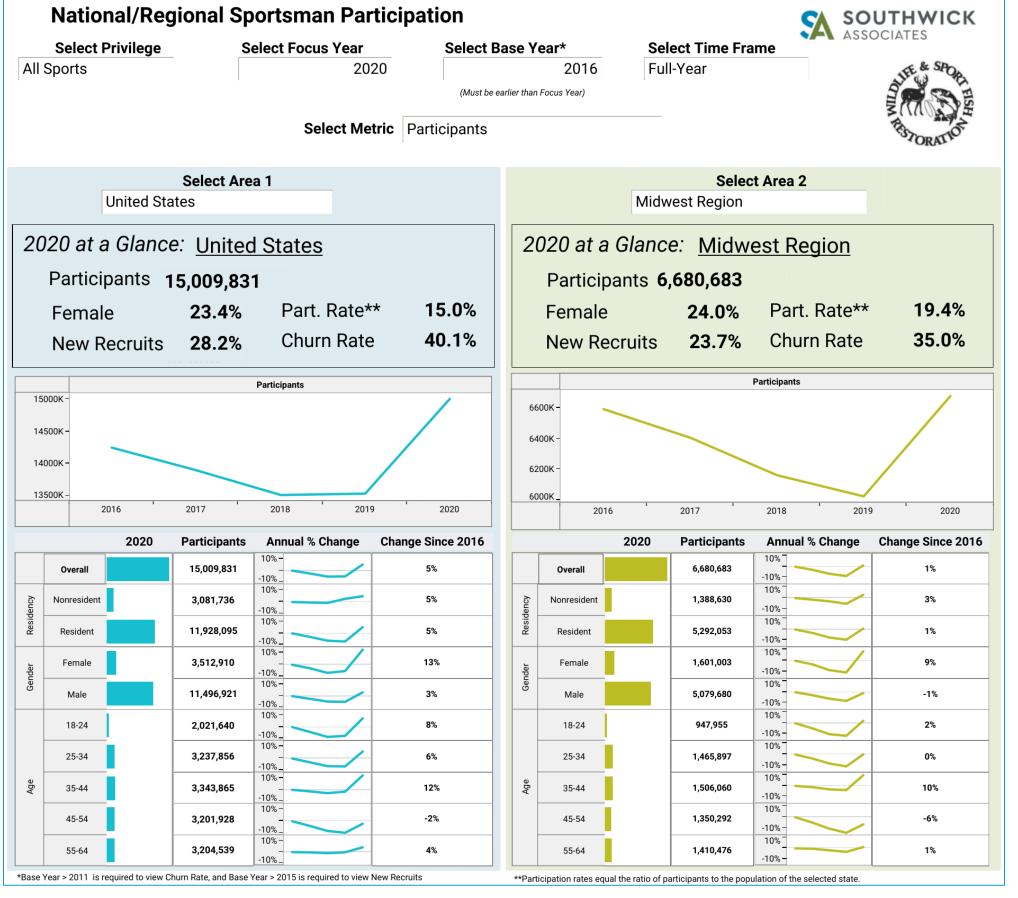
**Public Service Announcements** 



## Partner Resources

## Fishing & Hunting License Data Dashboards

- FREE!
- Now using automated real-time data acquisition
- No personally identifying info (PII) needed



Contact Info: <a href="mailto:lisa@southwickassociates.com">lisa@southwickassociates.com</a>

Dashboard: https://asafishing.org/data-dashboard/

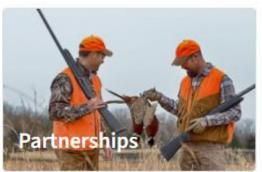


### Council to Advance Hunting and the Shooting Sports R3 Clearinghouse











#### Quicklinks

Council Website Council YouTube

Mentoring Self-assessment

Marketing Guide

Upload Permissions Disclaimer

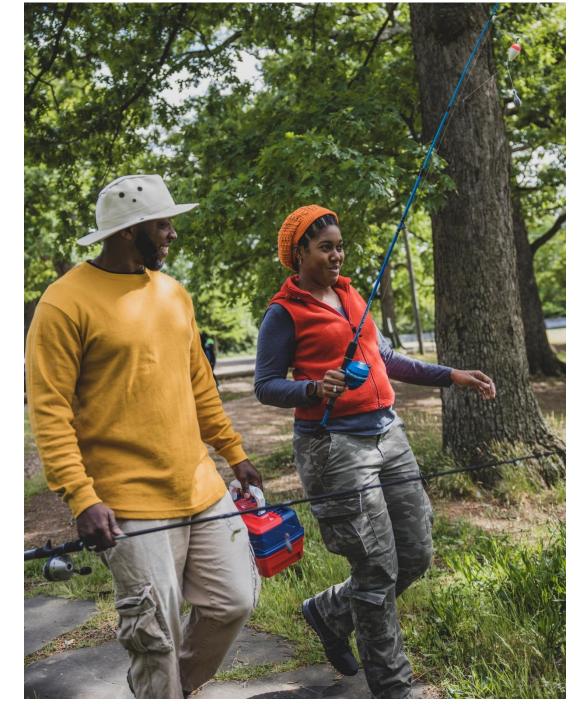


### MAFWA Small Game Toolkit Photo Collection

The MAFWA R3 Marketing Subcommittee was awarded a grant to pursue a small game diversity and inclusion toolkit to reach women and people of color in small game outreach efforts. The toolkit will include images and bilingual social media and email templates that have been vetted by ethnic

and gender-representative focus groups. As a result of COVID, the photoshoots that were supposed to take place in Ohio, ri, and Nebraska this fall were postponed and we are pursuing a grant extension to hold those photoshoots

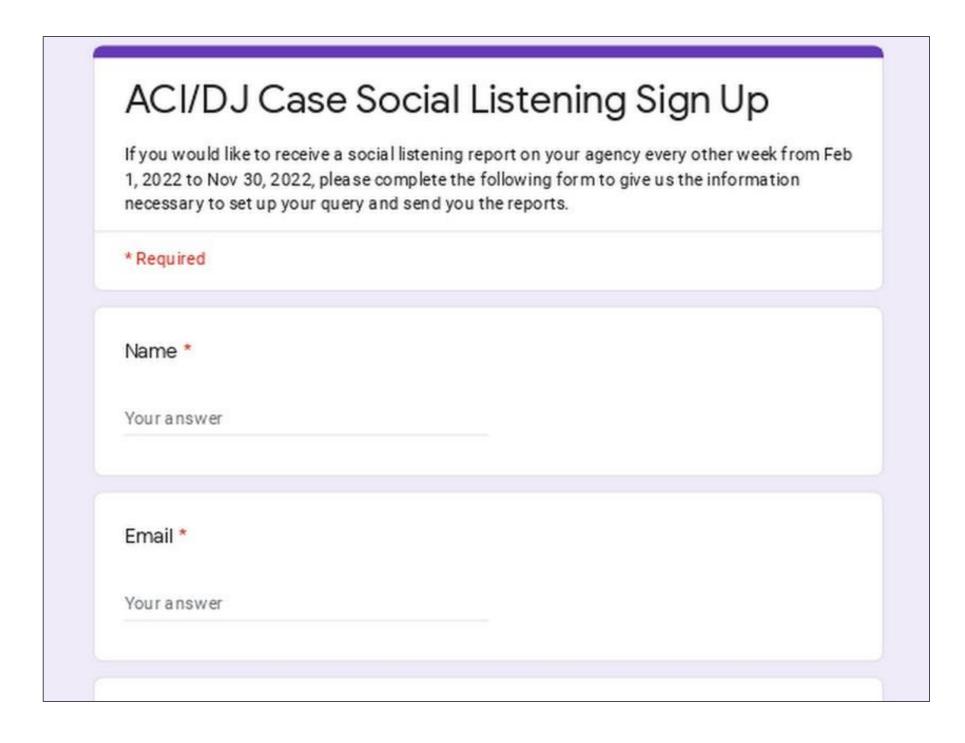


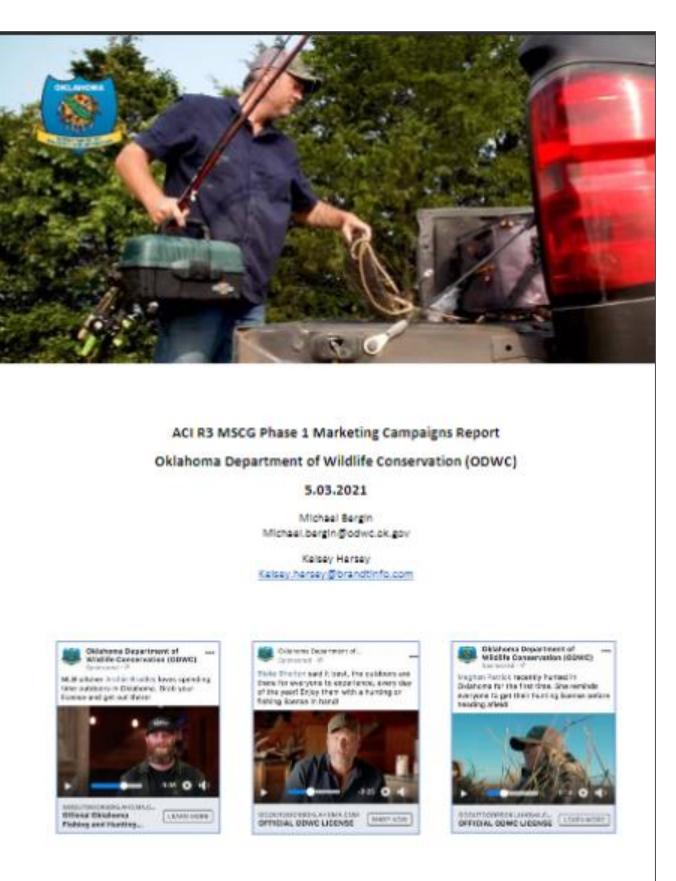






Association for Conservation Information Grant Info and Social Listening





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## Contact Info: Joanna Lario jlario@rbff.org

Joanne Martonik jmartonik@rbff.org