

WE
MISS
YOU
MARKETING



WE MISS YOU MARKETING

Losing a few customers here and there is part of running a business, but by not attempting to win back lapsed customers, businesses are missing out on an important revenue-making opportunity. In addition, acquiring a new customer is usually more expensive than getting an already-acquired customer to repurchase. Sometimes it just takes an invitation to spark renewed activity. Reach out to customers you haven't seen in a while, and offer them an incentive to come back.

R3 TIP

Reach out to your lapsed customers via postal mail or email, remind them why they should be out fishing and offer them a discount or reward for making a purchase.



IDEAS BEST SUITED FOR:

- Government Agencies
- Guides/Pros
- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60



**BE
MOBILE
FRIENDLY**

BE MOBILE FRIENDLY

Sixty-two percent of smartphone users have made a purchase online using their mobile device in the last six months. Now is the time to go mobile, and ensure you won't miss out on more and more profit as this trend continues to grow. Trying to navigate a website designed for desktop usage on a mobile phone can be extremely frustrating for customers, and many will abandon their purchase if the experience isn't smooth.

R3 TIP

Convert your website to a mobile-friendly format with larger, tap-friendly buttons, text phone numbers that allow tap-to-call instantly, less copy and more visual content. And let your customers know about your new mobile-friendly website when it's complete!



IDEAS BEST SUITED FOR:

- Government Agencies • Guides/Pros • Manufacturers • Retailers
- Media • Non-Governmental Organizations

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**IF YOU
STOCK IT,
THEY WILL
COME**

IF YOU STOCK IT, THEY WILL COME

There's no better way to get someone hooked on fishing than by hooking them up with a lot of fish. Knowing where to have a successful day on the water can be challenging. Some bodies of water have robust populations of fish, but are hard to access or are technically challenging. Your avid angler loves these places— but they can be a turn-off for beginners. Understand what motivates your different customer segments. If you can identify casual anglers within your

customer base, it's possible they identify as a "Family and Friends Angler." This angler is motivated to go fishing because it's a fun group activity. They want to have a good time on the water, and to them that means catching lots of fish. Fish stocking programs are designed to increase catch ratios, and are often conducted in waterways that are easy to access. That's a win-win for the angler and for you, the expert, who told them about such a terrific opportunity.

R3 TIP

Partner with your local fish and wildlife agency to obtain their fish stocking schedule. Promote this to the community, especially those who are new to the sport. Perhaps they've just completed a fishing learning event. What a fantastic way to inspire them to get back out and go fishing on their own.



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SURVEY SAVS...



SURVEY SAYS...

So...how effective are those introduction to fishing events you've been doing? Are people walking away with a new favorite hobby? Did they rush to the local tackle shop and get themselves geared up for a summer full of fishing? Did they tell their friends how much fun they had? If you don't ask, you'll never know. A follow-up participant survey is an effortless way to get feedback and understand if your programs are achieving their goals. After all, you want to develop anglers, not just babysit kids for a few hours with a one-and-done activity. You want to know if they learned the skills to

go fishing on their own, could pick out and purchase their own gear, and if they actually went fishing once, twice or however many times over the next few months - hopefully several! The key to surveying starts with collecting the right contact information up front. When participants register for your event, don't be shy about asking for an email address. In fact, require it. Being transparent about how you will use it, including sending them follow-up surveys, will be acceptable by most of your attendees. And if your attendees are kids, communicate with their parents.

R3 TIP

Not sure what questions to put into a survey? Download the suggested questions list from the American Sportfishing Association's 60 in 60 webpage at ASAFishing.org/60in60. Craft your survey and use an online tool such as Survey Monkey and watch the responses roll in.



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A low-angle, high-speed photograph of two people on a boat. The person on the left is wearing a light-colored shirt, shorts, a cap, and sunglasses, and is pointing towards the camera. The person on the right is wearing a blue shirt, yellow shorts, a cap, and sunglasses, and is holding a fishing rod. The boat is dark-colored and is moving through the water, creating a large splash. The sky is clear blue.

ASK ANGLERS
TO MENTOR

ASK ANGLERS TO MENTOR

Most people learn to fish from a friend or family member, which really shortens the learning curve and lowers the intimidation factor. Trying to grow your customer base? Try leveraging your current and lapsed customers:

1. Ask your current customers to mentor newcomers
2. Ask those you haven't seen in a while to get back into fishing. Incentivize participation with a special discount, giveaway or even just some great 'how to' content.

R3 TIP

Use your current customers to lure those who have lapsed from fishing back into the sport... and into your store or event. If you have a customer database, send a message to those who have lapsed letting them know about all the fun they've been missing. Use incentives or offers if needed. It doesn't have to be something valuable. People love free stuff!



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**LAPSED ANGLER
LICENSE
PURCHASE
REMINDER**

LAPSED ANGLER LICENSE PURCHASE REMINDER

Reactivating lapsed anglers is vital to growing participation in fishing. This audience has already shown interest in fishing; they might just need a quick reminder to get back into it. Retailers can easily remind customers to purchase their license at checkout. For government agencies, the Recreational Boating & Fishing Foundation has a Fishing License Marketing Program with direct mail and email templates to successfully reactivate anglers.

R3 TIP

Create a "Get Your License" message or reminder for your lapsed customers to remind them of all the fishing fun they're missing out on, and incentivize them to make a purchase from your business.



IDEAS BEST SUITED FOR:

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- Retailers

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GROUPEUR

GROUPON

GROUPER Groupon

Groupon, the group buying site offering daily deals to consumers, has its pros and cons for merchants. By having a broad perspective on the service, you can make it part of your overall marketing plan along with your other promotional activities, such as social media and Google Adwords. There's no doubt that using these types of programs advertises your business and attracts a lot of new customers with whom you can cultivate relationships. But knowing that Groupon keeps 50% from each coupon deal, don't expect a windfall of sales.

R3 TIP

Savvy merchants have learned how to maximize these opportunities and avoid the low-end, one-time bargain shoppers. The key is to stay away from offering deals on specific equipment or services, and instead focus on dollar amounts. For example, offer \$100 worth of coupons on products or services for \$50. This increases the chance that the consumer will buy more than just one item, or put it toward an experience that costs significantly more, such as a guided fishing trip.



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TRY SOCIAL MEDIA ADVERTISING



TRY SOCIAL MEDIA ADVERTISING

Do you want more sales? More members or event attendees? Keep social media in mind when you're deciding where to invest limited advertising dollars. Facebook has roughly 2 billion monthly active users with 68% of U.S. adults using the social platform. Facebook, along with some other social sites, allows you to fine tune your target by location, demographics and interests so you can reach the exact audience you want. In addition, you can spend as little or as much as you'd like.

R3 TIP

Don't overlook social media sites like Facebook for advertising. It has an expansive reach, won't break the budget and allows you a lot of control over who sees your advertising message. Start small, following a 'test and learn' approach.



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EMAIL, EMAIL, EMAIL!

EMAIL, EMAIL, EMAIL!

The best way to track your recruitment, retention and reactivation (R3) efforts is to stay in touch with your customers. And the most efficient and cost-effective way to stay in touch is via email. A 2015 study from the Direct Marketing Association shows for every \$1 you spend on email marketing, you can expect an average return of \$38!

R3 TIP

Require an email address for everything – a license purchase, an event registration, customer transactions, etc. Use your email list to inspire participation, communicate news and information, educational resources and promotions.



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PARTNERSHIPS WORK FOR EVERYONE

Partnerships work for everyone. When you look at the organizations in your community that are engaging people in fishing events, camps or classes, you might notice there's a lot more going on than you realized. But far too often, each group is doing their activity in a silo—hosting their own event, with their own participant list, and very little follow-through after it's over. By working with each other you can help participants, especially beginners, continue their pathway to becoming an angler. Potential partners: fish and wildlife agencies, parks and recreation offices, Boy Scouts, Girl Scouts, school fishing teams and clubs, retailers big and small, fishing clubs and conservation groups, 4-H, the YMCA...and so many more!

R3 TIP

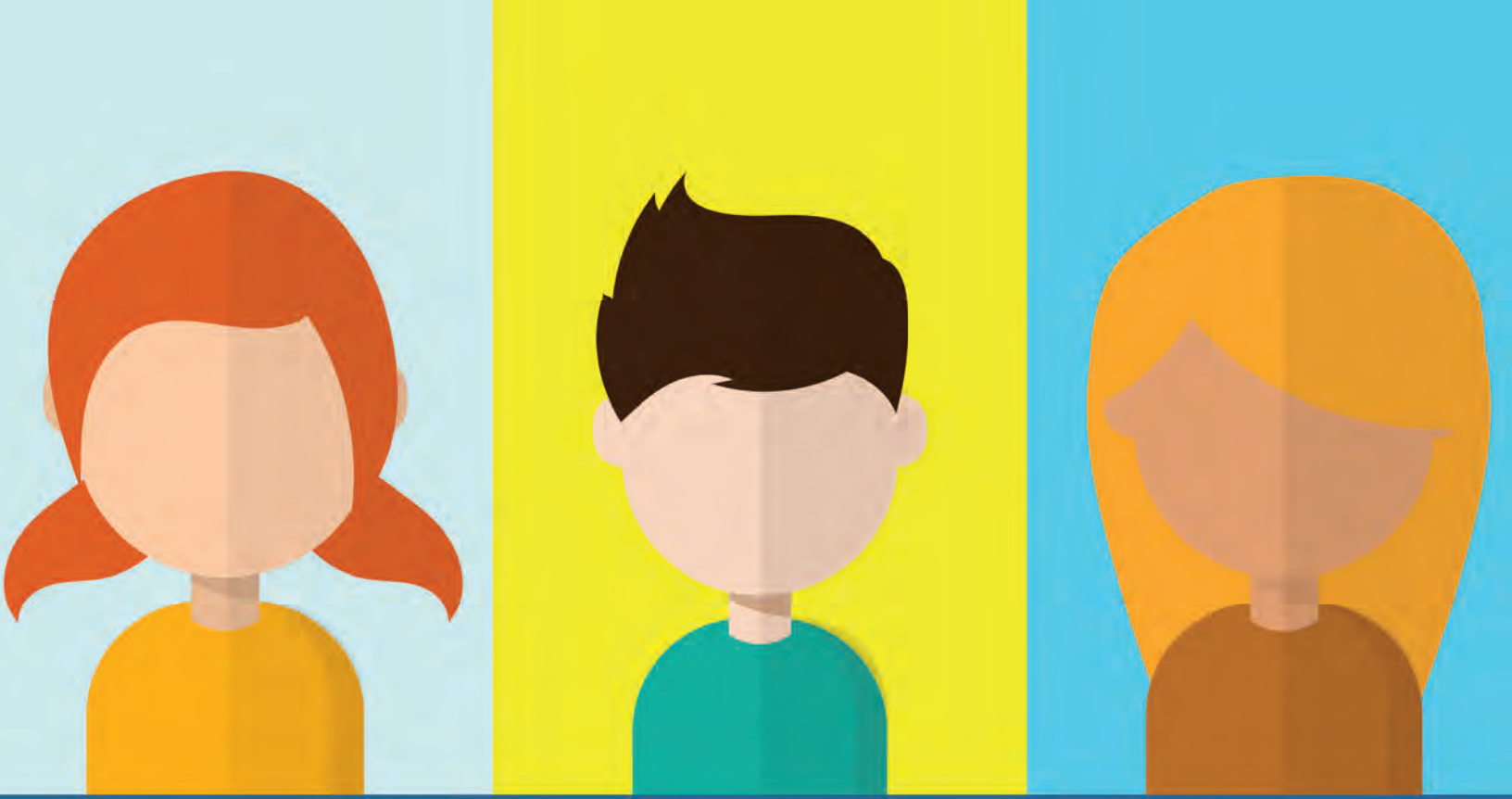
Connect the dots. Work with other groups to pass participants from one experience to the next. When you band together you not only build a sense of community around your local fishing resources, but you also release the burden of trying to do it all yourself.



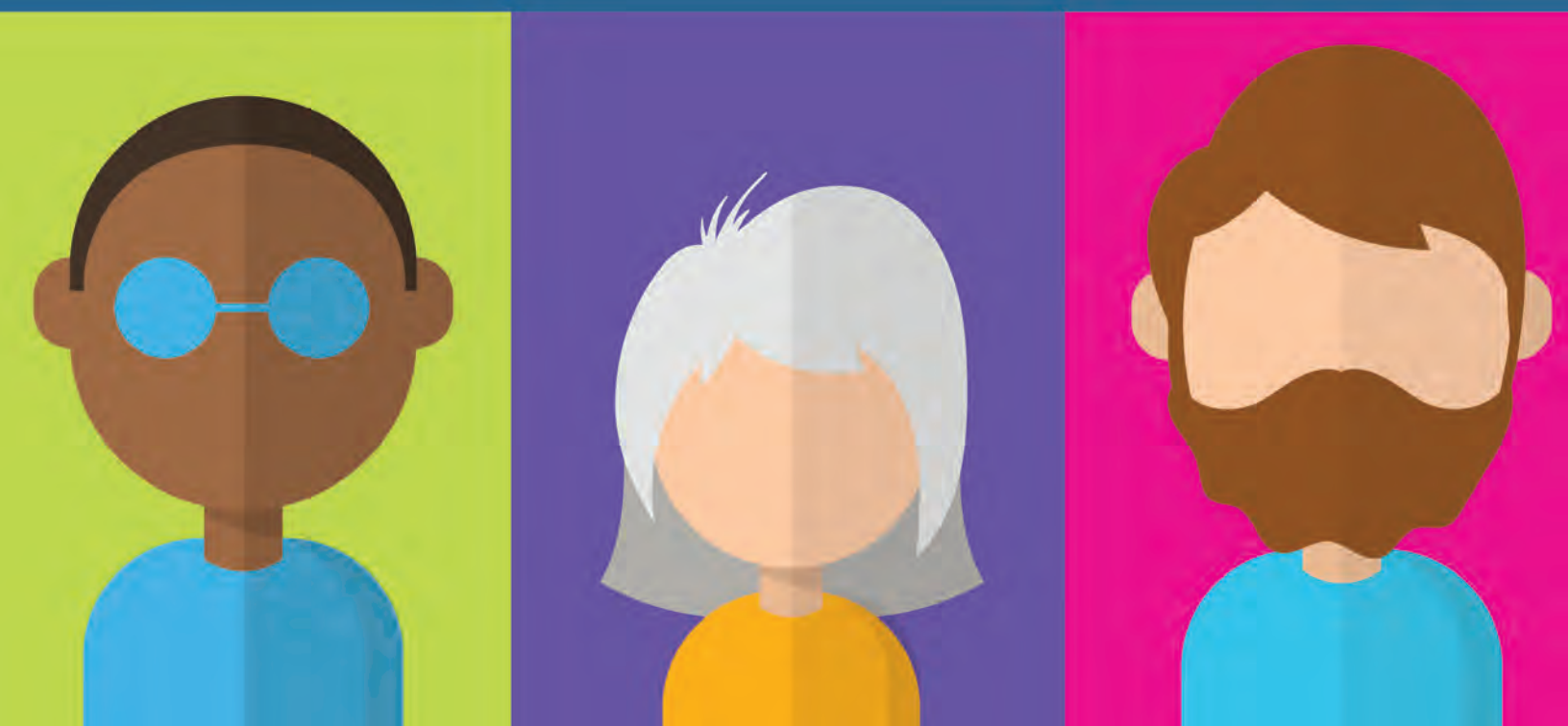
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KNOW YOUR *CUSTOMERS*



KNOW YOUR CUSTOMERS

There are a variety of reasons why people want to take up fishing. Understanding their different motivations can help you create lasting relationships with new customers. Here are some “types” of anglers you may encounter:

The De-Stress and Nature Angler:

This person wants an outdoor activity that gets them closer to nature (as opposed to field sports). They believe that fishing will help them relax and offers them a chance to “get away and unplug.”

Motivating Factors:

Convenience and lower costs

Non-Motivating Factors:

Having others to fish with

R3 TIP

Advertise sales and promotions. Invite this group to lectures by local experts.

The Excitement of the Catch Angler:

This person likes a challenge and the competitive aspects of sports overall. Fishing is about catching the big one and the thrill of becoming an expert.

Motivating Factors:

Local information, such as fishing reports and seminars on advanced techniques

Non-Motivating Factors:

Improved access

R3 TIP

Partner with local tournament organizations and school fishing clubs and become the go-to resource for the local competitive market. Bring in pro-staff for in-house equipment demonstrations and how-to seminars.

The Family and Friends Angler:

This person is looking for new ways to spend time with their loved ones. They believe fishing is an activity that will help create memories and they enjoy taking pictures of their time on the water. But to have a great time, they need to catch fish. “Trophy” fish don’t matter—they want to catch lots of fish, even if they’re small.

Motivating Factors:

Group activities, such as classes and events. Ease of access and abundance

Non-Motivating Factors:

Discounts

R3 TIP

Provide information on local events and classes, plus stocking schedules. Encourage them to share their pictures on your Facebook and Instagram pages – a digital “brag board.”



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ENGAGE DIVERSE *Influencers*



ENGAGE DIVERSE INFLUENCERS

Engage diverse influencers. “Influencers” are people who have the attention of an audience—followers on social media, for instance—whose comments and suggestions can influence how that audience buys products and engages in activities. If you’re trying to attract people who are not your regular customer, you need to think outside the box when it comes to who could be your influencer. People follow others who look and act like them. And influencers don’t need to be celebrities. They can be someone local who has a large community network: president of the PTA, head of the YMCA, even your town’s mayor.

R3 TIP

Mothers are always looking for new activities to do with their kids. Appeal to them by reaching out to mommy-bloggers (yes, that’s a thing) and invite them to a fishing event or trip for free. When they post about what a fun experience they had with their child, their hundreds (maybe thousands!) of followers will be ready to get onboard.

70% of teenage YouTube subscribers say they relate to YouTube content creators more than traditional celebrities.

Source: The YouTube Generation Study.



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Education
is Key To
Success



EDUCATION IS KEY TO SUCCESS

Two of the main barriers to fishing participation are not knowing how to get started, or where to go. Providing “how to” and “where to” education will help newcomers learn best practices and help your company gain a more loyal base.

You don’t have to recreate the wheel! Utilize free resources to help educate your customers and improve their on-the-water experience. A great place to start is the Resource Center at www.takemefishing.org/corporate. Here you can find instructions to embed the TakeMeFishing.org Places to Fish & Boat Map on your website, along with shareable blogs, infographics and how-to videos.

R3 TIP

Help your customers learn how to fish and where to go fishing by incorporating educational content on your website, on your social channels and in your newsletter.



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TRY BEFORE
YOU BUY



TRY BEFORE YOU BUY

Start a rod and reel rental program. Allowing people to try fishing without an initial investment in a whole collection of gear could eliminate their hesitations to get started. Once people have a better understanding of the type of equipment they need, they should be more willing to spend. Target women, young professionals, even college students. Moms are thrifty with their budgets. People in their young 20's don't have a lot of disposable income. For either group to become regular customers, they need to be committed to fishing as a regular hobby.

R3 TIP

A lot of colleges have outdoor gear rental programs, but are not focused on fishing (activities such as camping, kayaking and snowboarding are more popular). Contact your local school to see what equipment their program offers. If fishing's not represented, create a partnership that has them promote your rental program to their student body.



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FOCUS on **FAMILIES**

FOCUS ON FAMILIES

Younger generations (think Millennials and Gen Z) are extremely family-focused, with children being a major motivator for what activities the family participates in. To bring new customers into your business, and keep them coming back, consider hosting some family-focused workshops and demonstrations.

R3 TIP

Be it at a retail shop, a park, or a community center, host family-oriented events that teach skills and development following R3 best practices. For example:

- Craft Your Own Adventure - Teach kids how to make their own rod and demonstrate basic skills
- Daughters on the Water - Create entry-level fishing instruction and experiences for moms and daughters in your local community
- Whole Summer in a Day - Provide a full immersive tutorial on fishing regardless of age or skill set... A learn-it-all style boot camp! Give attendees some gear and a certificate for completing the program.
- Collect email addresses from your attendees, and follow up after the event with a newsletter or coupon.



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WE'RE HERE — FOR THE — GEAR



“WE’RE HERE FOR THE GEAR”

There’s no getting around the fact that fishing events require a certain amount of gear and tackle. And most event organizers don’t have huge budgets to spend on it. As manufacturers and retailers, partnering with these organizers can maximize the effectiveness of events, and create new loyal customers. However, not all events are created equal and you should be discerning when it comes to providing support. Event organizers are evaluating their programs to ensure that they’re developing anglers—not just conducting one-and-done entertainment activities. Events that create anglers are ones that focus on R3 best practices and teach skills, focus on families, and survey participants for effectiveness.

R3 TIP

Use the R3 Partner Evaluation Form to help understand an event’s level of R3 effectiveness. Simply download the form at ASAFishing.org/60in60 and ask the event organizer to fill it out. The questions are designed to help you determine if your investments of discounts or donations are going to the right place.



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FISHING IS BIG NEWS

Each year, 49 million Americans participate in fishing. And fishing contributes \$115 billion annually to the U.S. economy. It's big business – a mainstream story – and should be pitched to the media that way, whether you're targeting travel/tourism, food media, active lifestyle or health and wellness. Utilize fishing statistics from industry organizations such as the American Sportfishing Association and the Recreational Boating & Fishing Foundation, along with your own company information to pique media interest. Share a fish story they can't resist to inspire coverage in the newspaper, on the radio, TV or web!

R3 TIP

Utilize local media and social media to show fishing as a fun and engaging activity for everyone. Invite your local media outlets to try it out at a local body of water (perhaps at an event) and use testimonials on your social media channels.



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Celebrate Community



CELEBRATE COMMUNITY

Everyone benefits from a strong community, and community events are a great outlet to showcase your place in it! Attend community fairs and other local events where you can promote fishing, your business and/or product, and give away something fishing-related to keep the activity and your business top-of-mind for attendees.

R3 TIP

Seek out community events where you can provide information about fishing and your business, and sign up to exhibit. Collect email addresses from those who stop by your booth and/or provide them with a branded giveaway.



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SHOWCASE DIVERSITY

If you want to appeal to a customer base that is beyond the core fishing audience made up of white, male Baby Boomers, you must commit to it in your outreach. People are more attracted to things that they can identify with. So, to identify as an angler, they must first imagine themselves fishing. That's hard to do when marketing and advertising shows them something different.

R3 TIP

Diversify your imagery in-store, on packaging and in advertising to be inclusive of the customers you'd like to attract. Old/young, multicultural, young/female - make sure they can see themselves in the sport!



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BUNDLE BEGINNER PRDUCTS

BUNDLE BEGINNER PRODUCTS

When a beginner angler comes into your shop or visits your website, how long will it take for them to find the basic gear they need to go fishing that day? Five minutes? Fifteen? Or perhaps they'll get so overwhelmed that they don't buy anything. How can you make sure that doesn't happen?

Ken Duke, editor of Fishing Tackle Retailer, has some thoughts:

“It's just good business to cater to the next generation of customers. It could start with a section of your shop or website dedicated to young and beginning anglers. It doesn't have to be big, but it has to contain the stuff they need without walking all over the store. We're talking entry-level rods and reels that work, the most popular line sizes in your area and a selection of key baits in popular colors.”

R3 TIP

Bundle or group items so beginners can buy them all together for a reduced price and feel like they have the basics to get started. Have a “kit” for panfish, bass, trout or for whatever's popular in your area.



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IT'S A
FAMILY
AFFAIR

IT'S A FAMILY AFFAIR

Visual merchandising is as important as traditional marketing or advertising. A well-made display will entice shoppers to check out your product line. A poor display will have the opposite affect and turn them away. You can improve the effectiveness of your displays, however, by using mannequins. Don't underestimate the use of accessories with your mannequins. Even if your primary goal is to display a particular set of waders, accessories such as hats, sling-packs, sunglasses and even water bottles will not only improve the aesthetics of your display, they will also prompt customers to see product that can be hidden underneath packaging and in display cases.

R3 TIP

Demonstrate your commitment to family fishing by showcasing a family in mannequin form. You can even include the family dog.

Women account for 85% of all consumer purchases.

Source: Yankelovich Monitor & Greenfield Online



IDEAS BEST SUITED FOR:

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BILINGUAL INFORMATION

HELLO!

¡HOLA!

BILINGUAL INFORMATION

The Hispanic population in the United States reached nearly 58 million in 2016 and has been the principal driver of U.S. demographic growth, accounting for half of national population growth since 2000. If you live in an area where there's a high-density Hispanic population, demonstrate that you cater to and welcome diverse audiences by offering information in Spanish.

R3 TIP

Consider hiring bilingual staff. Create bilingual signage for your store, bilingual website information and/or bilingual product packaging that speaks directly to the Hispanic audience. Utilize Take Me Fishing's Hispanic Marketing Toolkit at www.takemefishing.org/corporate/resource-center/hispanic-toolkit



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HELLO
I AM...

AN EXPERT

BE AN EXPERT

It doesn't matter what segment of the industry you represent: manufacturer, retailer, guide, or wildlife agency, anglers look to you for the best information and guidance; from everything to the latest gear to the latest bite.

Don't forget to share other important information anglers need, like the need to buy a license. Remind them what their license purchase accomplishes when it comes to conservation of our resources. Most anglers don't know that their license fees go directly back into our waterways. You can help make them proud of that investment.

R3 TIP

Work with your local fish and wildlife agency on the how-to and where-to information in your area. They have fishing access maps, events, and stocking schedules that you don't have to make yourself. Just share them.



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CUSTOMER BRAG BOARD



CUSTOMER BRAG BOARD

It's likely every one of your customers has a good fishing story to tell, and pictures to go along with it. Showcase your customers having fun on the water by posting their photos and videos on your website and social media channels. This customer "brag board" will keep customers coming back to your digital assets, and give them the opportunity to see what others are catching in the area.

R3 TIP

Encourage customers to post their #FishoftheWeek on your Facebook page and select a winner for a small prize and/or social media recognition. Better yet, create a custom hashtag that includes your brand (Ex: #BerkleyBait or #FishShimano) which will also help get the word out about your product or service.



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CONSERVATION THROUGH PARTICIPATION



CONSERVATION THROUGH PARTICIPATION

Most people don't know that their fishing license purchase helps protect our aquatic natural resources and the wildlife that lives there. Give your customers one more reason to keep fishing (and using your product or service) year-after-year by helping them understand that important connection. Almost all anglers and boaters (96%) care about healthy fish populations and our waterways, according to a 2015 study from the Recreational Boating & Fishing Foundation. Younger generations are even more connected to conservation; Generation Z data shows that they are outdoors-minded and love conservation.

R3 TIP

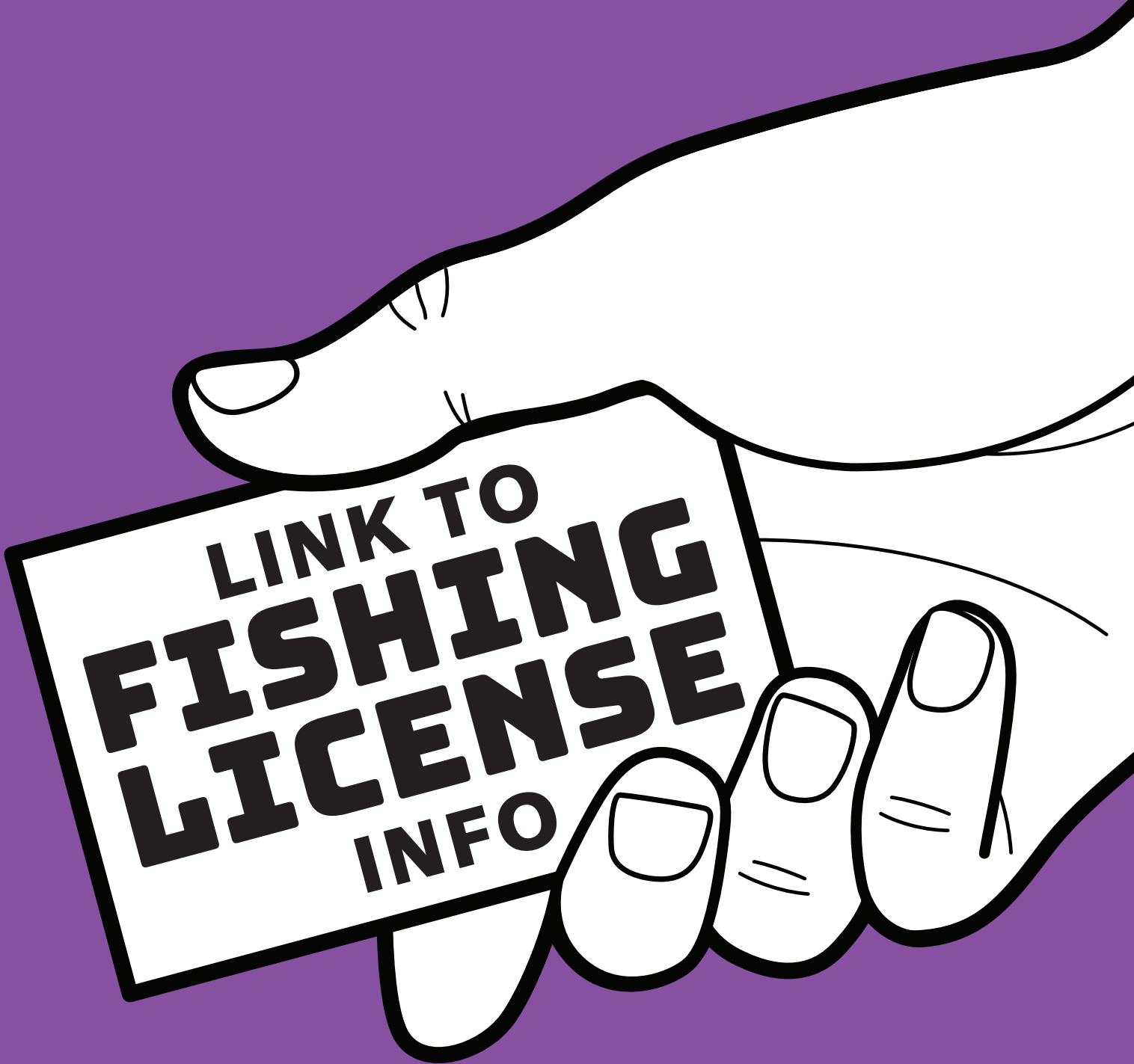
Let your customers know that 100% of their fishing license fees go towards conservation. Include this information on your website, in your newsletters, or on signs in your store. Let them know that their purchase is more than just a fee. One way to share this message is by utilizing the [TakeMeFishing.org](https://www.TakeMeFishing.org) public service announcement, which can be viewed and downloaded at www.tvaccessspotsource.com/recreational-boating-fishing-foundation



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A stylized white hand with black outlines is holding a white rectangular sign. The sign has bold black text. The background is a solid purple color.

**LINK TO
FISHING
LICENSE
INFO**

LINK TO FISHING LICENSE INFO

A fishing license is an essential piece of fishing “equipment”, but if you’re new to the sport you may not realize you need one, or be aware of all the different options. Help your customers learn the ropes and position yourself as an expert—ask them if they have their fishing license, and if not, point them to one of the great online resources available. These include sites like [TakeMeFishing.org](https://www.TakeMeFishing.org) or your state fish and wildlife agency license purchase page.

R3 TIP

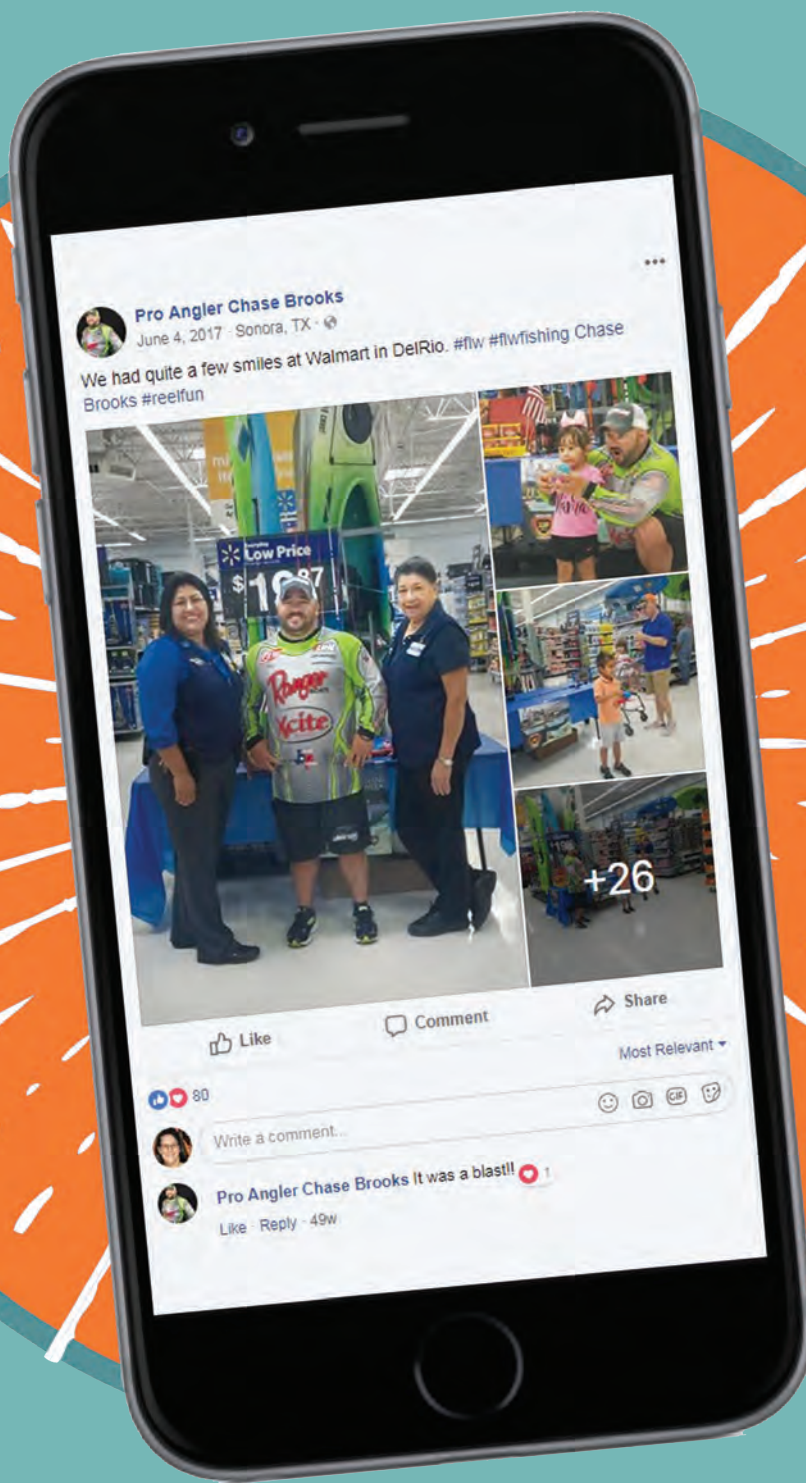
Include a fishing license purchase link on your website and in any other outreach to customers (newsletter, social media, etc.). If you’re a retailer, ask your customer if they have their license at checkout.



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PUMP UP YOUR **Pro Program**

PUMP UP YOUR PRO PROGRAM

Set the bar higher. Your pro-staff are an investment in your business. They are often the face of your brand and you expect them to represent your products. You probably have some requirements for being a member of your team, but does that go beyond simply being a professional in the industry? Set new requirements for taking part in your pro program. Determine your company's priority values and give your pro-staff the resources to share with their followers. Advocacy of fishery management policy, promoting mentoring, understanding the connection between fishing license sales and conservation, or promoting [TakeMeFishing.org](https://www.TakeMeFishing.org)—all are important messages to share with the public.

R3 TIP

Have a scorecard for the number of times your pro-staff uses their social influence to promote important initiatives, such as buying a fishing license or mentoring beginners.

“With more and more companies creating more and more content, the differentiator is no longer about who has the best content, but rather who is best at getting that content discovered.”

Jay Baer, President of Convince & Convert



IDEAS BEST SUITED FOR:

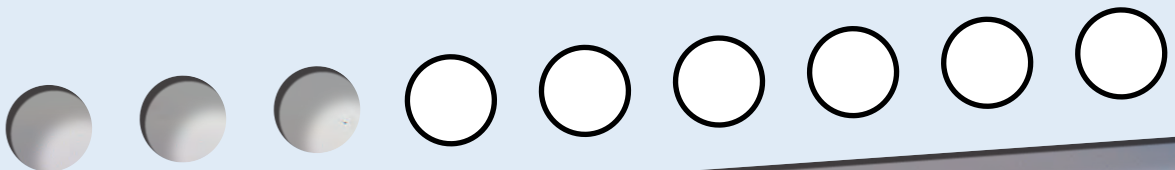
- Manufacturers • Retailers

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CREATIVE CUSTOMER LOYALTY PROGRAMS

75%

**OF CONSUMERS WANT TO BE REWARDED
FOR ENGAGEMENT BEYOND PURCHASE**
– 2017 Customer Loyalty Statistics Study



CREATIVE CUSTOMER LOYALTY PROGRAMS

Most customer loyalty programs are tied to sales—tally up a certain amount of purchases and you get something free or at an extra discount. Why not make yours about experiences? Have customers earn points for mentoring a beginner, buying a fishing license, or volunteering at an event. Pick activities that make for better fishing in your area or bring new people to the sport.

R3 TIP

Looking to build your social media following? Develop rewards based on your customers' activity online. Gear reviews, fishing reports, or a brag board—every time they post to your social media page or share your posts they earn points toward exclusive discounts.

*75% of consumers want to be rewarded
for engagement beyond purchase*

Source: 2017 Customer Loyalty Statistics Study



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- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60



To Do:

Follow up
& check in

FOLLOW UP & CHECK IN

Following up with your customers is important for retention and business growth. Customers need to know how much you care. Following up after a purchase, or even a simple “checking in” message can help you solidify relationships and make customers for life.

R3 TIP

Keep a customer list with as much information as you can obtain (email, phone, mailing address) and follow up regularly to provide education and information, and to make your customer feel valued. For example:

- **Local Direct Mailer** - After kids have attended a fishing clinic, send their family a blank map of their state’s lakes. They can color in where they have fished since and share their adventure.
- **The Angler’s Gazette** - Send those that have attended a fishing clinic or event a quarterly update with all things fishing in their area (new opportunities to learn, who caught what, seasonal tips and tricks, specials in your store, etc.).



IDEAS BEST SUITED FOR:

- Government Agencies • Non-Governmental Organizations • Retailers

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**Lend a hand
- of any kind**

LEND A HAND – OF ANY KIND

There are more ways to help with local events than just doling out free goods, which can be a drain on your precious resources. You can sponsor an event with contributions of time, expertise or space with just as much effectiveness.

R3 TIP

Does your local fishing club need a place to hold meetings? Offer up space in your shop. Does a local group have fishing events throughout the year and need a place to store their equipment? Find some space in your storage room. Do you have someone on staff who is great with crafting eye-catching emails? Offer up a few hours of their time to develop an event flyer or produce a club's monthly newsletter.



IDEAS BEST SUITED FOR:

- Government Agencies
- Guides/Pros
- Non-Governmental Organizations
- Retailers

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