

# Marketing Success:

Targeted Marketing Strategy for the Washington Fishing Derby



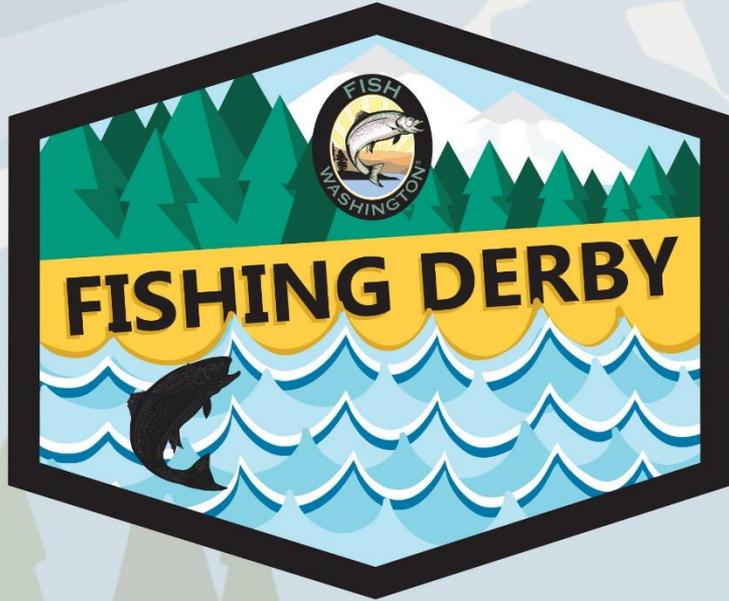
Presented by

**Shannon Haywood**

Outreach Coordinator

A stylized, flat-design illustration of a mountain landscape. In the background, there are large, jagged mountain peaks in shades of light blue and white. Below the mountains, a range of lower, rolling hills is depicted in muted green and brown tones. The foreground features a winding river with a rocky bed, flowing through a valley. Several evergreen trees of varying heights and shades of green are scattered throughout the scene. The overall style is clean and modern, with a focus on natural elements.

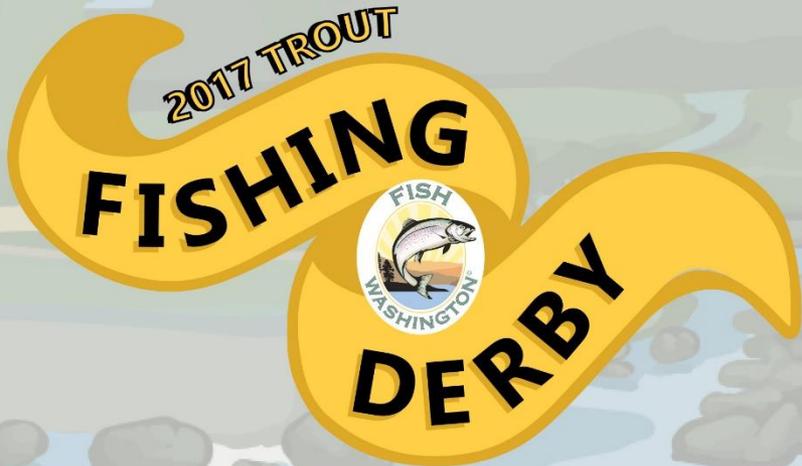
**Our Goal?**



# 2018 TROUT FISHING DERBY



APRIL 28 - OCTOBER 31



What Makes Our Derby  
**Different?**

# Working Together

- Track fish mortality
- Lake-specific stocking plans



- Sell fishing licenses
- Reach new market

# Statewide Derby

Hundreds of  
Dealer Donations  
and Over  
\$27,000 In Prizes!





**Record High License Sales  
for the Month of April!**

**Hundreds of Winners!**

**Our Cost - Under \$5,000**

# A Successful Start!

## What Can We learn?

- **Could we bring in similar additional revenue for 2017?**
- **How many people are actually participating?**
- **How many people are aware of the derby?**
- **Can this derby style successfully reach new audiences?**
- **Can using more innovative technology and a targeted marketing approach reach potential customers better than our traditional approach?**

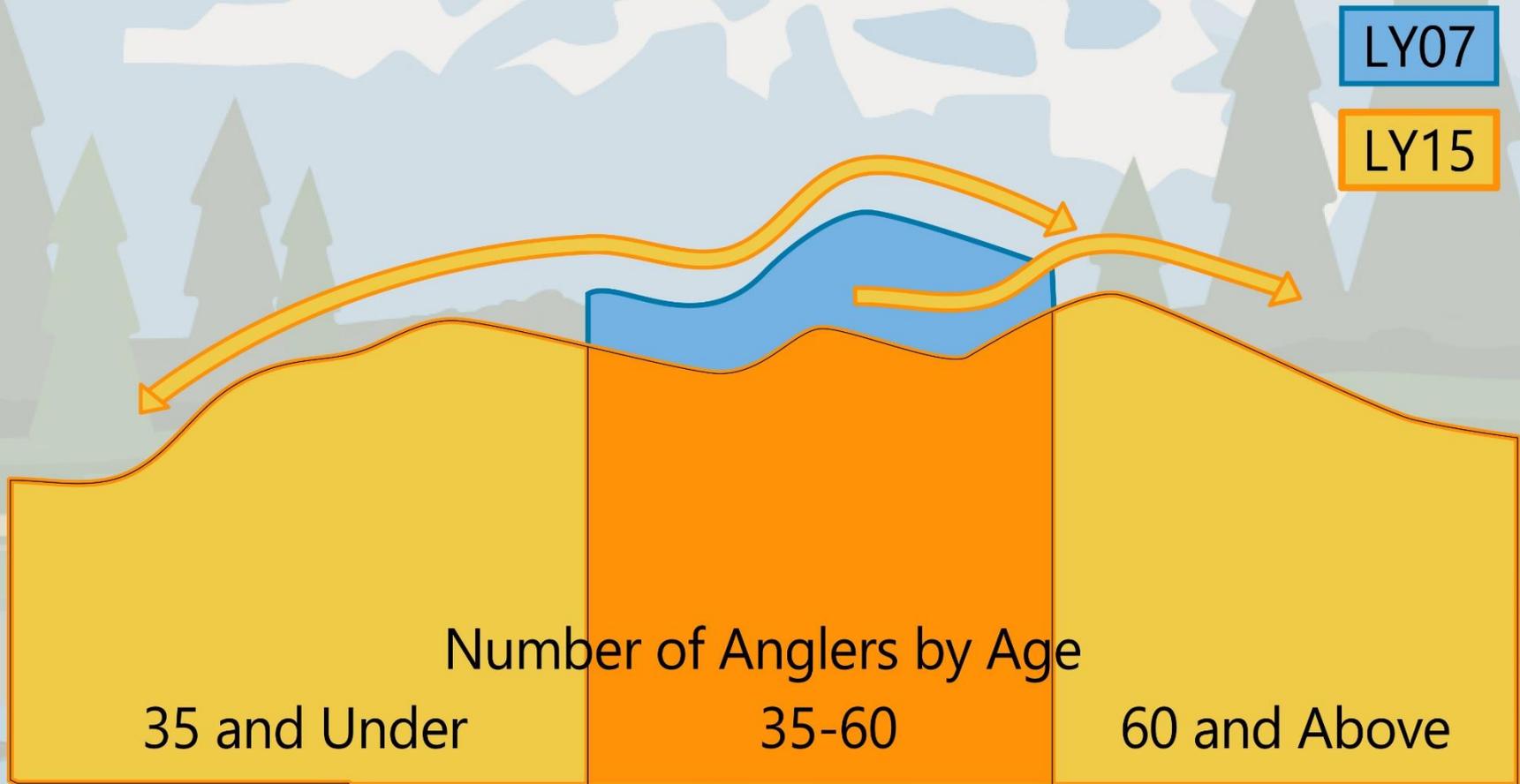
# Developing a Strategy:

A Group: General Advertising

B Group: Focused Advertising

Control: No advertising/  
No derby lakes

# Why Focus Here?



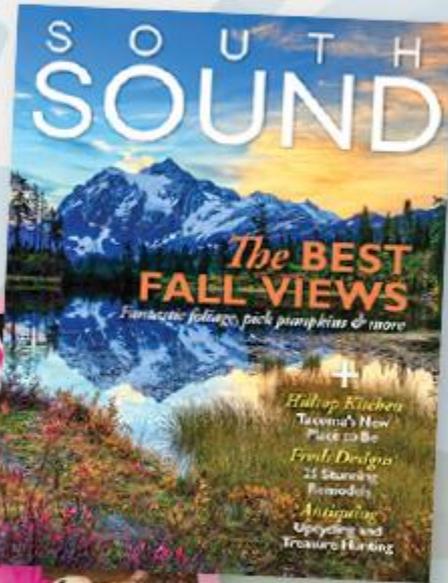
Number of Anglers by Age

35 and Under

35-60

60 and Above

# Lifestyle Magazines



pandora®

Carrier 1:46 AM

< Rick Astley Radio

ADVERTISEMENT



It's about more than just prizes.

2017 TROUT FISHING DERBY

Together Forever (Lover's...)  
Rick Astley

0:04 - 3:16

⏮ ⏪ ⏩ ⏭

The image shows a mobile phone screen with a Pandora interface. At the top, it displays 'Carrier' and '1:46 AM'. Below that is a navigation bar with a back arrow, the text 'Rick Astley Radio', and a share icon. A banner for the '2017 Trout Fishing Derby' is shown, featuring a child fishing and a yellow ribbon logo with the text 'It's about more than just prizes.' Below the banner, the song 'Together Forever (Lover's...)' by Rick Astley is playing. The progress bar shows 0:04 out of 3:16. At the bottom, there are icons for repeat, skip back, play/pause, and skip forward.

# School Distribution



WASHINGTON DEPARTMENT OF  
FISH AND WILDLIFE

2017 TROUT  
**FISHING**  
DERBY

OVER \$25K+ IN PRIZES  
IN 100+ LAKES

**STATEWIDE**  
APRIL 22 THROUGH OCTOBER 31  
FREE TO ANYONE WITH A VALID 2017 FISHING LICENSE

**CATCH FISH • WIN BIG**

FISH FOR TAGGED  
**RAINBOW TROUT**

PRIZE WDFW #123 360-902-2464

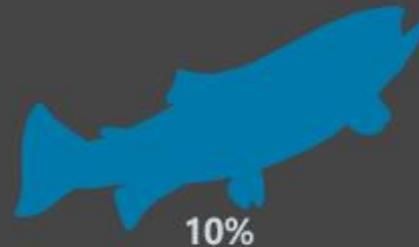
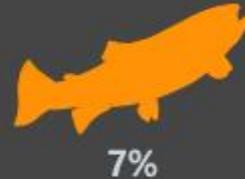
\*Must comply with all fishing rules and regulations

FOR MORE INFORMATION  
**VISIT [WDFW.WA.GOV](http://WDFW.WA.GOV)**

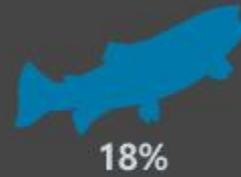
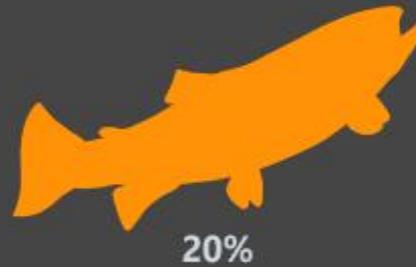
The poster features a large illustration of a rainbow trout leaping from blue water. In the background, there are green pine trees and white snow-capped mountains. A circular logo in the top right corner contains the text "WASHINGTON DEPARTMENT OF FISH AND WILDLIFE" around a central emblem. A yellow ribbon banner across the middle contains the text "2017 TROUT FISHING DERBY". Below the banner, a white box contains the text "OVER \$25K+ IN PRIZES IN 100+ LAKES". The main text "STATEWIDE APRIL 22 THROUGH OCTOBER 31" is in white on a blue background. Below that, "FREE TO ANYONE WITH A VALID 2017 FISHING LICENSE" is in white. The phrase "CATCH FISH • WIN BIG" is in large white letters, followed by "FISH FOR TAGGED RAINBOW TROUT" in white. At the bottom, two yellow boxes contain "PRIZE WDFW #123" and "360-902-2464". A small asterisked note is below that, and the website "WDFW.WA.GOV" is at the very bottom in white.

# License QTY Comparison to LY16

FY17 May



FY17 June



(Control) No Advertising/  
No Derby Lakes



(A Group) Derby  
General Advertising

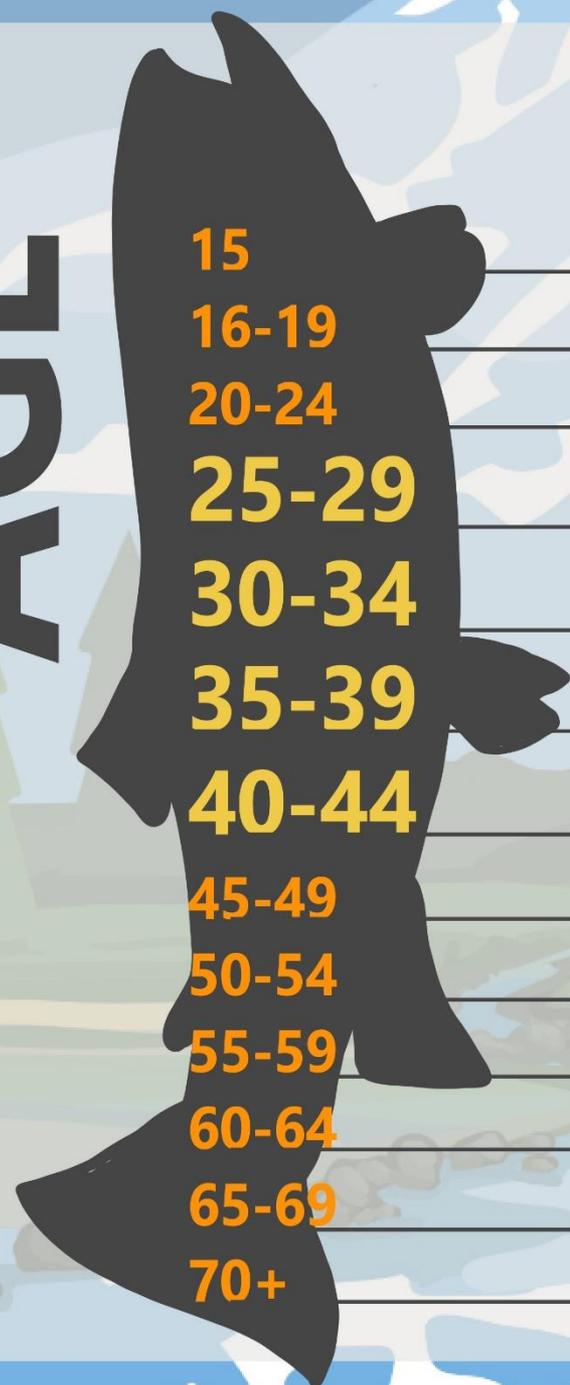


(B Group) Focused  
Advertising

winner

\$164,189

# AGE



LY 17/16 Quantity Difference	
15	3%
16-19	12%
20-24	15%
25-29	16%
30-34	14%
35-39	16%
40-44	11%
45-49	11%
50-54	9%
55-59	11%
60-64	12%
65-69	9%
70+	18%

The background is a stylized illustration of a mountain landscape. It features a range of blue mountains in the distance, several green evergreen trees of varying sizes in the mid-ground, and a winding river with grey rocks in the foreground. The overall style is flat and graphic.

Total Gain of

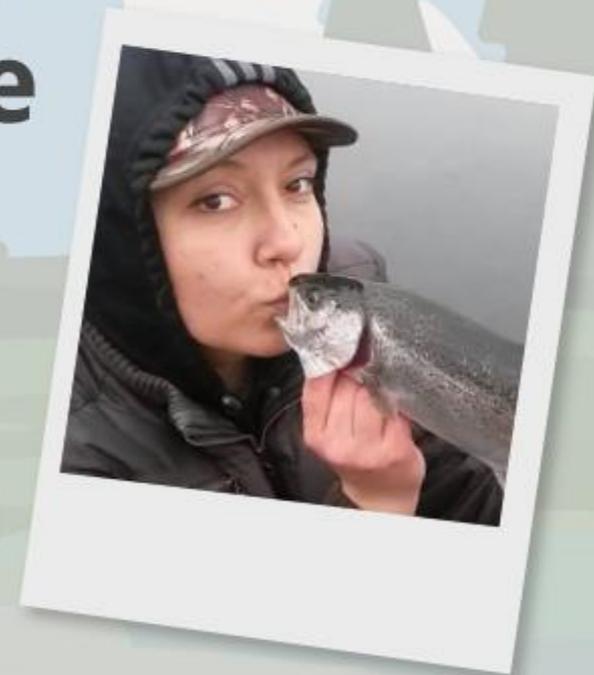
**\$338,712.50**

# AGE



15	\$313.00	2%
16-19	\$40,446.50	13%
20-24	\$68,791.50	15%
25-29	<b>\$95,675.50</b>	<b>17%</b>
30-34	<b>\$88,994.50</b>	<b>15%</b>
35-39	<b>\$90,461.00</b>	<b>15%</b>
40-44	<b>\$63,582.00</b>	<b>12%</b>
45-49	\$67,405.50	12%
50-54	\$54,111.00	10%
55-59	\$64,025.00	11%
60-64	\$57,862.00	12%
65-69	\$40,201.50	10%
70+	\$21,575.00	17%

**Females ages 25-44  
in highly targeted  
counties had a 3%  
higher lift in license  
sales than in  
non-targeted  
counties.**



# E-mail Survey Conducted

**52%** of license purchasers had heard of Derby

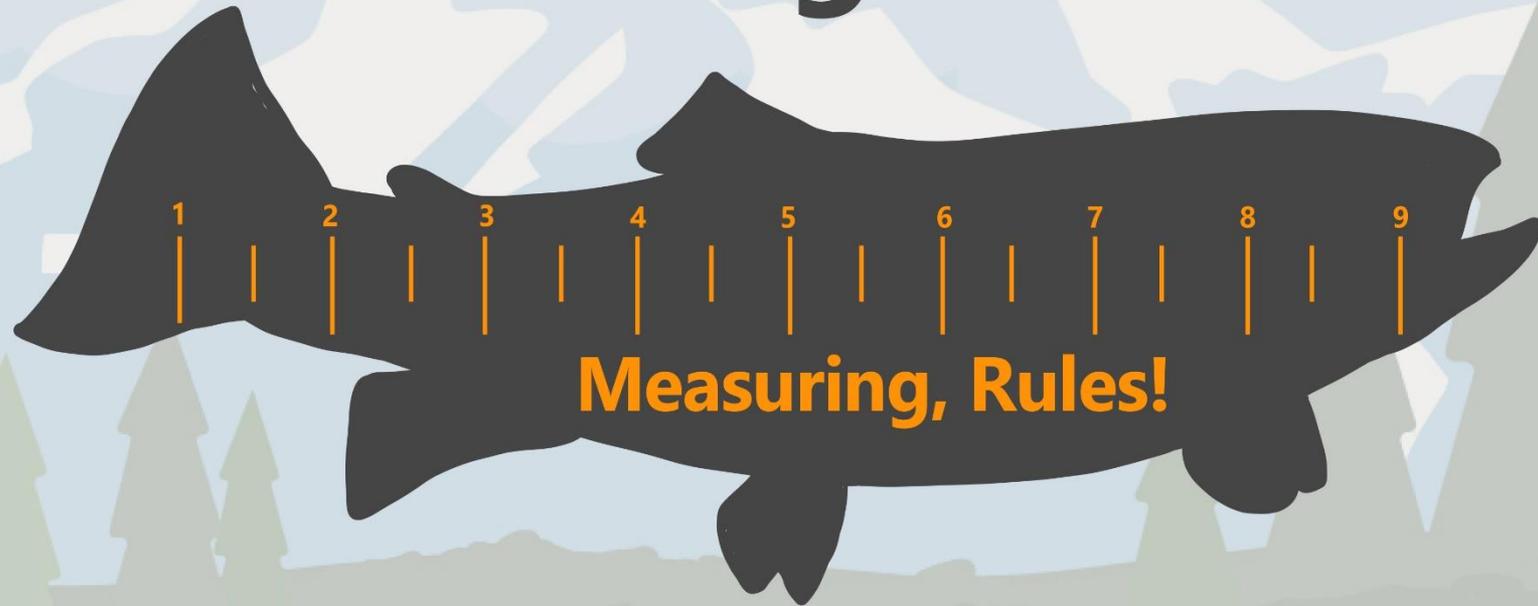
**35.5%** of license purchasers participated in the Derby

**2%** of license purchasers purchased a fishing license specifically to participate in the derby.



Aside from the WDFW website, most people heard about the derby through email (WDFW email, E-Blast & E-newsletter from lifestyle magazines, and school system distribution email.)

# Measuring Results



**Accomplish R3 Goals?**



**Fine Tune Methods**



**Cost Effective Decisions**



**Improve Our Efforts**

# Applying What We've Learned

## Advertising:



Online Ads and Video, Increase Email and Social Media **#watroutderby**



Begin advertising earlier in the year



Look into including more urban lakes



Women are a receptive target market "&" Derby social media post very positive

## Dealer Incentive



Only 50% of prizes claimed

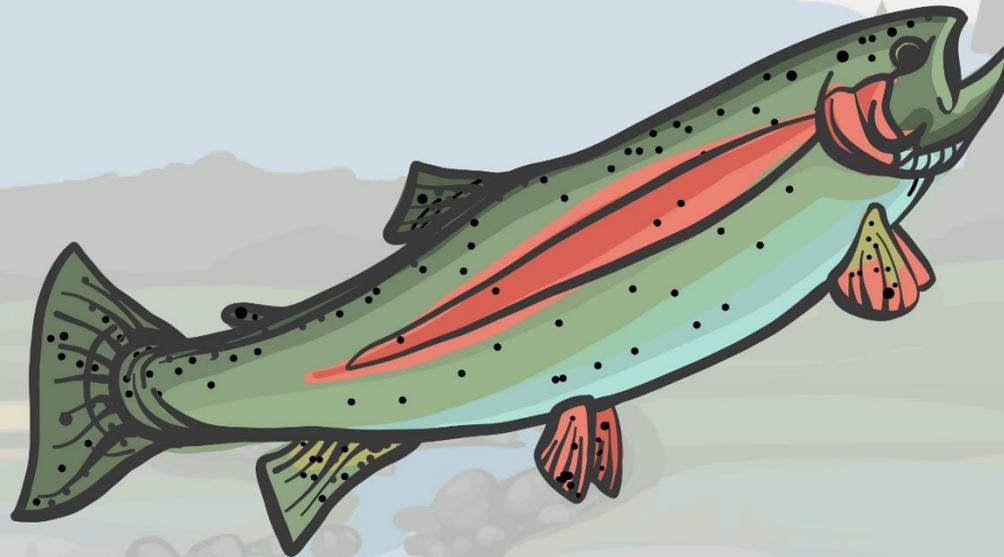


Gift cards work!

# Moving Forward Strategically



# Thank You!



# EMAIL ACQUISITION STRATEGIES



**Life's better outside.®**

# EMAIL ACQUISITION CHALLENGE



**PROBLEM:** TPWD has a small % of customer email addresses.

**SOLUTION:** Develop and implement new email acquisition strategies

**RESULT:** Greater reach, greater engagement, greater opportunity to drive ROI

# CURRENT CUSTOMERS

Add new customers to relevant email topics and welcome them. Customers engage with content at higher rates than non-customers



Life's better outside.®

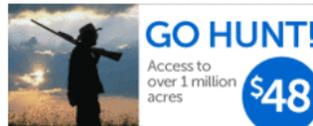
## Make the Most of Your License

Thanks for your recent purchase of a Texas hunting or fishing license! To help you make the most of it, we will begin sending you email updates about the latest news and updates related to Texas hunting and fishing.

You can [change your subscription preferences](#) or unsubscribe at any time.

### In your hunting and fishing email updates, you'll receive news and information like this:

Did you know you could access 1 million acres of walk-in hunting land? It's available to you with a \$48 [Annual Public Hunting Permit](#).



The [Texas Fishing Guide](#) is packed with info on our state's most popular freshwater and saltwater fish! Get details on where to find them and how to catch them.



Be the first to know the dates for the upcoming hunting seasons and have the latest rules and regulations at your fingertips! It's all at [outdoorannual.com](#).



[View as a Webpage](#)

## Thank you for your recent stay at a Texas State Park!

To help plan your next visit, we have signed you up to receive our free state park email updates, including the [State Parks Getaways e-newsletter](#). It will help you stay up-to-date on the latest State Park news, seasonal activities, events and more. You can also [sign up](#) for other free email topics like State Park Offers and Promotions.

Ready to plan another Texas State Park visit? Make your reservations [online](#) anytime, or call our Customer Service Center at (512) 389-8900 between 9 a.m. and 6 p.m. Monday through Friday (closed holidays).

To change your subscription preferences or unsubscribe at any time, just click on the "Manage Subscriptions" link at the bottom of any email you receive from us. If you don't wish to receive any further emails, please unsubscribe now by clicking on this link: [\[\[ONECLICK\\_UNSUB\\_URL\]\]](#)

As always, thank you for your support of Texas State Parks! We hope to see you soon.

**P. S. Remember that kids 12 and under always receive free entrance to Texas State Parks!**



Get the App!

Texas State Parks Official Guide >>

[View as a Webpage](#)

## Thank you for your recent Texas State Parks Pass purchase!

Get ready for a year full of fun and relaxation in the outdoors! In addition to granting you and your carload of guests unlimited entry to more than 90 state parks, your pass also gives you:

- Four discounted overnight stays – 50% off the second night, when staying two or more nights in a campsite or regular screen shelter.
- Shopping discounts – 10% discount on eligible retail and rental items in many State Park Stores! Be sure to mention your parks pass when making your purchase.
- The State Parks Getaways e-newsletter and park email updates to help you plan your next trip and stay informed about the latest park news, activities, events and more. (You can view past issues of State Parks Getaways [here](#).)\*

Be sure to check the [Calendar of Events](#). Make overnight stay reservations [online](#) at any time, or call our Customer Service Center at (512) 389-8900 between 9 a.m. and 6 p.m. Monday through Friday (closed holidays).

Your new State Parks Pass is good until --. We'll send you a reminder email a few days before it expires. [Read more](#) about all the rules and benefits of being a state parks pass holder.

As always, thank you for your support of Texas State Parks! Your purchase goes directly to help maintain and operate state parks.

We hope to see you out at a park soon!

\*You can change your email subscription preferences by clicking on the "Your Preferences" link at the bottom of all Texas Parks and Wildlife Department emails.

Opportunity to cross-promote other products and programs

# CURRENT CUSTOMERS

- Adding customers to relevant ongoing communications
  - Increases reach
  - Keeps topics fresh
  - Cross-promote relevant programs and products

<b>FISH TEXAS E-NEWSLETTER</b>	<b>FY 2016</b>	<b>FY 2017*</b>	<b>Growth</b>
Avg. # of Total Recipients	55,838	151,678	+172%
Avg. Unique Email Open Rate	21.2%	27.5%	+30%
Unique Clicks	12,261	30,621	+150%

<b>HUNT TEXAS E-NEWSLETTER</b>	<b>FY 2016</b>	<b>FY 2017*</b>	<b>Growth</b>
Avg. # of Total Recipients	109,533	212,727	+94%
Avg. Unique Email Open Rate	19.8%	22.2%	+12%
Unique Clicks	20,663	38,041	+84%

\*The first year we began adding recent customers to the e-newsletter

# PRICE PROMOTIONS

- Email addresses only collected during online purchases
- Drive online entries with discounted price
- % of entries purchased online grew from 20% to 67%
- Online purchasers buy more entries, so ROI not negatively impacted

**BIG TIME  
TEXAS HUNTS**

Just **\$9** per entry online

TEXAS PARKS & WILDLIFE  
Life's better outside.

TOYOTA  
Proud Sponsor

**WIN THE HUNT OF A LIFETIME**

**9** Exclusive Guided Hunt Packages

with chances to hunt bighorn sheep, whitetails, waterfowl, exotics, gators, wild hogs and more!

*All hunts include:*

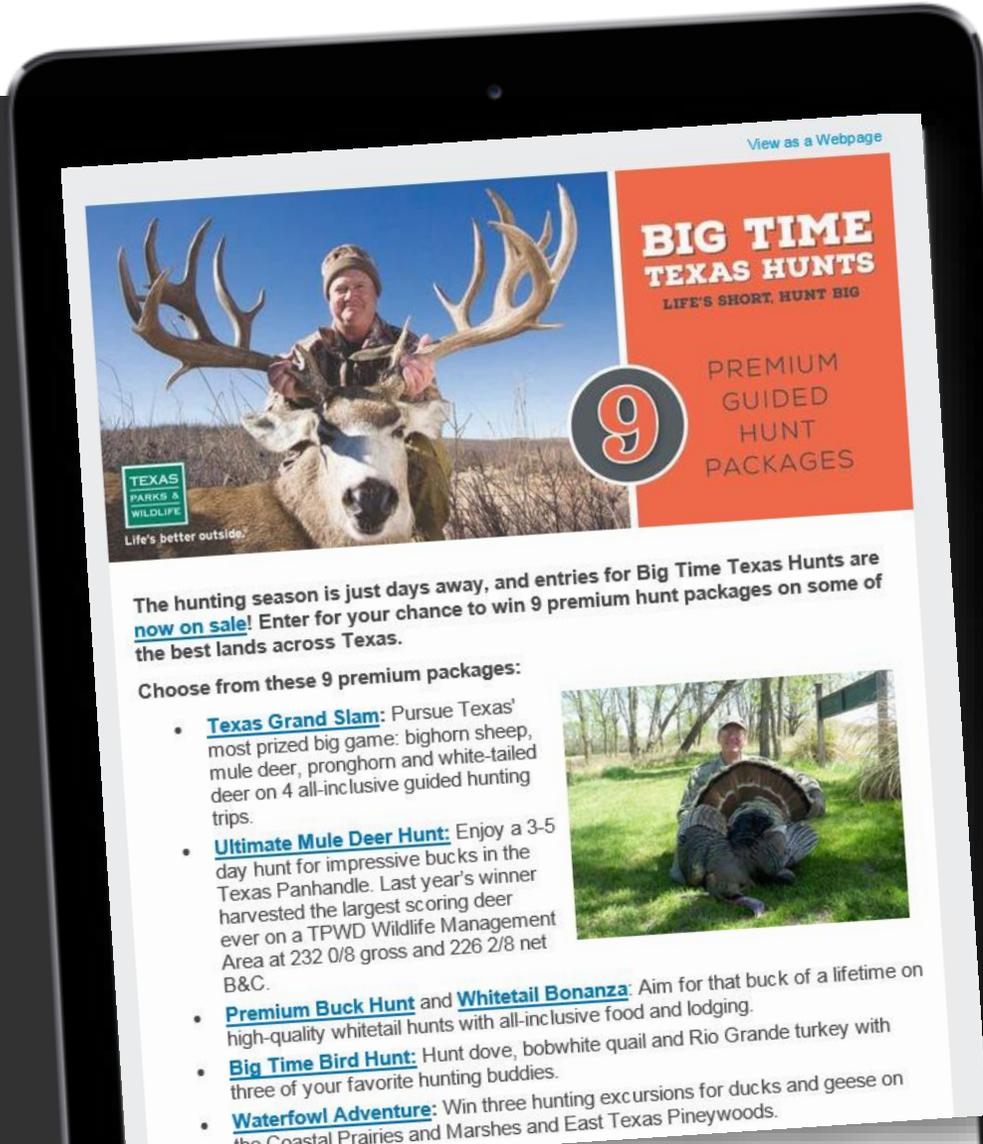
- GUIDE SERVICE
- FOOD AND LODGING
- ON-SITE TRANSPORTATION

[www.tpwd.texas.gov/win](http://www.tpwd.texas.gov/win)

**ENTER BY OCTOBER 15**

Entries are \$10 at retailers or \$9 online. There is a \$5 fee for online transactions. Multiple items may be purchased in one transaction.

# BIG TIME TEXAS HUNTS SALES



BTTH CUSTOMERS	CUSTOMERS REACHED	RESPONSE RATE
Direct Mail + Email Reminders	29,148	28%
Direct Mail Only (No Email)	11,617	23%
	DIRECT MAIL + EMAIL	EMAIL ONLY
# Entries	60,028	7,610
Gross Revenue	\$559,288	\$70,903
Net Revenue	\$446,816	\$61,875
ROI	393%	685%

# PRIZE DRAWINGS

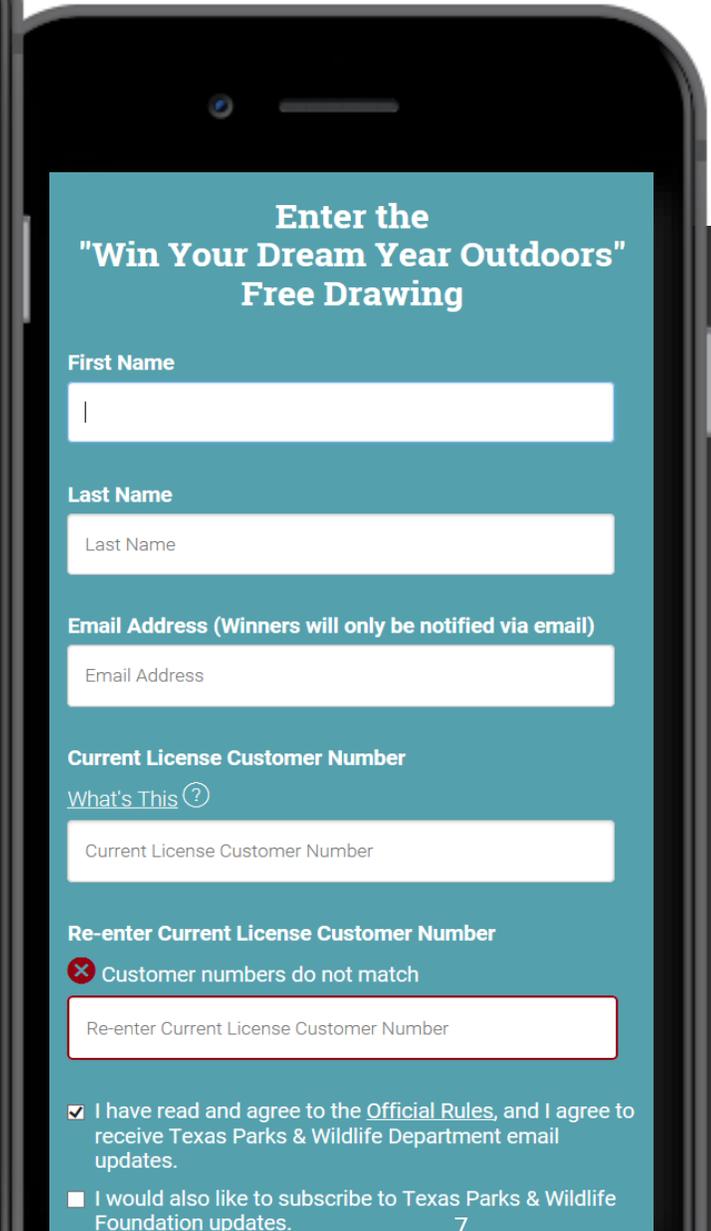
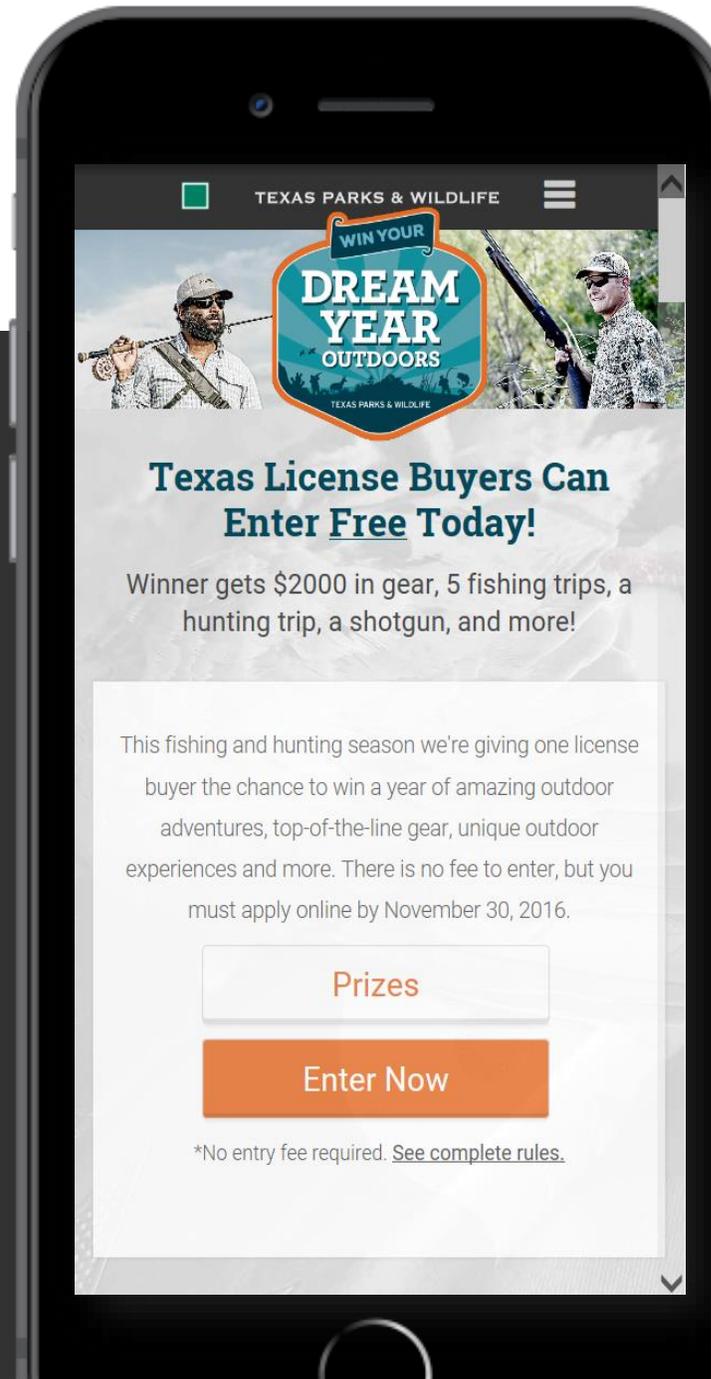


Collect email addresses from license buyers

> **26,022** unique email addresses collected



Create excitement and interest among the hunting and fishing communities.



# EXCLUSIVE CONTENT

Different magazine article available each month since January 2016  
> **16,729** increase in reach

Magazine

## 6 Texas Ghost Towns



Ghost towns abound in Texas. In fact, a look back at state maps through the years turns up nearly 1,000 towns that were... and then were not. This month, *Texas Parks & Wildlife* magazine features 6 of these abandoned towns that you can visit – if you dare.

[See the full list](#)

[Get Texas Parks & Wildlife magazine](#)



Texas Parks & Wildlife magazine's

# 6 Texas Ghost Towns >>

TEXAS PARKS & WILDLIFE

Parks Hunting Fishing Boating Game



## 6 Texas Ghost Towns

### Sign up to receive the "6 Texas Ghost Towns"

Provide your information below to receive the "6 Texas Ghost Towns." By providing your email address, you will also be signed up to receive free email updates on the *Texas Parks & Wildlife* magazine. You can unsubscribe or change your email preferences at any time. We will not share your email with any other organizations.

Your E-Mail Address

First Name

Last Name

Street Address

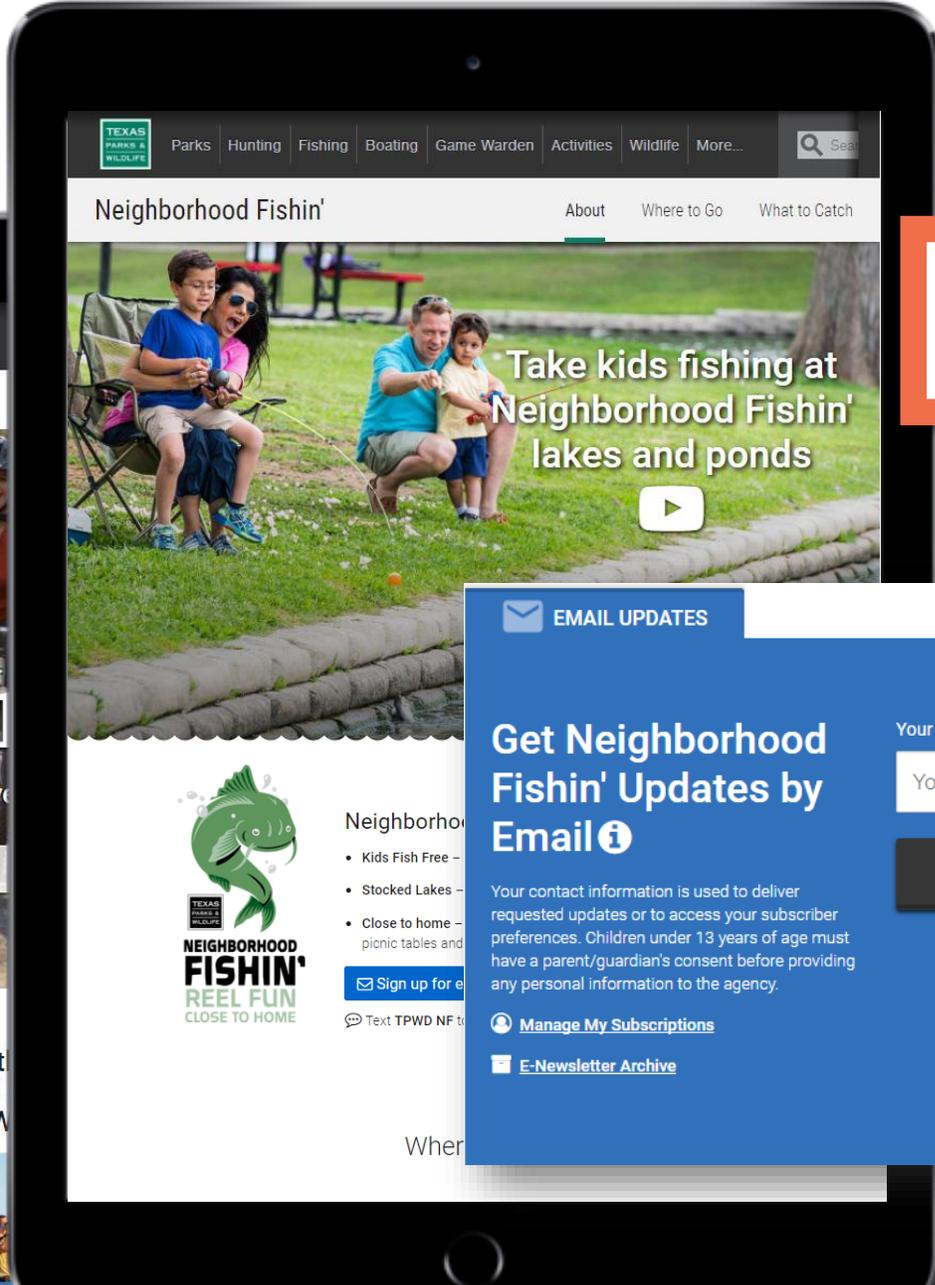
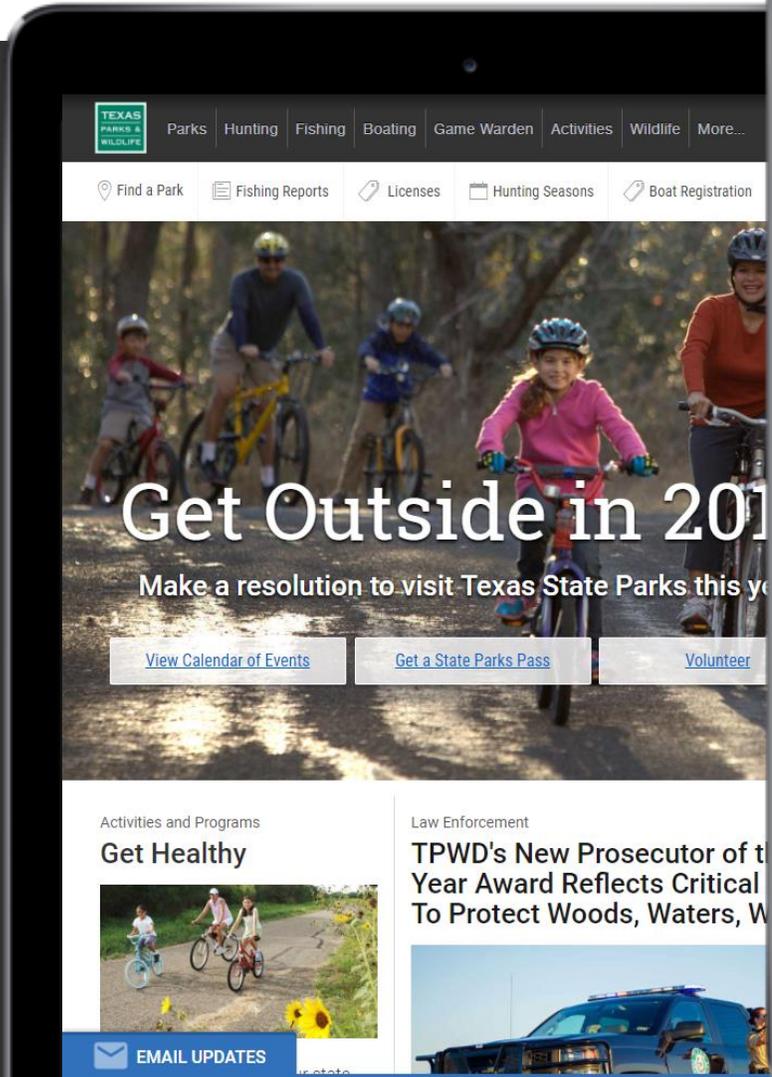
City

State   
Two letter postal abbreviation.

Zip Code



# WEBSITE



174% increase in new subscribers from web in 1<sup>st</sup> month!



The "EMAIL UPDATES" form is titled "Get Neighborhood Fishin' Updates by Email". It includes a text input field for "Your email address" with the placeholder "Your email" and a "SUBSCRIBE" button. Below the form, there is a disclaimer: "Your contact information is used to deliver requested updates or to access your subscriber preferences. Children under 13 years of age must have a parent/guardian's consent before providing any personal information to the agency." At the bottom of the form, there are links for "Manage My Subscriptions" and "E-Newsletter Archive".

# TEXT-TO-SUBSCRIBE

**PROTECT THE LAKES YOU LOVE.**



**KEEP BOATING AND FISHING FUN FOR EVERYONE.**  **CLEAN, DRAIN AND DRY** [TPWD.TEXAS.GOV/INVASIVESPECIES](http://TPWD.TEXAS.GOV/INVASIVESPECIES)

spread to another lake, ruining the fun for everyone.  **DRY:** Let your boat and gear dry completely before entering another lake. If it can't dry for at least a week, then wash everything thoroughly with high-pressure, soapy water.

**Text TPWD GS or TPWD ZM to GOV311 for updates on giant salvinia (GS) or zebra mussels (ZM).**

Boat Registration Inserts

Website

Text TPWD NF to GOV311 to get updates by text.

Poster at State Parks

**Be a Park Insider!**

News, events, seasonal happenings, and insider tips for planning your next visit.

Sign up for email updates:

**Text TPWD PARKS and your EMAIL ADDRESS to GOV311 (468-311)**

(Example: TPWD PARKS youremail@email.com)

OR give your email address to a ranger at park headquarters.

Connect with us:      

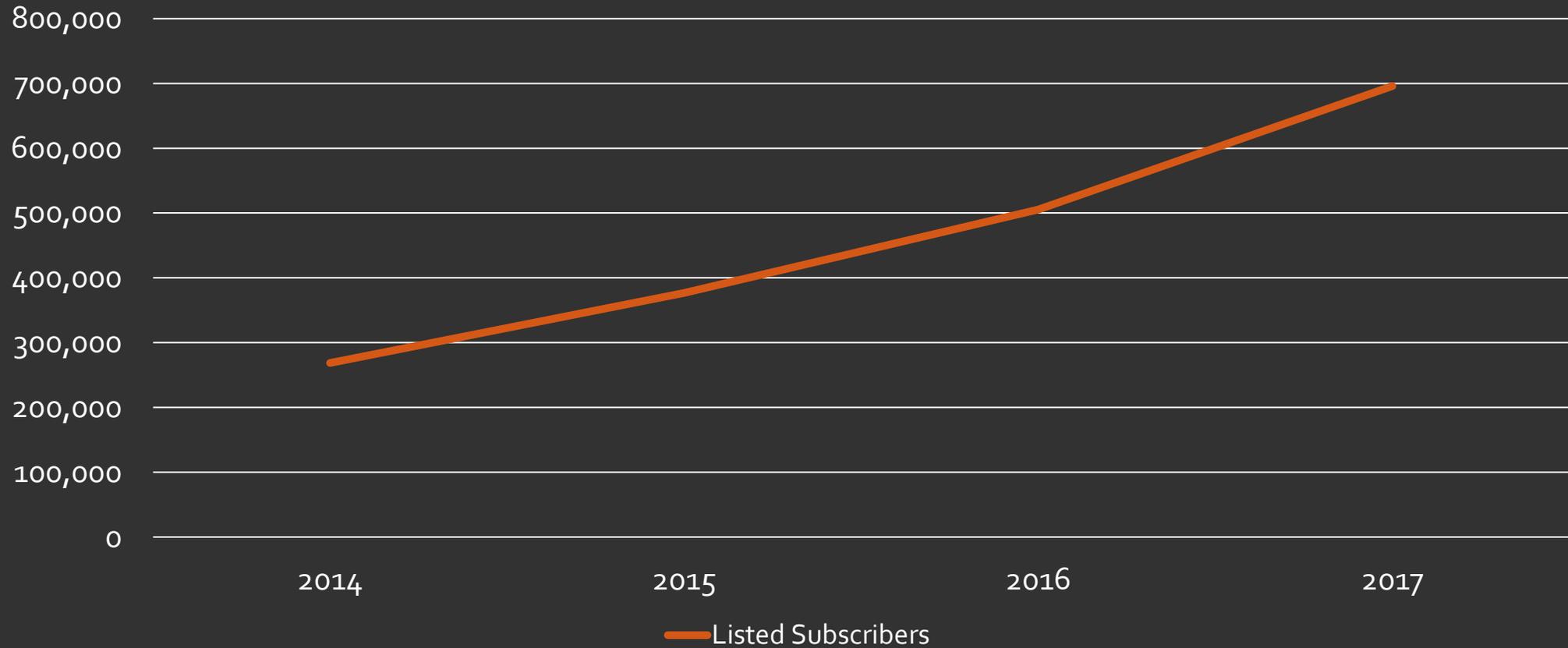
[TexasStateParks.org/SocialMedia](http://TexasStateParks.org/SocialMedia)



Life's better outside.

© 2010 TPWD 2010 CS-PK0700209A (01)

# TPWD EMAIL SUBSCRIBERS



RBFF State Successes Webinar – February 22, 2018

# **PARTNERING FOR R3 SUCCESS**

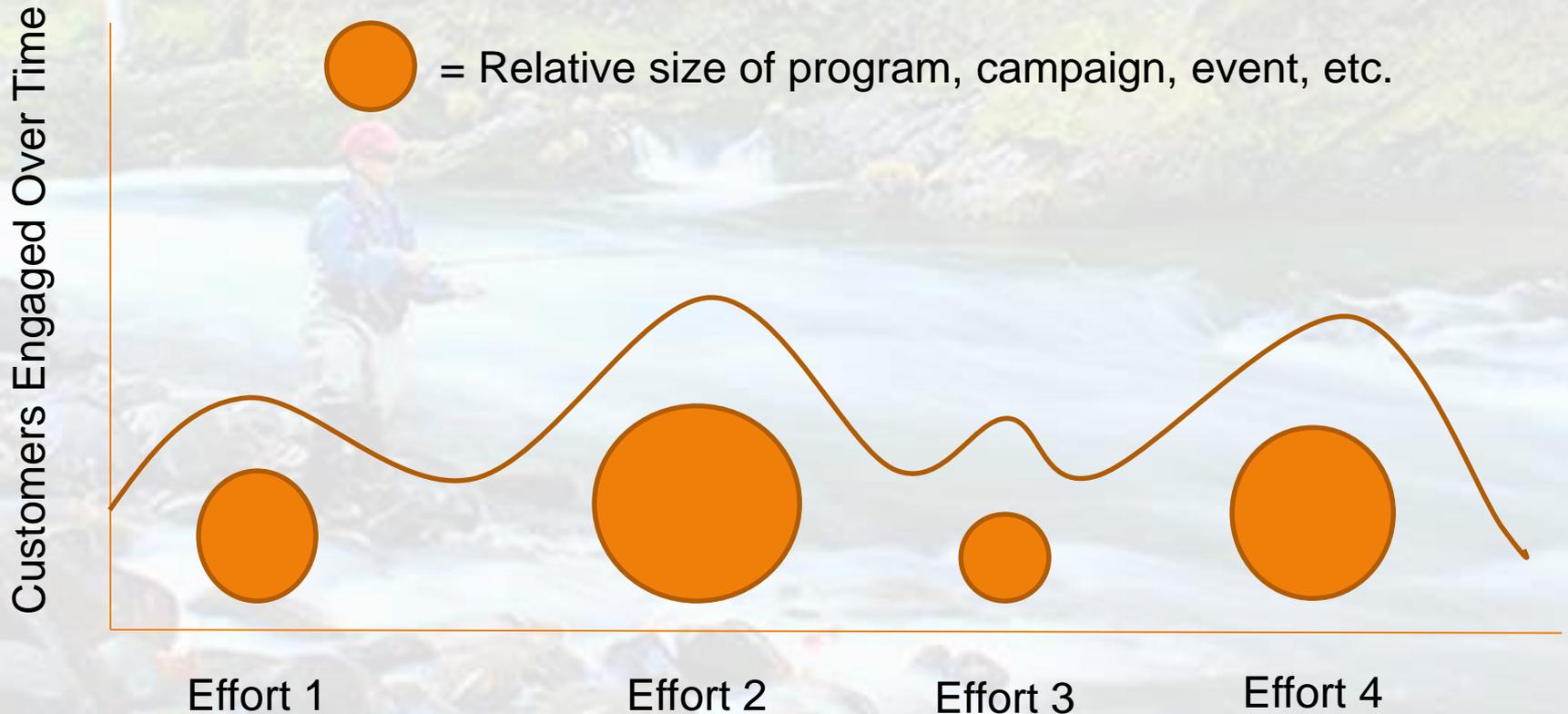
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## Thinking beyond hand-outs

Chris Willard  
R3 Coordinator  
Oregon Department of Fish and Wildlife



# Transactional Engagement



# Customer Centered Approach



# Supporting the Hunter and Angler Customer Journey

## Agency Strategies to Support the Customer Journey



Enhance  
Discovery



Engage &  
Educate



Transact &  
Support

I'm looking for a  
new outdoor activity  
and/or food source

I could see myself  
hunting and/or fishing

I'm going to hunt  
and/or fish

I bought a license  
and went hunting  
and/or fishing

Awareness

Evaluation

Buy

Experience

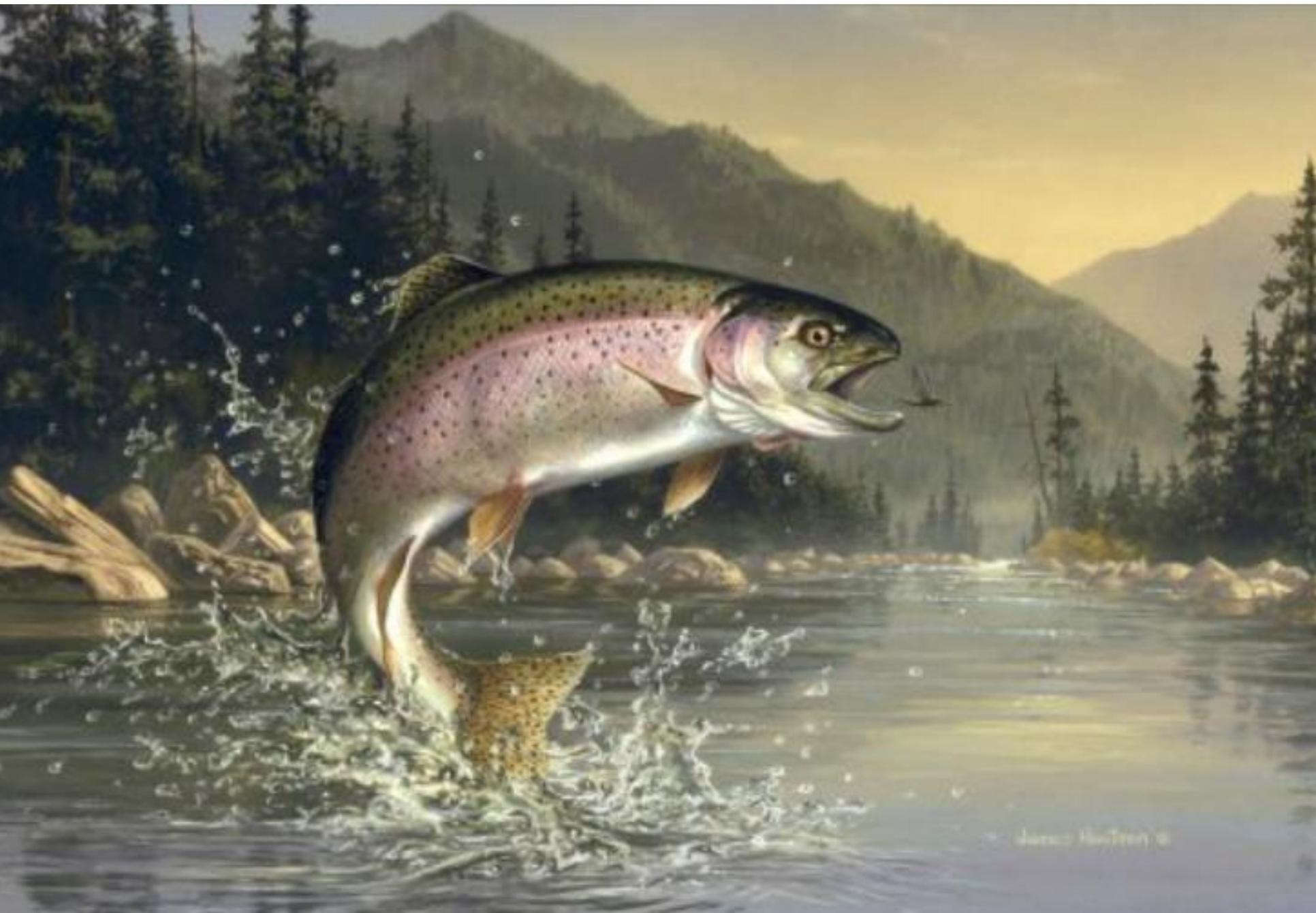
Consideration

Bond

Advocacy



**I'm  
going  
to fish!**



James Houston ©

## Start with trout – SO EASY!

- Fishing license
- Basic gear and tackle
- Simple techniques





# Retail Endcap Displays • 70+ Locations



## Goals:

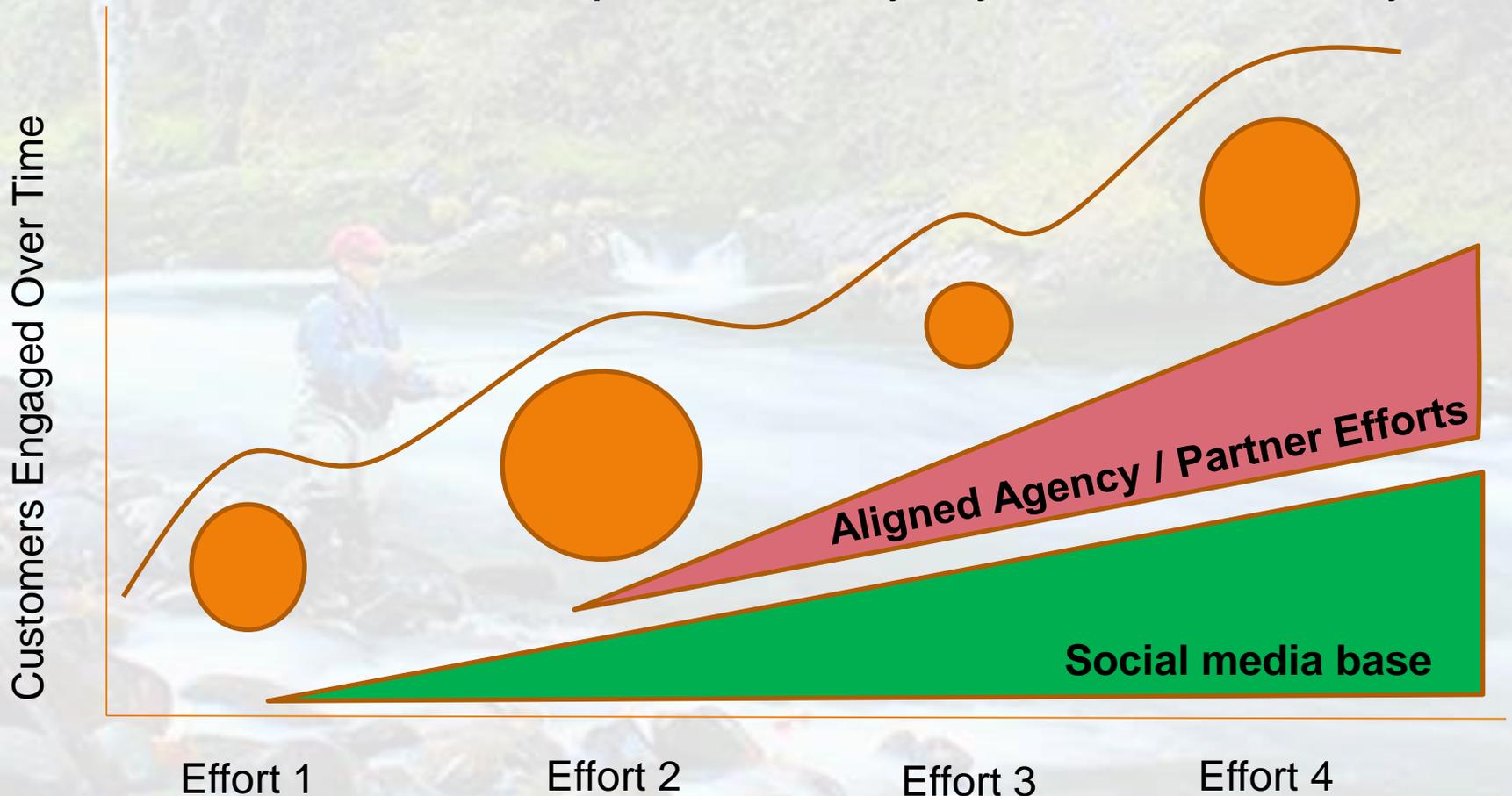
- Make it easier to find entry level products:
- Make it easier to find basic “where to” and “how to” information
- Promote ODFW online resources
- Encourage purchases
- Increase awareness & consideration of trout fishing

# ODFW Reflections & Lessons

- Think strategically
  - Partner core competencies are not providing free stuff!
- Break it down, stick-figure like
  - Why it's important to you & why it should be important to them.
- Resources
  - Be prepared to work – hard!
  - Be prepared to contribute funding
- Be Patient!

# Building on Connected Experiences

Sustained Relationships → Loyalty → Advocacy



Chris Willard

[chris.a.willard@state.or.us](mailto:chris.a.willard@state.or.us)

503-947-6015

