



MASSWILDLIFE

iAdelante! MA Fishing's Future

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Goal 1: Retain and Reactivate



Reducing Churn with Proven Methods

GET BACK ON THE WATER

It's time to renew your freshwater fishing license! Don't let summer pass you by without spending some quality time on the water. Renew your license today to take advantage of the many beautiful ponds, lakes, rivers, and streams Massachusetts has to offer.

[Click Here to Renew Your Fishing License](#)



Massachusetts Division of Fisheries & Wildlife  Sponsored

MassWildlife is releasing over half a million trout at over 500 locations this year! Use our interactive map to find fishing spots near you.

Massachusetts Division of Fisheries & Wildlife  Sponsored

How long has it been since you went fishing? Renew your license today and check out our interactive map to find your new favorite fishing spot.

...fishing tips? MassWildlife has plenty of resources to help you ... fishing trip, including maps, tutorial videos, and more.
[Click here for tips.](#)

...Division of Fisheries and Wildlife (MassWildlife) is responsible for the conservation of all freshwater fish in the Commonwealth, including endangered species. We protect, and manage land for wildlife to thrive.

... (608) 389-6300 or [email us](#)
[MassWildlife](#)
[License near you](#)

 MASSWILDLIFE

ESCAPE TO NATURE

mass.gov
Get Your Fishing License [Learn more](#)
 Find a fresh spot to fish. ...

Official MA Online Licensing | Buy 2022 Fishing Licenses Here | MassFishHunt 2022...
[Ad](#) [massfishhunt.mass.gov/FishingLicense/Purcha...](#)

MassFishHunt | Official MA Online Licensing | Reel In a Fishing License Soon
[Ad](#) [massfishhunt.mass.gov/Fishing/Purchase](#)

2022 Fishing Licenses Available Now and Easy to Buy or Renew With a Mobile-Friendly Tool. Review Fishing Regulations and Quickly Purchase Official Fishing License Online.
[Renew Fishing License](#)
[Purchase Fishing License](#)



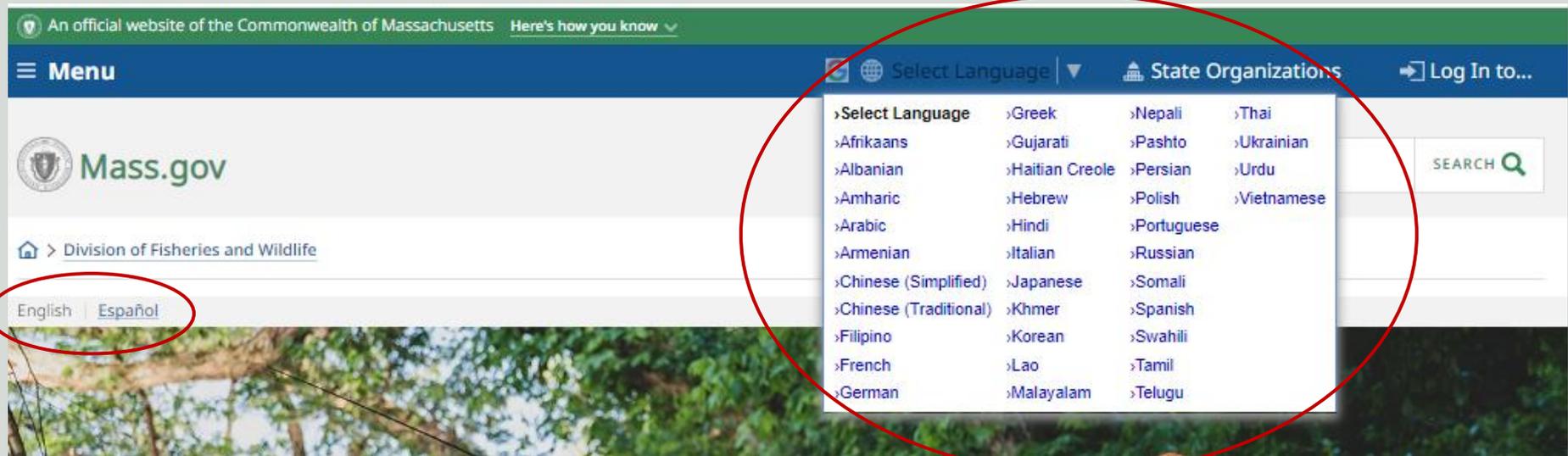
Goal 2: Promote Fishing to New Audiences

Target Audiences

- Growth of Hispanic population in MA
- Urban/suburban areas growth potential
- Active Social Families



Building Spanish Language Content



Translated top content

Where to go What to bring Regulations
License information Learn-to-fish classes



Learn to fish
Enroll now in a free fishing class. All levels of experience welcome!

FIND A CLASS NEAR YOU

te: |



Aprende cómo pescar
Ven a una clase gratuita. ¡Todos los niveles de experiencia son bienvenidos!

BUSCA UNA CLASE



Get your fishing license →

You need a license to fish in freshwater if you are 15 or older. Licenses are free for those 15-17 and over 70. Fees from license sales support statewide conservation efforts, habitat restoration, research, fish stocking, and public access.



Compra tu licencia [EN] →

¡Si tienes 15 años o más, necesitas una licencia para pescar en agua dulce. Las licencias son gratuitas para pescadores de 15-17 y de 70 años y mayores. Tus compras ayudan con la conservación, la restauración de hábitat, el abastecimiento de truchas, y las investigaciones biológicas.

Where to fish →



Massachusetts has many beautiful ponds, rivers, streams, and lakes where you can fish. Click here for a map of waterbodies near you and learn about which types of fish you can catch. Find boat ramps, trout stocked waters, and accessible piers.

What to bring →



If you're a first-time angler, you don't need lots of fancy equipment. Pick up a push-button spin casting setup and some hooks and bobbers. Try garden worms, mealworms, or small pieces of cheese or chicken for bait.

Dónde pescar →



Massachusetts ofrece muchos lagos, ríos, y arroyos hermosos para pescar. Este mapa muestra aguas cercanas, datos sobre las especies, aguas repletas de truchas, rampas para botes, y muelles accesibles.

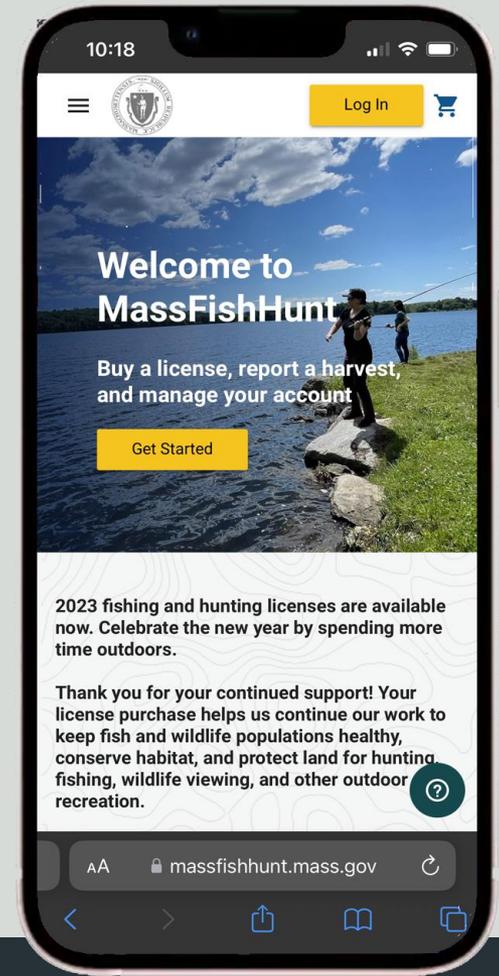
¿Qué debo llevar? →



Si estás pescando por primera vez, no necesitas much equipo. Puedes elegir una caña con lanzamiento giratorio y botón pulsador, más algunos anzuelos y flotadores. La carnada puede ser gusanos (de jardín o de harina) o pequeños trozos de queso o pollo.

Translation Challenges

- No options for licensing system website
- Fishing content with no direct translation
- Long-term maintenance



 **kalkomey** | Outdoor Shop

Need help? For customer service, please call (844) 595-2930 (open 9 a.m. – 11 p.m. daily). For the best experience, use newer web browsers like Chrome, Firefox, Edge, or Safari.

Para la mejor experiencia en español, utilice Google Chrome y haga clic derecho para la opción de traducir. Para servicio al cliente por teléfono, llame al (844) 595-2930 y marque el "2" (abierto de 9 a.m. a 11 p.m. todos los días).

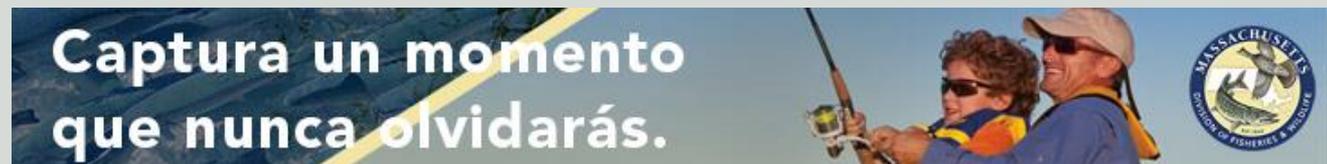
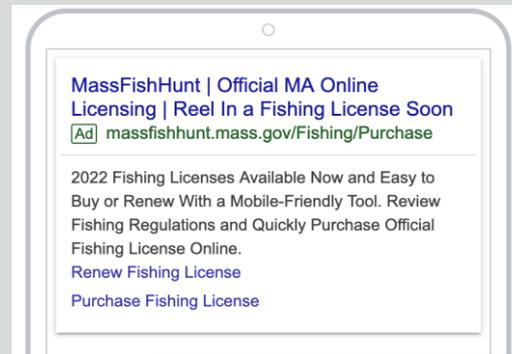
Google: Search, Display, YouTube

English

- Search
 - Purchase, renewal, non-resident, awareness (“fishing spot near me”)
- Display
 - Retargeting

Spanish

- Limited to Display and YouTube awareness ads



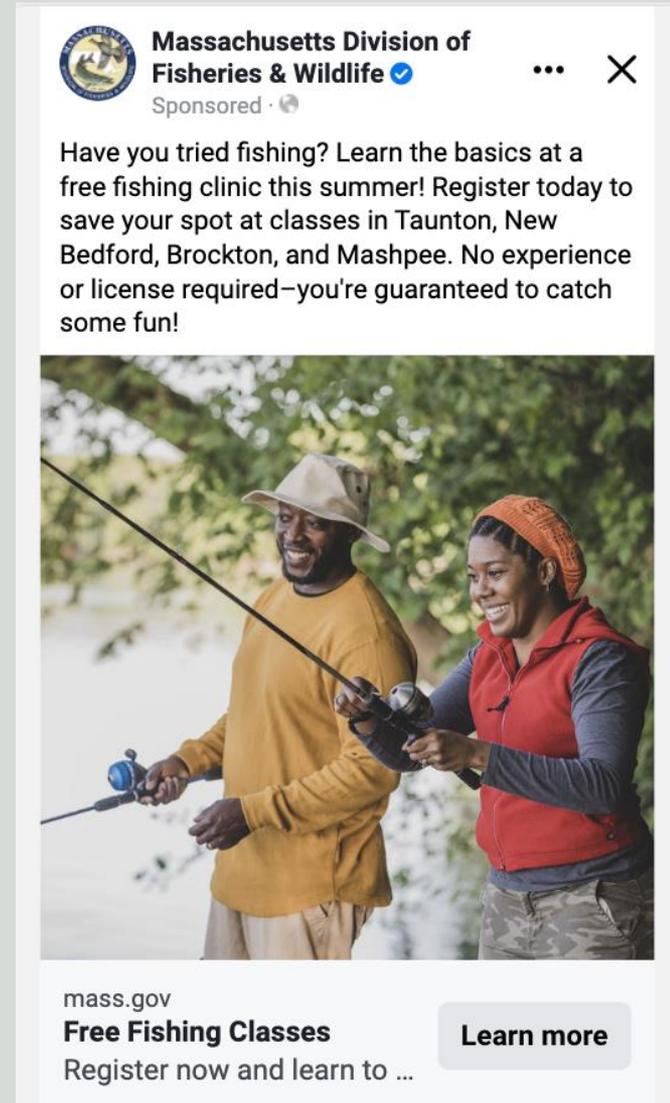
Social Media

Themes

- Trout stocking
- Arrival of warm weather
- Where to fish near you
- Free Fishing Weekend
- Learn-to-fish classes
- Fall fishing

Audiences

- Lapsed
- Outdoor generalists
- Lookalikes
- Geographic range for class promotion
- Spanish language



The image shows a Facebook post from the Massachusetts Division of Fisheries & Wildlife. The post features a circular profile picture of the state seal, the name of the division with a verified badge, and a 'Sponsored' label. The main text of the post is a promotional message for free fishing clinics. Below the text is a photograph of a man and a woman fishing together. At the bottom of the post, there is a link to 'mass.gov', the title 'Free Fishing Classes', a partial description, and a 'Learn more' button.

Massachusetts Division of Fisheries & Wildlife  ⋮ ✕
Sponsored · 

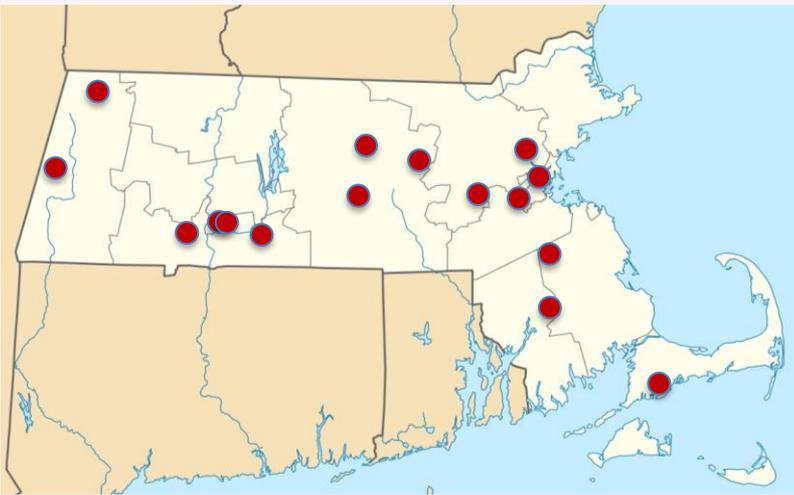
Have you tried fishing? Learn the basics at a free fishing clinic this summer! Register today to save your spot at classes in Taunton, New Bedford, Brockton, and Mashpee. No experience or license required—you're guaranteed to catch some fun!



mass.gov
Free Fishing Classes
Register now and learn to ... [Learn more](#)

Learn-to-Fish Events





Location Selection

- High participation growth potential
- Include many Spanish speakers
- Opportunities to partner
- Nearby waterbodies with shore fishing



Event Promotion

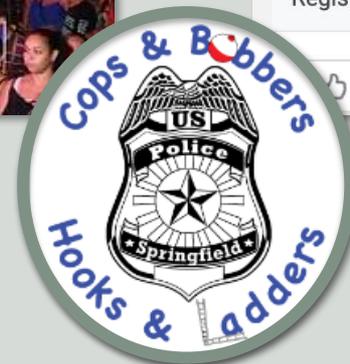
- E-newsletter
- Organic and paid social
- Outreach to local media
- Partners



SHARE ON FACEBOOK SHARE ON TWITTER

Have you always wanted to fish, but never learned how? Well now is your chance as MassWildlife Angler Education is offering free training throughout Berkshire and Hampshire Counties.

Presented by the Massachusetts Division of Fish and Wildlife, each of these no-cost events, hosted at various lakes and ponds will be taught by staff and volunteers from Mass Wildlife. These beginner-level courses will cover how to set up your rod, tie knots, cast, and even identify fish.



Massachusetts Division of Fisheries & Wildlife  Sponsored · 

¿Has intentado pescar? ¡Aprende los conceptos básicos en una clínica de pesca gratuita este verano! Regístrate hoy para guardar tu lugar en las clases en Taunton, New Bedford, Brockton y Mashpee. No se requiere experiencia ni licencia. ¡La diversión esta garantizada!



mass.gov
Clases de pesca gratis
Regístrate ahora y aprend... [Learn more](#)

 Like  Comment  Share

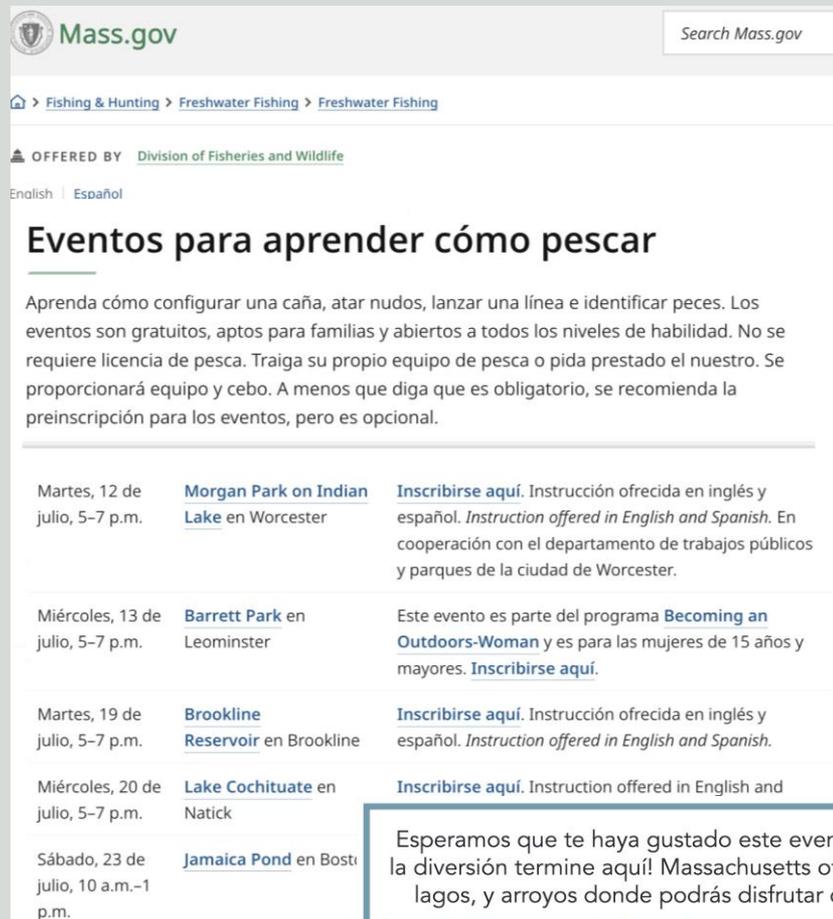
Building Capacity

- Trained staff to support fishing events
- On-demand language interpretation
- Built partnerships



Building Resources

- Redesigned and translated fishing events calendar
- Translated handouts



The screenshot shows the Mass.gov website page for fishing events. The page is titled "Eventos para aprender cómo pescar" and is offered by the Division of Fisheries and Wildlife. It features a list of events for July, including "Morgan Park on Indian Lake" in Worcester, "Barrett Park" in Leominster, "Brookline Reservoir" in Brookline, "Lake Cochituate" in Natick, and "Jamaica Pond" in Boston. Each event includes a date, time, location, and a link to register. The page also includes a search bar and a language selector.

Mass.gov

Search Mass.gov

> Fishing & Hunting > Freshwater Fishing > Freshwater Fishing

OFFERED BY Division of Fisheries and Wildlife

English | Español

Eventos para aprender cómo pescar

Aprenda cómo configurar una caña, atar nudos, lanzar una línea e identificar peces. Los eventos son gratuitos, aptos para familias y abiertos a todos los niveles de habilidad. No se requiere licencia de pesca. Traiga su propio equipo de pesca o pida prestado el nuestro. Se proporcionará equipo y cebo. A menos que diga que es obligatorio, se recomienda la preinscripción para los eventos, pero es opcional.

Martes, 12 de julio, 5-7 p.m.	Morgan Park on Indian Lake en Worcester	Inscribirse aquí . Instrucción ofrecida en inglés y español. <i>Instruction offered in English and Spanish.</i> En cooperación con el departamento de trabajos públicos y parques de la ciudad de Worcester.
Miércoles, 13 de julio, 5-7 p.m.	Barrett Park en Leominster	Este evento es parte del programa Becoming an Outdoors-Woman y es para las mujeres de 15 años y mayores. Inscribirse aquí .
Martes, 19 de julio, 5-7 p.m.	Brookline Reservoir en Brookline	Inscribirse aquí . Instrucción ofrecida en inglés y español. <i>Instruction offered in English and Spanish.</i>
Miércoles, 20 de julio, 5-7 p.m.	Lake Cochituate en Natick	Inscribirse aquí . Instruction offered in English and
Sábado, 23 de julio, 10 a.m.-1 p.m.	Jamaica Pond en Bost	

Esperamos que te haya gustado este evento de pesca. ¡No dejes que la diversión termine aquí! Massachusetts ofrece muchos hermosos ríos, lagos, y arroyos donde podrás disfrutar de un gran día en el agua.



Visita:

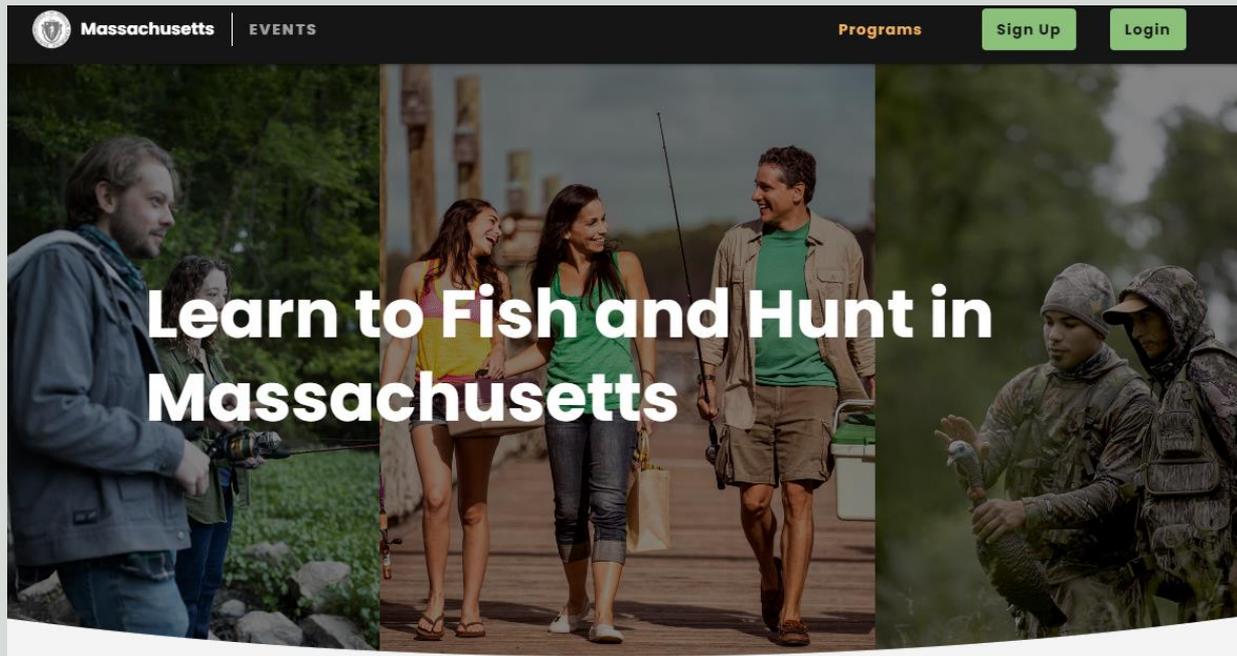
Mass.gov/Pescar

- 🐟 Obtén tu licencia de pesca
- 🐟 Descubre lugares de pesca cerca de ti
- 🐟 Busca consejos y clases de pesca
- 🐟 Vea ubicaciones repletas de truchas



Enhanced Event Registration

- Support participants after event
- Survey participants to improve offerings
- Track participation beyond event



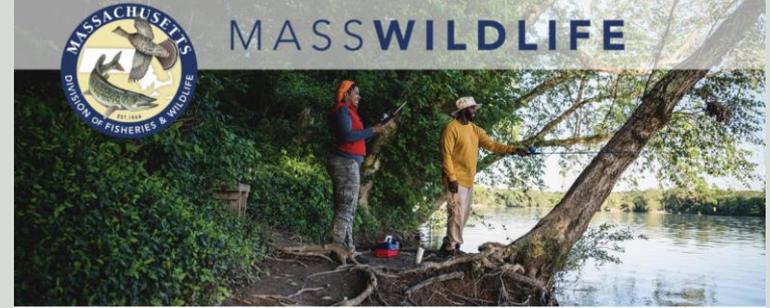


Events Registration

- Email and basic info collected

Events Follow-up email

- 70% open rate
- 32% click rate



Thank you for participating in MassWildlife's Learn to Fish Class!

We hope you learned a lot and had fun. [Please complete this 2 minute survey to tell us about your experience.](#) We appreciate your feedback!

Fall is a great time for fishing, use the resources below to continue to sharpen your skills and extend the fun with these [fall fishing tips.](#)

Buy your 2022 Massachusetts freshwater fishing license

If you are 15 years of age or older, you need a license to fish. Licenses are free for Massachusetts residents 15-17 years of age, and those 70 and over. [Go to MassFishHunt to buy online.](#)

Find a place to fish

Use MassWildlife's Go Fish MA! digital fishing map to find the perfect spot to fish near you. Select "Featured Sites" to see staff recommended waterbodies with easy access.

[Start exploring...](#)



Gear up!

You don't need a lot of expensive equipment to have a great time fishing. A basic rod, a few bobbers, and some bait is all you'll need to get started. Don't forget your fishing license.

[Read more...](#)



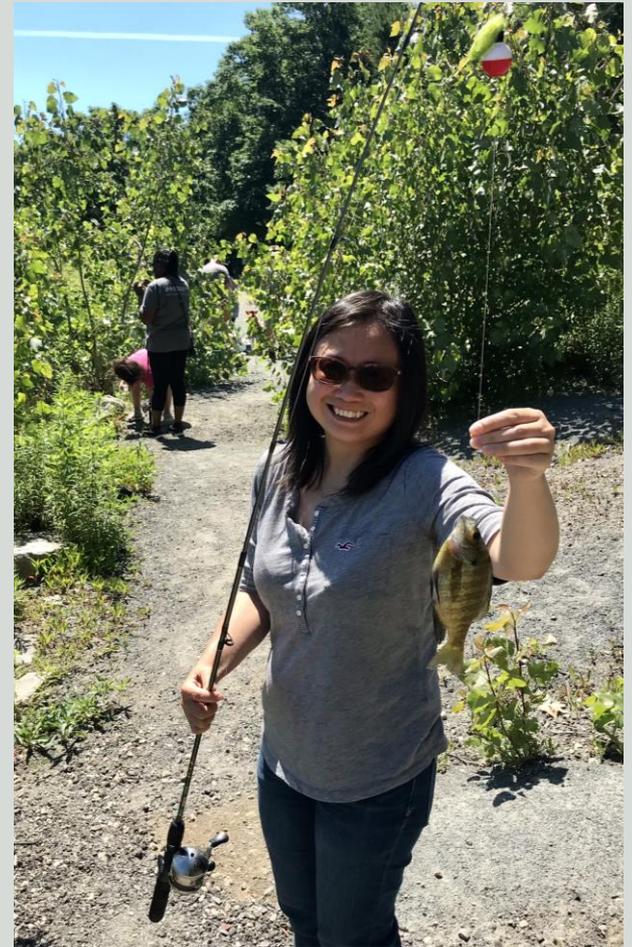
Keep learning

Improve your fishing skills with how-to resources designed for both beginners and intermediate anglers. We've gathered tutorial videos and tips that you can access any time and review at your own pace.



Events

- Top reasons for taking class: Learn new skills, Spending time with family
- Least motivating factor: Harvesting food
- 40% of survey respondents heard about the event through Facebook
- Almost all reported a good or excellent experience
- Almost all reported increased interest in fishing and likelihood to fish again soon



Events

- 83% had no current fishing license
- 57% had not fished in past 5 years
- 31% had fished 1–4 times in past 5 years

- 90% had never bought a MA license
Of the 10% who had purchased, only half had bought a license more than once

- 20% of participants did buy in 2022
About half bought *after* the class



Digital Campaign Results





Email

- 133K lapsed anglers
- 38% open rate
- 3,264 clicks to licensing site
- \$29K in license sales

GET BACK ON THE WATER

It's time to renew your freshwater fishing license! Don't let summer pass you by without spending some quality time on the water. Renew your license today to take advantage of the many beautiful ponds, lakes, rivers, and streams Massachusetts has to offer.

[Click Here to Renew Your Fishing License](#)



Want insider fishing tips? MassWildlife has plenty of resources to help you plan your next fishing trip, including maps, tutorial videos, and more.

[Click here for tips.](#)

Who we are

The Massachusetts Division of Fisheries and Wildlife (MassWildlife) is the state agency responsible for the conservation of all freshwater fish and wildlife in the Commonwealth, including endangered species. MassWildlife restores, protects, and manages land for wildlife to thrive and for people to enjoy.

Connect with us

Questions? Call us at (508) 389-6300 or [email us](#)

Visit us at [Mass.gov/MassWildlife](https://www.mass.gov/MassWildlife)

Find a [MassWildlife office](#) near you





License Sales

\$1,185,763 in license sales* tracked via UTM from paid ads

\$1,183,743 from Google Search and Display

\$2,020 from social media

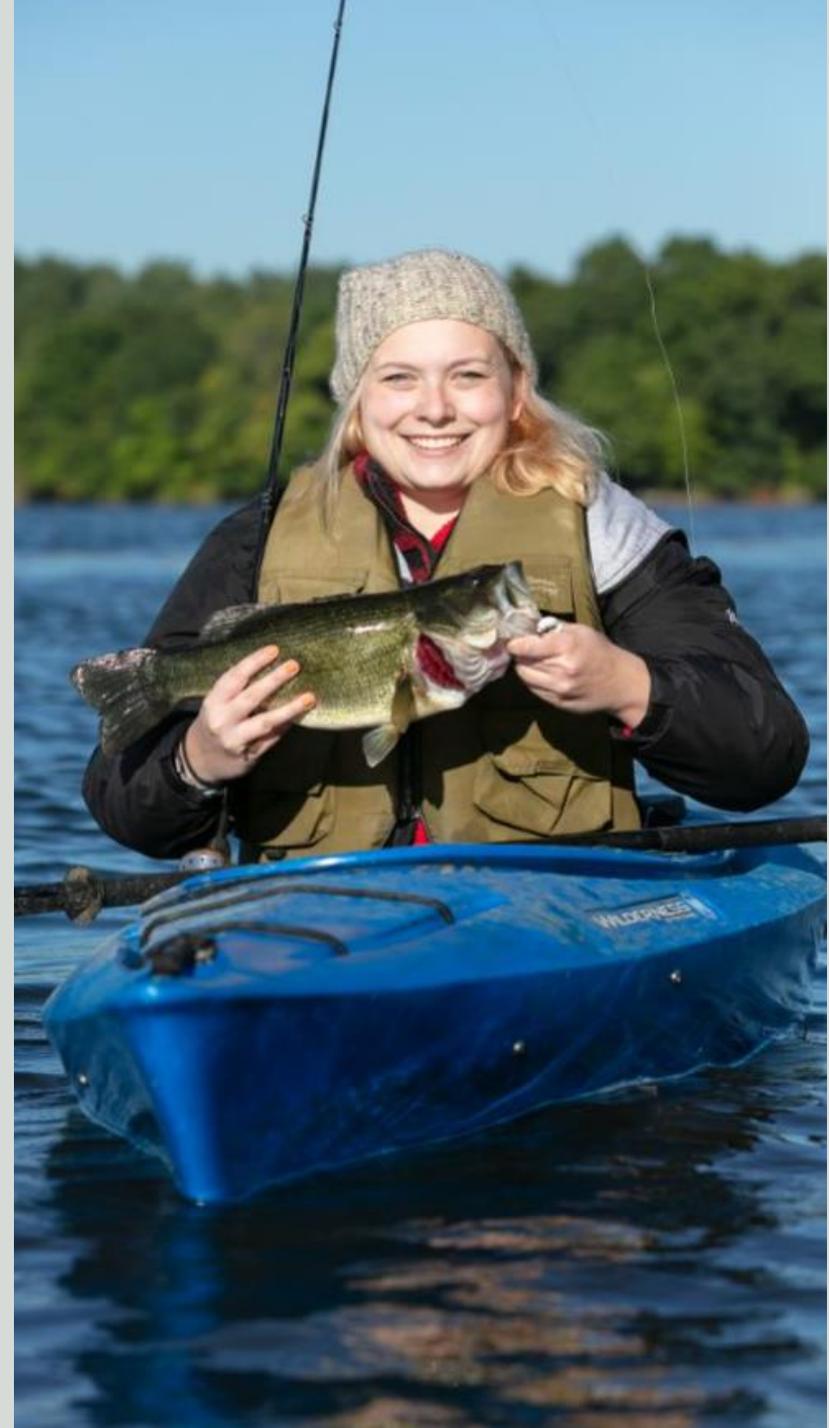
Tracking challenges

*A lift analysis was not performed as part of this project, so reported sales include all sales tracked from campaigns through the point of purchase in one session using Google Analytics.



Google

- Search: Return on ad spend improved year over year
 - .Gov domain
 - Quality score went down (slower page load speed)
- Total search and display conversions rose v. 2021
- Spanish Google Display generated significantly higher engagement (0.69% CTR Spanish v. 0.13% CTR English)





Social Media

Overall

- 4.1M impressions
- Reached 749K
- 39K clicks

- Geographic targeting not as successful





Social Media

Spanish Language

- Reached 530K
- Lower cost per landing page view
- Increased visitation to licensing site for Spanish users (0.27% v. 1%)



Spanish Engagement

- Spanish content received about 10K pageviews during the campaign
- Users with browsers set to Spanish language: 19.9K in 2022 (8.7K in 2021)
- From campaign landing pages, customers most frequently clicked links to
 - Where to fish
 - Fishing classes
 - How to buy a license

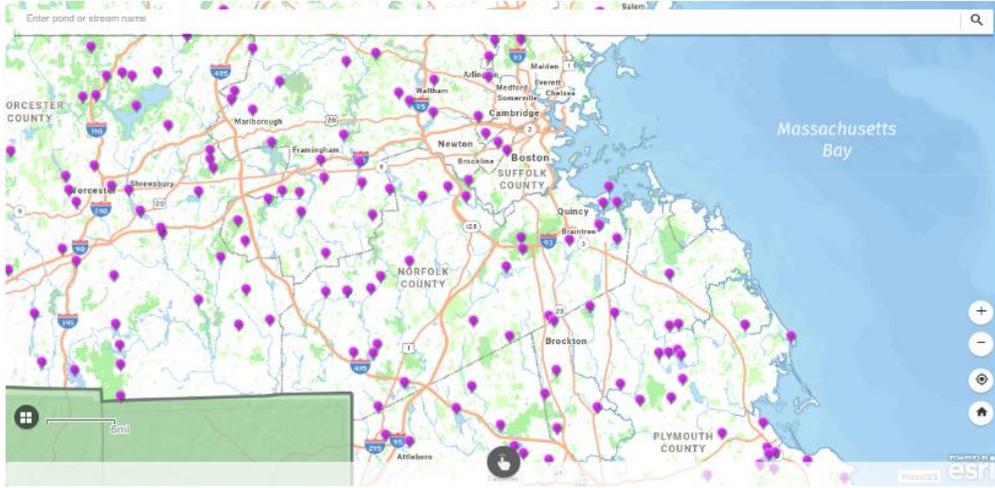
OFFERED BY [Division of Fisheries and Wildlife](#)

[English](#) | [Español](#)

Dónde pescar

¡Use el mapa interactivo para buscar lugares de pesca!

Explore el mapa para leer descripciones de lagos, aguas repletas de truchas, rampas para botes, y profundidades de aguas, o busque por ubicación. Pruebe el filtro de "Featured Sites" o "Sitios Destacados" para ver recomendaciones de nuestro personal con acceso más fácil al agua.



[Haga clic para ver el mapa a pantalla completa](#)

Budget

Item	Cost
Ad Spend: Social Media	\$27,000
Ad Spend: Google	\$25,400
Marketing Agency Fee	\$17,200
Total	\$69,600

Challenges

- License fee increase
- COVID retention
- New licensing site
- Translation challenges



Next Steps

- More fishing classes earlier
- Strengthen and expand partnerships
- Validate events/licensing matching
- Offer next steps to the participants from this year
- Improve conversion tracking, GA4
- Coordinate with vendor to improve licensing experience for customers with limited English proficiency





Questions?

Nicole.McSweeney@mass.gov or Emily.Stolarski@mass.gov