# WELCOME RBFF State Marketing Workshop



#### **OVERVIEW**

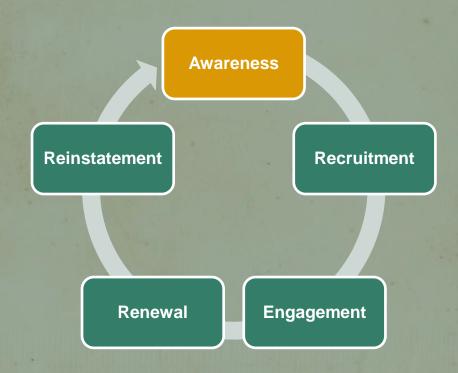
#### THE CUSTOMER LIFECYCLE

- AWARENESS
- RECRUITMENT
- ENGAGEMENT
- RENEWAL
- REINSTATEMENT





## AWARENESS

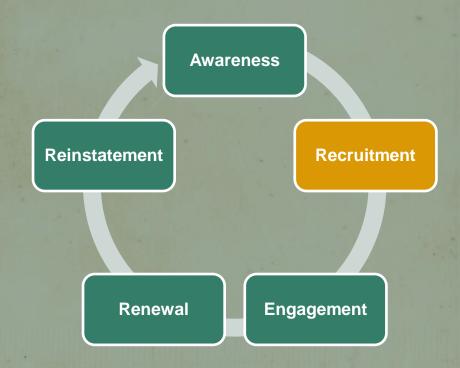


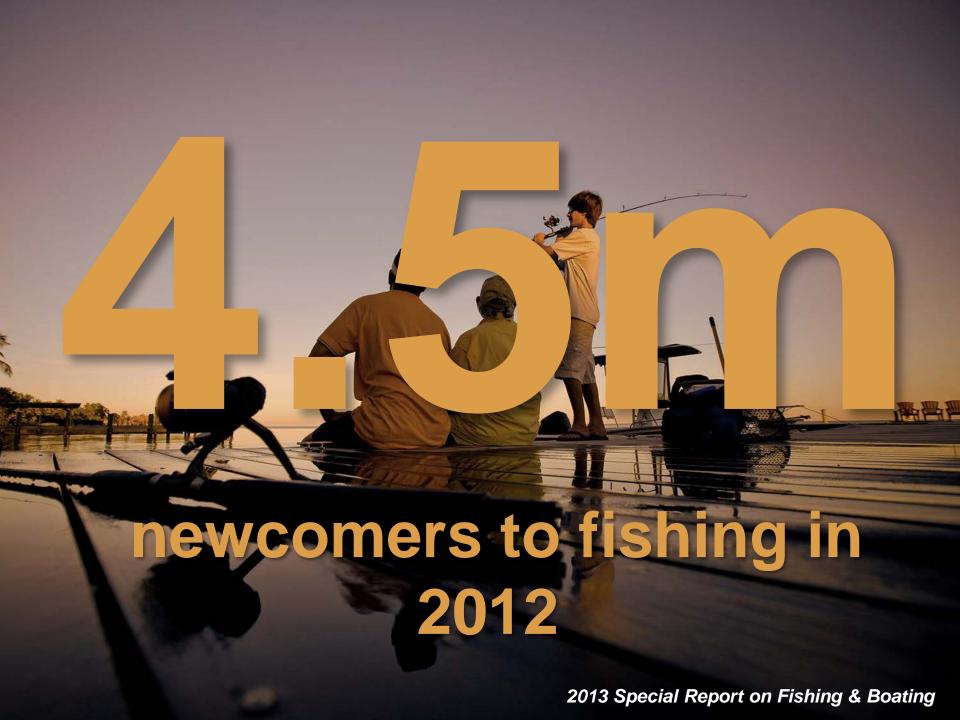


### TAKE ME FISHING"

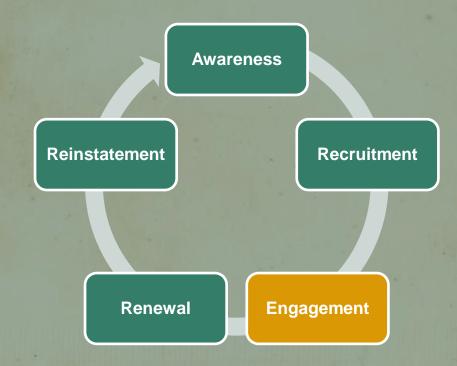
takemefishing.org

## RECRUITMENT





## ENGAGEMENT



## ONLINE LICENSE ASSESSMENT initial findings

5 of 50 mobile-friendly websites

2 of 50 offer mobile license buying

32 of 50 offer no post communication, thank you message

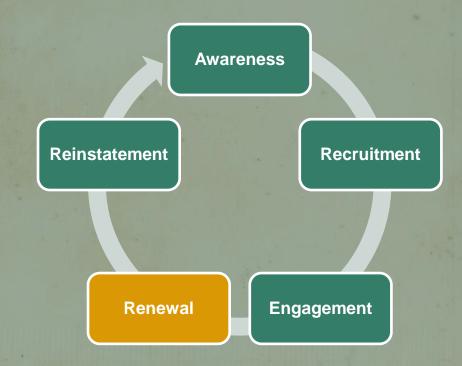


### FOCUS ON THE CUSTOMER





## RENEWAL

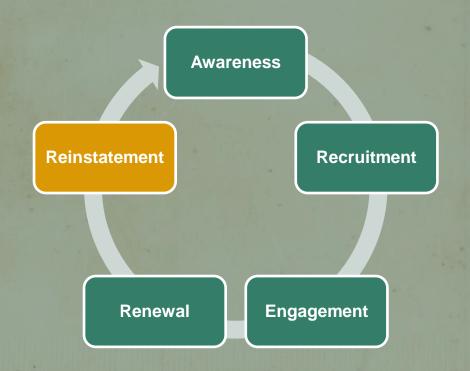


### THE MISSING PIECE

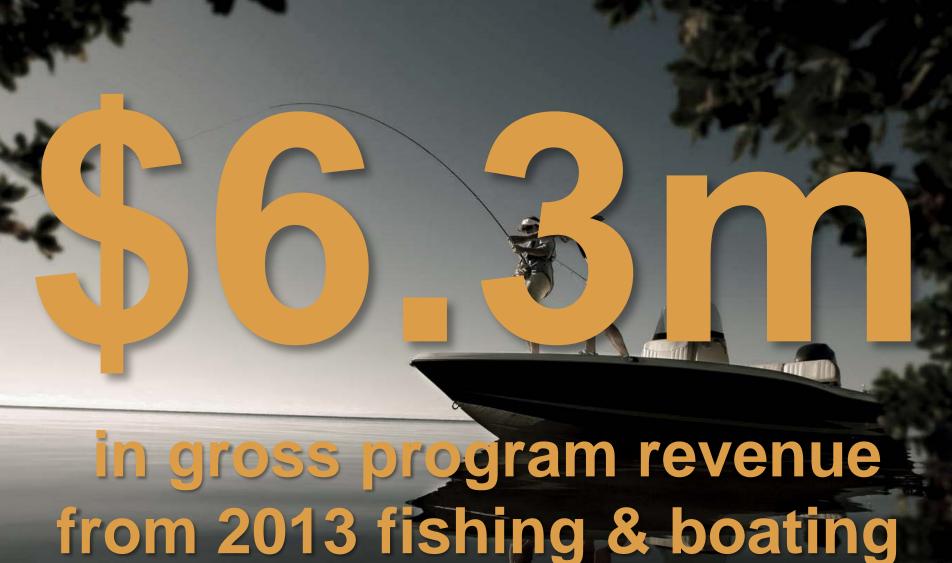




### REINSTATEMENT







from 2013 fishing & boating programs

## THANKYOU

