



MASS**W**ILDLIFE

# Maintaining Momentum:

## Digital strategies to retain anglers beyond 2020

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**Goal: Retain anglers who fished during 2020**



# Target Audiences

## First-Time Anglers in 2020

- 30% of all fishing license sales were bought by **new** customers
- 58% growth in new customers, compared to 4-year average
- 48% growth in new female participation, compared to 4-year average
- 3-day licenses up 28% compared to 2019 (trial)



# Target Audiences

## Reactivated Anglers

(Not active in 2019 but had a license at least once between 2012–2018.)

- 52% of all fishing license sales made by reactivated customers in 2020
- Important to retain, already lapsed at least once





# Target Audiences

## Retained Anglers

- 18% of all fishing license sales made by retained customers in 2020





# Strategies

Email

Facebook & Instagram

Google Search

Google Display

YouTube

# Budget

Facebook + Instagram	Agency Fee	\$4,300
	Ad Spend: Social	\$20,807

Google + YouTube	Agency Fee	\$5,625
	Ad Spend: Google Search	\$20,415
	Ad Spend: Google Display	\$6,585
	Ad Spend: YouTube	\$1,318





## Ad Themes and Strategy



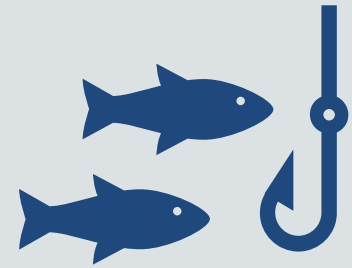
# Social Media Ad Themes



Where to go



Fishing benefits



Improve skills



# Where to Go



**Massachusetts Division of Fisheries & Wildlife** ✓



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The weather is warm, and the fish are biting! Use our map to find great places to fish near you, and renew your license today!



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**2021 Freshwater Fishing Licenses**

Renew your license now. Find a fresh spot to fish.

[Learn More](#)



# Where to Go



**Massachusetts Division of  
Fisheries & Wildlife**  
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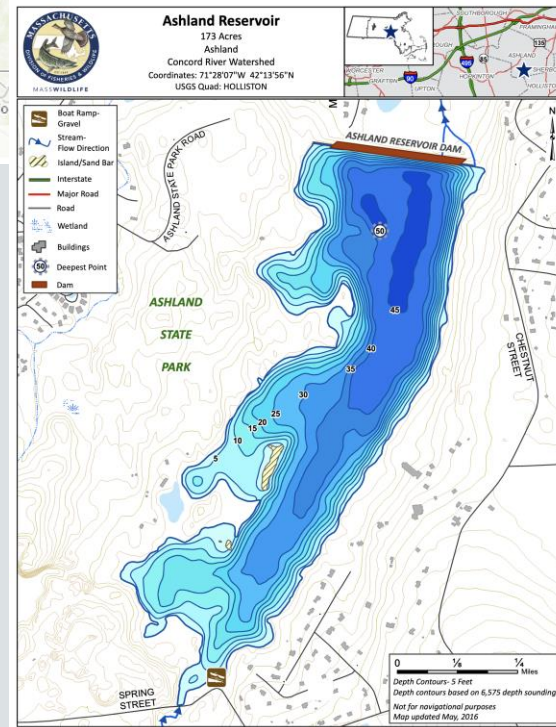
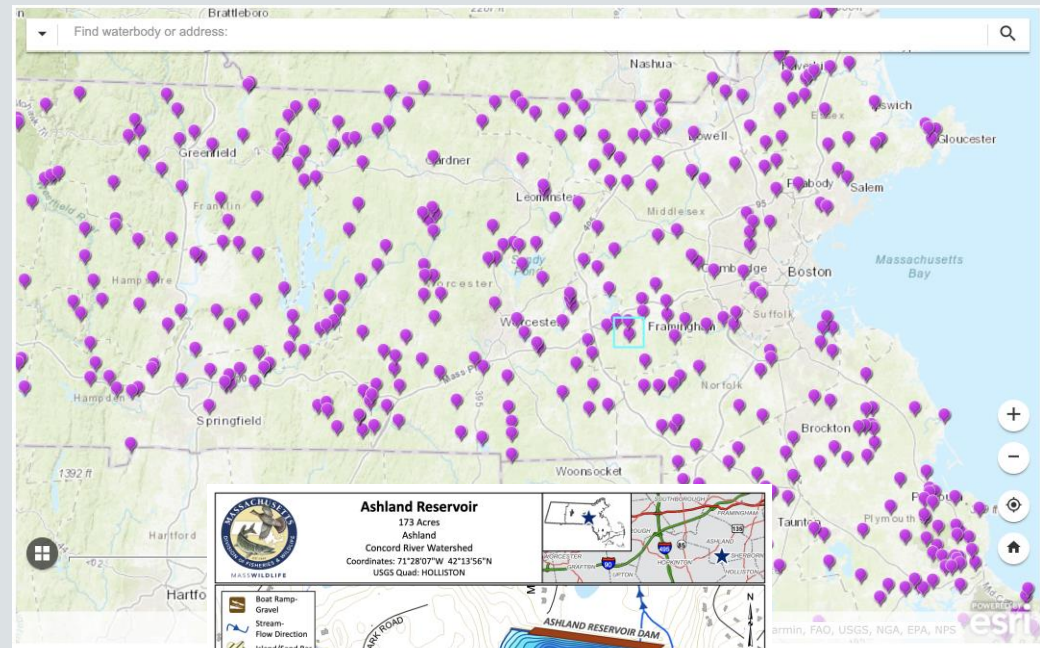
Leave stress in your wake! Don't let summer pass you by without getting on the water. Register for your fishing license online and explore our map to find the perfect spot to launch your boat or fish from shore.



[MA.WILDLIFELICENSE.COM](http://MA.WILDLIFELICENSE.COM)

**Get On Board This Summer**  
2021 Official MA Fishing Licenses

[LEARN MORE](#)



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# Where to Go



**Massachusetts Division of Fisheries & Wildlife** ✓

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The trout are waiting. Renew your fishing license today to take advantage of 500,000 trout being stocked statewide this spring! With over 500 stocking locations statewide, you couldn't visit them all if you wanted to!



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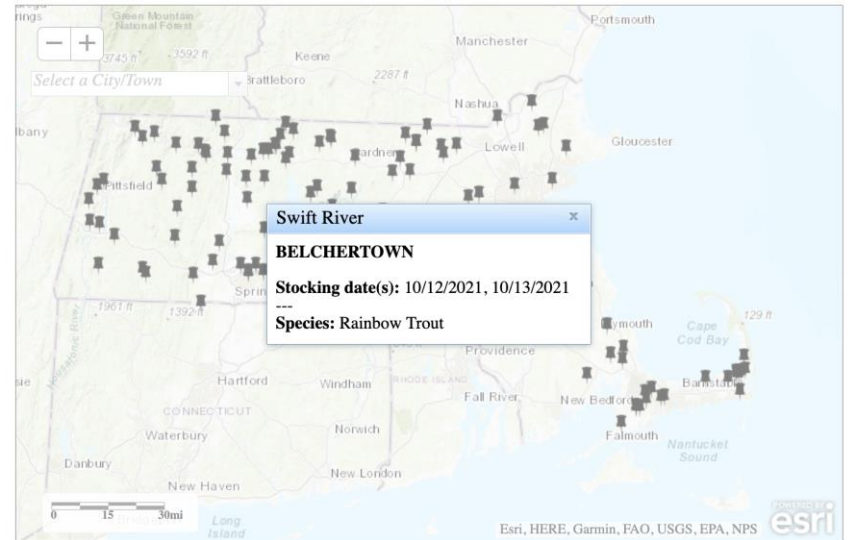
**Get a License Online Now**

Stocked waters are teeming with trout. Most are...

[Learn More](#)

## Where to Go Trout Fishing

MassWildlife stocks trout in more than 220 cities and towns across Massachusetts, so great fishing is right around the corner! Use this map to explore the many lakes, ponds, rivers, and streams where you can enjoy trout fishing. Click the pins to find stocking dates and species stocked.



## Trout Fishing Tips

MassWildlife grows and stocks four types of trout: brook, brown, rainbow, and tiger trout. Read on to learn how to identify the different types of trout and tips for catching them.

### Brook Trout (*Salvelinus fontinalis*)



**Male brook trout**



**Female brook trout**

Brook trout, also known as eastern brook trout, brookies, square tails, and brook char, are Massachusetts' only native trout. Mature, wild brook trout are often less than 8 inches, whereas





# Benefits of Fishing

- Relaxation and fun
- Quality time with friends and family
- Connecting with nature
- Fishing license fees support conservation



Massachusetts Division of Fisheries & Wildlife ✓

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It's been a long school year. Kick off summer with a family fishing trip! Check out our tips for planning a memorable day on the water.



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## 10 Tips for Fishing with Kids

What you need to know. Pick the right gear, bait, ...

[Learn More](#)

# Improve Skills




- Learn-to-fish classes align with 2020 license trends
- New 2020 anglers specifically targeted
- Increased fishing class offerings for women new in 2020

 **Massachusetts Division of Fisheries & Wildlife**   
Sponsored · 

Register for free fishing classes near you this summer! Learn from MassWildlife staff to practice casting, baiting your hook, and more. Sign up today—you're guaranteed to catch some fun!



MASS.GOV  
**Freshwater Fishing Classes**  
Join MassWildlife for free fishing instruction thi...

 **Massachusetts Division of Fisheries & Wildlife**   
Sponsored · 

Rethink girls' night out. Try something new with your crew at a free fishing class this summer! Sign up today to try casting, baiting your hook, and hopefully reeling in a fish—you're guaranteed to catch some fun!



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**Freshwater Fishing Classes**  
Becoming an Outdoors Woman Program—Regis...

[Learn More](#)



# Improve Skills

- Email & social ads
- New trailer
- Follow-up after class



## LEARN TO FISH

Register today for free fishing instruction!



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**Join MassWildlife for free fishing classes with the  
Becoming an Outdoors-Woman Program!**

Have you been fishing a few times in the past but need a little more information and practice to feel confident on the water? Women ages 15+ who want to learn how to fish on their own are invited to join one of MassWildlife's free learn to fish classes this summer. These classes include an online video tutorial that you can watch on your own time, followed by an in-person event to practice. Come try your hand at this great pastime—you're guaranteed to catch some fun!

**Fishing instructional video:** Watch a recorded [Angler Education Introduction to Fishing Class](#). The 1.5 hour class covers fishing gear, where to fish, regulations, casting techniques, species specific fishing tips and much more!

**In-person fishing class:** For those who want some hands-on practice, sign up for an in-person class. Participants should watch the instructional video before attending the live event. The live class will teach how to use bait, how to set up a line, and how to cast. There will be plenty of time to fish and ask questions. Space is limited, register below to save your spot.



# Emails and Other Promotion

- Renewal reminder to all lapsed
- Special fishing articles in newsletter
- Billboard and press releases

## Plan a Mother's Day fishing trip

Mother's Day is this weekend! Celebrate together as a family by taking your mom on an outdoor adventure. Follow these tips to help you plan the best fishing trip for the mom in your life.

[Start planning...](#)



## Best WMAs to visit and fish

Love to fish? Love exploring Wildlife Management Areas? We've got you covered! We've pulled together our top 10 fishing spots to visit near scenic Wildlife Management Areas across the state. Enjoy a day in nature fishing, hiking, wildlife watching, or just relaxing.

[See the list and plan your visit...](#)



## Free Fishing Weekend June 5–6

No freshwater fishing license required



[Mass.gov/tryfishing](https://www.mass.gov/tryfishing)

[massDOT](#)





# Google Search

- License purchase
- Renewal
- Non-resident
- Awareness

Official MA Online Licensing | Buy 2021  
Fishing Licenses Here  
[Ad] [ma.wildlifelicense.com/FishingLicense/Purc...](https://ma.wildlifelicense.com/FishingLicense/Purc...)

2021 Fishing Licenses Available Now. Purchase Your License Online & Get Out on The Water! Get Started Fishing. See Regulations from the Mass Division of Fisheries & Wildlife Here.

[Renew Fishing License](#)

[Purchase Fishing License](#)

Ad · [ma.wildlifelicense.com/fishinglicense/onlinerenewal](https://ma.wildlifelicense.com/fishinglicense/onlinerenewal)

[Online Fishing License Renewal | MA Fishing License Renewals](#)

Current Updates and Regulations from the Massachusetts Division of Fisheries and Wildlife. 2021 Fishing Licenses Available Now and Easy to Purchase With Mobile-Friendly Tool.

# Google Display

- Retargeting customer lists & website visitors
- Lookalike to customer lists
- Awareness to outdoor enthusiasts



# YouTube

- Retargeting audiences that interacted with other campaigns







## Results





# Retention

- Churn rates higher in 2021 than 2020 (52% vs. 44% )
- 2021 License sales lower than 2020 BUT higher than pre-pandemic levels (average 2017–2019)

# Results: License Sales

- \$746K Google Search
- \$6K Social Ads
- \$1K Google Display + YouTube
- \$39K Targeted Emails

\*Note: No lift analysis conducted and iOS tracking impacts

# Results: Engagement

## **Social Media**

- 3.5M impressions
- 674K people reached
- 59K clicks

## **Search**

- 168K impressions
- 72K clicks

## **Display + YouTube**

- 2.1M impressions
- 13K clicks



# Other Findings

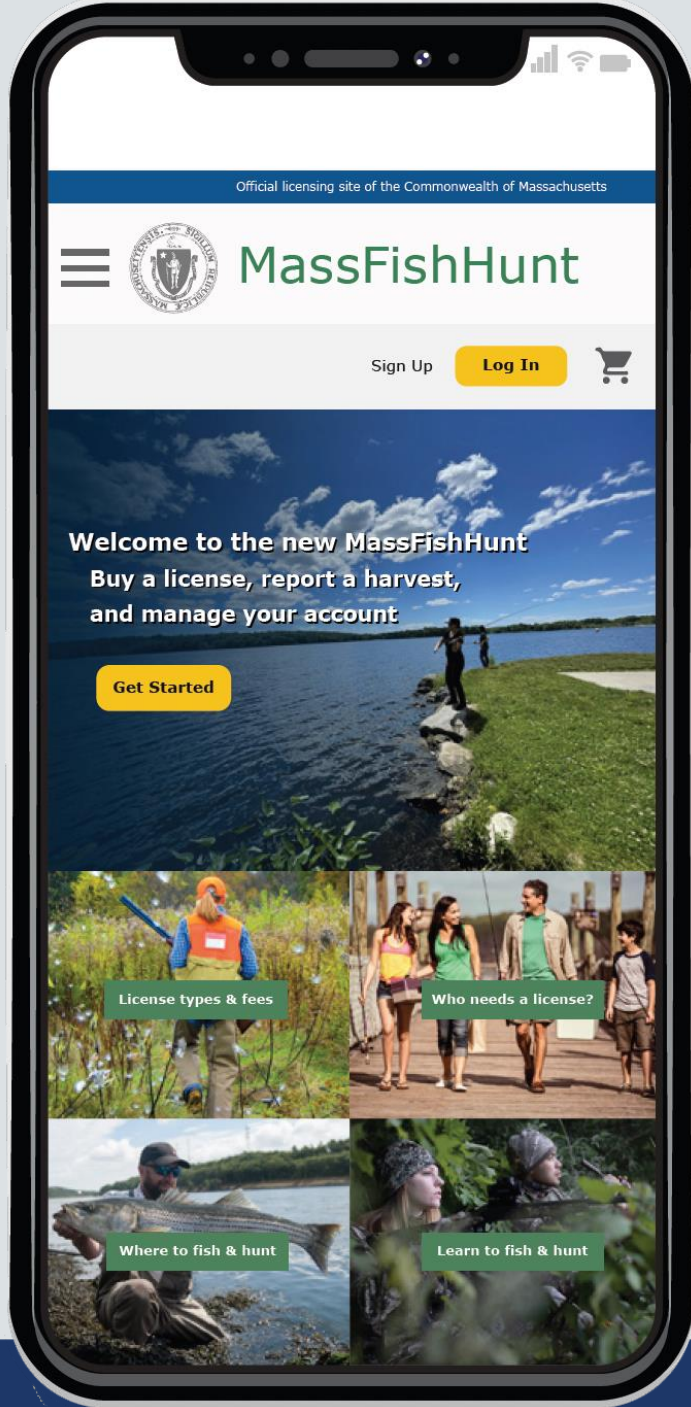
- **Reduced search volume:** 22% drop in impression share (demand) in 2021 vs. 2020
- Search copy: “**buying online**” and “**mobile friendly tool**” preformed best
- **Events:** filled quickly, social ads effective
- Success in **non-resident** targeting
- **Display/YouTube:** Increased engagement with modest spend



# What's Next

- Outreach to Spanish-speaking communities in urban and suburban areas
- Expand Spanish language content and resources





# What's Next

## New licensing system

- Mass.gov subdomain
- Email address/password
- Auto-renew
- Event integration
- Drip campaign automation
- Texting



## Questions?

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