



2021 RBFF State Marketing Workshop



Turning Customer Touchpoints
into Sales Conversions with an
Automated Marketing Platform



Manual Direct Marketing is Painful



When you buy a fishing license, you give AND receive!

There are two reasons it's important to have a fishing license. First, the purchase of your license goes to conservation needs, including preserving fishing waters! Second, your license grants you access to all of Arkansas's public fishing areas. It's truly quite the catch!

GET A FISHING LICENSE



Fishing Fun Fact: Can you guess how many species of fish there are in Arkansas?

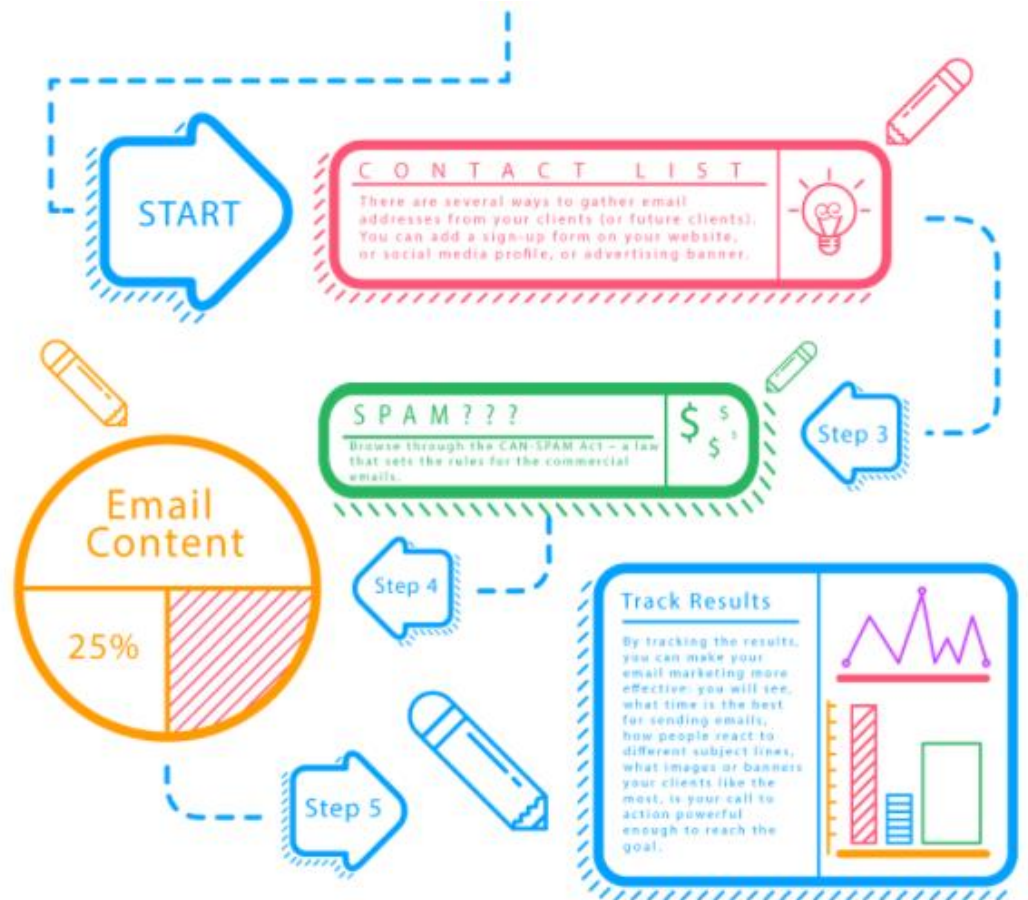
There are approximately 232 fish species in Arkansas! About 200 are native to the freshwater State. Want to learn even more? Once you've got your license, check out our virtual feature center for more tips to get started!

EXPLORE THE VIRTUAL CENTER

Connect With Us



Arkansas Game and Fish Commission



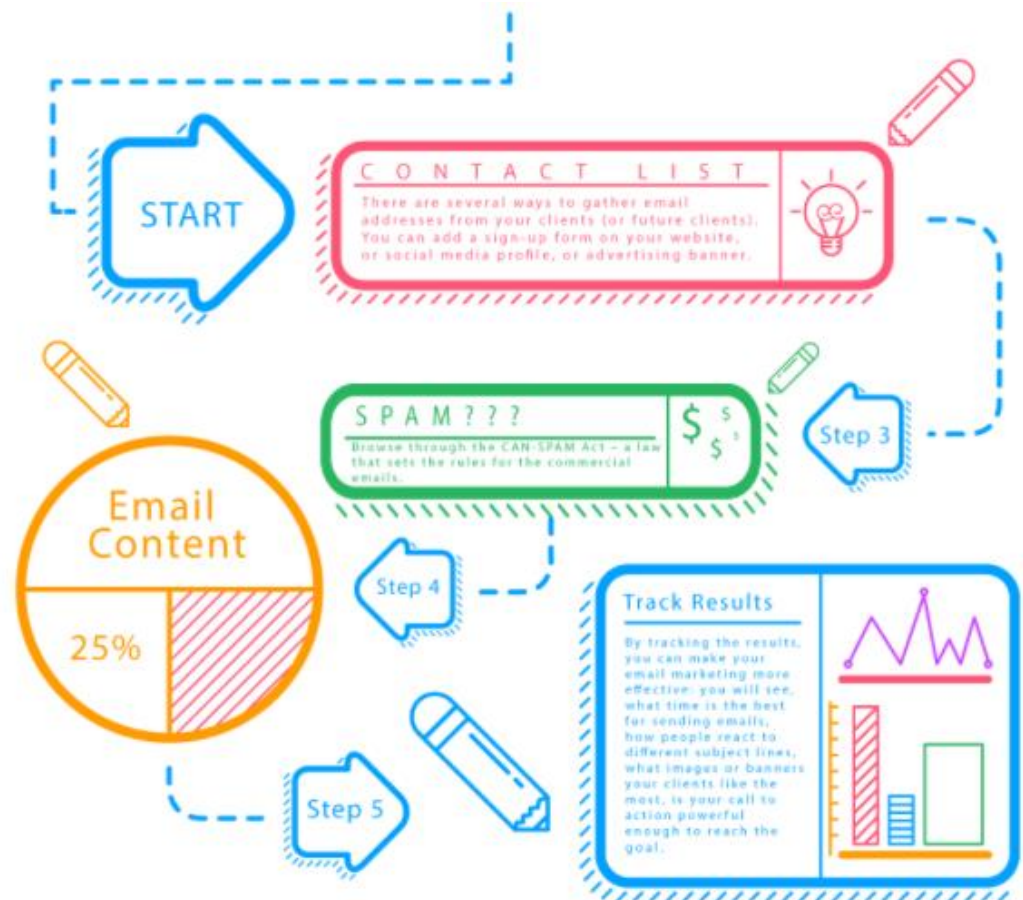


Manual Direct Marketing is Painful



Automated Marketing Platform

- Software that automates repetitive marketing tasks.





Automated verse Manual



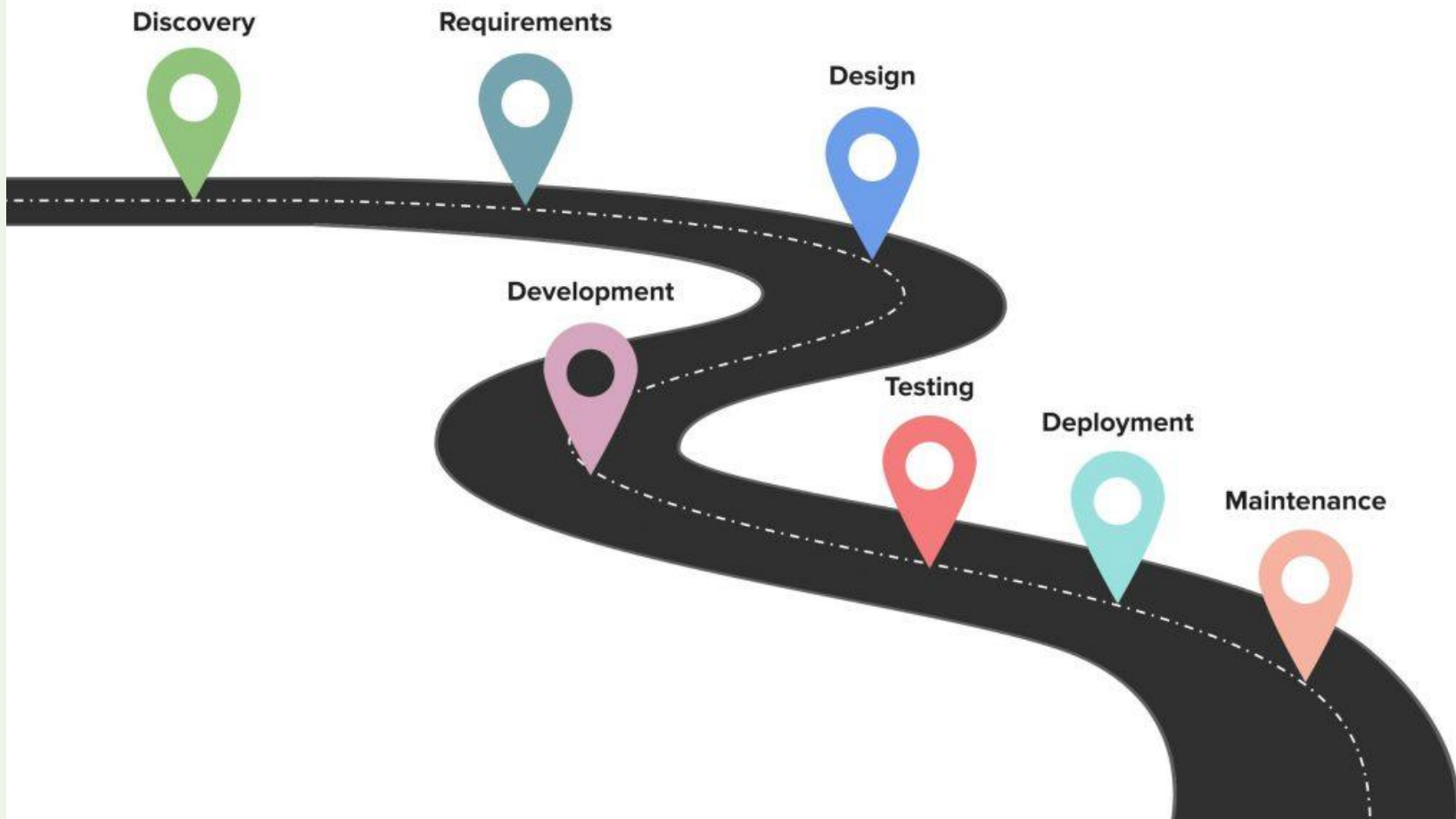
Automated Process



Manual Process



Automated Marketing Building Process





Discovery

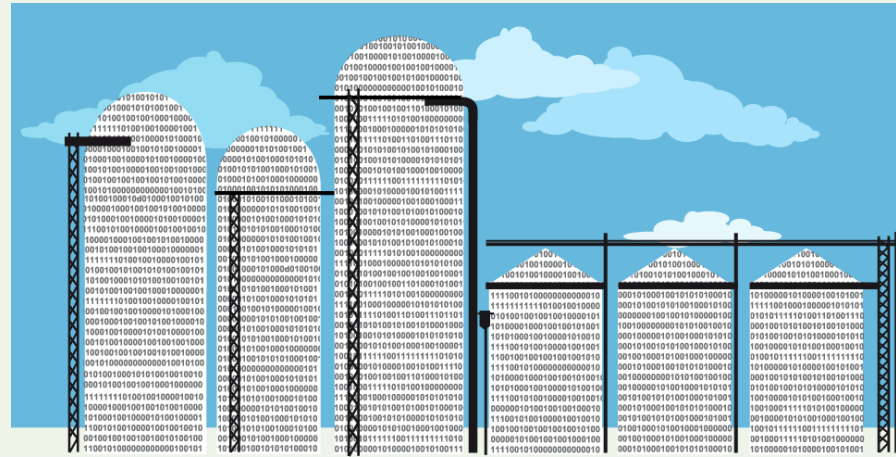
Set Goals

Define Data Sources

Identify Limitations

Prioritize Outreach

Evaluate Software





Discovery

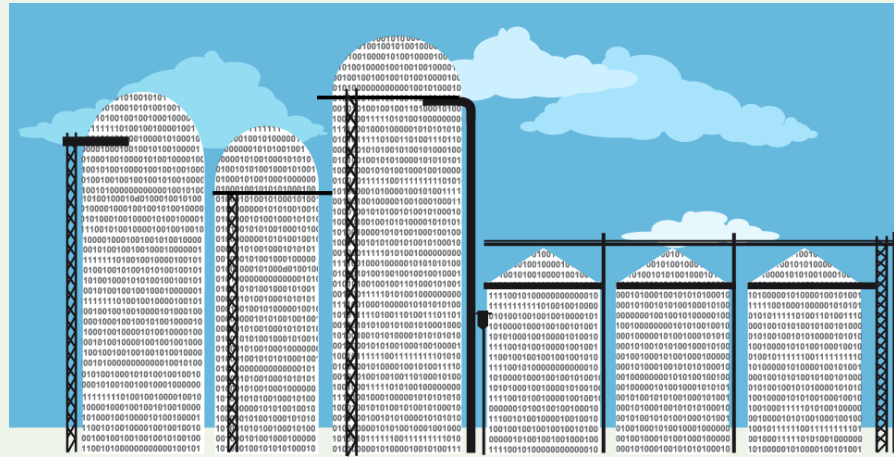
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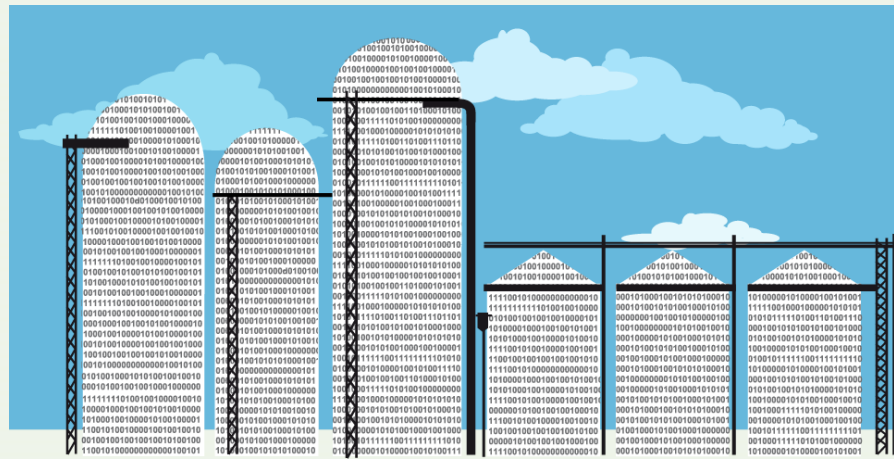
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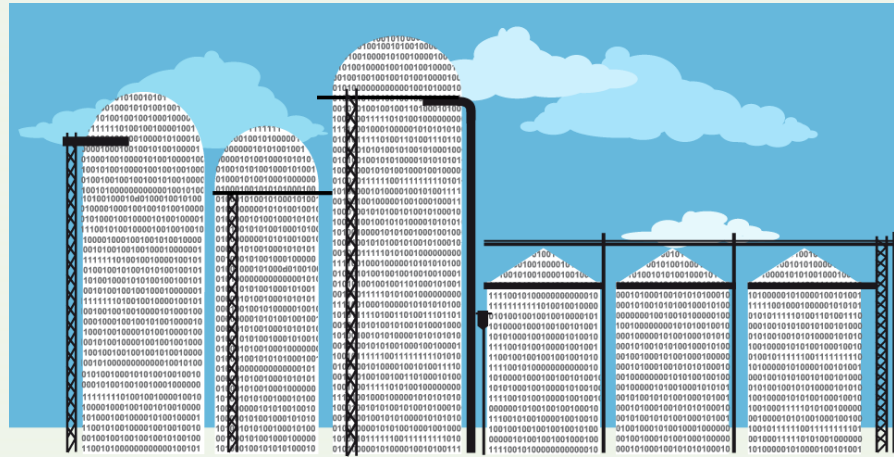
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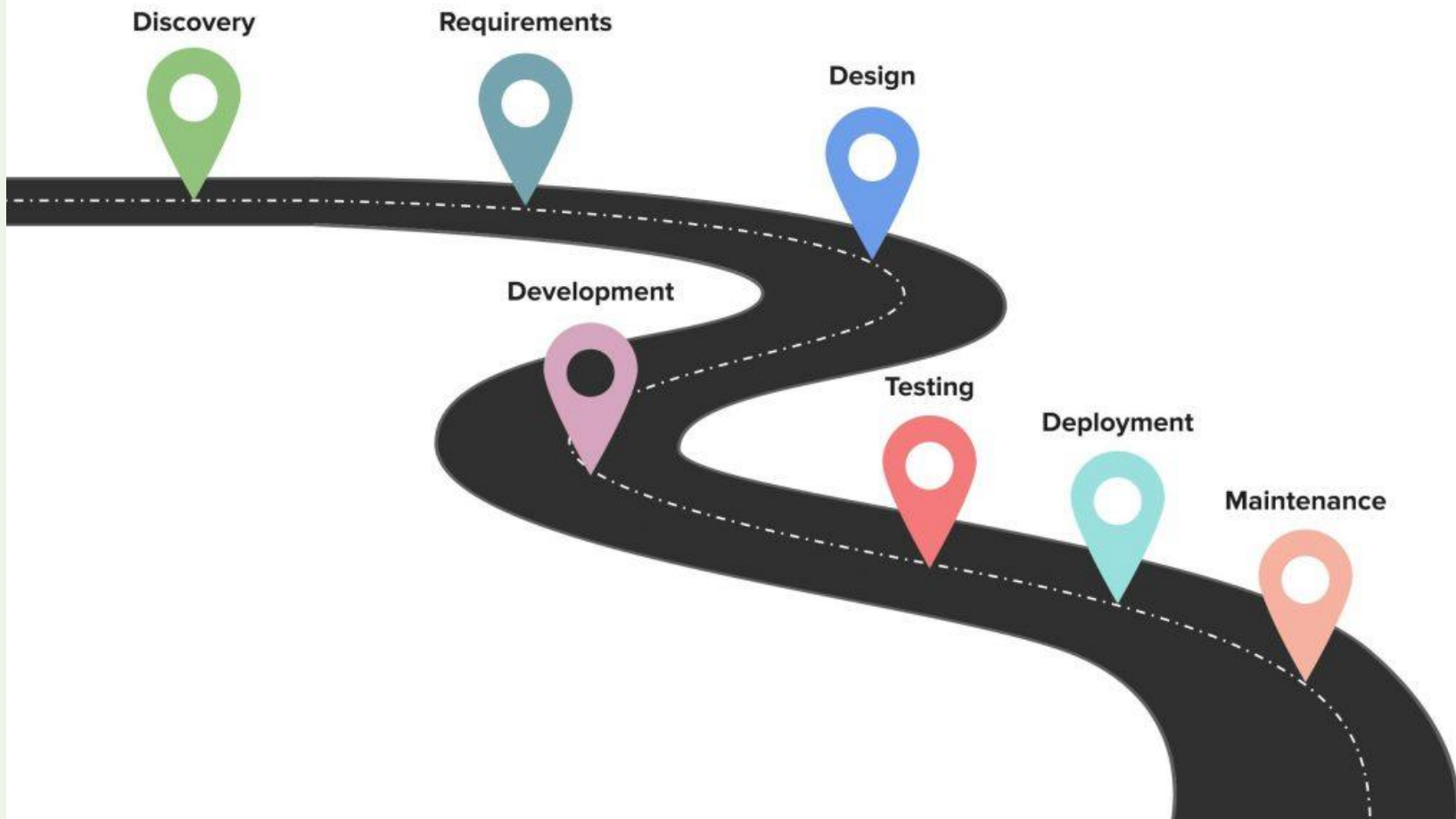
Evaluate Software



Price*	Freemium
	Small Business
	Mid-Tier
	Enterprise
Reporting	Performance
	Web Analytics
	ROI
Platform	Customization
	Workflows
	Uptime & Availability
Integration	Data Import & Export
	APIs
	Native Integrations
Social Media	Sharing
	Engagement & Listening
	Paid Advertising
Campaigns	Calendar
	Budgeting
Leads	Database
	Segmentation & Scoring
	Nurturing
	Behavior Tracking
Digital	Landing Pages & Forms
	Dynamic Content
	A/B Testing
Email	Email Personalization
	Deliverability Tools
	Automation



Automated Marketing Building Process





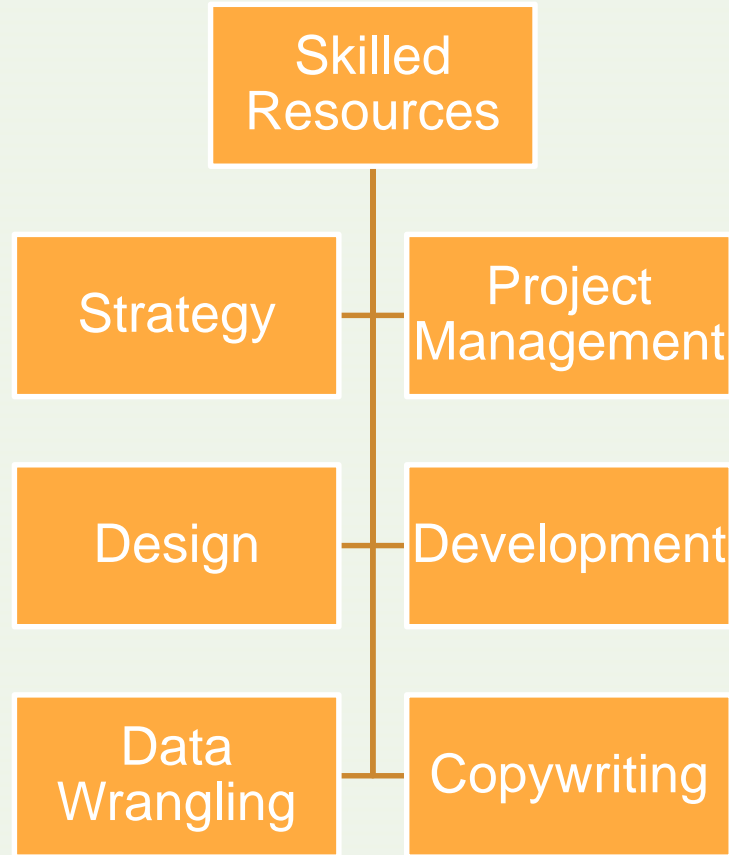
Requirements

Aggregate Data

Staffing Resources

Appropriately Scaled CRM & AMP

Evaluation of Conversion Channel





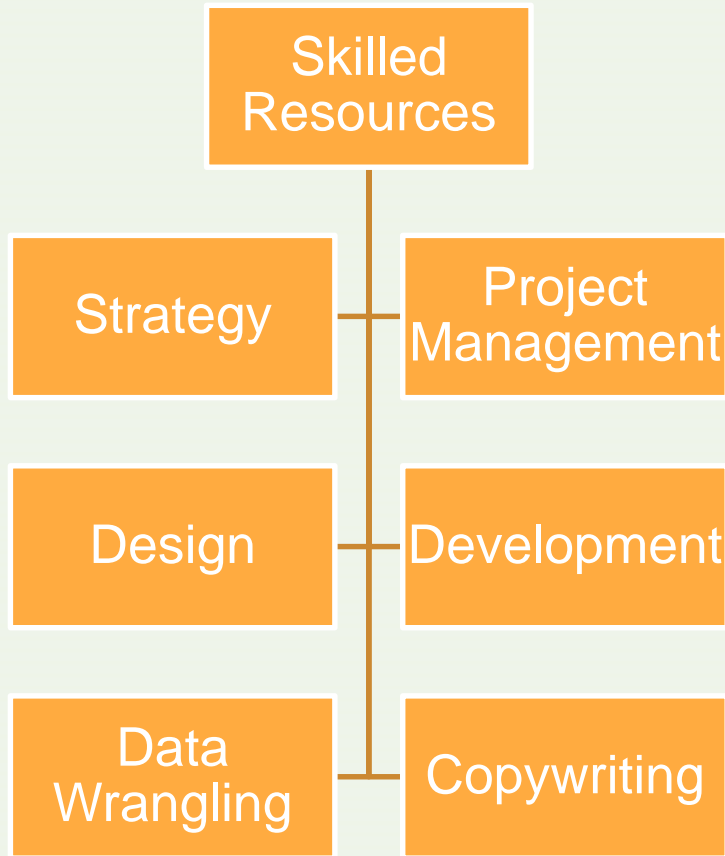
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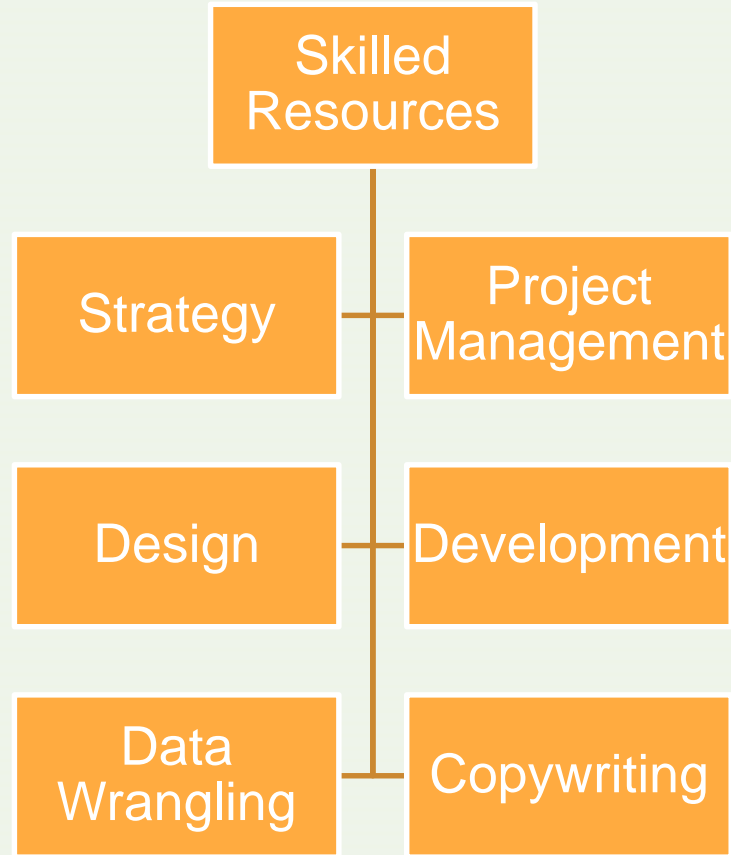
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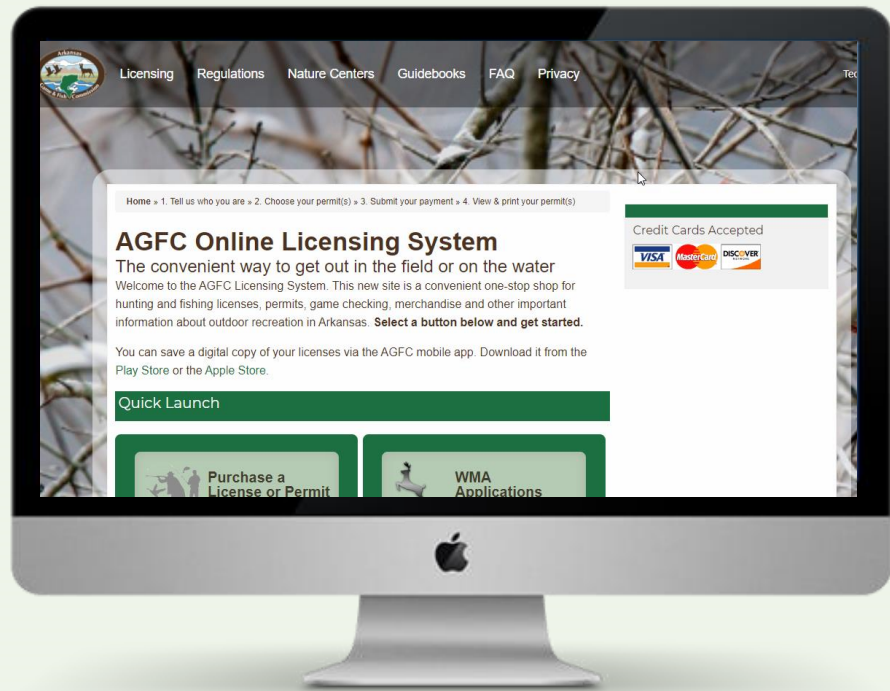

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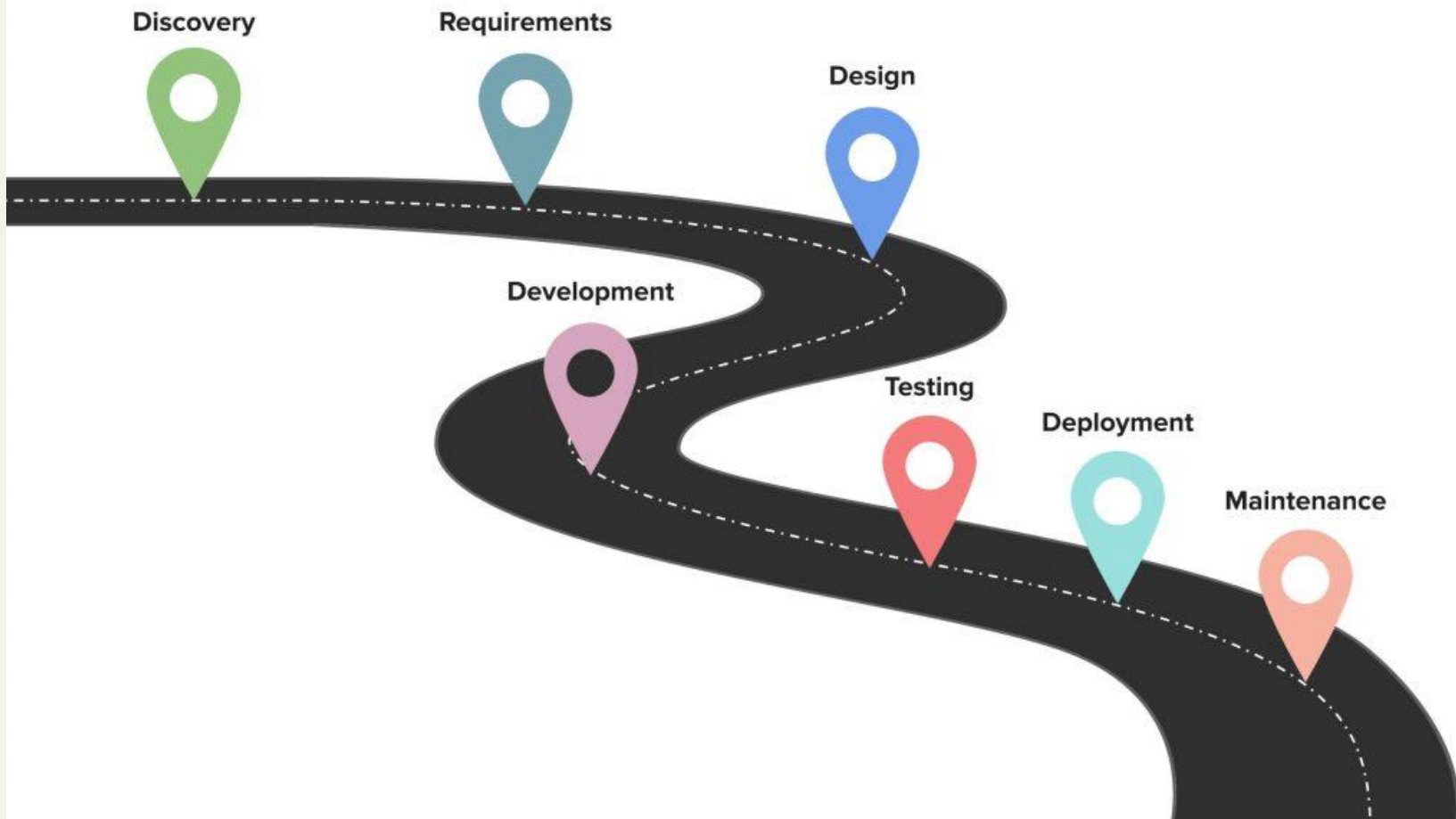
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Automated Marketing Building Process



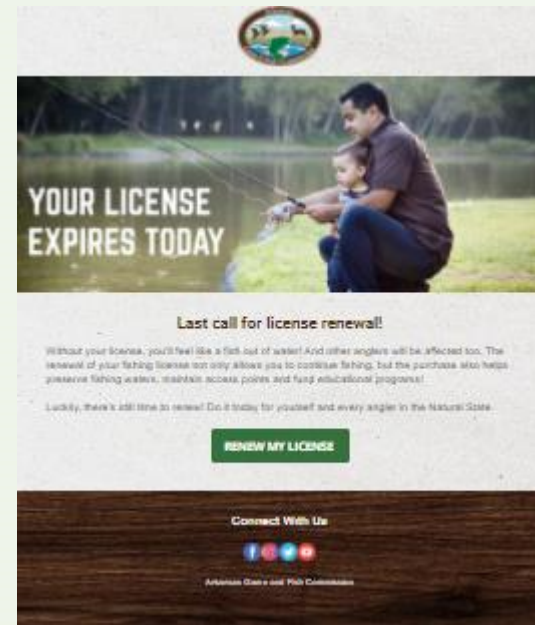
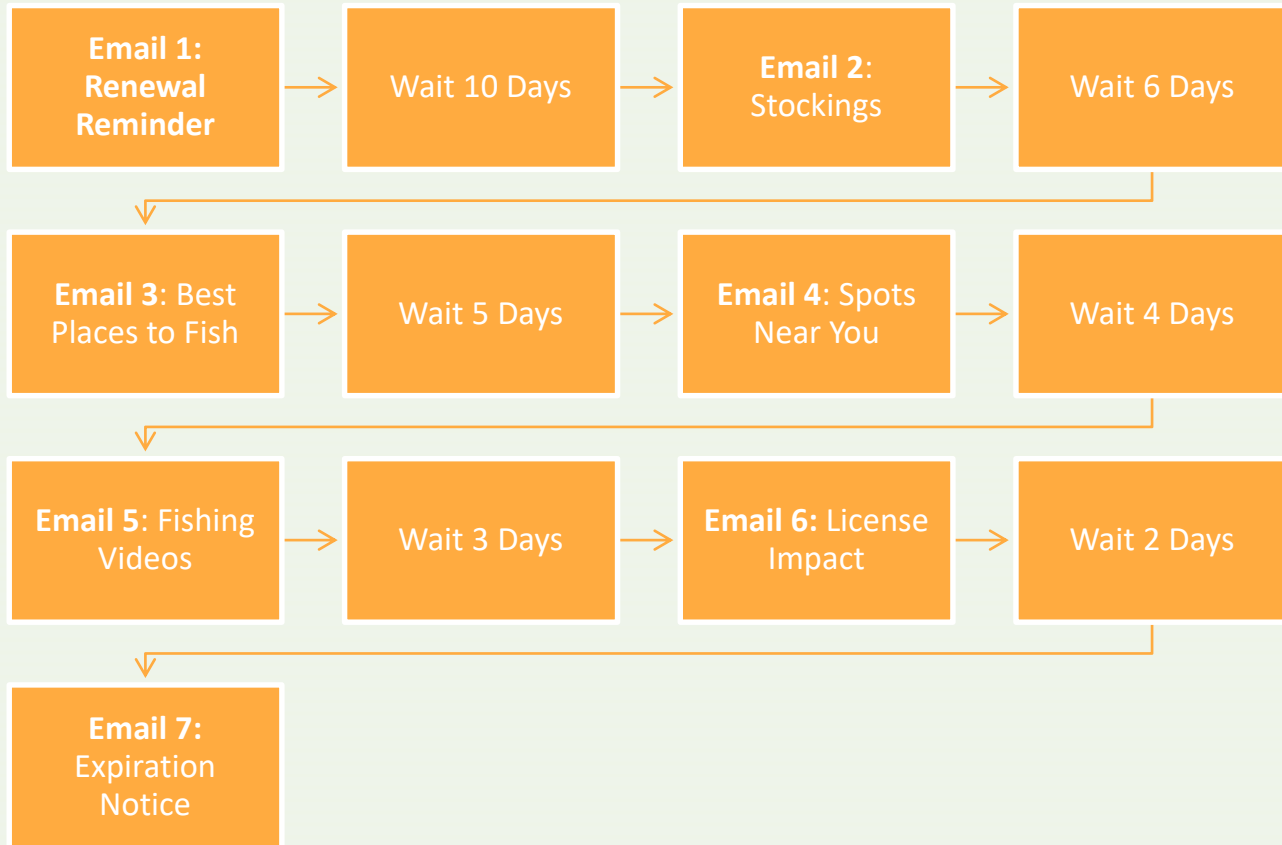


Design & Development - Strategy

Targets	Workflows	Data
Retention	Reminder Drip	License Database
Lapsed (Variable)	Reactivation Drip	License Database
Recruitment	Fishing Education Drip	Marketing Leads
Birthday	Variable Automation	Kalkomey/License Database
Kalkomey	Trigger	Kalkomey Database
Lead Generation	Stocking Alerts, Derby, Newsletter or Fish Attractor Drips	Communication Database

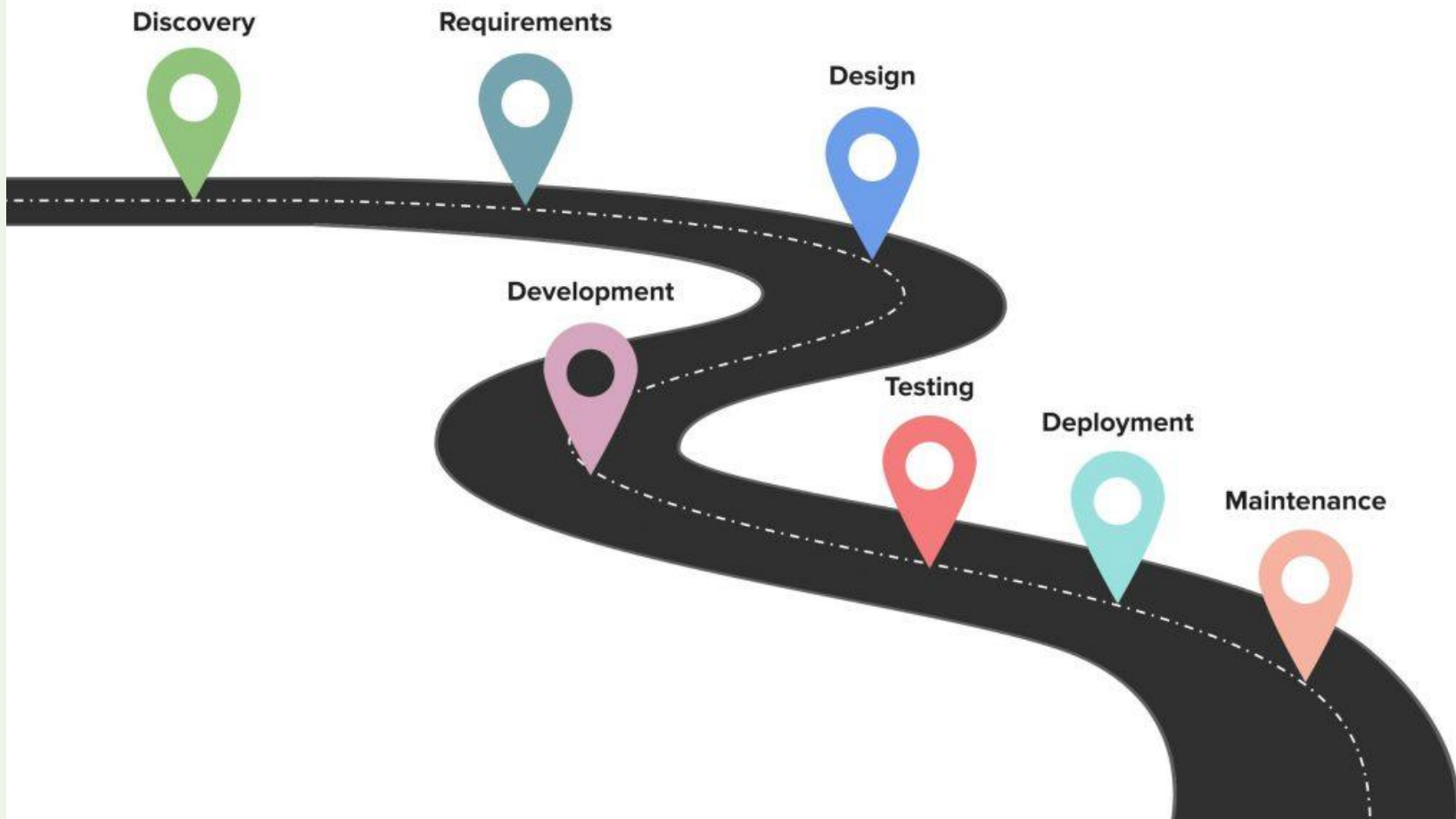


Design & Development – Workflows & Content





Automated Marketing Building Process



Discovery

Requirements

Design

Development

Testing

Deployment

Maintenance



Testing & Deployment

Reputation

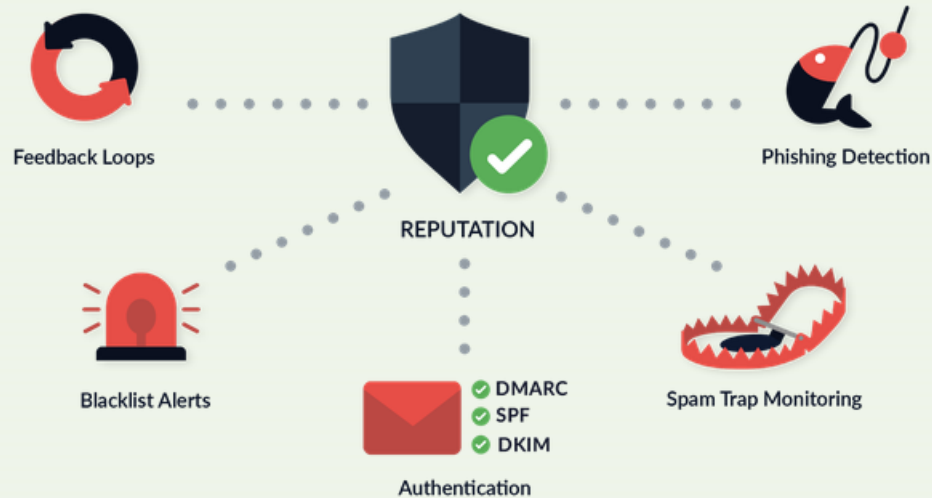
- Domain
- Deliverability

Testing

- Data Triggers
- Reporting KPI's

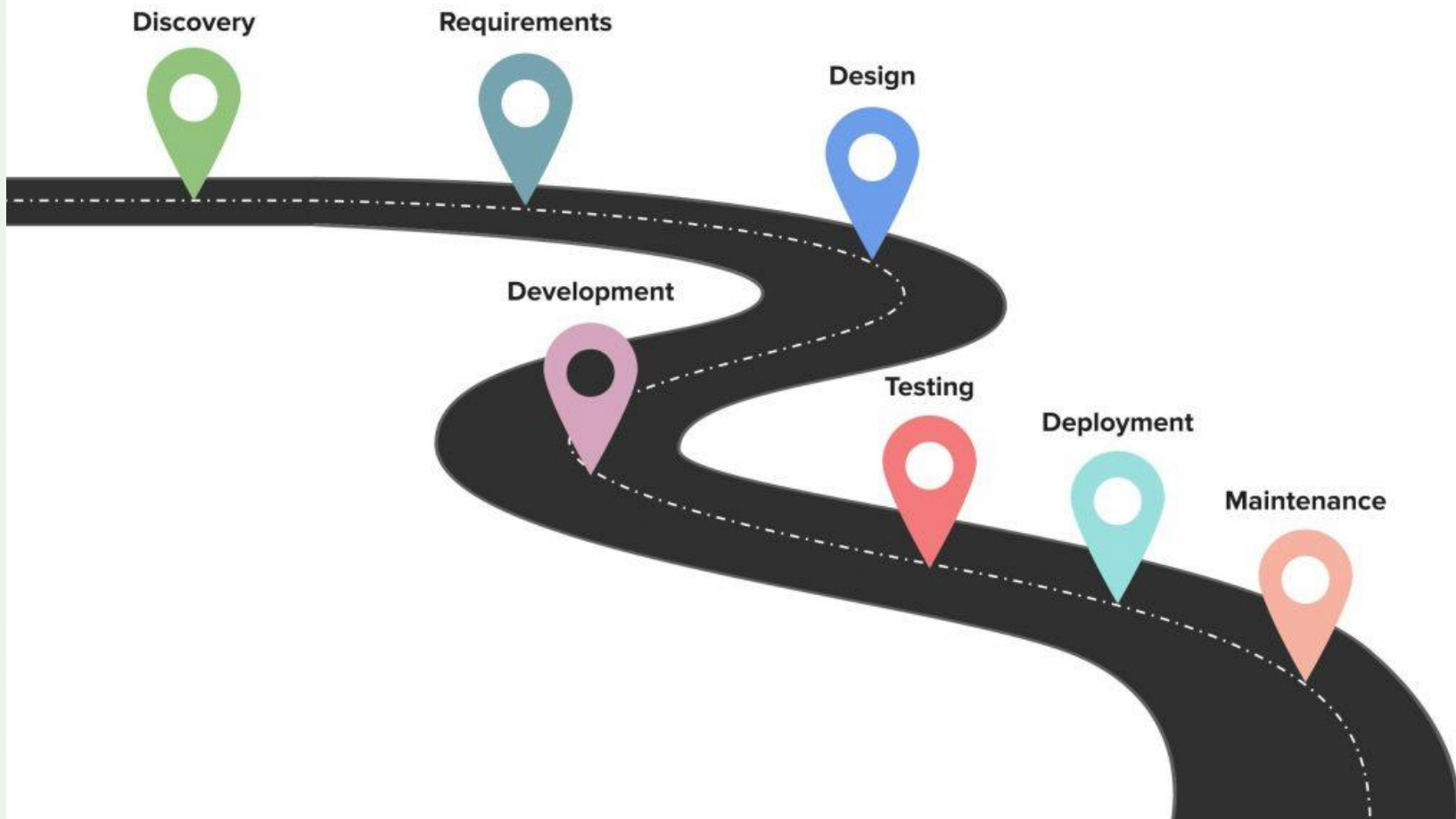
Initial Launch

- Start Small
- Throttle Sends
- Monitor Customer Feedback Loops





Automated Marketing Building Process





Maintenance

SPONSORED



Go fish next week! Post a pic of your child's first catch with the hashtag #FirstFishAR, & we'll send them a coloring book.



Reel in a Fish
And a Coloring Book!

Learn More

agfc.com

103

7 Comments 5 Shares



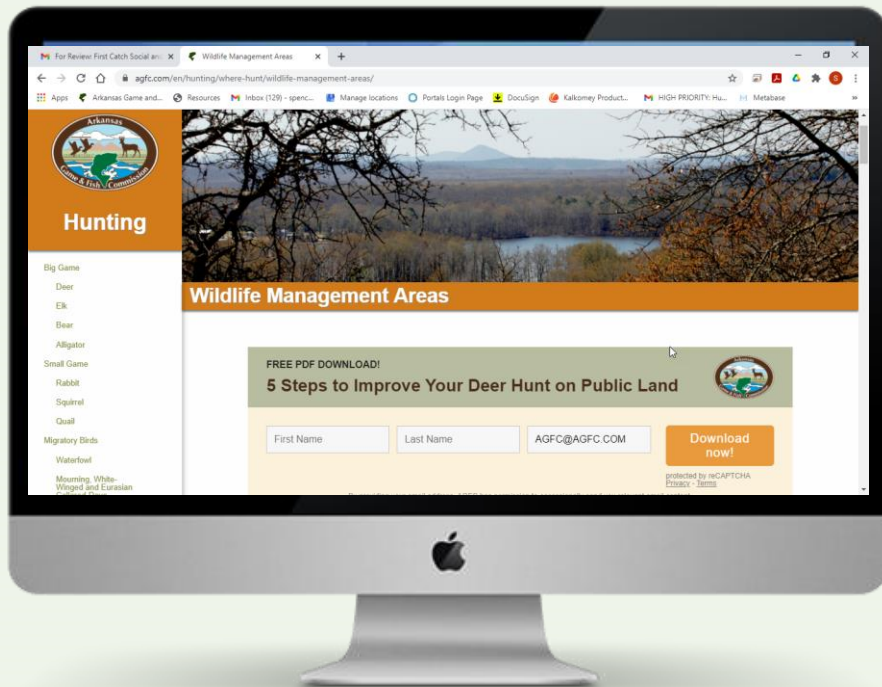
Like



Comment



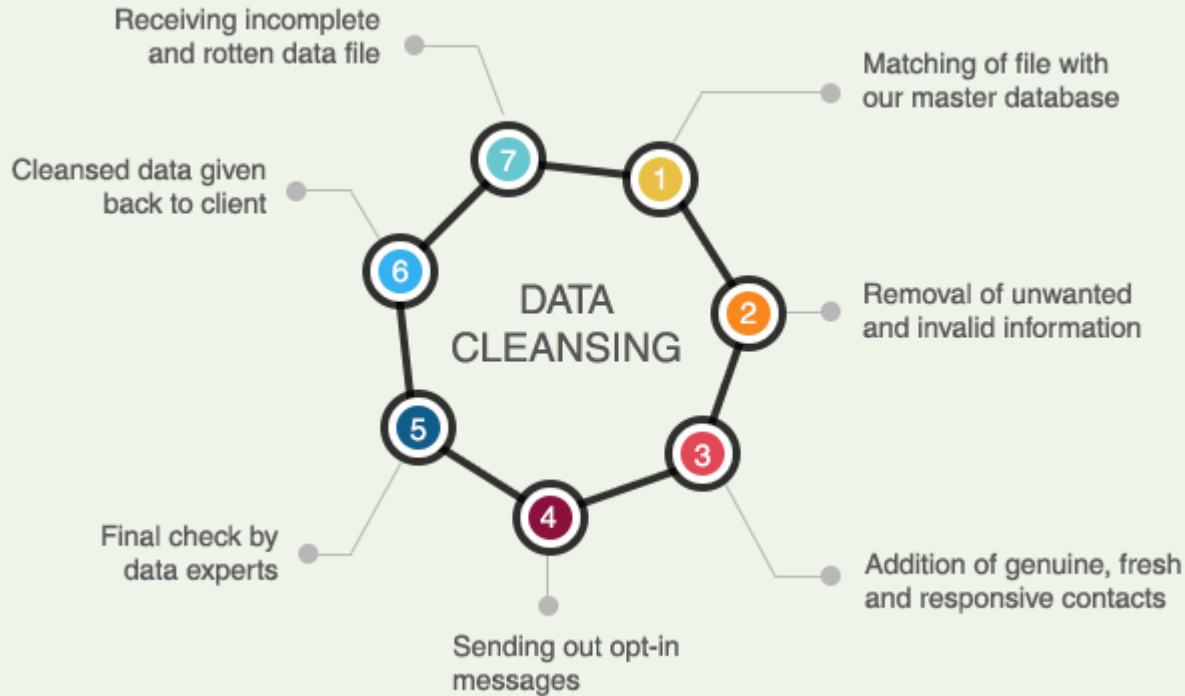
Share



Lead Generation



Maintenance



Data Cleansing

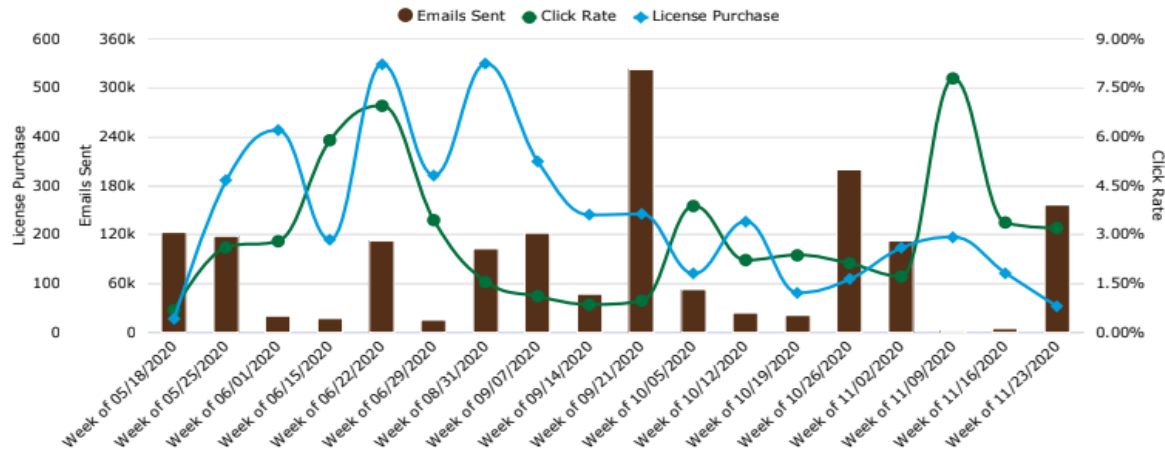


Maintenance

1,577,008 Emails Sent 24.97% Open Rate 2.46% Click Rate 35,160 Clicks 5,558 License Purchases 15.81% Conv. Rate

FISHING CAMPAIGN PERFORMANCE

03/01/2020 - 11/30/2020

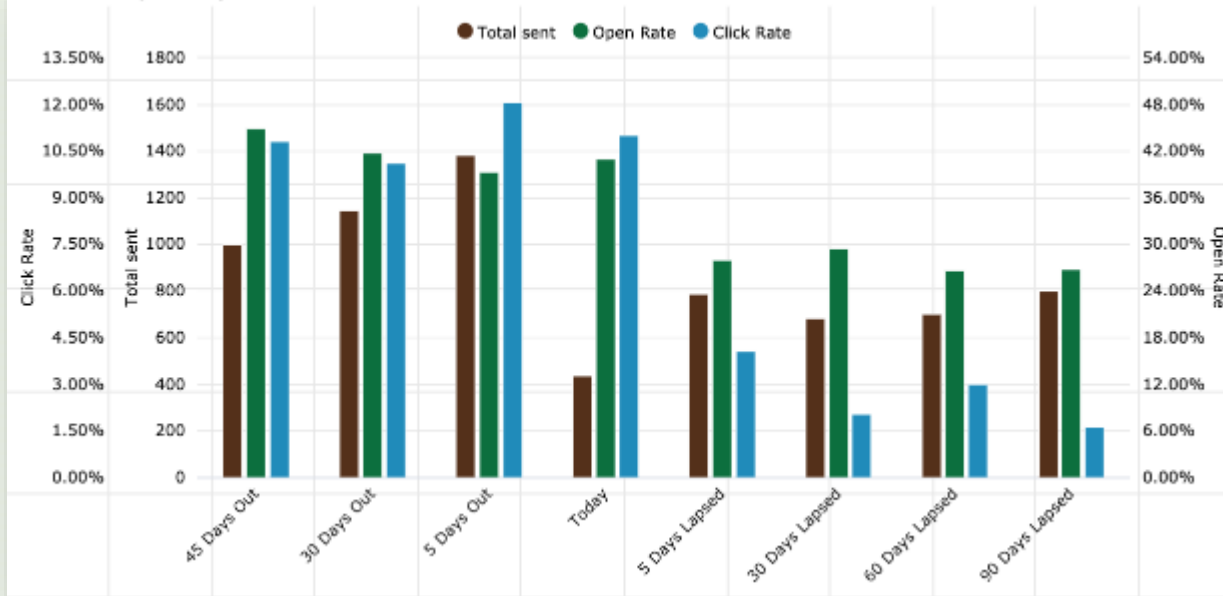


Report



Maintenance

EMAIL PERFORMANCE BY DAY



Optimize



Contact Information



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