

# WELCOME

## RBFF State Marketing Workshop



**TAKE ME FISHING™**  
takemefishing.org

# OVERVIEW

## THE CUSTOMER LIFECYCLE

- AWARENESS
- RECRUITMENT
- ENGAGEMENT
- RENEWAL
- REINSTATEMENT



# AWARENESS





**TAKE ME FISHING™**

**[takemefishing.org](http://takemefishing.org)**

# RECRUITMENT





# 4.5m

**newcomers to fishing in  
2012**

# 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



TAKE ME FISHING



# FOCUS ON THE CUSTOMER



TAKE ME FISHING

# RENEWAL



# THE MISSING PIECE



TAKE ME FISHING

# REINSTATEMENT





5.7m

returned to fishing in 2012

A person is fishing from a boat on a lake at sunset. The person is in the center of the boat, holding a fishing rod. The boat is dark and has a white seat. The water is calm and reflects the sunset. The sky is a mix of orange and blue. There are trees in the background.

**\$6.3m**

**in gross program revenue  
from 2013 fishing & boating  
programs**

THANK YOU



TAKE ME FISHING