WELCOME
RBFF State Marketing Workshop

TAKE ME FISHING™
takemefishing.org
OVERVIEW

THE CUSTOMER LIFECYCLE

- AWARENESS
- RECRUITMENT
- ENGAGEMENT
- RENEWAL
- REINSTATEMENT
AWARENESS

- Awareness
- Reinstatement
- Recruitment
- Renewal
- Engagement
RECRUITMENT

Awareness

Reinstatement

Renewal

Engagement

Recruitment
4.5m newcomers to fishing in 2012
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

- Awareness
- Recruitment
- Reinstatement
- Renewal
- Engagement
THE MISSING PIECE
REINSTATEMENT

- Awareness
- Recruitment
- Renewal
- Engagement
- Reinstatement
5.7m returned to fishing in 2012
$6.3m in gross program revenue from 2013 fishing & boating programs
THANK YOU