

RETENTION AND ENGAGEMENT OF FIRST-TIME FISHING LICENSE BUYERS

R3 Presentation By:
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Atlanta, GA



PURPOSE

Share a new engagement and retention campaign targeting “first-time” fishing license buyers.

- short term goal is to get new anglers engaged with fishing so they will renew their license
- long-term goal is creating lifelong licensed anglers.

THE WHY



THE WHY

Why Target First Time License buyers?

- Help first-timers **thrive**
- RBFF research shows that first-timers:
 - are 2x more likely to lapse than repeat anglers
 - are more likely to renew if they fish frequently
- Churn rates average 40%. (Ouch)
- They are our future

T H E

T H E

W H O

W H O



Who Are Our First-Time License Buyers?

- No fishing license purchase in past 5 years
- Have an email address / most likely purchased online
- 20-40 years old (60%), urban (80%), male (77%)
(based on current angler database)
- Only 10% of license database are first-time purchasers in last 5 years. Need more recruitment efforts.

THE NEW WHAT?



What Are We Doing?

- Series of three emails the month after license purchase.
- Empowering with knowledge, tips and opportunities
- Tone: friendly, light, fun
- Mixing it up w/ links to a variety of media
- Evergreen content; mobile friendly

- “FishChat” - internal group of SME’s (biologists, angler educators, anglers) to help ideate topics and review content
- Helpful for non-fishing copywriters
- Early and more engagement with SME’s made possible:
 - more interesting and effective email series
 - enhanced cross-division relationships

"FIRST-TIME" BUYERS EMAIL SERIES

1

Thank you for purchasing a Texas Fishing License

You are now part of a *very special group of people* carrying on a timeless Texas tradition. Whether fishing has been passed down from your family – or if you're just getting introduced to fishing, you are in for the time of your life!

No kidding – being outside in nature, experiencing the thrill of your first catch, connecting with your family and friends, and then, if you choose, bringing home fresh, unprocessed fish for dinner. Does it get any better or healthier than that?

Besides actually fishing, we love nothing more than sharing *all things FISHING* – especially with our newbies. So, welcome to the wild world of Texas fishing, hold on to your rod and reel, and **get your fish on!**

FISHING PREP



WHERE TO FISH

So many great choices! Fresh water – [rivers](#) and [lakes](#). Salt water – bays, marshes, estuaries, and the Gulf. Canoe or kayak on 77 [Texas Paddling Trails](#). Fish in 70+ [Texas State Parks](#). Try this [interactive map](#) to find places to fish near you.

2



Life's better outside.®

Let's Dive Right In... and Go Fishing!

We love sharing *all things FISHING* – especially with our newbies or those who haven't fished in a while. This second email in a three-part series has lots of helpful videos and links to help kick-start your fishing fun.

If you don't have time right now to view this info, just save this email for your future reference. Meanwhile, we wish you "tight lines."



NIGHTTIME FISHING

Is nighttime the right time? Well-lit piers and cooler temps can make [fishing the night shift](#) ideal for both saltwater or freshwater fishing. Here are a few [tips for night fishing success](#).

3



Life's better outside.®

Did We Save the Best 'til Last?

The fisheries biologists and staff at TPWD hope you find this last email in the 3-part series to be a "keeper." It was written especially with you in mind – people new to fishing or who haven't fished in a while. So, please enjoy this new batch of videos and links to info that will boost you on your way to a lifelong love of fishing. Fish on!



REVIEW: HOW TO CATCH FISH

Let's review... Check out [just about everything](#) you need to know to start fishing – knots, hooks, lures, fishing with live bait, safety, essential gear, kayak fishing tips, where to fish and more. (Keep scrolling down, it practically goes on forever!)

THE WHAT?

EMAIL #1 IN SERIES

Tell them
**THANK
YOU**

Tell them
**they're
special**



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Tell them
they're in
for **a good
time.**

Tell them
**we love to
share on
fishing**

THE WHAT?

Email #1



FIND A STOCKED POND NEAR YOU

Stocked year-round (except in August) with catfish or trout big enough to eat. Enjoy safe, well-lit areas with restrooms, parking and picnic tables at a [Neighborhood Fishin'](#) lake near you.

Email #1 in Series



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WATCH & LEARN

Feel excited but a little overwhelmed? Then sit back with a bowl of popcorn and enjoy these [how-to fish videos](#) on rods, reels, hooks, knots, bait, cleaning your fish, safety and more. Sorry Netflix.



RULES & REGULATIONS

Don't end up on [Lone Star Law](#)! Download the free Outdoor Annual [app](#) or visit [OutdoorAnnual.com](#) for all the fishing regulations you need to know – and then some.

FISH ON!



Everyone likes tips for success! Check out this blog for [5 simple fishing tips](#) in as many minutes. If you're all about that bass, watch this [bass fishing tips video](#) and read more about [how to catch bass](#) on TakeMeFishing.org.



TACKLE BOX TIPS

Watch these [tackle box tips](#) on the basic gear and supplies you'll need for your fishing trip. And take a look at our other [Fishing 101 videos](#) with more hot tips for beginning anglers.



FIND A STOCKED POND NEAR YOU

THE WHAT?

Email #2



FIND YOUR INNER CHEF

Cleaning and [filleting a fish](#) really is easier than you think. But don't stop there! Step your cooking up to chef-level. Chef Jesse Griffiths offers inspiration for how to fry [redfish 3 different ways](#), and Chef Tim Spice shows you how to "spice" up [crappie cooking](#).



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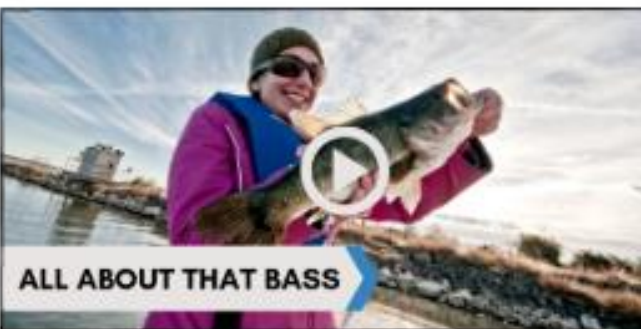
CATCH & RELEASE

Not every fish is a keeper, so be sure you know how to handle and release fish in a conservation-friendly manner, so they can live to fight another day. Here are easy [best practices on how to release fish](#).



HOW TO I.D. FISH

Use the [Texas Fishing Guide](#), free in [Texas Parks & Wildlife](#) magazine's [mobile app](#), for photos, descriptions and best places to catch them. Or, get to know [Freshwater](#) and [Saltwater](#) fish on our website.



ALL ABOUT THAT BASS

Bass is the most popular freshwater game fish in the U.S. Learn where they like to chill out, what lures and bait work best and other [bass fishing tips](#) to increase your catch rate.



SALTWATER FISHING

The mystery (and excitement) of saltwater fishing is that you never know what you're going to get! Check out these videos on [wade fishing](#) and [pier fishing](#) along the Texas coast.

Email #2 in Series



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LET'S STAY CONNECTED!

See what other Texans are catching, find out about fishing events and get advice from the experts at TPWD. Follow one or more of our [fishing-focused Facebook Pages](#) or [Instagram Accounts](#)! Or follow us on Twitter at [@TPWDFish](#).



Thank you to the Recreational Boating and Fishing Foundation ([TakeMeFishing.com](#)) for the use of some of their videos and information.

THE WHAT?

Email #3



Find out what's biting, where, and on what type of bait – in the [weekly fishing reports](#). Search by region or waterbody (lakes, rivers or bays). You can also [sign up](#) to get an email or text as soon as the reports are released each week.



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HOW TO CAST

Learn about basic fishing rods and [how to cast](#) safely in this video, part of our [Fishing 101 videos](#) for beginning anglers.

Email #3 in Series



FREE ARTICLES & GUIDE

Free [articles](#) from the expert outdoor writers of Texas Parks & Wildlife magazine. And check out the Texas Fishing Guide, free in the magazine's [mobile app](#). It's the go-to source for species info and tips.



NON-GULF SHRIMP BAIT IS ILLEGAL

[It's the law](#). While safe for human consumption, when *imported* shrimp is used for bait, it can carry the white-spot syndrome that can wipe out native shrimp, crab and crayfish in Texas. Only use shrimp native to the Gulf of Mexico as bait.



WIN PRIZES WITH A BIG BASS

It could happen – you've heard of beginner's luck, right? Catch a largemouth bass that's 8+ lbs. or 24+ inches and be eligible to win prizes and recognition in the [Toyota ShareLunker Program](#). Entry is free.



IT'S NOT CHEATING...

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Your License Fees Support Texas Fishing

100% of your license fees go to the Texas Parks and Wildlife Department, which helps to ensure fishing opportunities for you and for generations to come. Even if you don't plan to fish this year, buying a license is an investment in the Texas outdoors you love.

Thanks for helping us keep Texas fishing great!



TEXAS PARKS AND WILDLIFE



NEW LANDING PAGE FOR FIRST-TIMERS

Where to Fish

Freshwater

[Rivers](#), [community lakes](#), [Neighborhood Fishin'](#) stocked ponds.

How to Fish

[Beginners Guide on How to Fish](#)

[Fishing 101](#)

[How to cast](#)

[How to catch and release a fish](#)

[How to clean and fillet a fish](#)

[**www.tpwd.texas.gov/New2Fishing**](http://www.tpwd.texas.gov/New2Fishing)

How and where to fish—helpful videos, articles, apps and websites.

Let's Fish Texas!

We like to say “Life’s Better Outside” and fishing is certainly one way to enjoy life outside—with friends and family or even if you’re flying solo.

70+ parks offer free fishing, no license required.



Fishing Gear

[Free Gear/Tackle Loaner Program](#)

[Tackle Box and Gear Tips Video](#)

Let's Stay Connected!



Sign Up for Fishing Email Updates and Offers.

Your contact information is used to deliver requested updates or to access your subscriber preferences. Children under 13 years of age must have a parent/guardian's consent before providing any personal information to the agency.

 [Manage My Subscriptions](#)

 [E-Newsletter Archive](#)

Email subscriber [privacy policy](#) and [cookie statement](#).

Your email address

Your email

Subscription topics

Select an email subscription topic... ▼

SUBSCRIBE

NEW LANDING PAGE FOR FIRST-TIMERS

(CONTINUED)

- Encourage first-timers to Bookmark link
- Easy access to links/info/videos covered in email series
- Easy-to-share with friends
- Promote on social media pages
- Organic – add new material to keep it fresh

THE WHAT?

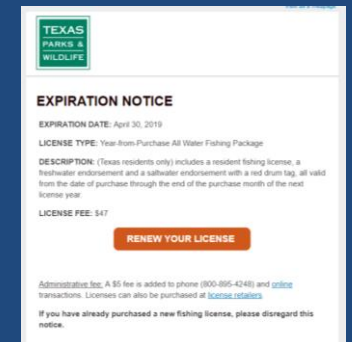
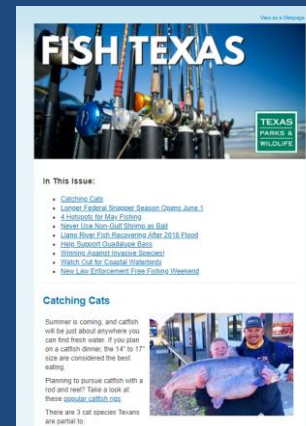
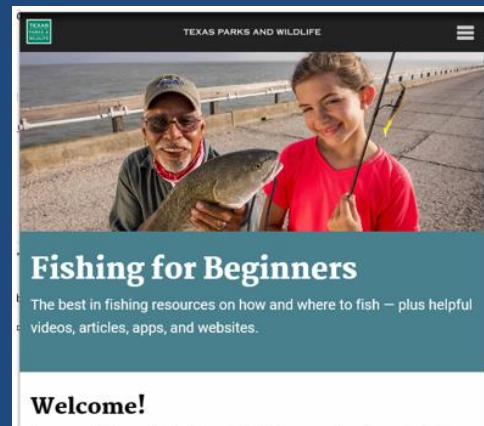
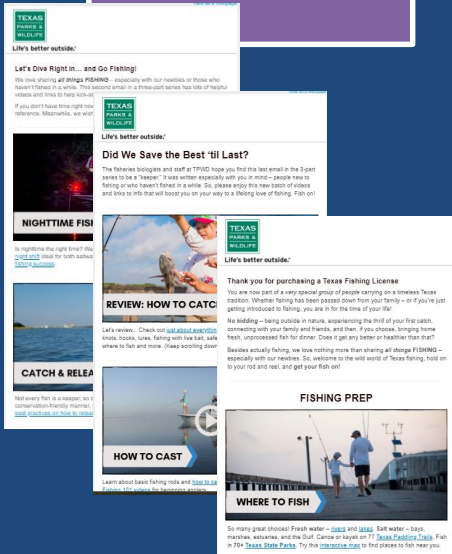
WHAT HAPPENS NEXT?

3 emails

Landing
page

Fish Texas
e-newsletter
and other
fishing emails

Tailored
renewal
emails



the
HOW

Are we doing?

WHAT WE'RE MEASURING

- **Email metrics**
 - Open rates, click rates, engagement rates, unsubscribe rates
 - Most popular content (by click)
 - NEW: Segments to track engagement across time
- **Google Analytics**
 - NEW: Conversions to online license sales receipt
- **Conversion Analysis**
 - Lift over control groups

the HOW

HOW'S IT WORKING?

(The real metric is “renewals” which we’ll measure later)

Open rates for series

- Our average **33.5%** exceeds industry avg. of 21%.

Open rates individual emails

- Email #1: **43% to 48%**
- Email #2: **28% to 32%**
- Email #3: **27% to 31%**

Click-To- Open Rates

- 6.1% beats the industry avg. of 2%.
- Unique CTO rates average 18%

the
HOW

HOW'S IT WORKING?

Most-clicked-on links

Email #1	Email #2	Email #3
<u>Neighborhood Fishin'</u>	<u>Bass Fishing at Night</u>	<u>Weekly Fishing Reports</u>
<u>5 Tips to Catch More Fish - RBFF</u>	<u>Freshwater Fishes Found in Texas</u>	<u>How to Catch Fish - RBFF</u>
<u>How to Fish Videos - RBFF</u>	<u>Texas Fishing Guide Mobile App</u>	<u>How to Cast Video</u>

the HOW

HOW'S IT WORKING?

59%

59% of all first-time license buyers **opened at least one** of the 3 welcome emails.

11%

Roughly 11% have clicked on **at least one link**.

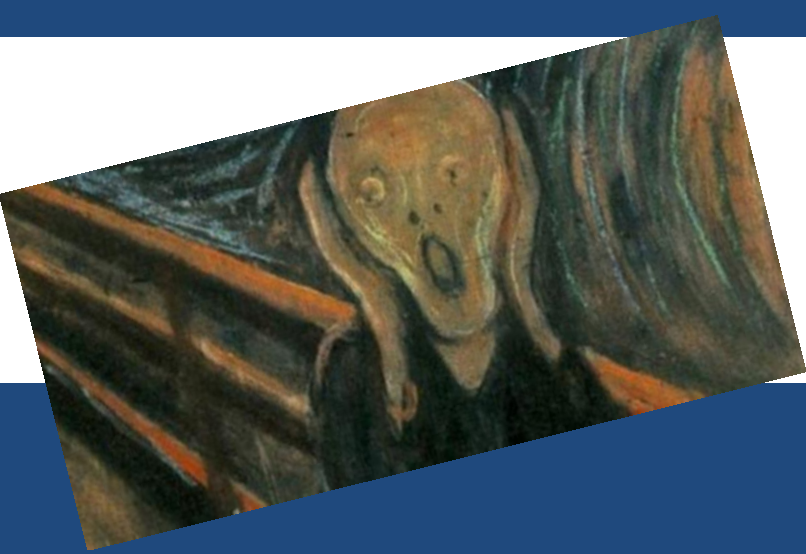


Rates increased Oct. – Jan.
October **33.5%** open rate and **5.9%** click rate grew to **39.4%** open rate and **8.4%** click rate in January.



HOW CAN YOU DO THIS ON A LOW TO NO BUDGET?

*(Because not everything is **BIG** in Texas)*



RETENTION ON A SHOESTRING

- Aggressively collect new emails -- money in the bank.
 - (large tab at bottom of web page, events, social media)
- Use photos/videos/text from RBFF, or other agencies
- Email throughout the year to keep fishing top-of-mind

"Email campaigns and renewal notices via email are important and will continue to be effective ways to retain and reactivate anglers." -- RBFF

THE QUESTIONS?

Janis Johnson, Sr. Marketing Specialist

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Thank you to the **FishChat team of biologists, educators and anglers** and the **Marketing team** (Darcy Bontempo, Marketing Director; Carly Montez, Marketing Programs Manager; and Kelly Dziekan, Research and Data Analyst.)