

RBFF STATE INNOVATIVE R3 PROGRAM GRANTS MICHIGAN DEPARTMENT OF NATURAL RESOURCES ENGAGING MICHIGAN'S LAPSED FEMALE ANGLERS

PARTNER

- Recreational Boating & Fishing Foundation



Enjoy Michigan's world-class fisheries in 2017



Build memories to last a lifetime!
You don't need much:

Fishing rod ✓
Bait ✓
License ✓

Buy a License Online

Fishing tips and tricks

Email sent in June 2017 that featured a female-oriented 30-second promotional video



Got any plans
this weekend?



Fishing is good...
wish you were here!

OVERVIEW

Michigan Department of Natural Resources (MI DNR) proposed a project to reactivate 15% of Michigan's female, resident lapsed anglers from the counties of Macomb, Oakland and Wayne (some of the most densely-populated counties in the state). Using emails and postcards, MI DNR wished to evaluate what communication method or combination of methods had the highest effect on reactivating lapsed women anglers.

METHODOLOGY

- Sent emails and/or mailed postcards to communicate messages regarding purchasing a 2017 Michigan Fishing License
- Four groups were developed comprised of female, resident lapsed anglers from the counties of Macomb, Oakland and Wayne:
 - Control group (received NO communication)
 - Email-only group (received only emails)
 - Postcard-only group (received only postcards)
 - Email AND postcard group (received both emails and postcards)
- All emails sent featured a special tracking link so the DNR could track direct license purchases made upon receiving the email and clicking on the "Buy a License Online" link.
- Upon completion of the campaign, magnets were sent to select lapsed female anglers as another general license buying reminder

BENEFITS

- Sending both mail and email communications would hopefully encourage women to buy their license, which would result in additional revenue for the DNR.
- Since the angler returned back to license purchasing, it will be easier to retain them than it was to reactivate them.
- Encouraging women to participate will hopefully lead to them enjoying fishing on their own or by bringing others. Additionally moms are key to the planning of a family fishing adventure which makes this target audience even more desirable.
- With more women purchasing a license, MI's churn rate would decrease.

SUPPORT

“Women are a growing audience for us that we will continue to prioritize throughout our future marketing efforts. Conducting this campaign was an excellent way to better understand what marketing messages and methods work well, and not so well, with them.”

- Jim Dexter, DNR Fisheries Chief

RESULTS

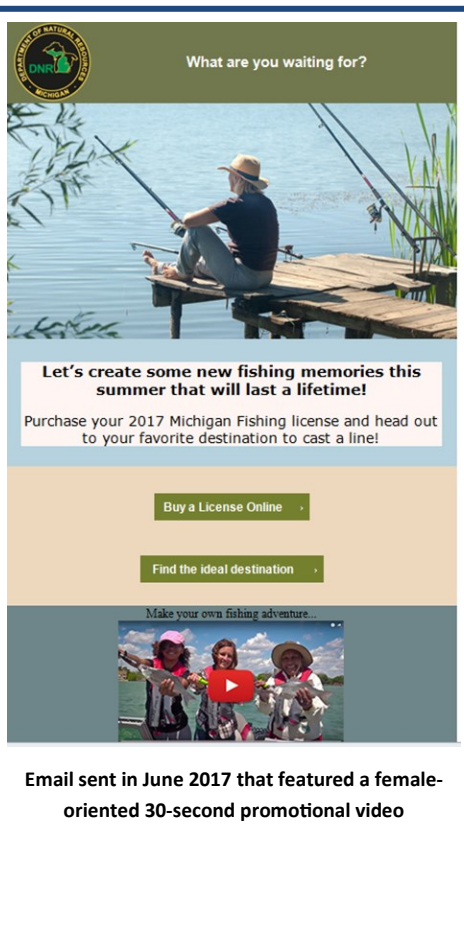
- Sales data from entire campaign showed \$42,384.50 in sales
 - \$420 was directly attributed to the tracking links placed in sent emails.
 - Remaining sales were tracked by evaluating groups purchasing behavior within Michigan DNR’s Retail Sales System .
- The following sales percentages were achieved:
 - A. The control group had 17.5% of its group purchase a license.
 - B. The email-only group had 18.6% of its group purchase a license.
 - C. The postcard-only group had 17.4% of its group purchase a license.
 - D. The email AND postcard group had 19.4% of its group purchase a license.
- The groups communicated with did meet the goal of 15% reactivation, however the total movement tracked through this effort was only 2% reactivation
- 42% of the 5,000 women who received a magnet purchased a license.

LESSONS LEARNED/FUTURE PLANS

- Because MI DNR had to rely on only those resident females that provided their email addresses via the department’s Retail Sales System, the number of people that could be communicated with was limited.
 - However, the response rate for that’s that received communications exceeded the goal of 15%.
- Reactivation activities are critical to encouraging anglers to return to the industry so they keep purchasing fishing licenses.
- Both email and postcard communication resulted in an increase in sales of over 2% when compared to the control group that received no communication. As a result, for future campaign efforts both communication methods will be used.
- The MI DNR is very encouraged by the actions taken by the target audience of this campaign, and hopes to expand into next year.
 - There are less than 200,000 unique female customers (residents) within the MI DNR’s retail sales system
 - The goal for 2018 is to expand the campaign to ALL female, resident customers. In future years, reactivation will be needed in additional to retention of this audience.
- Footnote: the audience in this campaign was comprised of both female anglers and hunters as it offered an opportunity to expand the customer base even more

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What are you waiting for?

Let's create some new fishing memories this summer that will last a lifetime!

Purchase your 2017 Michigan Fishing license and head out to your favorite destination to cast a line!

Buy a License Online

Find the ideal destination

Make your own fishing adventure...

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