



KNOW YOUR *CUSTOMERS*



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There are a variety of reasons why people want to take up fishing. Understanding their different motivations can help you create lasting relationships with new customers. Here are some “types” of anglers you may encounter:

The De-Stress and Nature Angler:

This person wants an outdoor activity that gets them closer to nature (as opposed to field sports). They believe that fishing will help them relax and offers them a chance to “get away and unplug.”

Motivating Factors:

Convenience and lower costs

Non-Motivating Factors:

Having others to fish with

R3 TIP

Advertise sales and promotions. Invite this group to lectures by local experts.

The Excitement of the Catch Angler:

This person likes a challenge and the competitive aspects of sports overall. Fishing is about catching the big one and the thrill of becoming an expert.

Motivating Factors:

Local information, such as fishing reports and seminars on advanced techniques

Non-Motivating Factors:

Improved access

R3 TIP

Partner with local tournament organizations and school fishing clubs and become the go-to resource for the local competitive market. Bring in pro-staff for in-house equipment demonstrations and how-to seminars.

The Family and Friends Angler:

This person is looking for new ways to spend time with their loved ones. They believe fishing is an activity that will help create memories and they enjoy taking pictures of their time on the water. But to have a great time, they need to catch fish. “Trophy” fish don’t matter—they want to catch lots of fish, even if they’re small.

Motivating Factors:

Group activities, such as classes and events. Ease of access and abundance

Non-Motivating Factors:

Discounts

R3 TIP

Provide information on local events and classes, plus stocking schedules. Encourage them to share their pictures on your Facebook and Instagram pages – a digital “brag board.”



IDEAS BEST SUITED FOR:

- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60