

WELCOME

RBFF STATE MARKETING WORKSHOP

December 9, 2014

Atlanta, Georgia



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COLLE + McVOY


info^link

The difference between guessing and KNOWING

**LOPEZ
NEGRETE**


SKYDESIGN
CREATIVEXPANSE

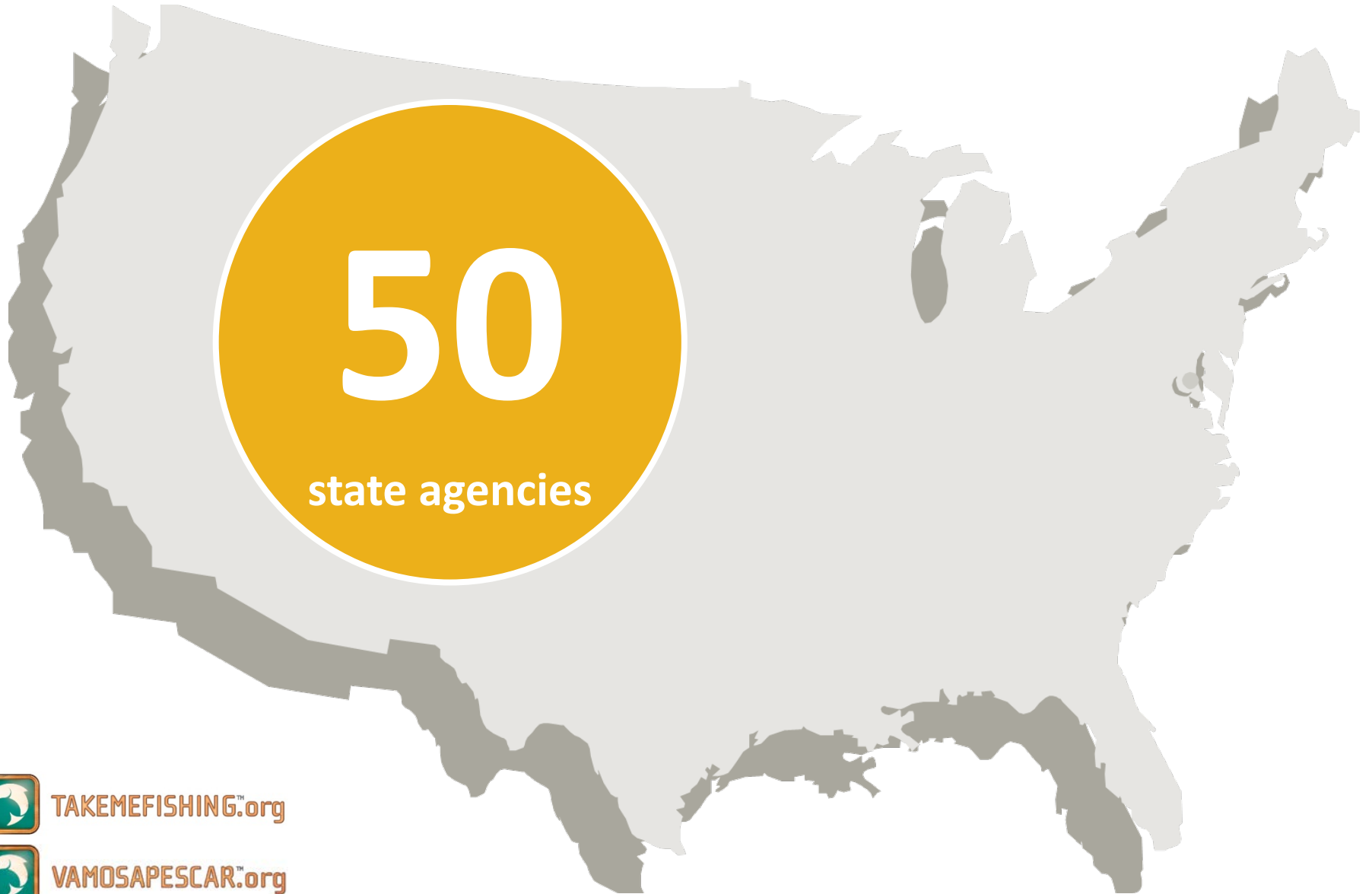


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RBFF MISSION



MISSION

To implement an informed, consensus-based national outreach strategy that will **increase participation in recreational angling and boating** and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.



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OBJECTIVES



5 STRATEGIC OBJECTIVES



1. Create a top-of-mind recreational boating and fishing campaign to develop awareness, trial and continued participation.



2. Educate people how and where to boat and fish.



3. Target market segments and create messages that address each segment's specific needs.



4. Educate stakeholders on marketing, outreach and implementation of national strategies to targeted user groups.



5. Make availability of, and access to, boating and fishing locations easy and simple.



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STRATEGIC PLAN

1. CONSUMER ENGAGEMENT

Increase participation in recreational boating and fishing and increase awareness of natural resource conservation among core audiences, growth segments, underserved communities and youth.

2. STATE ENGAGEMENT

Collaborate with state agencies to increase retention and win back of lapsed anglers and boaters.

3. INDUSTRY ENGAGEMENT

Engage media outlets and endemic and non-endemic industry stakeholders to support RBFF programs through publications, promotions, partnerships and leveraging of RBFF assets.



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RESULTS



KEY RESULTS

Measure	FY14 YTD	FY15 YTD	% Inc.
Unique Visitors to TMF.org	3,912,816	5,295,106	35%
Unique 'Where to' Page Views	1,681,556	2,679,530	59%
Unique 'How to' Page Views	2,883,964	3,135,513	9%
Total Visitors to Conservation Pages	31,977	93,006	191%
Boating & Fishing Safety Page Views	24,432	69,969	186%
Earned Media Impressions	719 million	900 million	25%



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STATE REVENUE

\$14.03 million Fishing License Referrals

+ \$1.16 million Boat Registration Referrals

+ \$6.3 million State Programs

\$22 million in revenue for States



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PROGRAM HIGHLIGHTS

ENGLISH

REGISTRA TU BOTE OBTÉN UNA LICENCIA

abrir anuncio

VAMOS A PESCAR™
vamosapescar.org

LICENCIA CÓMO PESCAR CUÁNDO PESCAR DÓNDE PESCAR

**¡ENGÁNCHATE!
PESCA Y NAVEGA**

Descubre lo fácil y divertido que puede ser para tu familia

¡Pruébalo!

PESCAR Y NAVEGAR
Tan fácil como 1, 2, 3

Disfruta de material interactivo que te enseñará las técnicas básicas de la pesca y la navegación.

[Aprende más](#)

OBTÉN GRATIS

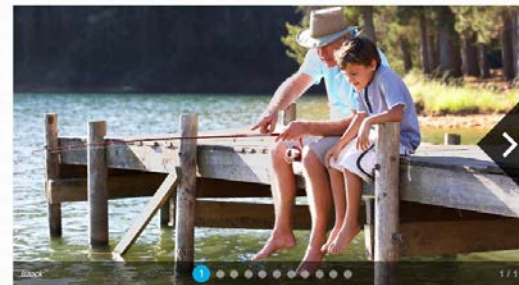
Guía náutica para principiantes

WELCOME TO THE WATER



The 10 Best Fishing and Boating Spots Across the U.S.

by Julie Beer | AARP | August 1, 2014



1. 10 Best Fishing and Boating Spots Across the U.S

"As grandparents get more involved in their grandkids' lives, we're seeing them teaching the kids to do the same things they still love to do," says Frank Peterson, president of the Virginia-based Recreational Boating and Fishing Foundation. The foundation's Take Me

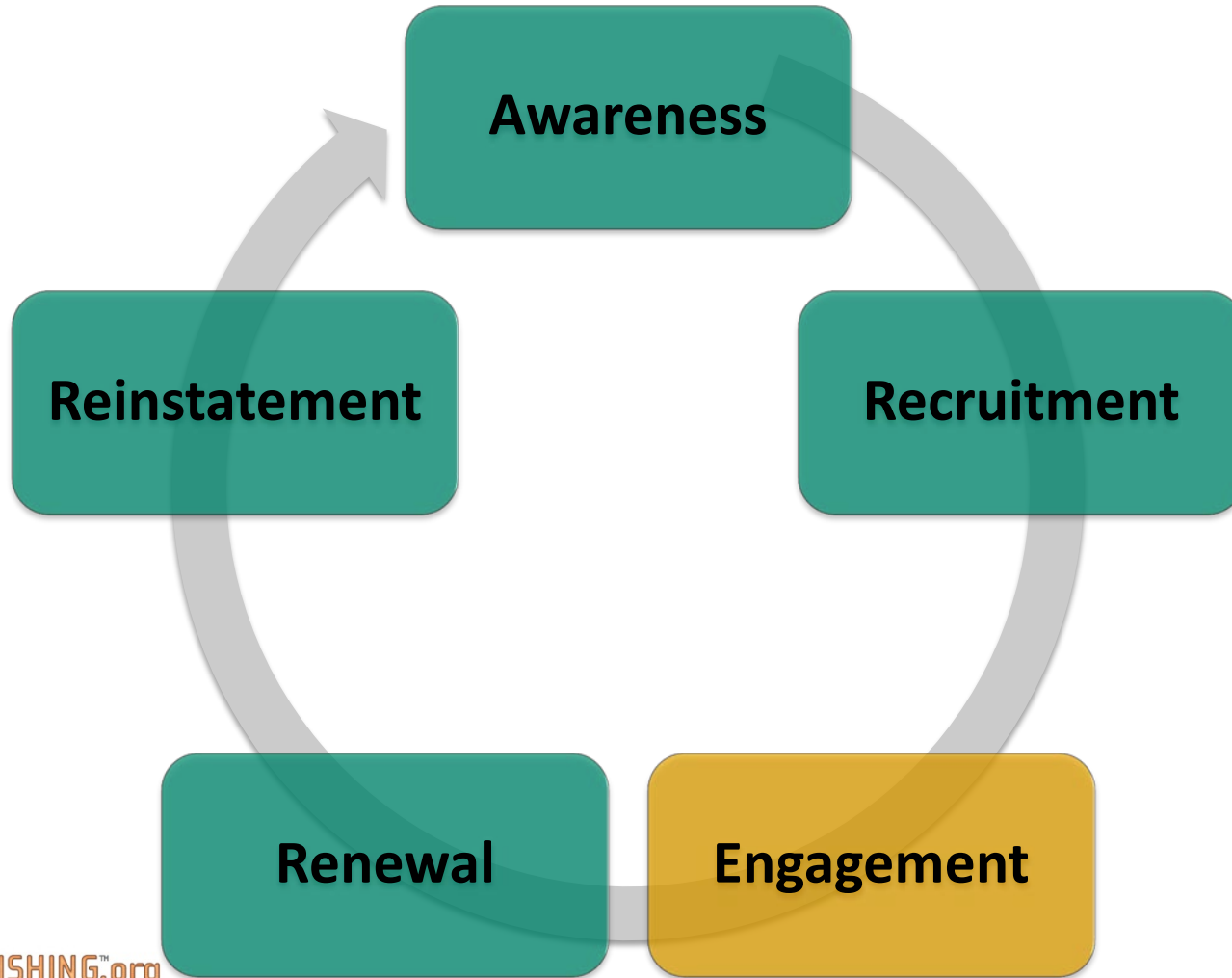
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THE CUSTOMER EXPERIENCE



CUSTOMER LIFECYCLE



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WHAT'S TO COME

- ✓ Engaging tomorrow's customers today
- ✓ Current retail environment
- ✓ Online fishing license assessment
- ✓ Email marketing tips
- ✓ RBFF programs overview and future direction



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Thank You