

AR Automated Marketing Platform



RECREATIONAL BOATING & FISHING FOUNDATION



TAKEMEFISHING.org

RBFF State R3 Program Grants



Overview

Prior to Fiscal Year 2021, Arkansas Game & Fish Commission (AGFC) experienced five consecutive years of resident fishing license decline. Negative trends in fishing participation led to an evaluation of agency R3 efforts and development of a comprehensive R3 plan with the help of RBFF. This R3 plan put a high priority in becoming more data driven with marketing and outreach, consolidating the different forms of disparate customer data collection, and building an automated marketing platform to launch ongoing campaigns. AGFC worked on a Customer Relationship Management (CRM) system and automated marketing platform plan with their advertising agency.

This plan consisted of five key elements:

- Identifying and prioritizing data sources for integration
- Developing customer segmentation
- Building email drip campaigns
- Monitoring customer engagement and Return on Investment (ROI)
- Adapting to optimize

Results

Overall, the project and subsequent campaign has been very successful. The CRM drip campaigns are driving conversions and AGFC sees tremendous long-term potential of leveraging additional data like syncing their licensing system and Kalkomey database connected to a CRM and automated marketing platform tool. There were over 24,000 license sales directly tied to new CRM campaigns which resulted in over \$724,000 sales. AGFC will continue to see a return on investment as campaigns continue.

Engagement Rates by Campaign:

- Automated Fishing License Reminders-
 - Open Rate: 34.79%,
 - Click Rate: 6.25%
- Automated Boater Ed Fishing License Upsell-
 - Open Rate: 22.49%,
 - Click Rate: 0.53%
- Automated Birthday Fishing License Push-
 - Open Rate: 20.52%,
 - Click Rate: 1.5%
- Automated Hunter Ed Fishing Upsell-
 - Open Rate: 18.45%,
 - Click Rate: 2.33%

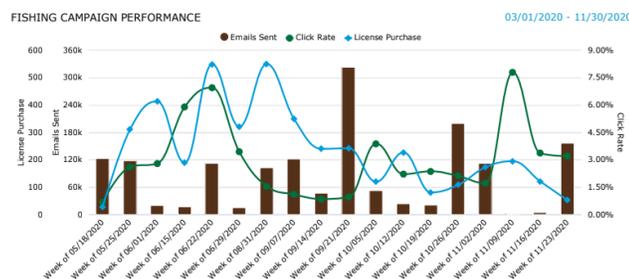
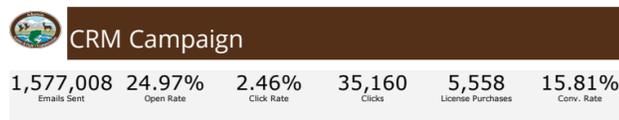
Partners

- Stone Ward – Advertising Agency
- Kalkomey – Hunter Education & Boater Education Databases
- S3 – Licensing Vendor
- SharpSpring – CRM/Automated-Marketing Platform
- Recreational Boating & Fishing Foundation (RBFF)

Support

“Data-driven management is an integral part of sound wildlife and fisheries conservation; furthermore, it needs to be at the center of how we communicate and engage with our recreational users. Integrating our disparate customer data points and devising automated contact points is a step in the right direction.” – Pat Fitts, Former Director

Sample Key Performance Indicators (KPI) Report of CRM Campaigns:



Benefits

This project allowed AGFC to move from manually pulling customer data segments and building one-off email marketing campaigns to establish ongoing trigger-based marketing efforts in a CRM system with an automated marketing platform for licensing promotion and user engagement.

This initiative allowed AGFC to leverage the platform to bring a process of integrating data sources into the CRM tool and align those users with new trigger email drip campaigns to maximize potential user engagement and begin tracking interactions across long-term outreach.

Additionally, the project has allowed AGFC to take the targeted segments and aligned data and become more effective and efficient in the outreach to these users across other channels like paid social and digital retargeting efforts.

Methodology

AGFC elected to build the foundation of the engagement strategy through designing very targeted messages and cadences for drip campaigns based off segmenting audiences on their status in the Outdoor Recreation Adoption Model (ORAM) and their projected position within the sales funnel.

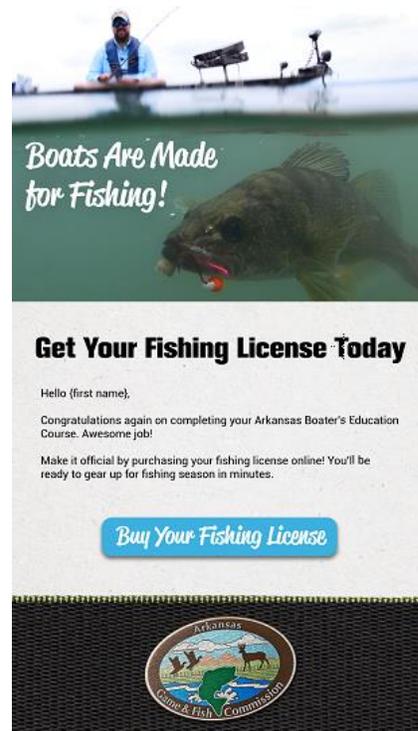
From that AGFC built variations of each of the following drip campaigns based on where they projected a user was in the sales funnel for the desired conversion associated with that workflow for recruitment, retention, reactivation, boater education participants, local fishing derby participants, avid anglers and a newsletter segment. A sample of this content structure and cadence is below:

Retention Emails (Start 30 days prior to license expiration):

Call To Action: Renew license

- Email 1:** Reminder that fishing season is just around the corner - 10 day wait for engagement
- Email 2:** What's new email highlighting recent fish stocks, records that have been set, and upcoming events. - 6 day wait
- Email 3:** Best places to fish (near you - divide Arkansas into areas and insert dynamic content based on user location). - 5 day wait
- Email 4:** Interactive email content - discover which fish are in waters near you. -4 day wait
- Email 5:** Video to encourage getting back to nature. -3 day wait for engagement
- Email 6:** How fishing licenses help Arkansas' great outdoors. -2 day wait for engagement
- Email 7:** Renew your fishing license.

Sample Automated Email:



Future Plans

- Lead generation forms on the website
- Lead generation promotions
- Expansion of recruitment campaigns

Lessons Learned

- Cleaning Data
 - Don't assume your data is optimized and clean. AGFC found they needed to scrub data to remove bad and abandoned email accounts and maintain good reputation with email system providers.
- Data Integration
 - Data integration across vendors isn't always the easiest. Moving forward they will set up Application Programming Interface (API) requirements with any vendor dealing with customer data.
- Lead-Generation
 - Now that AGFC has systems up and running, it is more important than ever to get more valid lead generation data. Emails can now be turned into future engagements or future sales.

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www.takemefishing.org/r3.