



GEORGIA RETENTION PILOT PROGRAM

State Marketing Workshop

December 9, 2015

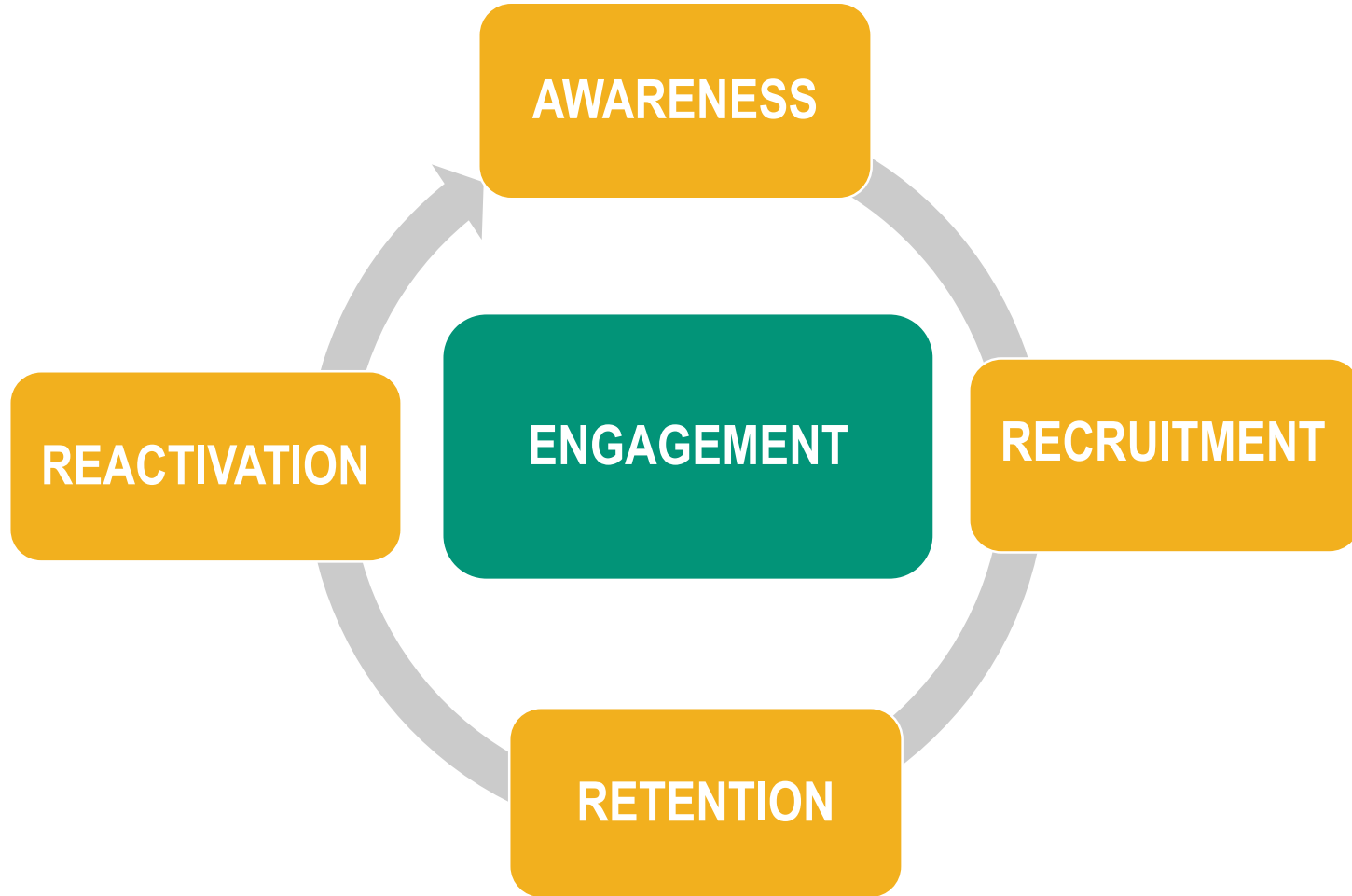


TAKEMEFISHING.org



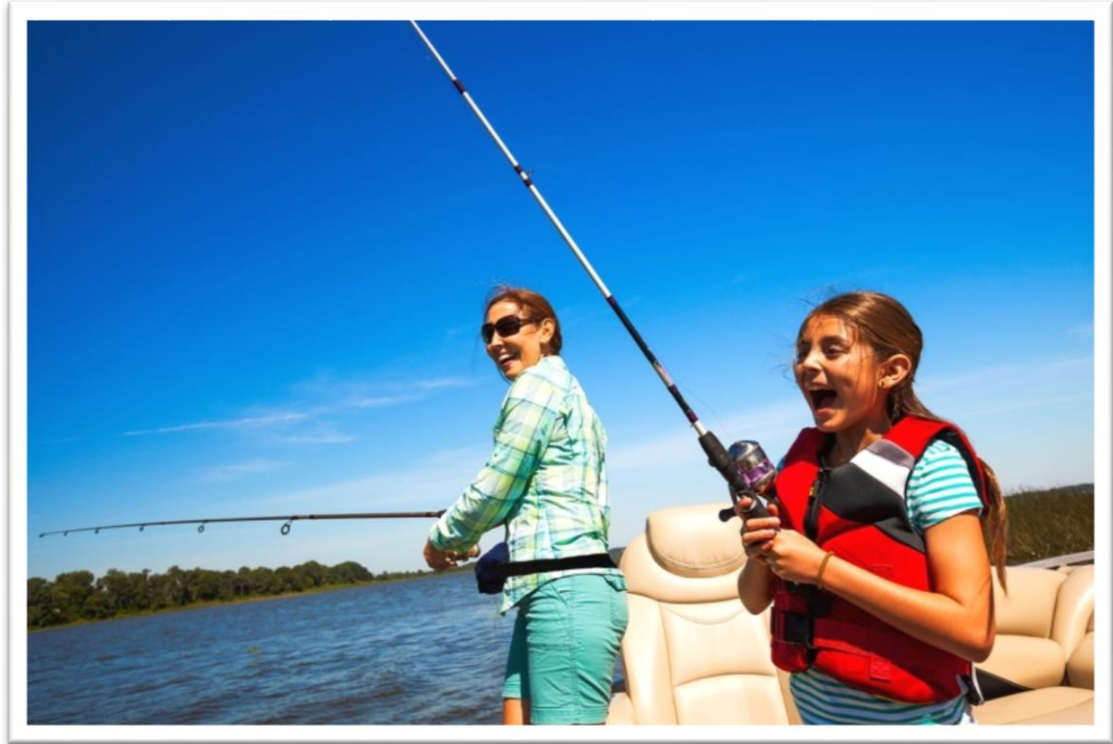
VAMOSAPESCAR.org

CUSTOMER LIFECYCLE




RETENTION PILOT PROGRAM

- 68% of first-time license buyers don't renew
- Need to collect email addresses
- Ability for integrated license/email system important




EMAIL TEMPLATES

Go Fish Georgia!



GEORGIA
DEPARTMENT OF NATURAL RESOURCES
WILDLIFE RESOURCES DIVISION

Georgia's waters offer anglers some of the most diverse fishing opportunities in the southeast with more than 500,000 acres of reservoirs, 12,000 miles of warm water streams and over 4,000 miles of cold water trout streams.



Where to Go Fish Georgia!


Looking for a great place to get online fishing tips for Georgia reservoirs and rivers? Look no further! [These pages give anglers of all skill levels in-depth](#)



Why Your License Purchase Counts!

By purchasing a license as well as fishing equipment and related items, you

Don't miss out on the great fishing our state has to offer.




Hello Jim Smith:

We are notifying you that your fishing license has EXPIRED. If you have any questions, please call us at xxx-xxx-xxxx. Don't wait – renew your license today!

Renew your license now online or visit your nearest license retailer location to enjoy fishing without interruption.


[Renew License](#)



Example of an article

Donec ullamcorper nulla non metus auctor fringilla. Id ligula porta felis euismod semper. Id ligula porta felis euismod semper.

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GEORGIA RETENTION PILOT PROGRAM

- First-time license buyers
- Monthly newsletters
- Survey
- Expiration reminders

