

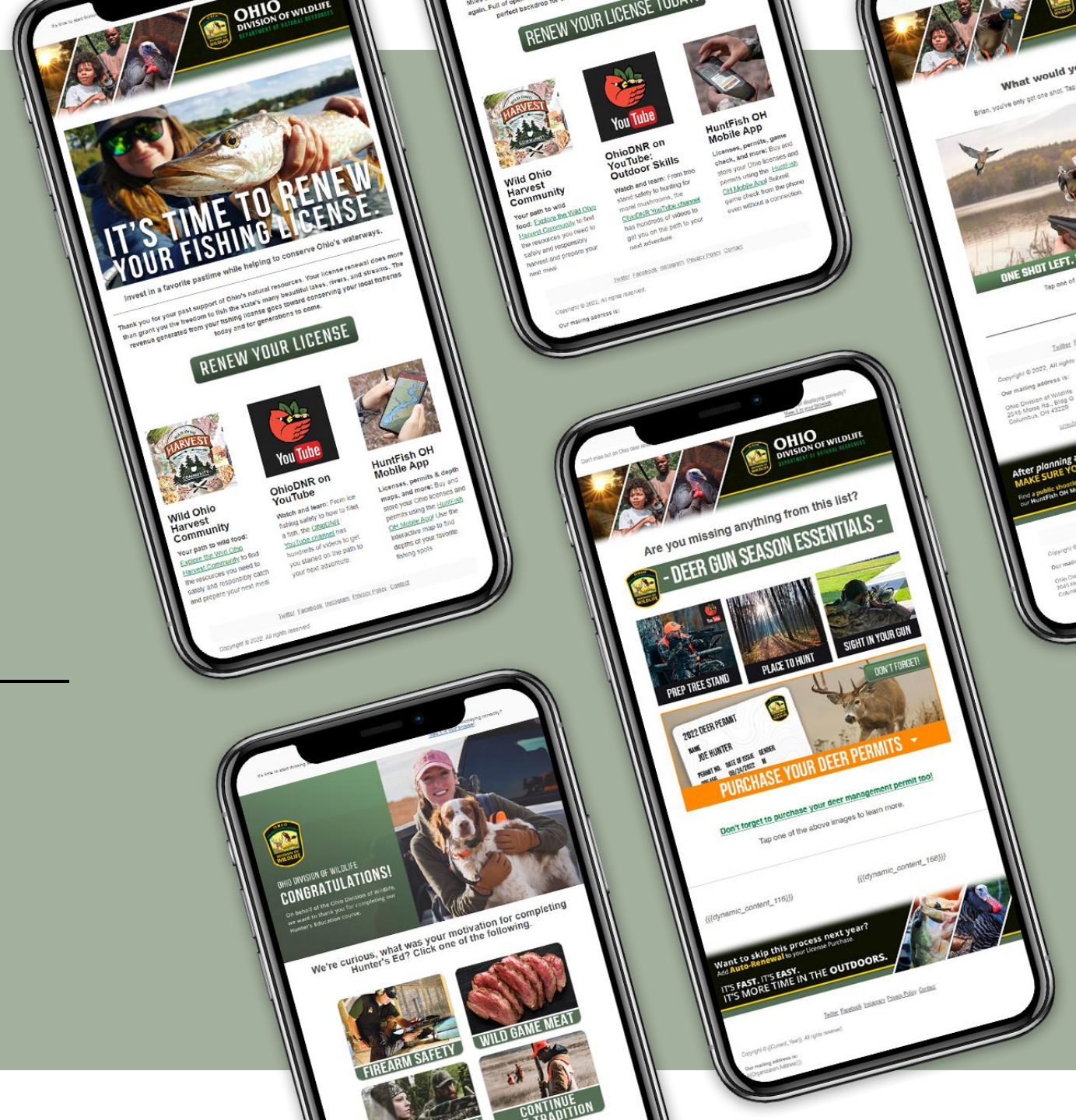


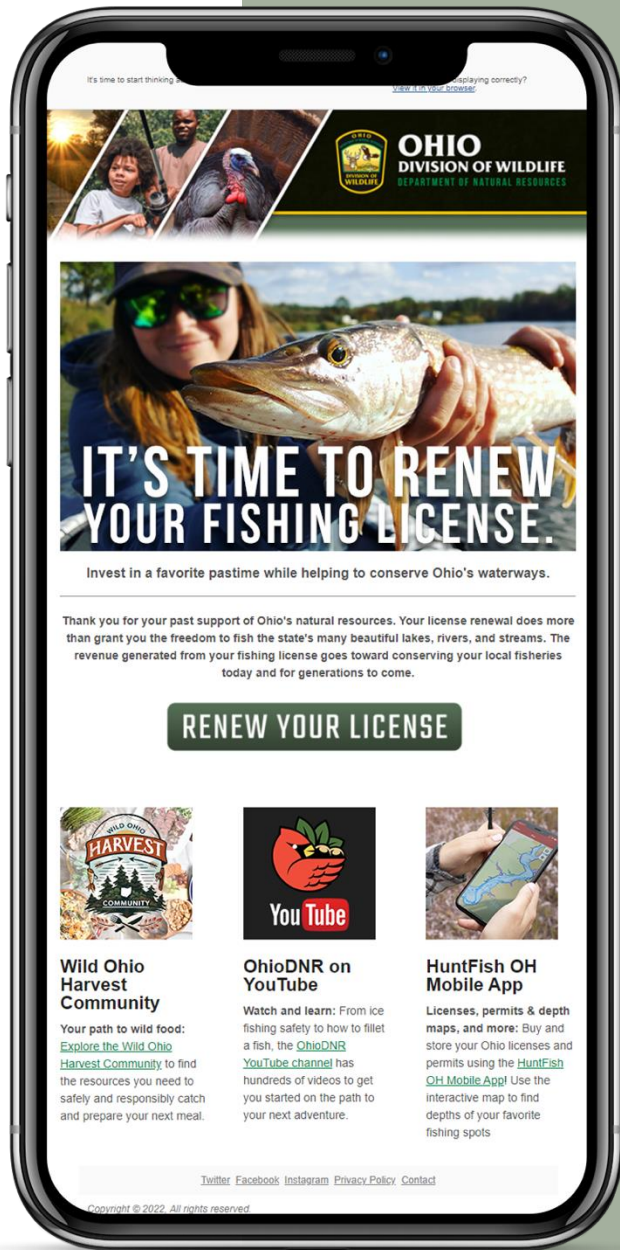
ODNR Division of Wildlife

Implementing a Digital Marketing Program using a CRM System

RBFF Marketing Workshop
February 2023

Abby Rhodebeck · Marketing Coordinator





Implementing a Digital Marketing Program using a CRM System

- Dedication to Marketing
- Coordinate all Marketing outlets
- Onboarding and Training
- Fish Reactivation Campaign



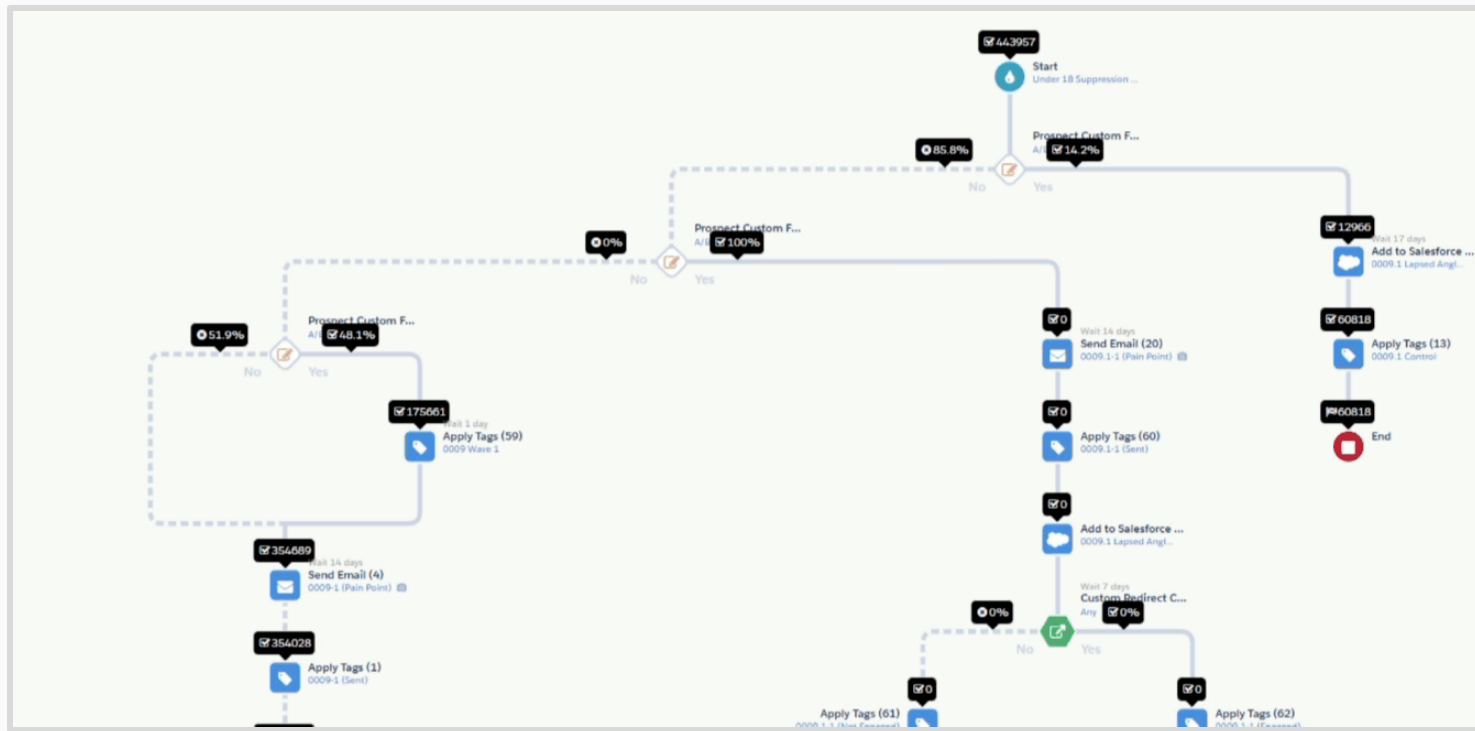


Function: Marketing & Campaigns

Market division programs and products

- Coordinate efforts among website, social media, digital/email marketing campaigns, marketing materials, outreach, and strategic partnerships
- Ensure positive customer experiences and journeys
- Engage with broader audiences





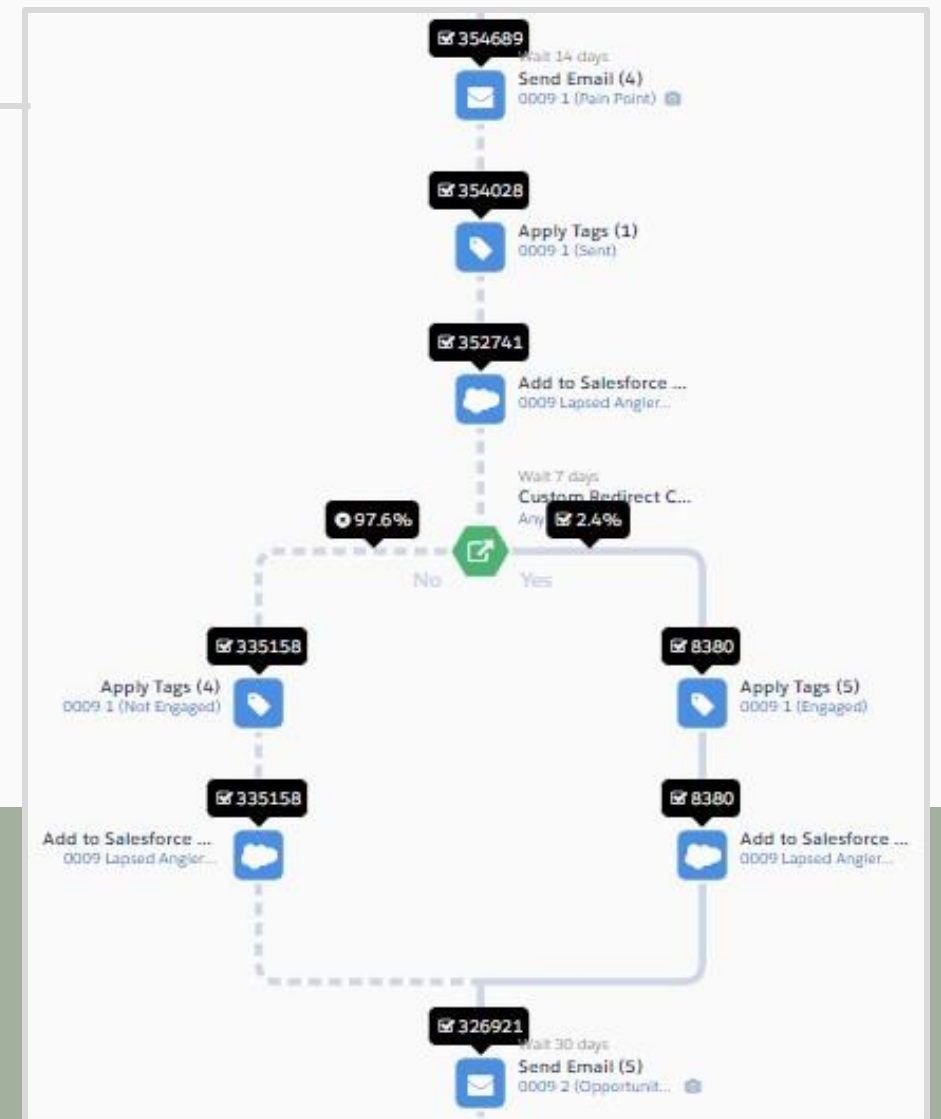
(Full Lapsed Angler Automation over 5 years)



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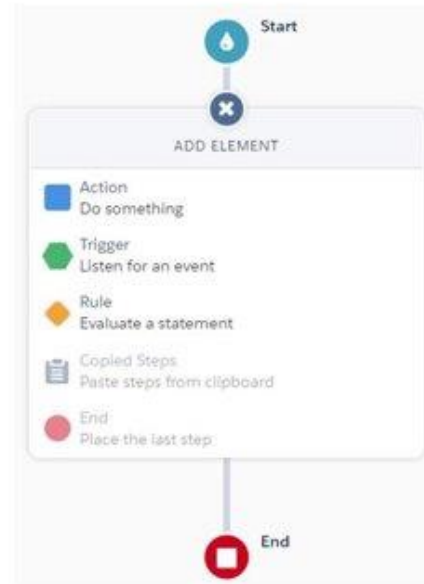
Onboarding & Training

Example of an Automation



(Zoomed in)

- Asking Pardot to “do something”
- Asking Pardot to “Listen for something”
- Asking Pardot to “Check for something”

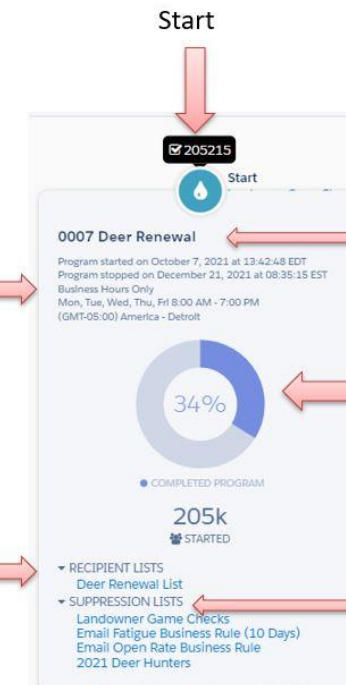


Onboarding & Training

Example of an Automation

Timing details:
Date program starts/finishes
What days of the week?
Time of day? Business? Any?

Recipient List: Who participates in the campaign



Campaign Name:
0007 Deer Renewal

Campaign Completion: 34%

Suppression List: Who doesn't participate in the campaign



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Campaigns in Action

WOHC

Hunter Education

New Hunter

New Angler

Angler Renewal

Angler Reactivation

Deer Renewal

Deer Reactivation

Turkey Renewal

Turkey Reactivation

Shooting Ranges





DOW was one of the recipients of the 2022 State R3 Program Grant



RECREATIONAL
BOATING & FISHING
FOUNDATION





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The Problem Reactivating Anglers

In any given year, upwards of 45% of anglers will lapse

Some of these individuals are intermittent anglers-
They may fish a few years and take a year off

Many will walk away for longer
Many may never return at all





Thesis

"A long-term, single strategy customer journey approach to treating lapsed anglers leads to stronger customer relationships, reduced churn, and increased lift, in contrast to the use of multiple, short-lived campaign efforts annually."





EVALUATION



LIFT



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Defining Success: Lift

Marketing Dashboard





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Evaluation: R3 Metrics

Defining Success:
Reactivation Metrics





METHODOLOGY

A thick, solid green horizontal bar located below the word "METHODOLOGY".



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Customer Relationship Management (CRM)

Methodology

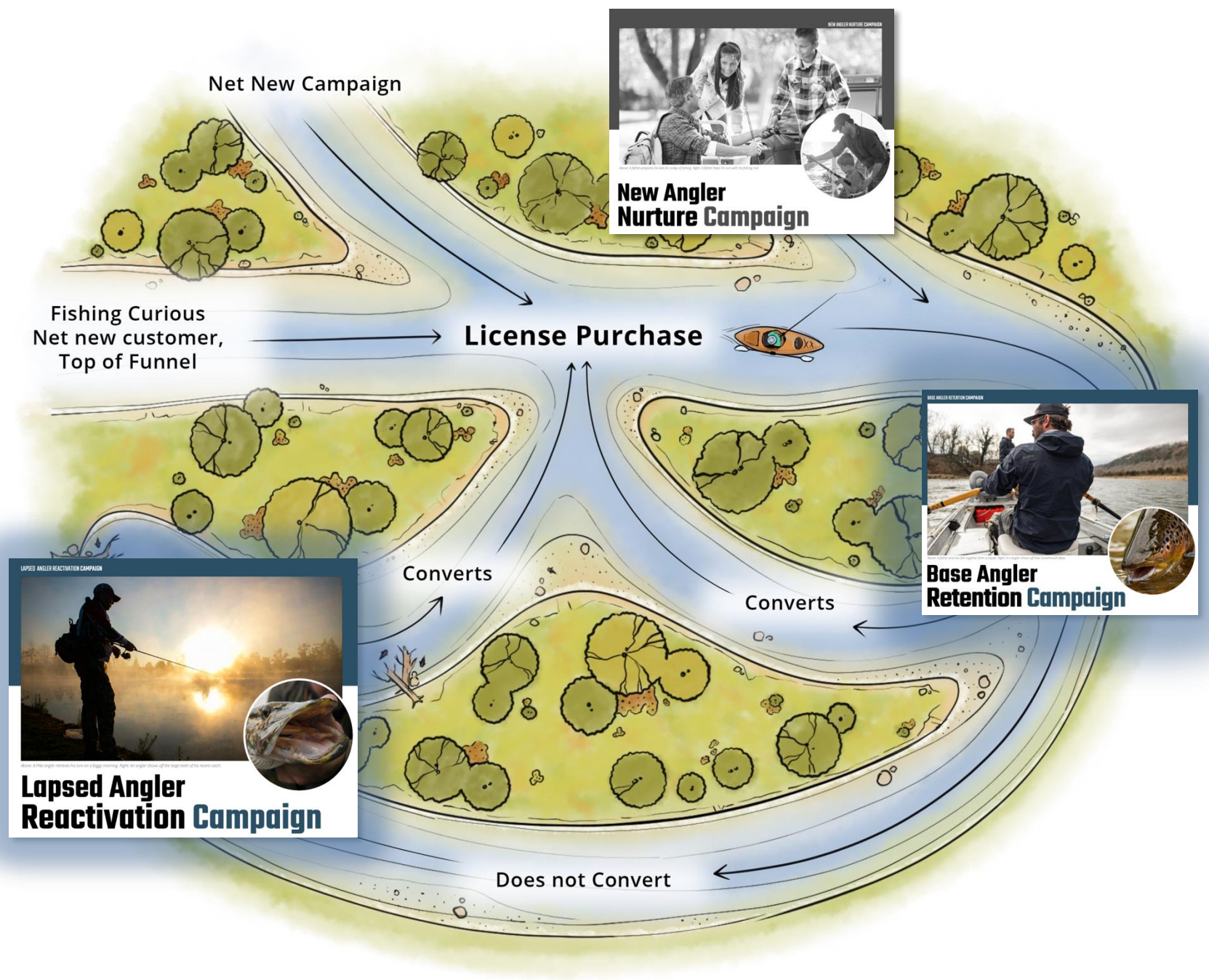
“The agility that we have with our CRM to be able make optimizations, based off of data that our dashboards within the CRM make clear - would-be a near full time job to run.”



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Overview

Methodology





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Audience

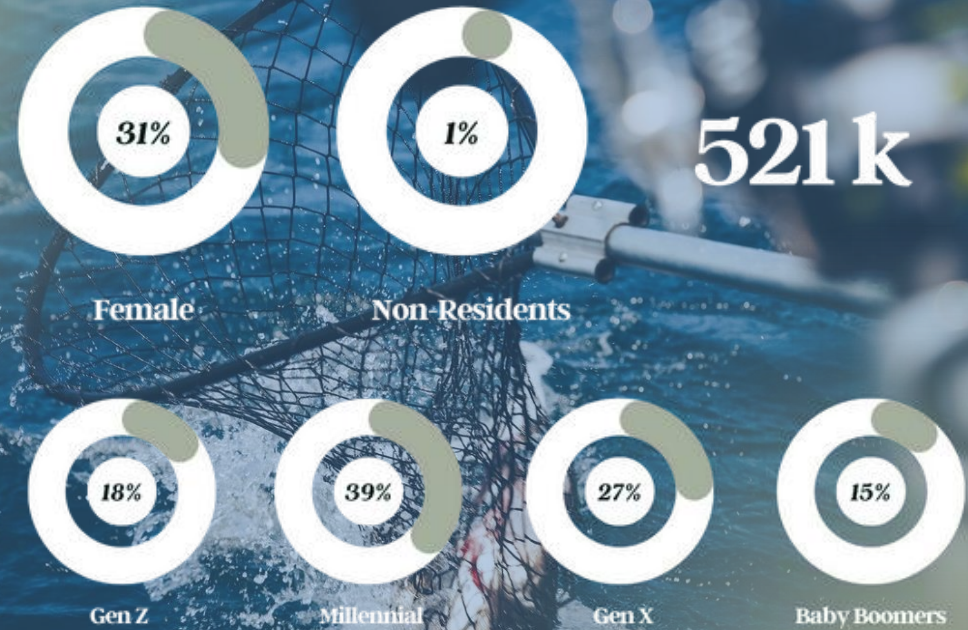
Methodology

BASE ANGLER RETENTION CAMPAIGN



Above: A father and son fish together from a kayak. Right: An angler shows off their Smallmouth Bass.

Base Angler Retention Campaign **Lift 25%**



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Audience & Angler Renewal Campaign Impact

Methodology

“Currently we have around 520k people at some stage in the lapsed campaign. If they purchase their fishing license we stop sending them messaging and they are considered converted. But Until that happens, or they opt out, or update their preferences we continue reaching out to them.”



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Campaign Touchpoint Overview

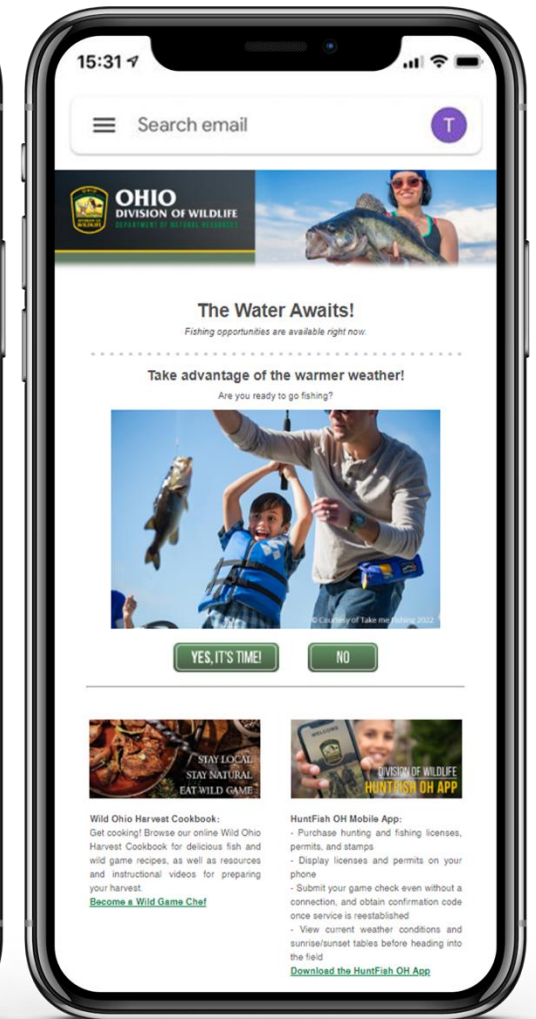
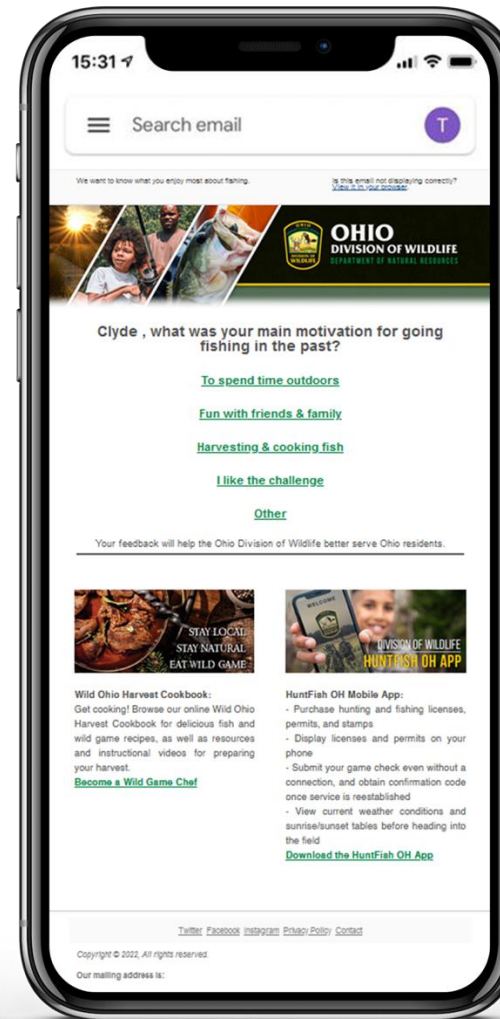
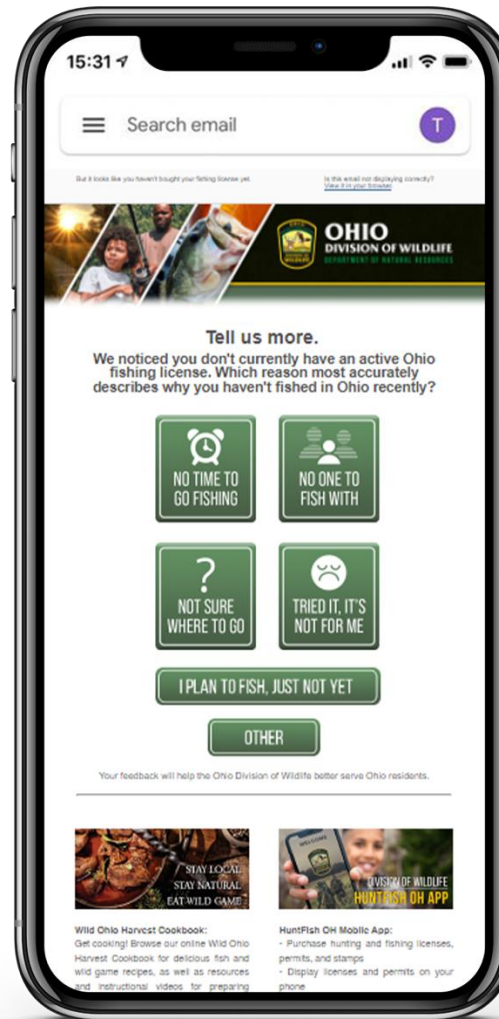
Methodology



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Feedback Loops

Methodology

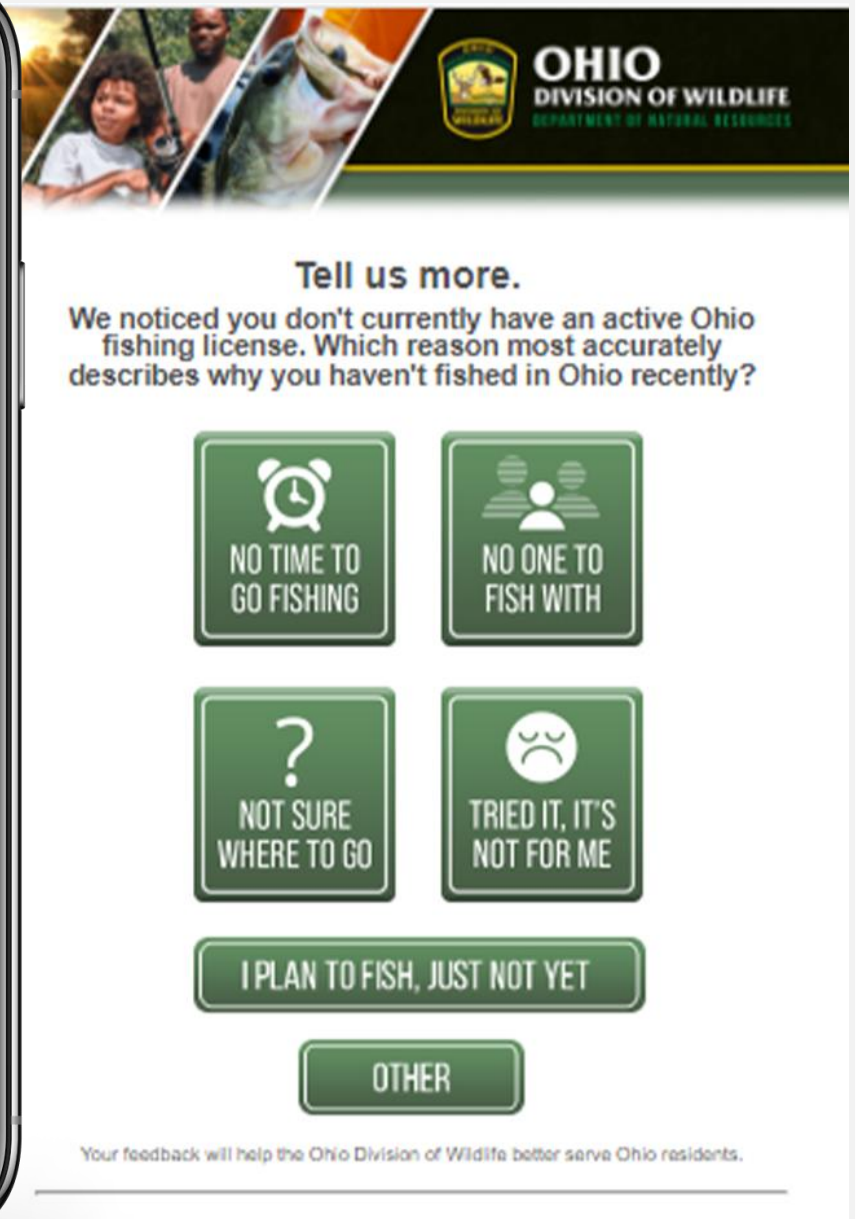
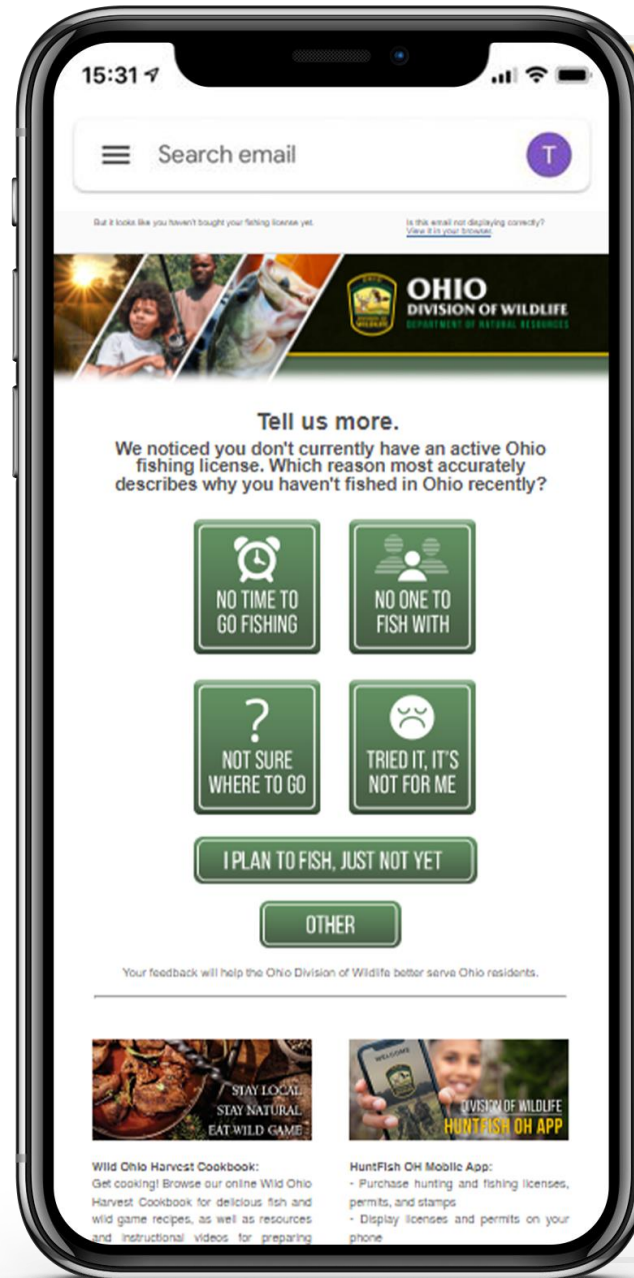




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Feedback Loops

Methodology

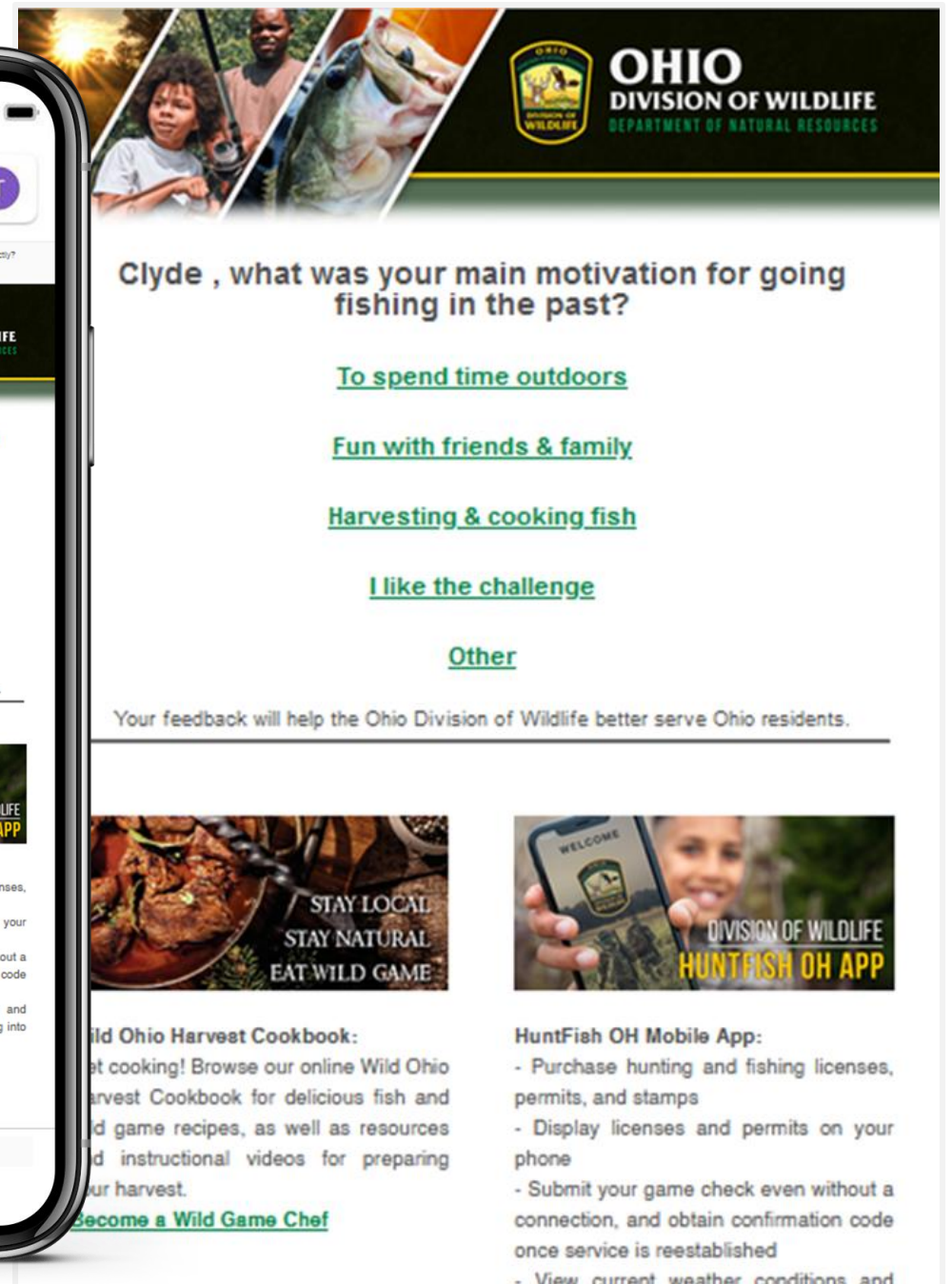
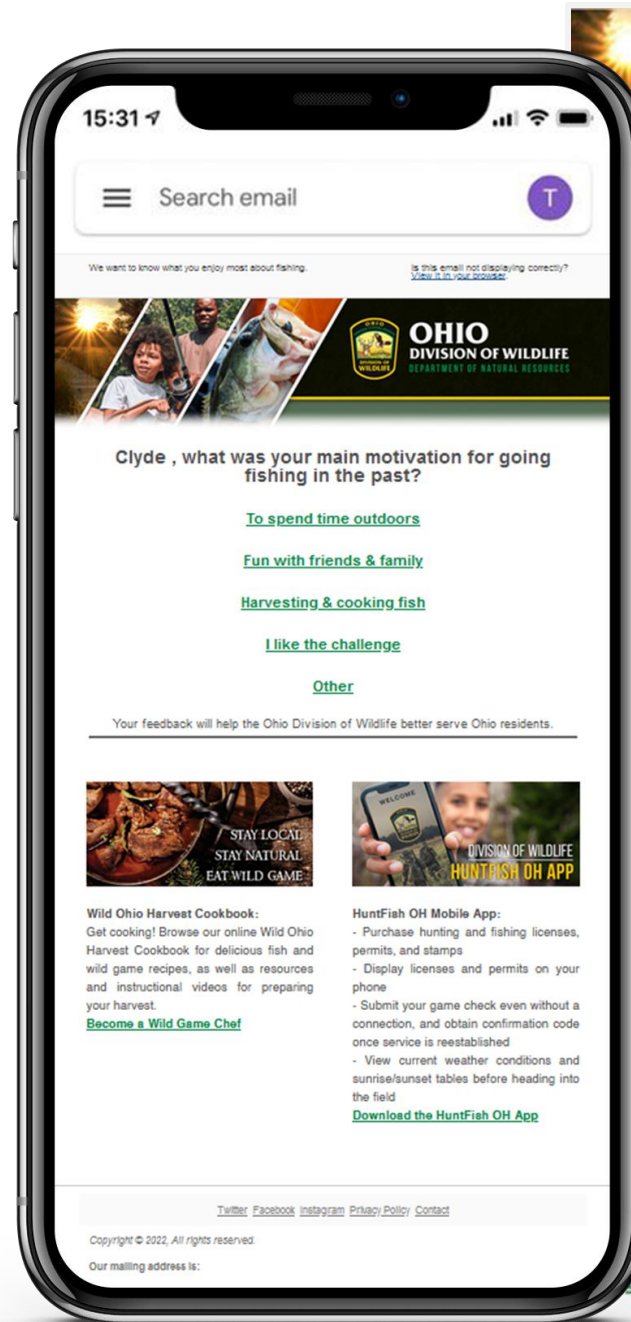




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Feedback Loops

Methodology

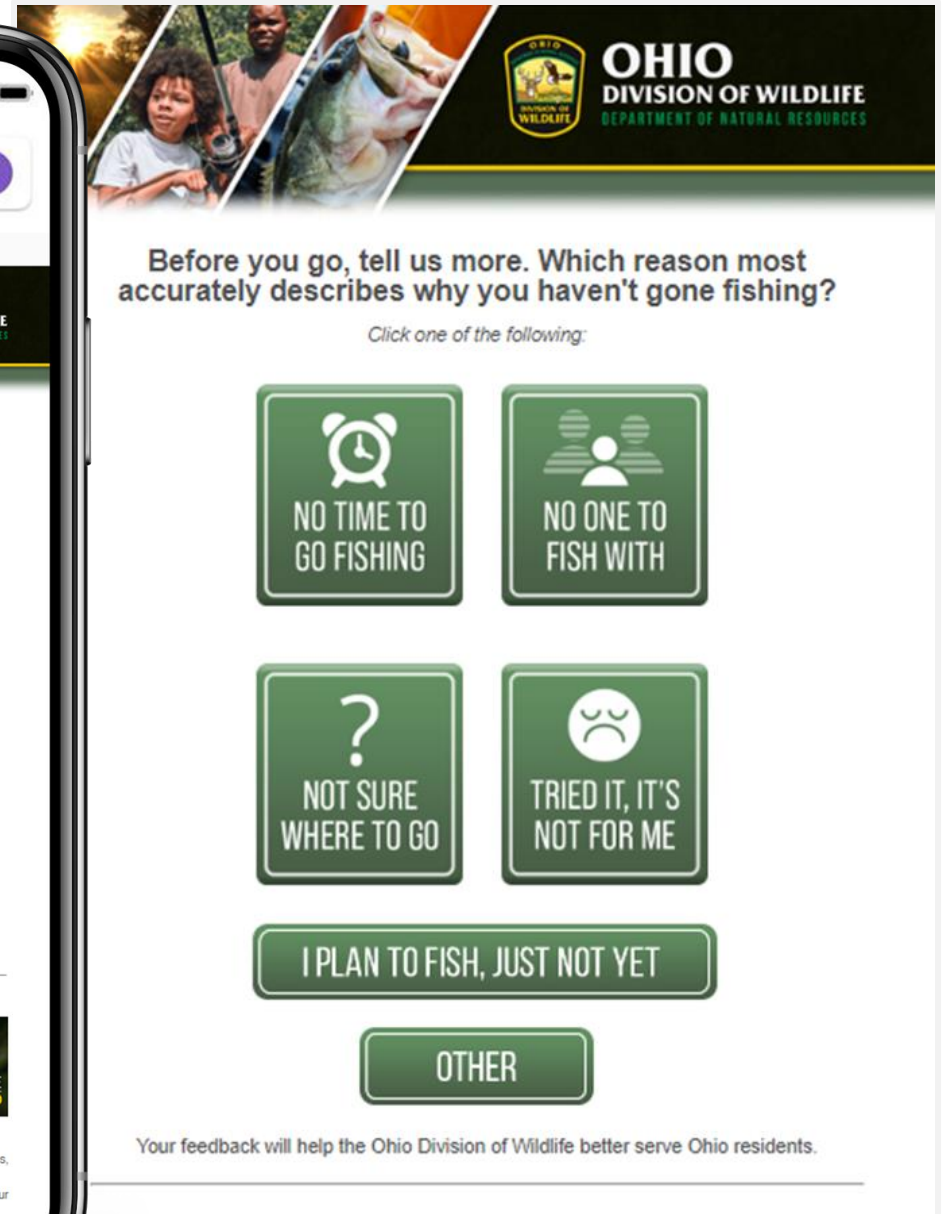
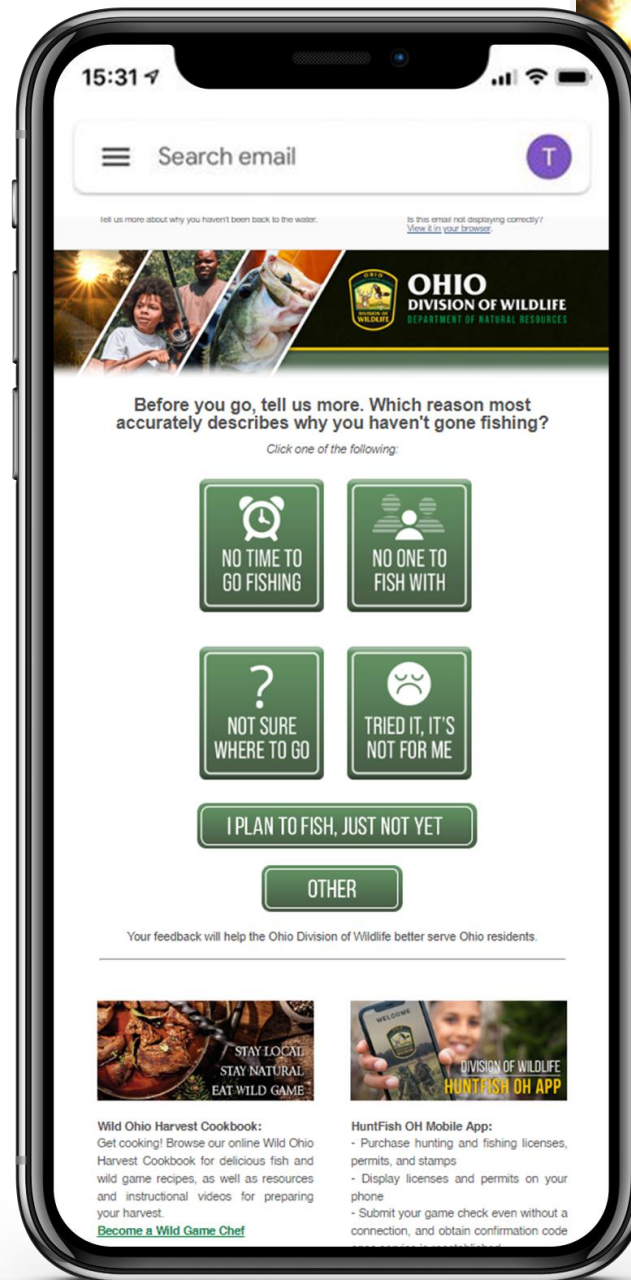




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Feedback Loops

Methodology

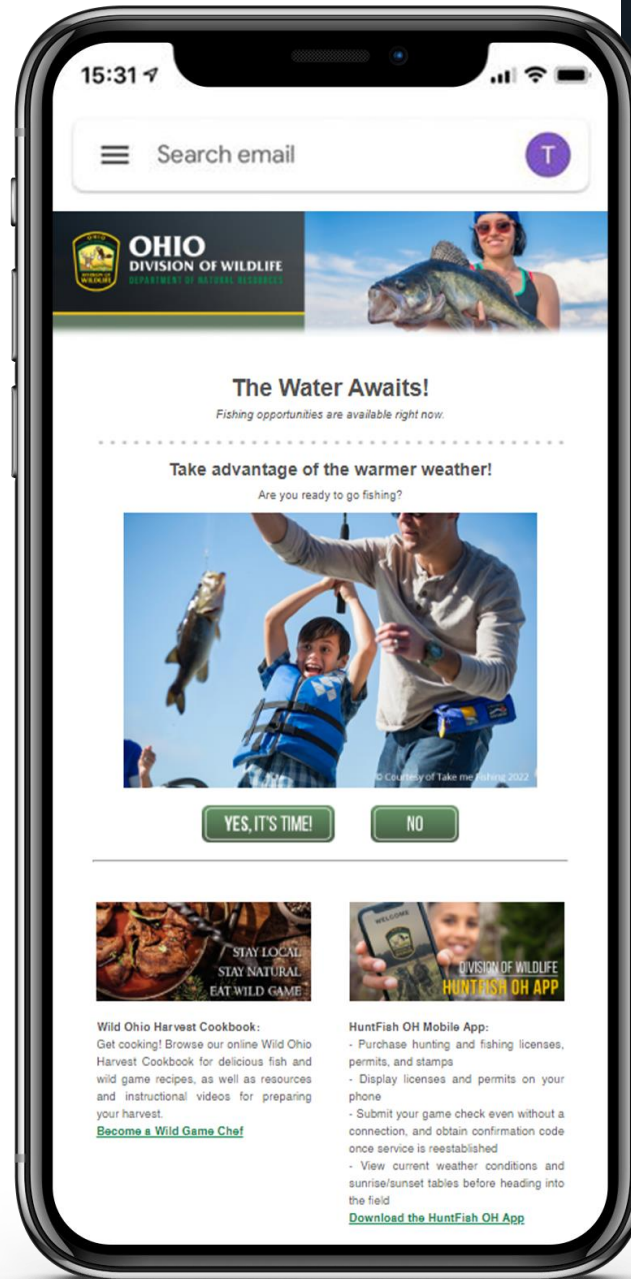




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Opportunity Emails

Methodology



The Water Awaits!

Fishing opportunities are available right now.

Take advantage of the warmer weather!

Are you ready to go fishing?



YES, IT'S TIME!

NO



Wild Ohio Harvest Cookbook:
Get cooking! Browse our online Wild Ohio Harvest Cookbook for delicious fish and wild game recipes, as well as resources and instructional videos for preparing your harvest.
[Become a Wild Game Chef](#)



HuntFish OH Mobile App:
- Purchase hunting and fishing licenses, permits, and stamps
- Display licenses and permits on your phone
- Submit your game check even without a connection, and obtain confirmation code once service is reestablished
- View current weather conditions and sunrise/sunset tables before heading into the field
[Download the HuntFish OH App](#)



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Time-based Opportunities

Methodology

JANUARY

You can go fishing year-round.
Will you try fishing this winter?



YES! WAITING FOR WARMER WEATHER

FEBRUARY

Steelhead fishing heats up in winter!
Will you try Steelhead fishing?



YES! WAITING FOR WARMER WEATHER

MARCH

The Castalia Fish Lottery is open this month.
Will you apply?



ENTER THE LOTTERY FISH OTHER PUBLIC AREAS

APRIL

Take advantage of the warmer weather!
Are you ready to go fishing?



YES, IT'S TIME! NO

MAY

It's spring and the fish are biting!
Which method will you use this season?



LURE ANGLER BAIT ANGLER

JUNE

Would you rather..?



CATCH & COOK CATCH & RELEASE

JULY

Ohio has great fishing spots!
Where will you go?



LAKE ERIE OHIO RIVER OTHER

AUGUST

Fishing for carp is great in the summer!
Will you give it a try?



TELL ME MORE I'M NOT FISHING THIS YEAR

SEPTEMBER

September is a good time for pike fishing!
Ready to get your license?



TELL ME MORE I'M NOT FISHING THIS YEAR

OCTOBER

Autumn is a great time to catch crappie and sunfish!
Which do you prefer?



CRAPPIE SUNFISH

NOVEMBER

As air cools, Sauger fishing heats up!
Will you be out there?



YES, LOOKS LIKE FUN! NOT INTERESTED

DECEMBER

Last month of the year and your last chance to participate in the Fish Ohio program
What will you do?



GO FOR IT! LEARN MORE NOT THIS YEAR



RESULTS





- 2.1% Not for me

- 7.3% (No one to go with)

- 9.6% (Access)

- 20.3% (Other)

- 20.9% (Time)

39.8% (Plan to Purchase)

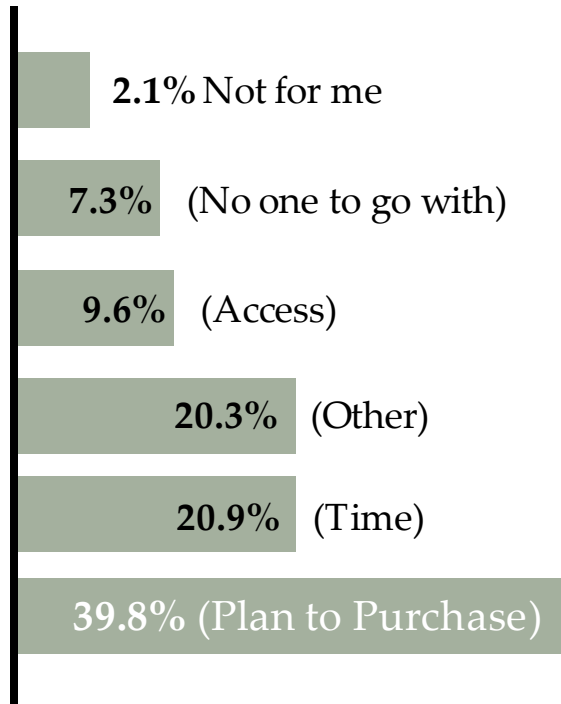


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Pain Point Touchpoints

Touchpoint Results

(Touchpoint results)



Not for me 17.98%

(No one to go with) 23.82%

(Time) 27.55%

(Access) 32.72%

(Other) 36.46%

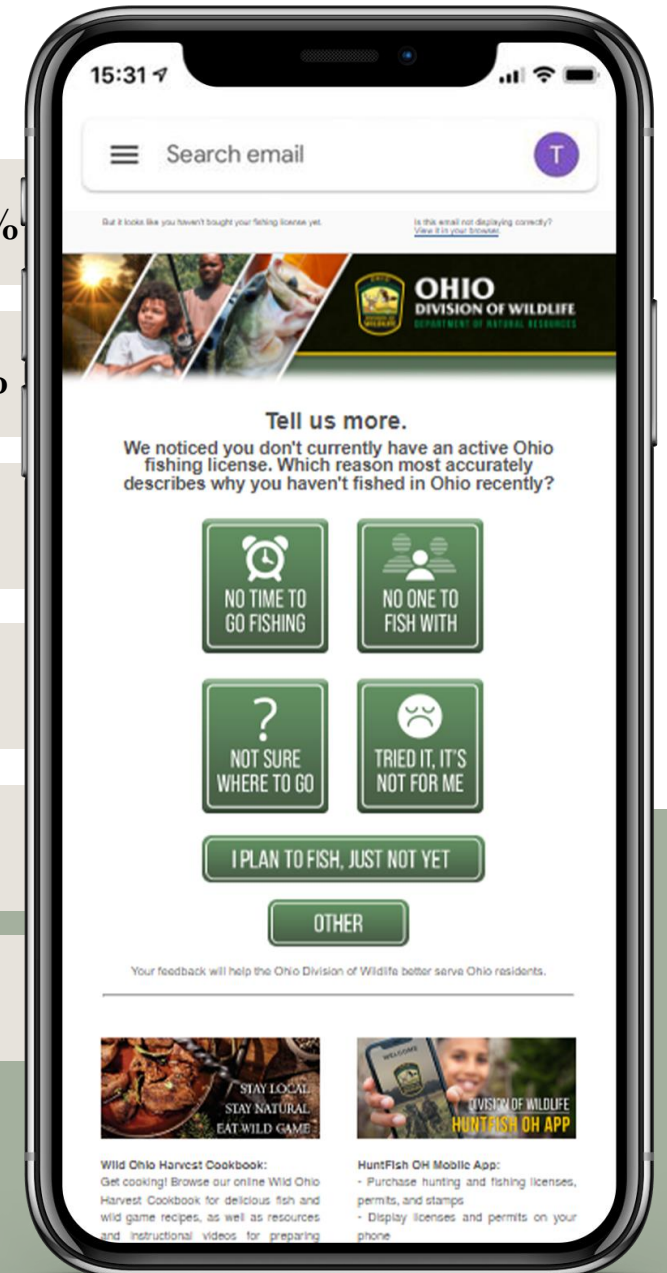
(Plan to Purchase) 38.49%

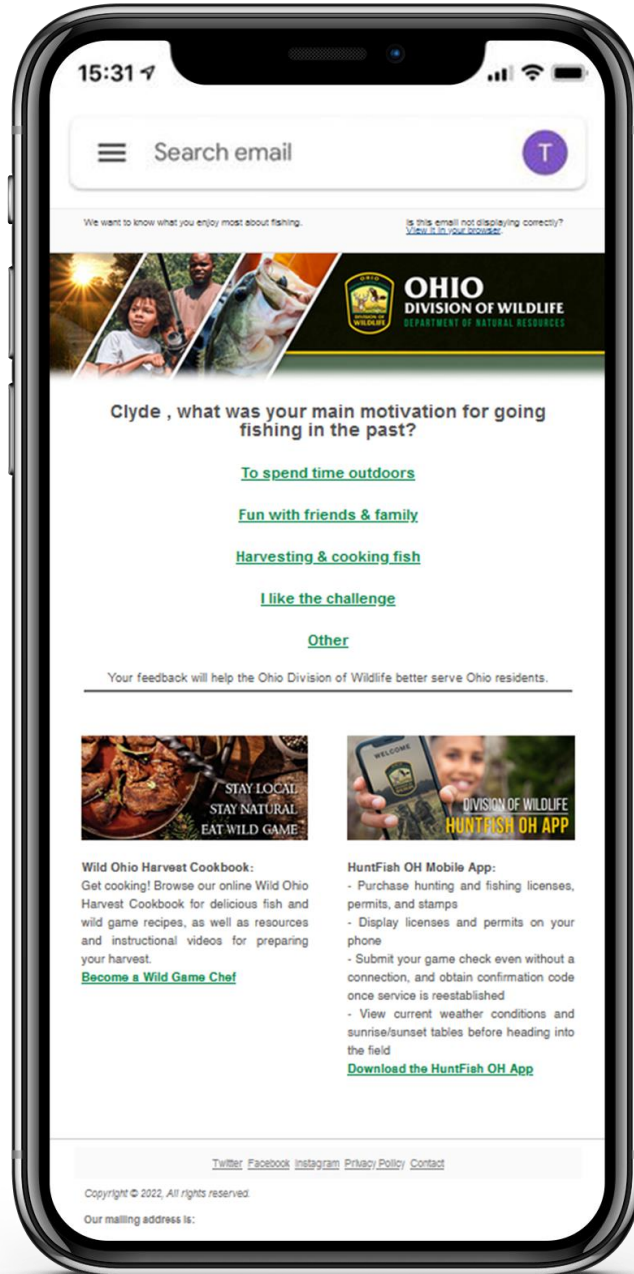


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Conversion Rates

Pain Point Response





- 9% (Other)

- 10% (Family/Friends)

- 11% (Thrill/Challenge)

- 18% (Food)

52% (Time Outdoors)

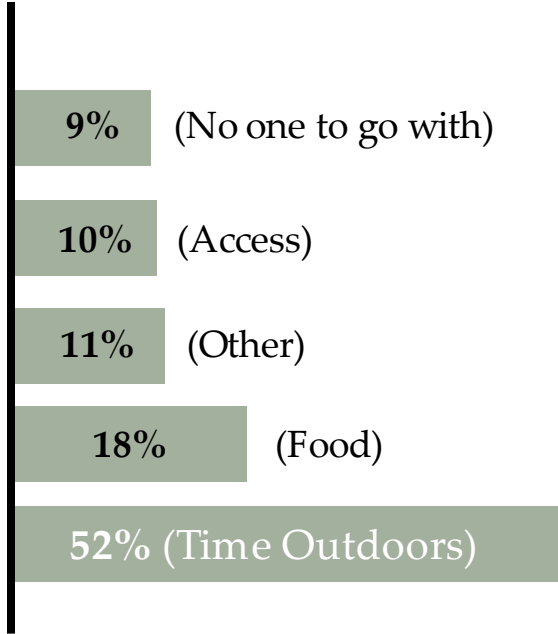


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Motivation Touchpoints

Touchpoint Results

(Touchpoint results)



(Thrill / Challenge) 12.33%

(Family / Friends) 15.16%

(Time Outdoors) 16.19%

(Food) 19.01%

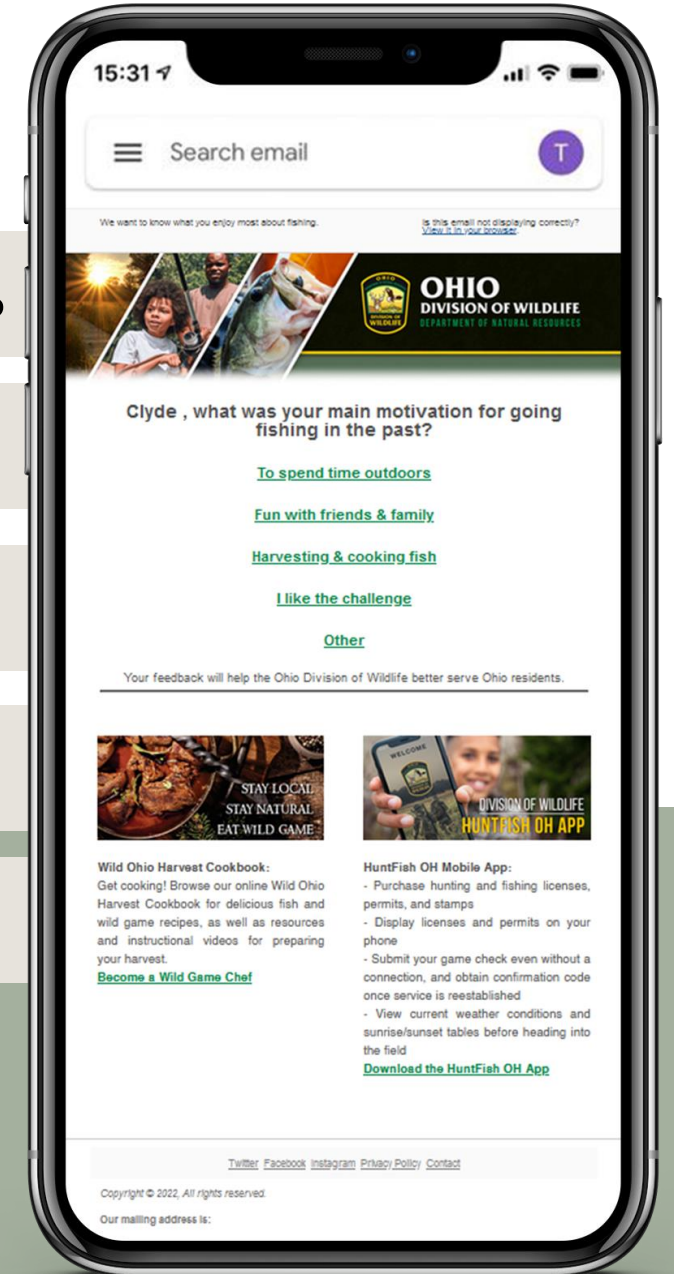
(Other) 19.47%



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Conversion Rates

Motivation Response





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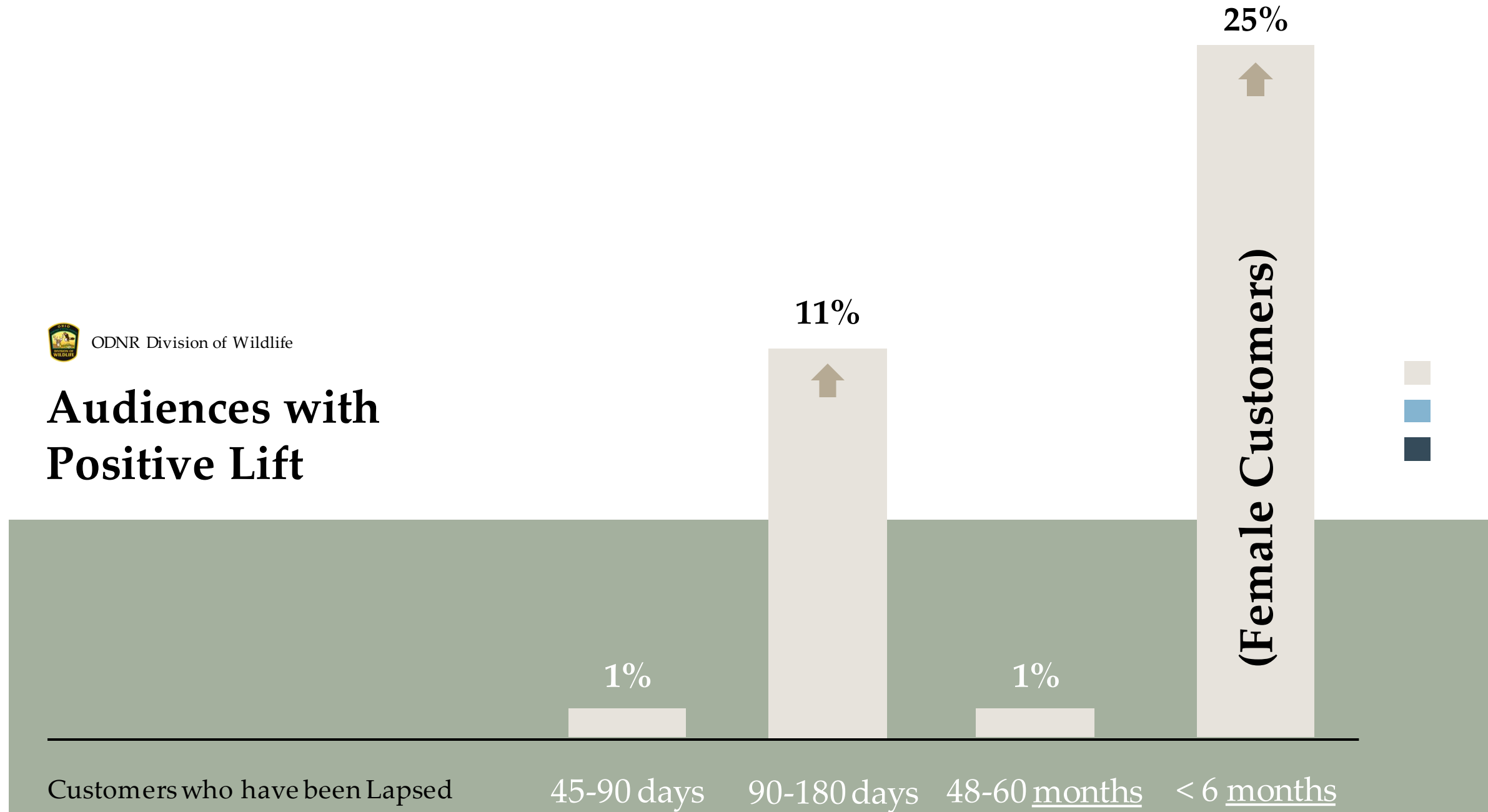
Overview

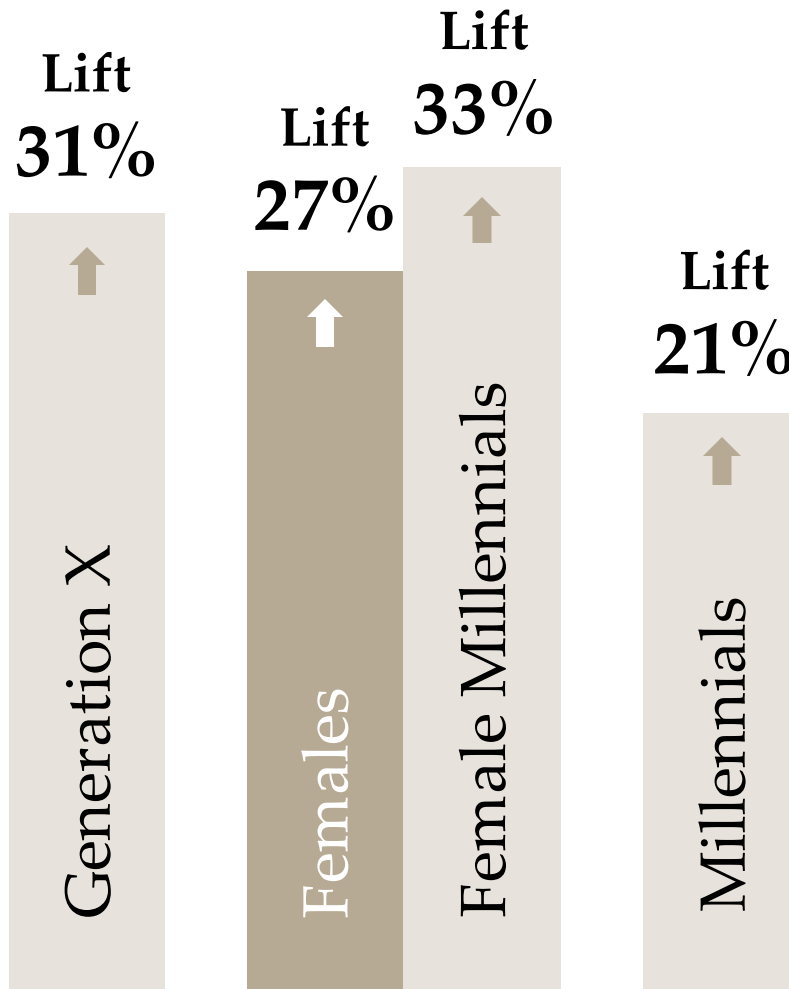
Touchpoint Results



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Audiences with Positive Lift





↑ 11% Lift Overall



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Lapsed for
45-90 days

Touchpoint Results





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Females Lapsed for less than 6 months

Touchpoint Results



25% Lift





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Key Take-a-ways

- Long Bets take time to realize
- Customer Journey Approaches
Reactivate Females
- The approach we've taken seems to be successful in Relevancy metrics.
- Start using long term customer journey automations to increase staff efficiency in accomplishing objectives.



Thank you!

Abby Rhodebeck

Marketing Coordinator

Education & Outreach

Ohio (ODNR) Division of Wildlife

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wildohio.gov

