Boaters with no fishing license – Driving R3 and Revenue through data and emails

- Problem – people boating with no fishing license – since fishing is the number one activity people do from a boat, we feel that all boaters should be licensed anglers!
- Solution – pull data from our boating registration and cross tab it with our fishing license data to see who has a boat with no valid fishing privilege and email them telling them to buy a license and go fishing. We found 69,140 boaters with an email.
- Here's the email we sent (thanks RBFF for the photo library!)

For Boaters, A Fishing License is a Must-Have!

Let's Go Fishing!

Are you ready to get out on one of Georgia's many lakes, or rivers? Boating and fishing together can build lasting memories. So, make this a year to remember and invite a friend or family member to go with you, and be sure to grab a fishing pole and some tackle and make it an extra special day!

Step 1: Get a License

This weekend will be the perfect time to go fishing. Getting a license is easy to do online, in a store, or by phone!

> Buy a License

Step 2: Find a Fishing Hole

Check out fishing prospects by water body. See what species you can fish for, where the fish attractors are, where the boat ramps are and so much more!

> Check the Fishing Report

Need More Info and Tips? Check Out the Fishing Regulations, Fishing Prospects (specific info for GA Rivers&Reservoirs) and the Weekly Fishing Report

Licenses sold	Direct license dollars
1860	$26,656

Fishing Certifications	Hunting Certifications
1117	203

	Total agency revenue
	$42,697

Other points and learnings:

- Used the average $8/angler certification and $35/hunting certification to come up with the Wildlife and Sportfish Restoration money. Never forget to add the WSFR money to your marketing efforts!
- This targeted messaging approach using data and trends really drives revenue! We reactivated or recruited 1117 people with one email!
- We will do similar emails to boaters with no fishing licenses throughout the summer (2 more times planned)
- We did this campaign with a total of $0 invested and I would estimate about 3 hours day of my work time for email setup and delivery.