

Boater Reactivation and R3 Campaign

RBFF State R3 Program Grants

OVERVIEW & OBJECTIVES

Target Lapsed Boater Registration holders with boat registration renewal ads via Meta, Snapchat, and postcard mailing.

Objective: To increase registration renewals to lapsed boaters, which directs them into our onboarding series for boaters that would hopefully convert them into fishing license holders, if not already.



Meta ad to renew boat registration.



Meta ad to buy a fishing license.

RESULTS

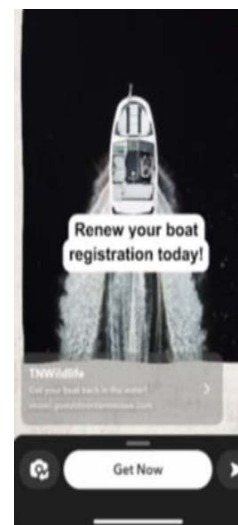
- Mailed out 30,000 postcards to boaters with lapsed registrations and made \$12,000 from boaters who used the QR code to renew their boat registrations.
- Returned HUGE amounts of funds through the social media ads
 - Boater Renewal – Meta
 - 5,629,214 Impressions; 11, 223 Clicks
 - 717 Registrations
 - 10,746 Purchases; \$576,279 Revenue
 - 98 ROAS (Return on Ad Spend)
 - Boater Renewal – Snapchat
 - 1,035,802 Impressions
 - 6,152 Swipes; 0.6% Swipe Up Rate
 - 3,200 Purchases; \$129,043 Revenue
 - 14.09 ROAS

PARTNERS

- Recreational Boating & Fishing Foundation
- Brandt

SUPPORT

“Partnerships like these are what good programs need!”
Matt Clarey, TWRA R3 Coordinator



Snapchat ad to renew boat registration.

BENEFITS

- Mailing postcards with a QR code have proven to be an effective marketing strategy that produced high outcomes.
- Social media ads brought huge amounts of funds.



Snapchat ad to buy a fishing license

METHODOLOGY

1. Strategies
 - Sent out postcards to customers with lapsed boat registrations
 - Run ad set on Meta aimed at lapsed list of boat registration holders
 - Run ad set on Snapchat aimed at lapsed boater registration holders
2. Target audience
 - Customers with lapsed boat registrations
3. Timeline/key program dates:
 - February-March-plan and develop creative
 - April-Sept-Marketing and comms tactics implemented
 - Oct-Dec-Wrap up and report

CONTACT INFO

Matt Clarey
615-781-6645
Matt.clarey@tn.gov

LESSONS LEARNED & FUTURE PLANS

- Need to utilize other means of communication other than just email. Social ads where you can use inclusion lists are SUPER effective. Snapchat should be utilized when doing inclusion lists as well.
- A challenge was making sure the postcards made it to the correct people; however, it was addressed through strong communications with the licensing division and Brandt information services.
- Future plans include continuing to reach out to lapsed boaters and investing in these boat registration strategies since huge returns have been shown.

