

# Netting New Recruits: Leveraging a CRM to Extend the Efficacy of Marketing Recruitment Efforts

Ohio DNR DOW

RBFF State R3 Program Grants Case Study



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



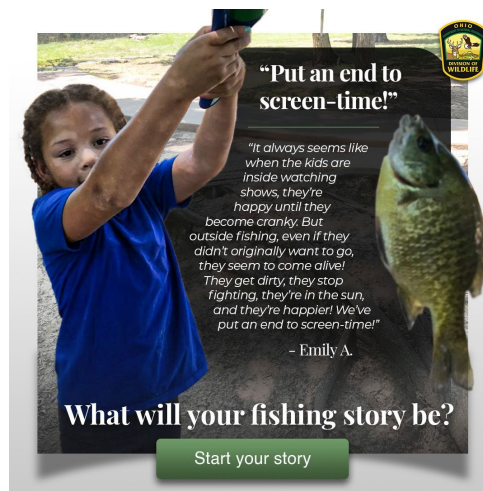
## PARTNERS

Recreational Boating & Fishing  
Foundation

## SUPPORT

We're grateful for opportunities like this one from RBFF that allow us to continue to try new ideas and advance our R3 strategies.

- Chief Kendra Wecker



Sample ad placed on LinkedIn and Meta to attract prospective anglers to sign up for net new angler campaign.

## OVERVIEW AND OBJECTIVES

Provide DOW with a CRM to measure and enhance angler recruitment campaigns to increase the recruitment rate of target demographics of Ohio anglers by at least 5% in 2024.

- Objective 1: Empower agencies to easily capture prospect leads from across their marketing efforts – SEO, social ads, other digital marketing efforts, public events, partnerships and more – in one system.
- Objective 2: Implement an automated multi-touchpoint campaign optimized to nurture prospects' interest and support their first trials of fishing.
- Objective 3: Evaluate and optimize campaign touchpoints during project timeline to increase overall effectiveness.

## RESULTS AND OUTCOMES

DOW successfully captured the attention of more than 12,000 potential prospects leveraging creative social media ads and through the creative campaigns converted prospects to active anglers. The CRM was used to execute the campaign and evaluate the results. With the mechanics of new prospect marketing established from this project, the agency intends to further pursue and refine strategies to improve the efficacy of the campaign into the future.

Metrics:

- 75,000+ people engaged with the social ads
- 12,126 visited the landing page
- 739 active prospects entered in net new angler campaign
- 3,000+ emails through a multi-touchpoint campaign
- Prospects were: 70% were male, 25% female and 82.48% were residents

The campaign continued on through the grant period and results indicated that in comparison to the control group, prospects who were marketed to were over 40% more likely to convert to license buyers.



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## BENEFITS

This program was successful in establishing the mechanics needed to leverage a modern CRM to capture net new fishing prospects and then nurture them towards conversion. This will help state fish and wildlife agencies maximize the investments they make in prospect marketing efforts (such as paid social media ads), providing a tool that will enable them to take the next two steps in the process: 1) automatically capturing prospect contact information, and 2) engaging those prospects via an automated marketing campaign designed to nurture them towards the purchase of a fishing license.

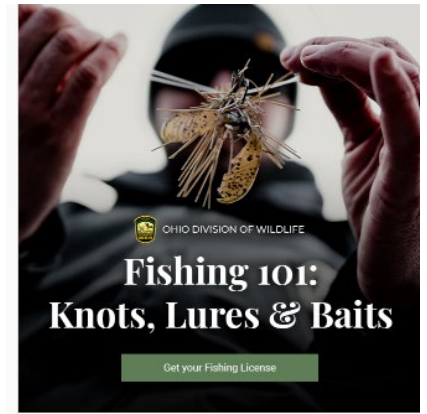
The CRM also empowers the agency to review the results of its marketing efforts in real-time, in one place, in a more efficient manner and at a larger scale – increasing the overall impact the agency can have with its angler and boater R3 efforts. “We are grateful for opportunities like this from RBFF that allow us to continue to try new ideas and advance our R3 strategies. This project provided a chance to build the funnel and we are excited to continue to work to recruit and retain new anglers in the buckeye state,” said Kendra Wecker, chief of the Ohio Division of Wildlife.

## METHODOLOGY

- Established landing pages, forms, and a dynamic segmentation list to capture prospective angler information in the CRM.
- Designed and launched a digital marketing campaign – specifically social media ads on Meta and LinkedIn – to drive traffic to landing pages.
- Designed a fully automated, multi-touchpoint campaign, leveraging content from RBFF resources, and delivered to prospects after they sign up through the forms. Content delivery focused on basic information to start fishing such as how to cast a rod. The campaign also leveraged dynamic content delivered to prospects based on gender and generation.
- Evaluated the results of the campaigns in real-time and adapted to improve campaign efficacy in recruiting prospects to license buyers.

## LESSONS LEARNED AND FUTURE PLANS

- The agency plans to keep this campaign automation running and leverage the landing page and content through continued organic social media posts. The agency would like to include some retargeting efforts in the future to increase the efficacy of the social ads and ultimately increase the conversion of landing page visitors to new prospects.
- In addition, DOW will consider driving traffic to the landing pages through events (leveraging QR codes) and including this content to capture first-time fishing event participants as prospects in the CRM.



### Find Your Lure!



#### Retrieval Lures

This fishing method can cover a lot of water quickly. The speed, angle of the rod and the design of the lure all impact the depth of the lure on the way back.

[Learn More](#)



#### Jigging

No – not the Irish folk dance! Jigging is one of the most active fishing methods, requiring a quick snap or pop of the rod tip to quickly move the lure!

[Learn More](#)



#### Topwater Popper

Fishing with surface poppers can be a thrilling experience since you often see the fish chase – and take – your lure! Knowing the technique is crucial!

[Learn More](#)

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Sample touchpoint included in the automated, multi-touchpoint campaign delivered to prospects over a 120 period once they signed up on the campaign landing page.

## CONTACT INFORMATION

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