

2024 R3 Fishing Plan

Arkansas Game and Fish Commission

RBFF State R3 Program Grants Case Study



RECREATIONAL
BOATING & FISHING
FOUNDATION



PARTNERS

The Recreational Boating & Fishing Foundation provided funding for this project.

Paylt Outdoors aided in the development and implementation of the net new angler campaign.

SUPPORT

"Increased promotion of our fishing events in communities certainly made folks more aware of facilitated derbies, but the big surprise of this grant effort for us was the success of the net new angler campaign and the anglers we were able to offer passive support to on-site even if they are not there for guided a fishing event."

– JJ Gladden, *Asst. Chief of Education, Fisheries Education*



A young angler showcases his catch, a small bream, at a community derby.

OVERVIEW AND OBJECTIVES

- The Annual R3 campaign is a multi-channel marketing campaign designed to bring awareness and trial of fishing participation to historically underserved audiences and to support their success and reduce churn rates in the process.
- Objectives of the program were to:
 - Test and determine effectiveness of 3 techniques (launch of new website, license system and CRM) used to drive license conversions and reduce churn
 - Improve customer data collection and convert prospective customers into new anglers.
 - To encourage retention with more support for new anglers and higher success rates as a result.

RESULTS AND OUTCOMES

Program Results

- At the time of reporting, our social campaigns displayed the following performance:
 - Seasonal Stocking Alerts and Tagged Fish Alerts
 - 484,712 total impressions
 - 9,500 clicks to the FCFP ponds page
 - 2.22% average CTR
 - Campaigns for Community Fishing Events
 - 190,276 total impressions
 - 1,417 clicks to event registration
 - .75% average CTR
 - Special Campaigns for Free Fishing Weekend and 2024 Eclipse
 - 585,998 total impressions
 - 5,143 clicks to FCFP ponds page
 - 0.76% average CTR
- 75 Net New Angler CRM collection signs were installed at all AGFC stocked ponds throughout the state.

Outcomes

- Free Fishing Weekend 2024 saw a better turnout than previous years. Over 11,000 pounds of catfish were stocked in our ponds around the state for events and derbies, and each of our hatcheries hosted derbies. A total of 2,739 people came to the hatcheries and harvested over 5,000 catfish, a new record!
- The yard signs implemented at the ponds have garnered 9,878 views to the CRM landing page and added 1,103 new anglers to the Net New Angler automated campaign.

BENEFITS

We used most of the funds provided to promote our annual fishing events with great success. The registration we get for these correlates to the amount of money we invest in awareness ads for the events in the region the event will take place in, and we have seen an increase in attendance as a result of the increased promotion budget for these events.

Perhaps a larger benefit is that we have found a new way to passively grow our net new angler audience and we are successfully using our CRM to nurture these net new anglers remotely. Any agency has constraints around resources and how many staff can be on site for events – our yard signs work 24/7 at stocked ponds around the state to provide assistance and tips and tricks for success to new anglers using an automated campaign that delivers how-to resources right to their inbox upon scanning the QR code and enters them into an automated nurture campaign in the CRM. This also allows us to follow up with other messages that may apply.

METHODOLOGY

Strategies:

- Use highly targeted marketing efforts to drive target audiences through the consumer life cycle from prospective recruits, to increased consideration of fishing, and finally to having a successful fishing experience utilizing various forms of support and resources we provide. Messaging was delivered via multiple channels: direct, print, digital and on-site signs across the state.

Target Audience:

- Moms of kids 5-15
- Active angler dads of kids 5-15
- Hispanic community in Little Rock and Northwest Arkansas metro areas
- African American community in Little Rock metro area

LESSONS LEARNED AND FUTURE PLANS

This grant allowed us to market to Spanish-speaking audiences more than we have in the past, and our efforts there have given us valuable data to work from our future campaigns. We also learned that the social media engagement among our Spanish-speaking audiences is comparable to our English-speaking audiences, and the level of investment to promote our events at an appropriate level to these audiences is not as high as we previously anticipated.

The automated net new angler campaign has had great results and continues to be a fantastic way to passively collect new anglers in our CRM and works to retain them with little effort.

We will continue to promote cold water angling in the fall and winter months. We have a handful of community trout events and derbies planned to take place between November and February.



Sometimes it's a team effort to bait a hook, but they were certain to catch some memories on the next cast!



Our hatchery derbies are among our most popular events each year – folks love the opportunity to get outdoors, catch dinner and learn about cultivation at the same time.

CONTACT INFORMATION

Lauren Weston
Arkansas Game and Fish Commission
Asst. Chief of Communications

(501) 353-6082
Lauren.Weston@agfc.ar.gov