

Retention of Female Anglers—with special focus on Hispanic Women

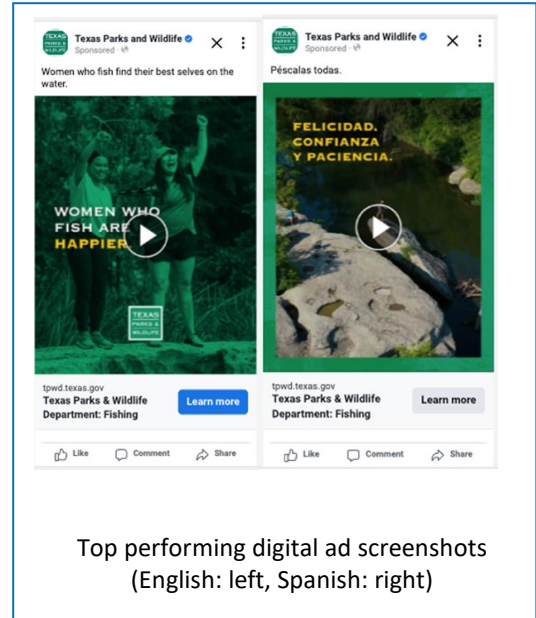
RBFF State R3 Program Grants

OVERVIEW

- Churn rate of Texas women anglers exceeds 40%.
- According to Lopez Negrete Communications, Hispanics account for the majority of population growth (55%) in Texas and Hispanic Americans fish the most often of all demographics.
- TPWD used messaging concepts created from the national RBFF campaign, which were based on RBFF’s female angler research with partner Colle McVoy. These messaging concepts, localized for Texas women, allowed for a comprehensive marketing communications program consisting of online digital advertising, email blasts, social media and online survey.

OBJECTIVES

- Increase license renewals & retention rates among female anglers vs. last year.
- Test messaging (in English and Spanish) to Hispanic women anglers who have Facebook/Instagram accounts.
- Test creative concepts, utilizing research-based messaging to women on the benefits of fishing (i.e. confidence, stress relief, sense of self, courage, happiness).
- Speak to our female angler customers in a friendly tone and manner using photos shot in Texas and featuring diverse women. Let women know they are seen in fishing.



RESULTS

Digital Ad Campaign

- 2.5M Impressions
- 191,000 Reach
- 21K Clicks to main fishing page on TPWD website
- \$0.71 Cost-per-click
- 0.84% Click-through-rate
- 107K Engagements (comments, reactions, photos, shares)

Emails

- 1.1M Sent (3 emails)
- 550K Opens; 48% Open rate
- 7.5K Clicks
- 391K Audience per email

Customer Survey

- 3,157 Opened
- 1,830 Completed

Licenses/Overall Campaign

- 49K Fishing or combo licenses sold to audience
- 12.5% Conversion rate
- \$1,837,840 Revenue*
- 73,093 total pageviews of digital ad landing page/also featured in email series:
 - 12,899 (17.6%) from Facebook, Instagram and email series
 - 17,274 (23.6%) of total visitors exited this page and went to license purchasing page

**Target audience also received 2 fall renewal emails that contributed to license sales. At the end of license year, we will measure overall churn rates encompassing all marketing efforts.*

PARTNERS

- Recreational Boating & Fishing Foundation
- FPO Marketing and Advertising (San Antonio-based ad agency)



Fish aren't the only wonderful things women get from fishing.



Share your thoughts about fishing with Texas Parks & Wildlife

Sample headers from email series.

SUPPORT

“I’m proud of the work our marketing team has done, utilizing RBFF R3 grants to great effect. Thank you!”

-Craig Bonds, Chief Operating Officer and former Inland Fisheries Division Director, Texas Parks and Wildlife Department

BENEFITS

- In the 107,000+ digital engagements posted, women noted that they agree with the messaging about the benefits of fishing and appreciate being recognized. Hundreds of women posted photos of themselves fishing. These high digital ad engagement rates also indicate that the RBFF national campaign messaging resonates in Texas, along with photos of diverse women shot in Texas.
- A combination of customer emails (3-part series) and online ads were most effective in reaching female anglers. This will help us lobby for more funding internally, as we want to continue this connection and communication with our female audience.
- Survey results show that women: 1) want to connect with their deeper selves and relieve stress, 2) don't feel represented in advertising and 3) would like free online classes/webinars as well as more information on lures/baits and the types of species in different waterbodies. This information will be used in future communications to this audience.

"I find my confident self on the water."



50% of active female anglers say fishing teaches them patience.

Sample section headers
from email series

METHODOLOGY

- Digital ad campaign in English and Spanish on Facebook/Instagram, with research-based messaging and integration of National RBFF campaign.
- Three-part email series including a survey on messaging, perceptions, future fishing and license purchase plans as well as preferred sources for fishing information
- Social media support

TARGET AUDIENCE

- Female Non-Hispanics, Hispanics and customers with Houston ZIP codes within 20 miles of any of 4 TPWD Neighborhood Fishin' lakes/ponds (predominantly Hispanic areas in Houston metro) for both
 - *Frequent* female license buyers: purchased 3 to 5 times over the last 5 years
 - *Infrequent* female license buyers: purchased 1 to 2 times over the last 5 years

CONTACT INFO

Janis Johnson (marketing)
(512) 389-8670
janis.johnson@tpwd.texas.gov

Nick Guild (data)
(512) 512-426-0130
nick.guild@tpwd.texas.gov

LESSONS LEARNED

- Women are very receptive to tailored communications and to being acknowledged for fishing.
- Instagram had a 37% higher engagement rate than Facebook.
- Hispanic anglers were receptive to the *in-language* online ads. They also engaged more with videos than non-Hispanics.
- Non-Hispanic audiences are more responsive to ads and more experienced in the sport, while Hispanic audiences require more nurturing and education.

FUTURE PLANS

- Continue reaching the important female segment who is often the catalyst to introduce friends and family to fishing.
- Integrate best-performing messaging in ongoing communications and continue to test for success.
- Prioritize the use of Instagram over Facebook and possibly add in other digital platforms like Pinterest and connected TV.
- Utilize more re-targeting efforts and emails tailored specifically to women.
- Target the rest of the areas (outside of Houston) with Neighborhood Fishin' lakes.
- Explore media for reaching Hispanics and younger prospective anglers.

