

Text Messages to Boaters

Texas Parks & Wildlife Department

RBFF State R3 Program Grants Case Study



PARTNERS

Recreational Boating & Fishing Foundation

SUPPORT

We are very pleased with the results of this campaign. Not only is boat registration a legal requirement in Texas, but it is also an important source of revenue for TPWD. It is exciting to continue to test and validate modernized communication methods and show a very positive return on investment for our efforts. We are grateful to RBFF for the continued support and grant funding to expand our marketing initiatives.

-Joshua Lee, Email Marketing Manager



Two people sitting in a boat wearing life jackets.

OVERVIEW AND OBJECTIVES

- We are utilizing SMS text messages as a means of reaching customers about their upcoming boat registration expiration and to notify them of a lapsed registration.
- To increase renewals for boat registrations in Texas.
- Reach the owners of 567,000 boats in Texas with our text messages a minimum of one to two times (1,000,000 text messages total).

RESULTS AND OUTCOMES

RBFF Boat Registration Grant Texts					
Month of Send	Delivered	Clicks/Visits	Conversions	Conversion Rate	Cost
Total 5/22-7/3/2024	44,057	8,139	N/A	N/A	\$ 484.63
MATOMO TRACKING STARTED FOR CONVERSIONS					
August Total	26,390	5,078	653	12.86%	\$ 290.29
Sept Total	19,915	2,938	391	13.31%	\$ 219.07
October Total	14,844	1,864	273	14.65%	\$ 163.28
November Total	13,047	1,594	186	11.67%	\$ 143.52
December Total	14,000	1,382	154	11.14%	\$ 154.00
	Delivered	Clicks/Visits	Conversions	Conversion Rate	Cost
Totals for Tracked Conversions -	88,196	12,856	1,657	12.89%	\$ 970.16
Address Update Reminders (Did not focus on conversions but lead to over 1,000 registrations!)					
12/9/2024	195,119	46,673	335	0.72%	\$ 2,146.31
12/10/2024	278,856	117,854	720	0.61%	\$ 3,067.42
	Delivered	Clicks/Visits	Conversions	Conversion Rate	Cost
Totals for Address Updates	473,975	164,527	1,055	0.64%	\$ 5,213.73
	Delivered	Clicks/Visits	Conversions	Conversion Rate	Cost
Totals Tracked for All Texts	606,228	185,522	2,712	1.5%	\$ 6,668.51
Estimated Revenue			Est. Gross Revenue	Est. Net Revenue	Est. ROI
(based on avg. of \$50/ registration)			\$ 135,600.00	\$ 128,931.49	1933%

BENEFITS

- Overall, customers have been very receptive to receiving text reminders.
- While we were not able to track actual revenue, the registration reminder texts resulted in a great conversion rate of 12.89%!
- At an average registration fee of \$50, the 1,657 conversions equate to approximately \$135,600 in gross revenue, for a net revenue of \$128,931. That is an ROI of approximately 1,933%.

METHODOLOGY

- Reach the target audience with a combination of SMS and email
- The audience consisted of all boat owners with expiring or lapsed boat registrations.
- An email and text notice of boat registration expiration will be sent when the registration is initially expired, on or around the 17th of the month following the expiration.
- Text reminders to renew a boat registration before it expires are sent at the beginning of each month for 30-day, 60-day, and 90-day reminders.
- Additional approval was given on 9/17 to text all current boat owners asking them to verify/update their addresses. These were sent to 473K customers on 12/9/24 and 12/10/24.



A father and son jet-skiing on a lake.



A water skier on the lake at Cedar Hill State Park.

CONTACT INFORMATION

Jorge Amador
512-389-8115
Jorge.amador@tpwd.texas.gov

LESSONS LEARNED AND FUTURE PLANS

- We want to continue to expand our SMS efforts across multiple types of campaigns. Funding our paid marketing campaign initiatives continues to be a pain point in expanding our efforts, despite showing success in this instance that text messages can be very effective in generating revenue.
- We need to secure more buy-in from internal stakeholders and leadership to continue to use text messaging for this program moving forward.
- Keep messaging simple, and to the point.
- Follow SMS guidelines and best practices, for example having a way to opt-out in each message and a clear note showing the sender of the message.