



2017
**Marketing,
outreach
& website replacement project**

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Presentation to the Fish and Wildlife Commission



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Knowledge

The more people know about what WDFW does, the more likely they are to be supportive.



Promotion Opportunities

We promote outdoor opportunities for all – Licensing services, fishing derby and related promotions, YouTube videos, Go Hunt, Fish Washington, Great Getaways family vacations, etc.



Expand and Increase Demographic Diversity

We are committed to expanding and increasing the demographic diversity of our workforce and customer base – more kids, new residents, more people from historically under-represented groups



Customer Services and Responsiveness

The Wild Future initiative embodies these values by emphasizing customer service and responsiveness to the public.

Communication, outreach & marketing
values that form
foundation

Work together to promote brand

> Why are we here today? Communication, outreach, and marketing is all about “content”.



Collaboration Examples

- Fishing Derby
- Clamming Opportunities
- Community Events

1 Blending communication & outreach

Increasingly blending different communication types and outreach activity, such as license marketing, public relations, and media relations.

2 Hunting & fishing tradeshows

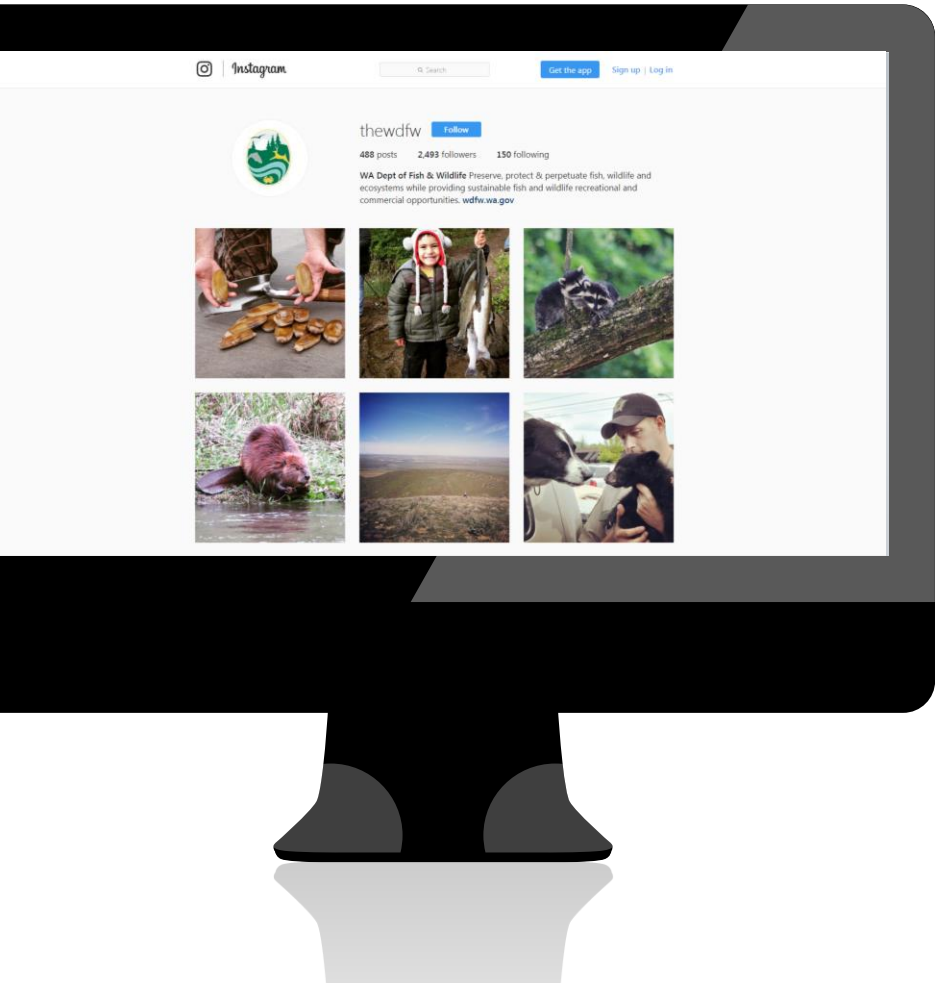
Planning displays and handouts for the major hunting and fishing shows.

3 Wild Future & cross promotion

The next phase of the Wild Future initiative will continue cross-program, and multi-region outreach information efforts.



Social media outreach



Opportunities to showcase values

Examples include the Fir Island restoration project, National Hunting and Fishing Day, major wildlife viewing opportunities such as community birding festivals, elk feeding at Oak Creek, and the Sinlahekin 75th anniversary celebration.



Facebook

Perfect for feature stories that promote our brand as an effective conservation organization – plus a huge array of recreational activities.



YouTube

We use YouTube videos more heavily than ever. >

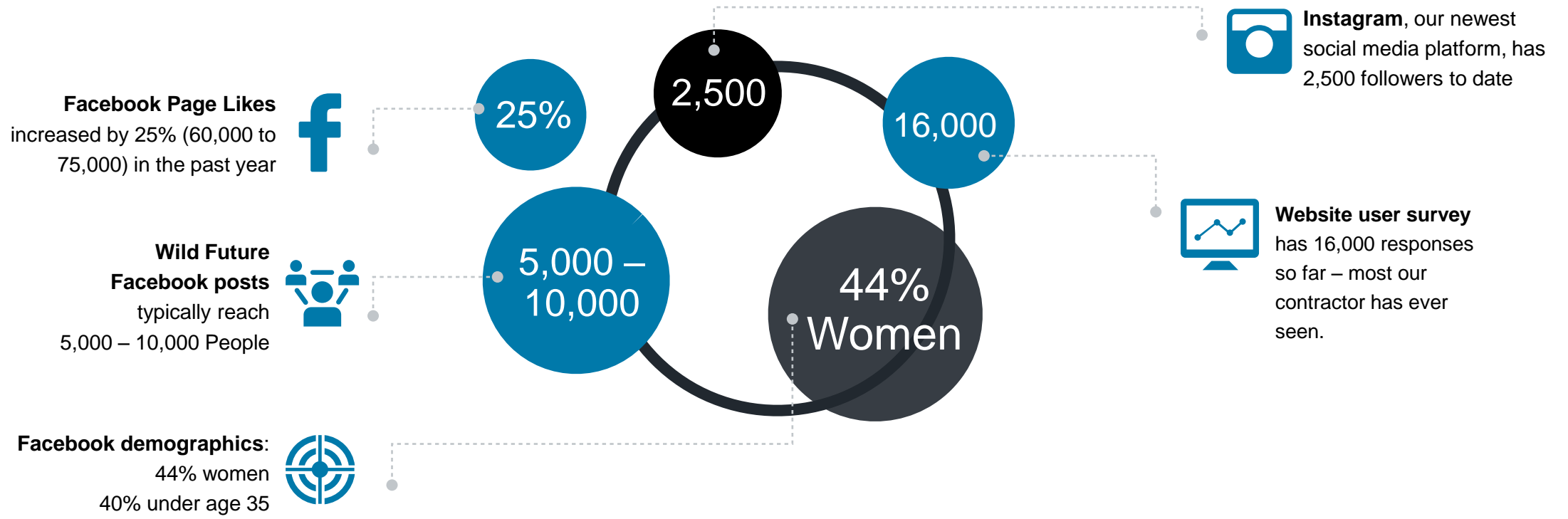
1.75 Million

Our YouTube has had 1.75 Million views since 2006.

40%

Of our 1.75 million YouTube views happened in the past two years

Social media success



Community relations person to person

Person-to-person interaction – such as sports shows, demographic diversity outreach, on-the-ground outreach and technical assistance.

WDFW Wildlife Areas

Planning activities at WDFW wildlife areas – allowing the public to have a strong say in how we conduct fish, wildlife, and habitat management.

Big Tent Outdoor Coalition

WDFW represents state resource agencies on the board of the coalition, which raises awareness of the economic, social and environmental importance Washington recreation.

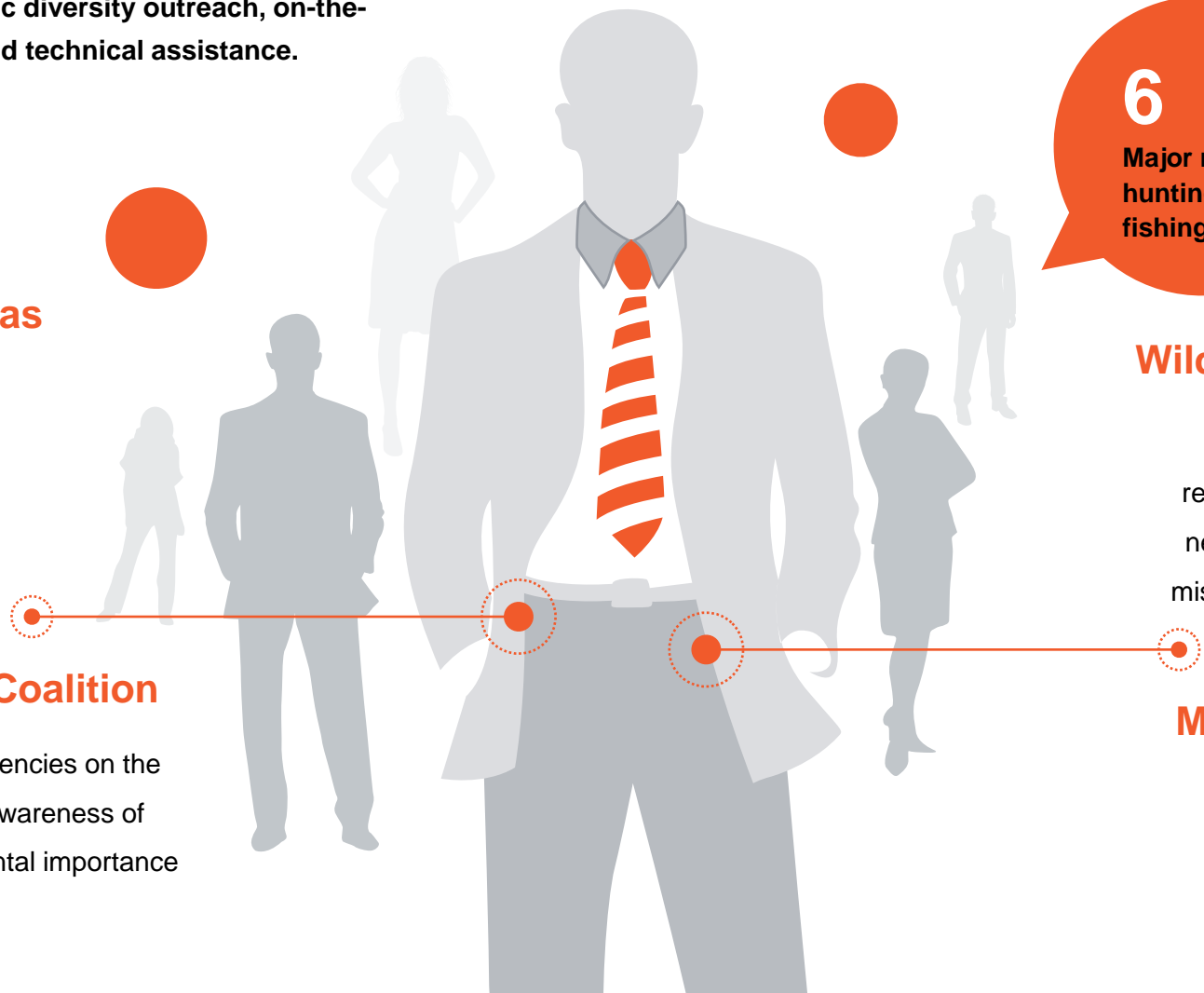
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Major regional hunting and fishing shows

Wild Future Outreach

Emphasizing customer service, responsiveness to the public, and the need for stable resources to fulfill our mission and meet public expectations.

Major Community Festivals

Long Beach Razor Clam Festival, Othello Sandhill Crane Festival.



Outreach & events



Marketing Promotions |

WDFW has shifted focus to targeted promotional campaigns to both traditional and non-traditional user groups. A continued partnership with the Public Affairs Unit helps to drive success and a consistent message to all user groups.



Trout Fishing Derby

R3

Recruit, retain & reactivate anglers



Cross Promote

License dealers online and w/ press



Replicate

Continue the derby each year

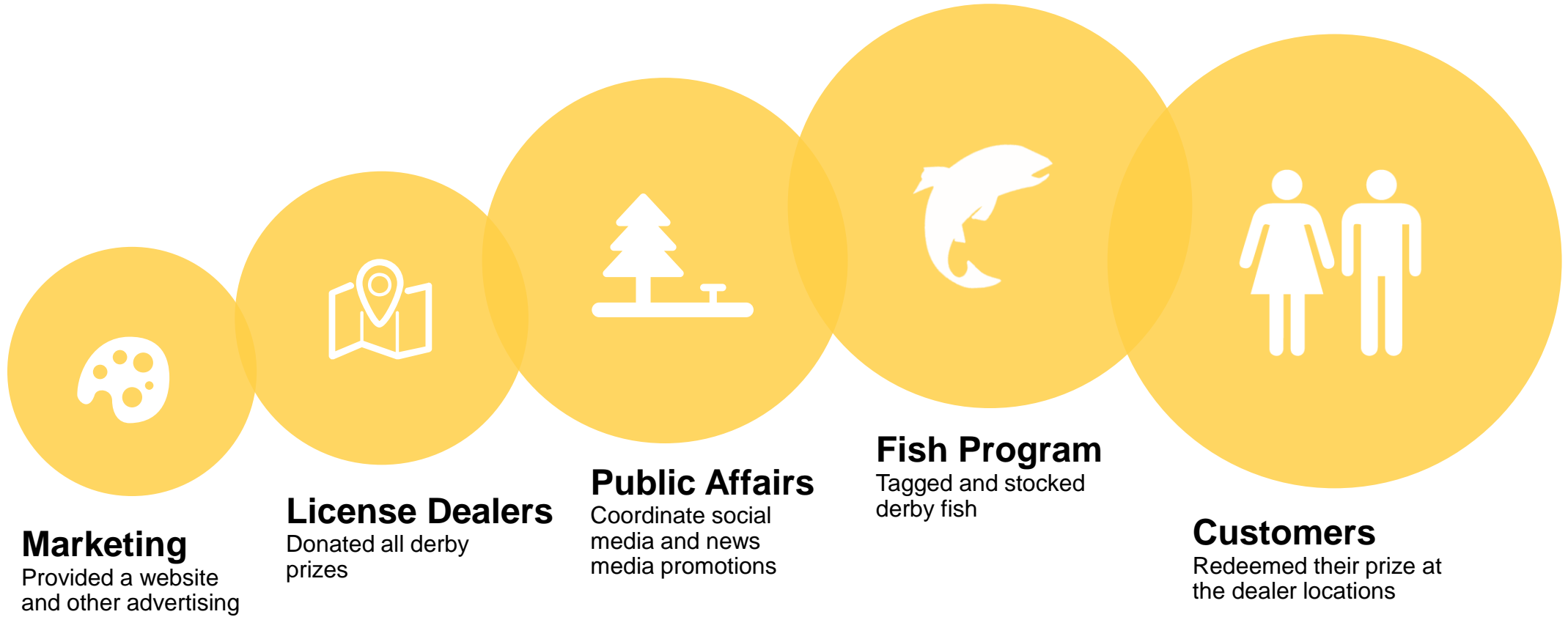


RBFF Grant

Received \$10,000 for 2017 Derby

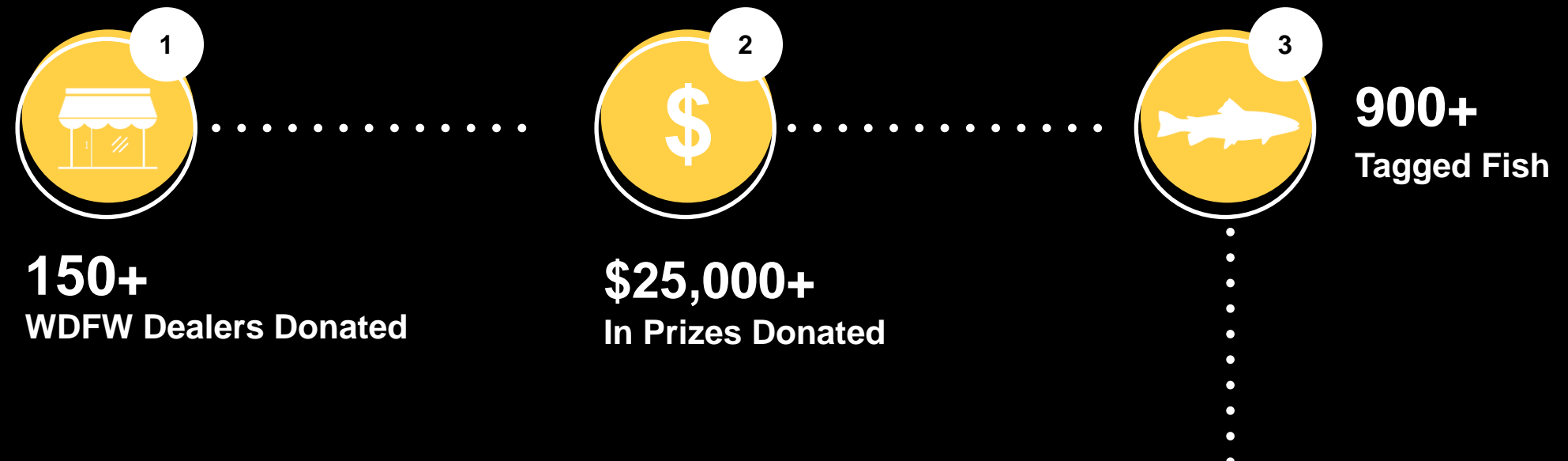


Who's **involved** in the derby?

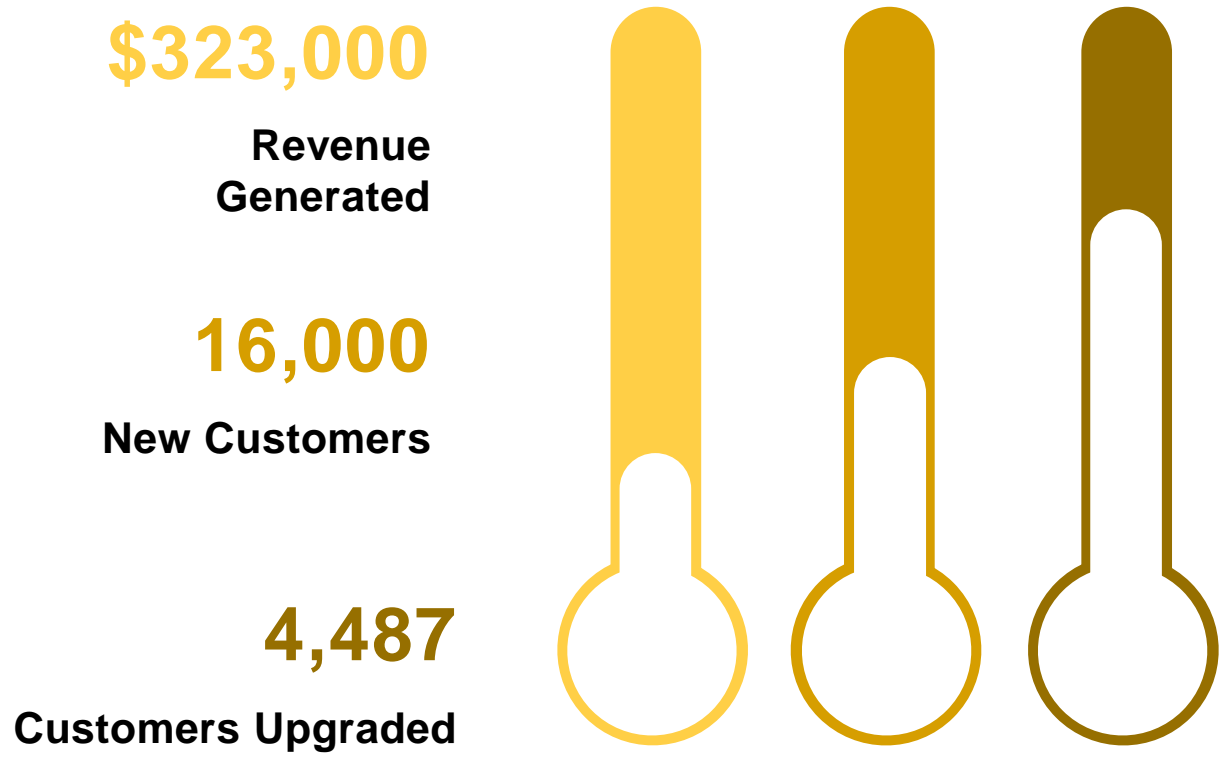


2017 derby success

WDFW donation period lasted approximately 6 months. At the end of the donation period the department received over 900 prizes valued at over \$25,000. The majority of prizes are held at dealer locations, with only a few exceptions (manufacturers, and some corporate accounts).



2016 fishing derby measurements



Multi-season promo

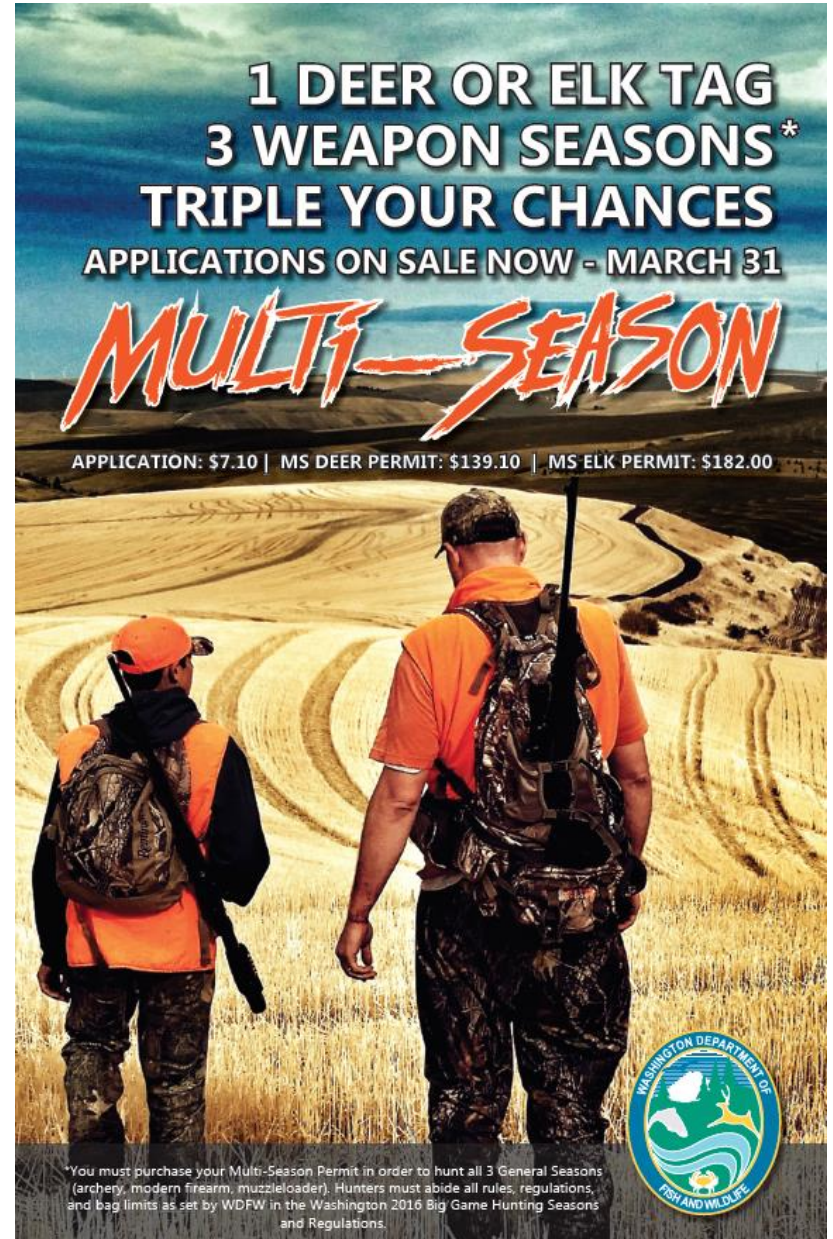


5
Targeted Emails

49%
Average Email Open Rate

1-3
Flyer in Every Dealer Location

10 seconds
To Sell Out Tags



Multi-season applications

Cost

\$95.87
For 1,500 -
8.5"x11" Full
Color, In-House,
Promotional
Flyer Prints

Results

Year 1:
Deer Applications
47% Sales Increase
Elk Applications
36% Sales Increase

Year 2:
Deer Applications
4% Sales Increase
Elk Applications
5% Sales Increase

Revenue

Year 1:
Elk: \$81,690
Deer: \$77,424

Year 2:
Elk: \$85,482
Deer: \$80,490

Multi-season tags

Cost

\$3,569.94
For Postcards
and Postage

Results

Year 1:
Deer Tags
33% Sales Increase
Elk Tags
23% Sales Increase

Year 2:
Deer Tags
5% Sales Decline
Elk Tags
Sold Out Again

Revenue

Year 1:
Elk: \$165,000
Deer: \$839,160

Year 2:
Elk: \$165,000
Deer: \$799,092



WITH A

FRIEND

EVERY OUTING

IS AN

ADVENTURE

EXCELLENT OUTLOOK FOR

2017 SPRING TURKEY

YOUTH

4/01 - 4/02

GENERAL

4/15 - 5/31

Bring a New Hunter!

YOU NEED:

A SMALL GAME LICENSE & TURKEY TAG

Visit GoHunt to Find Turkey Hunting Locations

apps.wdfw.wa.gov/gohunt




Turkey promotion


Turkey hunting is a great entry point for new hunters and a growth potential for active hunters. Nationwide, wild turkey is the second most commonly hunted species at 23%. In comparison, turkey is the 10th most commonly hunted species in Washington state, hunted by only 5% of hunters. Turkey is also the second species that hunters would be interested in trying, but currently don't hunt now.

- 11" x 17" Flyer in Dealers + Ads on Screens at Dealers
- Targeted Emails & Social Media Outreach
- Outreach & Education at Events

Clam promotion

Clam digging and oyster harvesting are some of the easiest activities Washington's unique environment provides. With plenty of open beaches and the abundance and variety of clams and oysters, it is no wonder that shellfish harvesting has become an iconic Pacific Northwest hobby.






-  **11" x 17" Flyer in Costal Dealers**
-  **Email to Limited-License Customers**
-  **Outreach & Education at Events**




Clam You Dig It?

Clam Digging

What you will need:


-  Shellfish/Seaweed License
-  Small Rake or Shovel
-  Clam Gauge
-  Bucket
-  Rubber Boots (optional)




Always verify health conditions of the beaches on the day you go digging. doh.wa.gov

Go digging

within 4 hours centered around low tide






Manilla & Littleneck Clams live 2-4" below the surface. Butter and Horse Clams live 1-1.5' below the surface.

1.5" Wide

Legal Manilla, Native Littleneck, Butter clams and Cockles are minimum 1.5" wide or larger.




40 Per Day

Daily limit for Manilla, Native Littleneck and Butter Clams is 40 per person. **Do not exceed 10 pounds.** Daily limit for Horse Clams is 7 per person, regardless of condition.

Lowest Daylight Tides

of the year are always in the summer



For More Information Visit wdfw.wa.gov

Suggested 2016 Beaches & Seasons

	JULY	AUG	SEP	OCT	NOV
West Penn Cove					
Dosewallips State Park					
Duckabush					
Fort Flagler					
Quilcene Bay Tidelands					
Oyster Reserves of Oakland Bay					
Birch Bay State Park					
Drayton West					

These season dates are only as a general reference. Please verify actual season dates online at wdfw.wa.gov. The information on this flyer is not intended for Razor Clam.



Bass fishing promo



Bass are one of the most widely distributed, and underutilized fish in Washington State. The Marketing team believes promoting Bass fishing will aid in the recruiting, retaining, and reactivating anglers across Washington State.

- 11"x17" Flyers Distributed by Region
- Email Campaign Surrounding New State Record
- Pandora Campaign Targeting Military and Colleges in Spokane and Pierce County

➤ WDFW began a regionalized campaign to highlight popular bass facts. These facts included popular methods and tackle to use, a top 10 list of waters to fish for in the specific region, and where potential customers could go for more information



SQUID FISHING GUIDE

wdfw.wa.gov

WHEN & WHERE?

Great times and locations for squid fishing:

JUNE JULY AUG. SEP. OCT. NOV. DEC. JAN.

CLALLAM COUNTY Port Angeles City Pier ●●●	JEFFERSON COUNTY Pt. Townsend Union Wharf ●●●	KITSAP COUNTY Ilwaco City Pier ●●●●●●●●	KING COUNTY Seacrest Pier ●●●●	KING COUNTY Redondo Pier ●●●●
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GEAR

- Shellfish/Seaweed or Combo License
- Any Style Rod & Reel
- Squid Jigs (Max 4 per Line)
- 1 Container per Fisher

LOOK FOR

- Lights (Going into Water)
- Parking

DAILY LIMIT
10lbs. no minimum size

FISH AT NIGHT

NO BOAT NEEDED

THINK SQUID

Squid fishing promo

Underutilized Fishery

Targets Urban Market

Easy Sport to Learn

Few Barriers to Entry



Point of purchase display

Currently, 85% of the license sales occur at Washington Department of Fish and Wildlife's (WDFW's) nearly 600 dealer locations.

WDFW has determined that an effective floor display could prompt customers to purchase a license by triggering that decision at the time they are in the store. WDFW believes an impactful display will help recruit and reactivate customers because it cuts down the need for anglers to seek out any information about WDFW.

WDFW is testing the POP displays in 4 Fred Meyer locations across the state to determine if a statewide rollout would be beneficial.



Website redesign project

Website project goals

The WDFW website is our most important communication tool and is visited 33 million times per year. Redesigning the website will influence how WDFW is perceived by the public, and how people interact with the department. We expect to launch the new website in about 18 months. In the meantime, we will continue to operate and update content on the current website.



Focused on meeting customer' needs



Well-organized, with high-impact visuals



Mobile-friendly, especially for users in the field



More useful for people with visual impairments

Website Project Teams



Anthro-Tech: Contractor

Anthro-Tech is a nationally recognized expert in user-centered design and plain language communication. Anthro-Tech will be assisted by Celebrate Drupal for technical development of the website. Both companies are based in Olympia.



Steering Committee

Comprised of WDFW leadership from each program, the Steering Committee will advise the overall project direction, address risks and concerns, and make project resources available as needed.



Business & Technical Teams

WDFW staff from each program, including representatives from the regions, will work together to:

- Review and evaluate website content for migration to new website, revision, archiving, or deleting, and develop new content as needed.
- Work with contractor to develop technical system design and functionality requirements.

Tools to gather data



Website Survey

16,000 people have completed our survey of website visitors to tell us what they like on the current site and what they'd like to see on the next one. Survey of WDFW staff is next.



Stakeholder Interviews

Project team is interviewing WDFW leaders, regional and NRB customer service specialists, and others to ensure the new website meets the department's business needs and mission.

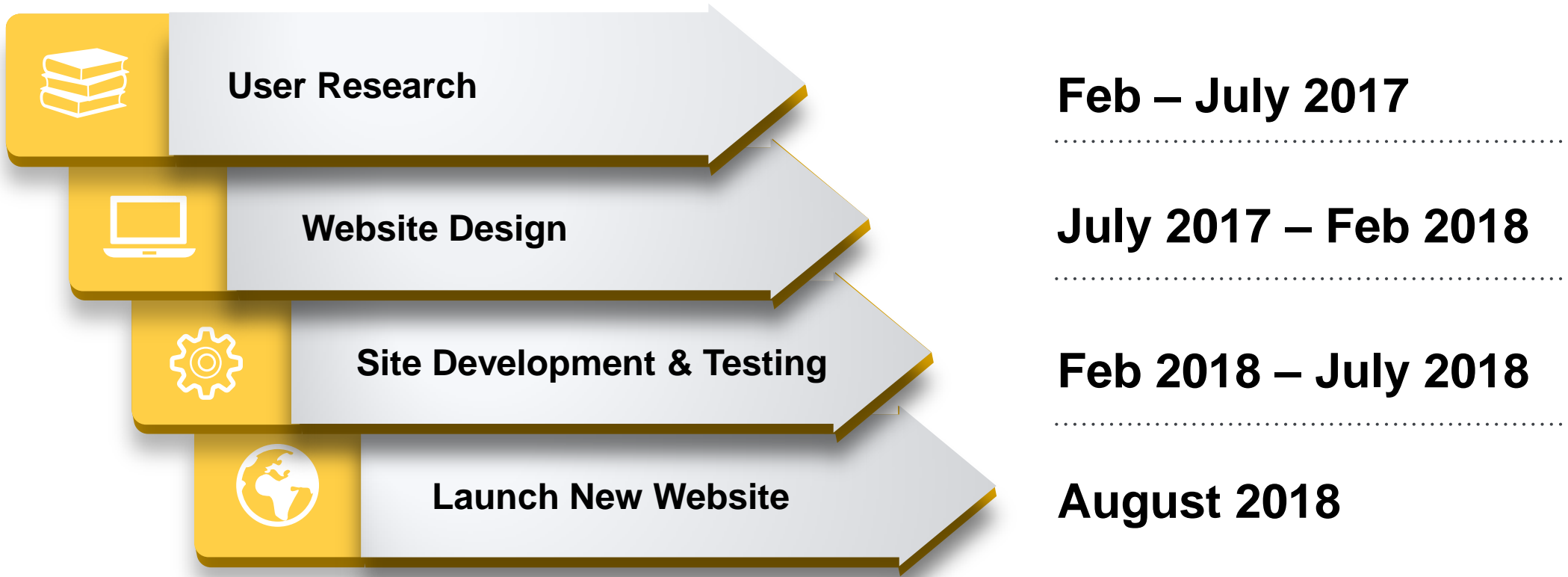


Website Analytics

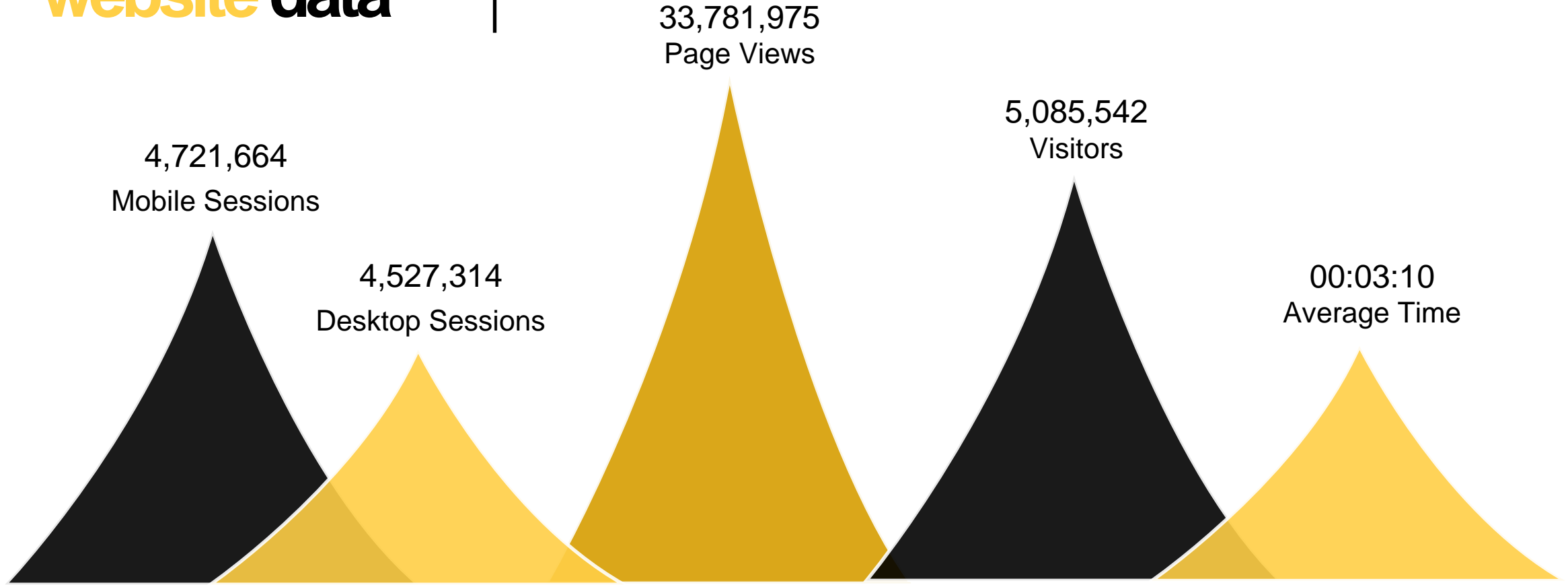
We're tracking many aspects of current website usage, including how often people visit our web pages and what they do once they've found us.

Identified 2,400 existing pages that need to be reviewed for accuracy and relevancy.

Website redesign timeline



Current website data



What's coming up?

Wild Future

Balance funding issues with customer service and responsiveness.

Elevate Visibility of Non-Hunted, Non-Fished Wildlife

Continue to emphasize recovery, protection of critical habitat, and related strategies, especially in social media.

Sharper Focus on the Department's "Recreation Identity"

Many opportunities for improvement.

Video Production

We are preparing to expand our video production capability pending available funding.

Fish Washington App

New Fish Washington App for anglers to use on-location.

Demographic Diversity

More outreach to Hispanics and other historically under-represented groups.

New License Packages

We are looking into multi-year, family, and sportsman's licensing packages.

Outreach and Education

Working with OSPI and League of Women Voters on K-12 curriculum to strengthen youth outreach and education.

Questions & contact



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