



Email Marketing Best Practices for State Agencies A Multistate Grant through the Association for Conservation Information

Opportunity available for states:

In Phase 2 of this project, we will grant 8 states up to \$15,000 each to test identified email strategies. Those funds can be paid to a state marketing firm, license vendor, foundation, or other contractor. A committee from ACI and the AFWA Outreach Working Group will guide the development of a cohesive set of strategies to be tested and the structured testing process.

Overview:

While improvements have been made, state agencies' hunting and target shooting email efforts are still in their infancy. We do not know which images, messaging, timing triggers (optimal times to send), reminder rates and more generate the greatest returns. Results are not regularly shared of efforts tried thereby committing states to re-test lessons already learned. Our limited knowledge of what constitutes effective hunting and target shooting R3 email efforts reduces our effectiveness and increases our cost for every customer gained. Publicly available best practices for email marketing focus on corporate approaches, not states. States have a need to identify email marketing best practices for hunting and target shooting R3 plus need a way to share, compare and regularly update their email marketing best practices.

What this Grant will do in 3 phases:

Phase 1: We will collect key campaign metrics from past state efforts, identify the most critical metrics, and report in a manner permitting comparisons across states.

Phase 2: Based on the collected lessons, we will begin systematic testing to identify the most-effective R3 email best practices including:

- Email triggers
- Frequency
- Other Identified Strategies
- Messaging/imagery
- Salutations/subject line topics
- Texting

Two states per AFWA region will initiate test campaigns. With ACI and EOD facilitation, volunteer states will coordinate and test different approaches regarding triggers and the other factors listed above.

Phase 3: We will build a knowledge warehouse to be hosted on the ACI and R3 Clearinghouse with all lessons learned and best practices.

Tentative Timeline:

Phase 1 – September 2020 to March 2021

Phase 2 Application – March-April 2021

Phase 2 Message Testing – Starting April 2021

Phase 3 Analysis – As messages are sent and extending until 3 months after all message sends complete and organize resources on ACI website and R3 Clearinghouse