

New Adult Hunters and Anglers in Missouri

Vol 1 of 2: New Hunter and Angler Personas



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ABOUT THIS PROJECT

The Need

As the largest single hunter demographic group (white, male, Baby Boomers) continues to age ever closer to desertion, the hunting R3 community is urgently seeking ways to recruit new hunters to replace this group as they age out. To do so effectively, R3 practitioners need tools to categorize potential hunters into audience types that can be identified by their likelihood to consider and adopt hunting.

R3 practitioners cannot afford to spend their limited resources engaging with people who have little or no interest in hunting. Neither should R3 messaging be wasted on those who are already hunters or who are already planning to try hunting without intervention. This project was designed to discover the demographic, geographic, and outdoor recreation profiles of adults with the highest likelihood of taking up hunting so the R3 community can concentrate funding and effort where it is most likely to generate the greatest return.

Our Research

The Missouri Department of Conservation hired DJ Case & Associates to develop personas and map the journeys for Missouri's new adult hunters and anglers. The work began with a series of focus groups to document characteristics of new adult hunters and anglers and inform a segmentation survey. The survey targeted individuals who had purchased a hunting license for less than five years and then eliminated respondents who had hunted more than five years or who had hunted frequently as children.

We began by consulting with Southwick and Associates to be sure this segmentation was performed using the same techniques as other successful R3 audience analysis. The resulting list of respondents was then segmented by Dr. Chizinski of University of Nebraska using a statistical regression model. Using a combination of hierarchical cluster analysis, convex cluster analysis, Gaussian Mixture modeling, and biclustering, we determined new adult hunters naturally grouped into four segments.

With the segmentation complete, DJ Case teamed up with S3 to develop a 1-question survey to segment other new adult hunters and anglers in the MDC's license database. These newly segmented individuals were then invited by email to participate in interviews. The interviews were used to explore the journey these new hunters and anglers took to become confident participants and to determine what sorts of messages and events would appeal to each of the segments.

Using this Report

This report is divided into two volumes.

Volume 1 – New Hunter Personas (this volume) summarizes the result of the project in three audience personas with infographics and marketing tips for reaching each audience. We found some major similarities across the personas, so you may see some repeated content. This volume is designed for you to select and pull out the persona or section that is relevant to you without needing to read the entire report.

Volume 2 – Background and Support Materials (separate cover) describes the research process, a summary of focus group discussions, and comprehensive data on each segment's answer to all of the survey questions.

Personas

To make our research results more accessible for practitioners, we've converted audience segment data into personas. Personas are fictitious individuals who personify the optimal members of a target audience. We've used alliterative names that include the name of the audience segment for our personas to help emphasize their motivation for hunting and/or fishing.

Personas can be a valuable tool in the development of messages and programs. You should write marketing messages and design programs with a specific persona in mind. When crafting messages, imagine the persona asking, "What's in it for me?" If your message (or program) doesn't directly answer that question, it should be refined until it does.

By developing programs and messages specifically for these personas and the media channels they use, your effort and investment will be more likely to produce desired results.

MISSOURI HUNTING/FISHING PERSONAS

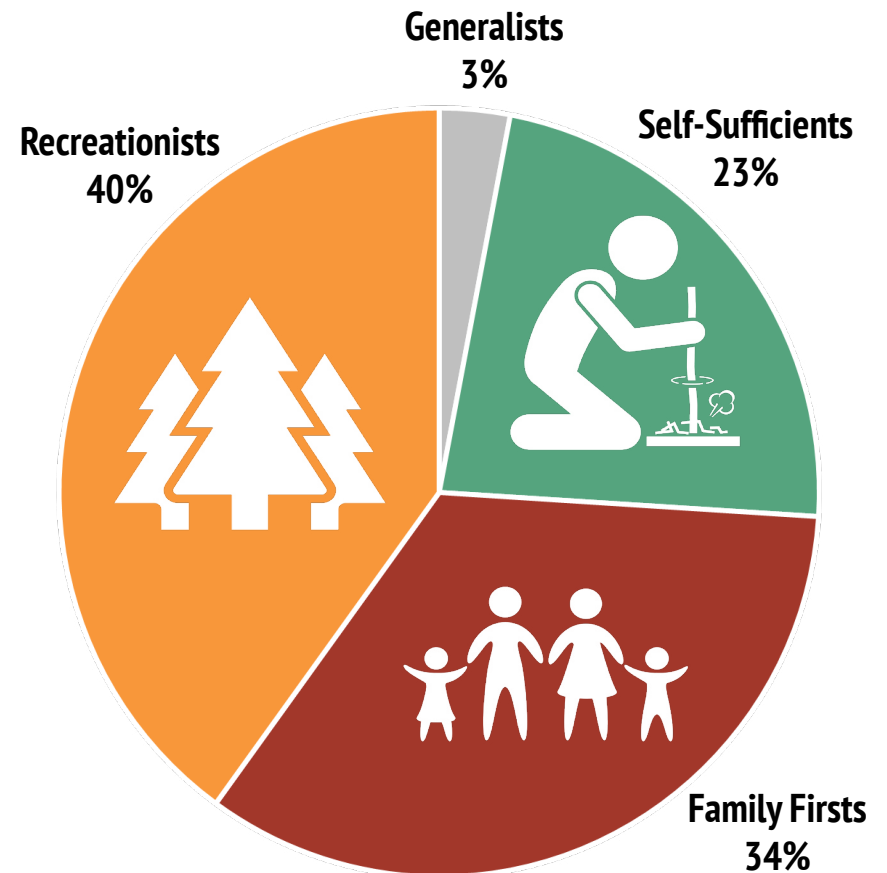
A mathematical analysis of the survey responses found three primary market segments (Recreationists, Family Firsts and Self-Sufficienters) as well as a small group of people we call Generalists who have similar levels of all three motivations. Details on each of these segments are found later in this report. You can click on each segment below to navigate to that section of this report.

Recreationists (40% of all respondents) hunt and fish for the satisfaction of hunting and fishing itself rather than as a means to some other end. They enjoy being outdoors and participating in activities in nature, and that is their main motivation for hunting and fishing.

Family Firsts (34% of all respondents) are motivated by finding more activities that would allow them to spend time with their family in the outdoors. They hunt and fish with their loved ones to share the experience. Success harvesting fish or game is less important than spending time together.

Self-Sufficienters (23% of all respondents) are motivated by becoming more self-sufficient in their meat consumption, relying less on retailers and agriculture to provide their protein. They are more concerned with filling the freezer than socializing or having fun.

Generalists (3%) - These participants are a blend of all of the above, and messages for any of the other segments may not work with them. From this point on, they are not considered in our segment data and are not referenced again.



THE JOURNEY

A journey map outlines the process that an individual goes through from the moment a particular idea/need/desire pops into their mind until they eventually purchase (or decide not to purchase) a particular item. For this project, it includes the details of each stage, the customer's expectations and emotional state, and issues or obstacles that impede the customer's success in becoming a hunter or angler.

We have based our journey on the Outdoor Recreation Adoption Model (ORAM) with a few small modifications. The ORAM, developed by Matt Dunfee and Bob Byrne in 2009, is widely accepted in R3 as the journey for individuals considering outdoor activities. Based on our research in this and other projects, we have adapted the ORAM slightly to create our consumer journey to hunting and fishing (see graphic below).

The motivations, barriers, and needs at the steps in the journey are different from one segment and activity to another, but the journey itself remains largely the same. We will describe the journey in general on the next few pages and then specifically for each audience segment, noting any differences between hunting and fishing.

Understanding the motivations, "pain points," and experiences along the journey to hunting or angling can be used in two ways:

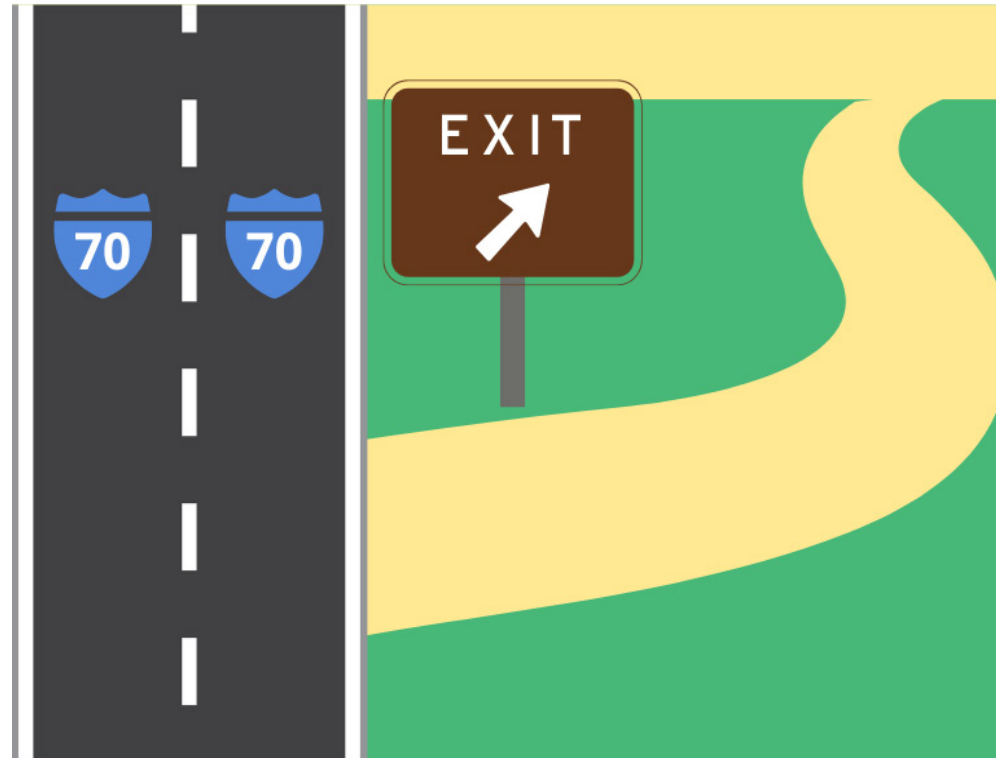
- Developing Marketing Messages – Knowing the motivations and concerns your audiences are facing helps to create messages that speak directly to their state of mind and are more likely to be noticed and encourage action.
- Developing R3 Programs – Addressing your audiences' barriers and knowledge gaps in R3 programs will create new hunters and anglers who are more likely to stick with the activities.

This section of the report outlines the following steps in our personas' journeys. Click on each step to learn more about what new hunters or anglers generally face in that given stage.

- 1– Taking the Exit (awareness)
- 2– Information Gathering
- 3– Overcoming Knowledge Gaps and Barriers
- 4– Buying a License
- 5– Continuing with support
- 6– Continuing without support



TAKING THE EXIT



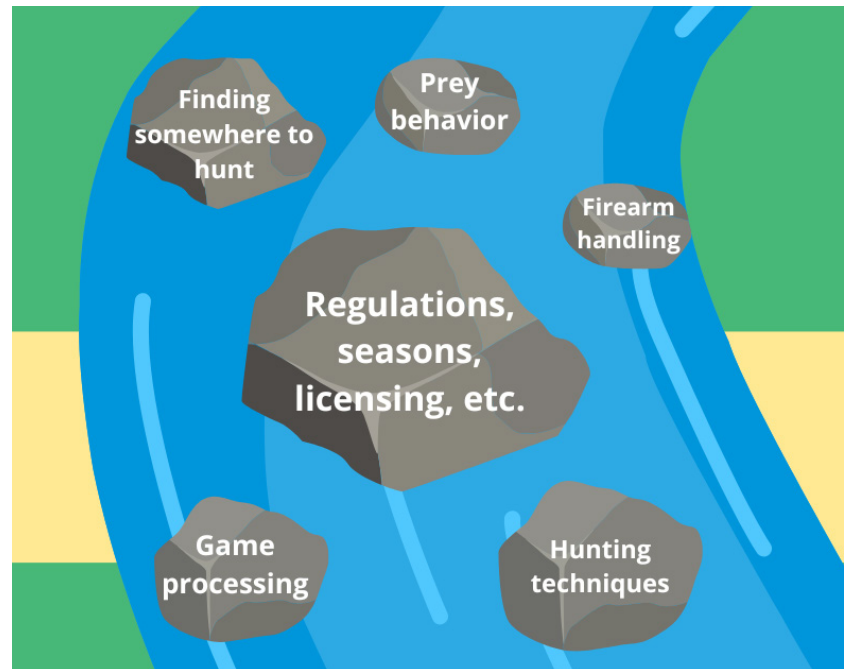
We all go down the road of life in various ways that might include math homework and recess in our youth, to dating, starting a family, getting a mortgage, retiring, and eventually having an empty nest. As we travel that road, we pass signs along the way encouraging us to consider different forms of recreation. The signs that appeal to us the most are the most likely to get us to pull off the highway and consider a new activity. The signs with the most appeal are those that align with our motivations and circumstances at the time we pass them, just as different motorists might pull off the highway for a fast-food restaurant having seen signs for great French fries, clean bathrooms, or a playground, all depending on their needs, desires, and motivations based on their current situation.

INFORMATION GATHERING



A person with no experience in hunting or fishing doesn't just decide to take up the activity immediately; first, they look into the activity to decide if the payoff for participation is greater than the effort required to participate. We call this phase "information gathering." The process is different for every activity, product, or service. The information gathering process for hunting and fishing often starts with state websites and regulations books and branches out from there.

KNOWLEDGE GAPS AND BARRIERS



Hunting and fishing are complicated activities that require a fair amount of knowledge. This knowledge gap serves as a barrier that can prevent new hunters and anglers from continuing their journey to outdoor recreation. We have depicted this barrier as a river and gaining knowledge as a series of steppingstones that will help a new hunter/angler overcome their knowledge gap.

Every potential hunter or angler starts their journey with the knowledge and experience they have gathered in their life to date. Because everyone's life is different, they all face different potential barriers to becoming a hunter/angler. Everyone will need steppingstones to get across the creek, but each person will need a different set of steppingstones depending on their knowledge and experience. A butcher knows how to process meat, a veteran is familiar with firearms, etc.

It's up to Missouri to provide those steppingstones in the form of content, classes and events.

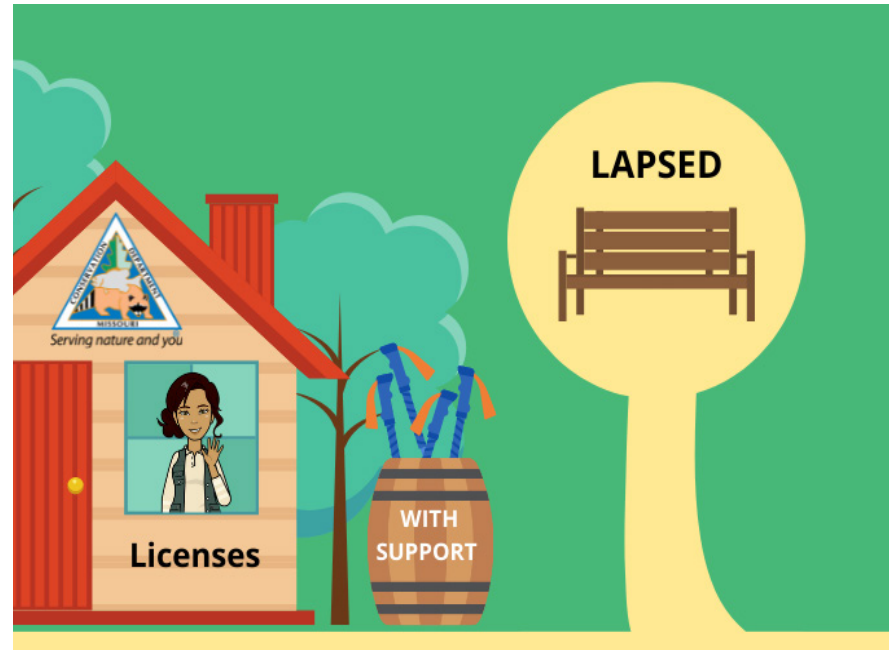
BUYING A LICENSE



While the process of buying a license is a fairly small step in the Journey to becoming a hunter or angler, it is the simplest and easiest step in the journey for MDC to track.

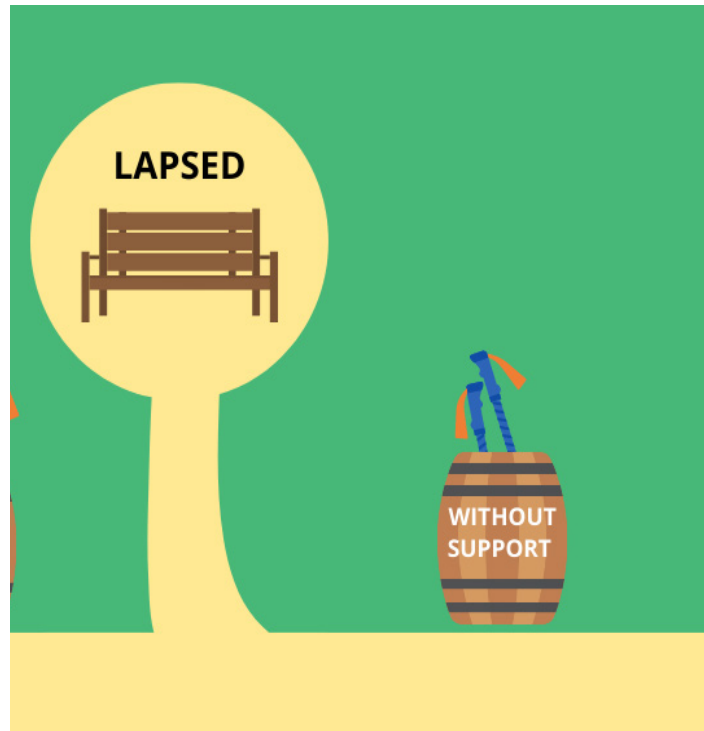
We know that new adult hunters and anglers are very concerned about regulations and licensing so the simpler and easier you can make this process, the better.

The other advantage license purchase gives MDC is the ability to add new hunters and anglers to your Customer Relationship Management (CRM) system. Your CRM allows you to review any individual's demographic data, purchasing and event history all in a single place so that MDC can support and communicate with hunters and anglers as individuals highlighting and addressing their own motivations, concerns and situations.



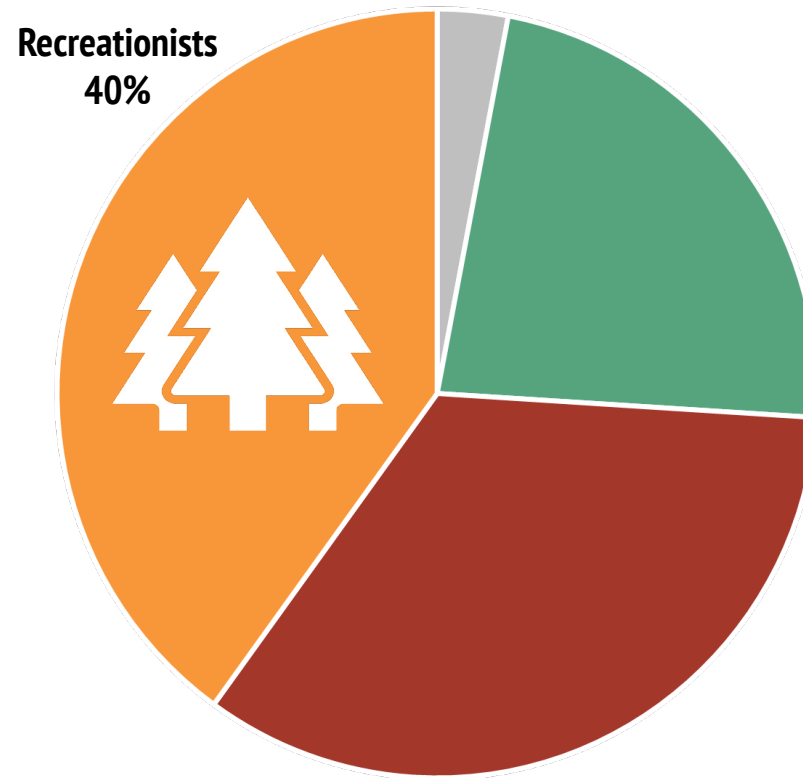
In this stage, the new hunter/angler does not feel competent as a hunter. They are an apprentice in search of a master. In the past, most new hunters and anglers came from outdoor families, and all the social support they needed to get up early on Saturday and hit the woods or head out to the boat ramp came from friends and family. Today, many of the adults interested in becoming hunters and anglers don't have that support. They likely don't have friends or family who hunt or fish, so they don't have anyone to answer questions, practice their skills with, or double check that they set their alarm. MDC can't be there to make sure they get out of bed on time, but there are other ways you can offer social support to your new hunters and anglers. The following sections provide a lot of details about your potential new hunter/angler customers that will help you better meet their needs.

CONTINUING WITHOUT SUPPORT

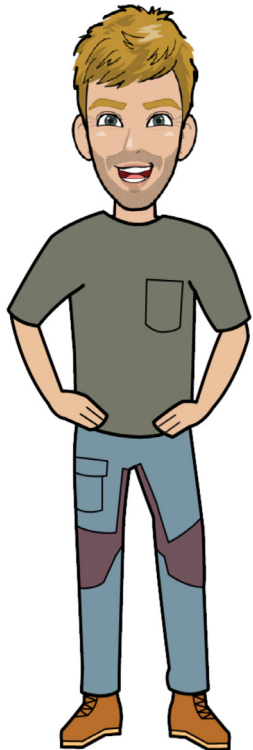


After gaining experience, a new hunter/angler feels more confident in their knowledge and abilities and no longer requires the same amount of support from their friends and family or the MDC. While MDC should not stop communicating with these hunters, the communication is less urgent than with new hunters and anglers.

RECREATIONISTS



Recreationists (40% of all respondents) hunt and fish for the satisfaction of hunting and fishing itself rather than as a means to some other end. They enjoy being outdoors and participating in activities in nature, and that is their main motivation for hunting and fishing.



78% male



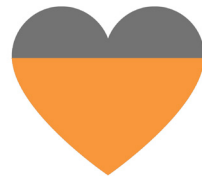
44% suburban

39

Average age



65% graduated college



67% married or living
with a partner



68% working
full-time



49% make less
than \$100k/year

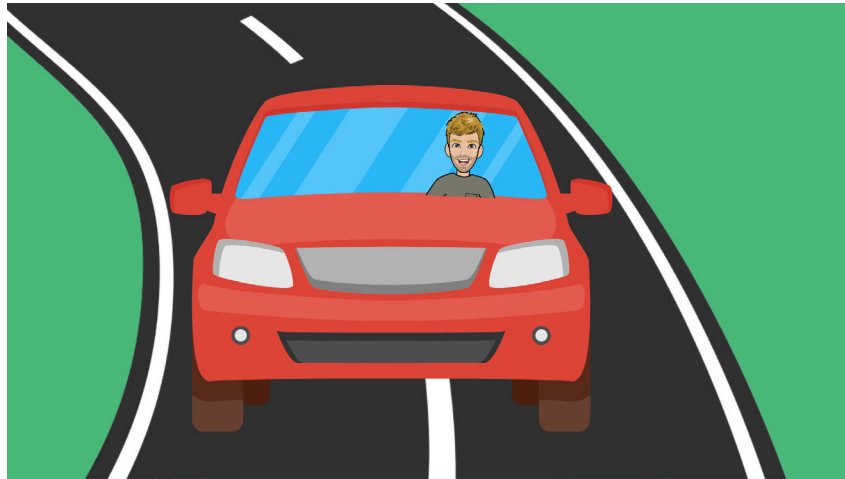


48% have children
(any age)

Recreationists (40% of all respondents) enjoy being outdoors and participating in activities in nature, and that is their main motivation for hunting and fishing. Rick Recreationist, our Recreationist persona, loves the outdoors and enjoys the challenges presented by hunting and fishing. He tends to do outdoor recreation with a group of friends from work.

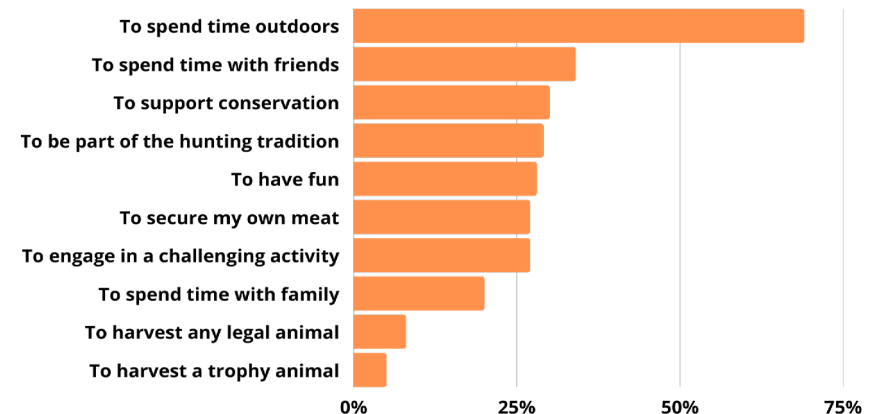
Rick is 39 years old and was born in Springfield, Missouri. He now lives in Manchester in a relatively new subdivision with his partner, Robin, and their daughter, Rachel. He has a degree in marketing from Mizzou and currently works as the Marketing Director at Martson Brewery.

Recreationists are the least married segment with the least children of all the segments.

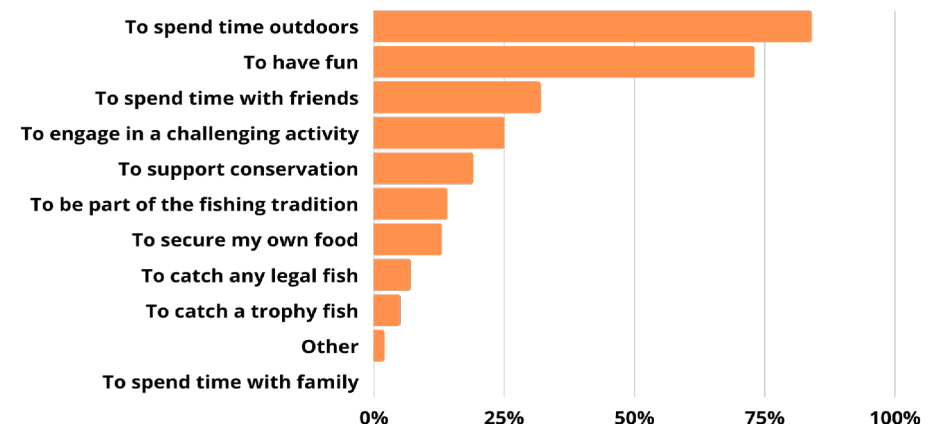


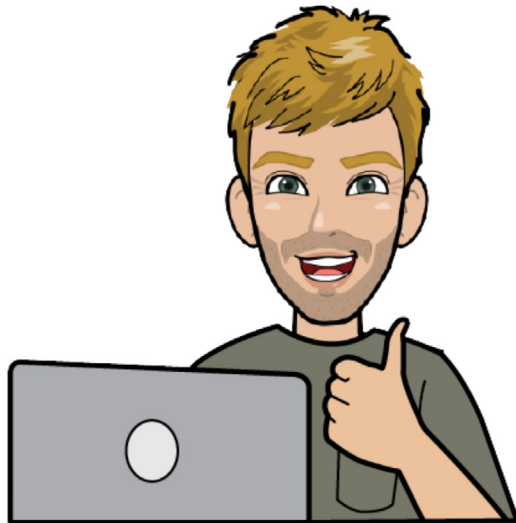
Recreationists are driving down the road of life with the windows open and pulling over for outdoor activities every chance they get. They enjoy the outdoors and the challenge of doing new things. This makes recreationists ideal targets for pursuing multiple species and for both fishing and hunting. By pursuing a variety of fish and wildlife species, recreationists can keep themselves outdoors year-round and learn new challenging skills for years to come.

Which of the following were the most important reasons that you decided to take up hunting?



Which of the following were the most important reasons that you decided to take up fishing?





Media Use

The art of engaging a specific segment is in a combination of media channels and messages targeted specifically to the interests and motivations of each segment. We know what motivates recreationists. Now let's look for ways to find the right media to deliver those messages.

Like most Americans his age, Rick uses less traditional print media and more digital media channels. Rick posts pictures of his family, outdoor adventures, and interesting projects at work on Facebook, Instagram, and LinkedIn. Because he loves the outdoors, there are a host of potential media outlet opportunities to reach him. Outdoor and nature shows on TV or streaming platforms, how-to videos on YouTube, or special interest social media groups and pages are all likely ways to reach recreationists.

Target Media



Web/online
(86%)



Stream video
(74%)



Social Media
(68%)



Streaming music
(65%)

Secondary Media



Radio (65%)



TV/cable/broadcast (61%)

Media to Avoid



Satellite Radio
(24%)



Magazines (21%)



Newspapers (19%)



Life Events

Since recreationists are attracted to fishing and hunting for the fun and challenge of the activities, the life events that are the most important to them involve the creation of opportunities. Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to target messages to individuals in the right stages of their lives.

Life Event	Age
Graduate HS	17-19
Leave home	18-20
Graduate College/Trade School	19-24
Get a 1st real job	20-25
Buy a house	30-40
Become an empty nester	40-60
Buy a recreational property	45-75
Retirement	65-75



Other Activities

We asked survey participants what other activities they loved or enjoyed. The results are listed below. Knowing the other activities Rick enjoys provides several opportunities. Some activities like camping potentially generate lists that you could email. Other activities like boating give you opportunities to put up signs on agency-controlled lands frequented by potential hunters and anglers. And every activity points towards content like websites, e-newsletters, and YouTube videos where you could place paid advertisements to encourage individuals to consider hunting or fishing.

Overall Top 4



Cooking - 78%



Firearm target shooting - 71%

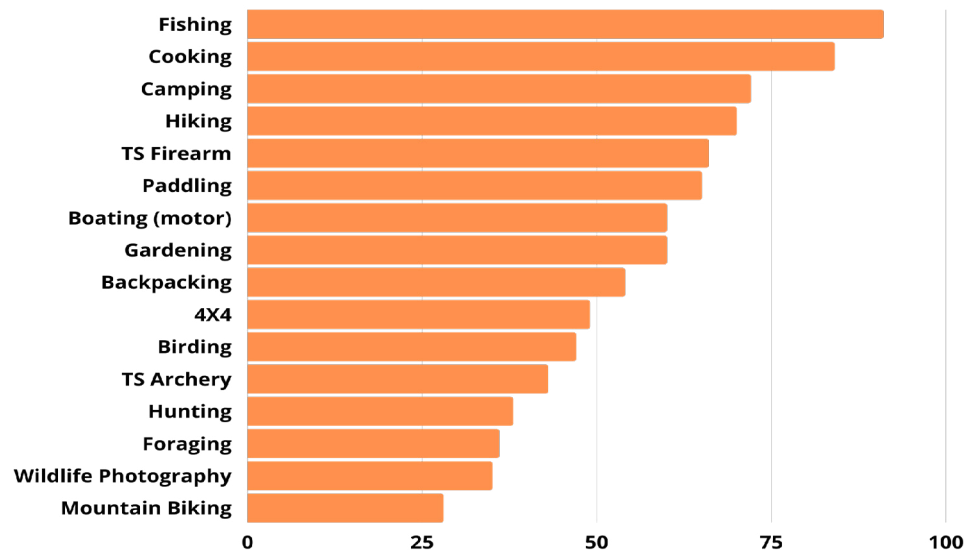


Camping - 67%

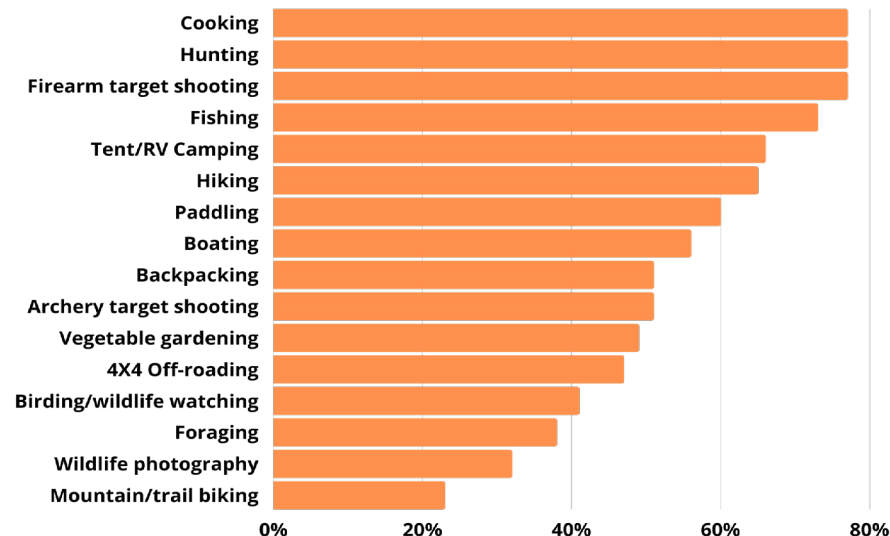


Hiking - 66%

Anglers



Hunters





1) Recreationists love the outdoors and challenges. Opportunity is all they need to spur them into action. An invitation from a friend, moving to location with better access, or a global pandemic are all great reasons to get outside and try new things.

Try to create opportunities. Here are a few ideas:

- Easy opportunities to learn more, such as how-to videos or recreational events
- Free fishing days
- Encourage current license holders to invite a friend, spouse, or child
- Highlight varieties of species and techniques
- Send personal, year-round promotions based on seasons and availability

2) You know what media Recreationists are likely to use, their motivations for hunting and fishing and the other activities they enjoy. Use this combination of information to place paid advertising in front of individuals likely to consider hunting or fishing. Here are a few of the hundreds of potential combinations to illustrate the point:

Product	Media	Type of Content	Message	Offer
Fishing	Paid Search	Searches about fishing in Missouri.	Fishing is fun.	Video to introduce fishing basics
Fishing	Online Display	Searches about paddling in Missouri	The challenge of fly fishing	Fly fishing for beginners' event
Hunting	Facebook Ads	Ads on content about camping.	Get outdoors in a whole new way.	Video to introduce hunting basics
Hunting	YouTube Ads	Ads on videos about camping or hiking.	Learn about hunting.	Event about hunting.



Once a recreationist decides they would like to fish or hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be the MDC's website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don't tend to be involved with the MDC, they aren't very likely to be following the MDC's social media accounts. They are more likely to check out high-profile influencers like Steve Rinella/Meat Eater or local hunting groups on Facebook or retailers.

Recommendations

This is where MDC-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand - not just for avid hunters and anglers, but for beginners as well. Don't use your social media accounts to reach new people; instead, use social media to reach out to current hunters and anglers about taking a friend or use paid social media to get your message in front of new people.

In addition, paid search ads could target common questions new hunters and anglers might have, and paid display ads could be placed on content for new hunters and anglers. Because you can geo target your online advertising, you can always limit your ads to only appear in Missouri so your budget is never wasted.

Product	Media	Type of Content	Message	Offer
Fishing	Regs Book	Article about buying your 1st rod and reel.	Learn more at MDC events.	Beginning angler event
Fishing	Paid Search	Searches for "getting started fishing" and "how to fish"	It's easy to get started	Article on getting started fishing
Hunting	Website	Article on hunting public lands	Where can you hunt in Missouri?	Article and/or maps on public hunting land
Hunting	Paid Display	Ad for mentor program	Learn about the Missouri hunting mentor program	Information about mentor program



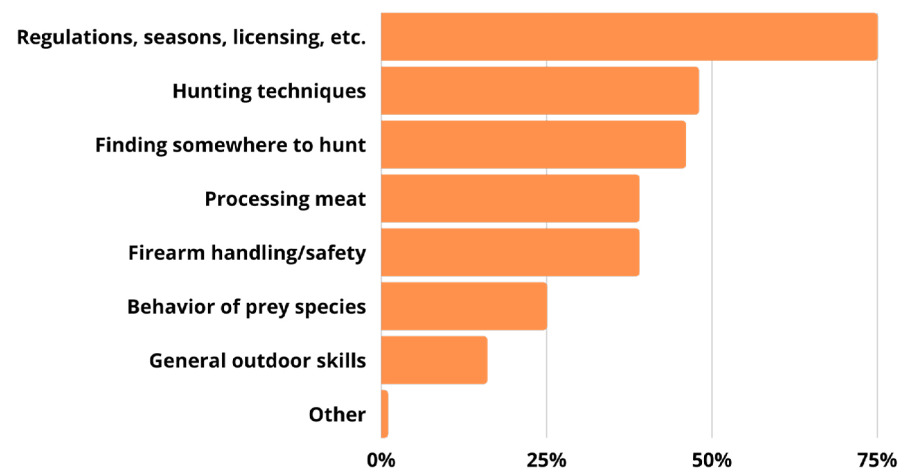
Rick, like other Recreationists, is primarily concerned with understanding fishing and hunting regulations to ensure he doesn't unintentionally break the law. He would like to explore more places to hunt or fish and would also like more instruction on hunting and fishing techniques. While it's not one of the top areas they needed to learn more about, 39% of recreationists we surveyed listed firearm handling/safety as an area they needed to learn more about. He is not as interested in learning about general outdoor skills as he considers himself an outdoorsy person anyway.

Recommendations

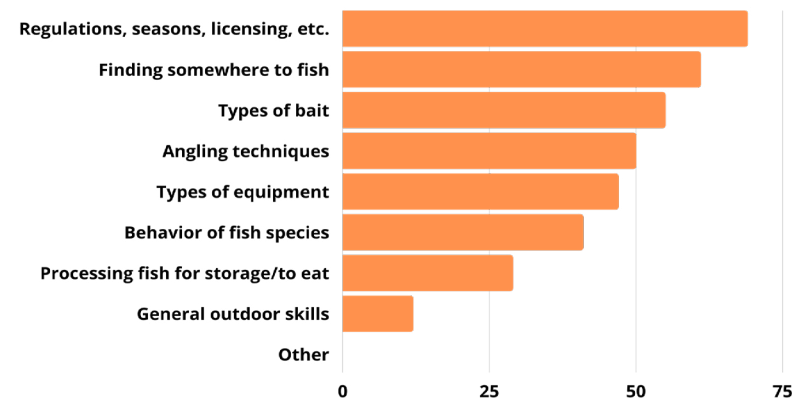
Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity.

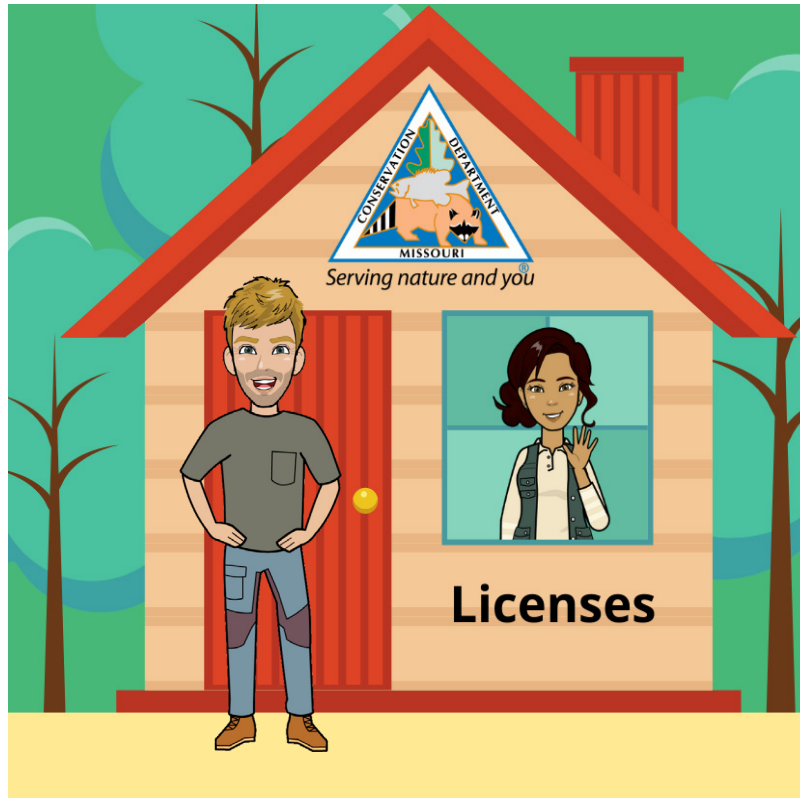
Product	Media	Type of Content	Message	Offer
Fishing	Paid Display	Class on getting started fishing	Learn how to get started fishing	Sign up for class
Fishing	YouTube Ads	Class on fly fishing	Learn how to fly fish	Sign up for class
Hunting	Paid Search	Firearm safety event	Learn how to handle a firearm safely	Sign up for class
Hunting	Paid Social Post	Video on game processing	Learn how to field dress a deer	Watch video

Right before you first started hunting, which of the following topics did you feel you needed to learn more about?



Right before you first started fishing, which of the following topics did you feel you needed to learn more about?





Rick buying his license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be measured back to what ads, classes and content lead up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter and angler via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters and anglers to the community, provide useful content and learn more about them.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Quick segmentation survey	What is your motivation for fishing?	Links to resources in line with their motivations
Fishing	Email	Quick knowledge gap survey	What would you like to learn about fishing?	Links to content and classes they will be interested in
Hunting	Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Hunting	Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species



Recreationists are the least likely of the three segments to need MDC for support. They are already outdoorsy and adept at learning new activities. They are likely to hunt and fish with friends who can offer some support even if they themselves are beginners. Here again, creating opportunities is the key for Recreationists because they have the motivation on their own. Try to create situations where new Recreationist hunters/ anglers have the opportunity to meet one another and create friendships.

Recommendations

- 1) Recreationists want to be outside having fun and learning new things. Add field components and homework assignments to Hunter Ed and other events. Assign groups or pairs for the assignments. A Recreationist's partner from a scouting assignment in Hunter Ed could become a lifelong hunting buddy.
- 2) Since Recreationists have outdoor experience, allow them to share their knowledge with less experienced classmates. They'll enjoy the opportunity and might meet new social support channels.
- 3) Have off-season events to give Recreationists a chance to get out of the house and remain engaged. That might mean an ice fishing clinic on the ice or meeting as a group to see the latest archery equipment at a retailer in late winter/early spring.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Winter Bass Fishing Tips	Fish all year	Video on winter bass fishing
Fishing	Email	New boat ramp	New boat ramp near you	Map and info on new boat ramp
Hunting	Hunter Ed	Field activities	N/A	Add field activities like acouting, range days, 3D archery shoots, etc. to adult hunter ed classes.
Hunting	Email	Preseason camo classes	Learn the ABC's of camo	Camo classes at retailers



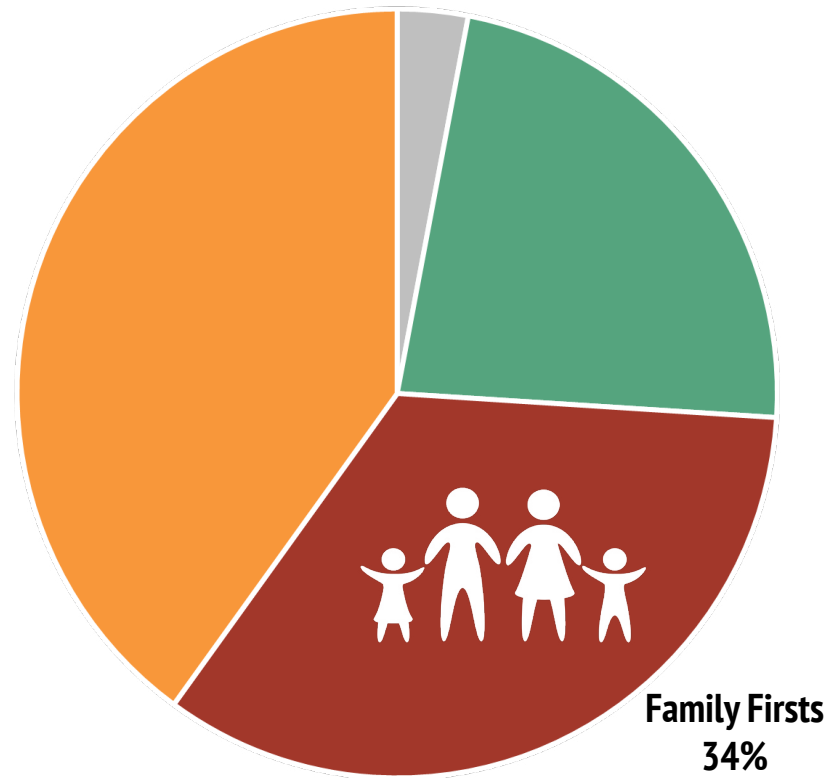
Continuation without support is the goal of your new angler's or hunter's journey. We've added a few details on Rick Re creationsist's ultimate fish and hunting habits to help you fully understand the persona and how they will engage with the outdoors.

Rick likes to hunt and fish because it gives him a chance to be outdoors and to spend time with friends. He also likes the fact that he is supporting conservation initiatives all over Missouri. He is less interested in harvesting a trophy as he likes taking home his own meat. He goes hunting with a group of friends or sometimes his adult family members. He also likes to go hunting by himself to enjoy the solitude and sounds of nature. He likes the challenge of fishing for different species, and often has competitions with his friends and family to see who can get the most variety or the biggest catch. Rick and his family often fish with Rick's co-workers and their families. The group will descend on a park with picnic baskets, frisbees, and fishing gear, and once in a while, they'll splurge and rent a boat for the day.

Just because a new hunter or angler is confident enough to hunt or fish on their own, doesn't mean your work is done. Every communication you have with a hunter or angler is a chance to keep them active in the activity. Your CRM system is the key. Use what you know about your license holders to customize your communications and offers highlighting and addressing their specific motivations, concerns, and situations.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Class on pan fishing and fish fries	Fish fry fun	Article on the fun of catching and frying up pan fish. Include the specifics of setting up a big fish fry.
Fishing	Email	Article on fishing with friends	Take the new guy at work fishing	Article on taking someone fishing to get to know them.
Hunting	Email	Turkey season reminder	It's turkey time	Traditional turkey hunting season reminder but using images of friends of the same gender as the license holder (and age too if possible)
Hunting	Email	Squirrel hunting promotion	You don't have to wait for deer season to go hunting!	Content on the fun and challenge of squirrel hunting

FAMILY FIRSTS



Family Firsts (34% of all respondents) are motivated by finding more activities that would allow them to spend time with their family in the outdoors. They hunt and fish with their loved ones to share the experience. Success harvesting fish or game is less important than spending time together.



FERNANDA FAMILY

Demographics



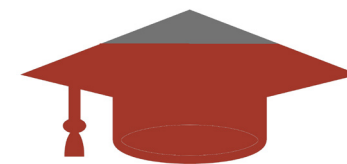
45% female



48% suburban

38

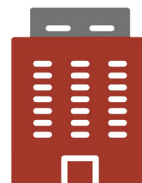
Average age



71% graduated college



82% married or living
with a partner



66% working
full-time



48% make less
than \$100k/year



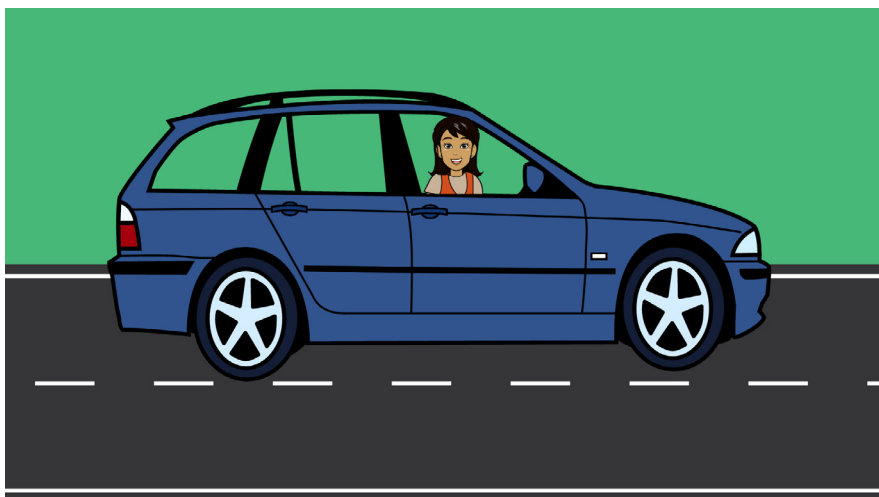
74% have children
(any age)

Family Firsts (34% of all respondents) hunt and fish with their loved ones to share the experience. Success harvesting fish or game is less important than spending time together.

Fernanda, our Family First persona, loves to go with her family hunting for deer in the fall and fishing in the Ozarks in the summer. Fishing and hunting are becoming a family tradition that Fernanda's family gets involved with every year.

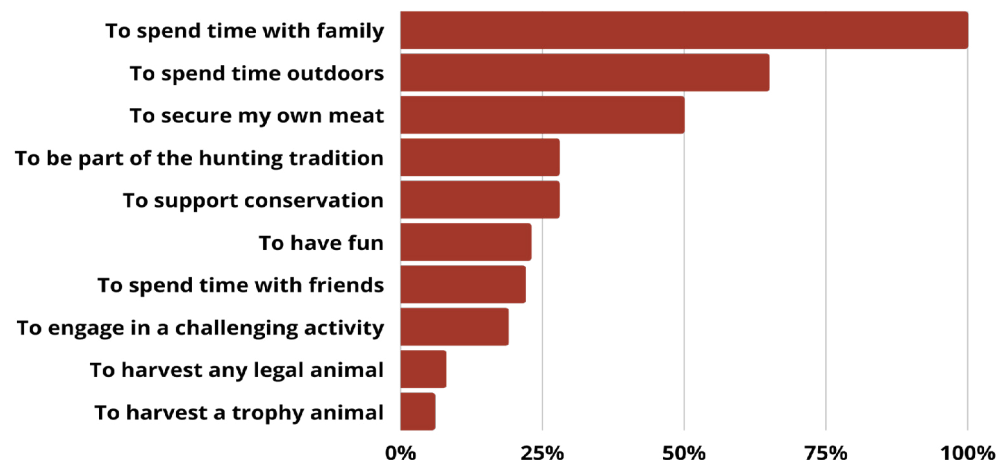
Fernanda is 42 and has a husband, Fred. They were both born, raised, and now live in Booneville with their 3 kids - Francis, Franky, and Faith. She graduated from Booneville High, went to college, and now works at Paycom Software. She lives in an old farmhouse on the edge of town with a big garden and pond where the kids go fishing and swimming.

Family Firsts are the most female segment at 45%. They are also the most married segment with the most children.

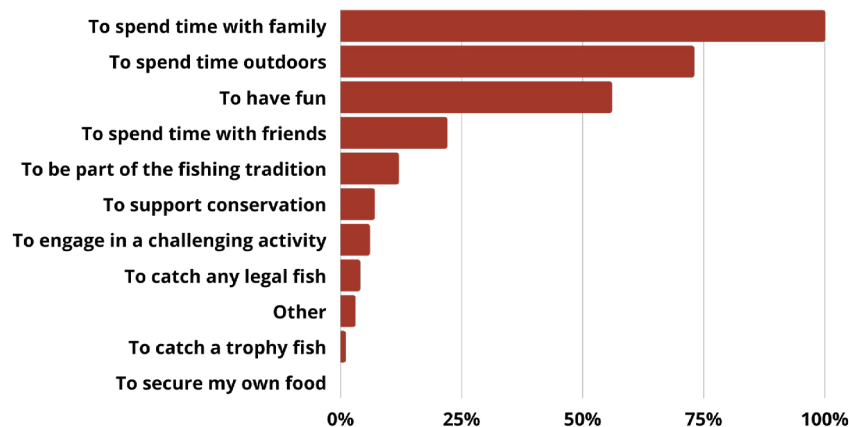


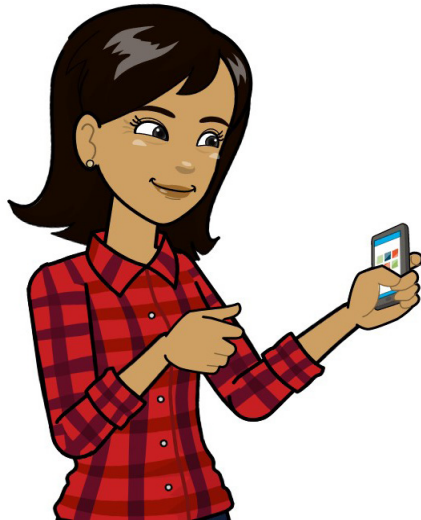
Family Firsts are headed down the road in their mini vans looking for ways to spend time with their children, spouses, parents, and other adult relatives. While they enjoy the outdoors, their primary aim is family time, so you will always want to package hunting or fishing with family if you want Fernanda to pull over and consider a new activity.

Which of the following were the most important reasons that you decided to take up hunting?



Which of the following were the most important reasons that you decided to take up fishing?





Media Use

The art of engaging a specific segment is in a combination of media channels and messages targeted specifically to the interests and motivations of each segment. We know what motivates Family Firsts. Now let's look for ways to find the right media to deliver those messages.

Like most Americans her age, Fernanda uses less traditional print media and more digital media channels. Fernanda uses Facebook and Instagram to share family activities, the kids' achievements, and to stay in touch with friends and family. Family Firsts are socially motivated, so target them on social media. Consider Facebook groups that focus on family or activities Family Firsts enjoy like cooking, fishing, and shooting. Use messages that focus on hunting or fishing as a way to spend time with spouses, parents, and other family members.

Target Media



Web/online
(93%)



Stream video
(83%)

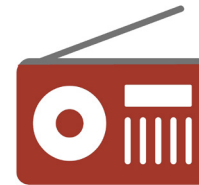


Social Media
(77%)



Streaming music
(77%)

Secondary Media



Radio (74%)



TV/cable/broadcast (68%)

Media to Avoid



Satellite Radio
(28%)



Magazines (19%)



Newspapers (22%)



Life Events

Since Family Firsts are interested fishing and hunting as a way to spend time with family, life events are particularly important to their motivations. Also, because children can begin fishing at a much younger age than hunting, the life events you should target are slightly different. Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to reach individuals in the right stages of their lives.

Family Life Events to Target for Fishing

	Age
Pair bond	25-35
Have kids	25-35
Consider the mortality of parents	45-60

Family Life Events to Target for Hunting

	Age
Pair bond	25-35
Children become 10 years old	35-45
Consider the mortality of parents	35-50
Grandchildren become 10 years old	60-70



Other Activities

We also asked survey participants what other activities they loved or enjoyed. The results are listed below. Knowing the other activities Fernanda and her family enjoy provides several opportunities. Activities like camping potentially provide lists that you could email. Other activities like boating give you opportunities to put up signs on agency-controlled lands frequented by potential hunters and anglers. And every activity points towards content like websites, e-newsletters, and YouTube videos where you could place paid advertisements to encourage individuals to consider hunting or fishing. In addition, because you know Fernanda is a parent, you can use parent and family-related media to reach out to her.

Overall Top 4



Cooking - 84%



Camping - 72%

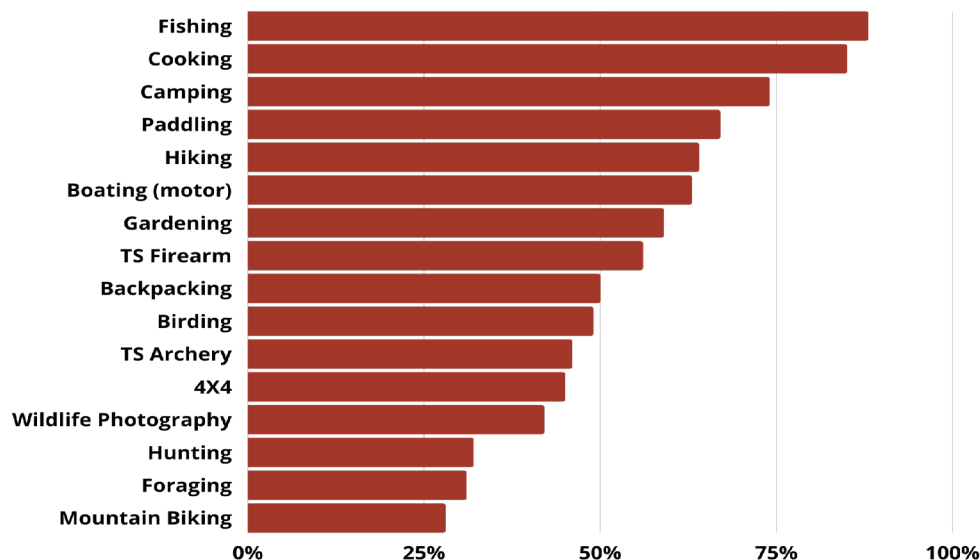


Paddling - 65%

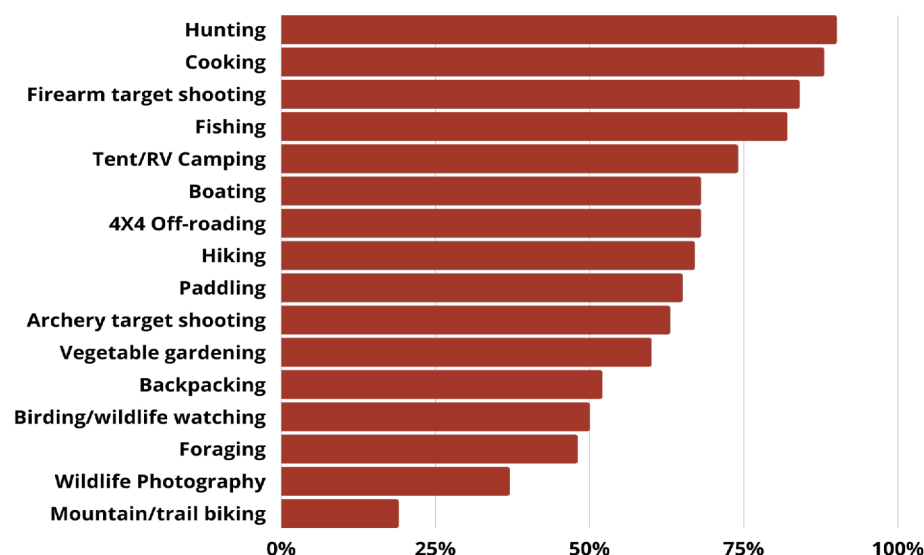


Boating - 62%

Anglers



Hunters





Recommendations

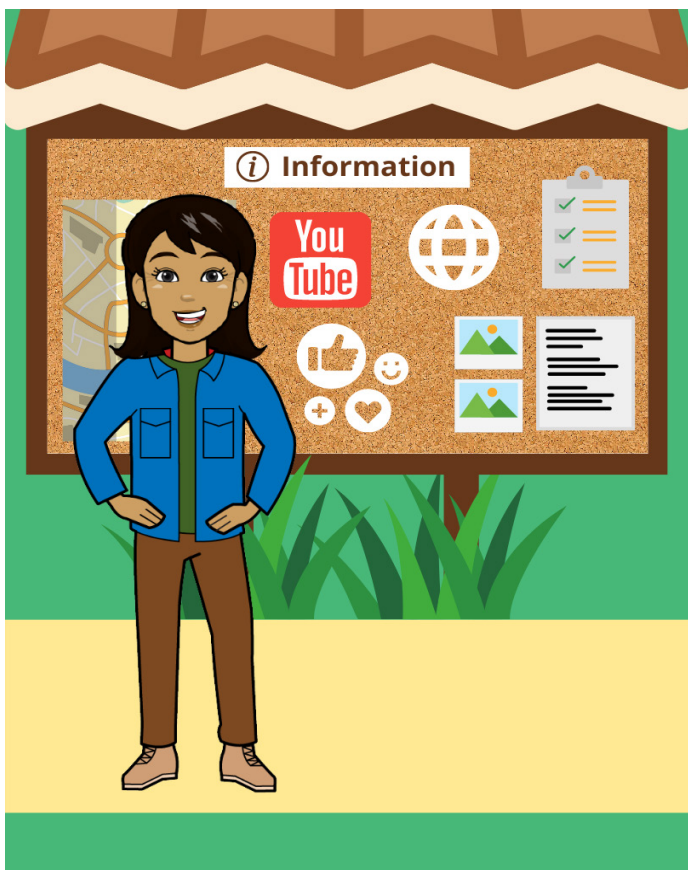
1) Family is more important than hunting or fishing to Fernanda. And her family members having a good time is more important than a successful harvest.

- Try to target her via life events involving her children or parents
- Messages should feature images of parents, children, or significant others even if the message itself is not about family.
- Messages about her family members will have the most impact.

2) You know what media Family Firsts are likely to use, their motivations for hunting and fishing, and the other activities they enjoy. Use this combination of information to place paid advertising in front of individuals likely to consider hunting or fishing.

Here are a few of the hundreds of potential combinations to illustrate the point:

Product	Media	Type of Content	Message	Offer
Fishing	Paid Search	Searches about outdoors activities with kids.	Bluegill fishing with kids	Content on bluegill fishing with kids
Fishing	Online Display	Ads on content about date ideas.	Who says date night has to be expensive?	Free fishing weekend
Hunting	Facebook Ads	Ads on pages of family time ideas.	Spend time in the woods with your dad	Easy access small game hunting locations
Hunting	YouTube Ads	Ads on videos about .	Learn how to hunt with your child	Parent/child mentored hunt



Once a Family First decides they would like to fish or hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be the MDC's website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don't tend to be involved with the MDC, they aren't very likely to be following the MDC's social media accounts. They are more likely to check out high profile influencers like Steve Rinella/Meat Eater or local hunting groups on Facebook or retailers.

Recommendations

This is where MDC-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand - not just for avid hunters and anglers, but for beginners as well. Don't use your social media accounts to reach new people; instead, use paid social media to reach out to parents looking for new activities for their kids. You could also reach out to current hunters and anglers about their children, parents, and spouses.

In addition, paid search ads could target common questions new hunters and anglers might have and paid display ads could be placed on content for new hunters and anglers. Because you can geo target your online advertising, you can always limit your ads to only appear in Missouri so your budget is never wasted.

Here are some family friendly examples:

Product	Media	Type of Content	Message	Offer
Fishing	Regs Book	Beginner equipment for kids	What do your kids need to get started fishing?	Content on fishing equipment for kids
Fishing	Paid Search	Search on "places to fish with kids"	Safe places to fish with kids	Directory of safe fishing locations for kids
Hunting	Website	Easy access hunting for older parents.	Easy access hunting for older parents	Directory of easier access hunting locations
Hunting	Paid Display	Article on planning a hunting "date"	Take your honey hunting	Content on planning a hunting date that segways into an evening out



FERNANDA FAMILY

Barriers



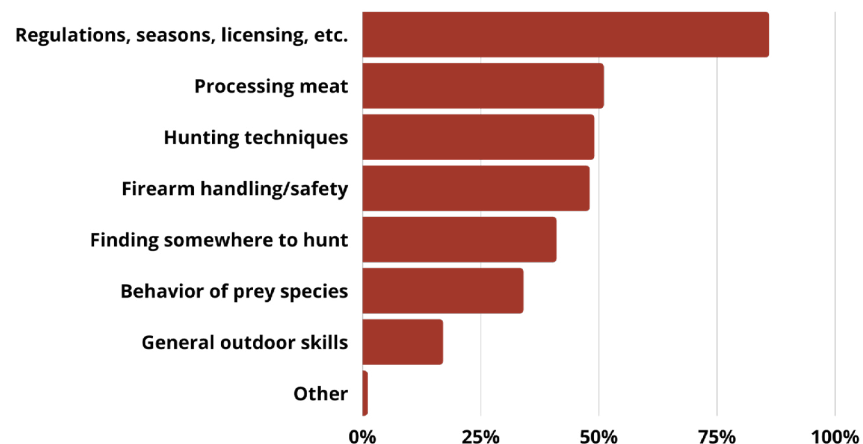
Fernanda, like other Family Firsts, is primarily concerned with understanding fishing and hunting regulations. She would like to explore more places to hunt or fish and would also like more instruction on hunting and fishing techniques. While it is not one of the top areas, 48% of Family Firsts listed firearm handling/safety as something they wanted to learn more about. Fernanda is not as interested in learning about processing fish to eat since they mostly catch-and-release.

Recommendations

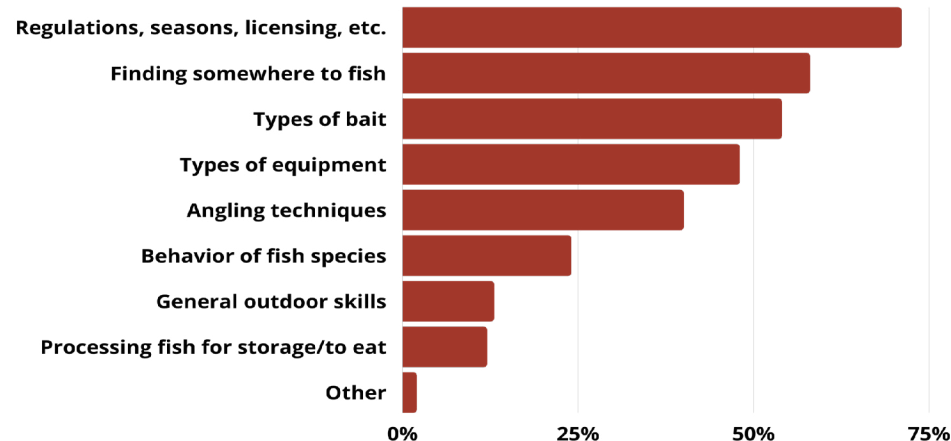
Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity. Here are a few examples of classes and how they might be promoted:

Product	Media	Type of Content	Message	Offer
Fishing	Paid Display	Class on getting started fishing	Learn how to get started fishing	Sign up for class
Fishing	YouTube Ads	Class on fly fishing	Learn how to fly fish	Sign up for class
Hunting	Paid Search	Firearm safety event	Learn how to handle a firearm safely	Sign up for class
Hunting	Paid Social Post	Video on game processing	Learn how to field dress a deer	Watch video

Right before you first started hunting, which of the following topics did you feel you needed to learn more about?



Right before you first started fishing, which of the following topics did you feel you needed to learn more about?





Fernanda buying her license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be measured back to what ads, classes and content lead up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter and angler via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters and anglers to the community, provide useful content and learn more about them.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Quick segmentation survey	What is your motivation for fishing?	Links to resources in line with their motivations
Fishing	Email	Quick knowledge gap survey	What would you like to learn about fishing?	Links to content and classes they will be interested in
Hunting	Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Hunting	Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species



When you support Fernanda, you are supporting her family. Try to integrate family into every aspect of your support effort.

Recommendations:

- 1) Consider parent/child hunter ed. Don't just force a parent/child team into traditional Hunter Ed so that mom or dad can embarrass their child, but set up a Hunter Ed class only for parents and children who want to learn to hunt together.
- 2) Support Family Firsts with content, access, and events designed specifically for family. Safe places to fish with children, easy access hunting locations for older adults, etc.
- 3) A kids' gear exchange or swap meet where fast growing kids can swap last year's camo for a larger size, or maybe even luck out and find a gun or a bow that fits better.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Family fishing class	Learn how to fish with your family	Sign up for family fishing class
Fishing	Email	Campgrounds with great fishing	Where can you camp and fish?	Directory of state parks with camping and good fishing
Hunting	Hunter Ed	Parent/child hunter ed	Take hunter ed with your son or daughter.	Sign up for parent/child hunter ed
Hunting	Email	Kids hunting gear swap meet	Don't spend big money on gear your kids will grow out of	Sign up for kids hunting gear swap meet



FERNANDA FAMILY

Continuing Without Support



Continuation without support is the goal of your new angle's or hunter's journey. We've added a few details on Fernanda Family's ultimate fishing and hunting habits to help you fully understand the persona and how they will engage with the outdoors

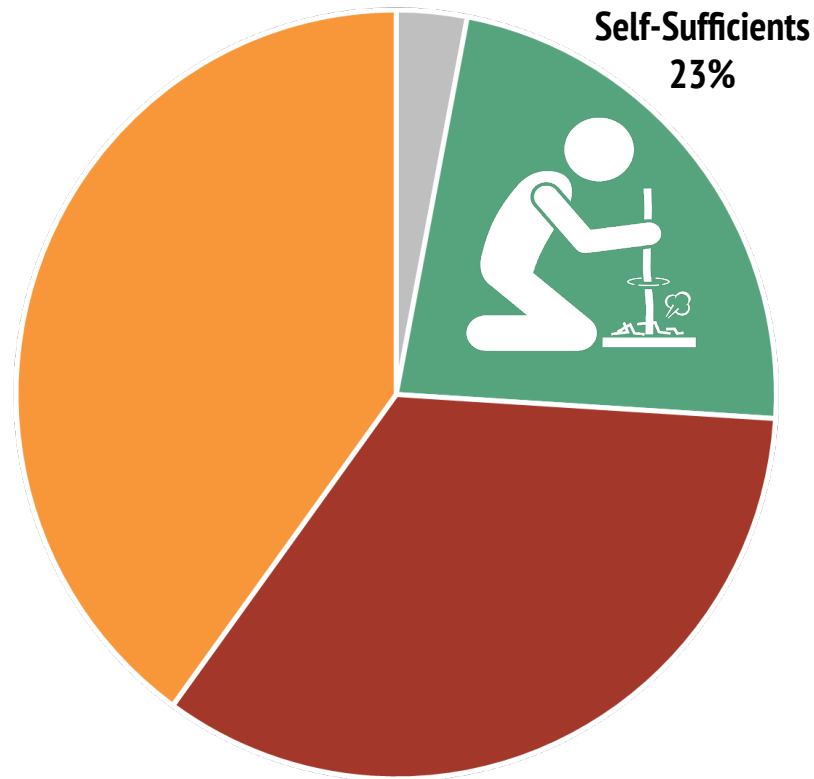
When it comes to hunting, Fernanda goes in the field mostly with her adult family members, friends, or her husband. She likes hunting with her father, Fedele, nearly every weekend in the fall. The bonding time is her favorite part, but she also likes to harvest her own meat and be a part of the close-knit hunting tradition she is getting to know more and more. Fernanda likes to fish because, like hunting, it gives her time to spend outdoors with her family. However, unlike hunting, she takes advantage of the fact that fishing is more accessible for all ages. Fernanda and her husband frequently fish with the kids on their backyard pond and often load up the kids and hit the Missouri River in their boat on weekends. They mostly participate in catch-and-release, but they are really there for the fun anyway.

Just because a new hunter or angler is confident enough to hunt or fish on their own, doesn't mean your work is done. Every communication you have with a hunter or angler is a chance to keep them active in the activity. Your CRM system is the key. Use what you know about your license holders to customize your communications and offers highlighting and addressing their specific motivations, concerns and situations.



Product	Media	Type of Content	Message	Offer
Fishing	Email	Class on pan fishing and fish fries with kids	Family fish fry fun	Article on the fun of catching and frying up pan fish. Include the specifics of setting up a big fish fry
Fishing	Email	Article on fishing with teens	Get your teenager on the water	Article on taking teens fishing
Hunting	Email	Turkey season reminder	It's turkey time	Traditional turkey season reminder but using images of families hunting
Hunting	Email	Squirrel hunting promotion	Start your kids hunting squirrels	Article on squirrel hunting as a first step for kids into hunting

SELF-SUFFICIENTS



Self-Sufficient (23% of all respondents) are motivated by becoming more self-sufficient in their meat consumption, relying less on retailers and agriculture to provide their protein. They are more concerned with filling the freezer than socializing or having fun.



SAMMY SELF-SUFFICIENT

Demographics



73% male



48% rural

38

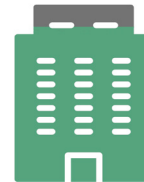
Average age



65% graduated college



76% married or living
with a partner



71% working
full-time



53% make \$100k/
year or more



62% have children
(any age)

Self-Sufficient (23% of all respondents) are more concerned with filling the freezer than socializing or having fun.

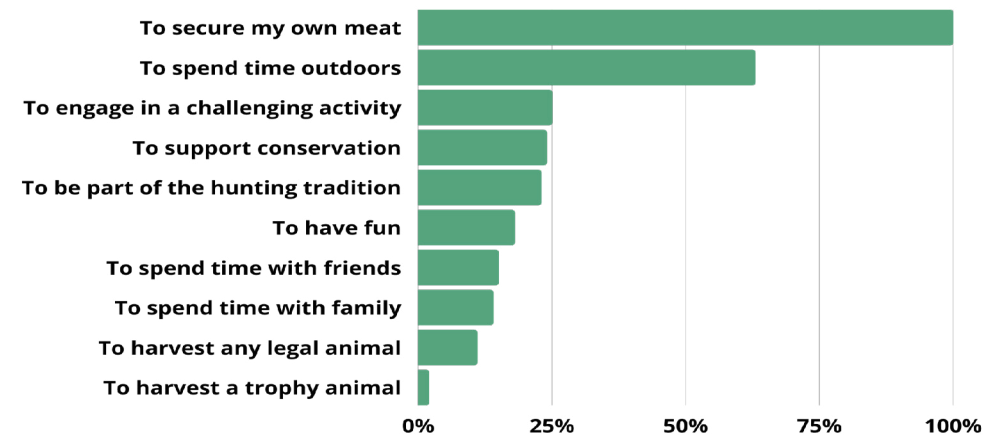
Sammy, our Self-Sufficient persona, loves not only the taste of wild game he can hunt for and fish he can catch in Missouri, but also being able to supply his family with fresh, sustainable meat without countless trips to the grocery store. Sammy's goal for his family is to become more reliant on the land and less on the meat industry.

Sammy is 36 years old and lives in Lee's Summit. He got his associate's degree at the Aviation Institute in Kansas City and now is the Head of Maintenance at Jet Midwest. He lives near the Kansas City Airport with his wife, Suzy, and their twins, Shawn and Shawna. They own 10 acres on the Little Blue River where they are planning to build a cabin.

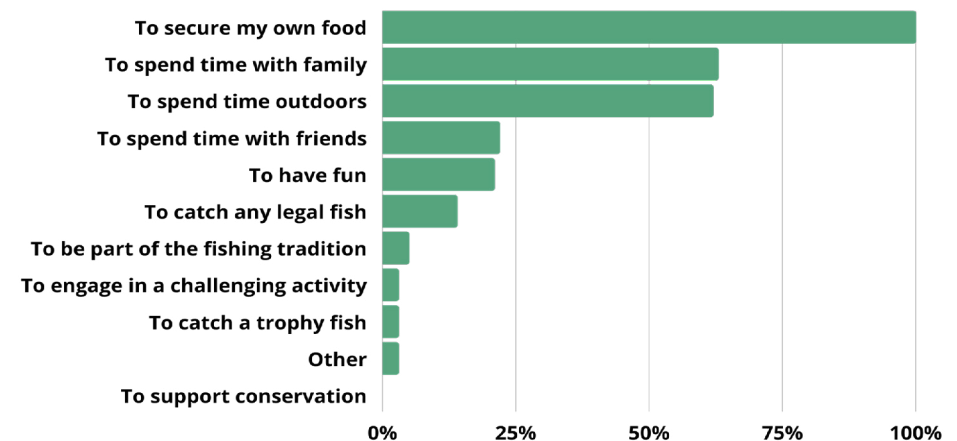


Self-Sufficient drive down the road listening to talk radio. They are upset about inflation, do not trust big agriculture, and are tired of empty meat cases at the grocery. They would rather find a dependable meat supply even if it requires a little more effort on their part. Because Self-Sufficient want to keep the freezer full every month of the year, they are ideal targets for hunting and fishing for multiple species. By pursuing a variety of fish and wildlife species, self-sufficient can feed themselves year-round.

Which of the following were the most important reasons that you decided to take up hunting?



Which of the following were the most important reasons that you decided to take up fishing?





Media Use

The art of targeting a specific segment is in a combination of specific media channels and messages targeted specifically to the interests and motivations of each segment. We know what motivates Self-Sufficients. Now let's look for ways to find the right media to deliver those messages.

Like most Americans his age, Sammy uses less traditional print media and more digital media channels. Sammy uses YouTube to learn more about fishing, cooking, and tips for building a cabin and attracting wildlife to his and Suzy's property.

Self-Sufficients want to learn things on their own. YouTube is a great place to find them. Try placing ads on how-to content about wood craft, outdoor cooking, hunting, and fishing. Appeal to their desire to be independent. Use headlines with terms like "on your own," "without going to the store," "better than a butcher shop," etc.

Target Media



Web/online
(90%)



Stream video
(79%)



Streaming music
(73%)



Social Media
(73%)

Secondary Media



Radio (69%)



TV/cable/broadcast (61%)

Media to Avoid



Satellite Radio
(22%)



Magazines (16%)



Newspapers (15%)



Life Events

Since Self-Sufficient are seeking food independence by fishing and hunting, life changes that increase the amount or quality of food they need for their family are the most likely to motivate them.

Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to target messages to individuals in the right stages of their lives.

Life Event

Pair bond

Have kids

Age

25-35

25-35



Other Activities

We asked survey participants what other activities they loved or enjoyed. The results are listed below. Knowing the other activities Sammy enjoys provides several opportunities. Activities like camping potentially provide lists that you could email. Other activities like boating give you opportunities to put up signs on agency-controlled lands frequented by potential hunters and anglers. And every activity points towards content like websites, e-newsletters, and YouTube videos where you could place paid advertisements to encourage individuals to consider hunting or fishing.

Overall Top 4



Cooking - 83%



Target shooting (firearm) - 83%

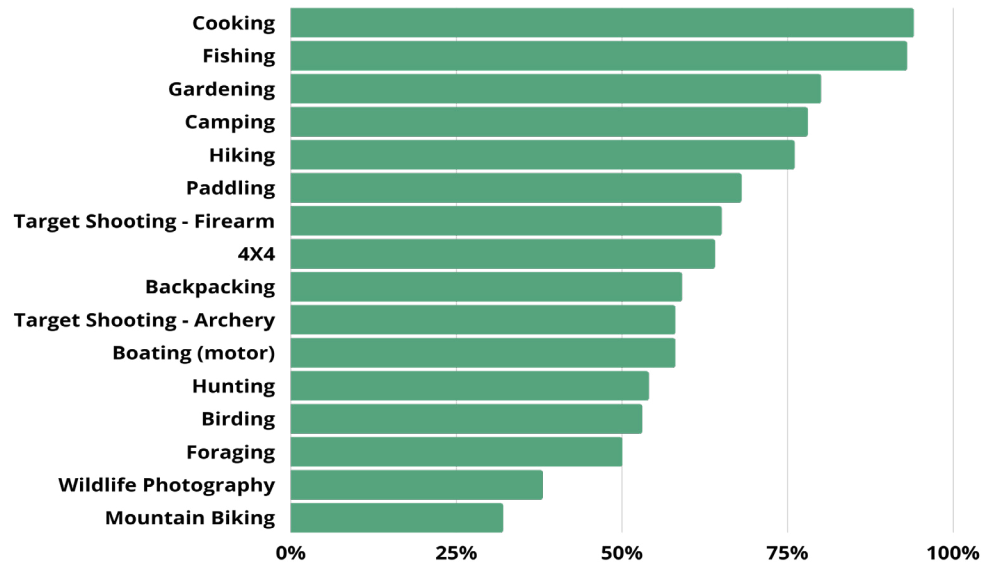


Camping - 76%

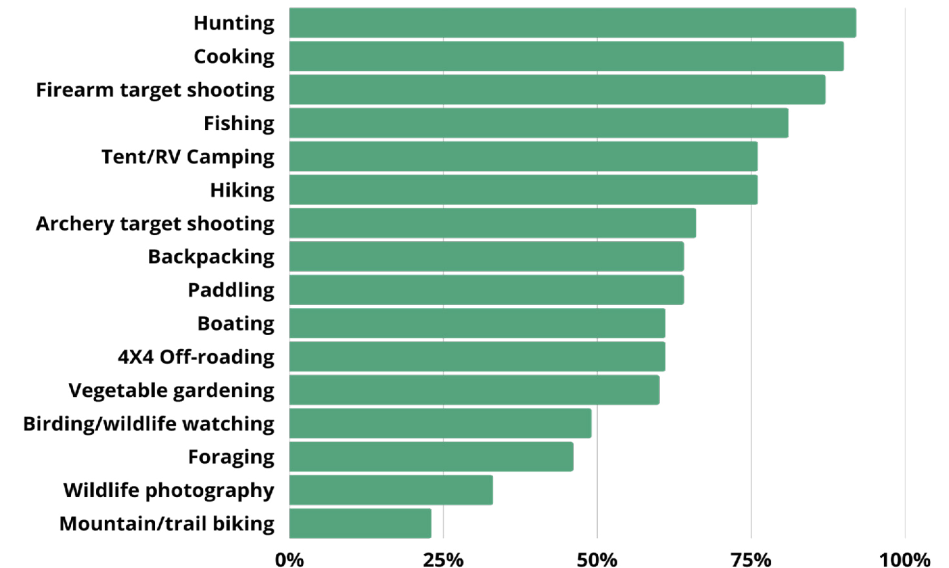


Hiking - 75%

Anglers



Hunters





Recommendations

- Current events will motivate a Self-Sufficient (shortages, inflation, steroid use in the meat industry). Leverage news stories for both messaging and media choices.
- Self Sufficient will notice messages about hunting/fishing and food, but try to concentrate on self-sufficiency rather than gourmet/foodie or ecological impact food messages.
- Try cross-promoting with foraging opportunities, or offer classes on all of the above.

You know what media Self-Sufficients are likely to use, their motivations for hunting and fishing and the other activities they enjoy. Use this combination of information to place paid advertising in front of individuals likely to consider hunting or fishing.

Here are a few of the hundreds of potential combinations to illustrate the point:

Product	Media	Type of Content	Message	Offer
Fishing	Paid Search	Search ads that appear on boat ramp searches	How to catch the big ones!	Article on how to catch larger fish
Fishing	Online Display	Ads on content about paddling	How to fish with more than one rod.	Video on how to fish effectively with multiple rods
Hunting	Facebook Ads	Ads on Facebook hiking groups	How to hunt nearly every month of the year.	Article on what species are available to hunt each month of the year
Hunting	YouTube Ads	Ads on videos about grilling	How to field dress a deer.	Class on field dressing and processing deer



SAMMY SELF-SUFFICIENT

Gathering Info



Once a Self-Sufficient decides they would like to fish or hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be the MDC's website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don't tend to be involved with the MDC, they aren't very likely to be following the MDC's social media accounts. They are more likely to check out high-profile influencers like Steve Rinella/Meat Eater or local hunting groups on Facebook or retailers.

Recommendations

This is where MDC-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand - not just for avid hunters and anglers, but for beginners as well. Don't use your social media accounts to reach new people; instead, use paid social media to reach out to individuals interested in outdoor cooking, saving on food, gardening, etc.

In addition, paid search ads could target common questions new hunters and anglers might have and paid display ads could be placed on content for new hunters and anglers. Because you can geo target your online advertising, you can always limit your ads to only appear in Missouri so your budget is never wasted.

Product	Media	Type of Content	Message	Offer
Fishing	Regs Book	Article on picking a good filet knife	What filet knife is right for you?	Article on filet knives
Fishing	Paid Search	Searches on how to clean and cook fish	More than one way to skin a catfish	Video on ways to clean a catfish
Hunting	Website	Article on how to find big does	Where the does are...	Article on where and how to hunt for big does
Hunting	Paid Display	Display on how-to hunting content	How to skin a squirrel	Video on how to skin and process a squirrel



SAMMY SELF-SUFFICIENT

Barriers



Sammy, like other Self-Sufficient, is primarily concerned with understanding fishing and hunting regulations. He would like to become a better angler and hunter and increase his success, so he would also like to learn about hunting techniques, fishing techniques, types of bait, and new (potentially more productive) places he could fish or hunt. To become even more independent, Sammy would also like to know how he can forage mushrooms, berries, and greens so that he wouldn't need stores, farmers, or other people as much.

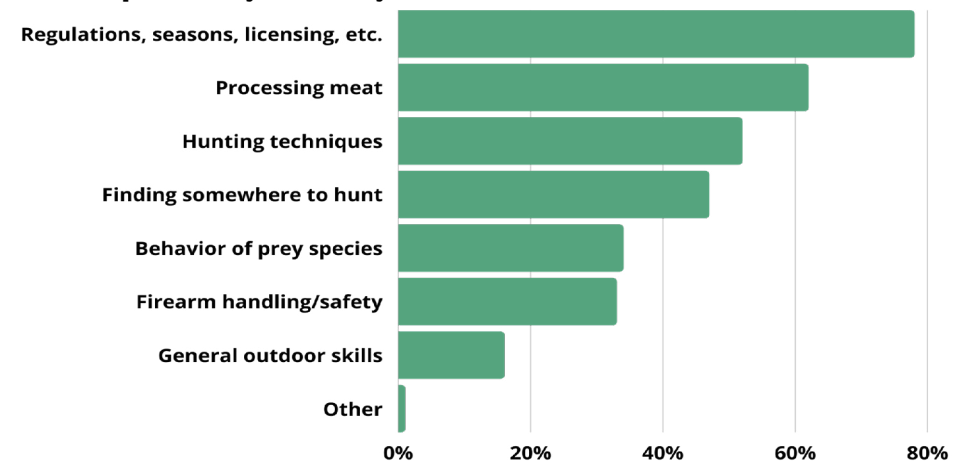
Recommendations

Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity. Processing and storage are big issues with this group.

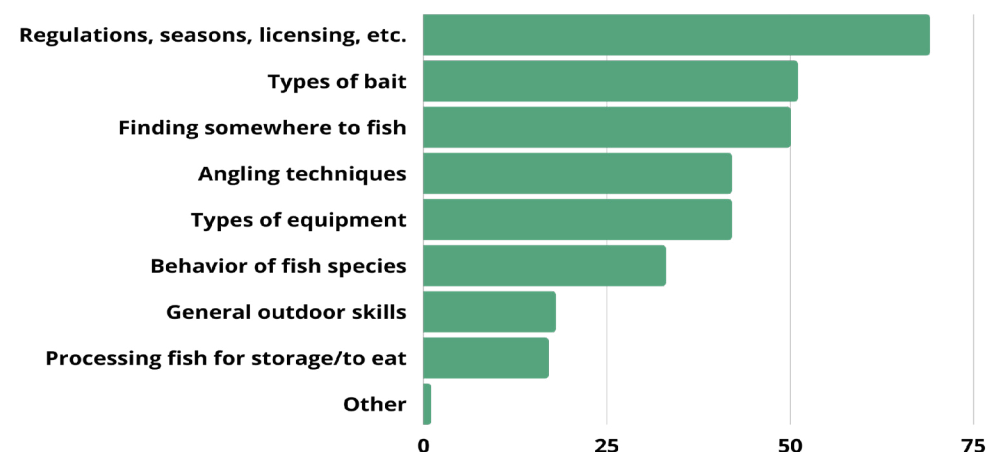
Here are a few examples of classes and how they might be promoted:

Product	Media	Type of Content	Message	Offer
Fishing	Paid Display	Ads on content about fishing	Learn how to cook trout	Sign up for a trout cooking class
Fishing	YouTube Ads	Ads on content about fishing	How to clean fish	Link to videos on cleaning several kinds of fish
Hunting	Paid Search	Ads on hunting searches	How to fill your freezer with wild protein all year long	Content on various hunting seasons and how you can eat wild game all year
Hunting	Paid Social Post	Game processing equipment	What do you need to process big game?	Article on game processing equipment

Right before you first started hunting, which of the following topics did you feel you needed to learn more about?



Right before you first started fishing, which of the following topics did you feel you needed to learn more about?





Sammy buying his license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be measured back to what ads, classes and content lead up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter and angler via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters and anglers to the community, provide useful content and learn more about them.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Quick segmentation survey	What is your motivation for fishing?	Links to resources in line with their motivations
Fishing	Email	Quick knowledge gap survey	What would you like to learn about fishing?	Links to content and classes they will be interested in
Hunting	Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Hunting	Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species



Self-Sufficient need to harvest to be satisfied with a hunting or fishing trip. Support them in that affair. They want new techniques, places to hunt and fish, or anything that will increase the likelihood of success.

Recommendations:

- Underutilized access points
- New techniques
- Species to hunt or fish for during off months
- Processing and cooking techniques



SAMMY SELF-SUFFICIENT

Continuing Without Support



Continuation without support is the goal of your new angler's or hunter's journey. We've added a few details on Sammy Self-Sufficient's ultimate fishing and hunting habits to help you fully understand the persona and how they will engage with the outdoors

When it comes to hunting, Sammy goes out into the field with one goal in mind: bring home something for dinner. He loves the feeling of bringing home fresh venison or rabbit and cooking a nice meal with his family without all the grocery store madness. A secondary benefit of getting out in the field is to spend more time connecting with nature and being outdoors. He doesn't care much about harvesting a trophy animal, only the animals that will bring the best meal for the family. Sammy tends to hunt alone or with friends - not because he doesn't like the thought of hunting with more people or his family, but because he has a freezer to fill and that is more important to him than socializing. Much like his hunting habits, Sammy fishes for the best meat that he can bring home for a meal. He likes fishing for anything from catfish to trout, and mostly keeps the fish he catches if they meet the size limit. However, unlike hunting, Sammy does like to bring his family along on fishing trips, especially his wife and children. It then becomes a family affair where multiple people can contribute to the evening's meal. Sammy likes to fish with his wife, Suzy, around Kansas City during the week and the Little Blue River on weekends as well as on vacation camping trips.



Just because a new hunter or angler is confident enough to hunt or fish on their own, doesn't mean your work is done. Every communication you have with a hunter or angler is a chance to keep them active in the activity. Your CRM system is the key. Use what you know about your license holders to customize your communications and offers highlighting and addressing their specific motivations, concerns and situations.

Product	Media	Type of Content	Message	Offer
Fishing	Email	Class on pan fishing and fish fries	Fish for the entire family!	Article on the fun of catching and frying up pan fish. Include the specifics of setting up a big fish fry
Fishing	Email	Class on cleaning fish	Learn how to clean your catch	Article and class on fish cleaning
Hunting	Email	Turkey season reminder	It's turkey time	Traditional turkey season reminder but using images of processing, cooking, and eating
Hunting	Email	Squirrel hunting promotion	12 great squirrel recipes	Article on cooking squirrel with several recipes

OVERALL RECOMMENDATIONS

MAKE MISSOURIANS' JOURNEY TO HUNTING AND FISHING EASIER

Program-wide Suggestions

There's a lot of useful information in this report, but how do you boil it down into an action plan to help adult Missourians find their way to becoming hunters and anglers? This section of the report walks through every step of their customer journey and offers suggestions as to how MDC can attract more individuals to the outdoors and smooth the journey for those who decide to take it.



OVERALL RECOMMENDATIONS

TAKING THE EXIT

We all go down the road of life in various ways that might include math homework and recess in our youth, to dating, starting a family, getting a mortgage, retiring, and eventually having an empty nest. As we travel that road, we pass signs along the way encouraging us to consider different forms of recreation. The signs that appeal to us the most are the most likely to get us to pull off the highway and consider a new activity. The signs with the most appeal are those that align with our motivations and circumstances at the time we pass them, just as different motorists might pull off the highway for a fast-food restaurant having seen signs for great French fries, clean bathrooms, or a playground, all depending on their needs, desires, and motivations based on their current situation.

We know the motivations of our three personas (family, food, fun) and we also know that each individual hunter or angler is a unique blend of those three motivations. Because everyone is a blend of those motivations and because each of our personas has very similar media habits, we recommend a single campaign (one campaign for hunting and a second for fishing) be developed with different messages for each of Missouri's personas.

That means the messages should look alike and use similar language but the actual message and perhaps even the offer might vary from persona to persona. This will accomplish several things:

- The individuals who are the most deeply motivated by food, fun or family will see the corresponding message and have their interest piqued enough to read it.
- Individuals who have more of a mix of motivations will see multiple messages over time and the accumulation of messages will move them to look into the activity.
- People who are less interested in hunting or fishing will be exposed to the series of messages and learn that there are many good reasons to hunt or fish. This might move them to look into the activities themselves, but even if they don't become interested in participating, they may become more supportive.

This campaign can be delivered to your audiences in several ways, including:

- Use CRM to target individuals based on their age, motivation, geography, interests, and barriers. Missouri's CRM system already has a great deal of data on current and potential hunters and anglers. Use that information to determine which individuals are the most likely to have each of the three motivations. Email them that message first. After you've repeated a particular message 3 or 4 times over a period of months, try the 2nd most likely and so on.

- Paid online and paid social media are the best ways for MDC to get its messages in front of new people. You can target demographics in most online advertising platforms but the key to this effort will be the content they are viewing. We recommend targeting content based on:

Hunting
Fishing
Outdoor Cooking
Camping
Hiking
Target Shooting

- If you are trying to reach NEW hunters and anglers, MDC's owned media outlets like your website, magazine, and agency social media accounts are not your best communication options. These media outlets tend to preach to the choir. This creates two potential risks: 1) You will feel like you have promoted an event or concept because you ran ads and posts but you won't have been speaking to your target audience, and 2) You will fill up valuable seats in a processing class or mentored hunt with individuals who are already hunters/anglers and crowded out the new/potential participants who need the content so much more. The best strategy is to promote the class using outside media, and if a week or two before the event is scheduled, it's not full, use owned media to fill the last few seats. Another strategy might be to only allow individuals who have had a license less than 2 years to take certain classes designed for new hunters/anglers.

What should your offer be in this campaign? Remember these are individuals just starting to consider hunting or fishing. They aren't ready for a big commitment of time or money like hunter ed. Your offer should be "low hurdle", easy to take advantage of, and very unthreatening. In addition, it should be targeted to the persona with that motivation. There are sample offers in each of the persona journey outlines above.

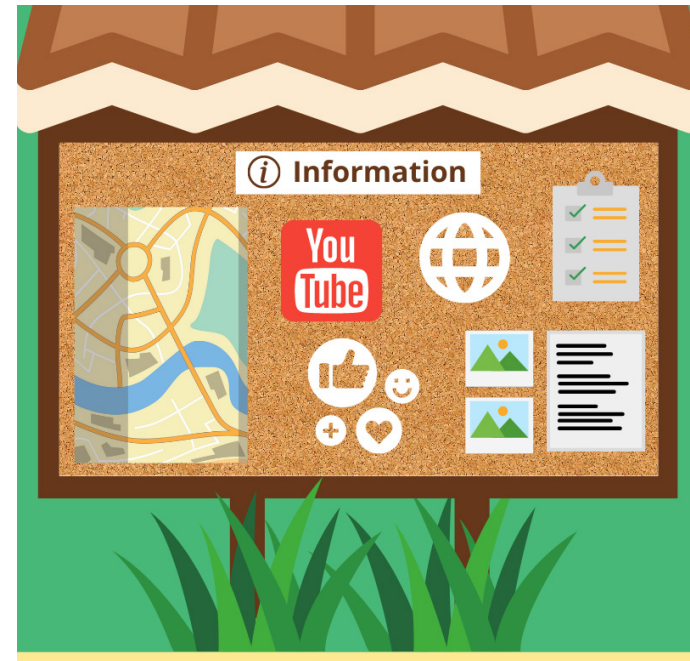
OVERALL RECOMMENDATIONS

INFORMATION GATHERING

A person with no experience hunting doesn't just decide to take up the activity immediately; they look into the activity and decide if the payoff for participation is greater than the effort required to participate. We call this phase "information gathering." The process is different for every activity, product, or service. Here, we will discuss information gathering as it pertains to hunting and fishing.

In interviews and focus groups, we heard the same thing over and over. The first stops for Missourians considering hunting or fishing are MDC Regulations Books or the MDC website. They also consult social media. But predominately NOT MDC social media accounts but rather the social media accounts of perceived experts like Steve Rinella/MeatEater or forums for local hunters like Facebook Groups. Almost no one mentioned consulting state or MDC social media accounts on this part of their journey to hunting or angling. The upside of this step is that you won't need a media budget. All you have to do is optimize your owned media outlets. And because we know that most people start by visiting our website or reading the regs book, those are your first priorities.

- Provide content based on their motivations
 - Fishing tackle for toddlers
 - Heathy wild protien
 - Introduce a friend to fishing
- Include links to multiple next steps
 - Content
 - Classes
 - Hunter Ed
 - License purchase
- Content should be:
 - Easy to understand
 - Welcoming
 - Fun



In addition, paid search ads could target common questions new hunters and anglers ask, and paid display ads could be placed on online content for new hunters and anglers. Geo targeting will insure your online ads only appear in Missouri so your budget won't be wasted.

OVERALL RECOMMENDATIONS

KNOWLEDGE GAPS & BARRIERS

We recommend content, online and face-to-face events be developed to address each of these knowledge gaps and a few other areas. Here are the changes we recommend to hunter and angler education based on this project.

Adult Hunter Ed – Many new adult hunters don't want to take hunter ed with kids or teenagers. Offering face-to-face adult-only hunter ed would please this group of new hunters and give them a chance to meet one another and potentially become hunting buddies.

Parent/Child Hunter Ed – Adults who would like to hunt as a way to spend time with their children would be attracted to parent/child hunter ed. We would recommend this class be offered face-to-face as well.

Adult Learn-to-Fish Classes – While it's not as important as hunter ed, we feel that new adult anglers would appreciate an opportunity to learn how to fish in a group of like-minded adults.

Classes for all major species/types of fishing and hunting – Different hunters and anglers are interested in different species and techniques. Current hunters and anglers expand their activities by taking on new types of hunting and fishing. Offering a variety of hunting and fishing events would address both of these issues, and even provide opportunities to parter with outside groups.

Classes for all the major knowledge gaps - People are less likely to start and/or continue an activity that they don't feel they understand and can do safely and effectively. The new hunter and angler surveys uncovered a reasonably short list of knowledge gaps faced by new adult hunters and anglers in Missouri.

Hunting knowledge gaps

- Regulations, seasons, licensing, etc.
- Field dressing and processing
- Firearm handling
- Finding somewhere to hunt
- Hunting techniques
- Prey behavior
- Outdoor skills

Fishing knowledge gaps

- Regulations, seasons, licensing, etc.
- Cleaning fish
- Finding somewhere to fish
- Fishing techniques
- Fish behavior
- Outdoor skills

How should you promote all of these new classes?

We recommend a single campaign (one campaign for hunting and a second for fishing) be developed with different messages for each event/class. The call to action for each message would be to consume content or sign up for a class/event. That means the messages should look alike and use similar language but the actual message and perhaps even the offer might vary from persona to persona. This will accomplish several things:

- The individuals who are the most concerned about a particular knowledge gap will see the corresponding message and have their interest piqued enough to read it.
- Individuals are very likely to have more than one knowledge gap. These individuals will see multiple messages over time, and the accumulation of messages will move them to look into the activity.
- Potential hunters and anglers will see all the messages promoting educational events and content and realize that MDC is there to help them as they learn to hunt or fish.

What media should be used?

- The MDC is already collecting barrier data and recording it in the CRM. By adding a knowledge gap-related question to the process of purchasing a first license or signing up for hunter ed, you would know exactly which hunters and anglers were likely to be interested in particular pieces of content and events.
- Paid online is another great way to promote these events. Paid search would be ideal as you could target Missourians who are searching for information to address a particular knowledge gap.

OVERALL RECOMMENDATIONS

BUYING A LICENSE



License purchases give MDC the ability to add new hunters and anglers to your Customer Relationship Management (CRM) system so that MDC can support and communicate with hunters and anglers as individuals highlighting and addressing their own motivations, concerns and situations.

Here are some of the ways we recommend you use the CRM:

- 1) Send all new license buys a quick segmentation survey
- 2) Send all new hunters a quick knowledge gap survey

Armed with each license holder's motivation and knowledge gap, we recommend:

- 1) Offering every license holder content or a class each quarter to help them overcome their knowledge gaps
- 2) A couple times a year send each license holder an email regarding hunting or fishing on a property near their home.
- 3) Two to four times a year send license holders learning opportunities in like with their food, fun and family motivations

OVERALL RECOMMENDATIONS

CONTINUING WITH SUPPORT

In the past, most new hunters and anglers came from outdoor families, and all the social support they needed to get up early on Saturday and hit the woods or head out to the boat ramp came from friends and family. Today, many of the adults interested in becoming hunters and anglers don't have that support. They likely don't have friends or family who hunt or fish, so they don't have anyone to answer questions, practice their skills with, or double check that they set their alarm.

MDC can't be there to make sure they get out of bed on time, but there are other ways you can offer social support to your new hunters and anglers. Here are some suggestions:

In classes look for ways for participants to get to know one another and potentially become hunting/fishing buddies.

- Pair individuals in classes
- Pair/group field exercises
- Have experienced students help others

After graduation, it will be harder to get our students in contact with one another. That doesn't mean you should give up trying to introduce graduates to one another, but it does mean you should add another level to the support effort where you are offering graduates support and information to ease their transition into confident hunters and anglers.

Some possibilities:

- New hunter/angler column in magazine
- New hunter/angler newsletters
- New hunter/angler emails
- Hold events for graduates
- Seasonal tips/reminders
- Mentor program
- Introduce them to local clubs
- Old grads assist new grads
- Events for graduates only



OVERALL RECOMMENDATIONS

CONTINUING WITHOUT SUPPORT



Continuation without support is the goal of your new angler's or hunter's journey. But just because a new hunter or angler is confident enough to hunt or fish on their own, doesn't mean your work is done. Every communication you have with a hunter or angler is a chance to keep them active in the activity. Your CRM system is the key. Use what you know about your license holders to customize your communications and offers highlighting and addressing their specific motivations, concerns and situations.

- 1) Customize all "regular" emails, like license reminders, with images and articles reflecting the family, fun and food motivations
- 2) Offer classes and other content to your hunters and anglers so they can take on new challenges and species
- 3) Share new access opportunities. If you add a boat ramp, shooting range or public hunting area, share the news with nearby license holders.