

Partnership Marketing

Working together to make
fishing better

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Working together to make fishing better



Yesterday's epiphany from the business sector:

If marketing works to sell soda and tennis shoes it will work to sell fishing licenses and increase participation.



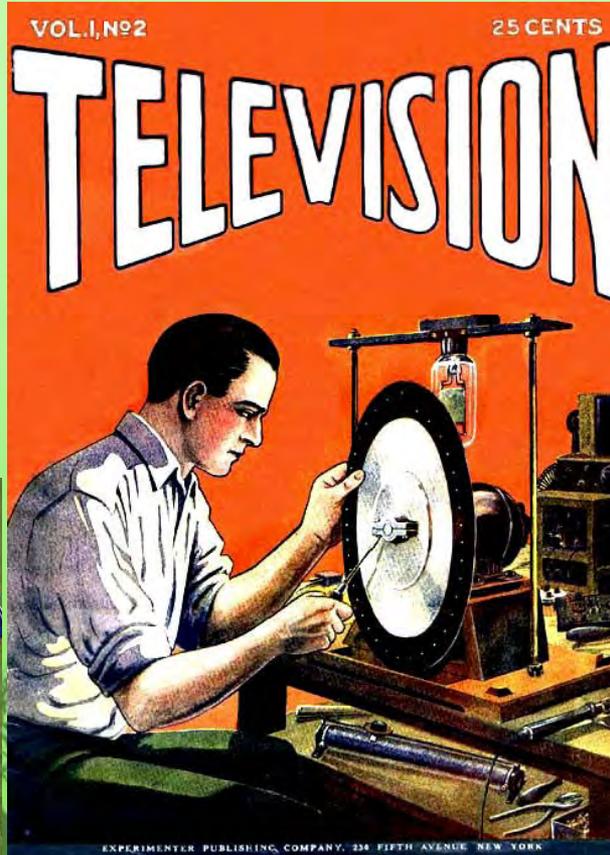
Today's epiphany from the business sector:

Integration with non-profit organizations, community groups, social media, grassroots and guerilla marketing cut through the clutter and drive results.

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“The Outdoors” has a ton of competition.



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Partnerships are the solution.

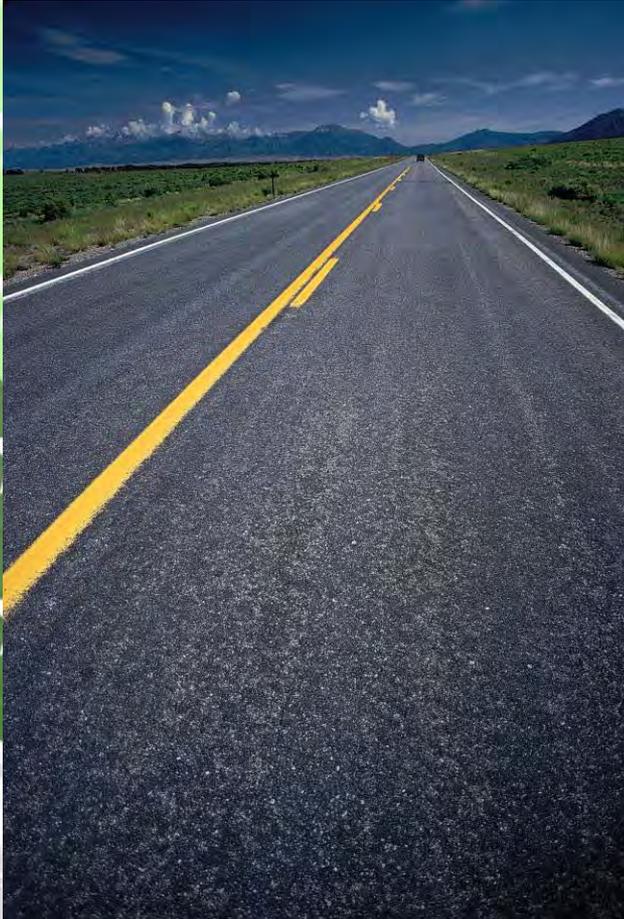
- Increased resources at your fingertips
- Greater flexibility
- Cost effective
- As simple as social media partnerships
- As deeply integrated as events and programs



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Successful partnerships with these groups:



- Are a two-way street
- Include a shared vision
- Are measured
- Involve ongoing dialogue

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To cut through the clutter:

- Engaging
- Immersive
- Experiential



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