

MARKETING PLAN FOR MEMBERS-ONLY EVENTS

Danielle Shepard



SOLIDIFY ZOOU AND TODDLER TUESDAYS AS THE USP OF ZOO MEMBERSHIPS

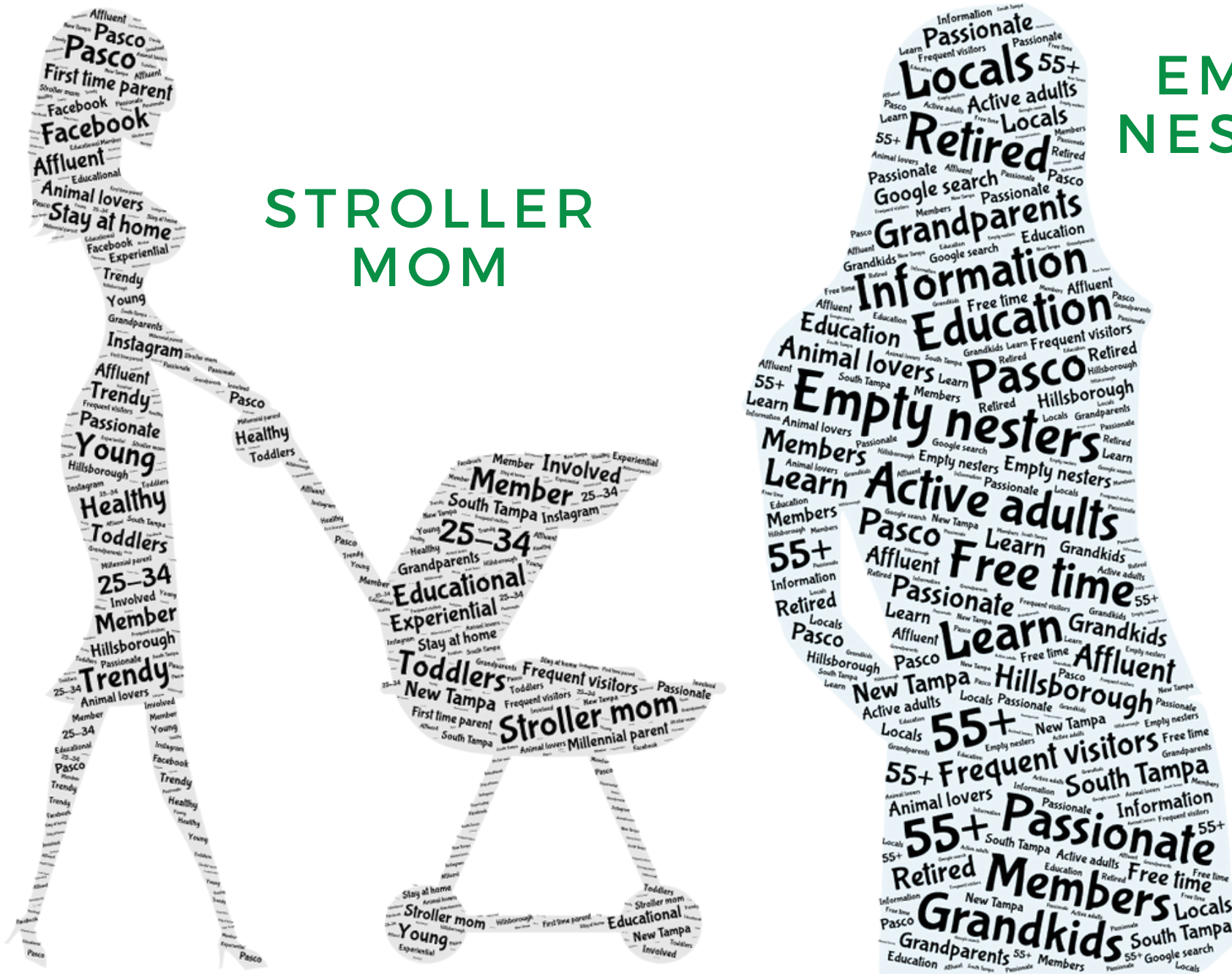
TLPZ provides Tampanians with the opportunity to get closer to wildlife than ever before. Your family is missing out on amazing experiences if you are not attending ZooU's and Toddler Tuesdays.

Use emotional appeals in a three-pronged IMC approach

- Digital
- Traditional
- Charitable partnerships

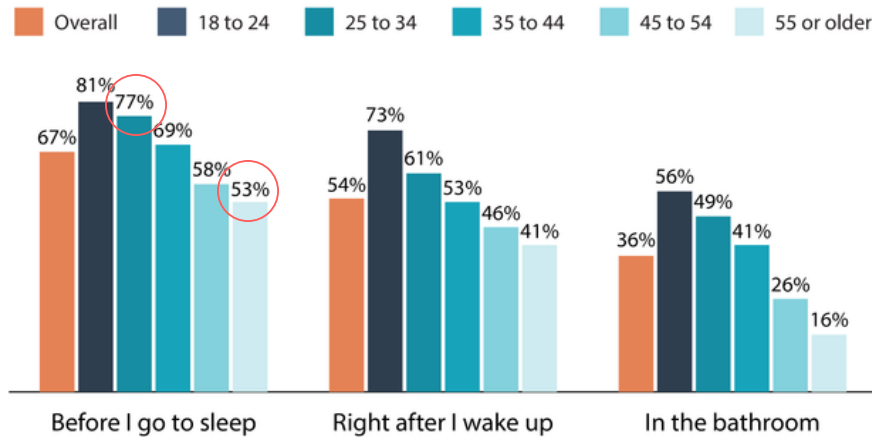


EMPTY NESTERS



Many use phones before sleeping, after waking, even in the bathroom

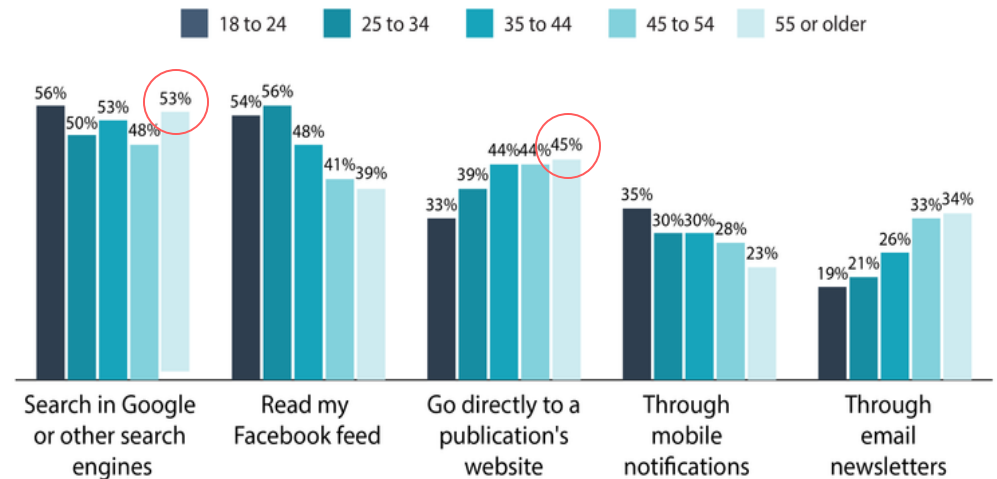
Where/when do you find yourself using your mobile phone?



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017

Younger consumers use Facebook to get content

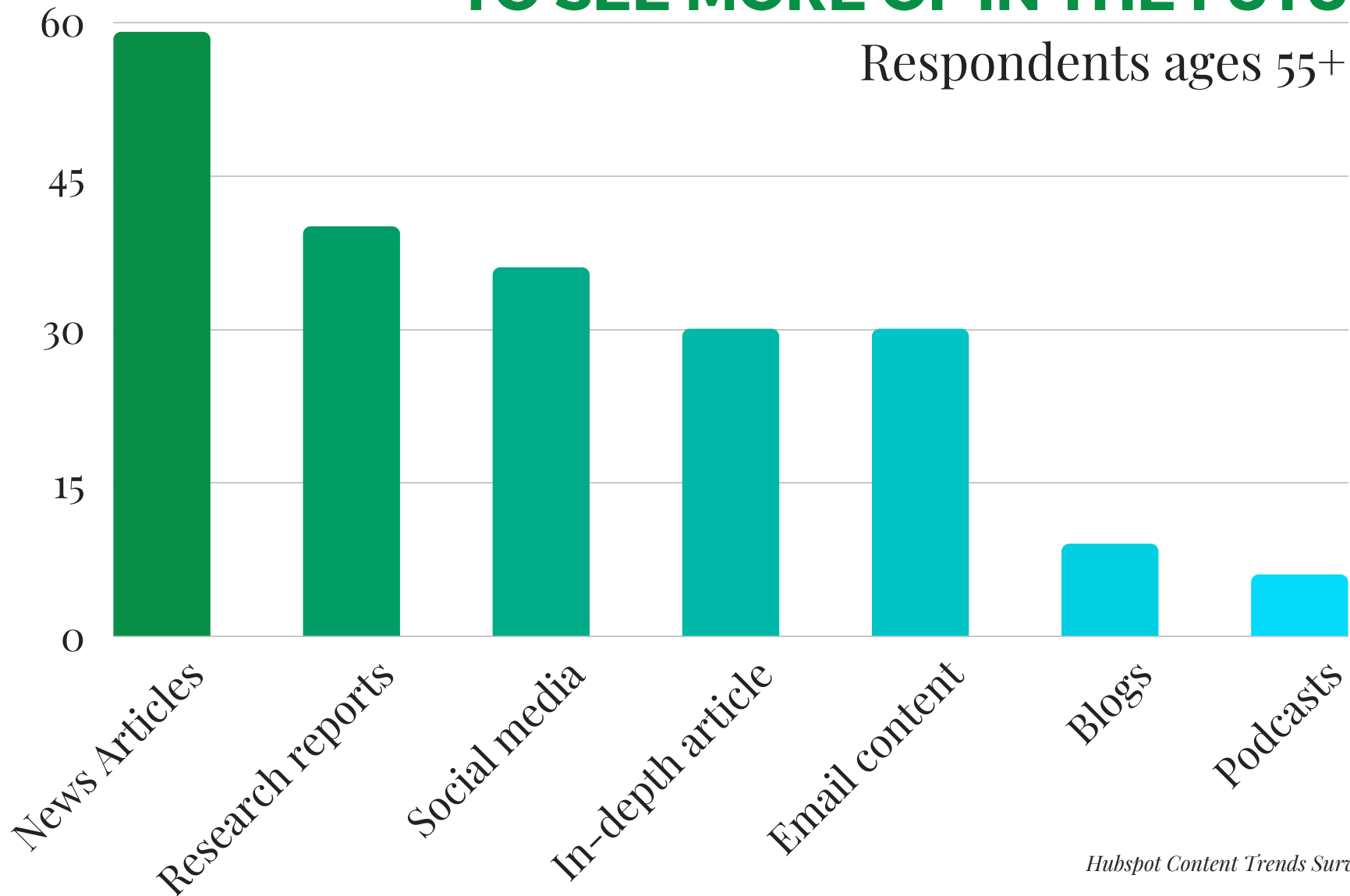
Where do you go to catch up on news, business, and lifestyle stories online?



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017

WHAT TYPES OF CONTENT DO YOU WANT TO SEE MORE OF IN THE FUTURE?

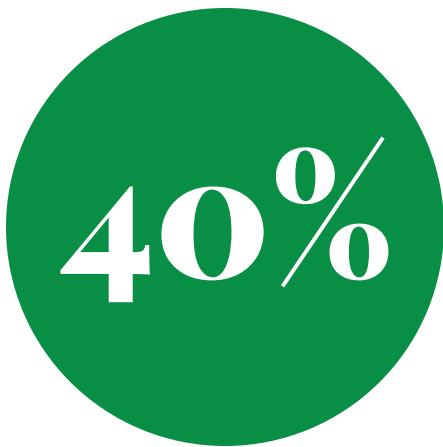
Respondents ages 55+





of the leading AZA institutions and museums in the U.S. have members-only events

(Determined from a sample of 50 of the top AZA institutions and museums in the U.S.)



of our local competitors/attractions in the Tampa Bay Area offer members-only events

(Determined from a sample of 10 of the top attractions in the Tampa Bay Area)

COMPETITORS

BUSCH GARDENS

- Safari of Fun Kids' Weekends are included with general admission

GLAZER CHILDREN'S MUSEUM

MOSI

THE DALI MUSEUM

ZOO U

CLASS IS IN SESSION

ZooU needs to stay interesting, relevant and on-trend to retain empty nesters and stroller moms, as well as attract our tertiary target market, millennials.

Toddler Tuesdays need to be entertaining and engaging enough to make it worth it, to both mom and toddler.

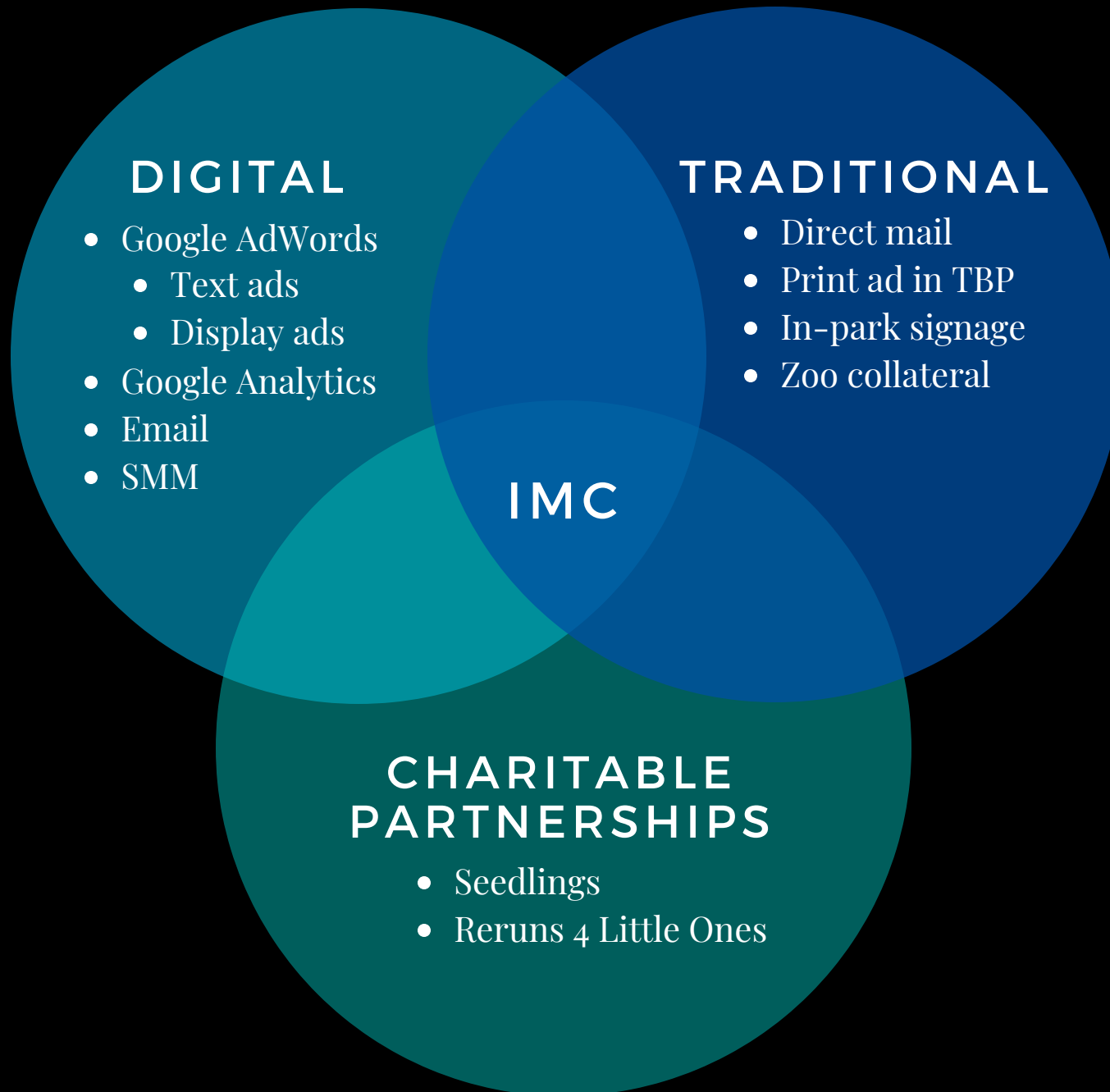


Toddler Tuesdays

LEARN. PLAY. GROW!

**UNFORGETTABLE NATURAL
CONNECTION EVERY TIME.**

THREE PRONGED APPROACH



A photograph of a woman and a young boy at a zoo. The boy, wearing a blue and white bucket hat and a grey t-shirt with a cartoon character, is holding a bunch of green leaves. The woman, wearing a white bucket hat and glasses, is smiling and holding the boy. They are standing behind a metal railing, feeding a giraffe. The giraffe's head is in the foreground, looking down at the leaves. The background shows lush green trees and a rocky enclosure.

TIMING

Now – January to March

Mid-year, the USP focus turns to seasonal event series/no blockout dates

EMAIL STRATEGY

Send monthly emails to members in the late afternoon/evening that list all member benefits with the members-only events as the USP

MailChimp: Use segmentation and A/B testing to tailor same messaging to the two target markets

- Empty nesters: Longer descriptions for ZooU, more information, links to blogs
- Stroller moms: Less information on ZooU, links to website and social media, highlight enrichments
- Utilize click tracking maps, track engagement and analyze interactive graph reports



ZOOU
CLASS IS IN SESSION



PYGMY HIPPO LECTURES SERIES
Mike Burns, Animal Care Manager of Africa
January 23, 2018 at 4:30pm in Reilly's Reserve

The Pygmy Hippopotamus is a medium-sized herbivorous mammal that is found inhabiting the humid forests and swamps of West Africa. The Pygmy Hippopotamus is closely related to Africa's other Hippo species, which is the Common Hippo but is much smaller in size weighing around a fifth of its enormous cousin's weight. Although the two species may look very similar there are actually a number of notable differences as the Pygmy Hippo has a narrower mouth and sleeker body that helps it when moving quickly through the dense vegetation in the jungle. Come to ZooU to learn more about these amazing animals!

RSVP >

Toddler Tuesdays
LEARN. PLAY. GROW!



JANUARY 23, 2018 AT 10AM
ZOOVENTURES THEATER

Bring your toddler for a morning full of crafts, snacks, games, storytime and an animal mingle!

RSVP >



Toddler Tuesdays
LEARN. PLAY. GROW!



JANUARY 23, 2018 AT 10AM
ZOOVENTURES THEATER

Join us for crafts, snacks, games, storytime and an animal mingle. Your toddler can get closer to wildlife than ever before at this exclusive members-only event!

RSVP >

ZOOU
CLASS IS IN SESSION



PYGMY HIPPO LECTURES SERIES
Mike Burns, Animal Care Manager of Africa
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RSVP >



SOCIAL MEDIA

Use Facebook as main platform

Both stroller moms and empty nesters use Facebook, but differently

Facebook allows us to target specific demographics in the hyperlocal area

Utilize videos with an emotional appeal

- 18 Summers – Visit Idaho

(Disclaimer: Would use more exciting brand image/video than connection with a chicken)



Like



Comment

👍 We Talk Parenting, Linea Oyebamiji and 15 others

View 1 more comment



Kids Learning Shop Nice 😊

Like · Reply · 20h



Pamela J Draper Mark Draper

Like · Reply · 12h



Write a comment...



Laura Byrne

@LauraHKByrne

Creative director of Tampa Bay Parenting Magazine, freelance TV reporter and writer, 3rd generation FSU grad, Junior League volunteer and proud mommy!

SOCIAL MEDIA

Utilize Tampa Bay Parenting to promote Toddler Tuesday and ZooU's that are more kid-friendly on their channels

Invite Laura Byrne from TBP to Toddler Tuesday with her toddler-aged child and baby

GOOGLE ADWORDS

Toddler Tuesdays at TLPZ - Learn. Play.
Grow At the Zoo!

Ad www.tlpz.org

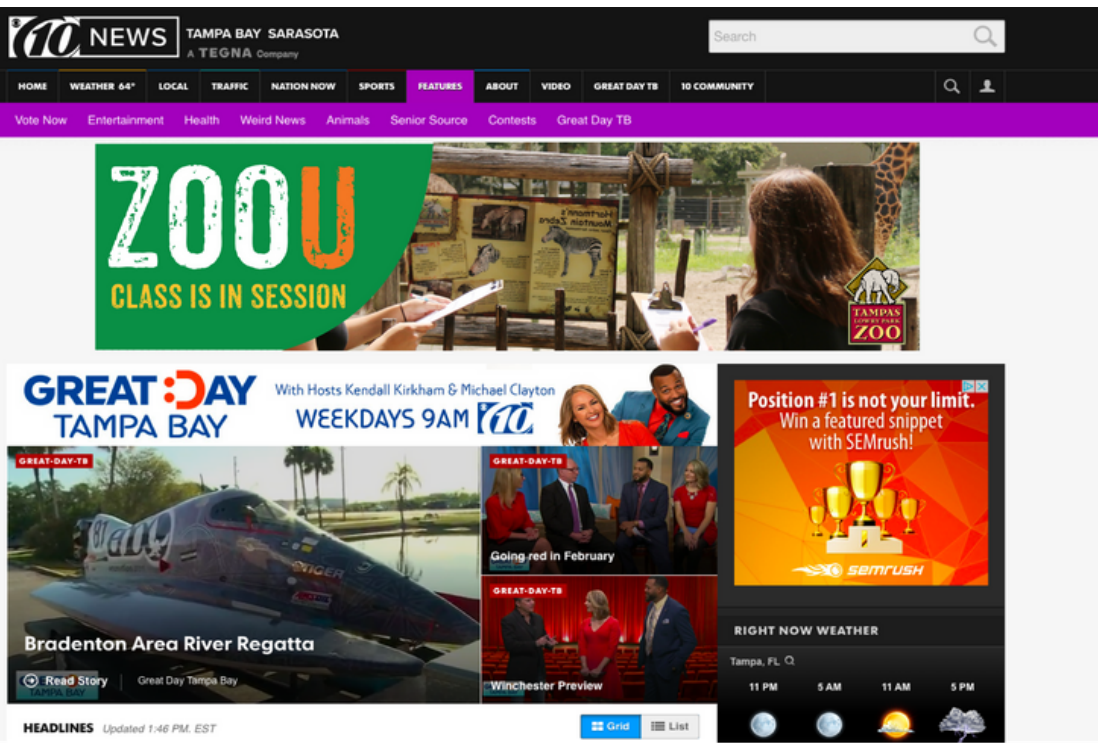
Zoo Membership Is The Best Value With This
Members-Only Event For Toddlers!

Search Network with Display Select using All Features

Generate targeted keyword lists
using the Keyword Planner tool to
increase CTR and conversions

All features allows us to show ads
at peak usage times in targeted
placements for selected target
markets

Create unique links to track results
using Google Analytics



GOOGLE ANALYTICS

Create goals with purchase funnels to show ad and email campaign results and conversion rates

Track the interests and online behaviors of those clicking through our ads and visiting our website

- Affinity categories
- In-market segments

Goal setup [Edit](#)

Template: *Place an order*

Goal description [Edit](#)

Name: *Purchase a Membership*

Goal type: *Destination*

Goal details

Destination

Equals to ▾

/thanks.html

☐ Case sensi

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF

Assign a monetary value to the conversion.

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.h* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Toddler Tuesday	/toddlertuesdays	<input checked="" type="checkbox"/> YES
2	Membership	/involvement/join	<input type="checkbox"/>
3	Webstore	https://shop.lowryparkzoo.com/webstore/	<input type="checkbox"/>
+ Add another Step			

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel



DIRECT MAIL CAMPAIGN

Direct mail volume has decreased, but its percentage of all mail has increased

Although we've scaled back, successful in past Zoo history

Can target by location, demographics and lifestyle

- *Toddler Tuesday focused*: send to family households
- *ZooU focused*: send to households of 55+ couples and single millennials



PRINT AD IN TAMPA BAY PARENTING

Print is on its way out, but not dead

TBP's audience is ideal for Toddler Tuesdays and we have a great relationship with them

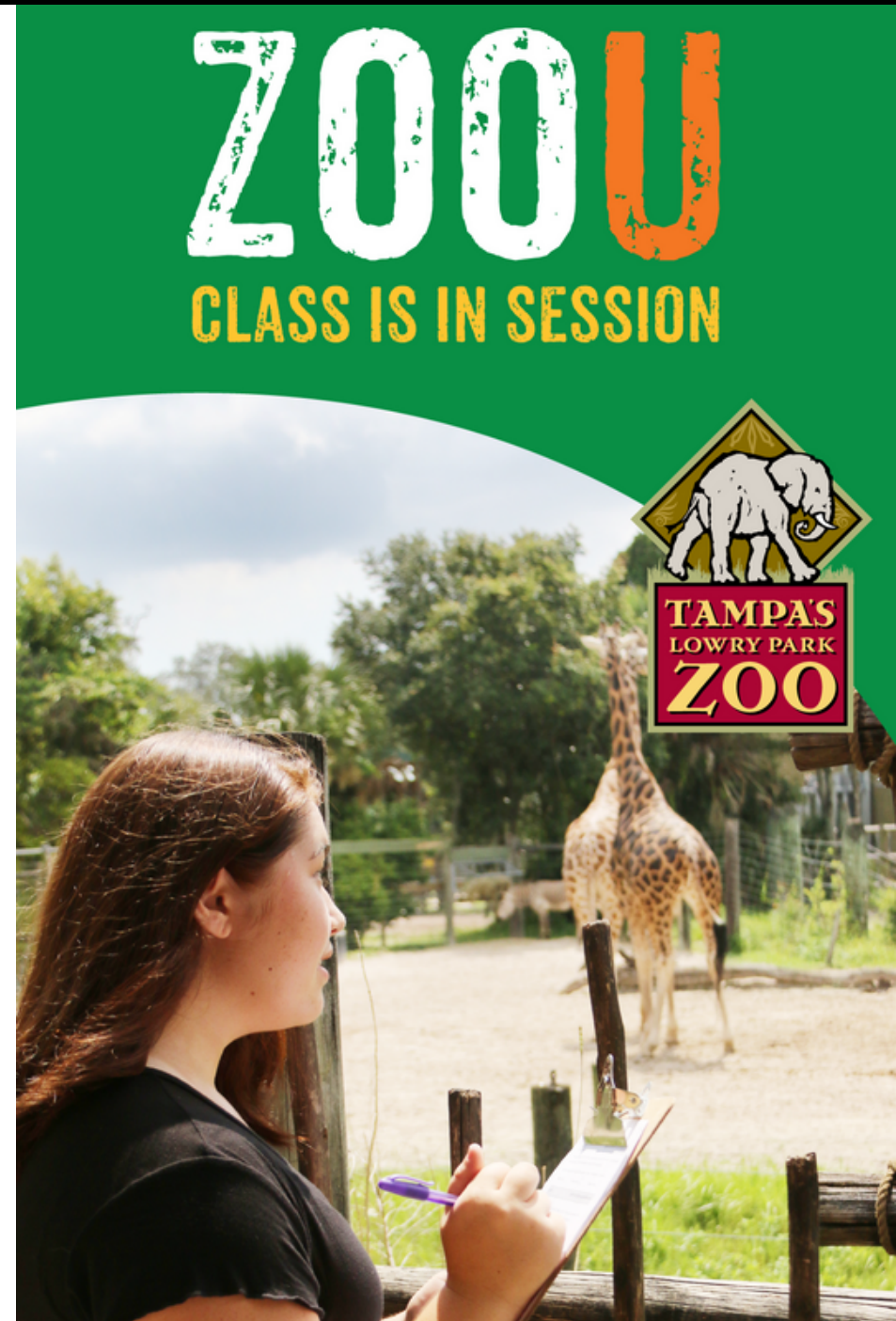
TBP publishes their issues on their website, so reaches online audience too



IN-PARK SIGNAGE

- Ticket window cling
- Perch banners
- Table cubes
- Directional signage on event days

In-park should focus on upgrade messaging



UPGRADE YOUR TICKET

for access to the 2018
Seasonal Event Series!

ZOO MEMBERSHIPS ARE GETTING WILD!

PREFERRED PARKING
DISCOUNTS ON ZOO DINING & SHOPPING
NO BLOCKOUT DATES
&
MEMBERS-ONLY EVENTS LIKE TODDLER
TUESDAYS AND ZOOO!



GO BEHIND-THE-SCENES!

Explore the Zoo's African Penguin
Conservation Center, Catherine
Lowry Straz Veterinary Hospital,
Commissary, Elephant Barn, and

VISITOR GUIDE AND MAP



SHOP

Make your day unforgettable. Gifts, apparel and
souvenirs can be found throughout the Zoo.



ZOO COLLATERAL

- Zoo maps
- Print at home tickets
- Membership-dedicated flyers
for offsite activations



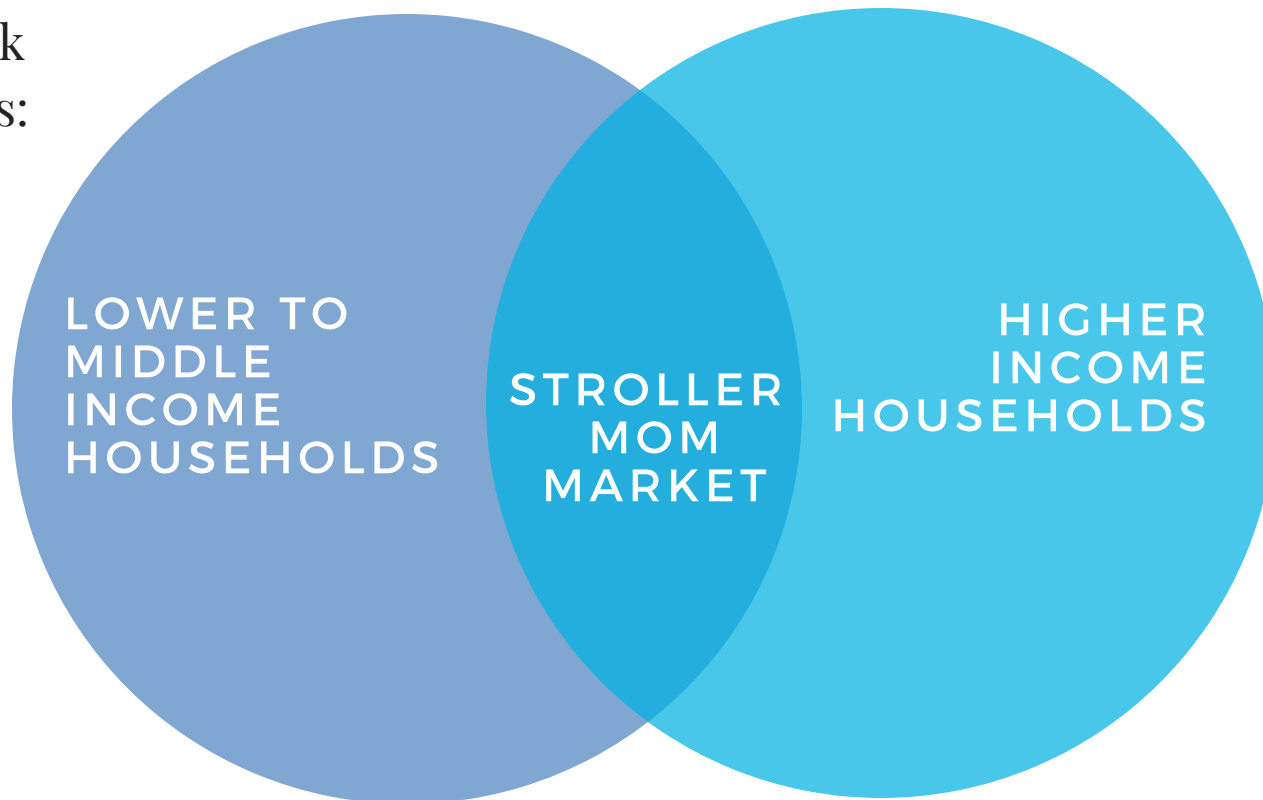
Children
10' and



Facebook
followers:
7,971



Facebook
followers:
6,634



MEASURES OF SUCCESS

- Increased membership sales
- Increased attendance to ZooU and Toddler Tuesdays with little-to-no dropoff
- CTR and conversion rates on Google AdWords ads
- Completed purchase funnels in Google Analytics
- Exit surveys reveal positive feedback
- Increased engagement on social networks





TODDLER TUESDAY SUMMARY

- Visual, less wordy emails and targeted, video Facebook ads to millennial, stroller moms
- Text and display ads using targeted keywords and ad placements
- Direct mail campaign to family households
- Print ad in Tampa Bay Parenting
- In-park signage with upgrade messaging
- Members-only events as the USP on Zoo collateral
- Charitable partnerships with Reruns 4 Little Ones and Seedlings

ZOOU SUMMARY

- Plan trendy, instagrammable activities to encourage millennial attendance
- More informational, descriptive emails to the empty nester market
- Targeted sponsored Facebook ads to empty nester market and stroller moms
- Text and display ads using targeted keywords and ad placements
- Direct mail campaign to empty nester households and millennials
- In-park signage with upgrade messaging
- Members-only events as the USP on Zoo collateral
- Work with partner Mosaic to be involved in the event itself and co-promote ZooU

THANKS!

