



Digital Marketing on no budget at all!

WWA Symposium 2011
New Orleans, LA

The panel...

- **Stephanie Hee**
 - NRH20, North Richland Hills, TX
shee@nrh2o.com
- **Julianne Lowman**
 - Point Mallard, Decatur Parks & Recreation
jrlowman@decatur-al.gov
- **Patricia Daly**
 - Ray's Splash Planet, Mecklenburg County Park & Rec, NC
patricia.daly@mecklenburgcountync.gov
- **Tom Bergman**
 - Bergman Communications, Lake Geneva, WI
tom@bergmancomm.com



Digital Marketing Tools costing little or nothing and the increasing importance...

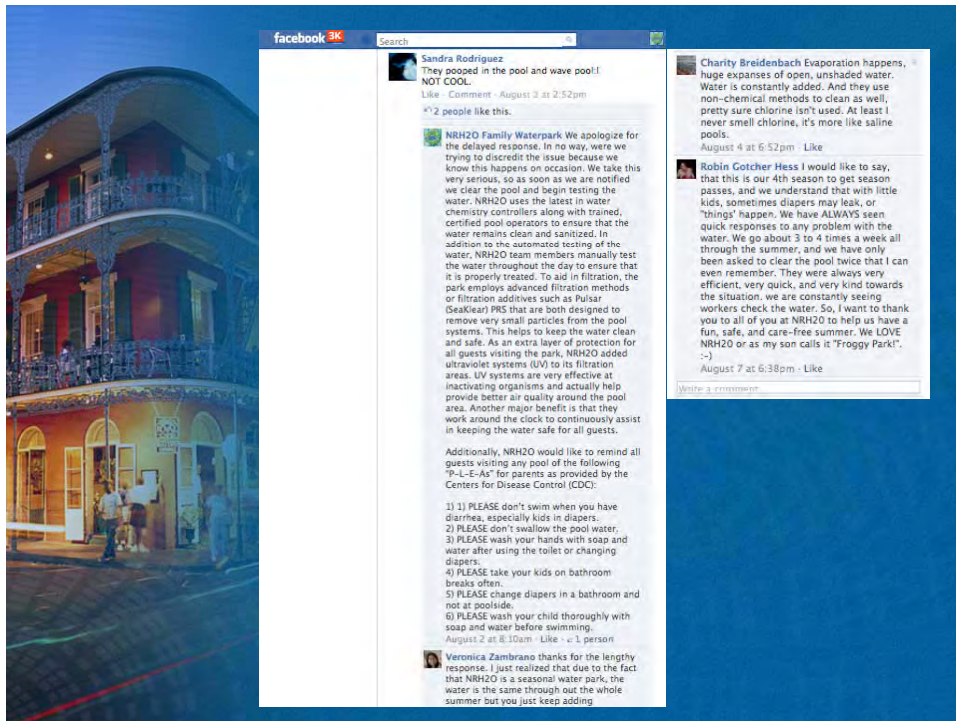
- This session originated from a suggestion from the Public Sector group that many of the publicly owned waterparks were **not utilizing on-line marketing to the extent they could...**and maybe did not realize how many things they **could do for free to generate additional revenue!**
- ...and secondly, that some **officials overseeing waterparks do not realize the importance of on-line marketing** and hopefully you can use some of these ideas to convince them of the critical importance.

Free Website

- With limited budgets, decide what projects you can take on yourself and do in-house.
- For us, one of those projects is designing and maintaining our website. I enrolled in a Dreamweaver class to learn the basics. It is still a learning process.
- Don't have a web site yet? **Weebly.com** is a link that allows you to create a free web site and a free blog.

Gain Fans and Utilize Facebook

- Advertise your **Facebook** link on all media: emails, print ads, website, in-park signage, receipts, email signatures, etc.
- Engagement and conversation are key. Since, contest rules are very specific, we engage in conversation by asking for our guests recommendations, ideas, promote other contests and keep guests informed (almost easier to access **Facebook** than the website). Guests go to **Facebook** for information; I get the same amount, if not more, of questions there than in our general email. Other fans are quick to answer and are correct most of the time.
- I have to check **Facebook** often because a lot of fans are asking questions for their upcoming visit...and other things...



Implement Surveys

- We use surveys to find out what our guests want and what they think of the park: operating schedule, DIMs, music, group and birthday party outings, overall park visit, what rides/attractions they want to see in the future.
- We use [SurveyMonkey.com](https://www.surveymonkey.com), an app on the iPad, and in-house surveys.

Build Group Business

- Show them what you offer specifically for groups by [posting videos and pictures](#) of group areas, caterings, add-ons, group check-in and other things groups would be interested in.
- If a group does not choose your facility, find out why; it might have been something you could have offered.
- Use testimonials from the group contact and guests in advertising, [online and in social media](#).
- Host an open house at your facility.

Offer Digital Coupons for participating Corporate Clients

- *Tagged coupons can be distributed with the company logo via **email**. This eliminates unwanted printing (usually many coupons are wasted each year) and can be tracked to see which corporations are actively promoting our park.*



YouTube

- *We have over 70 **videos** from our parks including several events held at our facility that we have video taped and edited and placed on **YouTube.com**.*
- *Each TV Commercial is placed on **YouTube.com**, then linked to our **Facebook page** and send out to our **E-newsletter list**.*

E-Blasts

- Though we use these less now, we can easily target our recipients who may not necessarily work professionally through **Facebook**.
- To save on postage for our Corporate Sales Kits - we now send them an **e-mail** to let them know their package is ready for someone to pick up at Point Mallard or we would be happy to deliver it if they would like. It has not only reduced our postage, but the number of people who actually want the official sales kit has drastically reduced - saving our printing costs. We simply **email them the digital version** and everyone is happy!

Simultweets:

- We make sure whatever status we post to **Facebook** also post to **Twitter** simultaneously.
- There are plenty of apps to do this with other social media outlets, but we seem to utilize **FB** and **Twitter** the most.

Twitter Search:

- We were able to do a **Twitter** search to determine the types of clientele who were planning on attending our park on a particular day / time. Or we would be able to get a completely uncensored reality check.
- We could let our staff know there may be issues or any rumors going around.
- Try doing a search on your facility at **twitter.com/search** and see what comes up!



Living Social

- We were approached by **Living Social** for a 1 week coupon offering 1/2 price admission for either Adults or Children (buy one get one) We sold a total of 2,957 vouchers resulting in \$7960 revenue.
- Pros: Captured many first time visitors (51% new) , Increased usage during slow time, Outgrowth for repeat visitors 85% said they would visit again.
- Cons: Not quite ready on the redemption end right away, Coupon had longer use date through busy season (did not effect crowds), out of county residents got a great deal since out of county admission prices are higher.

Wacky Website deals

- Putting on our [web site calendar of events](#) discounts for bringing in can food for a food drive (Nov - Jan), wearing green on St.Patrick's Day, telling us a joke on April Fools day.
- Usually \$2 off admission or BOGO Made people continually look at our calendar feature on our [website](#).

Events posted in media websites

- Be involved with local media in keeping us in the news.
- Open invitation to special events, to get a publicity clip on the news or at least on the [website](#). Hot weather, WLSL, Swim with Santa, Underwater Easter Egg hunt etc. Post age specific events- Mom & Tot on Charlotte.
- [Parent site](#) and [Little Ones magazine website events calendar](#) to grow those programs. Homeschool Thursday to the local [Homeschool sites](#).

Inclusion in department-wide marketing efforts

- Made a better effort to cross promote with other departments on our department [website](#). With no budget to entice new customers we had to “share” them between departments.
- Offered kayaking demonstrations in the pool during the slow season to bring people in for pool use as well as promote kayaking for the spring /summer months.
- Market to the department [Senior Center web page](#) to increase Senior aerobics class.

Public Relations

- *With people constantly being bombarded with ads PR has been raising in popularity as a method to build your brand. One great way to assemble your release that can include pictures, video, and URL links is [PitchEngine.com](#)...and it is free.*
- *Releases will be picked up by people following your keywords (so make sure your releases are SEO friendly), media subscribing to the RSS feed, and you can proactively send out the link in a media update.*
- *On the site... [AddThis.com](#) you can set up share boxes to help get your stories circulated...and it too is free.*
 - *[AddThis](#) also works on the bottom of web pages to help your customers share them.*

Web monitoring

- Let the web find what is appearing based on the criteria you set... **Google Alerts** & **NetVibes.com** are 2 free examples that will monitor 24/7 the web.
- **Example...** you put your parks name, your competitors names & anything else of interest, and everything that gets posted ANYWHERE on the web gets sent to you immediately...giving you extra time to respond, use for planning purposes or just for knowledge.
- How does your web site traffic stack up against your competitors? You can keep an eye on all traffic via **Compete.com** for free.
- Here's a couple others that are free that will help you engage with customers and watch the results...

4Qsurvey.com

quontcast

FREE!

Web Site Data

FREE!

Invitation

Results

FREE!

"25 Website Must Haves ...for driving traffic, leads & sales" HubSpot

Results

3.1. Overall Satisfaction Over Time

Month	Nov	Dec	Jan	Feb	Mar	Apr	May
Satisfaction	3	85	81	102	214	224	189

3.2. Overall Satisfaction by Purpose of Visit

Check group	Nov	Dec	Jan	Feb	Mar	Apr	May
Check group	37	42	76	75	79	79	79
Get direction	20	50	70	80	57	59	59
Make a reservation	10	15	75	75	120	80	80
Consultation	10	10	70	80	70	70	70
Classroom/Practical Others	80	81	84	82	83	83	83
Other Please Specify	80	88	79	81	83	79	79
Unanswered	2	80	80	181	207	204	147

Daily Traffic

US Demographics

Global Traffic Frequency

Claim your on-line presence

- There are many locations on the web containing information on your park and facilities. Did you know that you can have some control over many of them?
- **Trip Advisor, YELP!, Google Places** (which soon will be turning into GOOGLE + for Business), **Foursquare** and many more allow you as the business owner to “claim” the page.
- In most cases claiming the page allows you to add information about your facility, respond to comments, and in some cases add incentive coupons...all for free.
- To start with check out google.com/places and click “*Claim your business on GOOGLE - for free*”.

Social Media/Web advertising

- OK...this one isn't free, but if you are going to promote your facility and engage your potential client base, there is no more efficient use of what dollars you may have budgeted. \$50, \$100, \$200...it all works.
- **Google Adwords, Facebook ads** & others.
- Through these programs you can target the market area (let's say 30 miles for your facility), the type of person you want to reach by age, gender, income and many more, when you want to reach them, set the investment per day, the total amount you want to spend, and when they click your ad where they go...for tracking purposes...so you know exactly how effective your effort was.



That wraps up the presentations

...now we would like to open it up for some questions and discussion...



Thanks for coming!

Enjoy the rest of the 2011 WWA symposium!