

**ZOO**

NEW ENGLAND  
Franklin Park Zoo • Stone Zoo



# FRANKLIN PARK ZOO MARKETING STRATEGY

Team Anteater



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# Meet the Team!



**Kyle**



**Prahaan**



**Margot**



**Prakhyat**



**Jasmine**



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# Outline

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**01**

**Main Focus**





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# Our Target Market: **Young Professionals**

## **Demographics:**

23 - 34

Lives in New England

Young Professional

## **Psychographics:**

Cares about the  
environment

Social

Uses Social Media



## What Do Young Professionals Care About?

- Millennials care about **belonging, supporting, and impact.** □
- **An organization's mission matters** – and carrying out that mission is critical.
- **84% of millennials made charitable contributions,** and **70% volunteered their time** in 2015.
- Education is extremely important to millennials. It isn't just about expanding knowledge of the industry they are in. It also includes **gaining new experiences and learning** about different thoughts and ideas.



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# Our Hypothesis

1. If young professionals have **negative perceptions** of the zoo, they are **unlikely to visit the zoo** let alone purchase a membership.
2. We have the opportunity to make young professionals **aware of the positive attributes** of the zoo, and create **positive associations** with it.
3. We can do this by **appealing to their already existing interests** which could **increase their likelihood of visiting and purchasing memberships.**

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**02**

**Research & Testing**





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# What the Zoo Does Well

- General online promotion of zoo
  - Successful Instagram posts
  - Great numbers on FB Events
  - Responsive on social media
- Direct mail campaigns
- Healthy renewal email campaign
  - High open and click rates
- Out of home marketing
- Membership signage
- Snapchat QR code
- 21+ Events
- Educational events
- Educated staff available for questions



# What Do Young Professionals Love About the Zoo?

**“I came to learn more about animals and speak with the zookeepers!”**

**“I come to the zoo with my friends for their fun activities like their Brew and Roars & Pours events.”**

**“The zoo has so much open space for walking around!”**

**“The zoo staff was wonderful, kind, inviting and knowledgeable.”**

**“It is a very clean, pretty & friendly zoo with a lot of great animals and exhibits”**



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# Why Haven't Young Professionals Visited the Zoo?

“Zoos are unethical”

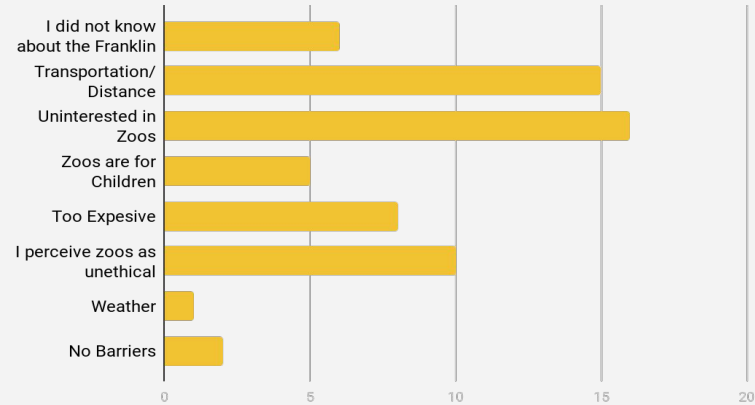
“I did not know about the Zoo”

“It takes too long to get there”

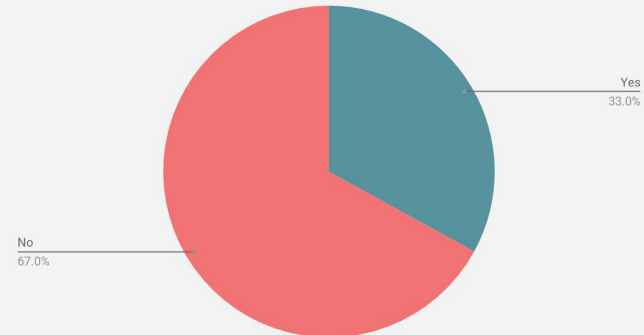
“Aren't zoos for children?”

“I'm not interested in zoos”

Barriers to Attending the Franklin Park Zoo



Have you visited to the Franklin Park Zoo in the past year?



# What Do Young Professionals Dislike About the Zoo?

“I do not support zoos because they are cruel for animals.”

“I don’t go to zoo events because I didn’t know about them.”

“[The Franklin Park Zoo] does not have anything that interests me.”

“The animals look sad.”





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# GAPS ANALYSIS

## Provider Gap 4: The Communication Gap

**Current Performance:** Marketing Communication focuses largely on overall Franklin Park Zoo promotion and event based promotion rather than membership benefits.

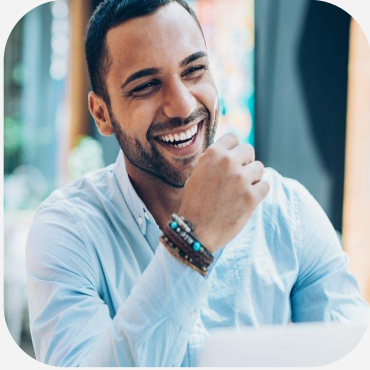
**Potential Performance:** Potential to market memberships to 80,000+ online profiles

**What are can increase:** Marketing presence for membership benefits on social media channels.

**How can we improve:** Incorporating integrated service marketing communications

# Personas

## Edward the Educational Visitor



- Edward enjoys cultural activities such as visiting Museums and art galleries on the weekend.
- He attends events with the intent to learn

## Sonia the Socialite



- Enjoys attending social events in Boston such as concerts and sports games

## Frankie the Fitness Enthusiast



- She loves attending outdoor fitness classes with her friends
- Regularly posts about fun fitness activities on social media

## Nancy the Networker



- Enjoys attending networking events in Boston, especially in fun, unique settings



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# Reframing Customer Perceptions

## More Than a Zoo

- Sponsored Events
- Zoo Membership  
Tabling

## Local Community Engagement

- Partnerships for Learning  
Opportunities
- Community Themed  
Nights

## Highlight Contribution Initiatives

- Millennials value  
social responsibility
- Capitalize on social  
media and emails
- AZA Accreditation



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# 03

## Recommendations





## RECOMMENDATIONS

1

### Social Media Marketing

Use social media to make target market aware of membership benefits.



2

### Curate Member Events

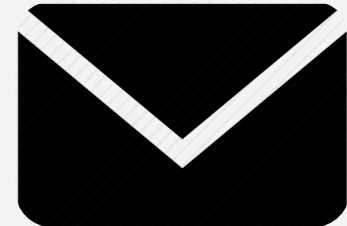
Appeal to personas' already existing interests to increase their zoo visitations.



3

### Drip Marketing

Create and share content relevant to the different personas.





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# SOCIAL MEDIA MARKETING

## *Promote Membership on Social Media*

### WHAT:

- Promote Membership on Social Media Channels

### WHY:

- Provides additional touch point to attract customers towards becoming members
- Potential to **reach nearly 80,000** online profiles
- Increased potential to redirect customers to the website using **Swipe Up links**. (i.e. Swipe up to become a member now)

### HOW:

- Create posts that **emphasize** the membership and its **benefits**
- Add **Story Highlights** on Instagram highlighting the benefits of being a member
- Create 'How to become a member' posts and stories that show followers the steps involved in becoming a member.



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# SOCIAL MEDIA MARKETING

*Promote  
Membership on  
Social Media -  
IG Highlights*



**JOIN OUR MEMBERSHIP  
PROGRAM NOW!**



**BE A MEMBER FOR:**

- FREE ENTRY TO ZOOS
- 10% OFF ALL NEW ENGLAND FOOD AND GIFT SHOP PURCHASES
- INVITE TO MEMBER ONLY EVENTS
- ACCESS TO MEMBER ONLY FACEBOOK GROUP

SWIPE UP TO JOIN NOW



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# SOCIAL MEDIA MARKETING

## *Members-Only Facebook Group*

### WHAT:

- Create Private Facebook Group for members only to be promoted with membership physical evidence and social media

### WHY:

- Creates a **direct communication** line with the members
- Increase member retention among Millennials - Millennials appreciate exclusive online communities and a **sense of belonging**
- Potential for customers to work together in **co-creation efforts** for the zoo - members coming together for a bottle drive, organising group visits to the zoo, etc.
- Additional touch point to **create relationships** with customers

### HOW:

- Facebook Groups can be easily made through the website
- The group must have New England Zoo members actively engaging with customer queries and thoughts.
- The Facebook group should promote upcoming events





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## CURATED EVENTS

### *Target Unique Personas at FPZ*

#### **WHAT:**

- Unique events targeted at the four different personas.
- Advertise membership opportunities at the events

#### **WHY:**

- Unique events will appeal to people who do not want to visit the zoo for the animals alone.
- Hosting more events at the Franklin Park Zoo instead of the Stone Zoo will make it easier for young adults in the Boston area to attend because they will not need a car. The median population of Stoneham 44 years old.
- *“The Stone Zoo is in the suburbs that not many young people live in. Hosting more events at the Franklin Park Zoo would make it easier for me and my friends to attend.”*

#### **HOW:**

- Plan events that target each persona.
- Host separate events for young professionals within already existing events.
- Offer incentive tying events to membership

## Curated Event Recommendations

- Fitness classes aimed at fitness enthusiasts
- Guest speakers for those interested in educational entertainment
- Animal themed trivia nights for socialites
- Live sports streaming and movie nights aimed at socialites
- Team building activity days for networkers
- Seasonal networking events
- Recruiting events





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# EMAIL MARKETING

## *Drip Campaign*

### WHAT:

- **Capture** email address from young professionals.

### WHY:

- Increase opportunities for the zoo to target non-members within the target market
- Inform non-members about new happenings and events that may appeal to them

### HOW:

- Create an automatic pop up on the website asking for visitor email addresses.
- Allow visitors to **opt in** and out of marketing emails
- At every event, have tables or QR codes posted encouraging email signups with **incentives** such as the opportunity to win a free drink or even a free membership.



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# Email Acquisition and Drip Campaign

The screenshot shows the Franklin Park Zoo website. At the top, there is a navigation bar with links for 'About Us', 'Jobs & Volunteering', 'Zoo News', 'Kids' Corner', '+', 'FRANKLIN PARK ZOO', 'STONE ZOO', 'DONATE!', and a search icon. Below this is a secondary navigation bar with the 'ZOO NEW ENGLAND' logo and links for 'Visit', 'Discover', 'Protect', 'Celebrate', 'Act', and 'Engage'. The main content area features a large image of a brick wall with an orange overlay box. The overlay box contains the text: 'Welcome to the official Franklin Park Zoo website!', 'If you want to stay up-to-date with zoo happenings, your favorite animals, and membership opportunities enter your email address below!', and a text input field containing 'example@youremail.com'. To the left of the overlay, there is a promotional banner for a 'BRICK' event with the text 'JOIN US FOR A BRICK with over 40 life-size made from millions' and 'Through Jan 5 | Stone Zoo MORE'.

Thank You For Joining Us



«AddressBlock»

Hi <<Proper First>>!

Thank you for coming to our local young professional networking event! We hope that you enjoyed your time and made lasting connections. We would love to hear about what appeals to you as we continue to curate events that are impactful for our community. Please take a moment to fill out [this survey](#) of what would interest you!

The next event that we think would interest you is our annual 21+ [Ales & Tails](#) event at the Stone Zoo on September 14th. It will feature stations hosted by a variety of breweries and the opportunity to stroll amongst select animals! Follow our [Facebook page](#) for new activities and more opportunities to grow your network.

If you would like discounted access to events like this in the future, consider [becoming a member](#) for guaranteed access to our events, free zoo entry, and more!

We hope to see you again soon as a select member of the New England Zoo Young Professional Network!

Sincerely,

John R. Lewis  
Director of Guest Operations

# 04

## Next Steps



# Next Steps

## **Social Media Marketing:**

1. Instagram stories, highlights, and static posts encouraging membership
2. Mention and incentivize membership in FB events
3. Create engaging online community for members

## **Event Focus:**

1. Partner with local fitness clubs, networking groups, and local educators
2. Host YP nights as part of ongoing events
3. Share on social media, email, and local event sites such as Eventbrite or The Boston Calendar

## **Drip Campaigns:**

1. Determine adequate incentive for providing email address (i.e. Free drink, free membership, free day pass)
2. Create unique follow up email copy to send out
3. Monitor open and click through rates to reach optimal wording



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# Questions?



# 05

## Appendix and Sources





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# COMPETITION

## Competitors:

1. Wildlife-related Services:
  - a. New England Aquarium
  - b. Ecotarium
  - c. The Butterfly Place
  - d. Other Zoos - Capron Park Zoo & Roger Williams Zoo
  
2. Experience based Services:
  - a. Museum of Fine Arts
  - b. Museum of Science
  - c. Sporting events

## Areas of Competitive Weakness:

1. Location
2. Weather
3. Membership Pricing (Roger Williams Zoo has cheaper membership options and similar tiers)

# Membership Marketing SWOT Analysis

## Strengths

- Membership signage in the zoo
- Memberships are easy to find online
- General online promotion of zoo
- Direct mail campaigns
- Healthy renewal email campaign

## Weaknesses

- No social media promotion of membership
- Low email acquisition from non-members

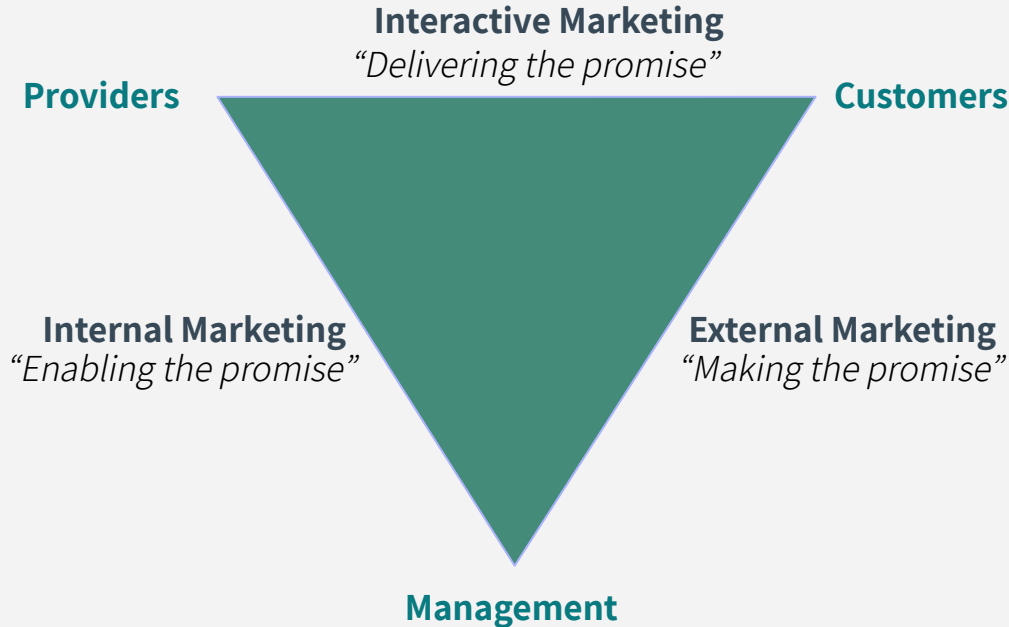
## Opportunities

- Appeal to follower base
- Email Promotion
- Social Media Promotion

## Threats

- Marketing Clutter
- Price (Roger Williams memberships are cheaper)

# Service Marketing Triangle Zoo Membership



## Interactive Marketing:

- Staff well trained on animal facts and well being
  - Could train for upselling of membership

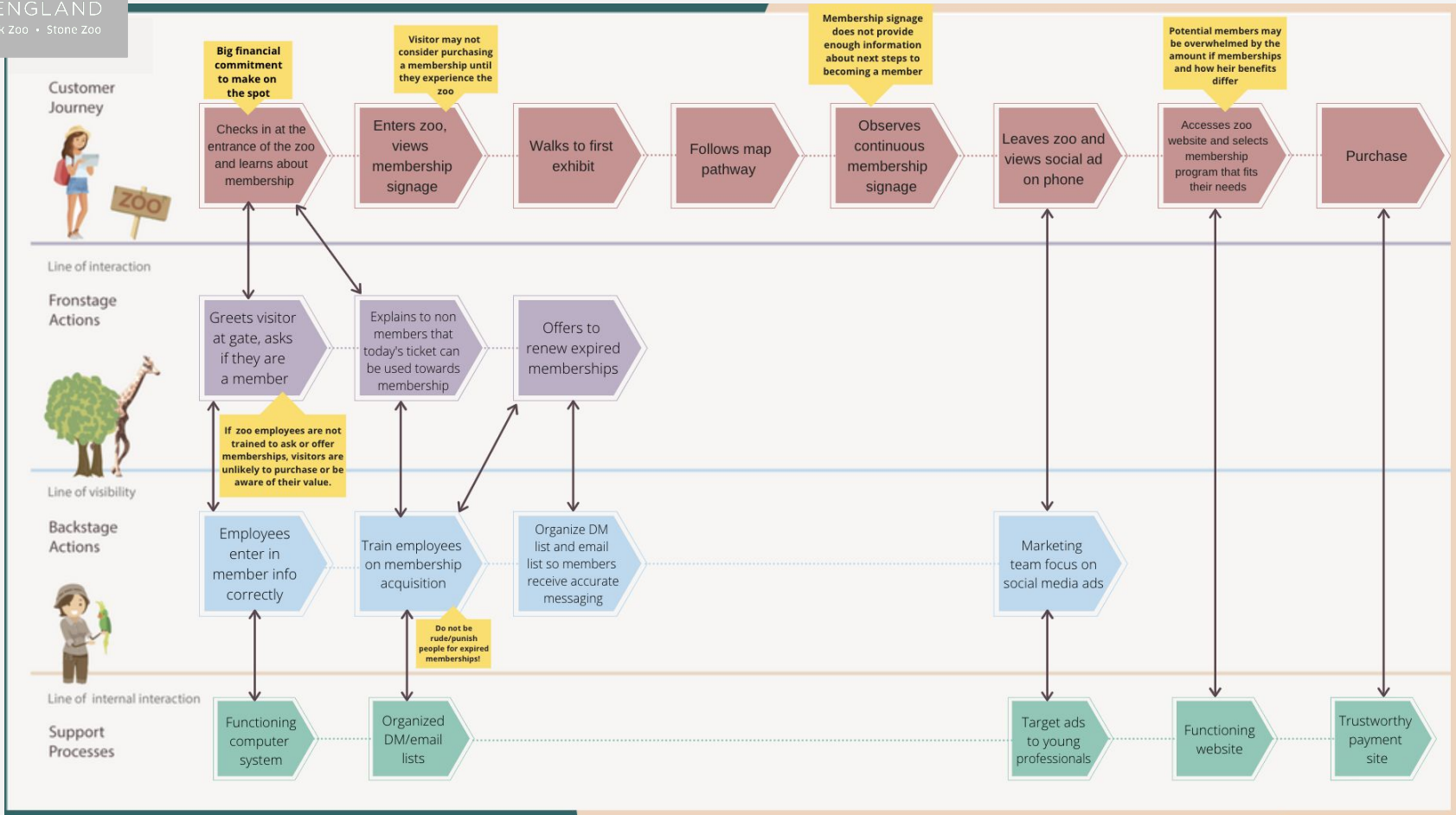
## Internal Marketing

- Make sure staff is trained on regular customer service
  - Common complaint found staff in areas like Giddy Up Grill and ticketing booth to be unfriendly or unhelpful
- Consider incentive for employees to encourage member sign ups on location

## External Marketing

- Effective website
- On site registration
- Clear signage
- Events that appeal to target market
- Good social media presence
  - Can use for membership marketing

## Customer Journey Service Blueprint





## 7 P's of Zoo Membership

- ★ Yearly Membership
  - Individual: \$85
  - Dual: \$100
  - Family: \$125
- ★ One time admission
  - Adults: \$22.95

- ★ Franklin Park/West Roxbury

- ★ Zoo signage
- ★ Website
- ★ Physical membership card

### PRODUCT

### PRICE

### PROMOTION

### PLACE

### PEOPLE

### PHYSICAL EVIDENCE

### PROCESS

- ★ Free Admission
- ★ Access to animals and events
- ★ Discounts

- ★ Signage
- ★ Website
- ★ Direct Mail
- ★ Email

- ★ Families
- ★ Loyal locals
- ★ Teachers/educators
- ★ Networkers/YPs
- ★ Conservationists/Outdoor lovers

- ★ Membership touchpoints
  - Ticket booth
  - Website
  - Direct Mail
- ★ Online sign up
- ★ In-person sign up
- ★ Receive membership card
- ★ Go to zoo as member



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## Resources

<https://www.colleendilen.com/2015/12/21/the-membership-benefits-that-millennials-want-from-cultural-organizations-data/>

<https://www.site-seeker.com/increase-millennial-membership-associations/>

<https://digiday.com/marketing/dtc-brands-embracing-membership-models-improve-retention/>

<https://www.webscribble.com/enhance-association-membership-marketing-success/>

<https://datausa.io/profile/geo/stoneham-ma/#demographics>

<https://www.entrepreneur.com/article/299212>

<https://vocalmeet.com/how-to-attract-and-engage-with-younger-members/>

<https://www.pardot.com/blog/basics-drip-campaigns-infographic/>

<https://marlomarketing.com/portfolio-item/zoo-new-england/>

<https://blog.hubspot.com/blog/tabid/6307/bid/30901/30-thought-provoking-lead-nurturing-stats-you-can-t-ignore.aspx?hstc=191390709.24438eb9ba715ec32e08c169a77a3cd7.1574043336617.1574043336617.1574043336617.1&hssc=191390709.1.1574043336617&hsfp=1457050183#sm.0000ldut07yg6czwtcl2f8ns1pbpl>