



---

# Franklin Park Zoo



By: The Zookeeper's

---

---

# Our Focus

- We decided to focus on retention rather than acquisition
- To focus on retention we knew that we must target the relationship marketing.
- Retaining customers is much cheaper for Franklin Zoo and allows to create further value for both the customer and the zoo.
- Happy customers could create positive work of mouth and output a natural way of acquiring new customers.
- We built a plan through which we identified potential problems with customer retention, tested them and came up with relevant solutions



---

# Plan

I. Market research and takeaways

II. Problem identification

III. Solutions

IV. Future Consideration

---

---

# I. Market Research and Takeaways.



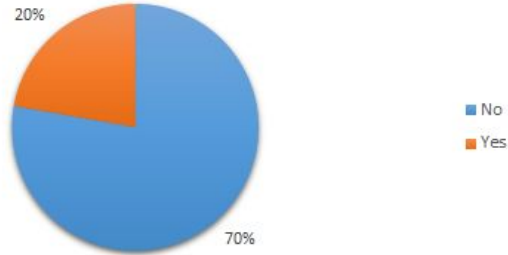
---

# Qualitative interviews

- We conducted 20 random interviews at Franklin Park Zoo
  - Detailed results of the interview can be viewed in Appendix X
  - All the responses were in relation to the renewal email.
  - Our goal with the interview was to better understand the needs of a visitor in relation to membership renewal, benefits from the membership as well as the events
  - Our four main questions were :
    - Why/ Why not are you a member?
    - Would you like to see a improvement in the membership renewal process?
    - Do you read the emails send by the zoo ?
    - Do you currently take part in events / Would you like to take part in events in the future?
-

---

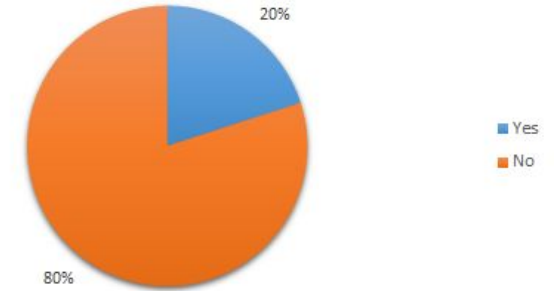
### Are you satisfied with the current renewal process?



- When asked if they are satisfied in the current renewal process members said that they think that a more simplified method would be favorable.
- Two members stated that think that the current method is adequate but did not oppose an improvement.
- Members did not know that you currently can renew your membership online / auto renew.

---

### Do you take part in events?



- Most of the members do not visit events as they are not frequent visitors and are not aware when they are happening.
  - All of the respondents who were lived in Boston and who did not visit events expressed interest in taking part with their kids.
  - Events can be the key to build relationships with non-member customers. Some customers stated that they used the website to learn about the events
-

---

*'Our kids are our bosses. We follow them around the zoo!'*

---

---

*“I did not know I could renew online”*

---



---

*'These cages keep the animals in, Franklin  
Park Zoo is a cage that keeps my kids in.'*

---

---

# Online data

- Through the provided statistics of the email open and click rate we understood that the zoo had a great 'open' rate.
- We focused on improving the click rate and wanted our strategy to reach a 9.5% click rate.
- We determined from the interviews that the click rate was low due to inconvenient renewal strategy that was not communicated well and unrelatable event promotion strategy

Contacts	% Opened	% Clicks
3582.282	27.977	2.660

Acceptable Rate

Insufficient rate (9.5%)

▲ On average, 3582 emails have been sent with 28% open rate and 2.7% click rate

---

---

# Market research takeaways

- One member voiced his desire for Franklin Park Zoo to adopt a strategy similar to the New England Aquarium.
  - Calling members to renew and offering a free month if they renew on the spot.
- Members visit events as well as non-members, but not thanks to the emails
- There is a clear desire to renew online through the email. Online renewal is not communicated to customers clearly.
- People are interested in the zoo, they read emails but don't capture the value of it.



---

# Our customer: Joffrey Stanson

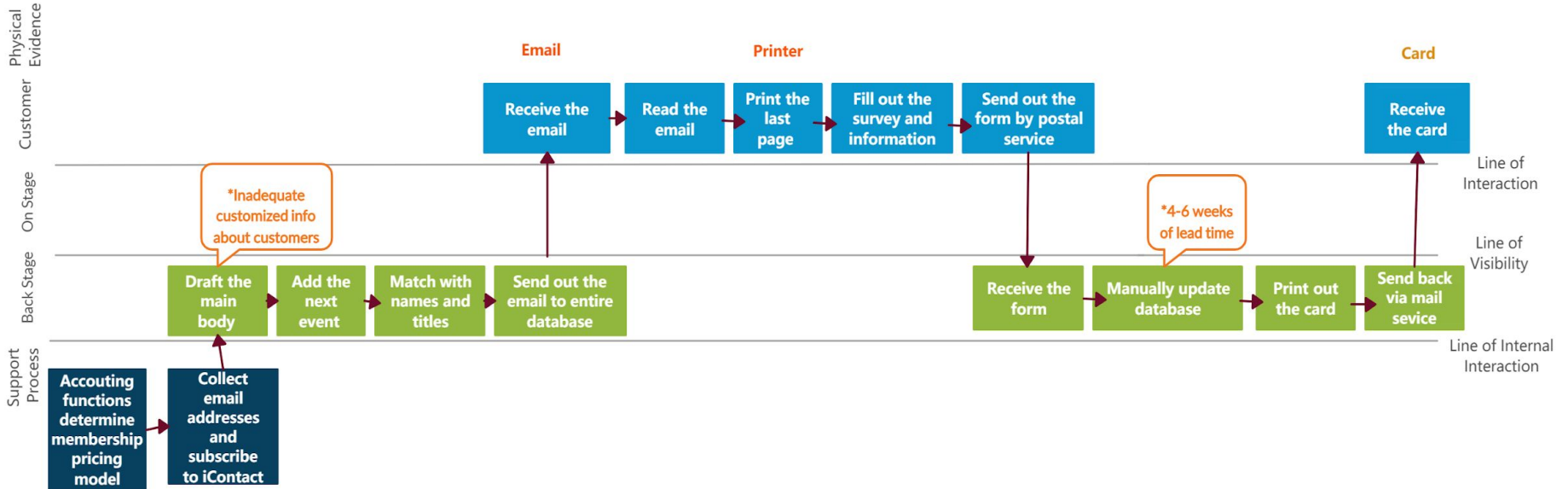


To help understand the needs of the target customer, we created a fictional figure who we aimed the solution for. For our analysis we created Joffrey Stanson who is a:

Dad of 2 kids age between 5 yo and 9 yo, has a job makes around \$45,000 a year, likes outside family activities to do with the family on his time off. Has been a member of the zoo and the expiration date of the membership is arriving soon.

---

# Welcome To Franklin Park Zoo



Footnote: \* Potential Pain Point

---

# Competitive advantage, value of the zoo

Our analysis took into consideration the zoo's current strengths which included:

- Affordable price compared to other family attractions in Boston
- Animals!
- Closer to Boston
- The kids are able to be Outdoor / Kid-friendly environment
- Kids corner



---

## II. Concrete Focus

---



---

# Problem focus

Through research we focused on 4 key problems:

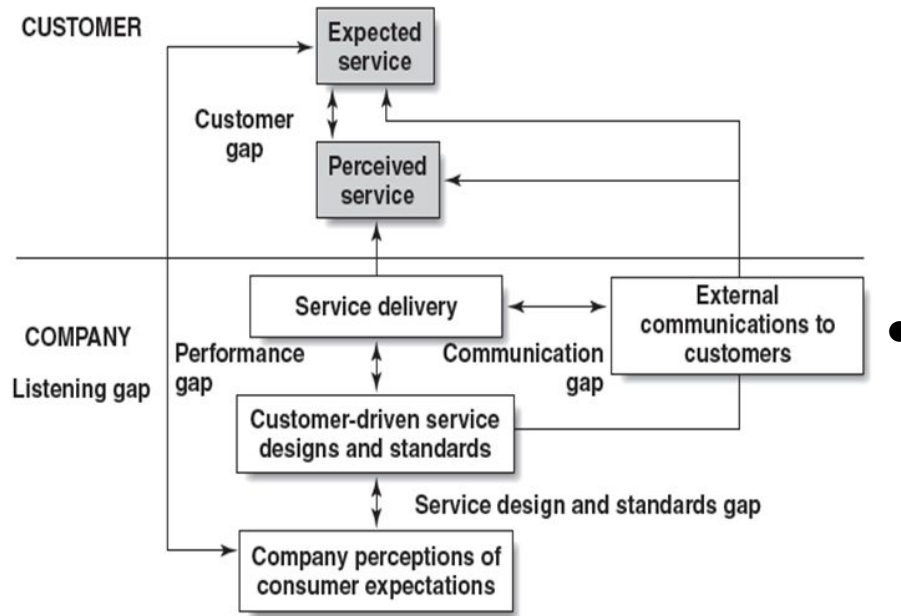
- Customers seek a easier way to renew their membership.
- Customers are not aware that you can renew online
  - This leads to them not renewing instantly.
- Customers seek a basic level of personalization
  - They want to visit events that they know their kids will enjoy.
- Customers seek greater value from the membership.





---

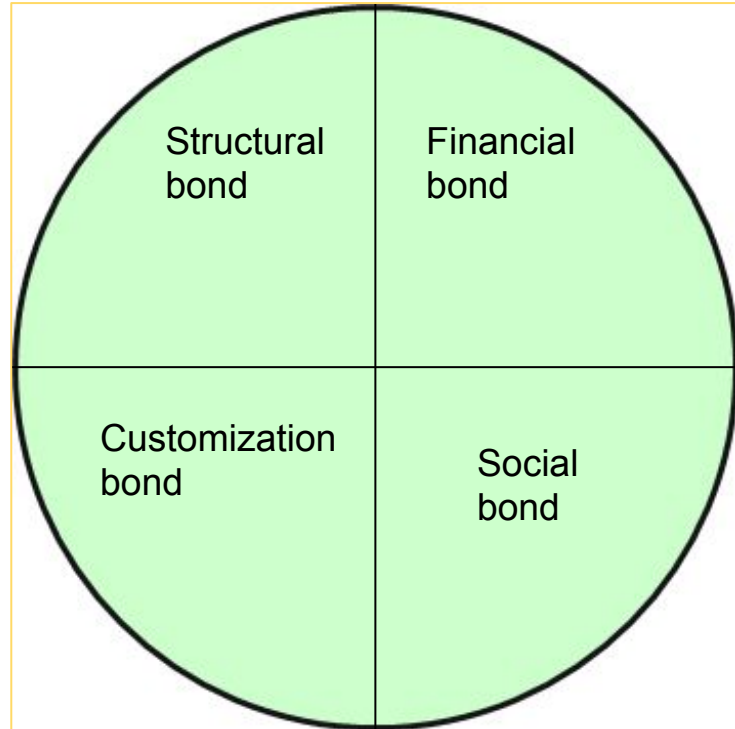
# Define a concrete problem to solve



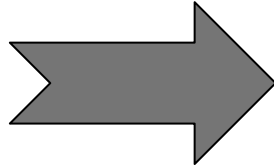
- Our analysis identified the gaps to close and focus on
  - Listening gap: lack of information from the customers, their opinions and ideas, how to implement a non intrusive market research to start collecting data?
  - Communication gap: how to communicate the renewal process in a more efficient, accessible way ?

---

## The keys to an efficient relationship marketing and facilitating retention



- Once members, customers have financial bonds
- Need to create both social and customization bonds raising loyalty and enhancing renewals



Create tools that communicate efficiently with customers, offering them the value they are looking for in the zoo and incentivizing them to renew their memberships.

---

---

# Our solutions goals aimed to...



- Facilitate the flow of online renewal and renewal all around.
  - Promote constant information about the customers interests and adapt the communication to their expectations.
  - Create family wide events
  - Build a stronger relationship with the zoo.
  - Influence word-of-mouth promotion.
-

---

# III. Solutions

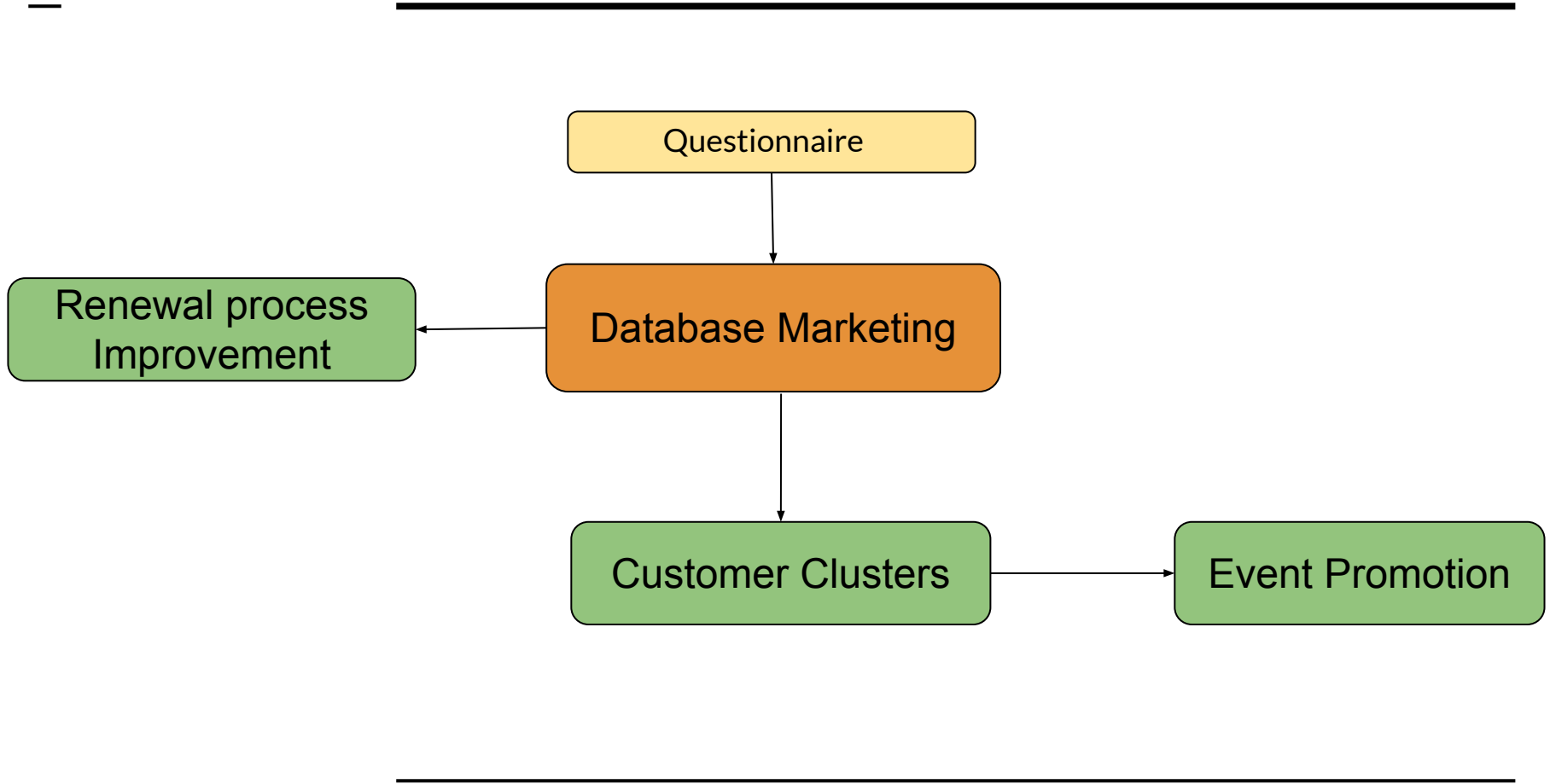


---

# Solutions

- 1.) Improvement of the current database system (iContact) that would allow the customers add the preference of their favorite animal/ activity in the zoo.
- 2.) Use the acquired information to create renewal emails based on the preferences
- 3.) Add a 'Pay Online' option so that customers can easily pay through their email.





Questionnaire

Database Marketing

Renewal process  
Improvement

Customer Clusters

Event Promotion

---

# Step 1) Acquire the information

- Members email are already sorted by expiration dates of memberships, there is a possibility of adding favorite place
- When filling the first paper for becoming a member, add a choice of five places to choose from as their favorite spots in the zoo
- This information could be also collected through an online/ in-person questionnaire.
- This questionnaire could be handed out to both members and non-members at the beginning of their zoo visit which would ask them what their favorite aspect of the zoo is.
- There is also an opportunity to send the questionnaire online after the zoo visit or at a later date.
- These questionnaires will gather relevant preferences and communicate the zoo's commitment to the customers and allows the zoo to adapt to customer related preferences.



**Choose the best answer for each question.**

1. What animals do you love?
  - a. Lion
  - b. Tiger
  - c. Gorilla
  - d. Prairie Dogs

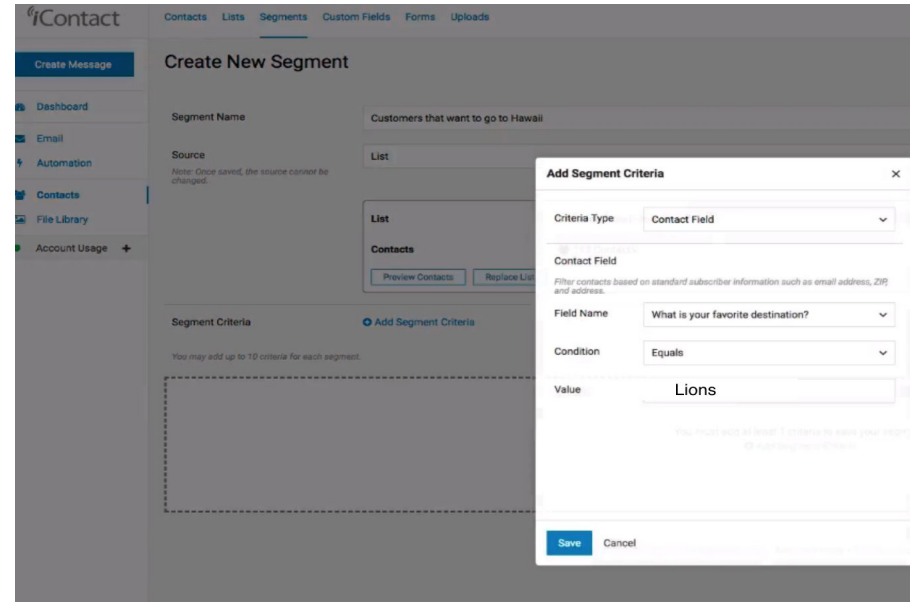




---

## Step 2) Appropriate use of iContact and its features

- The zoo is currently using iContact - a software dedicated to marketing communication that offers the opportunity to segment customers .
- Implement the customers cluster in the software.
- Provide clear options for the customers through which you could segment them (area or animal).
- Then send emails using these clusters, promoting events that have something related to the part customers are interested in, when drafting the email templates keep the same core, only adapting the “event promotion paragraph” and the closing sentence and ‘fun fact’ to the responses of customers



---

## Step 3) Communicate the online renewal / payment option in a more visible way.

- Offer the opportunity to pay online on the first page .
- Using a flashcode in case customers wants to change device, and a link otherwise.
- Once on the online paying option, ask the customers favorite place as well in case of changes since first response to that question.



# Email Design template



«AddressBlock»

Hello (first name) !

Thank you for being a zoo new England member. We hope that you have made many wonderful memories at Franklin Park Zoo, and that you'll join us for another year of learning and excitement!

(promote the next event taking place in the zoo, sorting through datas)

(closing sentence with link to the website, using the favourite place they stated on the first paper+ one additional event a year to celebrate the birthday of this area )

Ex: The lions are lonely! Learn more about them and other animals and activities available in the zoo on our website [www.zoonewengland.org](http://www.zoonewengland.org)  
Keep the second page the same , adding the button "would you rather do it online?"

Email 'Core'

Step 2) Customer preferences

Step 3) Online payment

John R. Lewis  
Director of Membership & Guest Experience

Pay Online!



SAVE MONEY—RENEW TODAY !!!

One visit to Franklin Park Zoo & one visit to Stone Zoo	Admission Cost
Two adults and four children (ages 2-12)	<b>\$179.40</b>
Five adults and four children (ages 2-12)	<b>\$293.10</b>

Membership Level for ONE YEAR	Yearly Cost
Family—Two named cardholders and four children (ages 2-18)	<b>\$125.00</b>
Friend—Three named cardholders, two accompanying guests (adults), and four children (ages 2-18)	<b>\$175.00</b>

One Franklin Park Road, Boston, MA 02121 - ph: (617) 989-2076 - fax: (617) 989-2025 - [www.zoonewengland.org](http://www.zoonewengland.org)

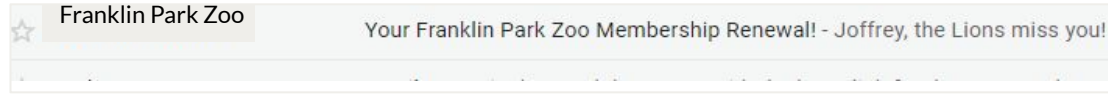
---

# Email Demonstration

<https://mailchi.mp/4d78f621fead/your-franklin-park-zoo-membership-renewal>

---

# Email Campaign



- Email campaign was created through mailchimp
- The website allows for a simple way to create customized campaigns for created segments
- The website allows you to import your contacts from your current database in clusters
- The main body of the email can be left the same and specific fields could change based on what cluster you choose.



Dear Joffrey,

Thank you for being a New England Zoo member. We hope that you have made many wonderful memories at the Franklin Park Zoo and the Stone Zoo and that you will join us for another fun year of learning and excitement!

In celebration of World Anteater Day on November 23rd through the 29th, we invite you to visit Jockamo the giant anteater at his exhibit in the Tropical Forest!

Learn more about these nosy creatures during scheduled animal encounters. There will be arts and crafts along with many other activities for the children, and an education station all about anteaters. For more information, please visit our website by clicking [here](#).

The lions feel lonely! It's been a long time since they didn't see their friend. Come around and see them. Fun Fact: Lions are the second largest cat in the world. Do you know who is the biggest?

We hope you will consider renewing your membership and coming to visit us.

[Pay for your membership online! \(Click here\)](#)

---

# IV. Future Considerations

---



---

## Future Considerations

- Develop an app, gathering the website's information that could represent an alternative for the customers that rely on technology (such as millennials). This is a long term focused consideration.
- Include additional benefits for becoming a zoo member with bigger incentives.
- Offer a discount on length of membership: feedbacks from customers lead to the assumption that it would increase the incentive to become a member.
- Implement a week to week membership payment as another payment option. Let the customers to enjoy the perks of being a member while paying monthly rather than all at once.
- Prompt survey push via email



---

**Thank you!**

---





# Appendix : Customer Surveys

Gender	Membership	Frequency of visit per year	Should there be an improvement in the renewal process?	Reason for visit?	Do you take part in events
Female	No	1	Yes	Kids	No
Male	No	N/A	N/A	Kids	No
Male	No	1	Yes	Kids	No
Female	Yes	N/A	Yes	Kids	No
Male	No	3	Yes	Kids	No
Female	Yes	12	Yes	Kids	Yes
Male	Yes	8	No	Kids	Yes
Female	Yes	5	Yes	Kids	No
Male	No	1	Yes	Kids	No
Female	Yes	6	No	Kids	No
Male	Yes	8	No	Kids	Yes
Female	Yes	5	Yes	Kids	No
Male	No	N/A	N/A	Kids	No
Male	Yes	8	No	Kids	No
Male	Yes	6	Yes	Kids	No
Female	No	2	Yes	Kids	No
Male	Yes	12	Yes	Kids	Yes
Female	Yes	6	No	Kids	No
Female	No	1	Yes	Kids	No