

TEAM ZOOTOPIA

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# Zoo New England Service Strategy

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MKTG 4502



# Roadmap

- ▶ Gaps Analysis
- ▶ Opportunities for improvement
- ▶ Strategies to
  - ▶ Build awareness
  - ▶ Facilitate consideration
  - ▶ Drive purchase
- ▶ Moving customer down funnel
- ▶ Extra Ideas



NEW ENGLAND  
Franklin Park Zoo • Stone Zoo

## Gap 4 - Communication



We only noticed one sign advertising membership program at the park



No attempt to sell memberships at the entrance when you buy a normal ticket



No awareness of student membership \$30 discount



Membership is a donation to conservation, not just an experience

# Opportunities for Improvement

## Top of Funnel Awareness

In-person: contact employees (intentionally) do not attempt to promote memberships at point of sale

Online: minimal attempt to convert ticket-buyers to members post-purchase (confirmation page + email)

## Middle of Funnel Consideration

Lack of physical evidence of membership value proposition in park

## Bottom of Funnel Purchase

Applying ticket purchase to membership purchase: it's too difficult! **Major barrier to conversion**

# Awareness: Reworking entrance dialogue

Top

Middle

Bottom

## Overview

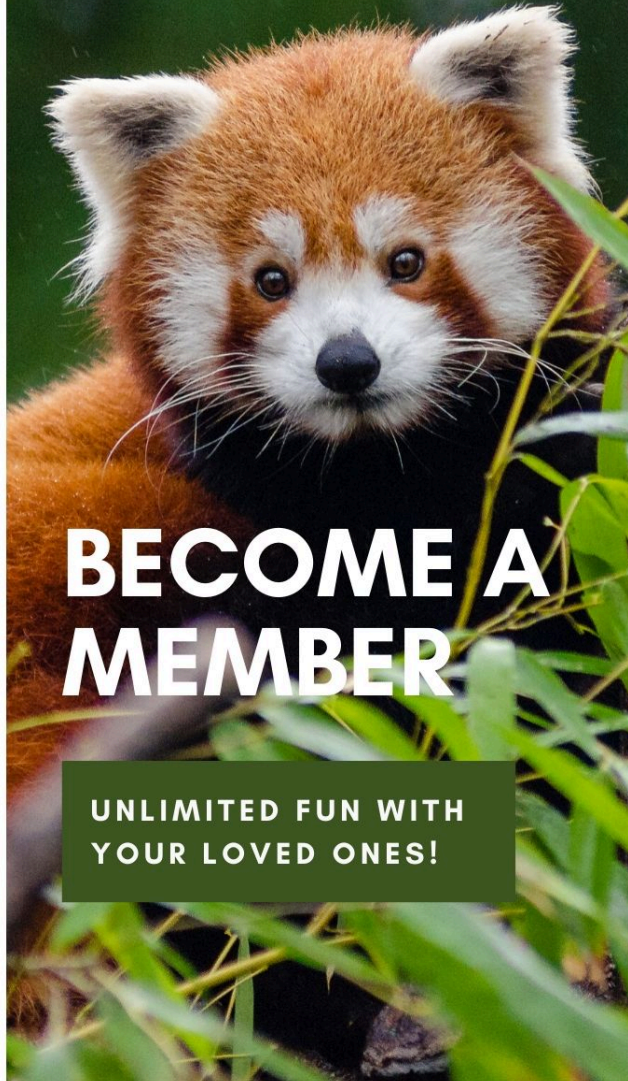
- ▶ The front gate is the only guaranteed touchpoint with customer
- ▶ Membership should be brought up without increasing processing time to get ticket

## Implementation

- ▶ Mention membership once during the existing service dialogue and provide a flyer with the ticket.
- ▶ Most feasible in informing nonmembers of the membership program since every nonmember should receive a flyer.

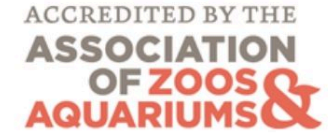
## WHO WE ARE

Zoo New England's mission is to inspire people to protect and sustain the natural world for future generations by creating fun and engaging experiences that integrate wildlife and conservation programs, research, and education.



## BECOME A MEMBER

UNLIMITED FUN WITH  
YOUR LOVED ONES!



Franklin Park Zoo and Stone Zoo are both accredited by the Association of Zoos & Aquariums (AZA) Accreditation Commission.

Of the approximately 2,800 animal exhibitors licensed by the United States Department of Agriculture, fewer than 10 percent have AZA accreditation.

## CONTACT US

Phone: 617-989-2076

Email: [znmembership@zoonewengland.org](mailto:znmembership@zoonewengland.org)

## FREE ADMISSIONS

- **Unlimited visits** to Franklin Park Zoo and Stone Zoo for a full year
- Free or reduced admission to **140+ other zoos nationwide**



## DISCOUNTS

- 10% off on **birthday parties and event rentals** with us!
- Discounts on fun and hands-on **educational programs** for both kids and adults!
- **10% off** all Zoo New England food and gift shop purchases
- **Discounts** to ZooLights, Stone Zoo's annual holiday light festival



## OTHER PERKS

- Invitations to **members-only** events and exhibit previews
- **Express entry** on our busiest days

## SIGN UP AT:

<https://bit.ly/2O0uUHE>

**Apply today's purchase  
toward your membership!**

## ANNUAL MEMBERSHIP PROGRAMS

**INDIVIDUAL:** **\$85**

Free admission to Franklin Park Zoo & Stone Zoo for one named adult cardholder

**DUAL:** **\$100**

Free admission for two adult named cardholders OR one named adult cardholder plus an accompanying guest

**FAMILY:** **\$125**

Free admission for two named adult cardholders, plus up to four children under 18

**FAMILY PLUS:** **\$150**

Free admission to Franklin Park Zoo & Stone Zoo for one named adult cardholder

**FRIEND:** ★ **\$175**

Best Value! All of the Family Plus benefits, plus a third named adult cardholder

# BECOME A MEMBER TODAY!

By becoming a member, you join Zoo New England's mission to save and protect the natural world for future generations.

## BENEFITS OF MEMBERSHIP

- Free admission to Franklin Park Zoo and Stone Zoo for one full year
- Free or reduced admission to 140+ other zoos nationwide
- Express entry on our busiest days
- 10% off all Zoo New England food and gift shop purchases
- 10% off birthday parties, corporate outings and event rentals
- Discounts on education programs, overnights, and adult classes
- Invitations to members-only events and exhibit previews

TWO ZOOS. ONE WILD ADVENTURE.



**ZOO**  
NEW ENGLAND  
Franklin Park Zoo • Stone Zoo

Top

Middle

Bottom

# Consideration: More comprehensive membership signs

- ▶ Zoo experience already involves a captive audience, guests are looking around while enjoying quality time with their family
  - ▶ Capitalize on this engagement with more membership information
  - ▶ Experiencing value of the zoo while reading about benefits
  - ▶ Emphasize applying admission towards membership
  - ▶ Language that focuses on creating a social bond



# BECOME A MEMBER

*Unlimited fun with your loved ones!*

## FREE ADMISSION

- **Unlimited visits** to Franklin Park Zoo and Stone Zoo for a full year
- Free or reduced admission to **140+ other zoos nationwide**
- Apply today's purchase toward your membership!

## DISCOUNTS

- 10% off on **birthday parties and event rentals** with us!
- Discounts on fun and hands-on **educational programs** for both kids and adults!
- 10% off all Zoo New England food and gift shop purchases

**Ask our staff for the best membership for you!**



Did you know we are an **AZA accredited** zoo? (less than 10% in US!)

Capitalize on the benefits and increase the color contrast

Emphasize applying admission towards membership

Use a photo of family/kids here to emphasize on the social bond

Briefly mention about the AZA accreditation

Change "Two zoos, one wild adventure" to "Unlimited fun with your loved ones" to emphasize social bonds

Point out that the programs are for both kids and adult to emphasize social bonds

A call to action line to encourage membership signup

# Purchase: Membership tables in more trafficked areas of the zoo

Top

Middle

Bottom

## Overview

- ▶ Strategically place two additional membership tables to facilitate contact with zoo employee regarding membership sign-up
- ▶ Facilitate purchase of membership in the servicescape and increase membership acquisition

## Implementation

- ▶ Place one membership table at the Meeting Barn and the other at the Playground
- ▶ Requires staff attention: to combat, these tables can be exclusively active during peak days/hours

# map

★ Potential membership table locations



# Purchase: Converting online ticket buyers to members post-purchase

Top

Middle

Bottom

## Overview

- ▶ Try before you buy is currently under emphasized as a way for visitors to retroactively become members
- ▶ Even if visitors know about the option to do so, the process to get the discount is tedious and unclear.

## Implementation

- ▶ Inform online ticket purchasers that they can apply their ticket price towards membership
- ▶ Allow online membership purchase to apply receipt discount from online ticket purchase



## Sale Confirmation

Nicholas Hirano,

Thanks for your purchase! Your sale number is: 89813000305

A confirmation email has also been sent to you.

### Spread the word!

Share with friends that you helped support Zoo New England's conservation efforts!



You have purchased the following items:

Qty	Item	Guest	Price
1	FPZ Children Under Two Admission		\$ 0.00
1	Web service fee		\$ 0.50
			Sale Total: \$ 0.50
			Subtotal: \$ 0.50
			Tax: \$ 0.00
			Total: \$ 0.50

No information on membership opportunity



## Sale Confirmation

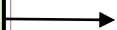
Nicholas Hirano,

Thanks for your purchase! Your sale number is: 89813000305

A confirmation email has also been sent to you.

Apply this purchase to a zoo membership. Enjoy free admission and discounts all year while supporting wildlife conservation around the world. Use your sale number (89813000305) in the next seven days when you purchase a membership online.

Educate on membership



Call to action



**Save and become a member!**



Links to online membership purchase page

### Spread the word!

Share with friends that you helped support Zoo New England's conservation efforts!



You have purchased the following items:

Qty	Item	Guest	Price
1	FPZ Children Under Two Admission		\$ 0.00

# Email Confirmation



Dear Nicholas Hirano

**Thank you! Your purchase helps support our conservation efforts, both within the Zoo and around the world.**

The Sale ID #89813000305 has now been successfully completed.

**You have purchased the following items:**

No information on membership opportunity

Quantity	Item Description	Price/Item	Sub Total
1	FPZ Children Under Two Admission	\$ 0.00	\$ 0.00
1	Web service fee	\$ 0.50	\$ 0.50
<b>Subtotal:</b>			\$ 0.50
<b>Total:</b>			\$ 0.50

Note for Membership Purchases: Email confirmation will serve as your temporary membership. Please allow 2-4 weeks to receive your card(s) in the mail. If you have not received any cards after 4 weeks, please call 617-989-2076.





Dear Nicholas Hirano

**Thank you! Your purchase helps support our conservation efforts, both within the Zoo and around the world.**

The Sale ID #89813000305 has now been successfully completed.

**You have purchased the following items:**

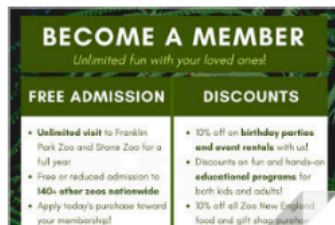
Quantity	Item Description	Price/Item	Sub Total
1	FPZ Children Under Two Admission	\$ 0.00	\$ 0.00
1	Web service fee	\$ 0.50	\$ 0.50
<b>Subtotal:</b>			\$ 0.50
<b>Total:</b>			\$ 0.50

Information on membership

[Contact us](#) within seven days of your visit to get your family membership for as low as **\$52.40** when you apply this admission receipt! See the attached flyer for membership benefits and programs!

Call to action

**Save and become a member!**



Membership info attachment



# You are purchasing the following items

Qty	Item	Guest	Price
1	Family Membership Free admission for two named adult cardholders, plus up to four children under 18.	<a href="#">ADD/CHANGE MEMBER</a> <a href="#">GUEST REQUIRED!</a>	\$ 125.00
1	Web service fee		\$ 0.50

Sale Total: \$ 125.50  
Discount(s): \$ 0.00  
Subtotal: \$ 125.50  
Tax: \$ 0.00



## Add Donation

I want to support Zoo New England.

Have a Promo Code?

**APPLY CODE**

Total \$ 125.50

Ticket Sale Number

**APPLY CODE**

Apply your online ticket receipt towards your membership purchase within 7 days. Find the sale number in your confirmation email.

Simplify the process to apply previous purchases to the membership

# Putting the pieces together



Top of Funnel  
Awareness

Rework opening  
dialogue/interaction

Middle of Funnel  
Consideration

More comprehensive signage  
(physical evidence of value  
proposition)

Bottom of Funnel  
Purchase

Membership tables in more highly  
trafficked areas of the zoo

Converting online ticket buyers to  
members

**RESULT:** Strengthen the conversion pipeline of visitors to members

# Extra Ideas



VIP section for members only, induce FOMO from non-members



Add more winter events to prove membership value year-round

Snowman building contest

Sledding

Winter animal themes



Choosing a specific cause for membership donation  
(I want to donate to the red pandas)

Questions?

# Additional Idea: Email System Updates

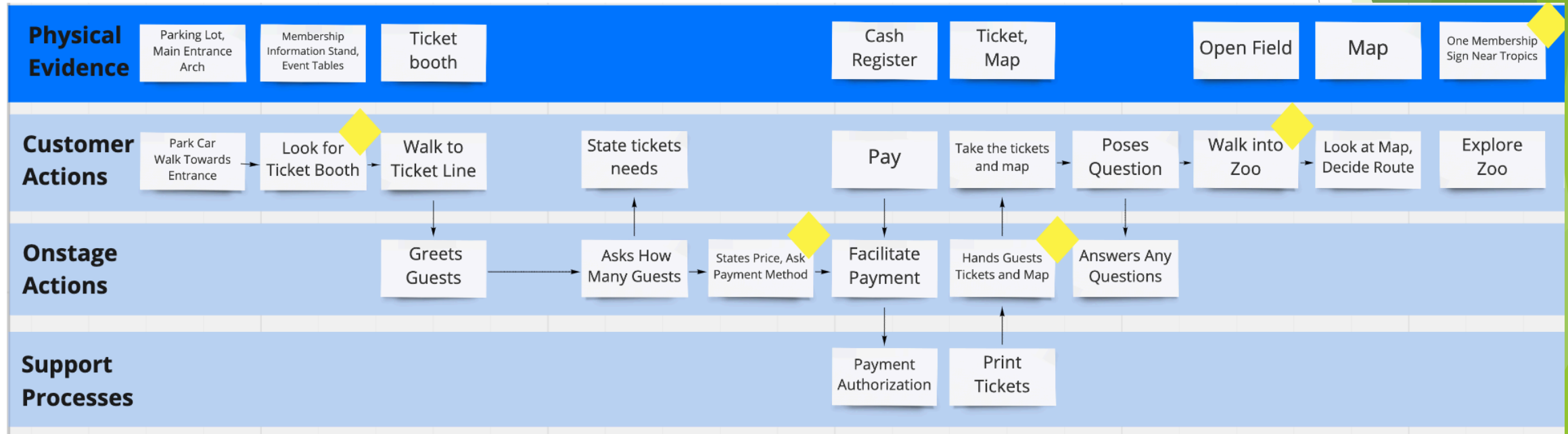
Once front gate section is updated (in 5-year plan, according to Roisin) add infrastructure to collect emails from customer's when they buy tickets

- ▶ Ticketer can mark if they came as family, dual, or individual which triggers an email the next day to remind them to apply their purchase towards membership

Example for Family membership:

Thank you for your recent visit to the Franklin Park Zoo! We noticed you aren't a member yet and wanted to remind you that you can apply your admission receipt toward the purchase of a membership! **Contact us** within seven days of your visit to get your family membership for as low as \$52.40 when you apply your admission receipt!

# Current Blueprint



◆ Opportunities to promote memberships

# Updated Blueprint

