



**Cleveland
Metroparks**

**COME OUT
AND PLAY**

CLEVELANDMETROPARKS.COM/PLAY



Guest Focused Communications

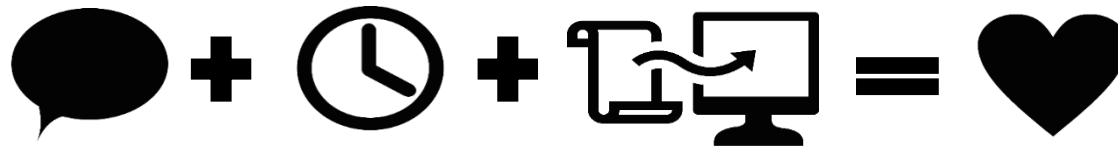
Executive Summary

Insights



Actions

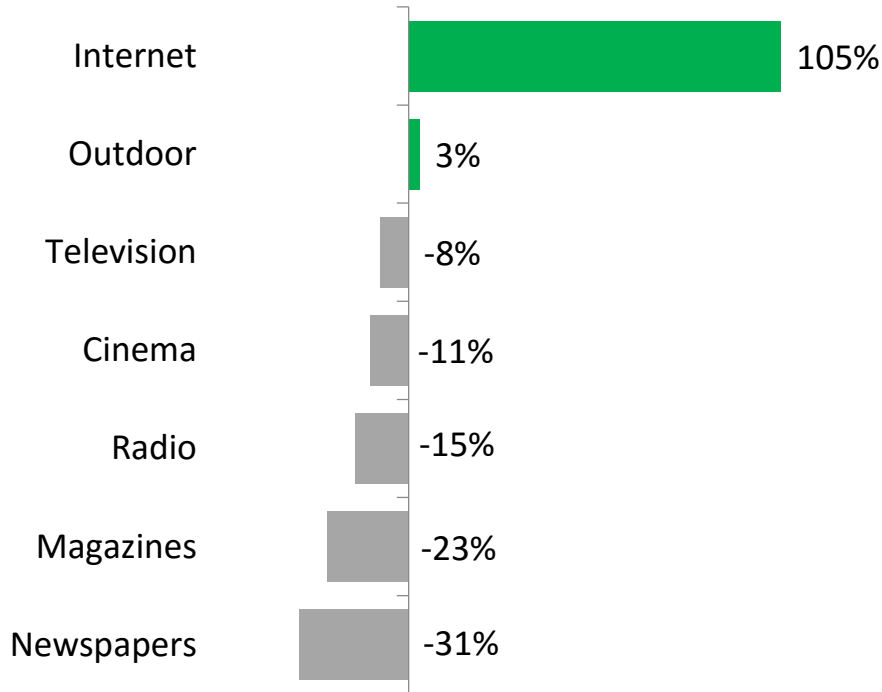
- Consumers are bombarded with messages and advertisements. They have the ability to choose how and when they interact with brands, constantly switching from device to device.
 - In order to build engagement and brand advocacy, delivering the right content, at the right time, through the right channel, is critical.
 - Therefore, Cleveland Metroparks Marketing Department is constantly evaluating and enhancing our communications strategy.
- **Prioritize digital communication tools**, including social media, website and e-mail.
 - **Launch online preference center** to learn more about Cleveland Metroparks guests (name, zip code, activities, interests, etc.).
 - **Refine and enhance print media**, focusing on Emerald Necklace publication.



Action #1: Prioritize digital communication tools

- Since 2010, internet media consumption has increased over 100%, while print media has declined.
- New social mediums continue to emerge.
 - 57MM Americans now use SnapChat (50% of new users are >25 years old)

Change in average daily media consumption¹



Cleveland Metroparks social media channels²

Media	Venue	Followers
Facebook	Parks	121,110
	Zoo	130,630
	Golf	4,799
Twitter	Parks	56,433
	Zoo	37,311
Instagram	All	30,253
LinkedIn	All	4,324
SnapChat	All	484

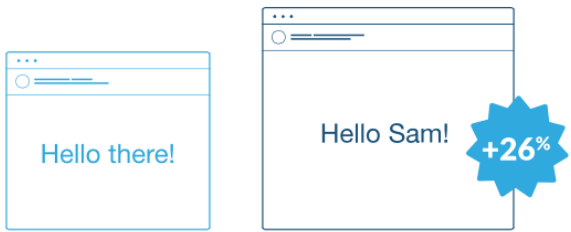
¹2010 vs. 2005; Source: ZenithOptimedia reported on Fortune.com

²Social Media followers as of 9/23/16

Action #2: Launch online preference center

- The new website, planned to launch January 2017, will include an online preference center.
- Guests will have the ability to create a “user profile,” with options to receive customized e-newsletters and personalized e-mails. Additionally, event and program registration information will be auto-filled to expedite the process.

Personalization impacts email marketing¹



- Personalization increases open rates by 26%

- 75% of consumers indicate they like personalized messages

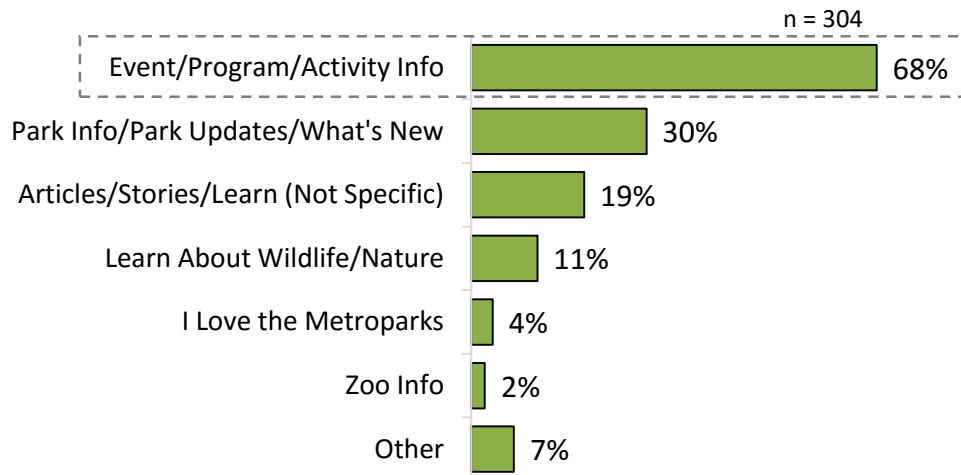


¹Sources: Econsultancy, Business2community.com

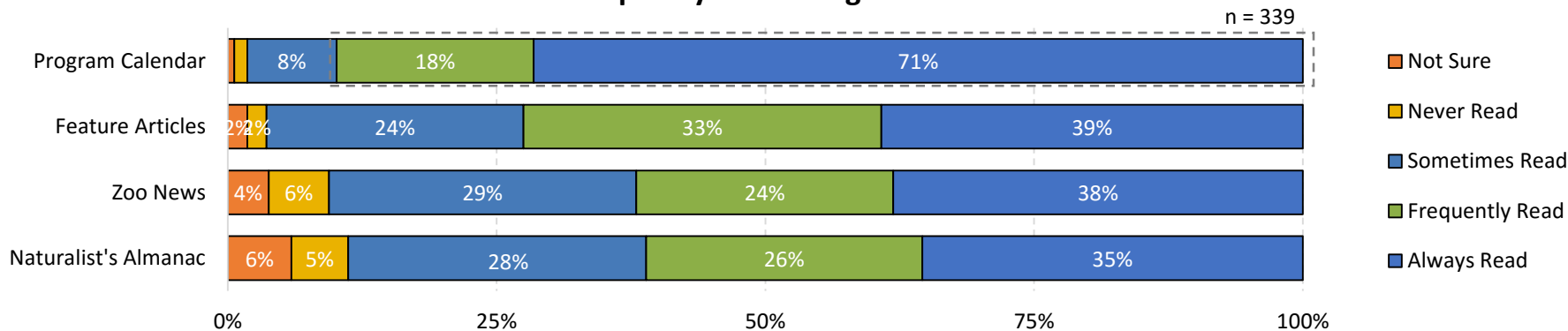
Action #3: Refine and enhance print media

- Currently, 27k households receive the Emerald Necklace publication, monthly; an additional 13k are distributed to Nature Centers and Community Centers.
- 68% of readers are most interested in the event/program/activity info.
- 89% of respondents always or frequently read this section.

Why Do You Read Emerald Necklace



Frequency of Reading Each Section



Next Steps and Timing

Task	Estimated Timing
Refine Emerald Necklace	Now – 11/30; re-issue: Jan 2017
Thunder:Tech/CM develop website	Now – 11/25
Website Internal Testing	11/28 – 12/16
Website External Testing	12/5 – 12/16
Launch New Website	Jan 2017
Optimization of Website	Ongoing