

# City of Denton Parks and Recreation



## organic marketing

a fresh look every six months

# OUR GOALS



**Plant the seeds for growth**

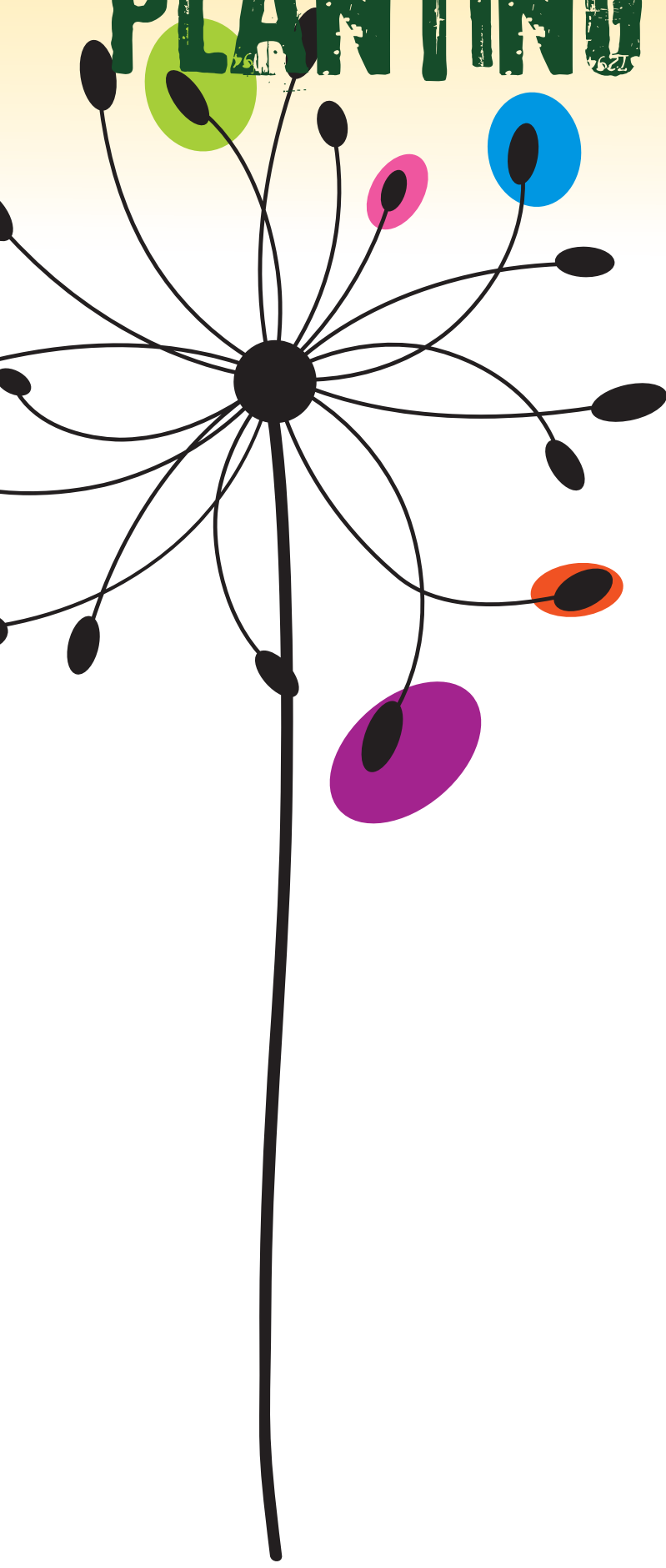
**Establish a strong foundation as a dependable resource for health, recreation, and education**

**Provide staff support**

**Set goals, objectives, and tactics**

**...AND PLAY!**

# PLANTING THE SEEDS



## PLANTING THE SEEDS OF THE PARD IMAGE

### **LOGO AND BRAND PLATFORM**

Our goal is to promote a cohesive brand by maximizing PLAY! and consistent brand placement.

### **BENEFITS MANAGEMENT**

Our goal is not to 'speak' our mission, but rather show them through their own words, experiences, accomplishments, and achievements in health, recreation, and education.

### **MEDIA DISTRIBUTION**

Our goal is to take advantage of our media contacts and email distribution list to help communicate messages. We will determine the range of distribution based on the size of the program or event.

### **TARGET MARKETING**

Although we offer programs to every age group, our goal is to make effective use of various geographic and demographic targets to maximize our reach. Targets will be determined through small group meetings.

### **PHOTOGRAPHY AND VIDEO**

Our goal is to continue to grow the current photo database and develop more videos in 2015. We provide a digital camera for staff to check out.



# OUR FOUNDATION

## **ESTABLISHING THE FOUNDATION AS A DEPENDABLE RESOURCE**

### **PLAY! GUIDE:**

#### **PRINTED AND ONLINE THE SAME TIME EVERY SEASON**

We'll continue to distribute the guide twice a year, August delivery (Sept-March) and February delivery (March-August) via direct mail to all DME customers (approx 40,000 per guide).

### **WEBSITE: MAINTAINED DAILY**

We'll continue to maintain the PARD website, for all divisions. This requires weekly and sometimes daily maintenance in the form of content, news briefs, calendar listings, and alerts.

### **NEWS STORIES: CONSISTENT DELIVERY**

We'll continue to submit information to the media and DTV on a regular basis. All press releases are submitted to the media by the marketing manager with notifications to City staff and council.

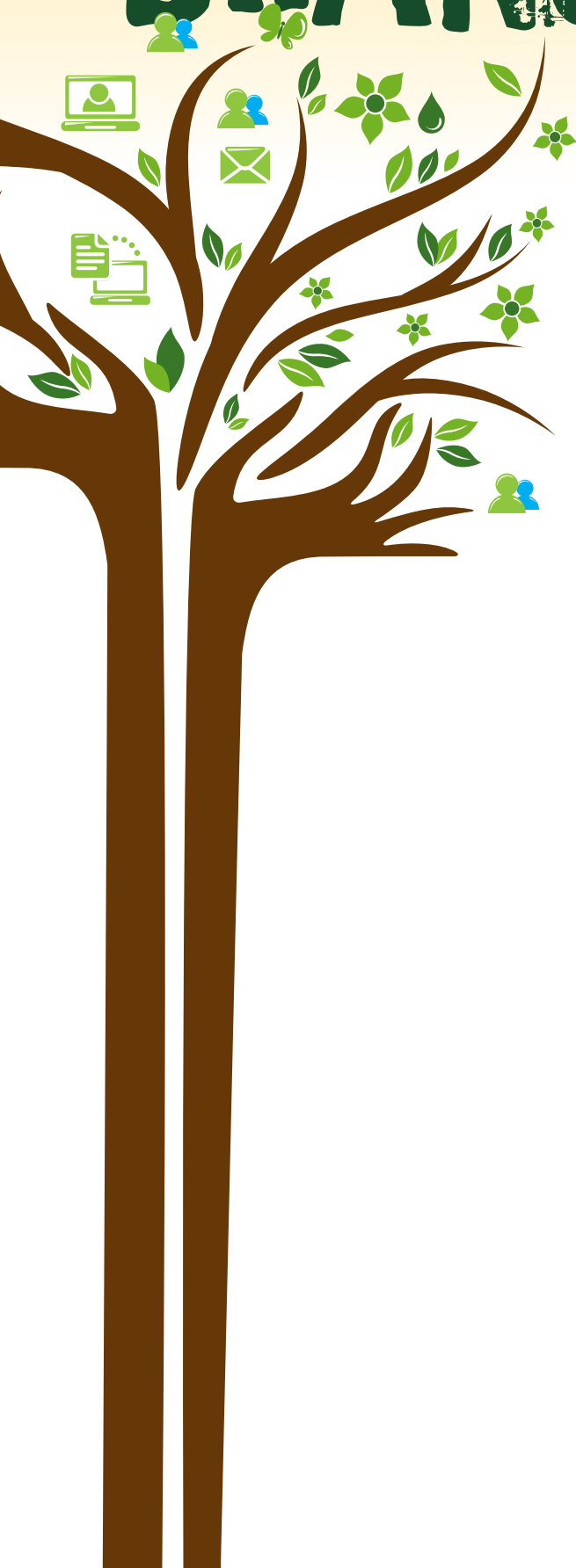
### **PRINTED MATERIAL: CONSISTENT DISTRIBUTION**

We'll continue to maintain a schedule of print support materials distributed via facilities, DISD, business, etc. Marketing designs and proofs all material and provides staff an opportunity to review and proof.

### **SOCIAL MEDIA: MAINTAINED DAILY**

We'll continue to use Facebook as the primary site for social media and maintain the page daily. Other forms of social media are allocated by the City's policy and will be considered on an on-going and as needed basis.

# BRANCHING OUT



## PROVIDE SUPPORT TO THE STAFF

Marketing supports the City's style guide and requires staff to refer to the guide daily. We offer support for the guide and are willing to proof or review staff's documents prior to distribution.

Marketing also provides approval for co-sponsorship materials that utilize the PARD and City logo. We offer support as needed and allocated by management.

Marketing will meet in small groups each month to maintain open communications with staff and to network and remain connected to understanding their needs and goals.

The following considerations will be made when developing small group plans:

### **LEISURE SERVICES STRENGTHS**

- Neighborhood fitness facilities
- Variety of programs
- Proximity
- Affordable
- Accessibility
- Unique events

### **LEISURE SERVICES WEAKNESSES**

- Lack "sales" staff on front line to cross promote/sell
- Weather
- Retention
- Space

# MARKETING + OUTREACH

## OUTREACH THROUGH MARKETING

Marketing maintains a high standard of advertising to promote the staff's programs, classes, and events, as well as look for marketing opportunities to further assist the effort to reach more people and increase department revenues.

### SUMMARY OF INTERNAL OPPORTUNITIES

1. Email marketing
2. City Limits
3. Annual Citizen Report
4. City Sharepoint
5. City building signage

### SUMMARY OF EXTERNAL OPPORTUNITIES

1. PLAY! Guide
2. Press Releases
3. Direct Mail
4. Newsprint Advertising
5. Posters and Fliers
6. Newsletters
7. Banners
8. Water Bill inserts
9. Direct to your Door
10. Magazine ads and promotions
11. Event Participation
12. Potomac
13. Marquee
14. Website
15. Web Advertising
16. Email Marketing
17. Social Networking
18. Public Relations
19. Cable and DTV
20. Outdoor Signage and Billboards
21. Radio
22. Partnerships and Sponsorships

# PLAN, DO, ACT, MEASURE

## ISOLATE TARGET AUDIENCES

**DEVELOP** specific plans for hard to reach targets such as college-age students, parents of preschool age children, and health seekers.

**TAP** our resources in small group meetings, then use direct mail and social media campaigns to reach these targets.

**MEASURE** by surveys, pages viewed to online catalog, online registration, and trend reports for registration.

## INCREASE BRAND AWARENESS

**UTILIZE** a comprehensive two season plan supporting the PLAY! Guide.

**IMPLEMENT** with direct mail, delivery distribution, and word of mouth.

**MEASURE** pages viewed to online catalog, online registration, phone and foot traffic, facility usage, pass sales, and trend reports for registration.

## HELP INCREASE REVENUES

**WORK** with staff to develop a needs assessment to support their effort to increase their program revenues.

**IDENTIFY** and separate programs in need of assistance.

**MEASURE** by strengths and weakness over efforts and reach and review results with comparison reports.

## INCREASE AMENITIES AWARENESS

**CREATE** more ways to direct residents to resources about our parks, trails, and programs.

**IMPLEMENT** more articles and feature stories.

**MEASURE** by stories published and park usage.

## ADVERTISING

**OBJECTIVE:** Develop a plan to produce more registrations, phone calls, website visits, and revenues.

**GOAL:** Increase visits to the online PLAY! guide to 100,000 annually.

[CLICK HERE FOR THE TACTICS SCHEDULE...](#)

## EMAIL MARKETING

**OBJECTIVE:** Generate traffic to our website and Facebook.

**GOAL:** Increase click-throughs, maintain opt-outs to below 5% per campaign, and increase leads.

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## SOCIAL MEDIA

**OBJECTIVE:** Implement social media campaigns to generate traffic to our website and Facebook.

**GOAL:** Increase "likes" by 20% annually and generate community on our Facebook wall.

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## WEB MAINTENANCE

**OBJECTIVE:** Increase visits, visual appeal, practicality, and dependability.

**GOAL:** Increase unique visits, maintain up-to-date copy, add human interest stories & new photos.

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## WEB MARKETING

**OBJECTIVE:** Increase visibility for special events and upcoming registrations.

**GOAL:** Increase impressions from the City's homepage, Google searches, and other sites.

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## PR-MEDIA RELATIONS

**OBJECTIVE:** Build our brand and develop relationships in key areas such as DISD, hotels and motels, UNT, and TWU.

**GOAL:** Increase partnerships with media, encourage news stories, and increase impressions from outside sites.

[CLICK HERE FOR THE TACTICS SCHEDULE...](#)

## COMMUNITY RELATIONS

**OBJECTIVE:** Work with DISD to distribute more material via teacher email newsletters to parents.

**GOAL:** Increase participation in special events and programs.

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## EXTERNAL SIGNAGE

**OBJECTIVE:** Work with property owners to maximize locations for banners and signs with a permit.

**GOAL:** Increase exposure and maximize traffic exposure.

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## INTERNAL SIGNAGE

**OBJECTIVE:** Work with PIO and other departments to reach more City employees.

**GOAL:** Increase participation from City employees in an effort to cross promote revenue generating programs.

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