



Strategic Planning Marketing Report

April 2022



Goal: Determine the best options to expand the District's marketing to creatively and better target various age groups.

The Strategic Planning Committee: Kim Dasbach Superintendent of Recreation, Stephanie FitzSimons Marketing Manager, Katie Mix Superintendent of Special Facilities, Alison Mielitz Aquatics Manager and Mike Toohey Superintendent of Villa Oliva

The committee identified different marketing strategies including: social media, print, website, large format and digital.

Social media was identified as a major resource for marketing to target different age groups. There are a variety of avenues to reach them including: group photos, videos and surveys. We also discussed pod casts, You Tube, Facebook, Twitter, Instagram, Linked In, WhatsApp, Pinterest, Snap Chat, Nextdoor, Tik Tok in regard to age.

Research shows that Facebook continues to be the most popular social media outlet for adults and You Tube runs a close second. Facebook it has gone from 54% to 69% in the last 10 years. 70% of the users use it daily. Age gaps between youngest and oldest Americans are narrower for Facebook. 70% of age 18-29 use platform, 77% for 30-49 and 73% for age 50-64. Those engaged in Facebook use it daily and 49% are engaged several times during the day. Women use Facebook more than men 77% compared to 61%.

You Tube, Instagram, Snapchat and Twitter also have engagement but not at the level of Facebook.

We investigated options on how to reach customers on our social media channels through Facebook or Google Ads. What we found was Facebook ads tend to have more brand and product awareness while Google ads are ideal for capturing buyers with high intent to purchase. Google Ads come with a higher price tag and are a “pay per click” for key words while Facebook uses a target audience within a radius that you set.

It is suggested that utilizing the Facebook platform is most beneficial to the park district marketing due to the targeted reach, following on our pages, and interaction that we generally receive. Furthermore it is suggested that the posts include relevant photos and videos as often as possible.

COMMUNITY INPUT MEETING:
SUNRISE & SUNSET PARK
Master Planning

TUESDAY, APRIL 19 AT 6PM

Location: Sunrise Park
Entrance off Foster Ave
Next to playground

WE NEED YOU!
The Bartlett Park District is hosting a community input meeting at Sunrise Park to discuss Park improvements and see playground options.

Click to tag products | .org · 630-540-4800

571 People reached | 7 Engagements | -1.3x lower Distribution score | Boost post

1 Share

Like | Comment | Share

Comment as Bartlett Park District (Official)

Print: The Bartlett Park District uses print for the seasonal Program Guide, flyers in the facility and on kiosks, and for special ads or offers. When using print it is important to Know Your Target Audience, Capture Their Attention, Include a Call to Action, Enhance, **Track Your Results** (did the piece perform how it was intended). Ideas for making our pieces more engaging include **adding QR codes**, personalizing print materials, targeting them to specific audiences, direct mail, integrated digital/print advertising, and making the pieces stand out by using color and/or coating. This year the cost of paper dramatically increased so making sure that we are fiscally responsible will be important.

Website: To make sure that our website stands out we need to know our customer/community and what we do that stands out from others. It would be a good idea to have an outside professional evaluate our website and see what stands out, ease of navigation, and ADA compliance. The next step would be to have a two hour analysis done on the website to evaluate our SEO (Search Engine Optimization) and what improvements would be recommended.



Digital marketing initiatives that leverage online media and internet through connected devices like mobile phone, home computers, internet....search engines, social media, email, websites. Using digital marketing gives us the **ability to track results**.

Google analytics can help determine our target audience by giving us their demographic information. E-mail/E-blasts remain to be a highly effective tool for building rewarding customer relationships. When you send emails/eblasts, you are essentially entering others' personal space, so you want to be respectful. Leverage the power of Google by using the right keywords in specific areas of your website

to help search engines, make sure we have utilized SEO (Search Engine Optimization), and links are executed properly.

Large Format (Ex. window mesh, billboards, vehicle wraps or commercials) The discussion on this lead to talking about window wraps and vehicle magnets as being the most viable. Additionally fun floor stickers that are removable were discussed as options. These all have **high visibility and a budget friendly** price tag.

Vehicle magnets could be added to parks and grounds vehicles as a mobile advertisement. Example: A colorful background with: Bartlett Park District. *“Come party with us. Bartlett Park District Birthday Parties and Banquets. www.bartlettparks.org.”* We have 14 vehicles/trucks in our fleet, the total estimated cost for magnets (18 by 24 inches) would be \$1,400 for vehicles to have one magnet on each side of the vehicle or \$700 if one was placed on the back of the truck.

Suggested locations for window wraps would be the Kids Stop exterior windows (view from parking lot), Splash Central windows, building exterior entry doors (Bartlett Community Center, Schrade Gym, Villa Olivia, Administration and Nature Center). These are custom pieces and the estimate for a window or door size at 3.5' x 7' would be \$395 installed. See example below:



The committee also investigated consultant options to review the district’s overall marketing operation.

The thought behind this was to evaluate current staffing levels, day-to-day operations, marketing tools being utilized, trainings, contracted services and how we compare to other similar sized park district's marketing departments and recommendations on how to move forward.

The committee reached out to several consultants and only a few replied. We spoke with two companies that felt they could do what we were asking for. The first company (Jason Stubbeman, *Jason Perry VA*) works on an hourly rate and quoted an estimate of \$900 and about 25 hours to complete. The second company (a5 Branding and Digital Agency) quoted us \$5,000 - \$6,000 to complete their analysis. If this was something we wanted to pursue further investigation with interviews, references, finalizing the scope of the project and outcome would need to be done.

A third company (Campfie Concepts) was not able to evaluate our current operations but we did learn that two services are available:

Day of Design – A one day of contracted design needs. A project example would be to create 27 graphics that could be used for social media. This price point is \$625 per day.

On Demand Graphic Design – Ongoing support (example 5 hours a week) in the areas contracted design needs including: flyers, posters, signage, menus, publications, social media graphics, brochures and more. This price point is \$98 per hour.

We do not feel we would need to utilize these types of services right now but it is nice to know it is an option if we have special projects or run into staffing deficits.

Then the committee investigated similar size districts with what their amenities, operating budgets, equipment, staffing, consulting and contracting.

St. Charles, Hoffman Estates, Palatine, Streamwood, Buffalo Grove, Wilmette, Fox Valley, DeKalb, Deerfield, and Northbrook were identified as similar sized districts. The results were varied but the average was 3 full-time marketing staff. Several districts had 2 full time and 2 or 3 part time staff. Staffing responsibilities included graphic design, website maintenance, social media, sponsorship, general projects, and digital marketing strategist. Equipment noted was large size printers, pod cast equipment, Adobe Suite, and double monitors for each staff.

After collecting all of the above information the committee then analyzed and identified if and where additional marketing support and resources are needed.

In the area of staffing/contractors the committee is recommending additional support in the area of social media and a photographer/videographer. For Social Media this would be adding 4 hours to the current 15 part-time hours with an estimated cost of \$3,330 annually and adding a part-time/or contracted photographer/videographer for 10-15 hours per month for approximately \$3,600 annually.

With regards to additional equipment the committee recommendations:

1. Purchasing a printer be able to produce “A” frame inserts and 11x14 program posters in-house. Additional information in the final step section below.
2. It would be beneficial for management staff, which create forms, have access to the full version of Adobe Suite, so that they can create fillable forms, combine forms, and edit PDF’s.

The final step for the committee was to develop a recommendation of a plan for marketing strategies we want to accomplish over the next 2 years. In this step the committee wanted to be sure to include and identify district wide internal improvements on communications to follow through with the final plan and stay on track. We are also looking for the Boards input and guidance regarding these recommendations to see if any of the information should be adjusted or reprioritized.

- Consultant:
 - Further investigation to hire a consultant to get an objective analysis and recommendations about the Marketing Department.
 - Implement consultants' recommendations.
- Work out the logistics for additional hours for Social Media.
- Work out the logistics for a part-time contracted photographer/videographer.
- Work on improving internal communication & marketing plans. This would include:
 - Schedule regular meetings prior to program guide deadlines. One month before due date.
 - Create a power point or video to train new staff and serve as a refresher on updating website, how to submit information for the program guide, style guide regulations, and general marketing practices.
 - Work with Managers to provide assistance with marketing plans that are tied to goals to be measurable. Consider having a marketing theme for annual goals next year.
 - Evaluate the effectiveness of the internal program guide meetings and adjust as needed.
- Equipment research. Additional research on annual costs and working with IT would be the next steps for purchasing a printer such as CannonimagePROGRAF TA-30 Large Format Printer (pictured below) to make "A" frame signs and 11x14 program posters in-house. Estimated purchase price \$2,000. (pictured below)
- Caculate and allocate needed funds in the budget for improvements.

