



Strategic Planning Marketing Goal Report April 2023

The Strategic Planning Committee:

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GOAL: Analyze the District's current marketing approach to determine which methods produce the best results.



Identify differences in marketing methods for Special Events, Facilities, Programs, General Information, Registration and the Foundation

- Program Guides
- Website
- Social Media
- Flyers
- Posters
- Pamphlets
- REACH TV
- Banners
- Kiosks
- Electronic Sign Board
- Eblasts
- Video
- Yard Signs



Identify our current marketing methods

Community Outreach

- What's Happening Bartlett Facebook
- National Night Out
- Police & Fire Open Houses
- Library Events
- Chamber Events
- Fourth of July Parade



Current Resources: Software & Equipment

- ▶ Adobe Suite
- ▶ Canva Pro
- ▶ Animoto Pro
- ▶ Cell Phone Photography
- ▶ A Frame Sign Display
- ▶ Electronic Sign Board
- ▶ Banners/Yard Signs
- ▶ Kiosks

Current Resources: Staff

- Full Time Marketing Manager
- Part Time Social Media Web Designer
- Part Time Graphic Designer
- Park District Management Team
- Contracted Graphic Designer

How do we measure up?



What are our best measurable methods?

Website

The screenshot shows the Bartlett Park District website. At the top, there is a green header with social media icons (Facebook, Twitter, LinkedIn) on the left, the location "Bartlett Community Center, 700 S. Bartlett Road, Bartlett, IL 60103" and phone number "630-540-4800" on the right, and a navigation menu with links: GENERAL, REGISTRATION, PROGRAMS, PARKS, FACILITIES, VILLA OLIVIA, and EMPLOYMENT. A search icon is also present.

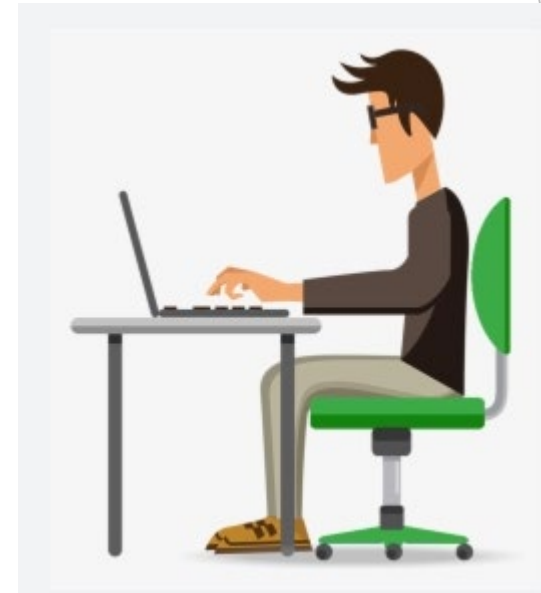
The main content area features a large, festive banner for "St. Patrick's BINGO NIGHT". The banner includes the Bartlett Park District logo, the event title in large green letters, and the date and time: "Wednesday, March 15TH • 6-7:15pm". Below this, it specifies the age range "Age: 3 through adult", the location "Location: BCC Oak Room", and the fee "Fee: \$1 per card per game (cash)". It also notes "Approximately five games played." The background of the banner is decorated with green shamrocks and a bingo card.

At the bottom of the banner, the address "700 S. Bartlett Road, Bartlett, IL 60103", phone number "630-540-4800", and website "bartlettparks.org" are listed.

Below the banner, there is a row of five colored buttons: "EVENT CALENDAR" (blue), "PARTIES & RENTALS" (orange), "FITNESS" (green), "PROGRAM GUIDE" (red), and "REGISTER ONLINE" (blue).

Website Analytics

- ▶ Page Views
- ▶ Bounce Rate
- ▶ New vs. Returning
- ▶ Mobile vs. Desktop viewing



Snapshot of Website Analytics

Users

38,696



New Users

37,392



Sessions

56,571



Avg. Session Duration

00:02:00



Bounce Rate

37.42%



Number of Sessions per User

1.46



Pageviews

133,158

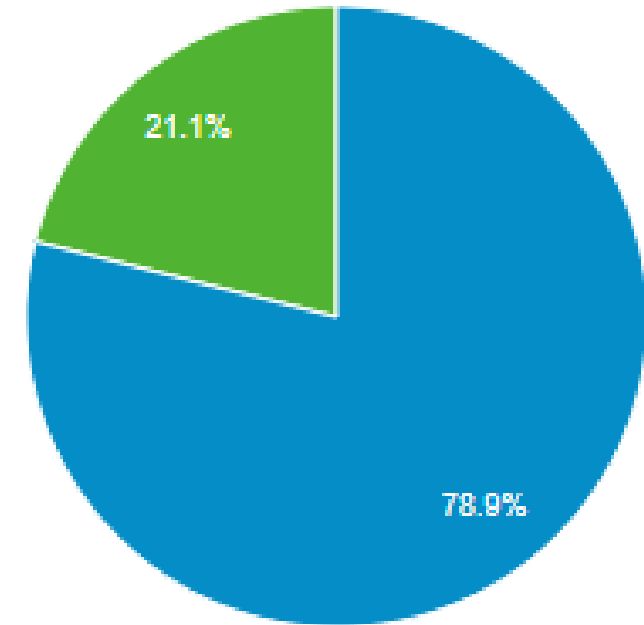


Pages / Session

2.35



■ New Visitor ■ Returning Visitor



What are our best measurable methods continued...

Facebook



**BARTLETT AQUATIC CENTER EARLY BIRD SEASON
POOL PASSES AVAILABLE: MARCH 1-APRIL 29**

YOUR SUMMER DESTINATION

Pass valid May 28-Sept. 4. Registration accepted March 1-April 29.
ONLINE REGISTRATION NOT AVAILABLE.

Bartlett Park District (Official)
5.5K likes • 5.9K followers

[Create ads](#) [Manage](#) [Edit](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#)

Intro
The Bartlett Park District was established in 1964. The number of residents served by the Park Distr

[Edit bio](#)

Page · Recreation Center

696 W. Stearns Road, Bartlett, IL, United States, Illinois

What's on your mind?

[Live video](#) [Photo/video](#) [Reel](#)

Featured
People won't see this unless you pin something. [Manage](#)

Facebook Analytics

- ▶ Level of engagement
- ▶ Reach
- ▶ Comments
- ▶ Shares
- ▶ Paid vs. Organic
- ▶ Videos and photos increase activity



What are our best measurable methods continued...

Constant Contact



Constant Contact Analytics



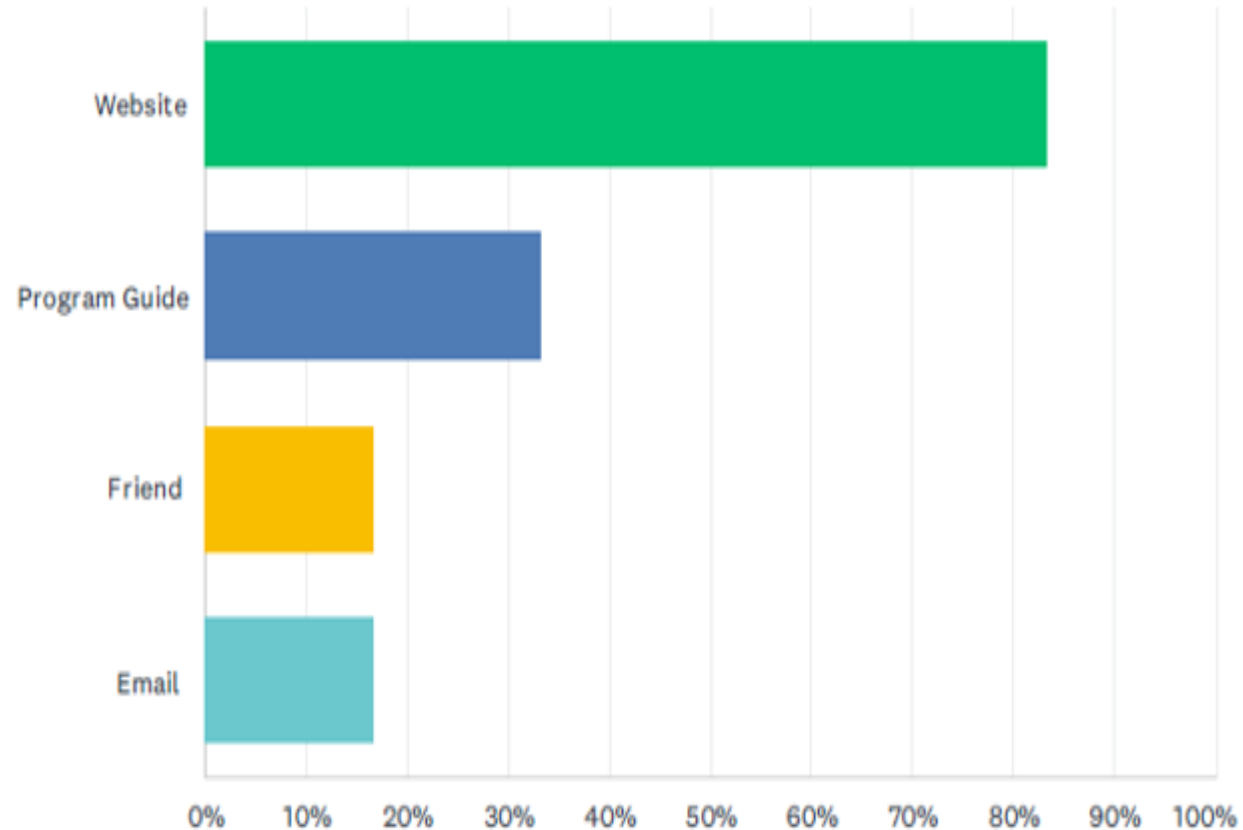
- Open Rates
- Clicks on Links
- Device: Phone vs. Desktop
- Unsubscribe

What are our best measurable methods continued...

Surveys/Evaluations

Q6 How did you hear about our camps?

Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES
Website	83.33%
Program Guide	33.33%
Friend	16.67%
Email	16.67%
Total Respondents: 6	

Program, Facility & Service Surveys

- Relevance is related to questions
- Target 5-10 Questions
- Easy to implement
- Results are easy to quantify
- Comment area available
- How they heard about event

Marketing Campaigns:

- ▶ Facilities
- ▶ Athletic Leagues
- ▶ Special Events
- ▶ Programs
- ▶ Foundation Events



Marketing Campaigns

- ▶ Identify S.W.O.T.
- ▶ Following timeline
- ▶ Designation of resources (personnel & budget)
- ▶ Return On Investment (measurement)
- ▶ Recap meeting
- ▶ Evaluation of efforts
- ▶ Kick off meeting for following year

Where do we go from here?

- Create structured marketing campaigns
- Educate staff on campaigns and best practices
- Communicate a cohesive message
- Use Measurable Analytics: *Website, Social Media, New followers, Engagement Rates, Click thought Rate and Paid vs Non-Paid*

Where do we go from here continued...

- Moving forward continue to evaluate & evolve as effective methods change, so we can change with them.
- Consult with Marketing Firm for evaluation of marketing practices and recommendations. Selecting a firm is currently in progress.

