



Parks and Recreation Master Plan

Appendix B - Marketing



APPENDIX B – MARKETING TEMPLATES AND BEST PRACTICES
MARKETING SITUATIONAL ANALYSIS (SWOT ANALYSIS)

<p><u>Strengths (Internal / Positive)</u></p>	<p><u>Weaknesses (Internal / Negative)</u></p>
<p><u>Opportunities (External / Positive)</u></p>	<p><u>Threats (External / Negative)</u></p>

MARKET SEGMENTATION

Target Segment	Description / Characteristics	Target Products / Services	Promotion / Communication Tactics

VALUE PROPOSITION

	Sample Response	Your Response
What are the functional benefits to the program, service, or amenity you offer?	<i>Unique indoor and outdoor experiences in Brownsville</i>	
What are the emotional benefits to the program, service, or amenity you offer?	<ul style="list-style-type: none"> • <i>Exhilaration</i> • <i>Long-lasting memories</i> • <i>Pure fun</i> • <i>Sense of belonging/camaraderie</i> • <i>Spontaneous excitement</i> 	
How would you describe your unique brand position ?	<i>We offer unique and affordable nature and outdoor recreation programs and facilities to all members of the public.</i>	
What key messages do you want your brand to convey?	<ul style="list-style-type: none"> • <i>Create your own adventure</i> • <i>Unplug and recharge</i> • <i>World-class facilities await you</i> • <i>There's something for everyone</i> 	
What internal objectives do you want to accomplish with your value proposition?	<ul style="list-style-type: none"> • <i>Drive participation across all segments of the community</i> • <i>Increase revenue</i> • <i>Improve community public health metrics</i> • <i>Advance environmental stewardship</i> • <i>Create a positive economic impact</i> • <i>Demonstrate improvement to overall community quality of life</i> 	

SOCIAL MEDIA PLAN

A simple and brief social media strategy for the PARD needs to be developed, and the following information can be used as a resource for creating it.

SOCIAL MEDIA CHANNELS

- Facebook
- Twitter
- YouTube
- Google+
- Instagram
- Pinterest
- Tumblr

SOCIAL MEDIA GOALS: REACH AND ENGAGEMENT

- Brand recognition
- Credibility
- Use a content calendar to plan meaningful content
- Do it consistently and continuously
- Identify most active users and engage them
- Be prepared to address inappropriate content
- Link/Share/Repost to amplify messaging
- Use a mix of text/image/video content
- Use a mix of pre-scheduled and spontaneous content customized for each audience

MEASURES OF SUCCESS

- Follower volume
- Notable followers
- Growing engagement
- Response to requests, offers, promotions

RECOMMENDED SOCIAL MEDIA CHANNELS & INTERACTION GUIDELINES

- Facebook
 - Consumer oriented, personal
 - Mobile-enabled
 - Sign-in functions
 - Use as a base for content: images, videos, upcoming events and news
 - Drive traffic to website and other channels
 - 3 to 5 posts per week (scheduled and spontaneous)
 - Like 1 notable per week
- Twitter
 - Amplify other content
 - Create unique #hashtags and @handles
 - Real-time stream of spontaneous thoughts
 - Live posts from all locations and events

- Re-tweet 1 to 2 followers per week
- Follow 5 to 10 followers per week
- Post 3 to 5 times per week (scheduled and spontaneous)
- YouTube
 - Short-form video storytelling is compelling
 - Use to complement Facebook content
 - Footage from events and activities
 - Real-time footage from experiences
 - Follow 5 to 10 followers per month
 - Comment on pictures and respond to comments
 - 1 per month
- Google+
 - Integrate smoothly across all Google platforms
 - Strong targeting of business users
 - Post images and video and upcoming events and activities
 - 1 to 3 per week (scheduled and spontaneous)
- Instagram
 - Photo sharing program for users to share experiences; incorporates other social media sites, including Facebook and Twitter
 - Live posts from locations, events, and activities
 - Real-time posts from experiences
 - Comment on pictures and respond to comments
 - 3 times per week (scheduled and spontaneous)
- Pinterest
 - Stories told with visual images or “pins” with followers within a network of users
 - As often as possible
- Tumblr
 - Blogging/sharing platform
 - Post/link/share content
 - Announce upcoming events, changes in times, schedules, programming
 - Comment on posts and respond to comments
 - 2 times per week (scheduled and spontaneous)

ENGAGEMENT STRATEGY

- Pursue an aggressive following strategy on each channel with key targets including media, elected and appointed officials, local notables, schools, and celebrities

IMPLEMENTATION AND SCHEDULING

- Schedule in advance to ensure a constant flow of content including photos, videos and graphics.

CONTENT ROLES AND RESPONSIBILITIES

- Assigned staff representatives upload monthly event calendars, photos and other information to a designated location
- Coordinator edits and approve the content calendar

ANALYTICS AND REPORTING

- Channel follower counts
- Channel engagement counts
- URL performance metrics
- Google analytics

RECOMMENDED PLATFORMS

- Google analytics (high level)
- Channel-based tools

EARNED MEDIA TACTICS

A strategic public relations plan will require the most viable earned media and public exposure while complementing your paid media efforts and assisting in brand-building efforts externally. It will also help build sustainable relationships in the community and with key media, both general and industry-related. It will reflect your brand in the outlets that offer the most immediate and highest visibility available.

The following are suggested earned media and public relations tactics for the PARD:

- Develop a media list including mainstream and targeted industry outlets (print, broadcast, and digital media).
- Review local and national editorial calendars to identify story placement opportunities.
- Develop key messages and distribute calendar notices, news releases, and media alerts/advisories for all events and activities.
- Pitch story ideas to media using key messages.
- Schedule and respond to media interviews.
- Position staff as industry experts.
- Track story placement and commentary when available for measurement (e.g., set up Google Alerts).
- Build a list of industry followers and reporters on social media channels.
- Identify key events and opportunities for appearances and speaking engagements.
- Identify cross-promotion opportunities.
- Create updates for educational and informational visits with local elected and appointed officials throughout the calendar year.
- Create updates for educational and informational visits with partners, sponsors, event and meeting planners, hotel concierge, taxi and transportation companies, local businesses, potential sponsors and funders throughout the year.
- Leverage grass-top and grassroots community leaders for continued support.
- Develop a department crisis plan that addresses the communications structure in the event of any internal or external crisis situations that impact your day-to-day business.