PARKS CONSERVANCY
--PARKS FOR ALL FOREVER

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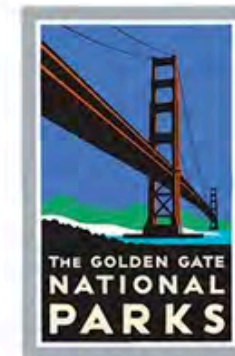
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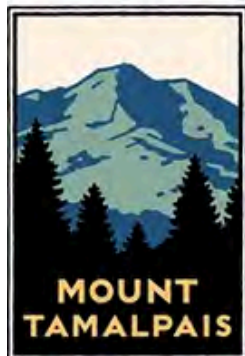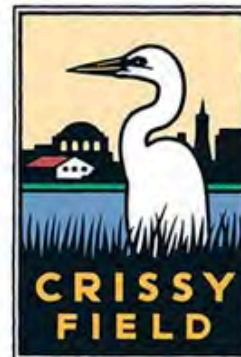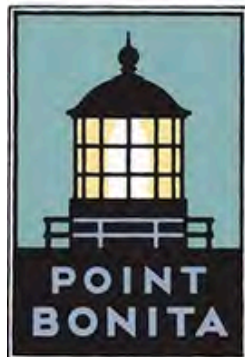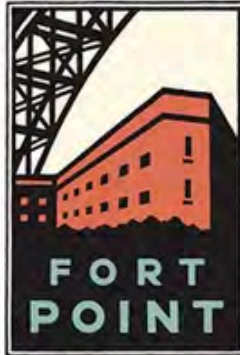GOLDEN GATE NATIONAL **PARKS** CONSERVANCY

The Parks Conservancy preserves the Golden Gate National Parks with the bold vision of Parks For All Forever

ICONIC BRAND IMAGES

THE GOOD, THE BAD, & THE UGLY

- **The Good:**

  - Engaged board, Trails Forever fundraiser dinner
  - Award-winning printed materials & direct mail campaigns
  - Highly trafficked retail operations

- **The Bad:**

  - Busy website and tough to navigate homepage
  - Poor landing pages, slow loading mobile site
  - Low e-commerce traffic

- **The Ugly:**

  - Low brand awareness among Gen X, Y, and Millennials about the Parks Conservancy

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GET SENIOR STAFF EXCITED

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ENGAGED BOARD & TRUSTEES

BUSINESS STRATEGY

Business Name	Parks Conservancy
Mission Statement	The mission of the Parks Conservancy is to preserve the Golden Gate National Parks, enhance the park visitor experience, and build a community dedicated to conserving the parks for the future.
Marketing Objectives	• Build e-newsletter subscribers • Increase membership • Increase online fundraising • Improve our e-store sales • Improve our mobile presence
Value Proposition	Parks For All Forever
Digital Marketing Goal	Increase membership among Gen X, Gen Y, and Millennials or reach younger audiences

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EXISTING TRAFFIC TO WEBSITE

- **92,000+ sessions (59,000 new visitors & 33,000 returning); 67% bounce rate**

- **Predominantly desktop (59,000+), mobile (24,000+), tablet (8,000+)**

- **Page load time: 4.31 seconds. Best practice is 2 seconds or less to retain users.**

- **Top visited pages in order: Web cam, Map, Lands End (70% bounce rate), Baker Beach (78% bounce rate), Ocean Beach (6.8 secs pg.. load time; 80% bounce rate), Jobs, Ai Weiwei Alcatraz, Golden Gate Bridge (8.2 secs pg. load time), Muir Woods (70% bounce rate), Events, Crissy Field programs**

MANY VOLUNTEERS (40,000+), NOT ENOUGH MEMBERS (14,000)!

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NEW & YOUNGER MEMBERS AKA UNICORNS!

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Goal: Convert Paul McDougal to Member

Problem: Affluent, regular park user; but not a member

Strategy: Reach Paul through our digital channels and bring him in as a sustaining member/supporter for the Parks

PAUL: EMPATHY MAP

- **Concerned about the environment**
- **Into health & fitness**

- **Lives in SF and he runs & bikes in the parks every weekend.**

Think & Feel

See

Hear

Say & Do

- **Paul has a wide circle of friends who are also into the outdoors. He is influenced by their interests and politics and posts on social media.**

Paul uses Strava and RunKeeper to compete with his friends.
- **Reads the NY Times, The Atlantic, LA Times, FB, Twitter, TechCrunch**

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USER ACQUISITION TOOLS!

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USER ACQUISITION STRATEGY

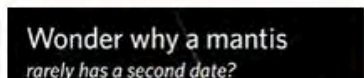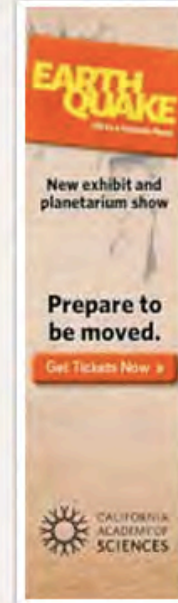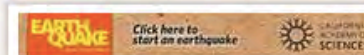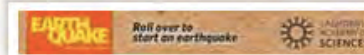| Acquisition	Activation	Retention	Referral
Offer park tips for an email. Ask people to share their favorite hikes on social media.	Send us your best hiking photos and we will feature your stories on our blog or social media WITH credit.	Invite people to be guest bloggers and share content via social channels.	Invite members to send us video or photo testimonials that we will feature on our e-newsletter, blog, and social media. And give away coffee cards to one of our cafes.

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CUSTOMER STRATEGY

Paid Media	• Launch mobile ads • Launch display ads • Facebook ads to drive website traffic, email signups, event registrations
Social Media	• Facebook ads • Twitter cards and ads • LinkedIn ads • Leverage Twitter influencers
Owned Media	• Revamp our email marketing • Launch Conservancy blog to improve our SEO and create more landing pages • Drive email signups via social media posts
Earned Media	• Increase Yelp reviews via social • Press outreach via targeted pitches on stories & topics in the parks

KPIs

Monthly Donor KPI	Ecommerce Tracking	Increase Membership
• **Goal:** Gain new sustaining donors at a lower dollar amount per month. • **KPI:** Track donation conversion rates on a revamped donation page for 6 months and see how the landing page is doing.	• **Goal:** Our e-store is currently not adding much revenue. • **KPI:** Track which marketing campaigns lead to the sale of particular products using retargeting ads for 6 months.	• **Goal:** Increase younger donor membership • **KPI:** Drive social media ad traffic to top landing pages to see if e-newsletter signups increase for 6 months.

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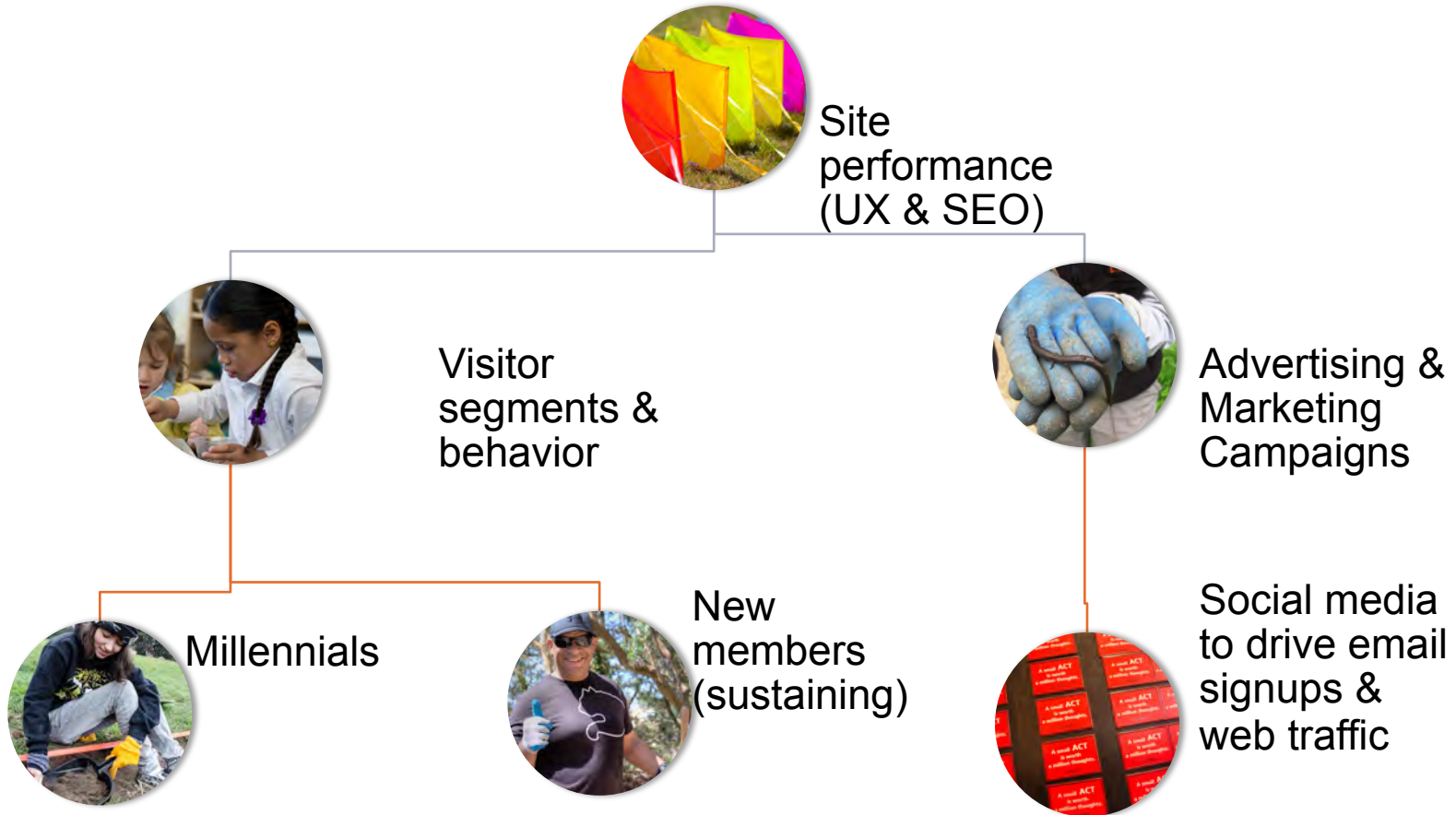# DISPLAY AD EXAMPLES FROM CAL ACADEMY

PAID ADS STRATEGY

Google AdWords	Display Ads	Facebook Ads	Twitter Ads	Landing Pages	Retargeting
Use the $10,000 nonprofit grant to launch ads for: e-newsletter signups, volunteer programs, and membership	Look at peer/ competitor review and target similar websites and online calendars	Launch 3 ads (on rotation and will run for three months) only driving email signups to upsell later. And use FB lookalike ads	Similar plan to Facebook. Will drive traffic to landing pages asking for email signups only and lead generation cards	Create a landing page for e-newsletter signups, member benefits, and volunteer fun and activities	Identified e-store abandoned items and plan to launch remarketing ads.

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DISCOVERY & OPTIMIZATION

Site performance (UX & SEO)

Visitor segments & behavior

Advertising & Marketing Campaigns

Millennials

New members (sustaining)

Social media to drive email signups & web traffic

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FACEBOOK: 15,300+ LIKES

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SOCIAL MEDIA STRATEGY: DRIVE TRAFFIC TO WEBSITE FOR EMAIL SIGNUPS

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TUNNEL VISION: NEW DIGITAL CAMPAIGNS!

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NEW DIGITAL CAMPAIGNS

Find Your Park: Centennial Campaign

Parks For All Forever: Conservancy branding campaign

Find Your Outside Voice

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SOCIAL MEDIA CONTENT CREATION TOOLS

Content Creation

- BuzzSumo. Pulls up top content for keywords and competitors
- Feedly: for RSS feeds. Keeps tabs on blogs we read regularly
- Buffer App: Offers curated content

Image Creation

- Pablo by Buffer: for social media images
- Canva: infographics and can create blog images

Process & Productivity

- Google Spreadsheets: YOU NEED an editorial calendar for social content
- Co Schedule: Creates an editorial calendar for you
- Trello: Use for more solid pieces of content

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SUMMARY

- **Launch social media ads directed to email signups**

- **Emphasize concrete results from social: Driving website traffic, event signups, membership drives**

- **Create an editorial calendar for social posts**

- **Generate reports for best and worst performing social posts to improve your work. And share success stories with senior staff**

- **Invest in software that allows you to listen to your community engagement on social channels so you can constantly improve**

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IF NOTHING ELSE, PUT A MOON ON IT!

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THANK YOU!

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