

A photograph of a dense forest with a dirt path leading through tall trees and thick green foliage. The path is in the center, leading away from the viewer. The trees are tall and thin, with many vines or roots hanging down. The foliage is lush and green, creating a canopy overhead. The lighting is bright, suggesting a sunny day.

INTRO TO MARKETING FOR NON-MARKETERS & SMALL AGENCIES

ADVANCING TRAILS WEBINAR SERIES



FIVE RIVERS METROPARKS

MONTGOMERY COUNTY, OH

MISSION:

Protect the region's natural heritage and provide outdoor experiences that inspire a personal connection with nature.

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MARKETING: WHAT AND WHY?

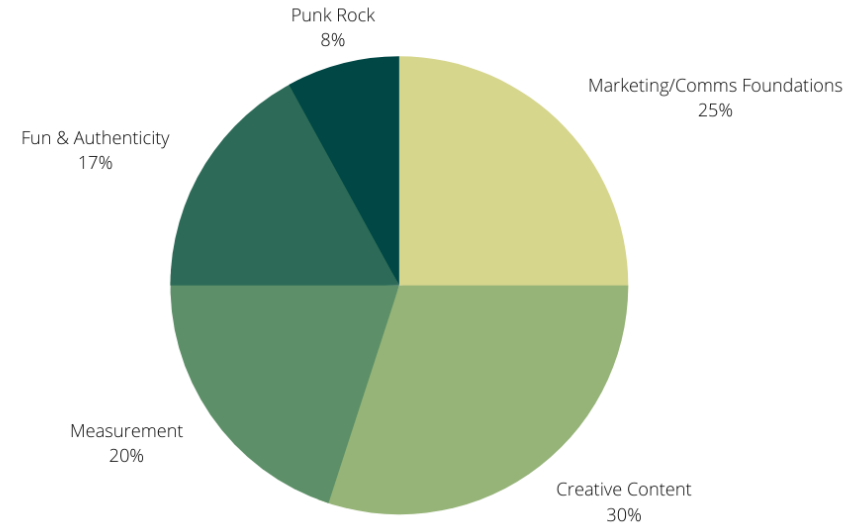
Marketing is activities used by entities for the promotion/sale of a product or service. (older definition)

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. (AMA approved 2017)

Marketing efforts bring awareness of your product/service to your “customers,” allows them to engage with your brand and helps them make a “purchasing” decision.

People in the U.S. see an average of 4,000 – 10,000 ads daily – there’s a lot of competition.

Keep in mind - we’re not “widgets” (YAY!): For parks and recreation agencies, our products and services serve for the betterment of the health, wellness, education and future stewardship of the environment.



the good news?

...YOU PROBABLY ALREADY HAVE SOME INVOLVEMENT IN YOUR MARKETING MIX!


PRODUCT: What are you providing the public? Goods, services, experiences, etc.

PRICE: What is the cost to the public? Remember the answer is hardly ever “free.”

PLACE: Where can people find your product? Where can they learn more?

PROMOTION: How will you communicate to the public your product exists?

Additional Ps: People, Process, Physical Evidence



Top Artists

- 1 Product
- 2 Price
- 3 Place
- 4 Promotion

Top Songs

- 1 MetroParks Ice Rink
- 2 \$10
- 3 RiverScape MetroPark
- 4 Print ads, media, social, creative content, email

Minutes Listened

TARGET AUDIENCE

Top Genre

MISSION

FIVE RIVERS METROPARKS



Let's focus on Promotion...

There are so many different ways to promote your goods, services, experiences and brands, but let's talk about the ones that are most accessible to smaller agencies and non-marketers:

- Content Marketing
- Email Marketing
- Social Media Marketing
- Earned Media
- Paid Media/Ads

What are you currently using?

What are your pain points?



Before you implement new tactics...

Are you currently optimizing what is in your current promotional toolbox or is there room for improvement?

- Is your website up-to-date?
- When is the last time you scrubbed your email list?
- Is all your information correct and consistent across your social platforms?
- Has your agency collected any consumer input or research to work from?
- Do you know of the media outlets in your region?
- Have you identified staff or volunteers in your organization that have special skill sets you could utilize?



In fact, you might need to backpedal...

Do you have a plan for the promotion of your overall brand? What about specific product/services/initiatives?



GOALS: Your desired, broad primary outcome

OBJECTIVE: More specific directives that work towards a goal.

Make it SMART.

STRATEGY: Outlines how you plan to carry out objectives.

TACTICS: Specific, individual actions to implement strategy.

*Avoid “throwing spaghetti at the wall to see what sticks.”



Budget friendly, easy entry

EMAIL MARKETING: Use an email platform to send branded emails to managed lists of constituents who have opted to receive your emails.

PUBLIC RELATIONS: Work with local media to promote your brand/goods/services; help you by creating content.

SOCIAL MEDIA MARKETING: Using social media platforms to promote your brand/goods/services.

CULTIVATING WOM: Inreach and outreach to help promote and cross promote.



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EMAIL MARKETING

Constant Contact, Mailchimp, ActiveCampaign, Hubspot
Mad Mimi and more...

BEST PRACTICES & TIPS:

- Be sure your template is on-brand
- Familiarize yourself with basic CAN-SPAM laws
- Scrub your list(s)
- Segment your list
- Find some consistency
- Drive users to your website
- Use compressed photos
- Incorporate valuable creative content
- Cross promote other promotional tools in each email (buttons to socials, website/blog, etc.)
- Send your emails during the week and in the morning, if possible.
- Measure your open rates, CTR, bounce rate and more



EMAIL MARKETING

HOW DO I GROW MY LIST?

- Bring sign up sheets to outreach opportunities, events and programs
- Make your sign up easy to find on your website – should be on your home page
- Cross promote on your socials
- Run fun contests
- Include URL for sign ups in marketing literature



PUBLIC RELATIONS

Connecting with local media has multifaceted benefits...

- Read local papers and watch local news to familiarize yourself with reporters and what they cover
- Work with your communications/admin team to create press releases for important happenings
- Identify subject matter experts at your organization and make them available to local media for interviews when possible
- Actively pitch ideas to local reporters that are a mix of timely news and “evergreen” stories.

Often, stations post stories on multiple platforms, including web, email and social. This means you have pre-written and/or pre-recorded content to share on your platforms, as well. When possible, always remember to share the actual link to a video or webpage, rather than sharing a post from a station’s social page. Why? We’ll get to that soon...



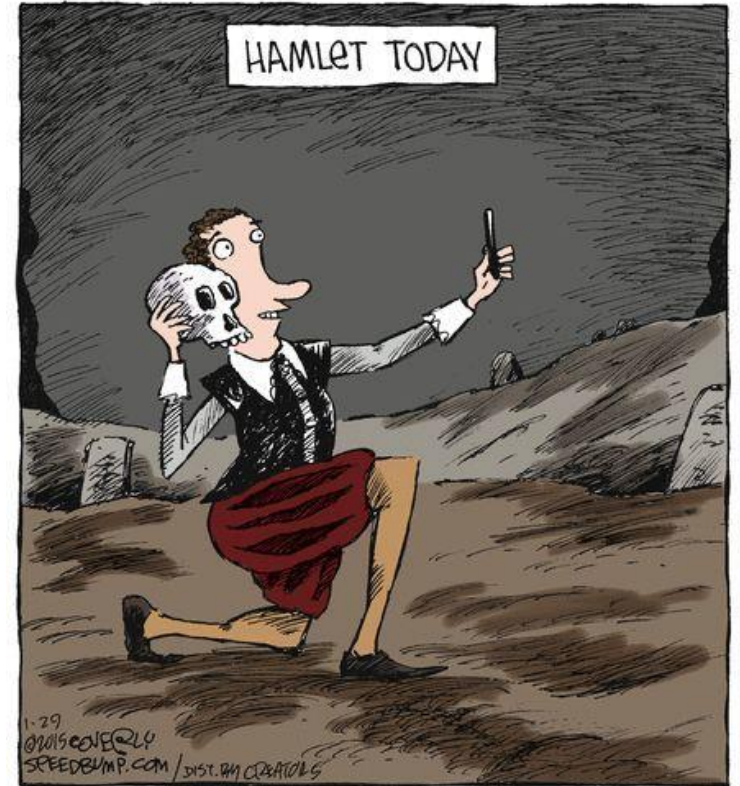
Social Media

Let's get a little serious about social for a second...

- Is there an irony to promoting unplugging and going outside for your health/wellness on social media? YES!
- Is too much social media good for your mental wellness? NO!
- Are there ways folks can strike a balance? YES!

Social media is an important tool in your marketing toolbox; however, we have to understand that...

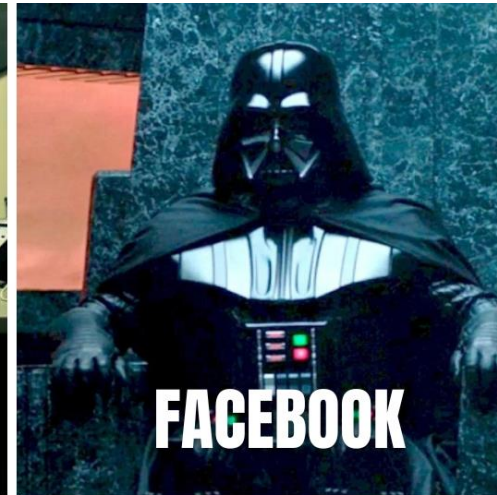
- When you aren't paying for a service, you are the product. (example: creepily accurate Facebook ads)
- Privacy is important to users and it should be important to your agency
- Misinformation and mistrust is a big challenge among all platforms, so it's important to be correct and transparent.
- There is so much content being cycled through social media that negatively affects users, so it's important that we offer relevant content that is accessible, inclusive, educational and of added value to people's lives.



Social Media

What kind of platforms are you currently using as a user and at your agency/organization?

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Pinterest
- TikTok
- SnapChat
- Other



BEST PRACTICES

- VOICE
 - MIX UP YOUR CREATIVE ASSETS
 - MEASURE
 - BE CONSISTENT
 - DON'T DISCOURAGE EASILY
 - TAKE REGULAR BREAKS
-
- **BE HUMAN AND AUTHENTIC:** People want to talk to people, not brands. Build a community of trust associated with your brand and activate the voices of your community.

Effectively Using Social Media to Market Your Trail or Organization

This webinar will help “cut through the noise” of what the social media platforms actually do, who they target, and how to use them effectively.






Take a deeper dive with this webinar



FOLLOW ALONG...

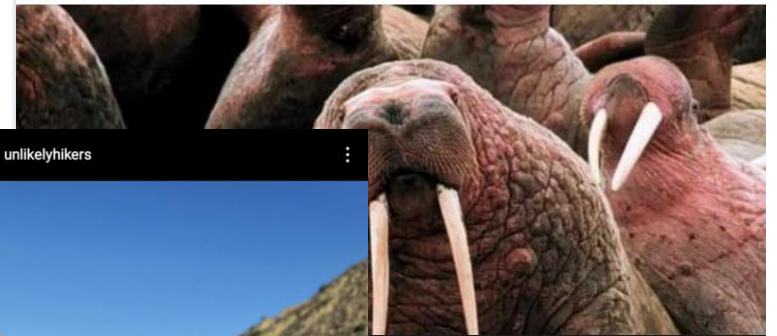
- National Parks Service
- Rails-to-Trails Conservancy
- Unlikely Hikers
- U.S. Fish and Wildlife
- Outdoorist Oath
- Color Outside
- Washington State Parks
- Field Museum
- Treehugger.com
- Ohio Department of Natural Resources
- Buckeye Trail Association
- Mutter Museum
- Leave No Trace
- Pacific Crest Trail
- Arizona State Parks
- Iceland
- Natural History Museum
- Five Rivers MetroParks (shameless plug)



 National Park Service  1d · 

When you leave a bag of potatoes in the pantry for a month...

The walrus spends almost its entire life in the sea, primarily relying on sea ice for resting spots. Several adaptations help them with this aquatic lifestyle. Air pouches located in their upper necks keep them afloat when they are sleeping. Their head is small in comparison with its heavy body, and the upper lip is thick and fleshy with a stiff moustache made up of bristles which are important sensory organs. Altho... [See more](#)



 unlikelyhikers



Liked by [lgbtdoors](#) and 1,147 others

unlikelyhikers Group hikes!... more

View all 29 comments

[jennybruso](#) [image description - group hike leaders pose and smile for a mid-hike photo with friendly arms around each other in a desert canyon on a very sunny day. One of



RESOURCES & TOOLS

- **YOUR PEERS & COWORKERS!**
- **Trello (free for limited users):** Task manager, editorial calendar
- **Canva (low cost):** Simple design, stock images, video editor
- **InShot (free for basic):** Video editor
- **Wikimedia Commons:** Opensource images*
- **Google Photos (free with limited space):** “Smart” photo organization
- **Dropbox (free for limited space):** Share links to large files
- **Wayback Machine:** Internet archive



Questions??

