



DENTON PARKS AND REC GAME PLAN

UNITE the PARD brand and public awareness	GROW customers, conversions, & sales	PLAY with opportunities to build relationships	Investment and engage in audiences and not assets
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THE CUSTOMER JOURNEY GAME PLAN

ZERO
MOMENT OF TRUTH

A-HA MOMENT
FIRST MOMENT OF TRUTH

SECOND
SECOND MOMENT OF TRUTH

Inbound-Outbound | Online-Offline Strategies and Tactics

REACH

- PLAY Guide | Print
- Content Marketing
- Facebook Ads
- Magazine Ads + Articles
- Direct Mail/Coupon Ads
- Interstate Billboards
- Radio Broadcast
- Splash Radio Ads
- Social Media Boosts
- Display Advertising
- Broadcast Advertising
- Water Bill Inserts
- Email Newsletters
- Theater Ads
- Special Projects

OUTREACH

- PLAY Guide | Issu
- Rec Center Newsletters
- Resident Update
- Posters | A-Frames
- Peach Jar Flyers
- Park Sign Design
- Outdoor Signage
- Public Relations
- Press Releases
- SharePoint
- Online Videos
- Word of Mouth
- Photography
- Marquees
- Events, Partnerships
- Education Campaigns
- Postcards | Rack Cards
- Engagement Campaigns
- Story Telling Campaigns

ACT

- Article and Vlog Outreach
- Word of Mouth Reviews
- Blogger Partnerships
- In-Park Merchandising
- Organic Searches
- Online Reviews
- Online Ratings
- Online Referrals

Buyer and Visitor Personas
Millennial, Gen X, and Gen Z

CONVERT

- Omni-Channel Marketing
- Target Marketing Ad Campaigns
- Rec1 Conversion Ads
- Email Target Marketing
- CTA Strategic Ads
- Conversion Ads
- Clickable PLAY Guide
- Pass Holder/Employee Perks
- Value-Added Displays
- Loyalty Campaigns
- POS Experience
- Email Target Marketing
- Text Message Marketing

UNITE, GROW, PLAY

GEOGRAPHIC DEMOGRAPHIC SEGMENTATION

- Water Works Park and PARD
- Website and Social Media Admin

ENGAGE

- Micro-Moment Marketing
- Relationship Marketing
- Subscriber Perks
- Retention Campaigns
- Survey and Customer Input
- Re-engagement Emails
- Member Advertorials
- Member Testimony Shares
- Post-Worthy Engagement
- Customer Interaction
- Remarketing
- Engagement Campaigns

POWER PLAY

THIRD moment of truth

Customer conversion to PARD brand advocate

CUSTOMER CENTRIC IMPLEMENTATIONS

- How's Our Parking
- Ambassador Program
- Customer Service Training
- Customer Onboard Training
- Customer Relation Mgmt
- Service Improvements
- Strategic Program Development
- Value-Added GIS Programs
- New Video Garden Campaign

KEY PERFORMANCE INDICATORS AND MEASURES

insights, mentions, shares visits, follows, Google Analytics,	engagement, insights, click-through-rate, click-to-open rate	retention, revenues, conversions, clickthrough-rate, click-to-open rate	value, shares, time on site, engagement, referrals
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