

Welcome to the 2023 FRPA Conference!



August 28 - 31, 2023 | Orlando, FL

Financially Responsible Marketing Tactics & Strategies that Work





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LEARNING OBJECTIVES



Actionable & practical tips

For developing standout and award-winning campaigns.



Targeted messaging

To drive traffic to your websites and create buzz/engagement.



Measuring success

Examples for how you can make the most of your budget.



Build your own plans

Take what you've learned and let's plan for success!

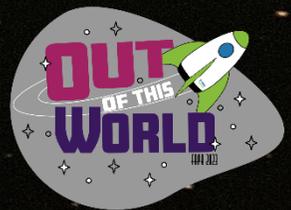


Where to start?

Name what you're trying to accomplish. **Ask why.** Five times.



I found my purpose.
Now what?



DEFINE THE PROBLEM

- What's happening now?
- What are others doing?
- What does the research say?
 - Surveys
 - SWOC
 - First-hand accounts
- What do your metrics say?



Planning



- Time to get strategic!
- Set goals and objectives
 - How do they support your strategic plan and objectives
 - What should we do, and say, to whom and why?



Implementation

- Put your tactics into action!
 - Press releases
 - Local media
 - Social media
 - Advertising
 - Print/Digital/Radio
 - Determine the how & when



Evaluation

**Is this worth
the effort?**



Research
Defining the problem

1

SITUATION ANALYSIS
"What's happening now?"

Planning
Set goals and objectives

2

STRATEGY
"What should we do and say, and why?"

ASSESSMENT
"How did we do?"

COMMUNICATE
"How and when do we do and say it?"

Evaluation
To what degree were objectives met

4

Implementation
Put tactics into action

3



RPIE: Let's talk tactics!

- Know your audience
 - Define your target audience and understand their needs.
 - Tailor your message to your audience
 - Determine how they prefer to communicate.



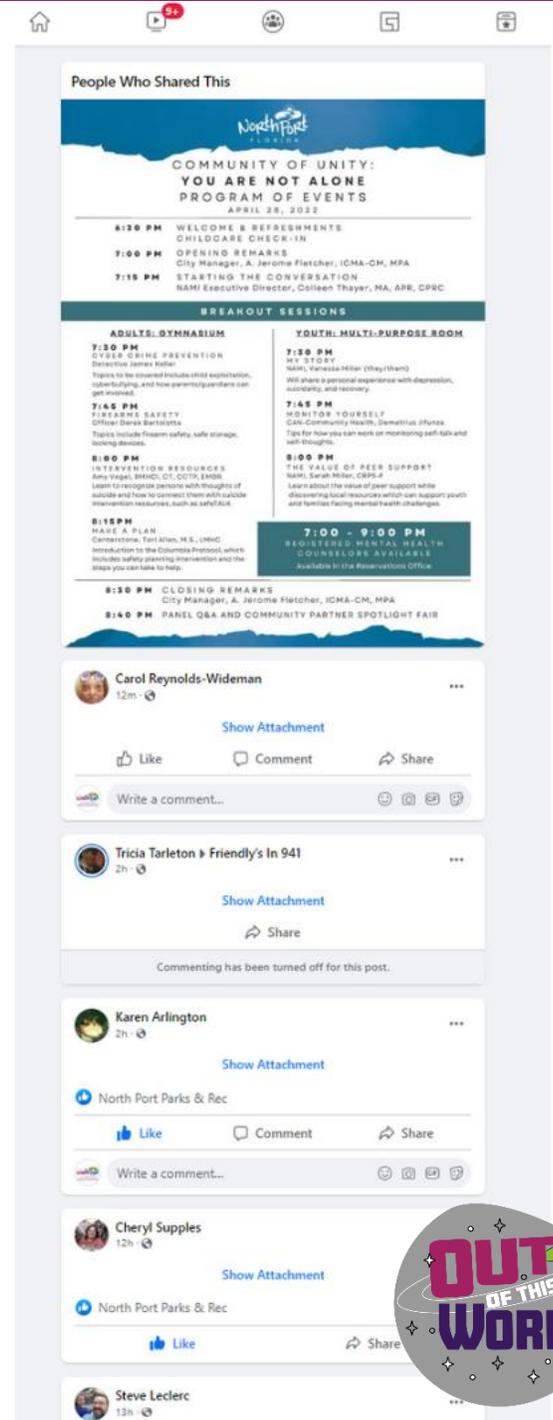
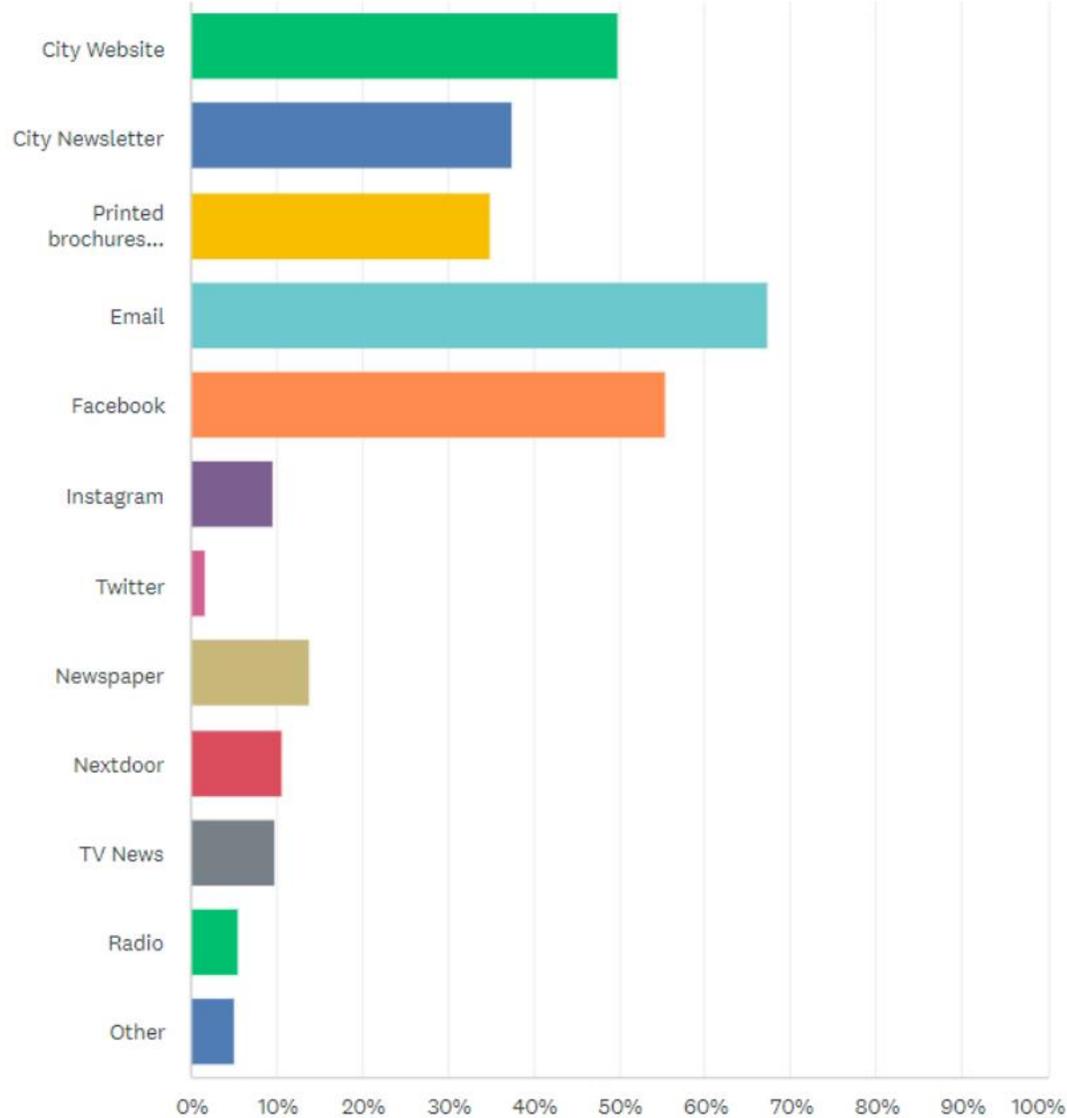
How can you get to know them?

- How can you get to know them?
 - Surveys
 - Demographics
 - Industry trends
 - Social listening
 - Talk with your event attendees/participants
 - Track analytics



How do you prefer to receive news updates from the City about special events, programs, facilities, and amenities? (Select all that apply)

Answered: 429 Skipped: 16



Professional dashboard

Overview

Insights

Home

Your Page

Content

Audience

Grow your audience

Ad Center

Invite friends to follow

Your tools

Inspiration hub

Events

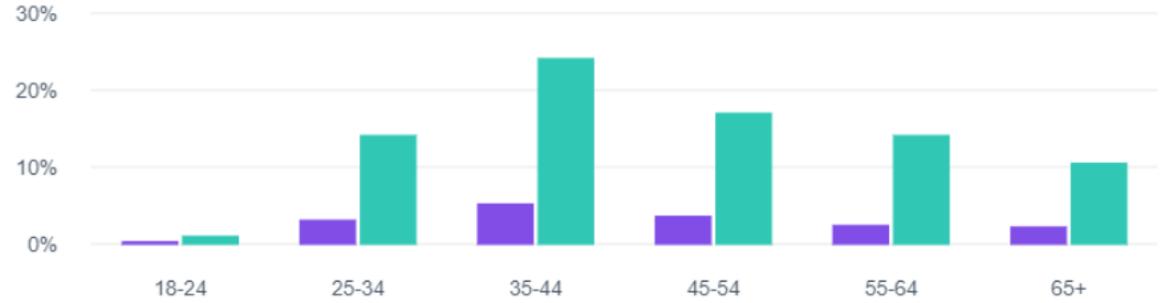
Page access

A/B Tests

New

Age and Gender

Men 18.00%
Women 82.00%



Location

Cities

Countries

North Port, FL	5,858
Port Charlotte, FL	1,443
Venice, FL	751
Punta Gorda, FL	271
Englewood, FL	221

[See more](#)



RPIE: Let's talk tactics!

- **Build the key message**
 - Write your copy
 - Adapt as needed
 - Know your brand voice



Developing your message

- Put your tactics into action!
 - Press releases
 - Local media
 - Social media
 - Advertising
 - Determine the how & when



Distributing your release



- **Maintain your media list**
- **Pitch the good**
- **Add your copy to the body of emails**
- **Help when you can**
- **Provide photos and b-roll**
- **Own your story!**



Amenities closed at Myakkahatchee Creek Environmental Park for repairs



Laura Ansel

To

Retention Policy NP - Email Policy (6 years)

Expires 2/15/2029

Reply Reply All Forward ...

Fri 2/17/2023 4:57 PM

Phish Alert

+ Get more add-ins

FOR IMMEDIATE RELEASE: Feb. 17, 2023

MEDIA CONTACT:

Communications@NorthPortFL.gov 941-429-7169

Amenities closed at Myakkahatchee Creek Environmental Park for repairs

NORTH PORT, FL — Upon inspection at the Myakkahatchee Creek Environmental Park, 6968 Reisterstown Road, it was determined that the scenic overlook and one of the bridges had storm damage. For the safety of visitors, the scenic overlook will be temporarily closed until repairs can be completed. The bridge is safe for pedestrian foot traffic, but will be temporarily closed to equestrian use until the necessary repairs are completed.

Thank you for your patience and understanding as we work on these repairs! For more information, call 941-429-PARK(7275).

Site map



Getting social

- **Plan ahead**
- **Be consistent**
- **Get evergreen**
- **Use content calendar or scheduling software (Loomly, Sprout, etc.)**
- **Engage with the audience**
- **Learn how to boost**
- **Experiment. Algorithms change**
- **Tag sponsors and partners**



	A	B	C	D
1	Date	Topic	Social Copy	Link
7		Educational, Parks	The Centers for Disease Control found that increased access to places for physical activity led to a 25.6 percent increase in people exercising 3 or more times per week. Did you know that you can workout at Highland Ridge Park? Bring your kids to play on the playground and check out the outdoor fitness equipment. Don't forget your water! #WeAreParksAndRec	www.CityofNorthPort.com/MyLocalParks
8				
9		Educational, Blueways	Florida is known for its waterways and North Port is no exception! Did you know that we have 80 miles of freshwater canals? Dip your paddles in today and check out our blueways.	www.CityofNorthPort.com/MyLocalParks
10		Educational, Parks	Love to hike? Introduce the rest of your family to natural Florida. Check out the trails along the Myakkahatchee Creek at Oaks Park.	www.CityofNorthPort.com/MyLocalParks
11		Educational, Parks	Ready? Set? SPIKE? Gather your family for a game of Volleyball! We have a lighted sand court at Dallas White Park so you can enjoy the cooler parts of the day outside.	www.CityofNorthPort.com/MyLocalParks
12		Educational, Achieve Anything Membership	We have membership plans to fit your lifestyle! Learn more about our Achieve Anything memberships today by stopping in for a free tour at the Morgan Family Community Center, or call us at 941-429-PARK.	http://cityofnorthport.com/government/city-services/achieve-anything-membership
13	7/7/20	Engagement, #WeAreParksAndRecreation	Today is National Father-Daughter Take a Walk Day. A 20-minute stroll in a park can help some kids learn to focus better. What park is your favorite for quality family time?	www.CityofNorthPort.com/MyLocalParks
14		Educational, Parks, #WeAreParksAndRecreation	Get energized with Zumba or Zumba Step!	http://cityofnorthport.com/government/city-services/parks-recreation/group-exercise-fitness





North Port Parks & Rec

Published by Laura Ansel · 1d · 🌐

Sneak peek! We're delighted to have [Holly Harper](#) with us this morning to talk about the importance of water safety at the [#NorthPortAquaticCenter](#). 🌞🕶️🌞



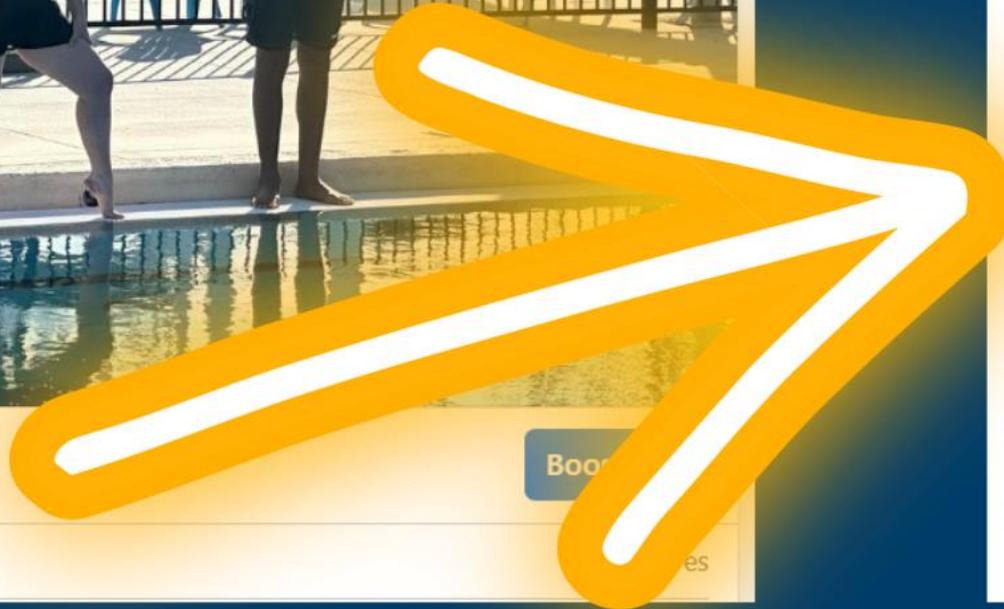
[See insights and ads](#)

👍❤️ 34

North Port Parks & Rec
Posted by Laura Ansel
5d · 🌐

All 62 👍 61 ❤️ 1

- Jackie Cobin Disler [Invite](#)
- Dawn Gorrill [Invited](#)
- Cheryl Choo-Kang [Invited](#)
- Gloria Schuhknecht Yanni [Invite](#)
- Jamison Ramirez [Invited](#)
- Erin Heaps Aleo
- Amy S. Meyer [Invited](#)
- Lilly Lucy [Invited](#)
- Judy Frances [Invite](#)
- Larry Young



Audience ?

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

People you choose through targeting

Audience details

Location - living in: United States: North Port (+50 mi) Florida

Age: 18 - 65+

People who match: Life event: Recently moved or Friends of Recently Moved

People who like your Page

People who like your Page and people similar to them

People in your local area

Main P&R

See all ▼

Create new

Detailed targeting ?

Your ad will be shown to people who match at least one of the following interests.

Audience definition

Your audience is defined.

Select the location, age, gender and interests of [Accounts Center accounts](#) you want to reach with your ad.

Gender ?

All

Men

Women

Age ?

18 65+

Selecting an audience under 18 will limit your targeting options to age and some locations. [Learn more](#)

Locations ?

Locations
Type to add more locations

United States

North Port + 50 mi X

Detailed targeting ?

Your ad will be shown to people who match at least one of the following interests.

Audience definition

Your audience is defined.

Specific

Broad

Estimated audience size: 429.6K - 505.4K ?

Cancel



Use your existing events wisely



$$1000 * \text{Cost} / \text{Impressions} = \text{CPM}$$



Number of Conversions



Total Visitors

×

100

=

Conversion Rate



Campaign	Description	Stat...	Spend	Views	CPM	Visitors/Clicks/... Actions	CTR	CPC	Customers	CVT%	Cost/S...			
Parks & Recreation Department Marketing Campaign Analysis				<i>Reach ></i>		<i>Interest ></i>			<i>Purchase</i>					
<i>Period: FY22 (10/1/21-9/30/22)</i>				Description	Status	Spend	Views/Imp	CPM	Visitors	CTR	CPC	Attendees/Registrations	CVT%	Cost/Sale
TOTAL						\$17,317	15,142,028	\$1	248,900			193,156	77.6%	\$0.09
INTERACTIVE						\$10,322	4,891,385	\$2	248,900	5.09%	\$0.04	193,156	77.6%	\$0.05
+ Facebook Ads						\$3,782	949,918	\$4	12,916	1.36%	\$0.29	35,597	275.6%	\$0.11
+ Google Ads (SEM)						\$4,416	254,604	\$17	21,316	8.37%	\$0.21	154,596	725.3%	\$0.03
+ Social (Organic)						\$0	2,257,843	\$0	173,338	7.68%	\$0.00			
+ Peachjar (SCS Flyers/Emails)						\$1,125	152,276	\$7.39	3,975	2.61%	\$0.28			
+ eMail (Mailchimp)						\$1,000	99,600	\$10	37,355	37.51%	\$0.03	2,963	7.9%	\$0.34
+ Website (unattributed)				Parks & Rec Pages		\$0	1,177,144	\$0						
TRADITIONAL						\$6,995	799,315	\$9						
Parks & Rec Radio (NPAC)				Visitation to NPAC		\$1,200	94,031	\$12.76						
+ North Port Sun						\$3,150	78,284	\$40						
+ Florida Weekly						\$2,645	627,000	\$4.22						
EARNED MEDIA*						\$0	9,451,328	\$0						
+ North Port Sun						\$0	1,252,544							
+ Herald Tribune						\$0	1,176,340							
+ 97.5 WKDW Radio						\$0	31,200							
+ ABC7						\$0	179,433							
+ FRPA Journal						\$0	2,200							
+ The Scoop						\$0	12,010							



Helpful apps

- **CanvaPro**
- **Envato Elements**
- **Facebook Ads Manager**
- **Google Business Manager**
 - **Claim your parks and facilities!**
 - **Google ads**
- **Lucid**
- **ChatGPT**
- **Adobe Firefly**
- **Midjourney**
- **Lumen-5**
- **Grammarly-Go**



Let's build a plan!



CHECK IN QR CODE





Thank You!

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FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

For more information about the
Florida Recreation and
Park Association
visit frpa.org