

A background image showing four people in a meeting. On the left, a woman with glasses and a man in a plaid shirt are looking towards the right. In the center, the back of a person's head with curly hair is visible. On the right, a man with a beard is gesturing with his hands while speaking. The image is overlaid with a dark blue semi-transparent filter.

U.S. Park Southeast

Strategic Marketing Plan

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Buyer Persona

✓ **Primary Target Audience:**
Families with children
6-18 years old
average income of
≥ \$75,000 per year

✓ **Secondary Target Audience:**
Teens
15 – 18 years old

Marketing Strategy

- ✓ Digital Marketing Strategy
- ✓ Traditional Marketing Strategy
- ✓ Communication and Public Relations Strategy
- ✓ Event Marketing Strategy

Digital marketing



- Join Parenting Groups on Social Media
 - Increases community engagement directly
 - Increases web traffic through social sharing
 - Increase brand advocacy from customers
 - Promotes Content
- SEO
 - Generates organic traffic through search engine optimization
 - Gains visibility and recognition through searches
 - Discloses content that strengthens branding
 - Improve website experience





Traditional

- ✓ *Direct mail, flyers*
- ✓ *Billboards*
- ✓ *Television and radio*
- ✓ *Cold-calling*

A photograph of two men in a meeting. One man with a beard and a bun is looking at a laptop screen, while the other man with curly hair leans in to look at the same screen. They are both wearing white shirts. The image is dimmed and serves as a background for the left side of the slide.

Communications and Public Relations Strategy

- ✓ Have CEO apologize and recognize customer's concerns
- ✓ Be truthful and apologetic
- ✓ Address any concerns customers may have and explain course of action

Event Marketing Strategy



Soft Reopening

Utilize a holiday or national or local holiday to reopen the theme park

ex. Lunar New Year



Showcase

Remind customers the park's safety and fun in advertisements in ads and social media

ex. Lunar New Year decorations and other fun activities



Spark FOMO

Create the fear of missing out with audience. Use imagery to show what they're missing if they don't attend.

SMART Marketing Objectives

Address Parent's concerns by 10%

- *Join parenting groups on social media*
- *Customize parent's safety concerns*
- *Respond to number of concerns by 10% more than usual*

Increase website traffic by 20%

- *Use analytics to identify website traffic*

Maintain ticket sales

- *It's expected to have less ticket sales during a crisis*
- *The objective is to maintain tickets sales*
- *Eventually hope to increase ticket sales and profit*

KPIs

Measuring Presence

- *Measure mentions and hashtags*
- *Address safety concerns*
- *Strengthen company's mission and value by appearing transparent and accountable*

Clicks

- *Easy and measurable*
- *Increased traffic = increased brand awareness*
- *Increased awareness = discussion of theme park and how it tackled safety concerns*
- *Reminds customers our relevance*

Calculate Ticket Sales

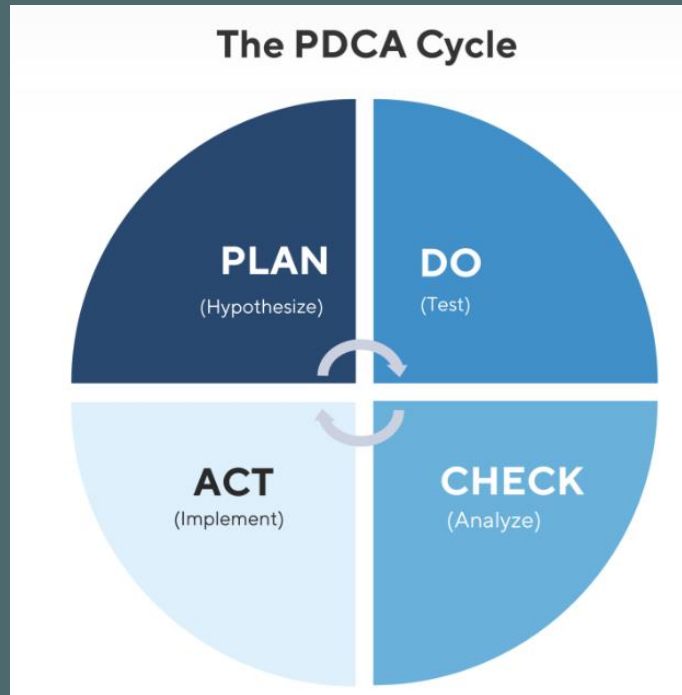
- *Maintenance of ticket sales*
- *Return on investment*
- *Profit*
- *Total revenue*

SUCCESS

Monitor Performance

- *Track the data*
- *Use analytics and other business metrics to measure clicks and traffic on website*
- *Use social media software to identify hashtags and mentions*
- *Use content management system to manage creation and modification of digital content*
- *Calculate ticket sales*

PLAN-DO-CHECK-ACT (PDCA) CYCLE



Plan

Recognize an opportunity and plan a change

Do

Test the change. Carry out a small-scale study

Check

Review the test, analyze the results, and identify what you've learned

Act

Act based on what you've learned in the study step. If the change did not work, go through the cycle again with a different plan. If successful, incorporate the change into wider changes. Use what you've learned to plan new improvements and begin the cycle again.



PLAN-DO-CHECK-ACT (PDCA) CYCLE



Negative Public Feedback

- Use PR metrics to evaluate the impact of PR marketing campaigns
- Gather data to identify negative perception on organization
- Use crisis management to contain negative press
- Ongoing improvement to public relationships and perception

THANK YOU!

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