

S'more Engagement; Less Struggle:

A Guide to Marketing with My County Parks

mycountyparks.com 



About Your Presenter

John Osako
President & CEO of Informatics Inc.

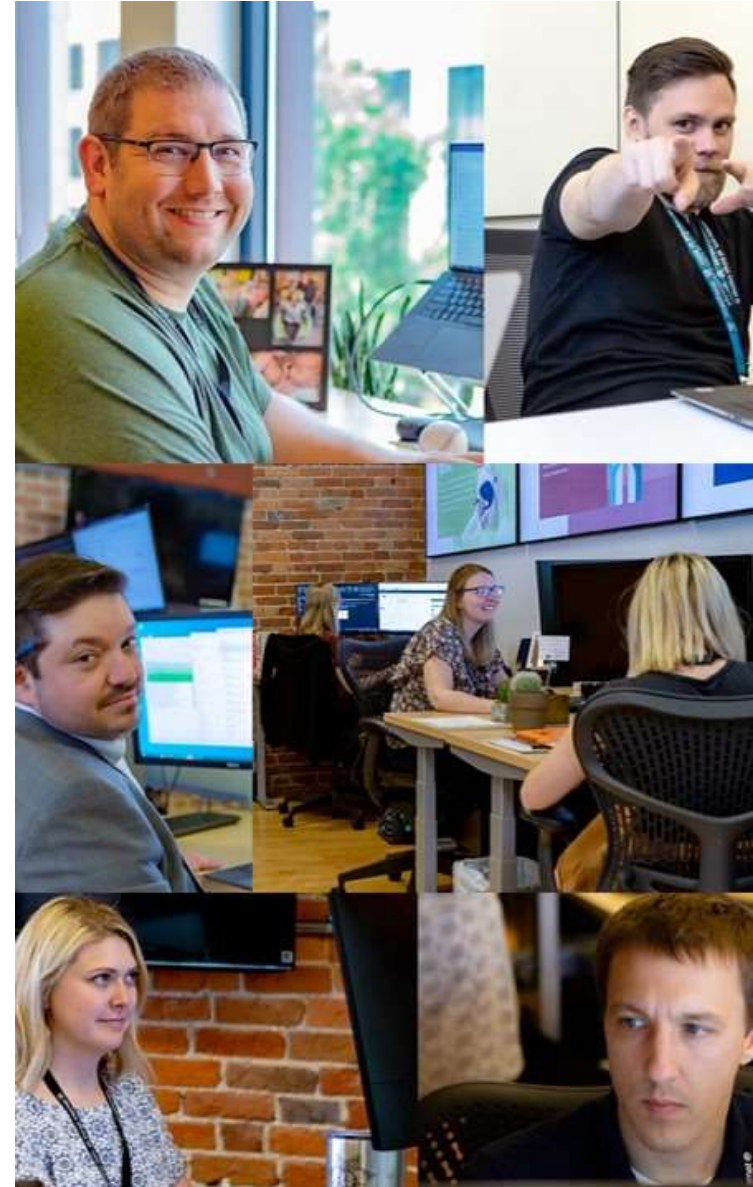
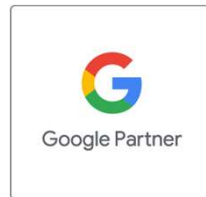
16 years working on web design and
development with My County Parks



Company Overview

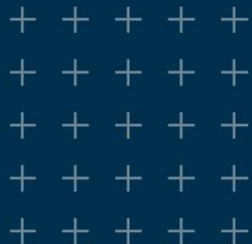
Our mission is to create powerful, innovative web applications and digital marketing solutions that solve problems and drive measurable results.

- Informatics is a privately-held business
- Founded in 1998
- Team of 30+ skilled experts
- Over 1,000 successful client relationships



Our Services

Informatics is a full-service web marketing agency with more than 20 years' experience providing creative and effective solutions to help you meet your business goals.



Digital Strategy

Information Architecture / User Flow Mapping / Specification Documents / Content Strategy / Logos & Branding



Web Development

Front-end Development / Content Management Systems / WordPress Specialization / Ecommerce Systems / CRM & API Integration / Managed Hosting



Web Design

UX Design / UI Design / Wireframing & Prototyping / Landing Page Design / Responsive Web Design



Inbound Marketing

Marketing Automation / Email Marketing / SEO / PPC / Copywriting / Photography / Video & Animation / Social Media Management / Marketing Retainers



Top 5 Goals of My County Parks Redesign



- 1. Update the visual UI/UX** (user interface/user experience) to help grow facility rentals.
- 2. Increase usability** for the end user.
- 3. Enhance Search Engine Optimization.**
- 4. Improve the purchase process** to increase payment options.
- 5. Incorporate outside data feeds** for nearby attractions.

Website Redesign Key Features

- Maps and geolocation for finding facilities.
- Trails integration with outside 3rd party systems.
- Addition of other attractions associated with the parks and facilities.
- Increased mobile functionality.
- Visually appealing UI/UX.



Why Marketing?

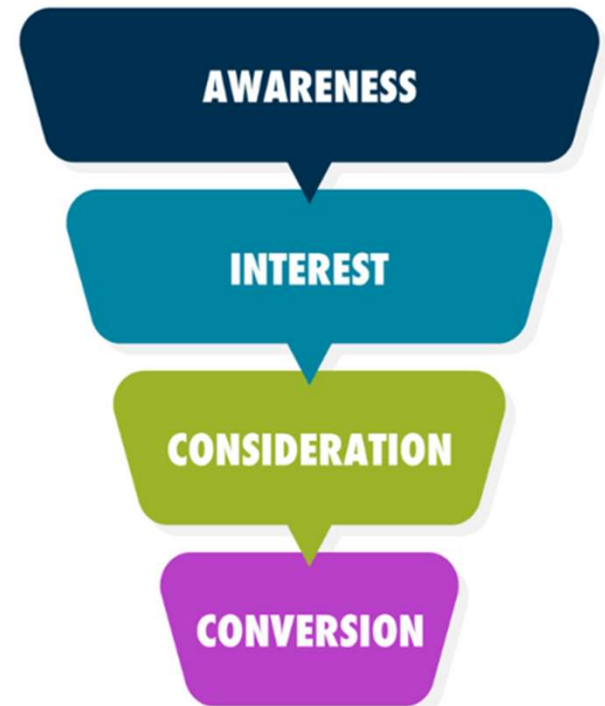


It is vital to meet your audience where they are: **Online.**

- Internet users spend an average of 151 minutes (2.5 hours) on social media per day.
- Google processes 8.5 billion searches each day.
- 83% of US adults want to book their trips online.

Benefits of Digital Marketing:

- Expand Brand Awareness
- Improve User Experience
- Generate Leads
- Increase Revenue



Partner Locally



Explore new ways to partner with local businesses and attractions, such as:

- Build relationships with local businesses to grow brand advocacy.
- List nearby attractions on your website.
- Partner on coupons and bundle packages.
- Trade Facebook posts.
- Ask other businesses to promote your events.

What is User Experience?

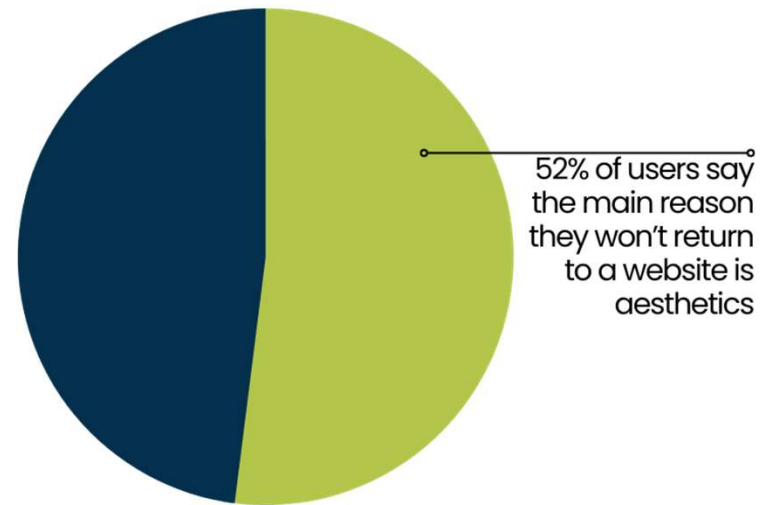
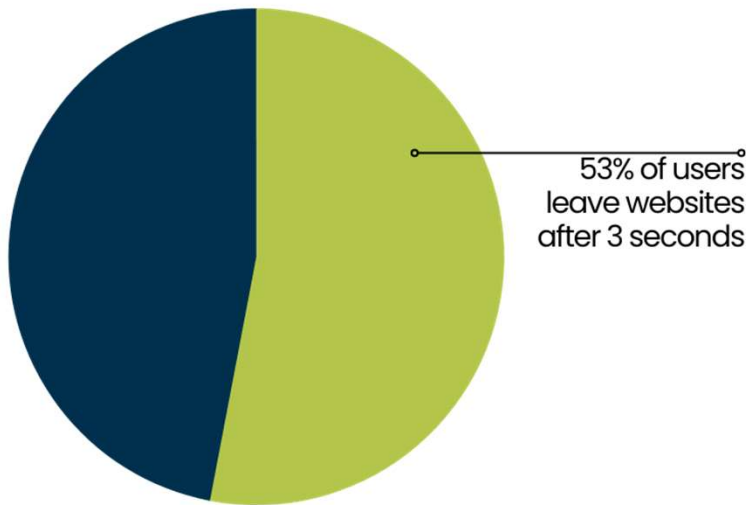


User Experience (UX) is the overall experience of a person using a website, including their perception of ease of use and navigability.

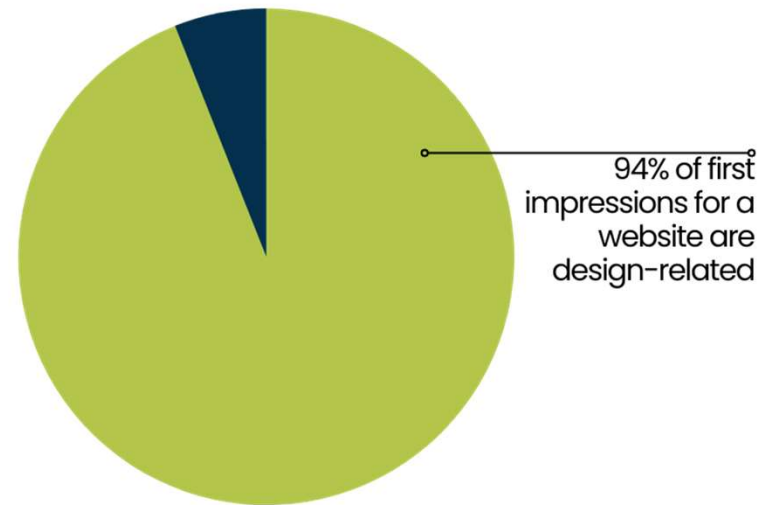
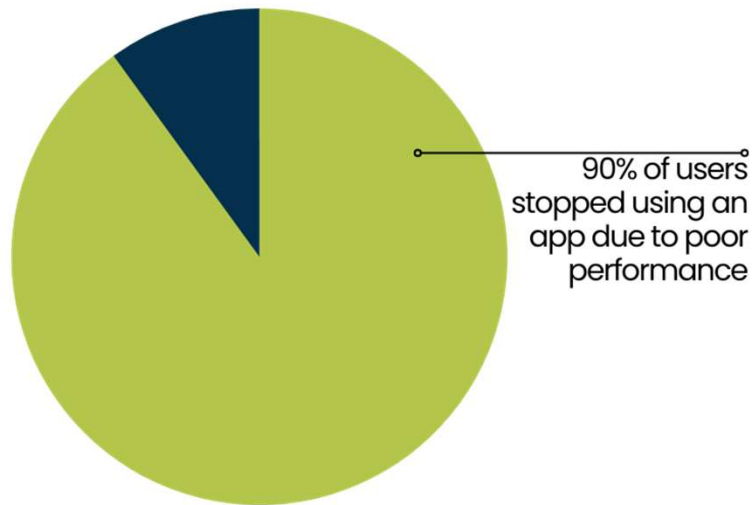
Benefits of UX:

- Increases User Engagement
- Increases Conversion Rate
- Grows Customer Retention
- Grows Customer Loyalty

User Experience



User Experience



Top Things to Tackle

If you are unsure of where to begin, start with these 3 things:

1. Complete Your Section of the Website
2. Focus on Key Information
3. Use Facebook to Drive Website Traffic



Completing Your Section

The most important thing to do first is complete your portion of the website.

- Writing Great Content
 - Persuasive
 - Succinct
 - Search Engine Optimized
- Listing All of Your Events
- Incorporating Good Photography
- Keeping it Up to Date

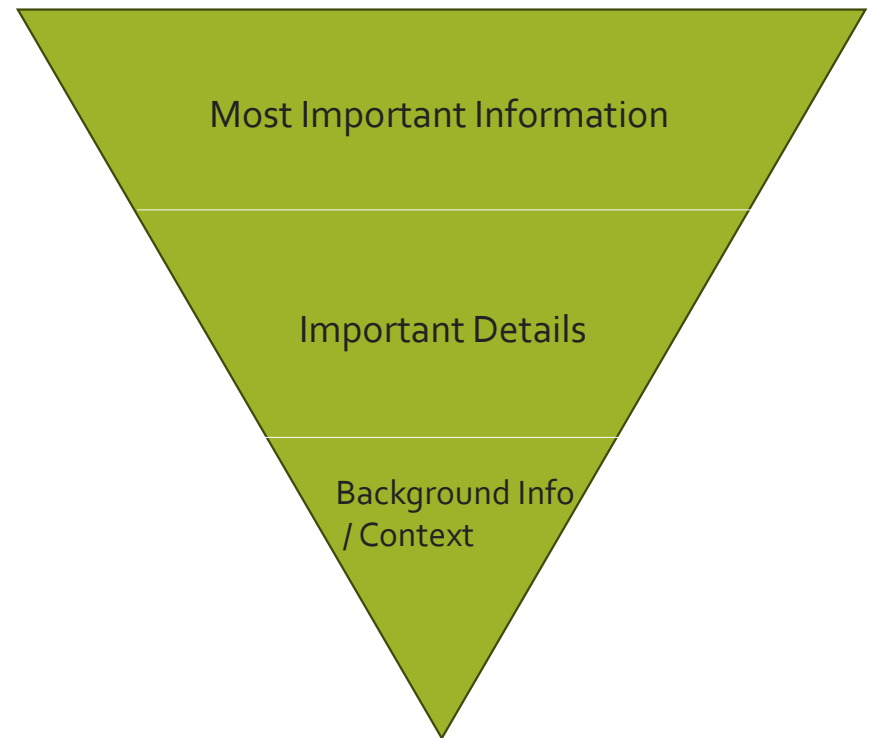


Focusing on Key Information



The average adult internet user's attention span is **8 seconds**.

- Less is more!
- **Inverted Pyramid:** Prioritize the most important information first.
- A picture is worth 1,000 words.



Manage Cabins

- Take multiple photos of each cabin from every room.
- Create a video tour of each cabin.
- Publish posts on social media letting people know cabins are available for rent.
- Include cabin information in quarterly newsletters.



Manage Campsites



- Publish photos of each campsite.
 - Find and reshare photos taken by previous campers.
- Double check each campsite listing has all amenities listed.
- Use highly-searched keywords within each description to help with search engine optimization.



Manage Shelters

- Take photos during peak season.
 - Spring, Summer, Fall
- Share renter testimonials in the description section of the listing.
 - Can be reshared to social media or published in a quarterly newsletter
- Use drone footage to showcase your facilities for rent.



Manage Event Listings



Users expect to find **all** event listings online. Your event listings should be:

- Easily accessible
- Up-to-Date
- Timely
- Informational
- Search Engine Friendly

The screenshot shows a web page for County Parks. The header includes the County Parks logo, navigation links for 'Book Now', 'Counties', and 'Events', and a user profile icon. The main heading is 'Hike A Park Chatfield Lake' with a date and time of 'MAY 13 · 8:00 AM' and a location 'Starr's Cave Park and Preserve, Des Moines County'. There are 'Save' and 'Share' buttons. The 'Event Summary' section describes the hike on May 18th at Chatfield Lake. The 'Why Attend?' section mentions a partnership with Lee County Conservation. The 'No Fees' section states there is no fee or registration. The 'Additional Content' section contains placeholder text. A 'Location' sidebar shows a map of the area, the address '3592 Iowa Rd, Keokuk, IA 52632', and a 'Register Unavailable' button with a registration start date of 5/18/23.

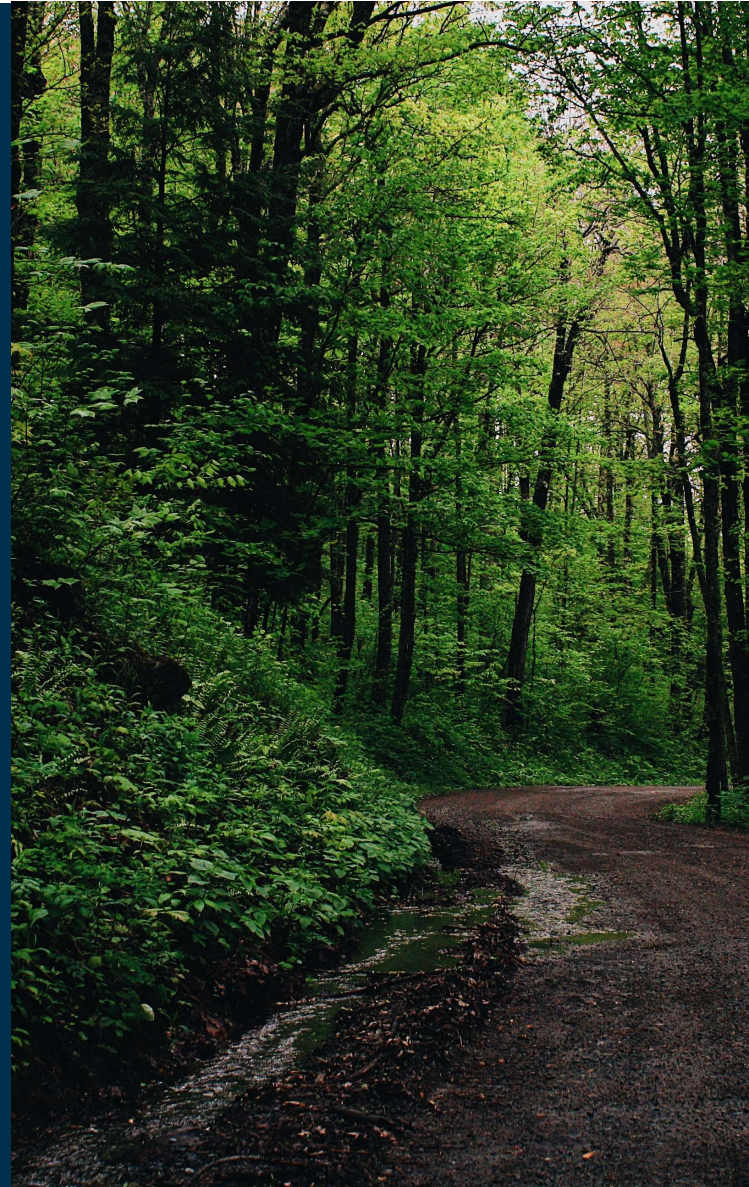
Using Facebook to Drive Traffic

With over 74% of lowans on Facebook*, this platform continues to be a strong source for sending visitors to your county's webpage.

- Make sure your Facebook page is fully completed, including a high-resolution profile picture and cover photo, filled out "About" section, and website link.
- Create posts highlighting events that include basic event information along with a website link.
- Use strong call to actions within posts to tell users exactly what you want them to do.
 - Click here to learn more! [URL]
 - Register online: [URL]

Best Practices

- Photography
- Content
- Social Media

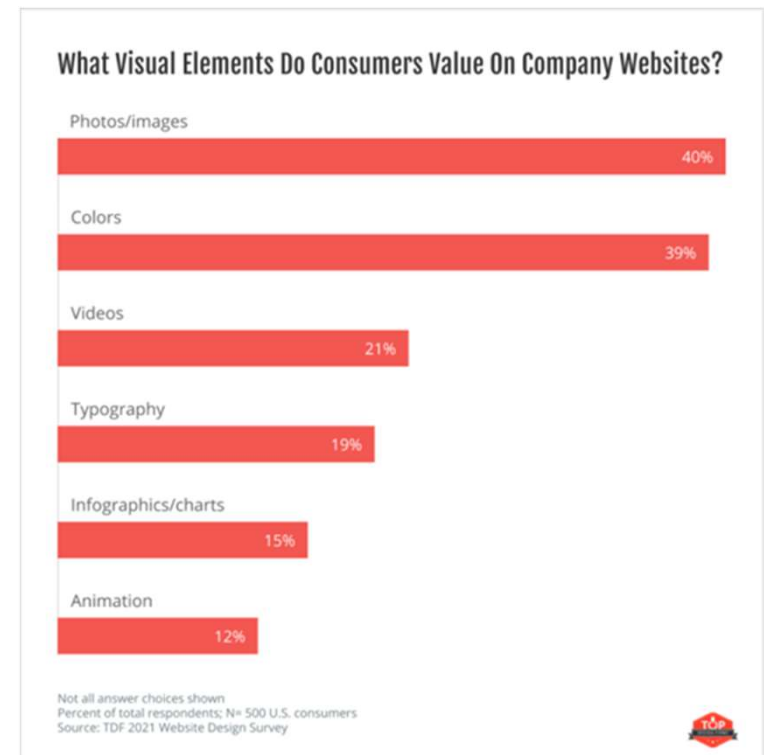


Why Good Photography Matters



High-quality, original photography plays a crucial role in promoting your rentals.

- Smartphones are great but consider professional photography.
- Stock photos do the trick, but original is always better.
- Size, cropping, and position are all critical to consider.
- File size and format can make or break page performance.





Photography Best Practices

- Take both landscape and portrait photos.
- Don't zoom.
 - Move closer to the subject of the photo.
 - Zooming can cause graininess or blurriness.
- Utilize natural light.
 - Take photos with your back to the sun and the subject in front of you.
- Image Rule of Thirds
 - When taking a photo, imagine two vertical and horizontal lines breaking the photo up into 9 boxes.
 - Try to position the subject where the lines intersect.

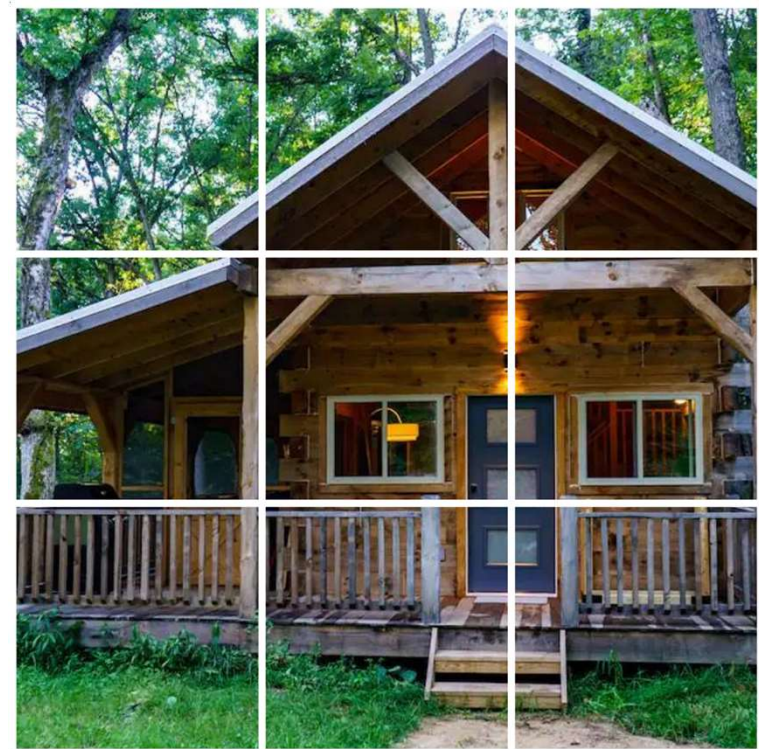


Photo Examples: Focus

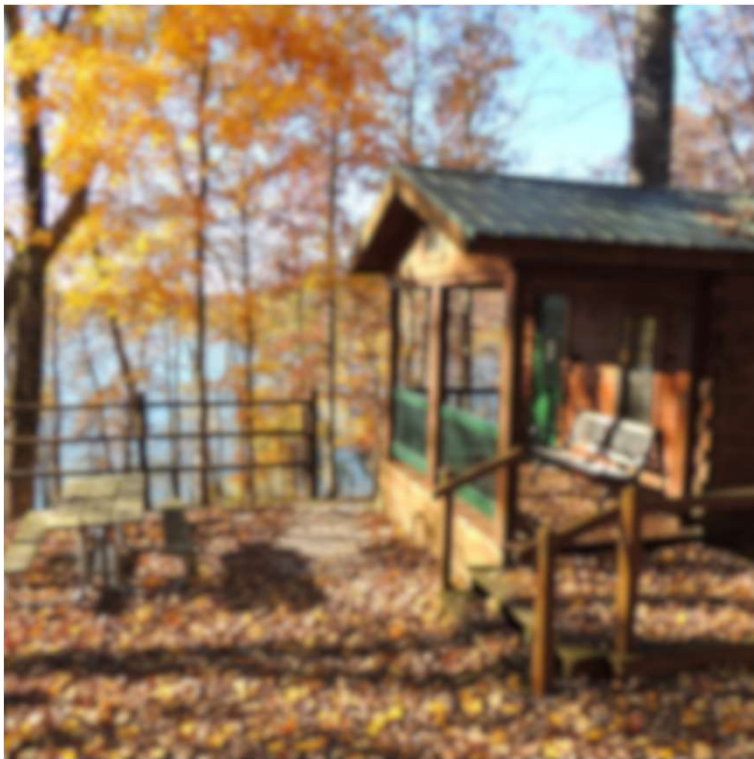


Photo Examples: Increase Brightness

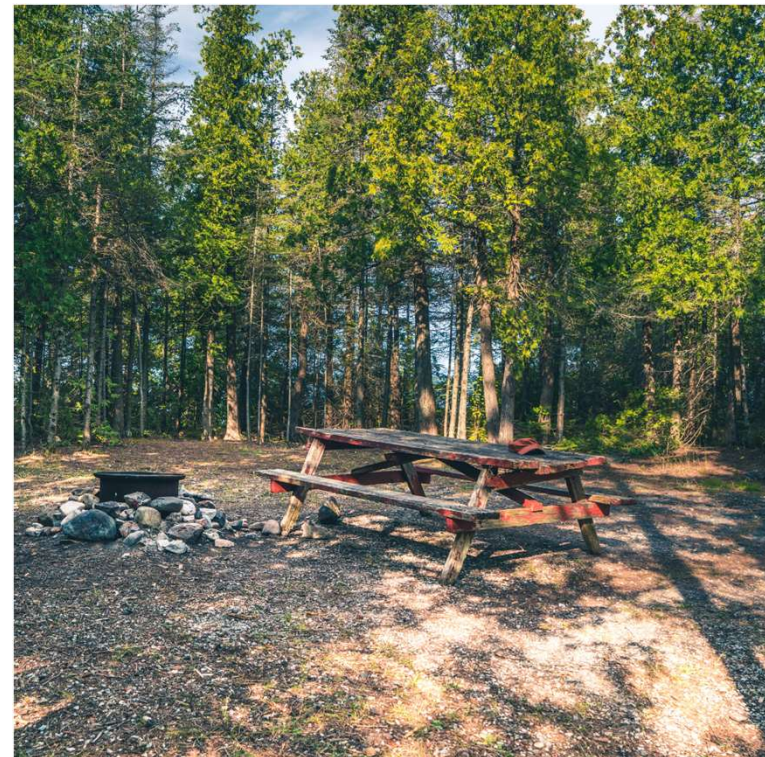
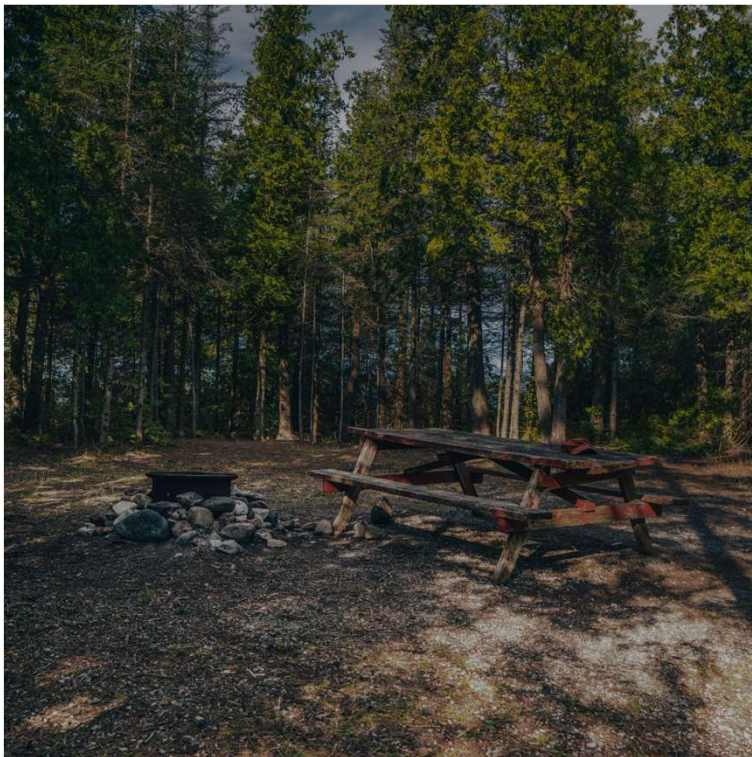


Photo Examples: Crop for Perspective

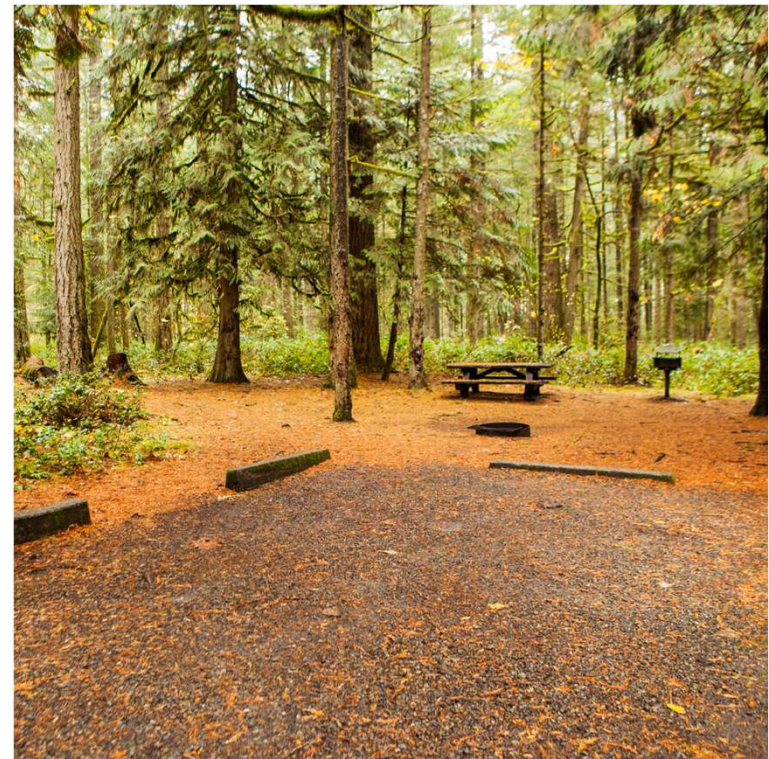
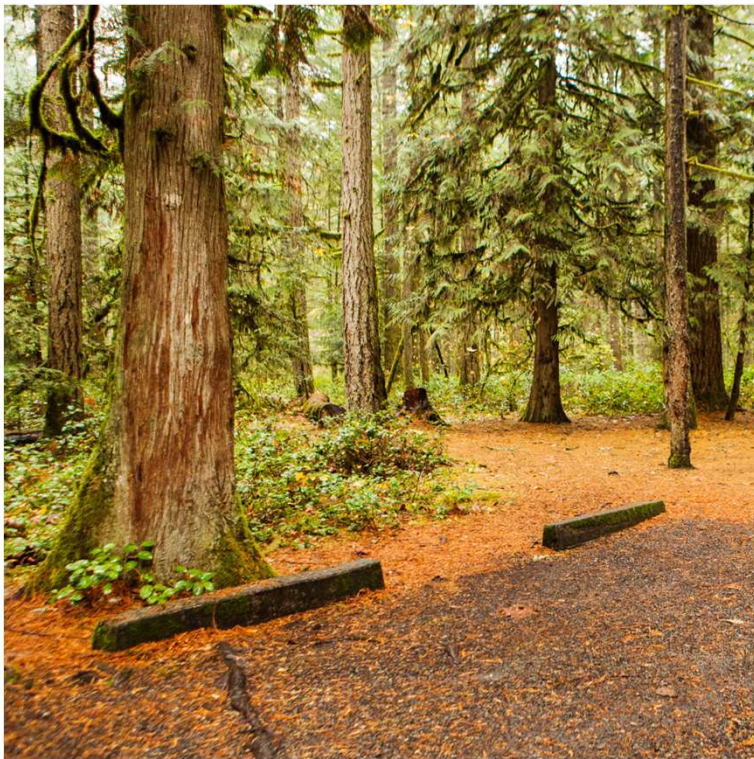
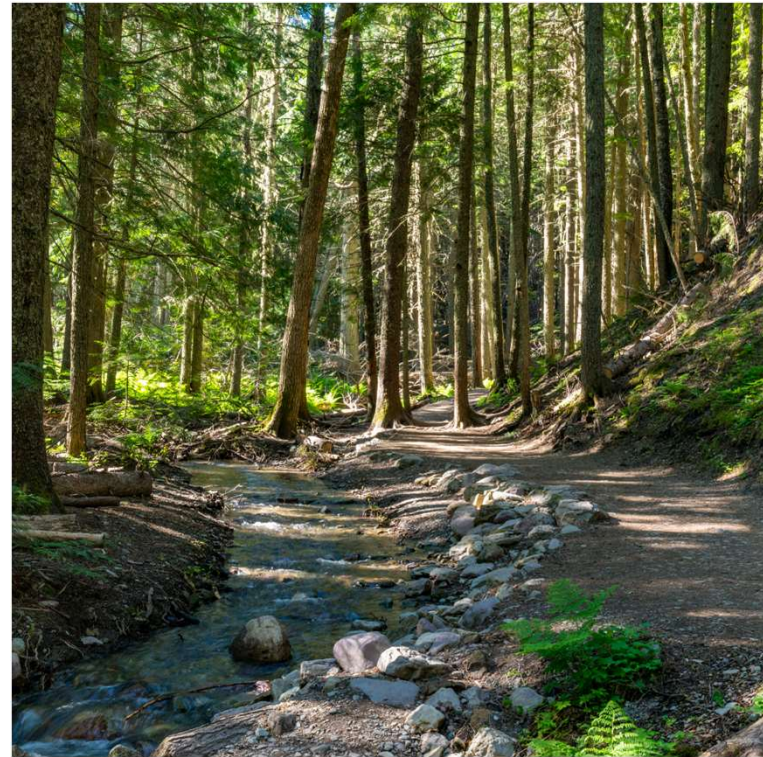
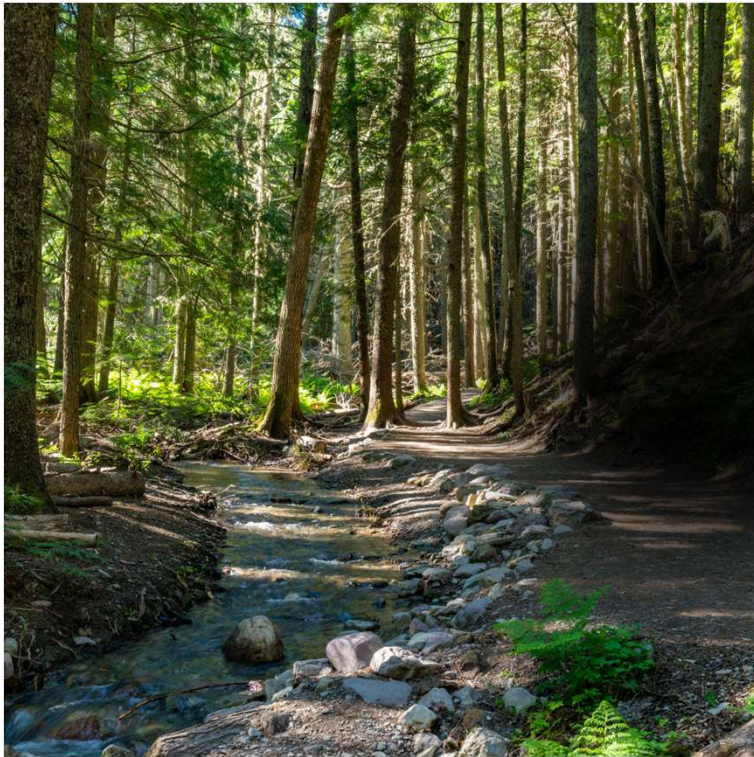


Photo Examples: Watch for Fingers



Optimizing Images



- Save your photographs as JPGs
 - This file type takes up less space and will load faster
- Large images should be no more than 1 MB.
- If you have the option, always "Save for web"
- You can always make a large image smaller but you can't make a small image larger.
- Free online programs can help you compress your file size without interfering with the quality.

Photo Examples: Reduce Dimensions



Size: 175x175 Pixels



Size: 108x108 Pixels

Photo Examples: Reduce File Size



Size: 3.14 MB



Size: 952 KB

Content Best Practices



- Build content around keywords your audience would be using to find you.
 - Camping, campsite, shelter, park, etc.
- Avoid large paragraphs of text.
- Bold important phrases or words.
- Incorporate bulleted lists.

Camping Rules

Camping

- On first come first served campsites, the camping unit must be on site prior to registering. Register within 1/2 hour of set up.
- No holding a campsite. A screen tent is not a designated camping unit.
- An extra tent must be registered prior to set up. An extra fee is required for the extra tent.
- Camping under the stars is not allowed. A camping unit (tent, rv, pop up, etc.) is required.
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Shelter

- Vehicles must be parked in parking lot; no vehicles allowed in or near shelter buildings.
- Keg beer allowed only with deposit and advance notification to park ranger.
- Reserved shelters are for entire day reserved.

Park Hours

- Summer hours: 6:30 a.m. – 10:30 p.m.; Fort Des Moines closes at sunset.
- Winter hours: sunrise to sunset

Do my visitors need to leave the park at 10:30 p.m. even if they are visiting us at our campsite?

Section 12 of our Park Rules and Regulations states: all visitors are required to leave the park prior to closing time, which is 10:30 p.m. during the summer hours and by sunset during off season.

Social Media Best Practices



- Remember the Social Rule of Thirds
 - 1/3 posts should be promotional
 - 1/3 posts should be engagement focused
 - 1/3 posts should be news or updates
- Create a monthly content calendar including 3-5 posts/week on Facebook and Instagram.
- Utilize high quality images.



Beyond the Website

Marketing Appendix





Marketing Opportunities

Your website is going to be your biggest converter, but there are other pieces you can plug into your strategy:

- Search Engine Optimization (SEO)
- Analytics
- Social Media
- Email Marketing
- Content Marketing
- Google Ads
- Video and Audio
- AI

Search Engine Optimization



Organic search generates 30% of tourism and travel web traffic (Ruler Analytics).

SEO Recommendations:

- Understand which keywords users are typing in when searching for your services.
- Include those keywords on your website.
- Update your Google My Business listing.
- Grow your Google Reviews.

Analytics



89.3% of the top 1 Million websites use Google Analytics (W3Techs).

Analytics Recommendations:

- Set up tracking pixels for your paid ad initiatives.
- Ensure you have GA4 (Google Analytics 4) set up.
- Track YoY trends to better understand your data.



Email Marketing

Offering the highest return on investment (ROI) of all types of marketing, email marketing sees an average return of \$36 for every \$1 spent (ConstantContact).

Email Recommendations:

- Create Automated Email Campaigns
 - Triggered when a visitor signs up for an email list or makes a reservation.
 - Welcome emails, confirmation emails, reminder emails, answering FAQs, etc.
- Send Quarterly Newsletters
 - Remain highly visible to those on your email list by sending them park news, updates, upcoming events, and information on your latest services and offerings.

Content Marketing



The average person spends ~7 hours/day consuming online content (Forbes).

Content Marketing Recommendations:

- Share compelling stories and valuable information through content on your website, social media posts, short-form video, infographics, checklists, and more.
- Build out a quarterly or yearly content marketing calendar.
- Create evergreen content that can be reshared regularly.
- Establish a process for finding and sharing user-generated content.



Google Ads

In 2023 14,000+ average monthly Google searches for "camping" in Iowa, a few Google ads can help fill those campsites.

Google Ad Recommendations:

- Conduct keyword research to see exactly what words or phrases your audience is searching for, and what you should be bidding on.
- Make sure your county page is fully optimized to help the user find the exact information they're looking for after clicking on an ad.
- Define a geographical area where you ad will be shown to capture "near me" searches.

Video & Audio



88% of people claim that seeing a brand's video influenced them to purchase a good or service (DemandSage).

Video & Audio Recommendations:

- Shoot drone footage of your park.
- Create and maintain a YouTube page.
- Incorporate video into social, including Instagram Reels and YouTube Shorts.
- Develop ads for YouTube, Spotify, and streaming services.

Artificial Intelligence (AI)



34% of companies currently use AI, an additional 42% are exploring AI (IBM).

AI Recommendations:

- Work smarter, not harder with ChatGPT.
- Generate website content
 - Outline blogs
 - Create event details
- Implement a chatbot on your Facebook page.
- Generate social media graphics.

Thank you!

Questions?

